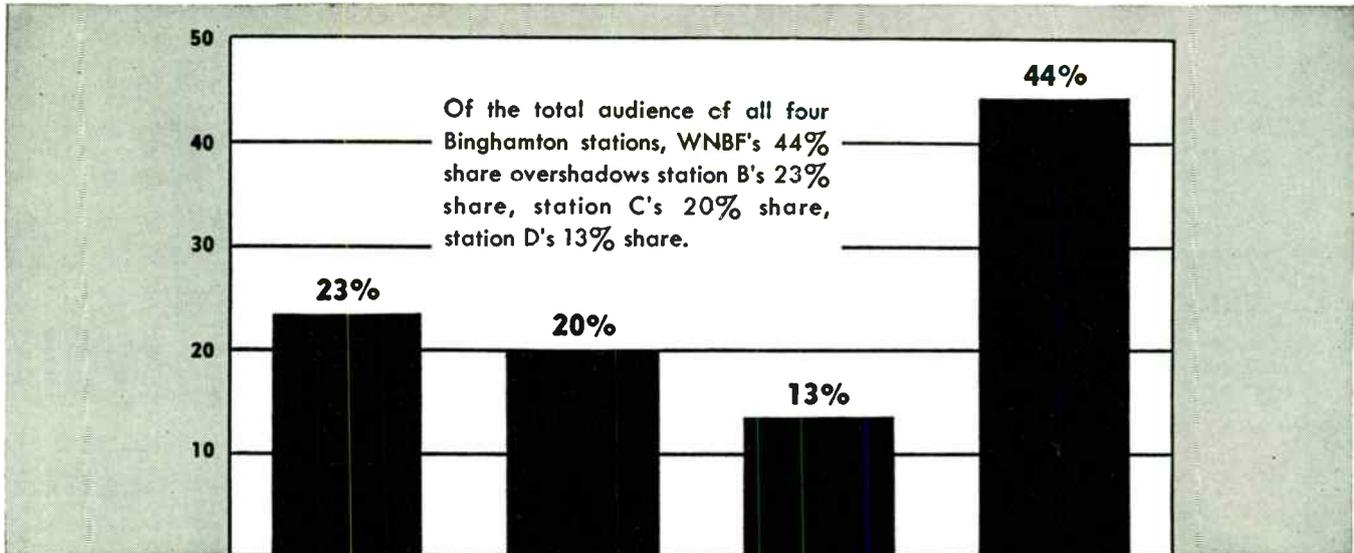


*audience
spells*

DOMINANCE *for* WNBFB



SOURCE: Area Pulse, September, 1955

A BILLION DOLLAR MARKET SERVED IN ITS ENTIRETY

ONLY BY



W N B F
BINGHAMTON NEW YORK
CBS-RADIO

Represented by JOHN BLAIR & COMPANY

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM-FM-TV, Philadelphia, Pa. / WNBFB-AM-TV, Binghamton, N.Y. / WHGB-AM, Harrisburg, Pa. / WFBG-AM-TV, Altoona, Pa



it
will be
music
to her
ears
!

Live music, her kind of music. Coming from **NBC BANDSTAND** (weekdays 10 a.m. to 12 Noon, EDT) the new radio show featuring America's favorite bands playing the memory-stirring music of yesterday and the melodic hits of today.

Every weekday morning Bert Parks emcees two full hours of *live* music by the nation's favorite bands—Guy Lombardo, the Dorseys, Wayne King, Freddy Martin, Russ Morgan, and the other all-time greats. There'll be name stars from the world of music and the theater—in person. Audience participation features and contests with big money prizes. Johnny Mercer, Dick Haymes and other musical celebrities to act as “Mr. Music.”

Here's a new way to reach housewives in the morning. A program with spontaneity and warmth, and the knack of easy selling. The cost: just \$1,000 per one-minute participation, with 30-second and 6-second units also available.

NBC BANDSTAND starts today. Miles Laboratories, Warner-Hudnut, ReaLemon, Manhattan Soap and General Foods are starting with it. Like them, whatever you have to say to women, say it with music on **NBC BANDSTAND**.

Exciting things are happening on the

NBC Radio Network

a service of 



MEMO:

Dear COTTON PICKIN'
Time-Buying Buddies:

Weather-wise . . . the month
of July wasn't too hot . . .
but in

ALLENTOWN, PA.

WKAP

is getting "hotter"
and "hotter" every day

⋮

Because of its community
policy . . . WKAP is the
people's friend, in the fast-
growing Lehigh Valley.

⋮

1st in the News Field
1st in Sports
1st in Top Disc Jockeys

and
1st in HOOPER

1st in PULSE

⋮

Call WEED Now
For Good Avails

⋮

WKAP

ALLENTOWN, PA.

"Oggie" Davies, Gen. Manager

RAHALL GROUP

WFEA Manchester, N. H.
WWNR Beckley, W. Va.
WNAR Norristown, Pa.

JOE RAHALL, President

Program Buyer's Guide Lists 1400 Shows For Next Season

(Continued from Page 1)

over the United States, radio programs, with the aid of disc jockey shows, and film shows have increased over 1955, while live television programs have decreased.

First, let's look at radio. The Program Buyer's Guide shows an increase of 333.3 per cent in disc jockey shows as compared to last year. In contrast, musical shows decreased 31.7 per cent. An increase is shown for mystery shows, 21.4 per cent, and agriculture and gardening programs by 5.6 per cent. Religious programs seem to be increasing on radio with 16 listed. Contrary to popular assumption that news programs are increasing along with disc jockey shows, the Program Buyer's Guide indicates a 25.9 per cent decrease in news broadcasts. Other shows decreasing are forums and discussions, by 55 per cent, and children's shows, by 35.5 per cent.

An over all picture indicates radio programs have increased by a small 1.4 per cent over last year. Excluding disc jockey shows there was a decrease in radio programs of 16.8 per cent. This seems to indicate that the amount of time given D. J. shows is increasing at the expense of other programs. In contrast, disc jockey shows on TV have decreased by 25 per cent.

Other live TV shows decreasing included comedy, by 57.1 per cent, and hillbilly, by 40 per cent. Women's programs decreased 43.8 per cent on TV compared to a gain of 13.7 per cent on radio. A decrease of 30.9 per cent is indicated for sports shows on TV. Audience participation shows rose 57.9 per cent while interview and panel programs fell off 36.8 per cent. The serial type drama show declined 66.6 per cent. The one-time, or half-hour drama show, increased 7.7 per cent.

Other programs showing increases were agriculture shows 9.5 per cent; children's shows, 3.5 per cent and quiz programs 23.1 per cent. Here, as in radio, religious shows seem to be increasing. Altogether, live television shows decreased 13.2 per cent compared to last year's Buyer's Guide Shows Issue. In contrast, film programs on television increased over 1955 by 18.6 per cent. Thirteen of the 19 shows' categories listed for film showed an increase over last year. Only six decreased. Cartoons showed a noteworthy increase of 120 per cent over last year and sports programs were up 109.1 per cent.

Other increases were: Adventure programs, 66.6 per cent; educational films, 37.5 per cent; and feature films, 40 per cent. Western shows were up 37.5 per cent. As in radio and live TV, filmed religious programs showed an increase, 28.6 per cent over last year. Documentary programs have decreased by 40.7 per cent. Film shorts decreased 58.3 per cent. Comedy and mystery shows, while popular with viewers, have remained steady and show no increase over last year.

Highlighted in the Shows Issue for the first time is a section of color television, in which the problems and the future of color shows are discussed. A survey of broadcasters, also appearing in this color section, revealed only 20 per cent of TV stations could originate color programs, while 80 per cent could not. Seventy-two per cent could transmit network color shows, while only 28 per cent could not. Films in color could be transmitted by 28 per cent, the survey revealed, while 72 per cent said they could not carry them.

Another survey of television broadcasters showed 80 per cent opposed Toll TV. Their opinions on the subject appear in this issue. The survey also reveals that among local TV shows, news and weather programs are still the most popular.

Due to interest in political conventions, articles by Jack Christie, radio-TV director, Democratic National Committee, and Leonard W. Hall, chairman of the Republican National Committee, are included.



Named To Board

Philadelphia—George A. Koehler, station manager of WFIL radio and TV has been named to the Board of Governors of the Heart Association of Southeastern Pennsylvania, it was announced by Heart Association president, Dr. Hugh Montgomery. Koehler has served with the organization as a member of the public relations committee and has been with WFIL for 11 years.

KABC Innovations

Los Angeles—Innovations, instituted by newly appointed program supervisor Frank Morris on KABC, include "traffic conditions memos" every fifteen minutes between 6:15 and 8:30 a.m., Mon.-Fri., and every half-hour between 3 and 5:30 p.m., Mon.-Fri. Every hour on the hour between 11 a.m. and 5 p.m., KABC gives a run-down on the station's programming for the succeeding 60 minutes.

Mackenzie Named

Stockton, Calif.—John MacKenzie, formerly farm director for KOVR Stockton, Calif., and KBET-TV Sacramento, Calif., has been appointed to the newly created post of news and farm service director for KGDM Stockton, it was announced by co-owner and general manager Alan Torbet. Other appointments are those of Howard E. Becker, sales manager of KWG, Stockton, who joins KGDM sales staff; Marilyn Asay as traffic manager; and Mrs. Gladys Cammack as bookkeeper.

Station Cited

Fort Worth—Charles B. Jordan, vice president of KFJZ-TV, recently accepted from Claude Schmidt, president of the Tarrant County chapter of United Cerebral Palsy, a plaque expressing the organization's appreciation of the station's fund raising telethon in behalf of United Cerebral Palsy.

WESO Aids Orphans

Southbridge, Mass.—WESO recently raised over \$7,700 for two orphaned girls whose parents were killed in an auto crash on a main highway in the station's listening area. WESO took it upon itself to start the drive at 3:05 p.m. in the day following the crash.

Charity Game

Jacksonville, Fla.—A recent charity softball game between the WMBR All Stars and the Jax Gator Girls, a champion girl's softball team, raised \$1,000 for the Babe Didrickson Zaharias Cancer Fund. The game was arranged by Bill Goodwin, account executive with the station and Dick Stratton, sports director for WMBR Radio and TV.

WHLI Awarded

Hempstead, N. Y.—WHLI has been given an award by the New York State Association for Crippled Children, which cited the station for "active participation in services to the crippled children and adults of your community."

**television
and radio**

*Shows
of
Tomorrow*

FILM
PRODUCTION
EQUIPMENT

RADIO DAILY
TELEVISION DAILY

AGENCIES
SPONSORS
STATIONS

**PROGRAM
BUYERS
GUIDE**

1956 SEVENTEENTH EDITION



NOW . . . along with many other great radio stations in the land . . . WWDC paces the big trend away from network affiliation. Effective August 1, WWDC goes solidly INDEPENDENT . . . the better to develop the highly successful local shows that have made it *the* sales-results station in the 2-million Washington market. Seven of its local shows are already in the Top 15 Week-end Daytime Shows,* making it FIRST on Saturdays and Sundays . . . and a *close second* in total share of *over-all* daytime audience. WWDC is FIRST in out-of-home audience—the rich and “vagabonding” Washington, D. C., audience. WWDC delivers 22.6%* of the entire out-of-home listening audience of 17 stations in the District area . . . outranks the second station by almost 2 to 1. See your John Blair man for the whole story.

*PULSE Report: March-April, 1956

Represented nationally by John Blair & Co.

WWDC Radio Washington

★ ★ ★ ★ EDITORIAL INDEX ★ ★ ★ ★

Features

Agency Symposium: TV Developments We Would Like.....	163
Alicoate, Chas. A.: Foreward.....	11
Barton, Bill: Studios Discuss TV Film Plans.....	55
Baron, George: Revise Programming.....	104
Beaton, William J.: Spanish Audience.....	122
BMI Clinic Speakers.....	22-23, 150-151
Boggs, Norman: Regional Radio.....	102
Bronson, Edward H.: One High Standard for All.....	155
Burke, Frank: Program Patterns During 1956.....	13
Christie, Jack F.: Democratic Convention.....	27
Color Television Survey.....	80-81
Crane, Frank: Radio Business Is Up in Calif.....	97
Diaz, Ray: Future of Radio Programming.....	93
Dick, Edith: Negro Programming.....	126
Godofsky, Paul: Suburban Radio.....	104
Green, Nat: Color on the Move.....	161
Gundy, Phillip L.: Operation of Ampex Recorder.....	157
Hall, Leonard W.: GOP Political Campaign.....	26
Halpern, Nathan L.: Fastest Growing TV.....	159
Harris, Sherman: Filming Lone Ranger in Color.....	88
Hyman, Eliot: Program's the Thing.....	57
Kaufman, Irving: New Techniques.....	161
Kaufman, Reub: TV Films' Future.....	57
Larochelle, Jules: Canadian Programs.....	124
Liebman, Max: Third Season Is Real Test.....	86
McAvity, Thomas A.: Make Color Viewing National Habit.....	87
McCleery, Albert: Color Is New TV Milestone.....	85
Meagher, John F.: The Healthy Condition of Radio.....	15
Nelson, Raymond E.: Concept of NTA Film Network.....	51
Novik, Harry: Negro Radio.....	126
Poor, John B.: Entertain Ringside Customers.....	33
Pope, Fortune: Broadcasts Increase.....	124
Rosensohn, W. P.: Closed-Circuit TV.....	159
Sambrook, A. B.: For Disc Jockeys: New Sounds, Music, Ideas.....	102
Shupert, George T.: Film Sales In Foreign Markets.....	43
Sinn, John: Demand for Color Films Seen.....	84
Sutton, David V.: Growth of TV Film Syndication.....	47
Sweeney, Kevin B.: The Cart and the Horse.....	37
Treyz, Oliver: Who's Looking at Daytime TV?.....	28
TV Broadcaster Survey.....	18-19
TV Film Distributors-Producers.....	189-192
Weil, Ralph N.: Italian Market.....	123
Weis, Pierre: Program Service.....	99
Young, Adam: Spot Radio Up.....	99

Programs

	TV Film Page No.	Live TV Page No.	Radio Page No.
Adventure.....	59	—	—
Agricultural, Gardening.....	—	186	136
Audience Participation.....	—	184	146
Cartoons.....	77	—	—
Children's Programs.....	76	168	143
Color Programs.....	89	89	—
Comedy.....	66	185	140
Disc Jockey.....	—	187	107
Documentary.....	72	—	—
Drama.....	63	188	119
Drama (Serial).....	74	—	147
Educational.....	76	—	—
Feature Film.....	69	—	—
Foreign Language.....	—	—	125
Forums, Discussions.....	—	188	147
Hillbilly.....	—	—	130
Hollywood Atmosphere.....	—	—	149
Interview, Panel.....	—	187	149
Miscellaneous (Film Shorts, Science Fiction, Travel).....	78	—	—
Musical.....	70	178	115
Mystery.....	72	—	144
Negro.....	—	—	127
News.....	78	165	132
Quiz.....	—	179	145
Religion.....	77	—	148
Sports.....	73	182	134
Variety.....	78	174	141
Western.....	75	—	—
Women's Programs.....	—	180	138

★ ★ ★ ★ ADVERTISING INDEX ★ ★ ★ ★

— A —

ABC Film Syndication, Inc.
 ABC TV Network
 Allied Record Manufacturing Co.
 ASCAP
 Associated Program Service
 Atlas Film Corp.
 ATV Productions, Inc.
 Audio-Video Recording Co., Inc.

— B —

Barry-Enright Productions
 Bartell Group
 Batten, Barton, Durstine & Osborn, Inc.
 Benny, Jack
 British Information Services
 Broadcast Music, Inc.
 Brooks Costume Co.

— C —

Cascade Pictures of California, Inc.
 CBS Radio Network
 CBS TV Film Sales, Inc.

— D —

Don Lee Radio.

— E —

Eastman Kodak Co.
 Eaves Costume Co., Inc.
 Edwards, Ralph
 Empire Production Corp.
 Entertainment Productions, Inc.

— F —

Ford, Tennessee Ernie
 Four Star Films, Inc.
 Framar, Walt
 Fremantle Overseas Radio & Television, Inc.

— G —

German, W. J., Inc.
 Goodman, Harry S.
 Goodson-Todman Productions
 Guild Films Co., Inc.

— H —

H-R Representatives, Inc.
 Hygo Television Films, Inc.

— I —

Inter-TV Films, Ltd.

— K —

KABC-KABC-TV
 KBIG
 KBIS
 KBMB-TV
 KBVM
 KCBQ
 KCIJ
 KCJB-TV
 KDKA-TV
 KGB
 KLAC
 KNX Radio
 K-POP
 KRUX
 KWKW
 KXJB-TV
 KXLA
 KYW-KYW-TV
 Kin-O-Lux, Inc.
 K&W Film Service Corp.

— L —

Lombardo, Guy

— M —

54 M&A Alexander Productions, Inc. 64
 30-31 Mutual Broadcasting System. 34-35

— N —

28 National Telefilm Assoc. 46
 111 NBC Radio 4-5
 67 NBC Spot Sales 82-83
 71 NBC Television Films 42
 105 NBC TV Network 20-21

— O —

171 Official Films, Inc. 40

— P —

36 Pyramid Productions, Inc. 71

— R —

14-164 Radio TV Representatives, Inc. 197
 179 Rahall Stations 6
 62 RCA Recorded Program Services. 24-25
 16-17 Roach, Hal, Studios. 58
 44-45 Rollins Broadcasting, Inc. 127

— S —

96 Sarra, Inc. 60
 SESAC 105
 Southland Broadcasting Co. 194
 Stark-Layton, Inc. 177
 Storer Broadcasting Co. 38-39

— T —

160 Television Programs of America, Inc. 48-49
 Texas Rasslin' 66

— V —

172-177 Video Pictures, Inc. 68

— W —

109 WAKE 108
 WAPL 108
 193 WAZL 103
 119 WBEE 127
 158 WFEA 6
 50 WGAL-TV 175
 WHAT 129
 109 WHBQ-TV 156
 52-53 WHIO-TV 154
 WHLM 103
 WHOL 103
 65 WHOM 122
 WIBG 110
 103-176 WIDE 103
 116-132 WINS 90
 WKAP 6
 174 WLIB 128
 116 WMAQ 82-83
 108 WMRY 194
 194 WNAR 6
 174 WNBK 3
 152 WNBQ 82-83
 98 WNJR 127
 199 WOKY 108
 92 WOV 123
 117 WRAP 127
 108 WSB-WSB-TV 32
 125 WVDA 103
 174 WWDC 8
 131 WWNR 6
 173 WWRL 128
 66 Welk, Lawrence 200
 68 World Broadcasting System, Inc. 94-95

— Z —

169 Ziv Television 100-101

FOREWORD

THE tremendous upsurge of interest in radio and the dramatic strides being made by television go hand-in-hand with the creative programming which has contributed so much to the progress of the broadcasting industry. This year's *SHOWS* edition serves to document these stimulating trends. Radio has brought new concepts in programming, both on the local and network levels, and television has made tremendous gains with the coming of spectaculars, full hour dramatic and variety shows, and the increase in color programs. This seventeenth annual edition, a complete catalogue and buyers guide of programming, represents the contributions of the best creative minds and should serve a most useful purpose in Fall and Winter program planning. We are grateful to many editorial and advertiser contributors who have made this edition a comprehensive reference volume for the entire broadcasting industry.

Chas. A. Alicoate
Executive Publisher

stay tuned for more
BBDO

NETWORK

TV

THE AMERICAN TOBACCO COMPANY

Lucky Strike Cigarettes
"Your Hit Parade"* (Replaced by "Adventure Theater" during summer.)
"The Jack Benny Program"* (Alternates regularly with "Private Secretary." Off during summer.)
"Private Secretary,"* starring Ann Sothern (Alternates regularly with "The Jack Benny Program." On every week during summer.)

ARMSTRONG CORK COMPANY

Resilient Floors, Building Materials
"Armstrong Circle Theater"*

BRISTOL-MYERS COMPANY

"Ban" Deodorant-Trushay
"Alfred Hitchcock Presents"*†
"Arthur Godfrey and His Friends"*†
"Arthur Godfrey Time"***
"Garry Moore Show"***
"Playhouse 90"***
(beginning Oct. 4)

CAMPBELL SOUP COMPANY

Campbell's Soups
"Lassie" (Every week beginning Sept. 9.)
"Campbell Star Stage"*
"On Trial"* (To replace "Star Stage" beginning Sept. 7.)

"Mickey Mouse Club"***

DE SOTO-PLYMOUTH DEALERS OF AMERICA

"You Bet Your Life," starring Groucho Marx

E. I. DU PONT DE NEMOURS & CO. (INC.)

"Du Pont Cavalcade Theater"

GENERAL ELECTRIC COMPANY

"The General Electric Theater"
"Medic"* (G-E Lamp Division)
"Warner Brothers Presents"* (To replace "Medic," beginning in September.)

THE B. F. GOODRICH COMPANY

"Life-Saver" Tubeless Tires
"The George Burns & Gracie Allen Show"*

GENERAL MILLS, INC.

Betty Crocker Mixes, and Other General Mills Products
"Bob Crosby Show"***
"Mickey Mouse Club"***
"The George Burns & Gracie Allen Show"* (beginning Oct. 15)
"Garry Moore Show"†
"Wyatt Earp"†
"Valiant Lady"†

LEVER BROTHERS COMPANY

"Art Linkletter's House Party"***
"Gordon MacRae Show"
"On Trial"* (beginning Sept. 14)

MINNESOTA MINING & MANUFACTURING COMPANY

"Scotch" Brand Cellophane, Others
"Mickey Mouse Club"***

MURRAY CORPORATION OF AMERICA

"Easy" Washers
"Arthur Godfrey Time"***

REVLON PRODUCTS CORP.

Satin-Set, Touch and Glow, Lipsticks and Futurama, and Nail Enamel
"The \$64,000 Question"
"The \$64,000 Challenge"†

UNITED STATES STEEL CORP.

"United States Steel Hour"*

WILOROOT COMPANY, INC.

Wilroot Cream-Oil Hair Tonic
"The Adventures of Robin Hood"*

ZENITH RADIO CORP.

Zenith Radios, TV
"NCAA Football" (1/4 sponsorship. Beginning Sept. 22.)

*Alternate weeks **Segment †Participating

BBDO Advertising

Batten, Barton, Durstine & Osborn, Inc.

NEW YORK · ATLANTA · BOSTON · CHICAGO · CLEVELAND · DALLAS · DETROIT · HOLLYWOOD · LOS ANGELES · MINNEAPOLIS · PITTSBURGH · SAN FRANCISCO · SEATTLE · TORONTO



BURKE

Program Patterns During 1956

Switch To Music And News Shows

By Frank Burke

Editor, Radio-Television Daily

THE swing to the music and news format on radio stations; the increasing use of tape recorders; and the growing emphasis on local programming on radio and television stations throughout the country are just a few of the contributions to the bright business picture in this year of 1956. Both radio and television are prospering and the impact of improved programming has been an important factor.

That the switch to music and news on radio stations has been pronounced is evident on all sides. Some owned-and-operated network stations have adopted this concept and they have patterned their successful operations after many of the prosperous independent stations in key center cities. The switch-over has been gradual but in the end the net results have been the same. The programming makes room for more flexibility in commercials and, of course, more national and local spot business. The spot business, by the way, is what pays off these days and has brought new profits to many stations.

Maybe this new programming is here to stay. If it is, we think there must be a curtailment in back-to-back spots and the over-use of singing commercials. The radio stations using disc jockeys have gone hog wild on the use of singing commercials.

Turning from excessive commercialism to more pleasant aspects of the new, streamlined radio, is the growing importance of tape recording in this field. Tape recorders and mobile broadcasting units have given a new dimension to newscasting. Down at WSB in Atlanta a staff of roving radio reporters cover Night Beat and night after night are in the thick of fast breaking news stories on crime, accidents and disaster. This concept of news gathering is getting even greater attention on WRCA, New York, where Gabe Pressman, a seasoned newsman and excellent commentator, takes his listeners to every important news story breaking in Manhattan. Pressman's descriptions and interviews are used on Bill Cullen's early morning show and often-times repeated on other news shows throughout the day. Ray Owen, another good reporter who roams New York in a Thunderbird is an able assistant to Pressman and often produces some bright news features that

are short-waved to the New York station.

These references to on-the-spot news reporting only serve in a small way to spotlight the importance of tape recorders in today's programs. They are used on special events, sports, interviews and many other segments of programming. The flexibility in using the tapes highlight their advantages. Taped shows can be used immediately or held for delayed broadcasting at a later date or hour.

* * *

While radio has made much progress in the tape techniques, television is making ready to introduce new TV film tape recorders which will record both picture and sound and will have revolutionary effect on TV programming. These TV tape recorders, presently manufactured by Ampex on the West Coast, may be first put to use at the national political conventions this year. The fact that a finished magnetic tape film can be produced in a matter of minutes means that its usage may supplant some of the present day scheduling on networks and will allow for delayed telecasting of special programs.

Many radio broadcasters speaking on the recent successful Broadcast Music program clinics gave expression to views which can easily be applied to both radio and TV programming. For instance, Jimmy Atkins, program manager of KOA, Denver, declares "The announcer is the voice of your operations". He goes on to stress the announcer's importance in reflecting the personality of a station. Sal Robinson, general manager of WLAD, Danbury, Conn., stresses the importance of community programming and the need for close relationship with civic and religious organizations. The increasing importance of language programming is highlighted by Patrick J. Stanton, Manager WJMJ, Philadelphia. Stanton thinks that foreign programming tends to emphasize good Americanism and is a great service of most of our naturalized citizens.

* * *

Katherine Peden, WHOP, Hopkinsville, Ky., believes programming for women is most important. Miss Peden breaks down women's show in three categories "fashion, family and farm". Urging stations to make the most of local news, William Holm gen-

eral manager of WLPO, La Salle, Ill., stresses the need of strong newsrooms, well staffed and equipped to compete with local newspapers in coverage of the day-to-day community activities. Fern Gable, WOWO, Fort Wayne, Ind., warns against "spouting broadcasters" who lack background on the subjects they are trying to discuss. The importance of farm broadcasters at stations in rural areas is emphasized by Ed Mason, general manager of KXXX, Colby, Kans., who reports eight farm specialists in their three station setup.

The foregoing is only brief sampling of broadcaster opinion. Their views, without doubt, reflects the spirit of their operations and have contributed much to the stature of broadcasting. Much of the progressive thinking exemplified by the comments comes from the radio broadcasters' desires to compliment and not compete with television. How well they have succeeded can be best told in the profit columns of their ledgers. Radio is enjoying new found prosperity and television is finding its own levels in programming through the crucible of experience. The plain facts are that both radio and television are must mediums in the American homes and as a consequence have proven to be sales tools that have more than justified their share of the American advertising dollar.

* * *

We started out to write about "Program Patterns of 1956". Maybe we have gone far afield at times. On the other hand these impressions may help you crystalize your thinking regarding some of the things that you have always felt were important to your station's success. We have purposely avoided going into detail on the progress of television. The sight and sound medium is fully covered in the pages that follow and the fascination of the progress of color television gets full treatment in a fact-revealing survey of broadcasters.

We have faith in radio and TV programming and its future. The progress noted here is only a small measure of the creativeness of the men and women who contribute to each day's broadcasting. The broadcasting industry continues to march forward in 1956!



For SERVICE in TV

SERVICE continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming.

This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music
- Help in protecting music ownership rights
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV
- Aid in music clearance

TELEVISION *Sketch* BOOK

A regular monthly service of pre-tested musical sketches for the producer, director and artist

Timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion.

The very latest song hits as well as the standard favorites are developed into photogenic sketches which

can be used effectively as complete musical shows, as production numbers in variety programs or as scene-setting segments.

There are dozens of ways in which you can adapt the BMI Sketchbook to advantage.



Let BMI give you the TV Music Story —
Call or write BMI TV SERVICE DEPARTMENT

BROADCAST MUSIC, INC. 589 FIFTH AVENUE
NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



MEAGHER

The Healthy Condition of Radio

Situation Today Is New Challenge

By John F. Meagher

Vice President for Radio, National Association of Radio and Television Broadcasters

BY this time, it is abundantly clear that the nation's radio industry has successfully weathered the storm which some faint hearts feared might engulf it. Not only has it survived, but in a number of aspects radio is bigger and stronger than ever. There are more stations serving more people through more receivers with a greater variety of programs than ever before.

During the past seven years (which saw the major growth period of television) the number of licensed AM radio stations increased 50%, from 2,000 to 3,000. In the same period, the number of radio sets in use jumped from 74 million to 132 million, with the result that virtual saturation has been attained, and the great majority of homes are equipped with several receivers. The industry goal of 'a radio in every room' is rapidly being reached.

The physical growth of radio during this period has been accompanied by a broad complement of 'growing pains'. The evolution from 1949 to 1956 effected changes so radical that modern radio may properly be regarded as a new medium, a personal medium, the "everywhere, all-the-time medium."

Gone are the audio spectaculars of yesteryear. Vanishing from the American scene is the picture of the family gathered before a hulking piece of living room furniture to listen to a favorite program. They have been supplanted by a new and more intimate relationship between broadcaster and listener, as there has come to pass the realization that you can listen to radio while doing almost anything else. Radio has assumed the character of the good companion, moving with the listener throughout the house, out-of-doors, in the car, at the beach, on the boat, everywhere. The increasing portability of receivers, sparked by the transistor, has sharply accelerated the trend to personal radios. Veritably, wherever you go, there's radio!

Those observers, and particularly those advertisers who, upon discovering that they could no longer tune in Jack Benny every Sunday night, formed the hasty and erroneous judgment that radio had sunk to a moribund state, succeeded only in short-

changing themselves. Those who refused to sell radio short succeeded in selling more goods and services through continuous, intelligent usage of the lowest cost-per-thousand medium extant.

The truth of that assertion is most evident on the local scene. Radio serves more advertisers today than ever before because more local advertisers have become aware that radio performs a unique function in the merchandising process, and they have come to depend on radio as an indispensable sales weapon. Of special significance is the fact that it has been the local advertiser, rather than the national or network advertiser, who has been first to cash in on radio's 'new look'. Perhaps he has been the least confused by efforts to measure the audience to a given program at a given hour in a medium which is not only everywhere, but mobile as well. Certainly he enjoys a substantial strategic advantage over the national advertiser in his ability to evaluate almost immediately the concrete results of his advertising efforts. His appraisal of radio is not likely to be unduly influenced by his personal listening habits so long as he notes immediate and widespread response to his radio messages. He is in position to listen to the stations which serve his customers, and to observe the bonds of friendliness and appreciation and loyalty which exist between them and their radio stations. In this curious and intriguing relationship has long been found the source of much of radio's tremendous strength. As radio becomes more intimate, as its approach becomes increasingly that of 'person-to-person' rather than that of 'performer-to-audience', the sense of kinship between broadcaster and listener grows apace.

There would be a greater choice of programs today, as compared with seven years ago because, if for no other reason, there are more stations. However, affiliated stations are carrying fewer hours of network programming than they did seven years ago, and they have developed as replacements personalities and program formats with greatest appeal to the audiences they serve. Prime consideration has been given to doing those things which radio does better than any other medium, and in doing them

more imaginatively, resourcefully, and effectively than they have ever been done before. Indeed, radio has managed to hold its place in the sun, and its economic stability, largely through its vigorous programming, its aggressive selling, and the happy fact that the American people just plain like radio!

Radio broadcasters recently have had occasion to assay the esteem with which their services are regarded by the people of the country. National Radio Week was observed in May of this year, the first instance in several years of a 'week' exclusively devoted to radio broadcasting. The great ground-swell of approbation throughout the land, the universal acknowledgment and appreciation of radio's tireless service to the American people, exceeded the fondest expectations of radio broadcasters who were becoming accustomed to a position other than the center of the stage.

The celebration brought them recognition from the President of the United States and from the Chairmen of the Committees concerned with radio in the Senate and House. Most of the governors of the United States, and the mayors of most of our cities issued ringing proclamations of Radio Week, recognizing and extolling the medium for its myriad accomplishments in the public interest. Countless groups and organizations in the fields of religion, education, business, agriculture, veterans affairs, civic improvement, and others gave public testimony of the magnitude of the role of radio in the everyday life of our nation's citizens. And the spontaneous expressions of regard and affection that poured in upon radio stations everywhere from the listening public were especially gratifying.

Despite the changes that radio has undergone during the test of the past seven years, it has emerged with flying colors, more massive and dynamic than before. The dependence of the people upon radio has been clearly demonstrated, extending even to the implementation of the medium by those charged with national survival in the event of enemy attack. Upon this firm foundation radio broadcasters have built their hopes and aspirations for the exciting years ahead.

**NOBODY'S
LISTENING
BUT PEOPLE
- ALL OF THEM
STEADY
EATERS!**



What a time to talk about food...while 4,115,000 people
a minute are listening attentively to daytime CBS Radio.

Mostly they're homemakers, too busy for other advertising
media. They're listening to 11 serial dramas on CBS Radio,
starting at 12:00 noon, CNYT, Monday through Friday.

In one week, these programs reach 20,548,000 different people.



From left to right:



12:00 N. WENDY WARREN & THE NEWS
12:15 PM BACKSTAGE WIFE
12:30 PM ROMANCE OF HELEN TRENT
12:45 PM OUR GAL SUNDAY
1:00 PM ROAD OF LIFE
1:15 PM AUNT JENNY
1:30 PM YOUNG DR. MALONE
1:45 PM GUIDING LIGHT
2:05 PM RIGHT TO HAPPINESS
2:15 PM SECOND MRS. BURTON
2:30 PM THIS IS NORA DRAKE

this is the right time to buy...

THE CBS RADIO NETWORK

★ 80% OF BROADCASTERS

Most Officials Refuse To Comment On UHF TV Problem

RADIO-TELEVISION DAILY, in connection with the Program Buyer's Guide Shows Issue, conducted a nation-wide poll of television broadcasters to find out their reaction to several problems facing them today. Such questions as their attitude on UHF television, toll TV and what they felt could be improved in film distributor service were asked. On UHF television, 60% of the broadcasters did not wish to comment on the matter, 30% were in favor of it and thought it should be given assistance. Ten per cent were opposed to it. This question was asked prior to the FCC proposal for shifting of all television to UHF.

Eighty per cent opposed toll TV and 20% had no comment. A survey last year placed 75% opposed to it, 15% in favor of it and 10% impartial.

Most of the broadcasters felt films should be inspected closer by distributors before shipment. Others thought more promotion material should be sent before the film was ready to be aired. Still more comments asked for better shipping schedules and rate structure plans. Six per cent said service was satisfactory.

Asked what type of filmed program was most popular, the broadcasters said mystery shows, followed closely by adventure programs. As for what type of programs suited local viewers best, news and weather led with musical variety shows third.

The following columns present a sampling of the highlights of responses made by the nation's broadcasters.

WHAT TYPE OF FILMED PROGRAMMING IS MOST POPULAR?

Frank P. Cummins, WJAC-TV, Johnstown, Pa.: "Feature films followed closely by half hour syndicated shows."

Theodore A. Eiland, WJNO-TV, Palm Beach, Fla.: "Half hour dramatic syndicated film shows first, followed by feature length movies, second."

Don DeGroot, WWJ-TV, Detroit, Mich.: "Situation comedy with family appeal such as 'Topper,' 'Amos 'n' Andy,' 'Great Gildersleeve,' also feature westerns and mystery shows, in that order."

Tom Matthews, WNEM-TV, Bay City, Mich.: "Features and syndicated adventure shows."

Lewis Dickensheets, WIBW-TV, Topeka, Kans.: "Newsfilm is first, then syndicated shows."

Howard Rowe, WLW-A, Atlanta, Ga.: "Western adventure series such as 'Annie Oakley,' 'Kit Carson,' and 'Wild Bill Hickok'."

Robert M. Olson, WKY-TV, Oklahoma City, Okla.: "Syndicated adventure series."

Klaus Landsberg, KTLA, Hollywood, Calif.: "First run motion picture releases."

W. Little, KTVT, Salt Lake City, Utah: "Situation comedy programs are most popular."

Leonard P. Goorian, WKRC-TV, Cincinnati, Ohio: "Cartoons, mystery and adventure shows."

Glenn G. Griswold, KFEQ-TV, St. Joseph, Mo.: "Dramatic and mystery programming is most popular."

Ashley L. Robison, KCCC-TV, Sacramento, Calif.: "Recent feature length features."

Don Beedle, KVTY, Sioux City, Iowa: "Adventure, mystery and documentary."

C. E. Trainor, WAGA-TV, Atlanta, Ga.: "Syndicated adventure, mystery and romance."

S. J. Schile, KLOR, Portland, Oreg.: "Drama, and half-hour syndicated Westerns."

WHAT IS YOUR ATTITUDE ON UHF TELEVISION?

Jack Gilbert, KHOL-TV, Kearney, Nebr.: "I think something should be done to help it where it is in trouble."

Howard S. Keefe, WWLP, Springfield, Mass.: "It renders an excellent service to localities where the best viewing is needed and desired."

John Comas, WSJS, Winston-Salem, N. C.: "If properly operated, it can be successful."

R. M. Reuschle, WLAC-TV, Nashville, Tenn.: "I'm sympathetic."

Lacy S. Sellars, WBTV, Charlotte, N. C.: "I feel UHF problem lies with UHF operators themselves. If they would invest in maximum power equipment, better programs and promotion of UHF sets, we strongly feel UHF television will become major factor in industry."

Forest Lane, KRBC-TV, Abilene, Tex.: "Unprofitable."

Harold E. Anderson, WDEF-TV, Chattanooga, Tenn.: "Excellent where the terrain is adaptable and where isolated from VHF."

G. E. Johnson, WBLN, Bloomington, Ill.: "I believe more UHF and less VHF would provide more jobs in the industry and better service to the viewers."

W. O. Edholm, WJEO-TV, Fresno, Calif.: "We think it's great and the Fresno market is proving UHF equal and highly competitive with VHF."

Edwin L. Jay, WTVT, Tampa, Fla.: "We are in a unique area where the 'only' television was UHF for nearly two years. The area within 50 miles is almost entirely converted to UHF, allowing the UHF station to compete on a more equal basis for the advertising dollar."

Richman Lewin, KTRE-TV, Lufkin, Tex.: "It's the 'FM' of television."

Robert Lefko, WTAP-TV, Parkersburg, W. Va.: "UHF-TV is the channel with the 'built-in disadvantage'."

William J. Adams, WHEC-TV, Rochester, N. Y.: "We are interested and have applied for a UHF license on a share time basis."

C. Edward Little, WITV, Miami, Fla.: "It's just as good, and in some ways technically better than VHF. Something should be done to give UHF equal bargaining power with networks."

Theodore A. Eiland, WJNO-TV, Palm Beach, Fla.: "The FCC has made a miserable mess of the entire problem."

Ralph C. Runyan, WBRC-TV, Birmingham, Ala.: "Any UHF station will have a very difficult time becoming established in a market where there is VHF competition."

L. W. Smith, KVDO-TV, Corpus Christi, Tex.: "We think it will work well where it has an even chance, with no more than one VHF in the market. The UHF picture is superior."

Bob Martin, KPHO-TV, Phoenix, Ariz.: "Same as VHF. It's all television."

WHAT IS YOUR ATTITUDE TOWARD TOLL TV?

George Barenbregge, WIRI, Plattsburg, N. Y.: "I'm against it, so is the public in my opinion. It is just selfish interests trying to profit at the expense of the public."

Joseph Troesch, WSTV-TV, Steubenville, Ohio: "Wait and see if the public wants it."

Ashley L. Robison, KCCC-TV, Sacramento, Calif.: "Toll TV can only be decided by the general public and I believe if the public can obtain something without money that would be satisfactory and enjoyable, toll TV will only have a viewing on unusual and exceptional events."

Program Survey

1. What percentage of your programming is live and what per cent is film?
22% are local live programs
33% are local film programs
45% are network programs
2. What type of filmed programming is most popular?
25% Mystery
23% Adventure
22% Half-hour Dramatic Syndicated Shows
20% Feature Films
10% Western
3. What is your attitude on UHF television?
60% No comment
30% In favor of
10% Opposed
4. What is your attitude toward toll TV?
80% Opposed
20% No Comment

C. Edward Little, WITV, Miami, Fla.: "Basically it's sound but in actual operation it would soon eliminate many top features such as sports and special events from the viewers list of 'free' programming. I am against toll TV."

W. H. Shipley, KDUB-TV, KPAR-TV, Lubbock, Tex.: "It is not in the public interest."

L. W. Smith, KVDO-TV, Corpus Christi, Tex.: "I would like to see it tried on UHF only."

OPPOSE TOLL TELEVISION



D. Dirks, KTIV, Sioux City, Iowa: "Toll TV has no place in the American free system."

G. E. Johnson, WBLN, Bloomington, Ill.: "We have an open mind on the subject."

J. P. Dillon, WBTV, Charlotte, N. C.: "Dead set against it. We feel it would destroy the present concept of free TV."

Frank P. Cummings, WJAC-TV, Johnstown, Pa.: "It is better left alone—will not serve the public."

S. Kennedy, KARK-TV, Little Rock, Ark.: "We are definitely opposed to it."

Ann F. Long, KVOO-TV, Tulsa, Okla.: "We don't want it."

Leonard P. Gorian, WKRC-TV, Cincinnati, Ohio: "As long as television programming stays as good as it is now, why should there be toll TV?"

A. James Ebel, KOLN-TV, Lincoln, Nebr.: "Definitely against!"

WHAT IMPROVEMENT CAN BE MADE IN SERVICE BY FILM DISTRIBUTORS?

Jim Ferguson, WSAZ-TV, Huntington, W. Va.: "Establish a rate structure. Do away with the 'big deals' and salesmen with contracts in both pockets."

Elton Rule, KABC-TV, Hollywood, Calif.: "Better pricing structure."

Box Score

5. What improvement can be made in service by film distributors?

27% *Closer inspection of films prior to shipment*

25% *No Comment*

16% *More promotion material*

14% *Better rate structure*

12% *Better shipping schedules*

6% *Satisfactory*

6. What percentage of your programming is of local origination, and what type of local show do your viewers like best?

Local Origination:

35%

Viewer Preference:

31% *News*

20% *Weather*

14% *Live Musical Variety*

13% *Children*

12% *Sports*

5% *Westerns*

5% *Others*

Ralph C. Runyan, WBRC-TV, Birmingham, Ala.: "Distributors should see that at least two prints of films are kept on hand so that a replacement could be sent in the event of loss, etc. Also, the inspecting of films more carefully before shipping for their physical condition is important."

C. E. Trainor, WAGA-TV, Atlanta, Ga.: "Get story lines and play dates to us on an organized basis. Improve the quality of their promotional aids, show kits, etc. Do a

better job on scripting, casting and direction"

Bob Martin, KPHO-TV, Phoenix, Ariz.: "Service is uniformly excellent."

Ron Litteral, WAFB-TV, Baton Rouge, La.: "More audition prints made available for local sales use."

Jim Hanlon, WGN-TV, Chicago, Ill.: "Delivering better technical quality prints."

Ridley Bell, WRBL-TV, Columbus, Ga.: "There should be closer inspection of films by the distributors."

Liz Wagner, WSPD-TV, Toledo, Ohio: "If they are in charge of advance scheduling, they should see that the title lists are sent to the stations at least six weeks in advance, and that the films arrive at the stations at least five days in advance of the scheduled playdate."

Bruce B. Compton, KRBB, El Dorado, Ark.: "Find a way to sell film in small markets cheaper and eliminate the air express charges that are exorbitant."

S. J. Schile, KLOR, Portland, Oreg.: "Keep cleaner prints and keep factual data on market results."

Harold E. Anderson, WDEF-TV, Chattanooga, Tenn.: "Better checking of film by majority of distributors. Some do an excellent job."

Howard Rowe, WLW-A, Atlanta, Ga.: "Area film salesmen should work more closely with promotion and programming in supplying materials that can be used to build an audience for the show."

Gene Lewis, KCEN-TV, Temple, Tex.: "Better print quality and bulk shipment to avoid large express charges."

Robert Lefko, WTAP-TV, Parkersburg, W. Va.: "More orderly distribution of films with accompanying publicity and promotion information."

W. Little, KTVT, Salt Lake City, Utah: "Have more prints of films available in case damaged or poor quality prints are received by the station."

John Reavis, Jr., KRON-TV, San Francisco, Calif.: "For feature films, a more thorough screening at the source for compliance with the NARTB Code. Also, more screening of sound and picture quality in labs before shipping."

Jack Gilbert, KHOL-TV, Kearney, Nebr.: "More equitable pricing; no 'force' sales; no re-runs if you don't want them, and more service after the sale."

WHAT PERCENTAGE OF YOUR PROGRAMMING IS OF LOCAL ORIGINATION, AND WHAT TYPE OF LOCAL SHOW DO YOUR VIEWERS LIKE BEST?

Robert G. Patt, WCBS-TV, New York, N. Y.: "Viewers prefer feature film local shows and 36.4% of our shows are local."

John Reeves, Jr., KRON-TV, San Francisco, Calif.: "Forty-two per cent is local origination. Feature length movies and half-hour syndicated films are most popular."

Ray Gallagher, KTVR, Denver, Colo.: "Thirty-two per cent is local. Musical and variety shows are most popular."

Poll Discloses Mystery Pgm. Most Popular Filmed Show

Gene Lewis, KCEN-TV, Temple, Tex.: "Fifteen per cent is local and western music is most popular local show."

S. Handy, WOR-TV, New York, N. Y.: "Baseball is most popular local show and 98.5% of our shows are local."

Ann F. Long, KVOO-TV, Tulsa, Okla.: "Twenty per cent has local origination and westerns, children's shows and variety are preferred."

Ben Greer, WJBF-TV, Augusta, Ga.: "Fifteen per cent is local and children and variety shows are most popular."

A. James Ebel, KOLN-TV, Lincoln, Nebr.: "Twenty-five per cent live and about 20 per cent originating locally. Weather news and sports are top shows."

Dwight J. Bruce, WTOG-TV, Savannah, Ga.: "Approximately 50 per cent is of local origination. Hillbilly shows are most popular."

Norman Larson, KAKE-TV, Wichita, Kans.: "News, weather, sports and audience participation shows are most popular. Twenty-three per cent of our programming is of local origination."

John E. Hill, KTRK-TV, Houston, Tex.: "Sixty-nine per cent of our programming is of local origination. Children's shows are most popular, followed by Western programs."

Joseph A. Jenkins, WTVN-TV, Columbus, Ohio: "Eighty-five per cent of our programming is of local origination. Variety and children's programs are most popular."

Howard S. Keefe, WWLP, Springfield, Mass.: "Twenty-five per cent is local with news, weather and sports leading in popularity."

Tom Matthews, WNEM-TV, Bay City, Mich.: "News, women's and music shows are most popular. Twenty per cent of our shows are local."

Don DeGroot, WWJ-TV, Detroit, Mich.: "News and human interest formats. Forty-five per cent of our shows are local."

Bruce B. Compton, KRBB, El Dorado, Ark.: "Twenty per cent local with musical, talent, and quiz shows and news most popular."

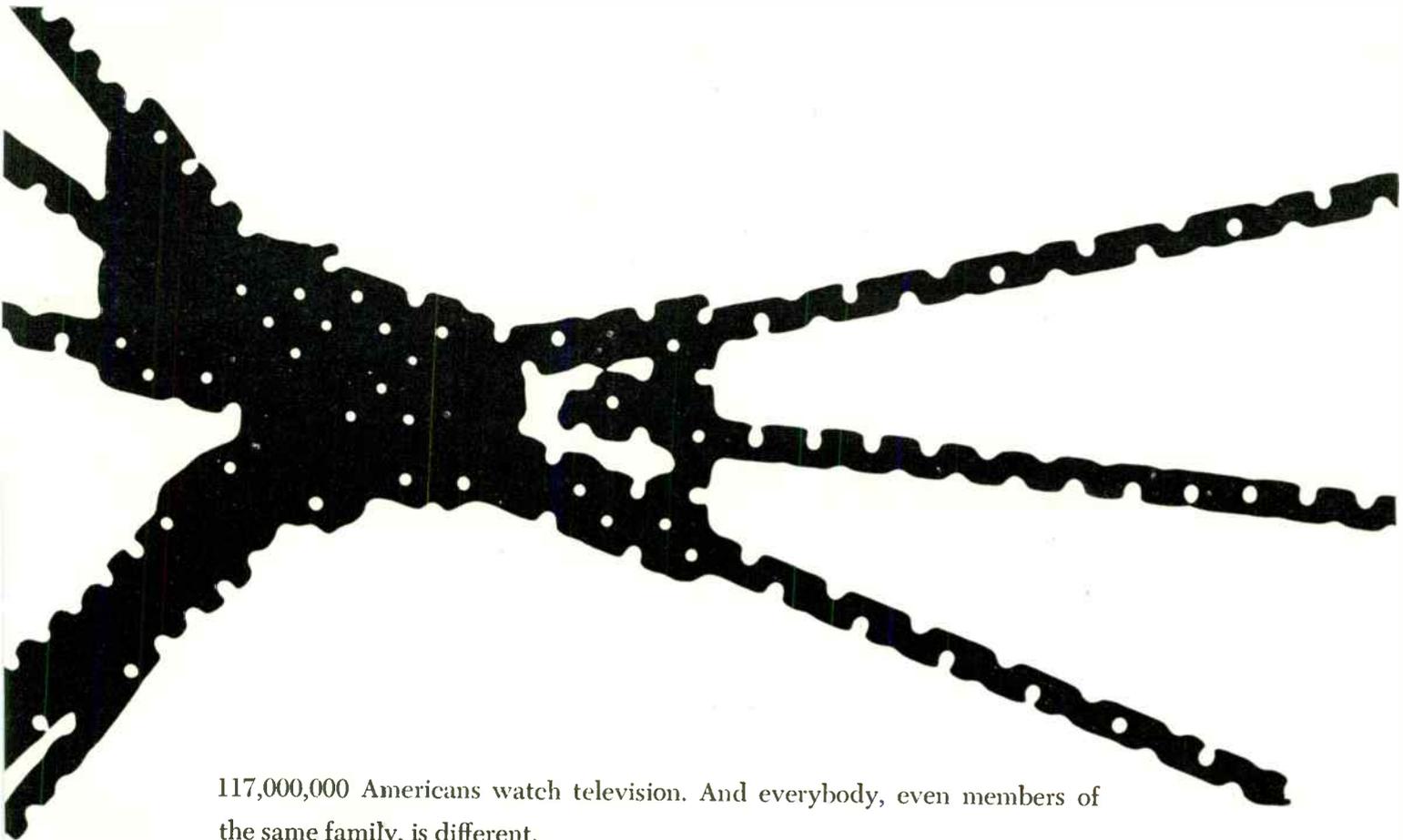
Jim Ferguson, WSAZ-TV, Huntington, W. Va.: "Our viewers like audience participation, news and weather shows best. Twenty-five per cent of our shows are local."

W. H. Shipley, KDUB-TV, Lubbock, Tex.: "News and weather shows most popular, with 15.6 per cent of our shows local."

Liz Wagner, WSPD-TV, Toledo, Ohio: "Local variety shows are most popular. Our percentage of local origination programming is 45.8 per cent."



What's in it for everybody?



117,000,000 Americans watch television. And everybody, even members of the same family, is different.

Television has grown, just because it has offered so much to so many different people. Television will continue to grow only by providing more and more programs that excite, inform and entertain more and more people.

An extraordinary variety of regularly scheduled programs satisfies an enormous variety of audience tastes. But beyond that, the Color Spectaculars, the great 90-minute dramas, *Wide Wide World*, big special programs like *The Twisted Cross*, Mary Martin's *Peter Pan* and *Richard III* — the most talked-about events in show business — have added new scope, brought huge new audiences, to television.

The result has been more homes with television sets, more people using them, more time spent watching them. The true measure of a network's performance over a period of days, or weeks, or months, is the extent to which it gives more people more reasons for watching.

exciting things are happening on



Television

a service of 



BMI Clinic Speakers

Making The Most Of Local News

Jim Nolan
Station KIMA
Yakima, Wash.

To make the most out of local news, we must have a news-man, and unless your station is operating on a staff of only five people, I strongly suggest he be a full-time newsman. He must be a public relations man of a sort, for your station and for himself. The best news writer or announcer in the world isn't worth a hoot if news sources cringe, hide, or go out for coffee when they see him coming. Don't expect him to sell his news to the sponsor, but keep him sales-minded . . . One other thing important for the newsman, or news department, is the formation of a news source file. It can be a comparatively small card, but it must be faithfully attended. In it, filed for easy reference, should be the name, office, and home telephone of the men and women in your town who can be expected to have information about news stories of various types.



Make Friends by Public Service

Jack Williams
Program Director
KOY, Phoenix, Ariz.

My definition of public service programming is very simple: "Hold a mirror up to the community you serve and reflect back the things going on" . . . The way to build friends for your station is to actually serve them. You do it over the days, weeks, months, with public service programming. You do it with such a simple thing as telling them to take a coat along in the morning, it's going to rain. And you do it with road information when a highway's out. You make yourself and your station a good neighbor to your community and the community will be a good neighbor to you . . . A public service program isn't hurt in the least by being sponsored. Weather broadcasts are just as accurate if they're revenue producing. If it's a service, and should be done, it's your responsibility to do it. If you can get somebody to help pay for it directly, all the better.



Missing Boat On Women's Audience

Katherine Peden
Station WHOP
Hopkinsville, Ky.

With 31,000,000 car radios, with automatic appliances, and with one out of every three women working outside the home, I wonder if we aren't really missing the boat along the line when we don't even think of putting a lady's dress commercial on except after husband is off to work and the children off to school, and never around noon, and possibly in the mid-afternoon before the kids hit the front door. This isn't a true picture to my way of thinking. That gal in your station buys more clothes than her mother, who never worked, dreamed of owning in a life-time. Yet, are we selling to her when she's listening? What's wrong with programming after 5 p.m. with good music, dropping in those commercials on fashion; on where there's a service station that caters to women or how a new automatic washer can help her save on laundry bills. There are 21 million of these working women in the United States today, according to the latest Labor Dept. figures.

Farm Agents Must Be Specialists

Ed Mason
Vice President
KXXX, Colby, Kansas

We have eight farm specialists in our three station set-up. They must know the agriculture of the region, but they must be showmen at heart. They get out and circulate in the coverage area. The top man in each is heard doing a lot of it himself, live or on tape from farm meetings, livestock shows, or from the homes of ordinary farmers. He's a part of every community in the area. People believe him. They buy the products he talks about . . . Probably the biggest single thing we've done in the way of station promotion is the hiring of our own weatherman. Weatherman Snider is heard a minimum of six regularly scheduled times daily, and all weather information is presented from his office whether he's available or not. In bad or unusual weather he pops into any and all programs with stockman's warnings, road and school transportation information.



Improve Your Station Personality

Kenn Early
Program Director
WDEF Chattanooga, Tenn.

It seems to me that the term station personality and the term public service go hand-in-hand. By the same token, I think that station personality and the term commercial programs go hand-in-hand . . . Your station was established to first, perform a public service, that is, to afford the community in which it operates, an outlet for the community activities, public events and fulfill the terms of the charge to "operate in the public interest . . ." Second, the owners of your station established that station to make a profit . . . By establishing your station as a personality in the community, you almost automatically take care of both public service and commercial responsibilities.



If You Hear It, It's News

Charles J. Ellis
Owner, KCHA
Charles City, Ia.

One of the best ways that we use to increase awareness of radio news in our community is to send out a carbon copy of each local story we broadcast. These copies show the persons named in the story when it was broadcast over KCHA, and become souvenirs for their scrapbook . . . Another help in increasing radio news awareness are the letters we write to each person that moves into town, in addition to monthly program schedules which point out our news segments. Another effort is the liberal use of station breaks, such as "When you hear it, it's news; when you read it, it's history." . . . In getting a news story we make it obvious to any one watching that we are from KCHA. We feel that people believe what they can see . . . We also carefully check the newspapers in our area for stories that we miss, we contact the sources and point out that we would like to have had that story too.

Discuss Radio Programming ★ ★

Programming For Women

Fern Gable
Station WOWO
Fort Wayne, Ind.

Good programming should be concerned with the calibre of the man or woman who was "spouting" the

broadcast. How much and how well does the broadcaster know his subject? How resourceful is he or she in presenting the material? I asked some innocent victims to sound-off on their ideas of radio programs and especially those we call "women's programs." Several of them opined that we talk down to our women — patronize them. They felt that just because they were married and house-bound by family and homemaking responsibilities didn't lessen their mental capacity for learning and they felt that they had not submerged their individuality or egos by marriage . . . Radio programming for women is programming for people. Too often, I feel that unqualified folks are put on the air — especially women — some secretary or someone handy around the station is shuttled up to the mike. I've read books that say the best way to get a job in a station is to start as a good typist. These people can be hired for small sums, but are unable to do a good job on the air because they are unqualified.

★ ★ ★

Radio's Best Offensive

Ray Johnson
General Manager
KMED, Medford, Ore.

How do we compete against television and how do we ease the pain that was sure to come in the initial phases

of a music-news station? We found, through contests promoting letters to the station . . . that without a shadow of a doubt, LOCAL programming was the answer and future of radio in our area. Our first move was into local sports, something old to most of you, I suppose. Now, after three years in it, I can report that it is the most gratifying change we have made, and it is highly successful from an economic standpoint as well. Another move was into the field of local gathering and reporting of news . . . To sum up, we are still a network station and are programming the net to our best advantage . . . But we are placing the emphasis on local programming.

★ ★ ★

Operation Egghead

James Caldwell
Pgm. Dir. & Prom. Mgr.
WAVE, Louisville, Ky.

We decided that cultural programming, in its usual pattern, was aimed at the select few who didn't need

it anyway, while the unexposed dialed like crazy to duck the longhair stuff. So we decided to wrap culture in small packages — of about 3 minutes each — and slip them into established popular shows in such a way that the unexposed would be exposed in a swift and painless way . . . We called the plan "Operation Egghead," and it worked like this: We put brief good-music samples into pop shows, sandwiched in book reviews, slipped them some authentic Kentucky mountain ballads . . . We wanted to get the public more into public service, too, so we got the Bar Association to handle a weekly discussion of local news, the FBI to do three shows a week on how to outwit crooks, and the police to make hourly accident reports.

News Is Never-Ending Task

William Holm
General Manager
WLPO, LaSalle, Ill.

Establishing and maintaining a local news operation is a never ending task.

After eight and a half years of work we're still building . . . Frankly, I don't believe news has to come from the news department. Some types of news are better and more easily handled by the program department. All our news is rewritten whenever used on succeeding newscasts. Getting last night's sports results on the air the next morning has always given us trouble. We've had people on duty for this special purpose but it has never worked out satisfactorily. To solve this problem we're planning to try something different. You're all familiar with the telephone shows that put both sides of the conversation on the air. To set up the show, which will be aired from 7:30 to 7:45 a.m., we contacted coaches, asking them if they would like to phone in the results at this time and get it on the air at the same time. The answers amazed us — 100 per cent in favor.

★ ★ ★

Radio's Rebirth Brings Headaches

Gordon Davis
General Manager
KYW, Cleveland, Ohio

"Television is a monster," George Gobel said in its early days, "especially if you're in radio". And what

was our response to that challenge of an unprecedented drop in listeners and billings? First, we cut. We cut staffs, and we cut programs. Secondly, we added. We added local business and local listeners. The result in May, 1956: more listeners than ever before and the greatest local billings in history. And now we're uneasy in our prosperity since TV stopped being a problem to us and started being a problem to itself. There is still a tendency to bleed the medium for what we can get. The critics say we accept bad commercials, too many commercials, that we play too much of the same music, and some of it is in bad taste . . . But as long as we know that we are serving our listeners, let that be our response. As long as we know that we're on the search for newer approaches, we can dismiss our critics, and be proud of broadcasting as an art and as a business.

★ ★ ★

Have Something to Promote First

John M. Outler
WSB, Gen. Mgr.
WSB & WSB-TV, Atlanta, Ga.

No promotion is worth the time and effort involved unless, first, you have something to promote. It has

occurred to me that some stations have a better chance of survival if they keep their operations hidden under a barrel . . . Your promotion department must ever be the handmaiden of the program department, the sales department, the administration — yes, even the engineering end of the business. And the program department has to turn in a job before the promotion man can even get off the ground. And the sales department can wreck the whole scheme of things if ever — for one little minute — they are allowed to confuse or compound merchandising with promotion. In my book, merchandising is a dirty word.



1



2



3



4

5

RCA THESAURUS PRESENTS



SIX CLICKS FOR '56



Six sales-building features to boost your radio station's profits!

1. THE LAWRENCE WELK SHOW

Sparkling new series of half-hour musical shows by the band that's making TV history! Complete with scripts and voice-tracks, this brand new show stars Welk as emcee, plus his roster of talented soloists.

2. FOOTBALL HIGHLIGHTS

Football's most memorable moments recalled by Notre Dame Coach Terry Brennan. An exciting series of 15-minute, fully-recorded sports shows, featuring big name guests!

3. GREAT AMERICAN WOMEN

About women — for women! Basil Rathbone narrates 65 5-minute shows about celebrated Americans like Amelia Earhart, Eleanor Roosevelt, Ethel Barrymore.

4. SHOW STOPPERS

A no-cost extra! New life and laughter for your DJ sessions. 362 chuckle-loaded dialogues . . . more than 60 different "characters" . . . 17 dialects! 45 RPM discs and special scripts build your DJs into the act!

5. JAZZ AT THE PHILHARMONIC

A special bonus for subscriber stations! 100 selections on ten 12" long plays — jazz classics by all-time greats like Ella Fitzgerald, Basie, Hampton, Krupa, and Wilson, plus 100 voice-track interviews with Norman Granz for your DJs!

6. SELL-EFFECTS

More than 2,000 singing commercials covering over 70 sponsor-categories. Time, weather and shopping jingles. Special sound effects. Plus SELL-TUNES — original and exclusive words and music for specific sponsors, seasonal campaigns, and special occasions . . . arresting new themes for your DJ shows!

There they are, six solid sellers joining the parade of money-making RCA THESAURUS features that meet your every program need! Discover what this *complete* merchandising, programming library service can do for you with its 5,000 selections, weekly continuity service, sales aids and audition discs! Get the details on the exclusive "Shop At the Store With the Mike On the Door" plan that brought 290 THESAURUS subscribers *extra* income! Call your RCA THESAURUS representative today!

Nearly 20 hours of THESAURUS weekly programming include:

- The Hour of Charm
- Wayne King Serenade
- Date in Hollywood
- The Freddy Martin Show
- Hank Snow
- The Melachrino Musicale
- Great Days We Honor
- The Frank Luther Fun Show
- "The Grantland Rice Story"

6



RECORDED PROGRAM SERVICES

155 East 24th Street, New York 10, N.Y.
Murray Hill 9-7200
445 N. Lake Shore Drive, Chicago, Ill.,
W Hitehall 4-3530
522 Forsyth Building, Atlanta 3, Ga.,
Jackson 4-7703
1907 McKinney Avenue, Dallas 1, Texas,
Riverside 1371
1016 N. Sycamore Avenue, Hollywood 38,
Calif., Oldfield 4-1660



REPUBLICANS, DEMOCRATS PLAN

Political Campaigns Are Streamlined Now Says GOP

By Leonard W. Hall

Chairman, Republican National Committee

AS FAR as American politics is concerned, whistle-stop train campaigning methods are becoming old hat. We're living in an electronic age and political campaigning has been streamlined accordingly.

The purpose is still the same as that of hopeful candidates through the years—to meet people and win votes—but the vehicles for achieving that goal have been changed radically.



HALL

We are now able to take advantage of a new and powerful vote-getting medium: Television.

Today, through television, a candidate can present his case in the living rooms of the electorate and have intimate contact with an audience thousands of times larger than any candidate ever faced before.

At the Republican National Committee headquarters in Washington,

we decided as far back as the Spring of 1955 to place heavy emphasis on television during the 1956 campaign. We have allocated more than \$2 million for national radio and television campaigning.

All of this effort, of course, will be concentrated in the "stretch run" between our National Convention in San Francisco next August and the election in November.

Our shorter programs will be on the last five minutes of highly-rated shows, giving us a "built-in" audience.

On the local level, Congressmen have been quick to discover the advantages of a television campaign. I know of at least one case in which a complete newcomer to politics, virtually unknown to the electorate, was able to become almost a household personality through a television series presented once a week on both channels in his Congressional District.

Television offers a matchless opportunity for political salesmanship. We strongly encourage candidates throughout our Party—from young Congressional Candidates to veteran Senators—to plan their television appearances with the utmost care.

We advise them to make their

addresses as arresting as possible and to keep them brief—preferably 15 minutes and never more than 30. We also remind them that no law compels the televiewer to hear them out. He isn't trapped as he might be in a meeting hall. If the method is dull, or if it is delivered in uninteresting fashion, the viewer can flick that dial in the wink of an eye.

We have found closed-circuit television to be an excellent fund-raising device as well. Last January 20, we staged a nation-wide series of "Salute to Eisenhower" dinners as a means of observing the third anniversary of the President's inauguration. These 53 dinners were linked together by a closed-circuit telecast. Pickups were made from 11 cities and the enthusiasm was enormous. This marked the first time that closed-circuit television had been utilized for political purposes. This unique "family party" netted \$4 million, which was subsequently shared with our state and local groups.

In 1952 there were 17½ million television sets in this country. By convention time in August there will be close to 40 million television homes. Thanks to television, millions of Americans will be provided with an intimate glimpse of living history.

EDITOR'S NOTE: Radio and television will again play a major role in bringing on-the-spot coverage of the Republican and Democratic National Conventions this August to millions of Americans. Not only are the Republicans and Democrats busy planning for their end of the conventions, but other officials are busy setting up equipment to handle the coverage by ABC, NBC, CBS, and MBS—as well as by independent stations. • The first political convention to be broadcast over radio was the Republican Convention in Cleveland, June 10-12, 1924. Calvin Coolidge was nominated to run for the GOP. That same year, the Democratic Convention, held in New York City, was broadcast over radio June 24 to July 10. John W. Davis was finally nominated. • In 1940, the first National Convention was telecast. Held in Philadelphia, June 24-28, the Republicans nominated Wendell Wilkie. Coverage was carried live in New York City. The Democratic Convention, in July, was filmed for broadcast the next day for a series of four days. Franklin D. Roosevelt was nominated. • This year the Democrats will convene Aug. 13-17 in Chicago, while the GOP Convention is set for Aug. 20-24 in San Francisco. Each convention year has seen more and better coverage by the broadcasting industry. This year promises to top all previous coverage. • Politicians are able to reach more people in their campaigning thanks to radio and television. Many of the convention delegates will be interviewed on shows. In short, politics will be one of the biggest stories carried on radio and TV during 1956. It will probably receive more coverage than any other news event. • Realizing the interest of broadcasters in the conventions and the campaigns, RADIO-TELEVISION DAILY, in connection with the Program Buyer's Guide Shows Issue, sought out the opinions of Leonard W. Hall, chairman of the Republican National Committee, and Jack F. Christie, Television and Radio Director for the Democratic National Committee.





Broadcasting To Play Important Role In Democratic Conv.

By Jack F. Christie
Television and Radio Director,
Democratic National Committee

IN EVERY plan concerning the multitude of details connected with the 1956 Democratic National Convention, television and radio play a role never before equalled in the political history of our country. Whether the problem is figuring the location of the speaker's rostrum, seating delegates, or arranging for news conference headquarters in downtown Chicago hotels, sooner or later the effect of these decisions involves some phase of the television and radio industries.



CHRISTIE

Co-incidentally, the key members of the staff managing

all phases of the 1956 Democratic National Convention have extensive backgrounds in the radio and television fields.

Headed by Convention Manager, J. Leonard Reinsch, executive director of stations WSB and WSB-TV, Atlanta, Georgia, and WHIO and WHIO-TV, Dayton, Ohio, the staff includes: Miss Elizabeth Forsling, former executive coordinator for ABC program during the 1952 conventions; Jack Christie, former assistant producer of NBC's "American Forum Of The Air," and "Youth Wants To Know"; Lewis Gomavitz, director of ABC's "Kukla, Fran & Ollie"; and Miss Anna Mae Buskee, who has worked in the television and radio fields for years as secretary to Reinsch.

This group aided by four secretaries, handles all phases of the Democratic Convention which range from housing, telephone installations, amphitheatre construction, and credentials to the dining arrangements for the thousands of persons who will descend upon this midwest city, August 13th.

Almost 4,000 news media personnel are expected in Chicago to cover the upcoming meeting of Democrats.

Of this total, about 2,200 of these persons will be on the scene working for the nation's leading television and radio networks and the multitude of

independent stations throughout the country planning to supplement the programming presented by the networks.

The entire second floor north wing of the International Amphitheater, scene of the 1956 Democratic Convention, has been converted into a group of air conditioned and sound proof studios. This block square area will include radio and television studios, offices, dark rooms, and control rooms for ABC, NBC, CBS and Mutual, as well as dozens of booths which will accommodate independent stations desiring on-the-spot sending points for their broadcast activities.

The cost of this "electronic city of Democratic coverage" will exceed \$300,000 which will be paid for by the networks and stations involved. When one looks at the complex set-up, it is hard to conceive that these facilities will be utilized for only a five day period and then be dismantled — the electronic equipment being returned to the networks and local stations and the other building materials being sold for salvage.

Camera and microphone locations within and around the main area of the Amphitheater will enable the broadcasting stations to cover just about every inch of available space in the huge cement structure which seats 12,000 persons.

Radio booths extend from the west ceiling of the building enabling radio commentators to have a bird's eye view of all the floor activity. To supplement the coverage offered by these facilities, roving radio news men, equipped with "Dick Tracy" type portable wrist microphones will be able to broadcast as they weave their way up and down the aisles occupied by the various delegations and alternate delegations from the 48 states.

The live television pool, servicing all networks, will have five key camera platforms to bring the visual picture of the Democratic National Convention to an estimated 100 million viewers who will see this history making event in their living rooms. These locations include four side camera stands mounted on the north and south balconies of the Amphitheatre and one head-on camera stand which will be 48 feet of the speaker's rostrum.

To supplement this permanent location coverage, the TV crews will also have the mobility of their radio colleagues, being able to utilize "creepy-peepies," or portable type

cameras.

The Teleprompter Corporation of New York has been the key organization in the planning and construction details of this entire rostrum section. The firm plans to install its latest equipment for those speakers desiring to utilize the Teleprompter.

As the sessions are now planned, the Convention will be seen by America's television viewers and heard by its millions of radio listeners during the early afternoon hours, with breaks each day for dinner and then a return to the convention programming during the prime radio and television evening hours.

Unless a deadlock develops, the nation's viewers and listeners can anticipate five full days of Democratic political activity with the wind-up tentatively scheduled for Friday night, August 17.

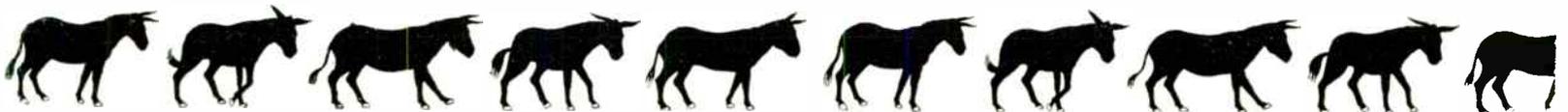
In any political convention, the downtown area where the delegates are housed is just as important a news coverage point as the Amphitheatre itself. To adequately present this phase of the Democratic Convention the nation's networks are busy installing radio lines and TV cables throughout the Conrad Hilton Hotel (which is the headquarters hotel for the Democratic meeting) and other key hotels in the loop area which will house delegations.

The entire fifth and sixth floor of the block square Conrad Hilton Hotel will be occupied by radio and television networks and independent stations, as well as extensive recording facilities being set up by the Ampex Corporation. These facilities will be available to all news men. Whether they report for radio, newspapers, magazines or television and radio stations, those utilizing the Ampex facilities will be able to record interviews or commentaries.

Along with the planned convention-side coverage, at least two dozen regularly scheduled programs, ranging from NBC's The Dave Garroway show to network newscasts, will originate from Chicago during the Convention period.

The tremendous increase in the radio and television coverage of this year's Democratic Convention prompted Convention Manager Reinsch to sum up the presentation in these words:

"Our Convention will have the largest on-the-spot concentrated news coverage of any event in the world since the beginning of time."





ASCAP

... the Seal of Public Approval

The Seal of the American Society of Composers, Authors and Publishers on music is a *mark of distinction*. It may only be used by members of ASCAP. It is the hallmark of the skilled professional whose talents create the top tunes of television, radio and records, the song hits of Broadway and Hollywood and the finest in the fields of classical and religious music. It is the seal of public approval.

By means of a single ASCAP license the entire repertory of America's foremost creative talent is made available to the users of music.

The American Society of Composers, Authors and Publishers

575 Madison Avenue, New York 22, N. Y.



TREYZ

Who's Looking At Daytime TV?

Television's Days Are Brighter

By Oliver Treyz

President, Television Bureau of Advertising

TELEVISION, as an advertising medium, is certainly not lacking for critics. Not the least of the barbs tossed its way is the chronic query: "Who's looking at TV in the daytime"?

This kind of pot-shotting deserves an answer, if only to keep the record straight and the facts in perspective. The question has apparently been answered to the satisfaction of advertisers, a group not addicted to dispensing hard dollars without good and resounding reasons.

★ ★ ★

If the economic health of an advertising medium is best gauged by its growth and that growth is nurtured by increasing amounts of investments in its selling efficacies — then robust is the word for daytime television.

So, for the record, let's look at 'who's looking' at TV in the daytime.

Comparing 1955 with 1956 (January through May), the number of homes reached by the average weekday program *increased* from 2,548,000 to 3,055,000, according to Nielsen. This is a substantial upping of 20%, and a somewhat more than ample testimonial to the fact that daytime viewing — as far as numbers of homes reached is concerned — is far from moribund, static or even leveled off.

★ ★ ★

Again comparing 1955 with 1956 (January through May) the average weekend daytime program's audience went from 3,800,000 to 4,654,000, an increase of 23%. In broader terms, not everybody — as the critics would have you believe — takes off for other pursuits during weekend daylight hours. Increasingly large numbers choose to look at their TV screens.

It should be noted, in this connection, that the significance of these

OLIVER E. TREYZ, who assumed his post as president of the Television Bureau of Advertising December, 1954, has been associated with broadcasting since his graduation from Hamilton College in 1939. He began his career at WNBC, Binghamton, N. Y. In 1941, he joined BBD&O. Following service with the Army Air Corps, he joined Sullivan, Stauffer, Colwell & Bayles. In 1948 he joined ABC as a presentation writer and two years later was made director of presentations. In 1951 he was appointed director of research and development. In November, 1953 Treyz became director of ABC Radio, a position he held until he joined TvB. Television Bureau of Advertising is an all-industry sales and promotion organization. Its purpose is to secure larger advertising appropriations for TV and to promote more effective use of the medium.

figures has not been lost on advertisers. Their reaction has been positive and expressed by increasing dollar investments in daytime TV.

★ ★ ★

How much?

During 1955, advertisers allocated 24% more money in daytime network television (time only) than during 1954 . . . a total of \$127,140,305 to be exact. Twenty-nine percent of the total *increase* in network television expenditures (time only) was daytime.

Surely if advertisers are willing to put \$29 of each *new* \$100 invested in TV into daytime television, the selling power of that segment has more than passing merit.

In the area of spot-television — hitherto a morass of speculation and guesswork until TvB turned the spotlight of documentation on its dimensions — the daytime picture is equally bright.

★ ★ ★

In the six months ending March, 1956, 35% of the dollars invested in spot television (time only) was invested during the daytime . . . a total of \$71,589,000. It is interesting to note that \$26,990,000 — or 60% of all the money spent for participations — went into daytime participations.

★ ★ ★

The mounting rise in daytime viewing can be attributed, in the main, to three factors: 1) The ever-increasing number of sets; 2) The burgeoning amount of time spent in TV viewing; 3) The general upping of the calibre of daytime TV programming.

In the latter instance, it is only necessary to point out a few outstanding examples, such as ABC's "Afternoon Film Festival", NBC's "Matinee Theatre", and CBS's "The Johnny Carson Show".

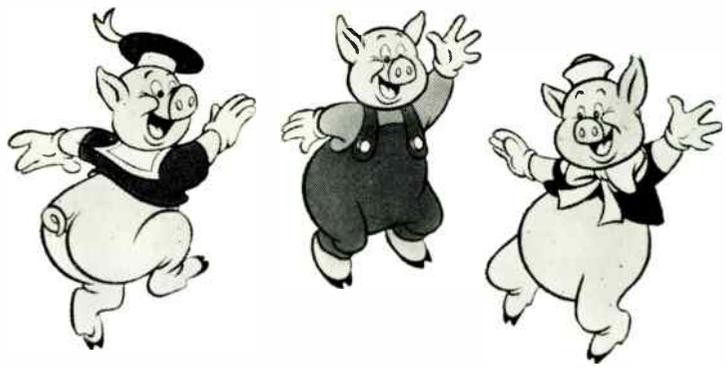
★ ★ ★

There can be little doubt — at least where it counts, which is among the viewers and advertisers — that daytime television offers greater and greater opportunities, or that its productive and meaningful dimensions are a growing factor in marketing.

It has been shown by TvB research that the best customers are the young housewife homes, the post-war families with more items to buy. It has also been documented by TvB research that the young housewife homes are the heavier daytime television viewers.

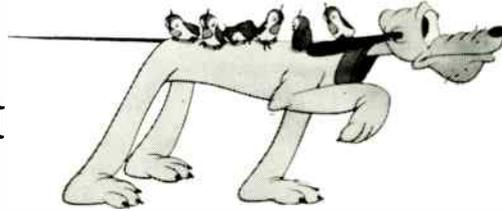
Yes, in television, the *days* are considerably brighter.

We were tempted to shout:



Mattel,

—to point



with pride:

Mickey

—to dramatically reveal:



—to announce



with pleasure:

Mickey Mouse

—to excitedly blurt:



But modesty



(thank goodness) prevailed. All we'l

© Walt Disney Productions

*Burp is a trademark of Mattel, Inc.

Inc., Burp* Gun scores bull's-eye on Mickey Mouse Club!

Mouse Club proves biggest gun in Mattel, Inc., arsenal!

Mattel, Inc., hits its target with Mickey Mouse Club!

Club moves 900,000 to shell out for Mattel, Inc., toy!

Mattel, Inc., finds Mickey Mouse Club hot as a pistol!

Mattel, Inc., introduced its toy Burp Gun in March '55 . . . and it sold steadily. Then, in October, Mattel put the toy on ABC-TV's Mickey Mouse Club.

By November 1, normally the last minute for Christmas reordering, the Burp Gun had been shown on the Club *just four times*. At the end of November, retailer reorders were *still* swamping Mattel. By December 15, Mattel had sold almost a million Burp Guns—just about a cool 4 million dollars' worth!

Mattel's product and timing were right. So was its choice of the Mickey Mouse Club . . . the program that reaches more homes and viewers than any other *daytime* program, more kids than *any* program (except Disneyland), *plus* a whopping big crowd of adults. And the Mickey Mouse Club works all these wonders at a cost per thousand that's outstandingly low. As Mattel, Inc., will tell you, this show really delivers the goods!

say is this:

ABC TELEVISION NETWORK

Leadership is traditional . . .



White Columns . . .

The home of Atlanta's **wsb radio and wsb-tv**

NBC affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution



POOR

Entertain Ringside Customers

Listeners, Advertisers, Stations

By John B. Poor

President, Mutual Broadcasting System

IT may read like page 1 of a McGuffey Reader to state that Programs Are Important. Yet aside from arguments we all know, Programs are the real reason why a radio station wants and needs its network. This fact has been brought to us most forcefully by Mutual's Affiliate Advisory Committee and by the affiliates at large in the Chicago convention. Needless to say, it guides Mutual's policy today and planning for the future in a reappraisal of Radio '56—and onward.

The owner of a nite club or other entertainment dispensing establishment must feel greatly in the position of the network executive. The success of his business is governed by the filling of these ringside tables around the show. I would like to introduce you briefly to the ringsiders we must please. The large party at Table #1—well fed and well scrubbed, all ages and sexes, good-looking and nice and average—are the folks who own the 142 million sets that make radio the most universal of all media. At Table #2, we see the familiar face of the Advertiser, and the gentleman reaching for the dinner check is his Agency, I assume. At Table #3 sit our oldest and most loyal friends, the Stations, and if you'd look in the check room you would find headgear ranging all the way from a Boston homburg to the 10-gallon hat from San Antone; 500 or more affiliates with Mutual alone. Our job is to entertain and please the people at all three tables. We have to have the come-on of headliners on the show, but at the same time round it out with something for everybody and every varied taste. And we can't make the cover charge too high.

On November 1st, Mutual will emerge into a revolutionary new relationship with its affiliates, based on the very subject matter of this Radio Daily Program Buyer's Guide Shows Issue—PROGRAMS. Each week, MBS will supply a 'stable' of 18 shows, some tested, some new . . . 15 hrs. a week, 240 quarter-hours a month for stations to sell FREE of charge by the network. A 50-50 co-op policy has also been instituted for major events such as the political conventions, presidential election coverage and major sports events. In return, MBS is in a position to offer the network advertiser 2 1/4 hours per

day of *automatically pre-cleared*, time, thus erecting a structure which makes Mutual the easiest of networks to do business with. This, we believe, is REALISTIC RADIO Vintage '56, and the fairness and candor of this plan have been enthusiastically endorsed by our affiliates.

Yet so far the plan is mechanical. Its fulfillment will rest squarely on *Programs* and our wisdom and ability in planning and producing them. In this process of building individual shows—to say nothing of the overall week's schedule—Mutual asks itself a series of pointed questions. Among the questions are these:

Are we keeping the best and tested of what we have? MBS has probably been best known over its two decades of network service for News, Sports and Mystery Adventure shows. They have paid off in audience and income. So Mutual is not only maintaining but augmenting its news service and staff in this key year for News. We are going more heavily into major, national sports events with the accent on variety. And we are programming the best of top mystery drama shows available, both in the evening hour strip and on Sunday afternoons.

Are we giving stations programs they want and know they can sell? The recommendations and specific requests of the affiliates form the backbone of Mutual's new program schedule. In the light of the health and prosperity of local radio there can be small doubt of the accumulated know-how and feel of the audience among a network's affiliates, and Mutual will borrow extensively from this fund.

Is the program something the network can do better and cheaper than the individual station? This is a principal yardstick. The station wants top commentators and name personalities, not straight news it can pull off its own ticker. The station wants music personalities like Eddie Fisher or Les Paul and Mary Ford . . . live music like Bandstand USA—rather than records which lie in duplicate in its own library. In drama, MBS is building radio adaptations of the best liked novels in both Story Time and Mystery Time . . . enacting the favorite stories of top personalities in the world of stage, screen and the arts, and the new Hollywood Playhouse.

Is the show well spotted competitively? A look at the schedule of arch

rival television quickly shows a surfeit of children's programs in the 5:00-6:00 hour such as MBS once had in its own 'kid bloc'. Result: into the period go that funniest pair on the air, Bob and Ray, to reach the adult audience at home plus the long parade of radio-equipped automobiles on the road. A powerful merchandising plan for Bob and Ray advertisers has the SRO sign ready to be hung.

* * *

Are there ways of program concept to push back radio's frontiers? Yes, if we're inventive! On Memorial Day Mutual instituted the concept of day-long celebrations of the great American Holidays, culminating with an hour to hour-and-a-half "radio spectacular" show in the evening. This policy will continue for all six major holidays, in each case dedicated to dramatizing the deep meaning of this day and the reasons why our forefathers created it. Holidays is a fine public service, yes—but good listening and sound selling as well.

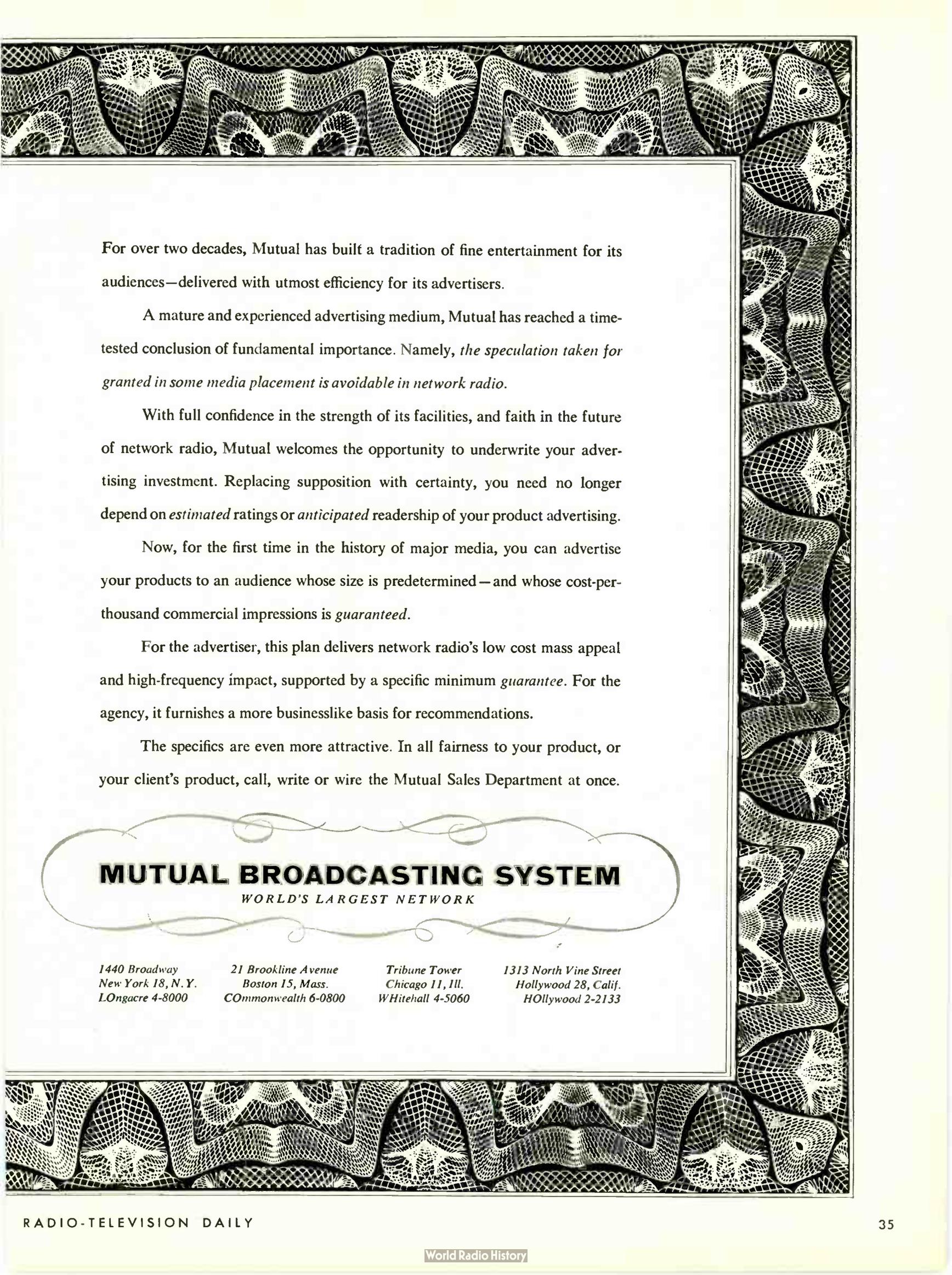
Where does radio's untapped potential audience lie, and do our programs aim in that direction? It is Mutual's contention that when radio held its exclusive place among broadcast media it could well afford and did aim directly for EVERYBODY—the mass audience. Many programs today must of necessity follow a mass appeal—News the prime example. But we believe that in this day when the low rating (compared to past glories) will send a client into a happy lather of contentment, radio has a prime opportunity in directing programming to *strong minority* audience groups. Mutual plans call for live music, top names and other program elements to reach the teen age market—millions strong and able-to-buy. A daily, national weather picture would become a headquarters show for travelers, truckers and drivers on the road. Every sport has its millions of devotees. Holidays and other series have strong appeal to veterans and patriotic groups. And you can take it from there.

Does the schedule make sense, back to back? From its early success in bloc-programming mysteries and other features, Mutual has extended this policy into news and information, and other program areas. The upcoming Noon to 2 p.m. strips are an accurate example.



GUARANTEED

**A GUARANTEED NUMBER OF COMMERCIAL IMPRESSIONS
FOR EVERY DOLLAR
YOU INVEST ON THE MUTUAL NETWORK**



For over two decades, Mutual has built a tradition of fine entertainment for its audiences—delivered with utmost efficiency for its advertisers.

A mature and experienced advertising medium, Mutual has reached a time-tested conclusion of fundamental importance. Namely, *the speculation taken for granted in some media placement is avoidable in network radio.*

With full confidence in the strength of its facilities, and faith in the future of network radio, Mutual welcomes the opportunity to underwrite your advertising investment. Replacing supposition with certainty, you need no longer depend on *estimated ratings or anticipated readership* of your product advertising.

Now, for the first time in the history of major media, you can advertise your products to an audience whose size is predetermined—and whose cost-per-thousand commercial impressions is *guaranteed.*

For the advertiser, this plan delivers network radio's low cost mass appeal and high-frequency impact, supported by a specific minimum *guarantee.* For the agency, it furnishes a more businesslike basis for recommendations.

The specifics are even more attractive. In all fairness to your product, or your client's product, call, write or wire the Mutual Sales Department at once.

MUTUAL BROADCASTING SYSTEM

WORLD'S LARGEST NETWORK

1440 Broadway
New York 18, N. Y.
LONGacre 4-8000

21 Brookline Avenue
Boston 15, Mass.
COMMONwealth 6-0800

Tribune Tower
Chicago 11, Ill.
WHITEhall 4-5060

1313 North Vine Street
Hollywood 28, Calif.
HOLLYwood 2-2133





SWEENEY

The Cart And The Horse

Matching the Program and Audience

By Kevin B. Sweeney

President, Radio Advertising Bureau, Inc.

FOR too long, radio stations have been in the awkward position of trailing the horse behind the cart. It's not a very pleasant way to travel, and at last stations are getting the horse called "programming" in proper perspective with the cart called "listening habits."

Years ago, both elements were in harmony. Those were the golden pre-TV days when the entire family clustered around the big sound box to enjoy big, family-appeal radio shows. Then, along came television. People didn't stop their radio listening. In fact, during the years of TV's greatest set production, Americans bought nearly twice as many radios as television sets. The reason: listening habits were changing. Each member of the family took his own personal radio to his own private listening place, and dialed the shows he wanted to hear.

★ ★ ★

It took a while, but the industry finally woke up to this fact. Literally millions of dollars have been spent to trace these new listening patterns. We're still spending, and we're still learning more and more about when, where, and why people listen to radio. We know, for example, that on a typical weekend 38.8% of the working housewives in the nation listen to radio in their kitchens, and we know how many listen in bedrooms, living rooms, cars, and out of doors. We know, too, that 58% of America's working men listen to radio on any weekday morning. We've even determined that 76% of the men between 50 and 65 years old listen to news programs on a typical weekday.

We're making use of this information, too. A day never goes by but a timebuyer, ad manager, or retailer doesn't get a radio pitch based on what we've discovered about the listening habits of his customers. This research is a valuable sales tool, and RAB, for one, plans more of it.

★ ★ ★

But research is more than a sales tool. With all these facts and figures at our fingertips and more coming in

every day, we're just beginning to realize how lucky we've been. In the past, stations have had only a vague feeling about the composition of their audiences, and have programmed "by ear"—always afraid to go too far for fear they've guessed wrong about who is listening. Today, we're abandoning this practice of operating by hearsay when it comes to programming. Thanks to listener research, we know who's listening, and programming techniques are being adapted to suit listening habits. At last, we're moving the horse in front of the cart.

But more important, we're getting the horse to pull. Stations are beginning to realize the importance of injecting exciting, yet pertinent new features into their programs. We're beginning to specialize in programming techniques designed for personalized listening. This specialization is taking two forms. The first is obvious, and is already a vital factor in radio programming and advertising. This form of specialization manifests itself in "good music stations," "country music stations," "race stations" and the like. These stations knew what kind of audience they wanted and went after it. Every element of programming—music, news, religion, drama, comedy—is geared to attract a specialized audience of individuals whose personal listening tastes are satisfied by the station's programs.

★ ★ ★

The second form of specialization is more subtle and slower to get underway, yet all the indications of its coming are there. This is the technique of personalizing program content according to who is listening at various times of the broadcast day.

The attitude here seems to be "if 58% of the nation's working men listen to radio in the morning, there's no reason why the right program features can't make it 100%." What are these program features? Well, there are many, but two particular programming techniques used more and more by networks and stations are

intrinsic to radio. They are news and music. Only radio can effectively and economically cater to the musical tastes of virtually all groups of people. And radio constantly proving itself first with complete, accurate news reports, often taking listeners to the scene of a newsbreak within minutes.

These tools are elastic and can be molded to suit different listening groups. It can be programmed according to the personal tastes of the people we know are listening—housewives, teenagers, businessmen, etc. Networks (and stations, too) are scheduling much more live music today than they have at any time since the arrival of television. And these live music programs are covering all areas of musical taste from Rachmaninoff to rock-and-roll. In the field of news, networks and stations are learning to report in depth. This means more remotes, more interviews, more human interest stories, more features tailored to the tastes of listeners we know are there at specific times.

★ ★ ★

By injecting these and other features into their program schedules, networks and stations are beginning to make an intelligent bid for increased listenership. Of course, this trend is new, and it will take time for the nascent idea to mature, but it wouldn't surprise me to see specialized programming standard operating procedure within five years.

Everyone stands to gain from it. The medium, of course, and listeners, too. Another beneficiary will be the advertiser. With specialization, radio offers him larger, and homogeneous audiences at relatively lower prices. Cost per thousand—and radio is already the lowest of all ad media—will come down. Best of all, the wise advertiser can increase the effectiveness of his message by adapting his pitch to each specialized audience. Whatever his market—housewives, businessmen, or one-eyed Hungarians—radio will pinpoint it for him.



The sun—the water—and the world's most beautiful beaches still remain the Miami Area's greatest commodity, and the Great American Tourist, its leading customer. Present hotels showed an average season occupancy of 93.3%, and some \$40 million will be invested this year in new tourist facilities. Summer vacations are establishing

remarkable new records. One airline experienced an 85% increase between April 15 and June 1 in package-vacation tours alone, while another predicts a 40% increase in all Miami trips during balance of summer. Railroads and bus lines are scheduling special trains and trips to carry greatly increased summer loads, greatest in Miami's history.



The beautiful Miami skyline is familiar to most of the nation, but behind this lovely scene is an important industrial boom. The county now ranks first in Florida in industrial production, and a total of some \$316 million in new projects (cement plants, aircraft industries, etc.) will solidify that position.

While Florida's farm economy has been somewhat obscured by vacationland and industrial publicity, agriculture is an area of vast importance. The cattle industry ranks second in the nation, and the economic value to Dade County (Miami) of all farming interests is in excess of \$75 million per year.





Deep channel port facilities bring ocean vessels (and voyagers) virtually to the center of Miami's downtown area, and cruise ships add their facilities to a greatly expanded transportation system.



The University of Miami, possibly the nation's most modern, is Florida's largest with an enrollment of 11,077. The recent establishment of the state's first medical school at the University has provided added prestige.

114 MOVED IN TODAY

Every day is "moving-in" day in Greater Miami. 42,000 new permanent residents in *each of the past five years* have stimulated phenomenal residential construction, and new-record tourist seasons keep hotel-motel construction at an equally high peak.

1956 public school enrollment increased 12.2% over 1955 and a \$34 million bond issue will provide over 1,000 additional classrooms for next year's crop of youngsters.

Greater Miami is enjoying an increased earning power generated by 249,000 non-agricultural jobs, while all-important retail sales moved up to a new level of over a billion dollars in '55 (a gain of 15.2% over 1954 against a national gain for the same periods of only 9.3%). "Effective Buying Income" is measured at over \$1¼ billion by Sales Management Magazine (\$6,047 per family)

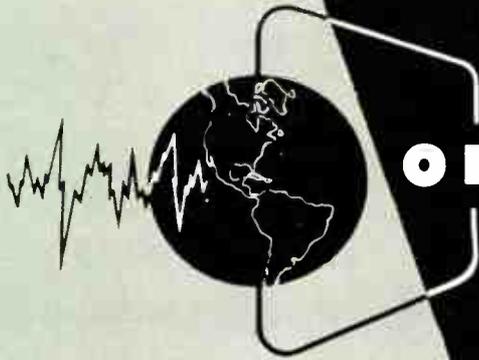
in a population area of 744,000 as of January 1, 1956.

Federal Reserve "Bank Debits," a reliable business yardstick, soared to a new high of over \$6¼ billion in '55, a healthy 22.8% increase over '54 — *and a remarkable 265% over '45.*

Serving this booming Florida market are two Storer Broadcasting Company stations: WGBS, a 50 kw CBS Network (radio) affiliate, and WGBS-TV. Both stations are enjoying new peaks in audiences and the widest coverage in their respective fields. A strong merchandising service keeps pace with the rapidly expanding retail store development. Like all Storer stations, program policies of both WGBS and WGBS-TV make them "local stations," while maximum power guarantees best reception throughout the entire Greater Miami area.

 STORER BROADCASTING COMPANY	WSPD	WJW	WJBK	WAGA	WBRC	WWVA	WGBS
	Toledo, Ohio	Cleveland, Ohio	Detroit, Michigan	Atlanta, Georgia	Birmingham, Alabama	Wheeling, W. Virginia	Miami, Florida
	WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WBRC-TV	KPTV	WGBS-TV
	Toledo, Ohio	Cleveland, Ohio	Detroit, Michigan	Atlanta, Georgia	Birmingham, Alabama	Portland, Oregon	Miami, Florida

SALES OFFICES } TOM HARKER—vice-president and national sales director } 118 East 57th Street, New York 22 • Murray Hill 8-8630
 BOB WOOD—national sales manager
 LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498
 GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689



OFFICIAL FILMS, INC.

America's Leading Independent Distributor of TV Films

NATIONAL NETWORK PROGRAMS

THE ADVENTURES OF ROBIN HOOD
THE BUCCANEERS
THE ADVENTURES OF SIR LANCELOT
FOUR STAR PLAYHOUSE

NATIONAL SPOT

THE HUNTER

SYNDICATED PROGRAMS

DATELINE EUROPE
CROSS CURRENT

OVERSEAS ADVENTURE

MY HERO
TERRY AND THE PIRATES
WILLY
MY LITTLE MARGIE
STAR PERFORMANCE
TROUBLE WITH FATHER
THE AMERICAN LEGEND
THE STAR AND THE STORY
COL. MARCH OF SCOTLAND YARD
THIS IS YOUR MUSIC
THE SCARLET PIMPERNEL

Representatives in—

New York • Chicago • St. Louis • Boston • Minneapolis

Beverly Hills • San Francisco • Philadelphia • Atlanta

FILM

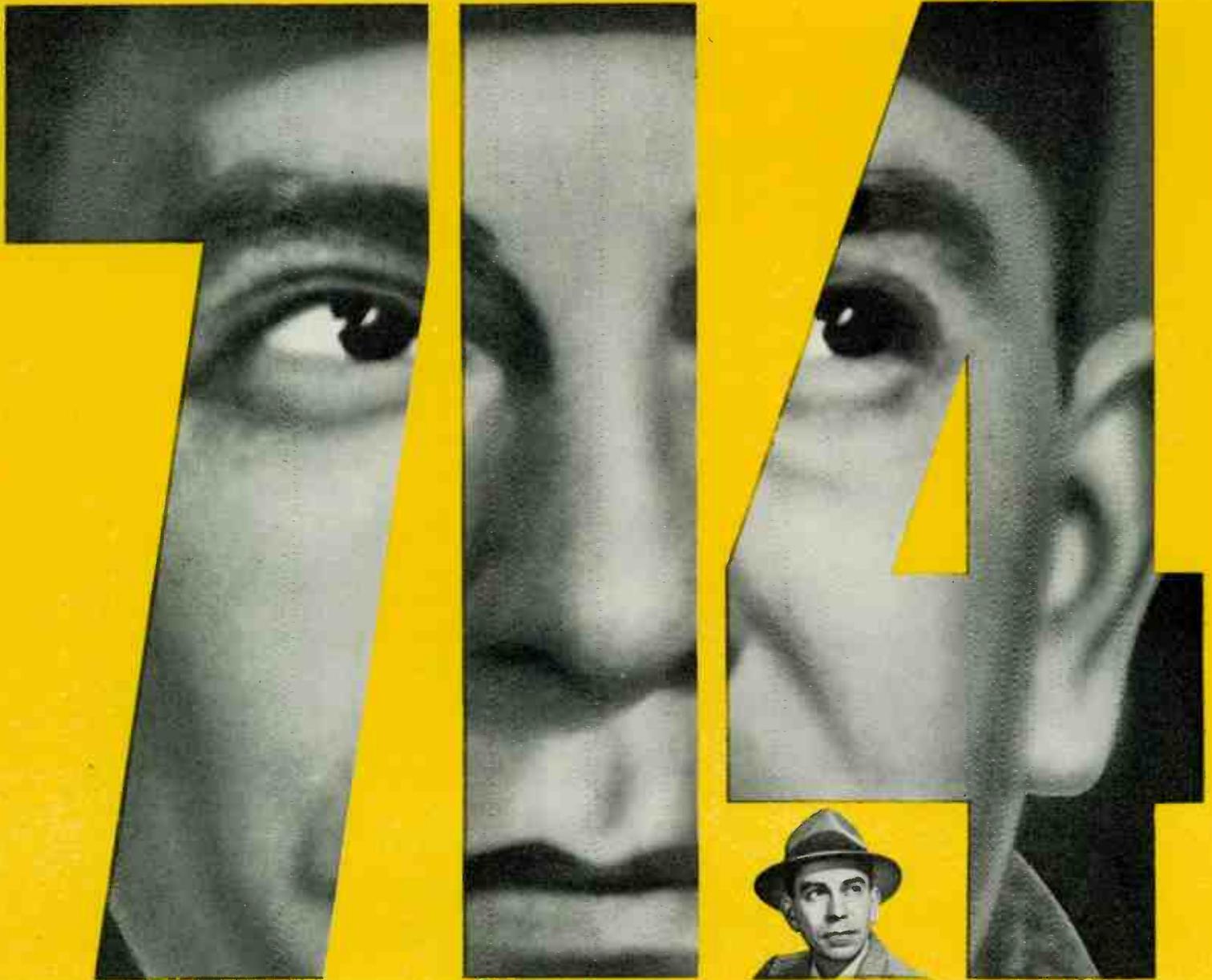
SHOWS

IN this, only the third year that filmed TV shows have been included in our annual program buyer's guide, the increase in their number is readily apparent.

QUESTIONNAIRES have been sent to every film producer, distributor, program producer, network, and transcription company in the country for an up-to-the-minute listing of shows to be offered the public in the immediate or near future. Information has been additionally solicited from certain advertising agencies handling their own filmed shows.

FROM this pile of information we have compiled a fairly definitive listing of future film programming, supplemented, in articles, by the ideas of outstanding figures in the industry.

BADGE



Just released, 39 exciting new episodes of Badge 714

Here's television's greatest syndicated mystery! New honors for BADGE 714 and Jack Webb — from Billboard's 1956 TV Program & Talent Awards: television's "best half-hour mystery series," "best mystery performer" and "best actor among all syndicated programs."

Viewers continue to vote BADGE 714 television's greatest mystery series, too! As DRAGNET, it is the highest-rated mystery show on network television today.* As BADGE 714, it's tops in market after market regardless of size or program competition (latest available ARB).

BADGE 714, award and audience winner, is your answer to quick sales action. Get all the facts first-hand . . . call NBC Television Films now for first-run syndication availabilities in your markets.

NBC Television Films

Programs for
All Stations —
All Sponsors



A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

*Average Audience — NTI first report, June 1956

663 Fifth Avenue in New York; Merchandise Mart in Chicago; Taft Building in Hollywood. In Canada: RCA Victor, 225 Mutual St., Toronto



SHUPERT

Film Sales In Foreign Markets

Three Areas Lead in Adv. Billings

By George T. Shupert

President, ABC Film Syndication, Inc.

IT'S been a long time since television has been referred to as the "infant" entertainment medium. Within the past few years TV has come of age — at least here in the United States.

The new infant is "world television" and like its older brother, gives promise of a rich, exciting future. When we talk about world TV, we should talk about distribution and production but here, I will only discuss distribution.

* * *

From what we can learn, commercial television in most areas of the world at the moment is in an embryonic state comparable to the 1946-1949 period in the United States. Substantial amounts of advertising dollars are being spent in commercial TV in three major areas — the United Kingdom, Japan and Latin America.

We were particularly interested to learn that the United Kingdom, with one-third the population of the United States, expects in 1956 to obtain 40% of the commercial TV billings of the U. S. in 1949 which was comparable year.

Commercial television started in the United Kingdom in September, 1955 and by the end of the year had billed five and a half million dollars. By the end of 1956, the first full year of operations, billings are expected to reach nearly twenty-nine million dollars. In 1949, when U. S. commercial TV was at a stage of development comparable to that of the United Kingdom this year, TV billings were \$68,400,000.

It is interesting to note that the United Kingdom, with approximately one-third the population of the United States is billing 40% of the U. S. billings in its early stages of TV development.

* * *

We might assume that the higher ratio of billings to population in the United Kingdom is due to the fact that the citizens of these countries were no neophytes to TV before the commercial operation was launched, thanks to the pioneering of the British Broadcasting Corporation.

Across the world, in Japan, com-

mercial TV is enjoying rapid growth as well. The 1956 billing estimates are over four million dollars, an increase of more than one and a half million over 1955.

The Latin American markets, which include Mexico, South and Central Americas, promise to be a good source for commercial television. A few commercial TV operations were launched in 1951, but the majority were started in 1952 and 1953. Although there is far too little information available, we have learned from our research that the commercial TV operations, as a whole, expect to show a fair profit by the end of this year. 1956 billings are expected to be at least 60% over 1955, certainly a sizeable increase.

At the present time there are good sales potentials for TV film shows in the United Kingdom, Japan and Latin America which are well on their way to commercial television prosperity and we have already realized some of these. Although there are many other countries where the immediate prospects are not too promising due to economic and industrial problems, we feel confident that they have good future potential.

Naturally, as a sales organization we are primarily interested in the foreign market as a source of revenue for our film shows but also we look to foreign countries for the development of new talent and production facilities. While there have been some difficulties in foreign production in the past, I believe that many of these have already been eliminated.

* * *

During a recent trip to major cities in Great Britain and four European countries, I had an opportunity to inspect the available production facilities which impressed me favorably. I feel now, as I have always felt, that production locale should be selected to fit the programming needs. Many program ideas, to be developed to their full potential, can best be served by our fine Hollywood studios. Others, because of their particular nature, need foreign locales and backgrounds.

Although I have just briefly outlined my observations about world

television I would like to offer these few opinions. All of us at ABC Film Syndication are very optimistic about the world television market. We feel that before many years pass, we will obtain a large share of our revenue from foreign market sales.

Production costs and distribution costs are constantly rising. The revenue from foreign market sales is needed if we expect to continue to make available top-quality product —and we have every intention of doing that.

* * *

One of our current programs which has been most attractive to advertisers and stations outside of the United States is "Passport to Danger" starring Cesar Romero. This series deals with the adventures of a diplomatic courier. Each episode is set in a different country against the backgrounds of that particular country. Since practically every corner of the globe is covered in this series, we have found it easy to evoke interest in "Passport to Danger." Its star, Cesar Romero, is a great favorite in many countries and his appearance also helps to make the series more saleable.

"Passport to Danger" which has been very popular here in the United States as well, was not produced with the foreign market in mind, but we have noted carefully the aspects of the series which appealed to foreign buyers and where possible these aspects will be incorporated in our future productions.

Many other television programs produced for the U. S. market have become popular in foreign lands which demonstrates that universality is inherent in good entertainment. Therefore, even though we may in the future produce new shows with the foreign market in mind, audiences in the United States will not be getting anything alien to their tastes.

To sum it all up, there's an exciting future in the growth and development of world television and we of ABC Film Syndication look forward to it with the same enthusiasm and interest stimulated by the lusty infant, U. S. television.

Setting for sales!



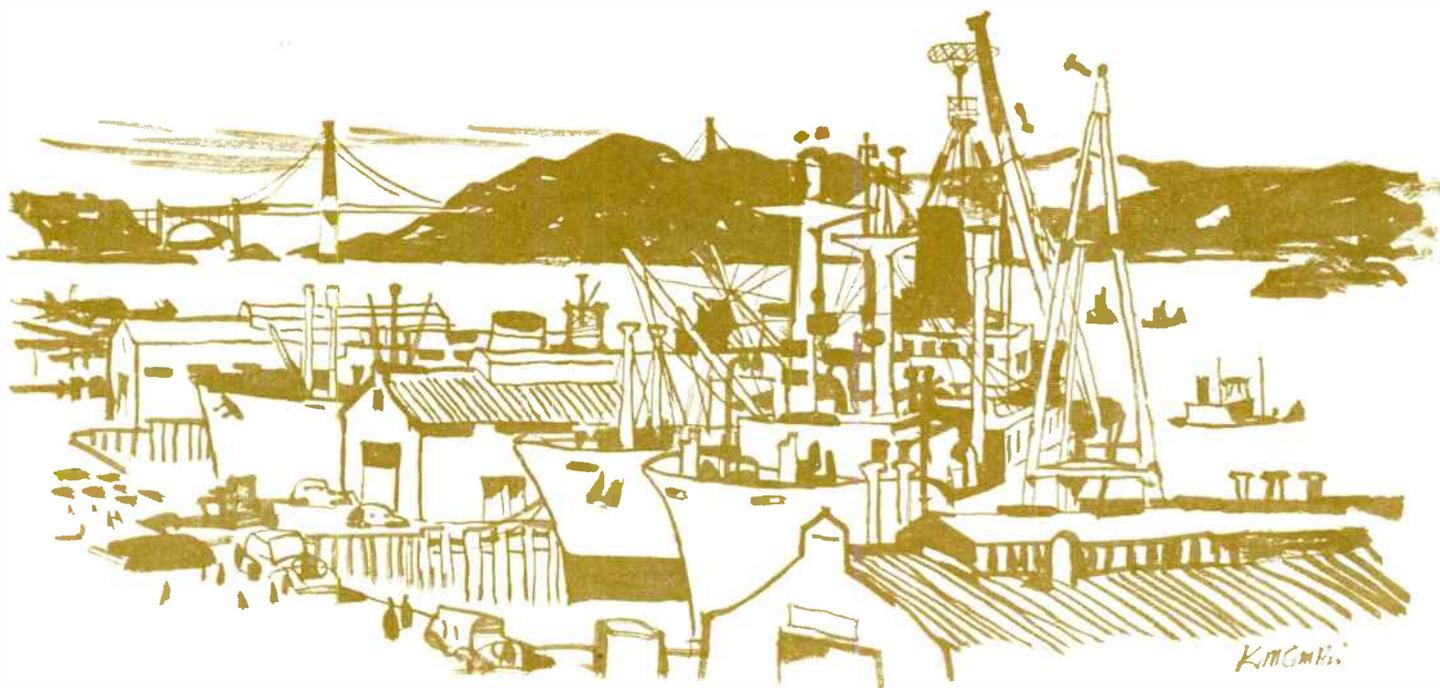
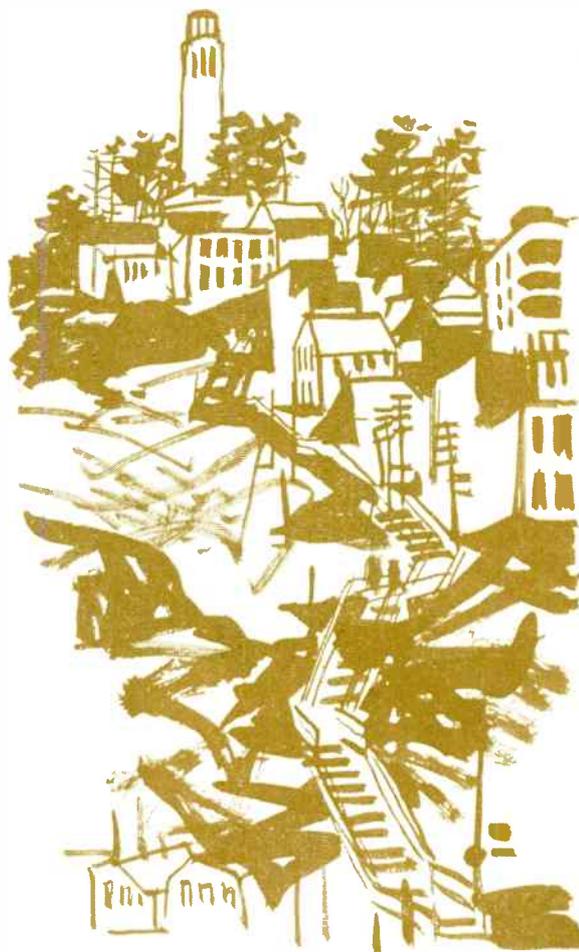
In “San Francisco Beat,” even the very setting’s exciting. Filmed on location in photogenic, steep-inclined San Francisco, it’s a powerful, eye-filling show... combining the drama of real cases from the files of San Francisco’s Police Department with the thrill of the chase through some of the world’s dizziest, most breath-taking scenery. The uptilted streets... the Golden Gate... Chinatown... the waterfront and Fisherman’s Wharf... it’s a setting that puts extra wallop into every half hour of this action-laden film series.

**And what a wallop the series packs!
In the Albany-Schenectady-Troy
area, "San Francisco Beat" is one of
the top fifteen programs, drawing
bigger audiences than such shows as
Kraft Theater, Gobel, Martha Raye and
Montgomery Presents. In film-happy
Los Angeles, it's the highest-rated
syndicated film.* As "The Lineup" on
the CBS Television Network, it has
averaged a higher rating than "Dragnet"
throughout the past season.****

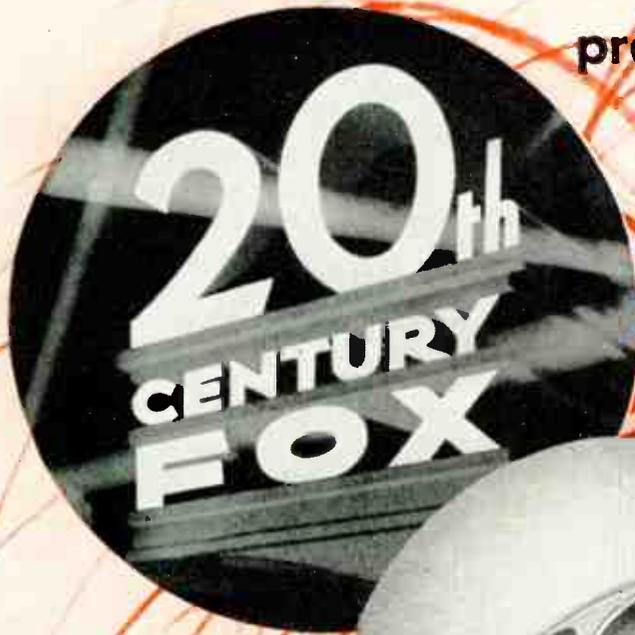
**"San Francisco Beat" provides a hard-
hitting setting for your sales messages.
Get details and market availabilities
from the people who bring you the
fastest-moving films in all television...**

CBS TELEVISION FILM SALES, INC.

Offices in New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis,
Atlanta, Dallas. In Canada: S. W. Caldwell, Ltd.

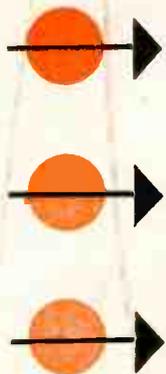


NTA touches off the most spectacular event in television programming history!



NTA . . . maintaining a tradition of quality . . . proudly presents for the first time . . . fifty-two outstanding feature films for television . . . the first releases from one of the greatest, major Hollywood studios . . . 20th Century-Fox . . . all distinguished pictures, many with Academy Awards.

including:



HOW GREEN WAS MY VALLEY
Walter Pidgeon, Maureen O'Hara,
Barry Fitzgerald

THE OX-BOW INCIDENT
Henry Fonda, Dana Andrews

THE BLACK SWAN
Tyrone Power, Maureen O'Hara,
Thomas Mitchell

THE HOUSE ON 92nd STREET
William Eythe, Lloyd Nolan

CENTENNIAL SUMMER
Jeanne Crain, Cornel Wilde,
Linda Darnell, Walter Brennan

BOOMERANG
Dana Andrews, Jane Wyatt

YANK IN THE RAF
Tyrone Power, Betty Grable

LIFEBOAT
Tallulah Bankhead, William Bendix

FOXES OF HARROW
Rex Harrison, Maureen O'Hara

**THE STORY OF
ALEXANDER GRAHAM BELL**
Don Ameche, Loretta Young,
Henry Fonda

FOUR JILLS IN A JEEP
Phil Silvers, Martha Raye, Betty Grable

HOMESTRETCH
Cornel Wilde, Maureen O'Hara

FOOTLIGHT SERENADE
John Payne, Betty Grable

DRAGONWYCK
Gene Tierney, Vincent Price

KISS OF DEATH
Victor Mature, Richard Widmark

WESTERN UNION
Robert Young, Randolph Scott

DRUMS ALONG THE MOHAWK
Claudette Colbert, Henry Fonda

RINGS ON HER FINGERS
Henry Fonda, Gene Tierney

DOLL FACE
Dennis O'Keefe, Vivian Blaine

LES MISERABLES
Fredric March, Charles Laughton

BRIGHT YOUNG
Tyrone Power, Linda Darnell

THUNDER IN THE VALLEY
Peggy Ann Garner, Lon McCallister

BELLE STARR
Gene Tierney, Randolph Scott

DAISY KENYON
Joan Crawford, Dana Andrews,
Henry Fonda

WING AND A PRAYER
Don Ameche, Dana Andrews

HUDSON'S BAY
Paul Muni, Gene Tierney

WRITE—WIRE—PHONE. TODAY! All the details are available to you from



National Telefilm Associates, INC. 60 West 55th Street, New York, N. Y. • PLaza 7-2100

CHICAGO, ILLINOIS
612 N. Michigan Avenue
Phone: Michigan 2-5561

HOLLYWOOD, CALIFORNIA
8721 Sunset Blvd.
Phone: Crowthew 1-1191

MONTREAL, CANADA
1434 St. Catherine St.
Phone: University 6-9495

MEMPHIS, TENNESSEE
2605 Starick Building
Phone: Jackson 6-1565

BOSTON, MASS.
Stotler Hotel Office Building
Phone: Liberty 2-9633

MINNEAPOLIS, MINNESOTA
1109 Currie Avenue
Phone: Federal 8-7013



SUTTON

Growth of TV Film Syndication

Problems, Questions About The Future

By David V. Sutton

Vice President In Charge of MCA-TV Film Syndication Division

THE remarkable growth of the TV film syndication industry during the past few years has brought with it, as in so many other growing industries, all sorts of problems and questions about the future. Worried heads in many Madison Ave. offices are concerned with such posers as which type of show to make in the future, how rapidly will the foreign market develop, are features crowding syndicated half-hours off the TV screens, how much money can we afford to pour into new shows, and how far can we let price-cutting go before we cut off our own life-line?

To suggest definitive answers to these questions would be foolish; the best any industry can afford is a studied and unruffled opinion on the specific subjects as they arise. It is hardly necessary to point out that TV film syndication is in a healthy state — largely because the respective syndicators have learned, through audience ratings and simple trial-and-error, just what type of TV fare the viewing audience will accept. As in any business, especially one so closely tied to the public's tastes, the guiding principle in our business has been "give 'em what they want."

* * *

Well, what do they want? It is becoming increasingly apparent that viewers — and that also means producers, sponsors and distributors — want quality shows of all types and categories. Do they want drama? Yes. Do they want comedy? Yes. Do they want mystery? Yes. They want everything — so long as it's good. As in the book publishing, the motion picture and the popular song industries, the public's fancy does run in cycles, however. We have seen our TV tastes run to situation comedy, to vaudeville-type shows, to one-hour drama. At the present time, we seem to be heading into a cycle of music and variety. So we at MCA have prepared a big musical variety show starring Rosemary Clooney, with Nelson Riddle and full orchestra, the singing Hi-Lo's, and outstanding guest stars. Half-hour human dramas continue to pull strong at TV's "box office," so we have prepared an additional 39 programs in the popular "Dr. Hudson's Secret Journal" series. What they want, we must try to give them.

On the subject of quality, we feel that any medium of entertainment owes a serious responsibility to the viewing audience as well as to the sponsor who picks up the tab, to employ the highest production values and to use the finest artists in preparing the "packages." Also, the competition for the home audience's eyes and ears has become so keen that only the best-produced shows can survive. A poorly put-together program is an insult to the viewer and can only demean an industry which occupies a lofty place in the American scene.

How much money should we spend to achieve this quality? Obviously, there is no rule of thumb, but we should be prepared to spend as much money as is commensurate with achieving a top-notch, fresh, original program.

* * *

A high production cost alone, of course, does not guarantee quality, but the reverse is certainly true: you cannot produce a good show when you pinch pennies. Fortunately, the competition in the TV film syndication field is such today that every producer must strive for quality. Those few "quickie" producers who may have attempted to cut sharp corners have found out that there is no short-cut to quality. The cake comes out no better than the ingredients which you put into it. Especially when the bake-shop down the street is trimming his windows with mouth-watering cakes and pies.

Since the war, film syndicators have become increasingly aware of the rapid extension of our markets. No longer limited by our own continental boundaries, we can now look across the ocean (and that takes 20-20 vision!) to foreign markets. Some companies have already found a waiting audience for quality programs on film in many countries of Europe, as well as in the other countries of the Western Hemisphere.

MCA, which has offices in Rome, Paris, London and Toronto and which is planning to add other centers in still other foreign countries before the end of the year, is so acutely aware of the opening of wider markets that we already have a Vice President (T. J. McManus) in Charge of Foreign Markets. And we are looking forward to an extension of our distribution activities to include as

many more countries as will be feasible. This we have learned from the other forms of entertainment, especially motion pictures: that mass entertainment is universal in its appeal — a good show in any medium is as welcome to the average citizen in Calcutta as it is to the better-situated farmer in the United States. It has been said that laughter is universal; so, for that matter, is a good story, well told, or a good song, well sung.

* * *

We have been asked many times about the effect of feature programs on the future of syndicated shows. It is our feeling that feature pictures present no problem to the other producers and distributors in the field. The public will absorb just so many features on its TV screen; its taste is for a balanced bill-of-fare. When the saturation point of feature fare is reached, there will still be plenty of time available for all of the other types of TV items. It may be platitudinous to repeat it, but the public is the final judge of just what type of television entertainment it prefers. It is a challenge which we in the syndication field must be prepared to accept.

A final point, regarding a current sales problem which should properly engage the attention of all syndicators. We must fortify ourselves against a trend toward lowering prices below reasonable and intelligent limits. It is MCA's belief that the industry is now growing to the degree where there is less price-cutting and for the health of the industry it must be that prices insuring adequate profits to both producers and purchasers must be maintained. If this isn't observed, producers will discontinue and the new product will be choked off. They must realize a reasonable profit from their investments, their creativeness and their experience.

If we spend a dollar wisely in formulating a good show, give the public what it wants on its TV screen, and return a dollar's profit to the man who pays the bills, then the TV film syndication industry is fulfilling its role as an agent for good entertainment and good business. We can assuredly look forward to a busy and prosperous season in 1956-57.

STAGE 7

PARADE OF HOLLYWOOD PERSONALITIES

Lloyd Bridges
Thomas Mitchell
Howard Duff
Diana Lynn
John Ericson
Don Taylor
Jan Sterling
Ricardo Montalban
Marilyn Erskine
James Whitmore
Angela Lansbury
Dane Clark
... and many others

A NEW STAR
EACH WEEK



FIRST!

When you've seen your favorite network show, haven't you said to yourself: "I'd sure like to sponsor *that* show right here in my market — but FIRST RUN!" Now you can do just that! STAGE 7, the half-hour film dramatic anthology series which got highest ratings for a national network advertiser, is now being produced in Hollywood — same as before, with exactly the same production qualities — except that now it's being produced for your local market . . . FIRST RUN!

TODAY'S BEST BUY—TOMORROW'S SALES SUCCESS!

Advertisers who appreciate value are signing up their markets fast! Chef Boy-Ar-Dee (Young & Rubicam) has selected New York City and other Eastern markets; Household Finance (Needham, Louis & Brorby) has picked out some Midwest markets. Other markets have been signed up by Standard Oil of California (BBDO); Sheaffer Pens (Russel M. Seeds); National Bohemian Beer (W. B. Doner); Blue Plate Foods (Fitzgerald); Robert A. Johnston Co. (Klau-Van Pietersom-Dunlap); and many others. Some choice markets are still available! Phone or wire collect to get STAGE 7 selling your products. Better do it now!



Television Programs of America, Inc.

488 Madison Avenue, New York 22 • PLaza 5-2100 • Sales Offices or Representatives in Principal Cities
Milton A. Gordon, President Michael M. Sillerman, Executive Vice President Edward Small, Chairman

for higher sales through quality programs



Other TPA quality shows which help you increase sales:

LASSIE • ADVENTURES OF ELLERY QUEEN • CAPTAIN GALLANT OF THE FOREIGN LEGION • HALLS OF IVY • COUNT OF MONTE CRISTO •
RAMAR OF THE JUNGLE • FURY • SUSIE • EDWARD SMALL FEATURES • YOUR STAR SHOWCASE • SCIENCE IN ACTION • AND ON THE WAY •
WALDO • TUGBOAT ANNIE • HAWKEYE — THE LAST OF THE MOHICANS • NEW YORK CONFIDENTIAL • AND OTHERS YET UNTITLED.

CAPTAIN DAVID GRIEF

by
JACK LONDON

*Shot in Full Color
on Location
in the South Seas*

OTHER GUILD SHOWS

Here Comes Tobor

Confidential File

I Spy

Molly (The Goldbergs)

Liberace Show

Frankie Laine Show

Florian Zabach Show

Life With Elizabeth

It's Fun To Reduce

Joe Palooka

Conrad Nagel Theater

Guild Sports Library

Popcorn Theater

Looney Tunes

Feature Films

GUILD  **FILMS**
COMPANY INC.

460 Park Avenue
New York 22, N. Y.
MUrray Hill 8-5365



NELSON

Concept of NTA Film Network

To Aid Public, Advertiser, Station

By Raymond E. Nelson

Vice President and General Manager

THE NTA Film Network was formed to fill three needs — those of the viewing public, the advertiser, and the station.

The present wired networks have done a magnificent job of building the great television medium to its present important stature as an exciting source of entertainment and education, and as an unparalleled advertising force. They have successfully proved that stations joined together in common strength can furnish a powerful selling instrument to America's advertisers, and operate as a dynamic influence on the nation's economy.

Television, however, has grown too fast and in too restricted an area mechanically for normal checks and balances to keep pace. Skyrocketing, as it has, from a standing part to cover 36,000,000 television homes in a scant decade, TV has been an infant with constant growing pains, and it has expanded at such a headlong rate that there has been no time for realistic readjustments.

* * *

Because TV is an electronic medium, and much of the ownership of television stations is in the hands of radio station operators, the economics of the broadcasting industry tend to be radio-based. The method of station compensation, for example, is the same as that used in radio, a system evolved in the mid-1920's and virtually unchanged since.

The economics of thirty year old radio and infant TV are drastically different, and alteration of the old pattern is necessary to fit these new economics. The operator of a radio station went into business for considerably less money and with far fewer people on his payroll. Radio stations have been put on the air for as little as ten thousand dollars, and operate with a staff of five or six people, and even maximum sized plants required low investment and operating overhead compared with their TV equivalents.

Network programming was a definite asset, as it is in video today, but the fact that it meant comparatively little revenue to the station tended to be offset by low initial outlay and operating cost.

There is no such low budget equivalent in television broadcasting. The cost of installing and operating

even a minimum scale TV station would have made the early audio operator blanch.

Programming is even more vital to the television station than to its radio counterpart, and is one of the factors that has led to the TV imbalance. A station needs top programming to compete for audience, but there is no video equivalent of the phonograph record or the low priced transcription.

This situation has made stations more and more dependent on network feeds, and they've accepted an inequitable share of their card rates to get these shows. Advertisers, too, have been held in virtual bondage by the fact that only through the networks have they been able to get the circulation they need to justify the spiraling costs of audience-attracting television programs.

The concentration of control has been a disservice to America's television set owners as well, because the network programs that they could see were largely pre-selected by a relatively small handful of executives who controlled the facilities for disseminating these programs.

* * *

The management of the NTA Film Network believes, and has so stated on many occasions, that the basic principle of network broadcasting is a sound one. There should be a method of amassing audience so that the production of great programs is economically practical. There should be a central marketplace where the national advertiser can buy nationwide coverage in a one transaction, one contract operation. And there should be a method where many stations can combine to offer their time jointly, so that they may be more important collectively than they can possibly be individually, and through this combination benefit both financially and program-wise.

We believe that such a network should be a film network. The wired networks spend millions of dollars annually for the rental of coaxial cable — the figure is \$13,500,000 a year for CBS alone — using it approximately half the time to feed out film shows, prints of which could be dispatched to the stations for a fraction of the cost of the co-ax method.

In its initial option time, the Net-

work is scheduling a first grade feature motion picture. This offers the advertiser a tried and proven audience attraction, eliminating the tremendous risk factor he had hitherto faced. Increasingly expensive wired network productions constitute a major advertising hazard, because unless they come up with top ratings — and it goes without saying that many of them do not — they can and do mean a fearful cost-per-thousand mistake.

By acting as an important source of top quality programming, it gives its affiliated stations increased audience in their communities. It gives them programming which will upgrade their stations, which they can sell, either locally or through their representatives, keeping 100% of the program profits.

In the case of many markets, where there have been stations at a competitive disadvantage, NTA Film Network affiliation narrows the gap by equipping the station with the film material it needs to compete for audience and advertising dollars.

To the advertiser, the NTA Film Network means a new national marketplace, where he can buy the impact of television advertising on a national basis, but at a price structure completely in line with advertising economics. The Network's rates make it competitive not only with other uses of television, but with all media.

As the Network expands its activities, it will go further into variety in programming, into the creation of more and more programs and will ask its affiliates for additional option time beyond its present one and a half hours a week commercial time segment. Some of the plans call for original half hour shows and a filmed news service. In all cases, the division of the revenue will give NTA Film Network affiliated stations a higher percentage of card rates than they derive from other affiliations.

* * *

The NTA Film Network will continue, in its expanded operations, to pass along to its advertisers the savings made possible by economical operation, the ability to negotiate for film programming with experience and skill, and the elimination of the expensive coaxial cable from the cost structure.

**A
HOT NEW
FILM
PROPERTY!**

**31 BRAND
NEW**

**Packed with
THRILLS!
ADVENTURE!
EXCITEMENT!**

•
**The Perfect
Programming
For Stripping
Across the
Board...**

UNLIMITED SUPPLY of Fresh Material For the Entire

HYGO

Television Films, inc.

NEW YORK
1501 Broadway
New York 36, N. Y.
LONGRE 4-8234

SERIALS

From the Studio of
UNIVERSAL-INTERNATIONAL



04 EPISODES

Family!!

Contact us NOW!
For our

**FLEXIBLE
SALES PLAN!**

DETROIT

709 Fox Building
Detroit, Michigan
WOodward 1-3979

HOLLYWOOD

9100 Sunset Blvd.
Hollywood 38, Calif.
CRestview 4-6955

your



catalog of hits

PASSPORT TO DANGER

Cesar Romero stars in thrill-packed international adventures., 39-1/2 hrs.



SHEENA, QUEEN OF THE JUNGLE

Exciting jungle dramas starring TV's most dynamic new personality, Irish McCalla. 26-1/2 hrs.



THE THREE MUSKETEERS

Dumas' world-famous story of action, adventure, swordplay, romance in history's most exciting era. 26-1/2 hrs.



DOUGLAS FAIRBANKS, JR. PRESENTS

Absorbing adult dramas with Doug Fairbanks as host, producer and star. 117-1/2 hrs.



CODE 3

Gripping dramas based on real life - top priority emergency police cases - a new concept in TV realism. 39 1/2 hrs.



ANNIVERSARY PACKAGE

Finest feature film package available to TV - many Academy Award winners. 15-various lengths.



RACKET SQUAD

Mystery adventure with public service appeal. Network and spot tested. Reed Hadley stars. 98-1/2 hrs.



**THE PLAYHOUSE/
HERALD PLAYHOUSE**

Outstanding anthology drama series. Each film features a big-name star of Hollywood or Broadway. 104-1/2 hrs.



Contact your nearest office of

Rating histories and market availabilities on request.

ABC FILM SYNDICATION, Inc.

10 East 44th Street, New York • OXford 7-5880

New York • Chicago • Hollywood • Atlanta • Dallas • San Francisco • Minneapolis • St. Louis.



BARTON

Studios Discuss TV Film Plans

Increase In Production Plans

By Bill Barton

Staff Correspondent, Radio-Television Daily

“WE’LL go where the loot is!” So stated Dave Friedkin, half of a producing-directing-writing team from radio and TV. Dave these days, with partner Mort Fine, shares a large office suite at M-G-M where the team is making a movie feature titled “Capital Offense.”

Dave’s direct exclamation of utter honest, mercenary purpose answered a question concerning the team’s future. Was the future to be more pictures or back to television?

Mort, at this point, cast a shadow of confusion over the issue by snapping his fingers and ordering an aide, provided by M-G-M, to “go fetch a string of dancing girls.”

The aide did not move and the girls failed to materialize — a sure sign some of the plush has been sweated out of the movie industry by that hot little screened box in the living room.

So, the “we’ll go where the loot is” statement can be borrowed to sum up the movie industry’s new realistic, calculating relations with television. There has been a swallowing of pride.

* * *

Although a couple of major studios, at this writing, are at loose ends in respect to ownership, there is unanimity in their plucking at the loot inherent in wooing the stay-at-home audience — an audience captive to its own lethargy and the high cost of going out in the evening.

Not that the movie makers can be blamed for reaching. As a result of conditions caused in part by TV, the major lots are plowing under every third movie that ordinarily would have been in the works. And that’s without government subsidy.

This joining up of the major studios will cause an agitation, at least, in TV film production. It may titivate programming. And there’s the thought it could breed networks.

Most certainly the clutch of the majors onto TV welds the future of television onto the West Coast. And, if the entrance of the major studios is not enough proof, there’s the continuing wholesale expansion of the network facilities here.

* * *

M-G-M didn’t lead the way into TV — in fact, the huge company was last — but, more than any other major, it made the new order official. M-G-M is going all the way.

The company plans to extend production activities to include pictures made expressly for TV, with the initial productions planned for the 1957-58 season.

Considering the size of the M-G-M lot in Culver City, a seeming incongruity is Dore Schary’s statement: “It may be necessary to keep the television production program wholly outside our present studio organization.”

He clarified this by citing cost of such a plant, declaring it costs M-G-M \$14,000 a day now to turn on the lights on a sound stage.

No wonder Mort Fine’s wistful request for dancing girls was ignored.

Anyway, the fact that cost is against M-G-M’s keeping its TV production to itself gives the independent film producers—many of them TV pioneers—new life. This would be the result of M-G-M and some of the other majors making agreements with independents, a parallel to the current trend in making movies.

* * *

Having stated it will acquire interest in TV station ownership, M-G-M provides conjecture this could lead to a network. Whether or not this proves out, all the picture companies have distribution already licked with their exchanges and sales and exploitation forces. M-G-M already has announced it will handle its own distribution of its pre-1949 pictures now available for presentation on TV.

There are other signs of network possibilities for major picture companies. One is at Paramount, for President Barney Balaban expressed hope the company’s wholly owned KTLA of Los Angeles and the financially affiliated Du Mont Broadcasting Corp., which operates stations in New York and Washington, “can be the basis for a very important unit.”

Despite this, Paramount keeps its movies untainted by contact with TV, having opened a separate TV lot, Paramount Sunset, and strictly for rental — at the moment.

* * *

Operating in like manner and with like or likelier possibilities for a net-

work is RKO. The General Tire subsidiary operates a rental lot, also willing to hire out as producer, at RKO-Pathé. It has TV stations operating and the Mutual radio network.

Along another line, it’s pointed out the financing firm of Cantor, Fitzgerald & Co., with options to buy out Republic Pictures, is tied in with National Telefilm Associates. And NTA has formed a film network, set to start operations in October with some 75 affiliated stations.

It is Walt Disney who is the real inspiration for the other majors, although he was preceded by Columbia and its successful Screen Gems subsidiary. For in 1954, Disney, was a huge success with “Disneyland.” (Currently Disney is putting together 126 hours for the coming season).

So Warners, where a change of ownership may result in new emphasis on TV, plus 20th Century-Fox and M-G-M attempted shows last season. Although all are far from discouraged, none of the shows was more than mildly successful.

* * *

Twentieth Century-Fox has leaped in with both feet at its Western Avenue lot. Irving Asher, in charge of TV production, has set a goal of 10 telefilm series. Columbia’s Screen Gems has announced a million dollars will go for the development of 20 new programs for the 1957-58 season.

Offsetting the looming crush of the majors, there are independents like Desilu and McCadden with firm links to the networks and prime time, of which there is not enough.

McCadden, for instance, discloses it will have five series before the cameras next season. All are already renewed or solidly tied-up with the nets. The production outlay for these is estimated to be \$6,300,000.

* * *

And with the networks ever reaching out into production and for space, there is more confusion. As in a battle between two opened-jawed crocodiles, the question is: who is swallowing whom?

Either way, the West Coast is assured of an ever-increasing hold on the production of filmed television.



Even a goat won't "goof"...on film

The advantages of film are virtually limitless. First, you can produce a show that's right—free from bugs. Next, you can try it out—know just what audiences think about it. And, finally, you can schedule it for maximum effect and convenience. Yes, you can save time and money—get a better show—when you **USE EASTMAN FILM.**

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

*Be sure to FILM IN COLOR
... you'll be glad you did.*

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
130 E. Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, INC.

Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

TV Films' Future

Need For Better Quality

By Reub Kaufman

President, Guild Films Company

THANK goodness for the television viewers. They alone can save the independent TV film industry.

By refusing to watch programs lacking in genuine entertainment values, the viewers may eventually bring about a solution to the basic problems which so painfully plague the film producers and distributors at this time.



KAUFMAN

Of course there are examples of superior film programs. But they are so few. By and large, the vast volume of film programs turned out in the last few years has been of a pretty poor quality level. With rare exception the producers have failed to satisfy the growing desire of viewers for better stories, better acting

and directing, and improved production values. Most producers have just continued to grind out the same old hammy, run of the mill films. And those new production forces which more recently entered the field haven't helped the situation any.

★ ★ ★

True, the industry is faced with very serious problems. Without any doubt there is a shortage of desirable air time for independent film productions, largely due to the short-sightedness of some people who are in a position to determine what programs do or don't go on the air. It is also a fact that the market is glutted with a surplus of feature films that have worn-out their theatrical box-office interest and with a whole mess of broken down, old television film series. Also, there is a crying need for more stations in many areas, and there are still other maladjustments which require correction.

To a large extent, however, these very problems have their origin in the inadequacy of the film programs which came into television.

★ ★ ★

What's more, these problems only touch the viewers indirectly. All the viewers want (even if they don't actually realize it) is more effectively entertaining programs. If only the independent producers and distributors will come to realize this and begin to supply better quality programs consistently, perhaps some of the industry's problems will fade away because the fundamental cause will have disappeared.

Better quality film programs may not be the whole answer to the future of TV films, but it is surely a long over-due step in the right direction. Without it some of the other proposals we hear about won't mean too much.

Some of the independent producers will accept the challenge and rise to the opportunity which is inherent in this situation. Those who do should be encouraged by agencies and sponsors, for they will eventually turn-out the programs which will keep the viewers at their sets.

Program's the Thing

Public Decides Success

By Eliot Hyman

President, Associated Artists Prods., Inc. (P.R.M.)

LET'S be realistic. The program's the thing in television. And the public is the only judge and jury of programs. Mr. and Mrs. Public, not network, station or agency executives, decide what programs will be successful. What they like and want to see, they'll get to see. And at the moment, they surely do seem to want to see top movies.



HYMAN

We've all heard talk about cycles of mysteries or westerns or situation comedies; about cycles of half-hour programming or hour-and-a-half programming; about cycles of low-budget or high-budget programs. You and I of course, never did the talking, although we may have let ourselves be influenced by it occasionally. Nevertheless, it's all talk. Give the public good entertainment and they'll go for it . . . in theatres, in books, on radio and television, in every medium.

★ ★ ★

How many times has it been a generally accepted truism, for example, that "the public won't go for war pictures now"? And immediately, inevitably, someone turned out a really *good* war picture, and set off a brand new cycle of dozens of war pictures.

That's why I'm always puzzled when people ask me about the reaction to feature films on television. Superior entertainment will get an audience always, and anything that gets an audience will get an airing, whether it's live or film, local or network, short or long, imported or domestic. The big question is not "what kind is it?" The important consideration always must be "how good is it?" At the moment, it appears that the most consistently superior entertainment in prospect for Fall is the Grade A, major Hollywood studio product just becoming available to television.

★ ★ ★

We at A.A.P. are distributing some of this product — 754 Warner Bros. features, plus hundreds of cartoons and short subjects. Other companies are currently offering other major-studio product. Make no mistake . . . stations will program these movies . . . advertisers will sponsor them, and people by the millions will watch them.

And why not! Programs consisting of top movies like our Warner Bros. pictures are superior to anything being produced specifically for television today by far. After all, these pictures were months, often years in preparation. They drew upon vast resources of physical materials, technical skill and specialized talent. And they quite regularly cost a million dollars or more per picture which is to say, per program.

How can television hope to match them? I am not suggesting that stations or networks program only feature motion pictures. Television, as the head of NBC has pointed out, is voracious enough to demand the best programming from any and all sources. All I am saying is that *good* movies fill a need, and appeal to that most critical of program directors, John Q. Public. All we have to do is sell the middleman, and that problem is no different from that of selling any product in a competitive field.

EVERYTHING IS UNDER THIS ROOF

For Filming Your Commercial with QUALITY...IMPACT...RESULTS!

CREATIVE CONSULTATION with STUDIO DEPT. MANAGERS

COMPLETE PRODUCTION PLANNING —
Consultation • Budgets • Schedules

CREATIVE STORYBOARD PLANNING
Casting • Scenic Construction
Props • Make-up • Wardrobe

STAGING DIRECTION — (SEVEN SOUND STAGES)
Location Shooting • Transportation

ART DIRECTION
Complete Animation Dept. • Titles • Design

ALL SPECIAL EFFECTS • UNEXCELLED OPTICAL EFFECTS
Sound and Music Recording and Dubbing
Sound and Film Editing • Film Pre-testing

Screening and Film Inspection
Film Handling and Shipping • Dept. Accounting

Private Client Offices • Reception and Secretarial Services

CURRENTLY IN PRODUCTION for:

**AT & T
BULOVA
CHEVROLET
JOHNSON'S WAX
RICHFIELD OIL**

HAL ROACH STUDIOS

HAL ROACH, JR., President
S. S. VAN KEUREN, Vice-Pres. & General Manager
Cecil Underwood, Managing Dir., Commercial Div.
Jack Reynolds, Prod. Mgr.

8822 W. Washington Blvd., Culver City, Calif. • Texas 0-3361 • Vermont 9-2311
729 Seventh Ave., New York City • Circle 5-4135

World's Largest Television Film Studios

FILM ADVENTURE

Gangbusters

New action-filled true crime stories as narrated by law enforcement officials. "Gangbusters" format followed with clues for wanted criminals, etc. Hard-hitting, factual and effective.

Running Time: 30 minutes.
Cost: On request.
Number Available: 28.
Produced by: Visual Drama.
Distributed by: Film Div., General Teleradio.

Submitted by: RKO Teleradio Pictures, 1440 Broadway, New York 18, N. Y.

Overseas Adventure

Intrigue and adventure filmed abroad in the cities of Europe. A proven hit as "Foreign Intrigue."

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Sheldon Reynolds.
Distributed by: Official Films, Inc., 25 W. 45th St., New York 36, N. Y.

Dateline Europe

A new title for the "Foreign Intrigue." Adventures of an American newspaperman in trouble-filled cities of Europe.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Sheldon Reynolds.
Distributed by: Official Films, Inc., 25 W. 45th St., New York 36, N. Y.

Cross Current

Suspense and mystery in the intrigue-filled cities of Europe. Filmed abroad with authenticity.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Sheldon Reynolds Prods., Inc.
Distributed by: Official Films, Inc., 25 W. 45th St., New York 36, N. Y.

Terry and the Pirates

Adaptation from comic strip "Terry & The Pirates" which appears in 200 plus newspapers nationwide. Stars do not appear in commercial.

Running Time: 30 minutes.
Cost: On request.
Number Available: 18.
Produced by: Dougfair Corp.
Distributed by: Official Films, Inc., 25 W. 45th St., New York, N. Y.

Tales of the Texas Rangers

Unusual outdoor adventure series about the famed law enforcers, the Texas Rangers. Episodes alternate between the activities of the Rangers of today and yesterday, offering continual contrast. Stars Willard Parker and Harry Lauter as the two Rangers on dangerous assignments.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Screen Gems, Inc.,

The Adventures of The Scarlet Pimpernel

The adventures of the world-famous hero of the French Revolution. Each episode is complete.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Harry Alan Towers.
Distributed by: Official Films, Inc., 25 W. 45th St., New York 36, N. Y.

Adventures of the Falcon

Adventure series starring Charles McGraw as Mike Waring ("The Falcon"). McGraw plays role of undercover government agent on assignment all over the world.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Federal Telefilms Inc.
Distributed by: NBC Television Films.
Submitted by: NBC Television Films, 663 Fifth Ave., New York 22, N. Y.

Crunch and Des

Forrest Tucker stars as Crunch Adams, who, with his partner Des (for Desperate) Smith, operates a charterboat plying out of the fictional Caribbean Key. Individual human dramas against a background of deep-sea fishing adventure based on Philip Wylie's Saturday Evening Post stories.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Bermuda Productions Ltd.
Distributed by: NBC Television Films.
Submitted by: NBC Television Films, 663 Fifth 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-TV Films, 663 Fifth Avenue, New York 22, N. Y.

Waterfront

The waterfront adventures of Capt. John Herrick of the San Pedro tugboat, Cheryl Ann, his family and his friends. Stars PRESTON FOSTER as Capt. John. Star is available for commercials.

Running Time: 26½ minutes.
Cost: On request.
Number Available: 78.
Produced by: Roland Reed Productions.
Distributed by: MCA-TV, Ltd. (Syndicated Film Sales Division).
Submitted by: Roland Reed Productions, 650 N. Bronson Ave., Hollywood 4, Calif.

Treasure Hunter

Sea-going adventures based on stories written around the supposed location of actual buried treasures throughout the world.

Running Time: 26½ minutes.

Cost: On request.
Number Available: To order for national client. (Pilot completed)
Produced by: Roland Reed Prod., Inc.
Distributed by: MCA-TV, Ltd. (National Film Sales Division).
Submitted by: Roland Reed Productions, 650 N. Bronson Ave., Hollywood 4, Calif.

The Sea Hawk

The adventures of a sea-going soldier of fortune who captains his own schooner to any port for any reason. Stars George O'Brien with Douglas Dick as his son and first mate. Filmed on location at Bermuda and in the South Atlantic.

Running Time: 26½ minutes.
Cost: On request.
Number Available: 39.
Produced by: Roland Reed Prods., Inc.
Distributed by: MCA-TV, Ltd.
Submitted by: Roland Reed Productions, 650 N. Bronson Ave., Hollywood 4, Calif.

Three Musketeers

"The Three Musketeers" appear in an exciting series of swashbuckling adventures. Thrilling dramas based on the unforgettable characters and situations created by the immortal Alexander Dumas. A timeless story of love and adventure set against colorful panoramic background of early 17th century Europe.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Thetis Film.
Submitted by: ABC Film Syndication, Inc., 10 E. 44th St., New York, N. Y.

Assignment Foreign Legion

Merle Oberon, as a journalist, tells the exciting stories behind the men of the Foreign Legion and their adventures.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Intelfilms.
Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York, N. Y.

Long John Silver

Authentic, exciting adventure on the Spanish Main with Stevenson's most colorful character from the immortal pirate classic, "Treasure Island", starring Robert Newton as Long John.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Joseph Kaufman.
Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York, N. Y.

Adventure—Tomorrow

Rockets, television telephones, supersonic airplanes, and electronic computers that write music—everything new shown in action and narrated by the men who designed it. Each program on a single subject.

Dr. Martin L. Klein, noted rocket scientist, mc's and comments humorously.
Running Time: 25½ minutes.
Cost: On request.
Number Available: 26.
Produced by: Harry C. Morgan & Bradley Kemp.
Distributed by: Video Views, 7557 Sunset Blvd., Hollywood, Calif.

"Mark of the Grizzly (The Silver Eagle—Mounty)

Stars Cole Hunter, as Sgt. Jim West of the Northwest Mounted Police, and Buddy Baer as the giant, lovable trailmate, Joe Bideaux. This is a series of complete dramas of Canada. The lure of far off places and the best action of the westerns in the most colorful setting in America, makes this an adventure series for adults and youngsters.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39 in preparation.
Produced by: Landmark Prods., Hollywood, Calif.
Distributed by: William Morris Agency.
Submitted by: Jewell Radio and TV Prods., 540 N. Michigan, Chicago 11, Ill.

Diamond Dramas

Great stories about the world's most famous diamonds from the diamonds of India, 5000 years ago, to the amazing diamond stories of today.

Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: Fox-Marquis Productions, 717 N. La Cienega Blvd., Hollywood 46, Calif.

Code 3

Powerful and revealing dramas based on factual cases from the files of the Los Angeles Sheriff's office. Each episode is a vivid study in the glaring problems which confront American communities and law enforcement agencies. These are living dramas filmed against the backdrop of Los Angeles County.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Ben Fox-Hal Roach, Jr.
Submitted by: ABC Film Syndication, Inc., 10 E. 44th St., New York, N. Y.

Sheena, Queen of the Jungle

Crisp, modern stories of a jungle queen who fights for jungle justice, pitting her strength, wits and jungle know-how against wild animals, revengeful natives, greedy traders.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26 to start.
Produced by: A Nassour TV Prod.
Submitted by: ABC Film Syndication, Inc., 10 E. 44th St., New York, N. Y.

After
you've

“PACKED 'EM IN”...

with the **BEST** show
you can get...in the
BEST time slot you
can get...make sure
you sell 'em with
SARRA COMMERCIALS...
the best you can get.

SARRA INC.

SPECIALISTS IN VISUAL SELLING

New York: 200 East 56th Street

Chicago: 16 East Ontario Street

TELEVISION COMMERCIALS • PHOTOGRAPHIC ILLUSTRATIONS • MOTION PICTURES • SOUND SLIDE FILMS

Passport to Danger

Caesar Romero stars in fast-paced adventures of a diplomatic courier who circles the globe on vital government missions. Each show is set in a news-making city of the world, such as Paris, Budapest and London against authentic, foreign backgrounds.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Hal Roach Jr., Rabco TV Prods.
Submitted by: ABC Film Syndication, Inc., 10 E. 44th St., New York, N. Y.

Captain Z-Ro

The show is a combination of history and science fiction. Has been endorsed by leading educators and parent-teacher groups as a new way of portraying history. Combination of vivid and authentic occurrences, appealing to adults as well as children.

Running Time: 30 minutes.
Number Available: 26.
Distributed by: Atlas TV Corp., 15 W. 44th St., New York 36, N. Y.

Adventure With Jethro Adams

Jethro Adams, a penniless American artist in South America, finds adventure, intrigue and romance in the countries below the Equator. Each story filmed on location in South America, gives actual color and flavor of the various locales. 13 programs.

Running Time: 30 minutes.
Cost: On request.
Number Available: 13.
Submitted by: Inter-TV Films Ltd., 1410 Stanley St., Montreal, P. Q., Canada.

Lone Wolf

Based on the stories of Louis Vance, adventurous soldier of fortune. Action and drama all over the world. B/W

Running Time: 26 minutes.
Cost: On request.
Number Available: 39.
Produced by: Grosse-Krasne Prods., Inc.
Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Biff Baker, U.S.A.

Intrigue and mystery as a typical American couple get caught in exciting adventures in romantic cities around the world. B/W

Running Time: 26 1/2 minutes.
Cost: On request.
Number Available: 26.
Produced by: Revue Prods.
Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Headline

Vivid dramas of newspaper adventure starring Mark Stevens. B/W

Running Time: 26 1/2 minutes.
Cost: On request.

Number Available: 39.
Produced by: Grosse-Kasne.
Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Federal Men

Film thrillers taken directly from the files of the U. S. Treasury Dept. Walter Greaza stars in these authentic dramas. Star available for personalized commercials. B/W
Running Time: 26 minutes.
Cost: On request.
Number Available: 39.
Produced by: Pyramid Prods.
Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Man Behind the Badge

A true story about the men and women who wear the "badge of authority" as a symbol of their public service. B/W

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Bernard Prockter.
Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Soldiers of Fortune

Action and adventure against the remote backgrounds of the four corners of the world. B/W

Cost: On request.
Number Available: 26.
Produced by: Revue Prods.
Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

State Trooper

Complete dramatized stories of state police cases, based on actual police files.

Running Time: 26 1/2 minutes.
Cost: On request.
Number Available: 39 (Starting January, 1957).
Produced by: Revue Prods.
Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Waterfront

Story of a San Padero Harbor tugboat captain and his family. Suspense, comedy, drama. Star will do commercials. B/W

Running Time: 26 1/2 minutes.
Number Available: 78.
Produced by: Roland Reed Prods.
Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

I Led 3 Lives

Richard Carlson stars in true-to-life story of Herbert Philbrick, the man who lived nine fantastic years as a citizen, Communist, and FBI counterspy. Five sponsor identifications. Star available for commercials.

Running Time: 30 minutes.

Cost: On request.
Number Available: 117.
Produced by: Ziv TV Programs, 1529 Madison Rd., Cincinnati 6, O.

High Road to Adventure

Hunting, fishing, mountain climbing, shooting rapids, shark hunting with bow and arrow all as reported by the cameraman.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Jett Prods. Inc.
Distributed by: Medallion TV Sales Inc.
Submitted by: Medallion TV Sales Inc., 6000 Sunset Blvd., Hollywood 28, Calif.

The Open Road

Amazing trips that Mr. & Mrs. John Q. Public can make on weekends and vacations covering the entire United States, Alaska, Hawaii, Mexico—current day. Sponsored six consecutive years on KTTV by the Los Angeles Times.

Running Time: 30 minutes.
Number Available: 26.
Produced by: Jett Prods. Inc.
Distributed by: Medallion TV Sales Inc.
Submitted by: Medallion TV Sales Inc., 6000 Sunset Blvd., Hollywood 28, Calif.

The Man Called X

Barry Sullivan stars in The Man Called X, the adventures of an American intelligence agent whose assignments take him all over the globe. Based on material from the files of one of this country's intelligence experts. Five sponsor identifications. Star available for commercials.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Ziv TV Programs, 1529 Madison Rd., Cincinnati 6, O.

Six O'Clock Adventure

Action, comedy, and adventure are well represented in this series of syndicated films which include Willy, Roy Rogers, Sheena, Gene Autry, Captain Z-RO, Cowboy G-Men, My Hero, and Jungle Jim. Hosted by "Big" Wilson, a big guy with personality and salesmanship to match. Monday thru Friday.

Running Time: 55 minutes.
Cost: Participations: mins. or 20s, \$200 each, one time rate.
Submitted by: KYW-TV, 815 Superior Ave., Cleveland, O.

The Bomb

A message comes to the Bureau of Science information that a bomb has been planted in the inner workings of AMIC (Automatic Multiple Integer Calculator). The normal procedure would be to feed the message into AMIC and allow the machine to figure out its own answer. But Professor Brand is alert to danger. He traces the source of the message and confronts the man who sent it. Then in the man's presence, he threatens to feed the message

into the machine. The horrified reaction of the man gives Brand all the answer he needs.

Running Time: 15 minutes.
Number Available: 26.
Distributed by: Flamingo Films, Inc.
Submitted by: Flamingo Films, Inc., 509 Madison Ave., N. Y. C.

International Playhouse

An anthology series of tele-plays, each complete in itself, containing mysteries, melodramas and adventure.

Running Time: 26 1/2 minutes.
Number Available: 26.
Produced by: Mutual TV Prods.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Capt. Gallant of the Foreign Legion

Captain Gallant is TV's first Foreign Legion adventure series. Based on dramatic experiences of Captain Gallant, his men and their young mascot, a Junior Legionnaire. Stars Buster Crabbe and his son Cuffy, with Fuzzy Knight, and produced in actual French Foreign Legion Posts. Star available for commercials.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Frantel, Inc.
Distributed by: Television Programs of America, 488 Madison Ave., New York 22, N. Y.

Ramar of the Jungle

Ramar of the Jungle, starring Jon Hall, is TV's first authentic jungle series. It dramatizes the experiences of an American doctor in the jungle and his life with the natives.

Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Submitted by: TPA, 488 Madison Ave., New York 22, N. Y.

Combat Sergeant

Authentic episodes of adventure and intrigue against the setting of World War II in North Africa.

Running Time: 26 1/2 minutes.
Number Available: 13.
Produced by: Films for TV, Inc.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Science in Action

Science in Action produced in association with the famous California Academy of Sciences with a long record of commercial success as a sponsored program in San Francisco. The series imports the wonders of modern science dramatically and excitingly. Stars Dr. Earl S. Herald as host.

Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Calif. Academy of Science.
Distributed by: Television Programs of America, 488 Madison Ave., New York 22, N. Y.

AiResearch Mfg. Co.
 Benton & Bowles, Inc.
 The Biow Company
 Boeing Airplane Co.
 Leo Burnett Company, Inc.
 California Institute of
 Technology
 Campbell-Mithun, Incorporated
 Carnation Co.
 Dancer-Fitzgerald-Sample, Inc.
 D'Arcy Advertising Company
 So. Calif. Dental Association
 Douglas Aircraft Company, Inc.
 The Dow Chemical Company
 Doyle Dane Bernbach, Inc.
 Foote, Cone & Belding
 Fox West Coast Theatres
 Clinton E. Frank, Inc.
 Gardner Advertising Co.
 Honig-Cooper Company
 Knox Reeves Advertising, Inc.
 Lennen & Newell, Inc.
 Lockheed Aircraft Corp.
 Loyola University
 McCann-Erickson, Inc.
 Miller, MacKay, Hoeck
 & Hartung
 National Safety Council
 National Theaters, Inc.
 North Advertising
 Northrop Aircraft, Inc.
 Rheem Manufacturing Company
 How J. Ryan & Son
 Sullivan, Stauffer,
 Colwell & Bayles, Inc.
 Superdisplay, Inc.
 Tatham-Laird, Inc.
 J. Walter Thompson Company
 The Toni Company
 United Theater Supply Company

*For The United States
 Government:*
 Department of the Air Force
 Armed Forces Special
 Weapons Project
 Department of the Navy
 The Signal Corps
 The Department of State

THANKS TO THE
 CONTINUING CONFIDENCE
 OF OUR CLIENTS
 WE ARE NOW IN
 OF HIGHEST QUALITY
 FILM PRODUCTION
 FOR TELEVISION AND
 INDUSTRY

our 9th year

*For your convenience—Three Sound Stages
 with Complete Personnel, Production and
 Animation Facilities for Industrial, Television Programming
 and Spot Commercial Films*

cpc

CASCADE PICTURES OF CALIFORNIA, INC.

1027 NORTH SEWARD STREET

HOLLYWOOD 38, CALIFORNIA

FILM ADVENTURE

Count of Monte Cristo

The Count of Monte Cristo, produced by Edward Small, showman of "Monte Cristo" movies' fame, and is TV's first half hour version. Based on the Dumas classic and starring George Dolenz in the title role.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Submitted by: TPA, 488 Madison Ave., New York 22, N. Y.

Last of the Mohicans

Last of the Mohicans co-starring John Hart and Lon Chaney. Based on the James Fenimore Cooper classic.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Normandie Prods., Ltd.
Distributed by: Television Programs of America, 488 Madison Ave., New York 22, N. Y.

Jungle

JUNGLE filmed in nature by hidden cameramen all over the globe. Sequences never before photographed.
Running Time: 15 minutes.
Number Available: 48.
Produced by: Sterling TV Co., Inc.
Distributed by: Fremantle Overseas Radio & TV, 366 Madison Ave., New York 17, N. Y.

Sheriff of Cochise

Fast moving contemporary Western set in Cochise County, Arizona. A modern Western.
Running Time: 26 1/2 minutes.
Number Available: Pilot.
Produced by: Desilu.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

FILM DRAMA

On Stage with Monty Woolley

This is a series of classical adaptations of short stories each starring Monty Woolley.
Running Time: 15 minutes.
Cost: On request.
Number Available: 13.
Produced by: Dynamic Films, 112 W. 89th St., New York, N. Y.

Douglas Fairbanks Jr. Presents

All the potential of drama brought into focus by a master of the theatre. Fairbanks hosts every show, stars in one out of four. Romance, high adventure, comedy.
Running Time: 30 minutes.
Cost: On request.
Number Available: 117.
Produced by: Douglas Fairbanks, Jr.
Submitted by: ABC Film Syndication, Inc., 10 E. 44th St., New York, N. Y.

Herald Playhouse

Star showcases from the "Schlitz Playhouse of Stars" series. Big-name Broadway and Hollywood stars appear in a variety of stories written by foremost writers. Available for network and regional sponsorship only.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Meridian Prods., Inc.
Submitted by: ABC Film Syndication, Inc., 10 E. 44th St., New York, N. Y.

The Playhouse

Big-name Hollywood and Broadway stars appear in stories by world-famous writers, both TV originals and adaptations of famous works. Broderick Crawford, Edmond O'Brien, Joan Caulfield, Ann Sheridan are typical of the box-office names in this series. Stories deal with full gamut of human emotions and interests.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Meridian Prods., Inc.
Submitted by: ABC Film Syndication, Inc., 10 E. 44th St., New York, N. Y.

Pulse of the City

Human interest fiction dramas, set against a background of the city. Each story self contained.

Running Time: 15 minutes.
Cost: On request.
Number Available: 26.
Produced by: Telescene Film Productions Co.
Submitted by: Telescene Film Productions Co., 287 10th Ave., New York, N. Y.

Judge's Chambers

Dramatized versions of actual family court cases. Stories of emotional family case histories presented with restraint and understanding.
Running Time: 15 minutes.
Number Available: Open.
Submitted by: Telescene Film Productions Co., 287 10th Ave., New York 1, N. Y.

Badge 714 (formerly Dragnet)

As "Dragnet" this series is well known to television audiences for its outstanding police documentary dramas. Starring Jack Webb, dramatizations are based on actual cases from the files of the Los Angeles Police Dept.
Running Time: 30 minutes.
Cost: On request.
Number Available: Series A—48; series B—39; series C—39; series D—39.
Produced by: Dragnet Production Co.
Submitted by: NBC Television Films, 663 Fifth Ave., New York 22, 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 U. S.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Phillips H. Lord.
Distributed by: NBC Television Films.
Submitted by: NBC Television Films, 663 Fifth Ave., New York 22, N. Y.

His Honor, Homer Bell

Family drama starring Gene Lockhart as a wise, humorous, warmhearted judge.
Running Time: 30 minutes.
Number Available: 39.
Produced by: Galahad Productions.
Distributed by: NBC Television Films.
Submitted by: NBC-TV Films, 663 Fifth Ave., New York 22, N. Y.

Paragon Playhouse

Formerly "Douglas Fairbanks Presents." Narrated by Walter Abel. Top-drawer TV drama including both classic material and original stories written for this series. Fairbanks stars in nine programs.
Running Time: 30 minutes.
Number Available: 39.



STAR IS SURPRISED—David Niven stars in one of the 153 programs in Official Films' "Star Performance" series. Some villain evidently has the "drop" on Dave, but you can bet it's not for long. In addition to Niven, Dick Powell, Charles Boyer, Ida Lupino, and over thirty other Hollywood "greats" spark the star roster on one of syndication's series.

Produced by: Douglas Fairbanks, Jr.
Distributed by: NBC Television Films.
Submitted by: NBC-TV Films, 663 Fifth Ave., New York 22, 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. Shown on NBC-TV Network as "The Doctor."
Running Time: 30 minutes.
Cost: On request.
Number Available: 44.
Produced by: Marion Parsonnet.
Distributed by: NBC Television Films.
Submitted by: NBC-TV Films, 663 Fifth Ave., New York 22, N. Y.

TV Reader's Digest

TV Reader's Digest, produced by Chester Erskine, are based on true stories taken from the Reader's Digest. Casts include such stars as: Sir Cedric Hardwicke, Eddie Albert, Lyle Bettger, Louis Hayward, Victor Jory, Vincent Price, Marilyn Erskine, and others.
Running Time: 30 minutes.
Cost: On request.
Number Available: 65.
Produced by: Chester Erskine.
Distributed by: Alpha Tel. Prod., 7324 Santa Monica Blvd., Los Angeles 46, Calif.

The Great Mouthpiece

Stars Brian Donlevy and Jane Nye in dramatic legal adventures both in and out of court. Based on the book by Gene Fowler.
Running Time: 26 1/2 minutes.
Cost: On request.
Number Available: To order for national client (Pilot Completed).
Produced by: Roland Reed Productions.
Distributed by: William Morris (National Film Sales Division).
Submitted by: Roland Reed Productions, 650 North Bronson Ave., Hollywood 4, Calif.

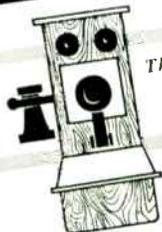
Alarm

Dramatic stories behind major fires of recent years and other dramatic episodes taken from the files of fire departments all over the world. Presented by Fred Waring. Stories based on 91 different activities of the fire departments.

...IMMEDIATELY AVAILABLE!!!*



Mark
Stevens
in



This person-to-person call is an urgent
ALEXANDER BELL • O • PHONE

SUBJECT: "BYLINE—STEVE WILSON" — SEASON'S
HOTTEST HALF-HOUR FILM SERIES AVAILABILITY

LISTEN CAREFULLY: — WE HAVE PURCHASED CURRENT MARK STEVENS "BIG TOWN" FILM SERIES SPONSORED
BY LEVER BROS. OVER NBC TV NETWORK. RETITLED "BYLINE—STEVE WILSON". THIS ENTIRE SERIES OF 39
TOP-QUALITY, TOP-RATED HALF-HOUR TV DRAMAS NOW AVAILABLE FOR FIRST-RUN SYNDICATION FOR LOCAL,
REGIONAL OR NATIONAL SPONSORSHIP. BECAUSE THIS IS ONE OF HOTTEST TV BUYS OF SEASON URGE YOU
CONTACT US AT ONCE FOR ILLUSTRATED BROCHURE.

WRITE • PHONE • WIRE

M & A ALEXANDER PRODUCTIONS, INC.
Distributors of Films for Television

6040 SUNSET BOULEVARD • HOLLYWOOD 28, CALIFORNIA • Phone: Hollywood 4-3414

* Winner of 1955-56 Billboard TV Awards in 2 Categories
6th most popular Adventure Show ... 3rd most popular Adventure Star

FILM DRAMA

Running Time: 26½ minutes.
Cost: On request.
Number Available: Pilot completed.
Produced by: Roland Reed Prods.
Distributed by: MCA-TV, Ltd.
Submitted by: Roland Reed Prods.,
650 N. Bronson Ave., Holly-
wood 4, Calif.

Star Performance

Hollywood's top stars in pro-
grams originally seen on the CBS
network as "Four Star Playhouse."
Running Time: 30 minutes.
Cost: On request.
Number Available: 153.
Produced by: Four Star Produc-
tions, Inc.
Distributed by: Official Films, Inc.,
25 W. 45th St., New York 36,
N. Y.

Errol Flynn Theatre

A new series of half-hour TV
dramas. Errol Flynn acts as host
and narrator and stars in every
fourth show. A dramatic series
featuring a host of stars, among
them Glynis Johns, Brian Aherne,
Paulette Goddard, Mai Zetterling,
Herbert Lom and others.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Submitted by: Inter-TV Films Ltd.,
1410 Stanley St., Montreal,
P. Q., Canada.
U. S. Office: 133 East 54th St., New
York 22, N. Y.

Story Theatre

Based on the world's works of
fiction, Story Theatre presents ad-
ventures in human emotions. Ar-
thur Shields acts as host and nar-
rator. Five sponsor identifications.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Grant-Realm.
Distributed by: Economee Televi-
sion Programs.
Submitted by: ZIV-TV Programs,
1529 Madison Rd., Cincinnati
6, O.

Impact

Filmed dramatic series.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Submitted by: NBC-TV, 30 Rocke-
feller Plaza, N. Y., N. Y.

Dr. Christian

MacDonald Carey stars as Dr.
Mark Christian in this series of ad-
ventures in humanity. Dr. Christian
is the central figure in dramas that
evolve from the problems of those
whom he treats and counsels. Five
sponsor identifications. Star avail-
able for commercials.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: ZIV-TV Programs,
1529 Madison Rd., Cincinnati
6, O.

Your TV Theatre

Featuring top Hollywood stars
in dramatic entertainment. This
series offers stories ranging from
humorous to tragic and from adven-
ture to romance. Five sponsor iden-
tifications.
Running Time: 30 minutes.
Cost: On request.

Number Available: 120.
Produced by: Frank Wisbar Prods.
Distributed by: Economee Televi-
sion Programs.
Submitted by: ZIV-TV Programs,
1529 Madison Rd., Cincinnati
6, O.

Times Square Playhouse

Featuring Herbert Marshall as
host and narrator, Times Square
Playhouse is a dramatic series. All-
star Hollywood casts. Five sponsor
identifications.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: ZIV-TV Programs,
Inc.
Distributed by: Economee Televi-
sion Programs.
Submitted by: ZIV-TV Programs,
1529 Madison Rd., Cincinnati
6, O.

Favorite Story

With Adolphe Menjou acting as
host, narrator, and frequent star,
Favorite Story brings to the TV
screen history's classics by such
masters as Poe, Kipling, Tolstoy
and others. Five sponsor identifica-
tions. Star available for commer-
cials.
Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: ZIV-TV Programs,
1529 Madison Rd., Cincinnati
6, O.

Four Star Playhouse

David Niven and Charles Boyer
again available, with two other
stars to be added for current sea-
son. Each of four stars will portray
same character each time he or she
is on.
Running Time: 30 minutes.
Cost: On request.
Produced by: Four Star Films, Inc.
Distributed by: Official Films.
Submitted by: Four Star Films, 141
El Camino Dr., Suite 110, Bever-
ly Hills, Calif.

Dilemma

Each show has a surprise ending
that makes the audience want to
come back for more. Available to
stations on library or single run
basis.
Running Time: 15 minutes.
Cost: On request.
Number Available: 13.
Produced by: Galbreath Film
Prods.
Submitted by: Harry S. Goodman
Prods., 19 E. 53rd St., N. Y. C.

Royal Playhouse

Anthology series.
Running Time: 30 minutes.
Number Available: 52.
Produced by: Bing Crosby Enter-
prises, Inc.
Distributed by: Interstate Televi-
sion Corp.
Submitted by: Bing Crosby Enter-
prises, Inc., 9028 Sunset Blvd.,
Los Angeles 46, Calif.

Heart of the City

The adventures of Steve Wilson
and Lorelie Kilborne of the Illus-
trated Press in tracking down news-
paper stories. B/W
Running Time: 26½ minutes.
Cost: On request.

FILM DRAMA

Number Available: 91.
Produced by: Gross-Krasne.
Distributed by: MCA-TV, Film
Syndication Division.
Submitted by: MCA-TV, Ltd., 598
Madison Ave., New York, N. Y.

Famous Playhouse

Emphasis on believable and well-plotted stories which hold an all-family audience from start to finish. B/W.

Running Time: 26½ minutes.
Cost: On request.
Number Available: 300.
Produced by: Revue Prods.
Distributed by: MCA-TV, Film
Syndication Division.
Submitted by: MCA-TV, Ltd., 598
Madison Ave., New York, N. Y.

Dr. Hudson's Secret Journal

A powerful dramatic series of a man with secret powers to do good for all humanity. B/W.

Running Time: 26½ minutes.
Cost: On request.
Number Available: 39 (new series).
Produced by: Authors Playhouse.
Distributed by: MCA-TV, Film
Syndication Division.
Submitted by: MCA-TV, Ltd., 598
Madison Ave., New York, N. Y.

Curtain Call

Best of Lux Theatre, G.E. Theatre, and Omnibus Shows, action, comedy and drama by name stars. B/W

Running Time: 26 minutes.
Cost: On request.
Number Available: 39.
Produced by: Bing Crosby Enterprises-Basil Grillo.
Distributed by: MCA-TV, Film
Syndication Division.
Submitted by: MCA-TV, Ltd., 598
Madison Ave., New York, N. Y.

Mayor of the Town

Creating on television the famous radio show. This was one of the biggest shows on radio for over seven years. Star will make commercials. B/W

Running Time: 26 minutes.
Cost: On request.
Number Available: 39.
Produced by: Grosse-Krasne, Rawlins-Grant.
Distributed by: MCA-TV, Film
Syndication Division.
Submitted by: MCA-TV, Ltd., 598
Madison Ave., New York, N. Y.

Playhouse 15

Full variety of stories in the classic O. Henry form-comedy-drama-suspense-mystery-human interest—all by top authors. Complete in 15 minutes. B/W

Running Time: 12½ minutes.
Number Available: 78.
Produced by: Bernard Prockter.
Distributed by: MCA-TV, Film
Syndication Division.
Submitted by: MCA-TV, Ltd., 598
Madison Ave., New York, N. Y.

One O'Clock Playhouse

Top Hollywood features presented with careful attention to smooth integration of film and commercial. Whenever possible, 35 mm. film is used to assure finest possible

picture quality. Monday thru Friday.

Running Time: 90 minutes.
Cost: Participations: minutes or 20 sec.: \$145 each.
Submitted by: KYW-TV, 815 Superior Ave., Cleveland, O.

Theatre with Lilli Palmer

An anthology series acted by some of the world's performers and written by such authors as Robert Louis Stevenson, Guy de Maupassant, D. H. Lawrence and Saki.
Running Time: 26½ minutes.
Number Available: 26.
Produced by: Harry Alan Towers.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

The James Mason Show

James Mason, Pamela Mason and Richard Burton bring to life in readings, the world's finest literature from such sources as Shakespeare, Edgar Allan Poe, Robert Browning.

Running Time: 13½ minutes.
Number Available: 26.
Produced by: Portland Prods.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Play of the Week

Top Hollywood stars appear in this series of plays, filmed especially for TV. Each program has a different type of story varied to appeal to all groups of audience.

Running Time: 26½ minutes.
Number Available: 26.
Produced by: Edward Lewis Prods.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Orient Express

Drama, mystery and comedy filmed on location in the capitol cities of Europe and the Middle East.

Running Time: 26½ minutes.
Number Available: 26.
Produced by: John Nasht.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Police Call

From the capitol of the world the authentic secret files of sensational cases never before revealed. Colorful intriguing, human interest show swathed in foreign mystery.

Running Time: 26½ minutes.
Number Available: 26.
Produced by: Procktor TV Enterprises.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

China Smith

Dan Duryea stars in the title role as a daredevil soldier-of-fortune wandering through the Orient on business of his own, and becoming involved in exciting adventures, romance and intrigue.

Running Time: 26½ minutes.
Number Available: 26.
Produced by: Bernard Tabakin-Tableau Prods.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

*The finest you see
Comes from Inter-TV*

"THE ERROL FLYNN THEATRE"

26 half-hour dramas

plus

TOP FEATURE FILMS

plus

HALF-HOUR PROGRAMS

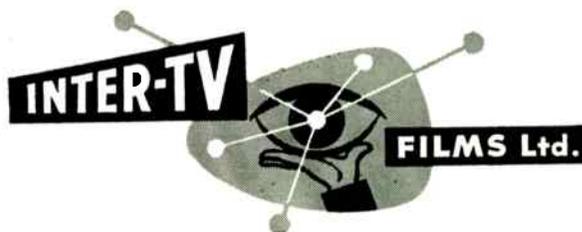
mystery — drama — adventure — music

plus

QUARTER-HOUR PROGRAMS

plus

LARGE LIBRARY OF FRENCH LANGUAGE FILMS



1410 STANLEY STREET MONTREAL, P. Q., CANADA
Plateau 4868

New York: INTERNATIONAL TV FILM SERVICES, LTD.
133 East 54th Street Plaza 9-5543

HEADQUARTERS for "CP" Film Processing



REVERSAL — NEGATIVE
Reversal & Negative Printing

Controls maintained with a variance not in excess of 10% plus or minus to establish standards.

KIN-O-LUX FILMS

Available in 16mm—single or Double Perforation, 8mm in Double 25 ft., and in 100 ft. Double 8mm for Bolex Cameras.

★ 24 Hour Return Service ★

KIN-O-LUX Inc.
17 W. 45th Street
New York, N. Y.

25 YEARS' EXPERIENCE IS YOUR
UNQUALIFIED GUARANTEE TO
SATISFACTION

SEND FOR CIRCULAR



LOOK Here Are a Few of the 1956 TEXAS RASSLIN' RATINGS

City	Weeks Run	"Bill-Board" Dates	Rating
Nashville	76	Jan. 14	15.0
Jackson, Miss.	114	Jan. 14	14.0
Cincinnati	153	Jan. 21	10.9
Minn.-St. Paul	22	Jan. 28	10.9*
Omaha	98	Feb. 11	15.8
Portland, Ore.	120	Feb. 11	13.1
Greenville, S.C.	116	Feb. 18	23.0
Minn.-St. Paul	33	May 26	14.4*

One Hour and Half Hour Shows
in Continuous Production

**AND NOW
AVAILABLE
IN COLOR**

For Auditions — Prices and
Full Details — Phone or Wire
STERling 2083-2173

**MAURICE "MAURY" BECK
TEXAS RASSLIN' INC.**

Producers and Distributors
Cadiz and Industrial Blvd.
In Dallas, Texas

FILM DRAMA

Your Star Showcase

Your Star Showcase consists of 52 different programs starring such Hollywood stars as Marilyn Maxwell, Jack Carson, Celeste Holm, Broderick Crawford, Diana Lynn, Sir Cedric Hardwicke, Lorraine Day, Pat O'Brien and others.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Sovereign Prods.
Distributed by: Television Programs of America, 488 Madison Ave., New York 22, N. Y.

Stage 7

Stage 7 is the first network dramatic anthology of first run films in syndication that are not re-runs. Stars such performers as Lloyd Bridges, Thomas Mitchell, Howard Duff, John Ericson, Don Taylor, Ricardo Montalban, Robert Newton, Angela Lansbury, James Whitmore and others.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Four Star Films and TPA.

Distributed by: Television Programs of America, 488 Madison Ave., New York 22, N. Y.

New Adventures of China Smith

Dan Duryea returns in the title role in an all new series of a dare-devil soldier of fortune traveling through the Orient and becoming involved in romance, mystery and intrigue.
Running Time: 26 1/2 minutes.
Number Available: 26.
Produced by: Bernard Tabakin.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Edge of Divorce

A domestic human drama that deals with a modern problem in an adult way—the unhappiness caused to three children by their parents' decision to divorce.
Running Time: 82 minutes.
Produced by: Hyams TV Inc.
Distributed by: Flamingo Films, Inc.
Submitted by: Flamingo Films, Inc., 509 Madison Ave., N. Y. C.

FILM COMEDY

Oh Baby!!

Babies are used to debate problems, satirize other shows. Voices are dubbed and synchronized with movements of babies mouths to give impression they are really talking. Jack Barry is MC.
Running Time: 5 minutes.
Cost: On request.
Number Available: 26.
Produced by: Barry & Enright Productions.
Submitted by: Barry & Enright Productions, 667 Madison Ave., N. Y., N. Y.

Fun With Felix

Magic, mindreading, fun and mayhem as Felix and his four very beautiful assistants aid him in this merrymaking series.
Running Time: 15 minutes.
Cost: Upon Request.
Number Available: 13.
Produced by: Fletcher Smith.
Distributed by: Lakeside Television Co., Inc.
Submitted by: Lakeside Television Co., Inc., 1465 Bway., N. Y. C.

My Hero

Bob Cummings portrays real estate salesman constantly in trouble but always redeemed. Stars do not participate in commercial.
Running Time: 30 minutes.
Cost: On request.
Number Available: 33.
Produced by: McCadden Productions.
Distributed by: Official Films, Inc., 25 W. 45th St., New York 36, N. Y.

Willy

Hilarious adventures of a "lady lawyer."
Running Time: 30 minutes.

Cost: On request.
Number Available: 39.
Produced by: Desilu Productions, Inc.
Distributed by: Official Films, Inc., 25 W. 45th St., New York 36, N. Y.

Hal Roach & Mack Sennett Comedies

Old time slapstick comedies with added musical sound track.
Running Time: 10 minutes.
Number Available: 200 reels.
Produced by: Mack Sennett & Hal Roach.
Distributed by: Cinema-Vue Corp., 243 W. 55th St., New York, N. Y.

Trouble with Father

Full family, situation comedy. Adventures of America's favorite "bumbling" father. Formerly sponsored on network.
Running Time: 30 minutes.
Cost: On request.
Number Available: 130.
Produced by: Roland Reed Productions.
Distributed by: Official Films, Inc., 25 W. 45th St., New York 36, N. Y.

My Little Margie

Top situation comedy formerly sponsored on network.
Running Time: 30 minutes.
Cost: On request.
Number Available: 126.
Produced by: Roland Reed Productions.
Distributed by: Official Films, Inc., 25 W. 45th St., New York 36, N. Y.

FILM COMEDY

The Great Gildersleeve

Family situation comedy, starring Willard Waterman as Throckmorton P. Gildersleeve, the well-known water commissioner of Summerfield. Long a radio favorite. Running Time: 30 minutes.

Cost: On request.
Number Available: 39.
Produced by: Matthew Rapf.
Distributed by: NBC Television Films.

Submitted by: NBC Television Films, 663 Fifth Avenue, New York 22, N. Y.

Meet the O'Briens

Family situation comedy starring DAVE O'BRIEN acting star of the PETE SMITH SPECIAL-TIES. The misadventures of a "lovable goof" and his in-laws upon whom he sponges. Star is available for commercials.

Running Time: 26½ minutes.
Cost: On request.
Number Available: To order for national sponsor. (Pilot completed)

Produced by: Roland Reed Productions.

Distributed by: Official Films.
Submitted by: Roland Reed Productions, 650 North Bronson Ave., Hollywood 4, California.

Life of Riley

Hilarious family situation comedy starring William Bendix as Chester A. Riley, riveter and bumbler.

Running Time: 30 minutes.
Cost: On Request.
Number Available: Series A-26; Series B-39; Series C-39; Series D-39.

Produced by: Hal Roach Studios, Inc.

Distributed by: NBC Television Films, 663 Fifth Ave., New York 22, N. Y.

Submitted by: NBC-TV Films, 663 Fifth Ave., N. Y. 22, N. Y.

Life with Father

The Clarence Day family, which has delighted millions for twenty years in book form, on the stage, in motion pictures, and on network television, now appears in a syndicated film series.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: McCadden Corp.

Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York, N. Y.

Amos 'n' Andy

The video adventures of those two ingratiating scoundrels whose adventures on radio were required listening for all humor-conscious citizens.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.

Produced by: Freeman Gosden & Charles Correll at Hal Roach Studios.

Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

So This Is Hollywood

A situation comedy evolving around the motion picture industry in Hollywood starring Mitzi Green

as a stunt girl with Virginia Gibson, Gordon Jones and Jimmy Lydon as regulars. Guests starring are Victor Moore, Jackie Coogan, John Carradine, Max Baer, etc.

Running Time: 26 minutes.
Cost: On request.
Number Available: 24.
Produced by: Arrowhead Prods.
Distributed by: HarriScope, Inc., 355 N. Beverly Dr., Beverly Hills, Calif.

350 Film Shorts

Variety, comedy and children's programs, starring Milton Berle, Bob Hope, Bing Crosby, Bert Lahr, June Allyson, Ritz Brothers, Imogene Coca, Willie Howard, etc.

Running Time: 15 minutes to 2 reels.
Number Available: 350.

Distributed by: Atlas TV Corp., 15 W. 44th St., New York 36, N. Y.

Mickey Rooney Show

Mickey Rooney, as his usual hilarious self, in a series of side-splitting situations. As page for a TV network, Mickey bounces out of the frying pan into the fire.

Running Time: 30 minutes.
Cost: On request.
Number Available: 33.

Produced by: Mickey Rooney Enterprises.

Submitted by: Screencraft Pictures. Address: 15 W. 44th St., New York, N. Y.

Meet Corliss Archer

Family comedy about America's sweetheart. Meet Corliss Archer dramatizes the adventures of Corliss and the rest of the Archer family. Five sponsor identifications. Star available for commercials.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.

Produced by: Ziv TV Programs, 1529 Madison Rd., Cincinnati 6, O.

Eddie Cantor Comedy Theatre

America's comedian, Eddie Cantor, hosts and often stars in the star-studded show. Famous guest stars appear every week. Five sponsor identifications.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.

Produced by: Ziv TV Programs, 1529 Madison Rd., Cincinnati 6, O.

The Chimps

Star of show is Bonzo, famous chimpanzee. Stories are comedy mysteries starring all chimps.

Running Time: 15 minutes.
Number Available: 13.

Produced for: Bing Crosby Enterprises, Inc. by Jerry Courneya.
Distributed by: Adrian Weiss Prods.

Submitted by: Bing Crosby Enterprises, Inc., 9028 Sunset Blvd., Los Angeles 46, Calif.

Stud's Place

Stud's Place is a neighborhood restaurant run by (real name) Studs Terkel who is assisted by Gracie, the sympathetic waitress

IT'S NO SECRET...



ATLAS
FILMS
SUCCEED
BECAUSE
OF OUR
FILMATURITY

ATLAS
FILM CORPORATION

Producers of Quality Motion Pictures,
Sound Slides, Theatrical shorts,
TV Commercials

ESTABLISHED 1913
1111 South Boulevard, Oak Park, Ill.
Chicago Phone: AUstin 7-8620
Offices in CHICAGO, WASHINGTON,
D. C. and HOLLYWOOD



the wealth of
mature film sense,
skill, and judg-
ment achieved
only through many
years of actual
production
experience.



B.I.S.

British Information Services

...for more than a decade,
distributors of the finest
documentary and art shorts...

30 Rockefeller Plaza, New York 20, N. Y.

EVERY EFFECT HAS A CAUSE!

AND IT'S BECAUSE WE HAVE THE FINEST ANIMATION AND OPTICAL EQUIPMENT IN THE COUNTRY TODAY THAT WE, SOLELY A SERVICE ORGANIZATION, CAN OFFER TO FILM PRODUCERS SERVICE IN EVERY CONCEIVABLE PHASE OF FILM PRODUCTION IN THE SHORTEST POSSIBLE TIME.



film service corp.

1637 Broadway • New York 19, N. Y.

Circle 5-8081-2



FOR THE FINEST IN TV COMMERCIALS!

Top facilities in all phases of Film Production: Stages, Constructions to Multiple RCA Sound Channels, Make Up, Dressing Rooms, Property Rooms on 57th St.! Offices, Editing Rooms and Projection Theatre within one block of Madison Avenue and 42nd St.

Office: 500 5th Ave. LA 4-2912 Studios: 510 W. 57 St. CI 7-2062

VIDEO PICTURES, Inc.

FILM COMEDY

(Beverly Younger). Two of Stud's friends supply the music: Win Stracke, and Chet Robles. Available for the first time on market-by-market basis.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Distributed by: Harry S. Goodman.

Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Candid Camera

America's snooper, Allen Funt, takes audiences along with him as he plants cameras and microphones in almost every conceivable location. Lots of laughs, human interest and adventures in which everyone can share.

Running Time: 15 & 30 minutes.

Number Available: 89 (½ hour); 100 (¼ hour).

Produced by: Allen Funt.

Cost: On request.

Distributed by: Associated Artists Prods., 345 Madison Ave., New York, N. Y.

Ray Milland Show, The

Academy Award winner, Ray Milland, as a Drama Prof. at Comstock U., faces fascinating characters and situations. B/W

Running Time: 26½ minutes.

Cost: On request.

Number Available: 76.

Produced by: Revue Prods.

Distributed by: MCA-TV, Film Syndication Division.

Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Pride of the Family

Rib-tickling family situation comedy, fresh in both concept and characters, centering on the inimitable Paul Hartman. B/W

Running Time: 26½ minutes.

Cost: On request.

Number Available: 40.

Produced by: Revue Prods.

Distributed by: MCA-TV, Film Syndication Division.

Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

My Little Margie

The famous situation comedy series that has racked up such impressive ratings in dozens of markets, and at all times of day. Commercials live or film. Live commercials presented by Gloria Brown, KYW-TV's woman personality. Monday thru Friday.

Running Time: 30 minutes.

Cost: Participations: Mins. or 20s, \$145 each, one time rate.

Submitted by: KYW-TV, 815 Superior Ave., Cleveland, O.

Susie

Susie is the first run off of "Private Secretary," starring Ann Sothern, sponsored on CBS, for three years by the American Tobacco Company. A situation comedy, Susie recounts the experience of Susie McNamara and her boss, head of a talent agency, played by Don Porter.

Running Time: 30 minutes.

Cost: On request.

Number Available: 104.

Produced by: Chertok TV, Inc.

Distributed by: Television Programs of America, 488 Madison Ave., New York 22, N. Y.

Halls of Ivy

Halls of Ivy starring Mr. and Mrs. Ronald Colman is a Peabody award-winning series noted for its urbane and literate humor. Now available for syndication first run off network.

Running Time: 30 minutes.

Cost: On request.

Number Available: 39.

Produced by: Television Programs of America, 488 Madison Ave., New York 22, N. Y.

Fire Prevention (Beulah)

A great rash of fires prompts Beulah's boss, insurance man Harry Henderson, to organize the school kids into fire prevention brigades—a plan which results in Harry himself doing a slow burn while his boss cools his heels in jail.

Running Time: 30 minutes.

Number Available: 78.

Distributed by: Flamingo Films, Inc.

Submitted by: Flamingo Films, Inc., 509 Madison Ave., N. Y. C.

Speaking of Animals

Animals from the circus, desert, zoo, jungle, county fair and dog shows, are caught by the camera which has filmed and interviewed the great and near-great of animal society. They open their homes to us, make pointed comments on their lives and families, act and dance for the benefit of the camera.

Running Time: 8-10 minutes.

Number Available: 38.

Distributed by: NTA.

Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Jest for Laughs Library

This library of films includes such shows as Comedies, Screen Souvenirs, Mack Sennett, Robert Benchley.

Running Time: 8-22 minutes.

Number Available: 149.

Distributed by: NTA.

Submitted by: National Telefilm Associates, Inc., 60 W. 55th St., New York 19, N. Y.

FEATURE FILM

Spanish Language Films

A package of Spanish language feature films, produced in Mexico, Spain and Argentina.
Running Time: 90 minutes.
Cost: On request.
Number Available: 1200.
Produced by: Various.
Distributed by: Pan American TV Corp., 1044 So. Hill St., Los Angeles 15, Calif.

New Features

Features spiced with story variety, mystery, comedy, intrigue, adventure, psychological drama, music and romance.
Running Time: 60 minutes.
Number Available: 39.
Distributed by: Atlas TV Corp., 15 W. 44th St., New York 36, N. Y.

Assorted Features

There are 422 features available.
Running Time: Various.
Cost: On request.
Submitted by: Hygo-Unity, 1501 Broadway, N. Y. C.

Million Dollar Movies

New total of 45 features with big stars and titles. Bergman, Boyer, Sinatra, Lamarr, Lamour et al available for re-sale in many markets.
Running Time: Full length.
Cost: On request.
Number Available: 45.
Produced by: Varied.
Distributed by: Film Div. of General Teleradio.
Submitted by: RKO Teleradio Pictures, 1440 Bway., New York 18, N. Y.

Feature Film Series

Features of various categories: drama, comedy, mystery, comedy-drama, musical-comedy, outdoor action, etc.
Running Time: Various.
Number Available: 301.
Produced by: Republic Prods., Inc.
Distributed by: Hollywood TV Service, 4020 Carpenter St., North Hollywood, Calif.

20th Century Fox Package

Includes features and stars such as: "The Ox-Bow Incident", Henry Fonda, Dana Andrews; "How Green Was My Valley", Walter Pidgeon, Maureen O'Hara; "My Gal Sal", Rita Hayworth, Victor Mature; "Laura", Gene Tierney, Dana Andrews; "Kiss of Death", Victor Mature, Richard Widmark.
Running Time: Various.
Number Available: 52.
Produced by: 20th Century Fox.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

TNT Package

Includes features and stars such as: "The Farmer's Daughter", Loretta Young, Joseph Cotten, Ethel Barrymore; "Notorious", Cary Grant, Ingrid Bergman, Claude Rains; "Since You Went Away", Jennifer Jones, Claudette Colbert; "Portrait of Jennie", Jennifer Jones, Joseph Cotten; "The Para-

dine Case", Gregory Peck, Ann Todd.
Running Time: Various.
Number Available: 35.
Produced by: Various.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Fabulous Forty

Includes features and stars such as: "The Captain's Paradise", Alec Guinness, Yvonne De Carlo; "Breaking the Sound Barrier", Ralph Richardson, Ann Todd; "The Man Between", James Mason, Claire Bloom, Hildegard Neff; "Tales of Hoffman", Moira Shearer, Robert Rounseville; "Cry the Beloved Country", Canada Lee, Charles Carson.
Running Time: Various.
Number Available: 45.
Produced by: Various.
Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Walter Wanger Series

This Walter Wanger series of features consists of adventure, dramas, adventure and romance, mysteries, comedy and romance, western dramas, and human dramas.
Running Time: 79 to 102 minutes.
Number Available: 25.
Produced by: United Artists.
Distributed by: Masterpiece Prods., 45 W. 45th St., New York 36, N. Y.

Movietime U.S.A.

The former RKO Film Library containing 742 features of all types: adventure, comedy, documentary, drama, musical, mystery, variety, and western. Package includes: Fred Astaire-Ginger Rogers musicals, King Kong, The Informer, The Hunchback of Notre Dame, Citizen Kane, The Falcon series, The Saint series.
Running Time: Feature length.
Number Available: 742.
Produced by: RKO Radio Pictures Corp.
Distributed by: C & C TV Corp., 270 Park Ave., New York, N. Y.

The Champion Package

Feature films such as The Champion, Home of the Brave, Johnny the Giant Killer (available only in color), Catwomen of the Moon, L'aghiacci, etc. Stars include Sonny Tufts, Leif Erickson, Dennis O'Keefe, Gail Russell, Gina Lollobrigida, Kirk Douglas, Marilyn Maxwell, Frank Lovejoy, etc.
Running Time: Various.
Cost: On request.
Number Available: 23.
Submitted by: Atlantic Television Corp., 130 W. 46 St., New York 36, N. Y.

Westerns

Hard-hitting action yarns. The kind of film fare that is pre-sold to audiences of every age, with such favorite Western stars as "Rin-Tin-Tin, Jr.," Bob Custer, Tom Tylor Jack Perrin.
Running Time: 60 minutes.

FOUR STAR FILMS, INC. IS SETTING THE PACE FOR EXPANSION!

Producing these half-hour television shows:—

DICK POWELL — ZANE GREY THEATRE

HEY, JEANNIE

FOUR STAR PLAYHOUSE

ARIZONA AMES

RICHARD DIAMOND — PRIVATE
DETECTIVE

CAVALCADE THEATRE

STAGE SEVEN

STAR AND THE STORY

MR. ADAMS AND EVE — FOR CBS

and — 11 MORE IN PREPARATION

FOUR STAR FILMS, INC., is owned by

Dick Powell, David Niven, Charles Boyer
and William Cruikshank.

FOUR STAR FILMS, INC.

Wm. A. Cruikshank, Pres.
W. A. Tibbals, Vice Pres.

EXECUTIVE OFFICES:

141 El Camino Drive, Beverly Hills, California

STUDIOS:

9336 West Washington Boulevard, Culver City, California

FEATURE FILM

Number Available: 38.
Produced by: Various.
Distributed by: Associated Artists
Prods., 345 Madison Ave., New
York, N. Y.

Hall of Fame Classics

Stars of yesteryear in some of their most popular pictures. "Name" players to appeal nostalgically to the older folks as well as to the teen-agers who read of them in magazines and columns: Rudolph Valentino, Douglas Fairbanks, Sr., Fannie Brice, Norma Talmadge, Gloria Swanson, etc.
Running Time: Various.
Number Available: 11.
Distributed by: Associated Artists
Prods., 345 Madison Ave., New
York, N. Y.

Sherlock Holmes

Suspense-filled yarns with the world's famous detective and his amiable assistant. Portrayed by Basil Rathbone and Nigel Bruce, the team most fans think of immediately when any "Sherlock Holmes" adventure is mentioned.
Running Time: Various.
Cost: On request.
Number Available: 12.
Produced by: Universal Pictures.
Distributed by: Associated Artists
Prods., 345 Madison Ave., New
York, N. Y.

Hollywood Parade

This all-American product provides programming balance. Included in the group are mysteries, adventure yarns, dramas, family fare, comedies, general features and Westerns.
Running Time: Various.
Cost: On request.
Number Available: 191.
Produced by: Various.
Distributed by: Associated Artists
Prods., 345 Madison Ave., New
York, N. Y.

Movieland

Ranging from romantic drama "Algiers" with Hedy Lamarr and Charles Boyer, to the Charles Dickens' classic "A Christmas Carol" and including "Lost Boundaries" and science-fiction thrillers; many stars now on their own TV series such as: Dan Duryea, Tom Conway, Preston Foster, Louis Hayward, Joan Davis, Cesar Romero.
Running Time: Various.
Cost: On request.
Number Available: 68.
Produced by: Various.
Distributed by: Associated Artists
Prods., 345 Madison Ave., New
York, N. Y.

Warner's Group

Long-recognized as a Hollywood major, Warner Bros. throughout the years has turned out box-office

winners. Headed by star names, many of which will be appearing on television for the first time, the Warner features are backed by writers, directors, producers and technical crews.
Running Time: Various.
Cost: On request.
Number Available: 13 groups (58 features in each group).
Produced by: Warner Bros.
Distributed by: Associated Artists
Prods., 345 Madison Ave., New
York, N. Y.

Anniversary Package

Drama, comedy, suspense, adventure shows in this series. A television first backed by a promotion and publicity package.
Running Time: Varied.
Cost: On request.
Number Available: 16.
Produced by: J. Arthur Rank.
Submitted by: ABC Film Syndication, Inc., 10 E. 44th St., New
York, N. Y.

Your Family Theatre

Half-hour films features. Full of big name stars in dramatic, comedy, mystery, etc. shows.
Running Time: 30 minutes.
Number Available: 39.
Distributed by: Atlas TV Corp., 15
W. 44th St., New York 36,
N. Y.

Byline — Steve Wilson

First run syndication of current 1955-56 top-rated "Big Town" series of half-hour adventure film dramas of newspaper life, starring Mark Stevens as Editor Steve Wilson. Sponsored by Lever Bros. on NBC network. Now, immediately available for local, regional or national sponsorship.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39 half-hour film dramas.
Submitted by: M & A Alexander, 6040 Sunset Blvd., Hollywood 28, Calif.

Flamingo Theatre

Produced in Hollywood, this fine series of 30 dramatic shows features star casts, excellent production, and wonderful stories. High in entertainment, this series has produced high ratings for sponsors like International Silver, Electric Companies of America, Hamilton Watch Company, etc.
Running Time: 30 minutes.
Number Available: 30.
Distributed by: Flamingo Films, Inc.
Submitted by: Flamingo Films, Inc., 509 Madison Ave., N. Y. C.

FILM MUSICAL

Night Song

Girl singer in her bedroom sings goodnight song with music accompaniment.
Running Time: 5 minutes.
Number Available: 8.
Produced by: Olympia Film Prods. Inc.
Submitted by: Olympia Film Prods., Inc., 112 W. 48th St., New
York 36, N. Y.

Showtime

Musical variety show featuring

emcee Frankie Fontaine. Stars Teresa Brewer, Ralph Flannagan, Peggy Lee, Frankie Carle, Tennessee Ernie, Fran Warren, Page Cavanaugh Trio, Bob Crosby, Harmonicats, Burl Ives, Lawrence Welk, Tex Williams, others.
Running Time: 30 minutes.
Number Available: 39.
Produced by: Studio Films, Inc.
Submitted by: Studio Films, Inc., 380 Madison Ave., New York 17, N. Y.

This Is Your Music

Music, song and dance keyed to various themes, such as "Roaring Twenties", "Show Boat Ballads", etc.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Jack Denove-Jan Prods., Inc.
Distributed by: Official Films, Inc., 25 W. 45th St., New York 36, N. Y.

Musical Moods & Cinelogs

Twenty one-reel shorts. Classical compositions with scenic backgrounds. Symphonic orchestra music by Beethoven, Brahms, Liszt, Rimsky-Korsakov, etc.
Running Time: 7-10 minutes.
Number Available: 20.
Distributed by: International 16mm Corp., 165 W. 46th St., New
York 36, N. Y.

Studio Telescriptions Library

Library of musical short subjects available on unlimited use lease basis. Includes such stars as Lawrence Welk, Peggy Lee, Teresa Brewer, George Shearing, Tennessee Ernie, Nat King Cole, Les Brown, Fran Warren, Sarah Vaughn, Mel Torme, Korla Pandit, Gale Storm.
Running Time: 2-4½ minutes.
Number Available: 1100.
Produced by: Studio Films, Inc., 380 Madison Ave., New York 17, N. Y.

Eddy Arnold Time

Pop and country musical series featuring Eddy Arnold singing his all-time RCA Victor hit songs with outstanding production settings.
Running Time: 30 minutes.
Number Available: 26.
Produced by: Csida-Grean Assoc.
Distributed by: Walter Schwimmer Co., 75 East Wacker Drive, Chicago, Ill.



Thanks to Kudner . . .

They got so much more
for Encore.



EMPIRE

Production Corp.

480 Lexington Ave.
New York

Complete Radio and TV Campaigns
From Spots to Shows



AHOY!—The fleet's in, and Rosemary Clooney has joined them, in a seaworthy rendition of "Sailor Boys Have Talk To Me In English." The four "sailor boys" are really The Hi-Lo's in disguise, TV's newest singing group. Looks like "smooth sailing" on The Rosemary Clooney Show series for distribution by MCA-TV, Ltd., Film Syndication Division.

Holiday in Paris

Bright Broadway star, Dolores Gray, spends a vacation in Paris visiting well-known international entertainers such as Edith Piaf, Charles Trenet, The Step Brothers, and others.
 Running Time: 30 minutes.
 Number Available: 13.
 Produced by: Nasht Prods.
 Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York, N. Y.

Tele-Musicals

Musical numbers and vaudeville acts of various artists produced ex-

pressly for television. Includes many Western subjects.
 Running Time: 3 minutes.
 Cost: On request.
 Number Available: 160.
 Produced by: Video Producing & Releasing Co.
 Distributed by: HarriScope, Inc., 355 N. Beverly Dr., Beverly Hills, Calif.

Notes and Nonsense

Musical variety shows shot within the last year. This brings together new, young and invigorating talent. Complete range of standard songs and material. Not dated so

as to provide for many years of usage.
 Running Time: 15 minutes.
 Number Available: 13.
 Distributed by: Atlas TV Corp., 15 W. 44th St., New York 36, N. Y.

The Patti Page Show

Patti Page, winner of Cash Box' Top Female Vocalist Award for five years, sings old favorites and current popular tunes. The Page Five singers, a vocal group and Jack Rael's orchestra are featured on the series. The programs were originally produced for Oldsmobile for National Spot telecasting.
 Running Time: 15 minutes.
 Number Available: 78.
 Produced by: ARGAP in association with GAC-TV.
 Submitted by: Screen Gems, Inc., 233 W. 49th St., New York, N. Y.

The Spectacular Revue

These miniature revues combine the talents of singers and dancers with romance and comedy. Settings range from south seas to glamorous night clubs. Variety of top-flight entertainment.
 Running Time: 18-20 minutes.
 Number Available: 24 (6 additional ones will be available in 1957).
 Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Famous Guests

Night club operator and his sister have trouble getting famous guests—but do—many amusing incidents—each a complete story with music and floor shows.

Running Time: 30 minutes.
 Number Available: 13.
 Submitted by: Cavalcade TV Programs, 7904 Santa Monica Blvd., Hollywood 46, Calif.

Show Business Library

This library of films includes bands and singers, comedies, symphonic music.
 Running Time: 8-22 minutes.
 Number Available: 264.
 Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Guy Lombardo and His Royal Canadians

America's number 1 favorite bandleader, Lombardo plays the "sweetest music this side of heaven", with a name recording star as a guest each week.
 Running Time: 26 1/2 minutes.
 Cost: On request.
 Number Available: 78.
 Produced by: Guy Lombardo Films, Inc.

Distributed by: MCA-TV, Film Syndication Division.
 Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Music of the Masters

Jacques Rachmilovich directs the Santa Cecilia Symphony orchestra of Rome as they play the world's greatest classical music.
 Running Time: 12 1/2 minutes.
 Number Available: 13.
 Produced by: Eternal Films.
 Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

MOTION
 PICTURE
 STUDIOS
 FOR TELEVISION

ATV PRODUCTIONS, INC.

35-01 Northern Blvd.

Long Island City 1, N. Y.

EXeter 2-4949

Mickey Schwarz, Pres.

BIG STORY
 TREASURY MEN IN ACTION
 MAN BEHIND THE BADGE
 SEVEN AGAINST CRIME
 IN OUR TIME
 DECOY



PYRAMID PRODUCTIONS, INC.

1 EAST 57TH STREET, NEW YORK 22, N. Y.

EVERETT ROSENTHAL, President

LEONARD LOEWINTHAN, Executive Vice Pres.

Tombstone Do You Know

This series is based on little known facts about places, animals, strange customs of people, taboos, etc. They are educational and some have excellent history.
Running Time: 5 minutes.
Cost: On request.
Number Available: 1.
Produced by: Phil E. Cantonwine.
Distributed by: Bengal Pictures.
Submitted by: Bengal Pictures, 1028 N. Western, Hollywood, Calif.

Yesterday's Newsreel

A panorama of men and events in the first half of the twentieth century, Yesterday's Newsreel is the documentary series that was 50 years in the making.
Running Time: 15 minutes.
Cost: On request.
Number Available: 139.
Produced by: Ziv Television Programs, Inc.
Distributed by: Economee Television Programs.
Submitted by: Ziv TV Programs, 1529 Madison Rd., Cincinnati 6, O.

Project 20

A series of one-hour documentaries using as its theme the drama of history we have lived in the 20th century.
Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Henry Saloman.
Submitted by: NBC-TV, 30 Rockefeller Plaza, N. Y., N. Y.

Uncommon Valor

The full, official story of the U. S. Marine Corps. Combat camera coverage of the famous Marine actions of World War II and Korea. Narrated by General Holland M. "Howlin' Mad" Smith, former Marine commander in the Pacific.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Executive Prods.
Distributed by: Film Div., General Teleradio.
Submitted by: RKO Teleradio Pictures, 1440 Broadway, New York 18, N. Y.

Greatest Drama

Dramatic, human interest life stories of famous Americans based on complete newsreel footage of the events that made them famous. Stories on the sporting greats, statesmen, inventors, etc. Thirteen of 39 shows on sports heroes.
Running Time: 15 minutes.
Cost: On request.
Number Available: 39.
Produced by: 20th Century Fox Movietone News.
Distributed by: General Teleradio—Film Division.
Submitted by: RKO Teleradio Pictures, 1440 Broadway, New York 18, N. Y.

Where in the World

A bird's-eye view into the lives of peoples, places, and things all over the world—educational, entertaining.
Running Time: 15 minutes.
Cost: On Request.
Number Available: 104.
Produced by: Lakeside Television Co., Inc.
Submitted by: Lakeside Television Co., Inc., 1465 Broadway, N. Y., N. Y.

On the Spot

Interviews and exciting demonstrations dealing with 39 unusual and highly interesting topics such as—hypnotism, parachute jumping, judo, test pilot, etc.
Running Time: 15 minutes.
Cost: On Request.
Number Available: 39.
Produced by: Canadian Film Board.
Distributed by: Lakeside Television Co., Inc.
Submitted by: Lakeside Television Co., Inc., 1465 Broadway, N. Y., N. Y.

Wild Life in Action

Documentary of animals and the struggle for existence. Each program deals with one of two types of animals in their natural habitat. Exciting fights among animals.
Running Time: 15 minutes.
Cost: On Request.
Number Available: 52.
Produced by: Lakeside Television Co., Inc.
Submitted by: Lakeside Television Co., Inc., 1465 Broadway, N. Y., N. Y.

Victory at Sea

Award-winning film and music. Dramatic history of seapower in World War II. With original music by Richard Rodgers played by the NBC Symphony Orchestra as background, the series contains much captured German and Japanese film. Produced with the official cooperation of the U. S. Navy.
Running Time: 30 minutes.
Cost: On Request.
Number Available: 26.
Produced by: Henry Saloman for NBC-TV.
Distributed by: NBC Television Films.
Submitted by: NBC-TV Films, 663 Fifth Ave., N. Y. 22, N. Y.

Magic in the Atom

This is the first documentary series of our atomic age devoted to non-military uses of atomic energy. Impressive location shots in hospitals, research laboratories, factories and some giant AEC installations, show the audience where and how this work is progressing.
Running Time: 15 minutes.
Cost: On request.
Number Available: 26.
Produced by: Handel Film Corp., 6926 Melrose Ave., Hollywood 38, Calif.

Crusade in Europe

This well-known documentary is available.
Running Time: Various.
Cost: On request.
Submitted by: Hygo-Unity, 1501 Broadway, N. Y. C.

Profile

A new series, bringing some of the leading figures (from Marco Polo to Mahatma Gandhi) and events of recorded history to the television screen. Compiled in 1956 by Trans-Lux Television Corporation in cooperation with Encyclopaedia Britannica Films, Inc.
Running Time: 15 minutes.
Cost: On request.
Number Available: 39.
Produced by: Encyclopaedia Britannica Films, Inc.
Distributed by: Trans-Lux TV Corp., 625 Madison Ave., New York 22, N. Y.

Where Were You?

Series based around famous people on a certain day and the happenings of that particular year. Series stars Ken Murray as host and narrator.
Running Time: 30 minutes.
Number Available: 26.
Produced by: Bing Crosby Enterprises, Inc. by Ken Murray.
Distributed by: Interstate TV Corp.
Submitted by: Bing Crosby Enterprises, Inc., 9028 Sunset Blvd., Los Angeles 46, Calif.

National Film Board of Canada Shows

Three hundred documentaries including the work of the Academy Award Winning Norman McLaren. Many in Spanish—many with International sound track (M&E).
Running Time: 15 minutes.
Number Available: 300.
Produced by: National Film Board of Canada.
Distributed by: Fremantle Overseas Radio & TV, 366 Madison Ave., New York 17, N. Y.

Movie Museum

The original productions of Biograph, Edison and other pioneers. History itself made on the spot by the first camera crews. The Boer War, Duke of Windsor at three, etc. Films with Rudolph Valentino, Gloria Swanson, Clara Bow, Mary Pickford, etc.
Running Time: 15 minutes.
Number Available: 100.
Produced by: Sterling TV Co., Inc.
Distributed by: Fremantle Overseas Radio & TV, 366 Madison Ave., New York 17, N. Y.

The Magic Vault

Unusual stories presented in an unusual way from within the Magic Vault—features a different star in each program.
Running Time: 30 minutes.
Cost: On request.
Number Available: 104.
Distributed by: Lakeside TV Co., Inc.
Submitted by: Lakeside TV, 1465 Bway., N. Y., N. Y.

Colonel March of Scotland Yard

Unusual mystery emanating from department D-3 of Scotland Yard based on John Dickson Carr's famous stories.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Panda Prods., Ltd.
Distributed by: Official Films, Inc., 25 W. 45 St., New York, N. Y.

Inner Sanctum

Famed mystery show heard for many years on radio now televised with original stories written especially for TV. Show uses variety of name stars.
Running Time: 30 minutes.
Cost: On Request.
Number Available: 39.
Produced by: Galahad Prods.
Distributed by: NBC-TV Films, 663 Fifth Ave., New York 22, N. Y.
Submitted by: NBC-TV Films, 663 Fifth Ave., N. Y. 22, N. Y.

San Francisco Beat

San Francisco is the setting for one of television's most suspenseful police dramas, actually filmed in Chinatown, and on the waterfront with the cooperation and endorsement of the San Francisco Police Department. Based on material from its police files.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Desilu Prods.
Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York, N. Y.

Gene Autry Show

Gene Autry, America's favorite cowboy for 20 years, brings to television the same personal appeal and production standards that have kept him in the forefront in radio, television, motion pictures, and on records.
Running Time: 30 minutes.
Cost: On request.
Number Available: 91.
Produced by: Flying A Prods.
Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York, N. Y.

Files of Jeffrey Jones

Adventure series stars Don Hagerty as a GI turned law student, earning his way through school as a private detective.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Lindsley Parsons.

Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York, N. Y.

Fabian of Scotland Yard

The widely acclaimed master of crime detection is played by Bruce Seton in fascinating case histories of crime in London and its environs.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.

Produced by: John Larkin.
Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York, N. Y.

The Whistler

For more than a decade The Whistler has symbolized mystery entertainment without violence and bloodshed. Every program presents a different star in a complete, fast-moving tale with Paul Kelly, Barton MacLane, Tom Brown, Miriam Hopkins, Jess Barker, Lon Chaney, Audrey Totter, Howard Duff, and others.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.

Produced by: Joel Malone Associates.

Submitted by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York, N. Y.

Racket Squad

Exposes of rackets, con games and swindles based on authentic cases from police, bunco squad files. Reed Hadley stars in this true-to-life series. Racket Squad is endorsed by police and community clubs throughout the country, offering advertisers entertainment with build-in public service.

Running Time: 30 minutes.
Cost: On request.
Number Available: 98.

Produced by: Hal Roach, Jr. & Carroll Case.

Submitted by: ABC Film Syndication, Inc., 10 E. 44th St., New York 17, N. Y.

Adventures of Dr. Fu Manchu

Stories of intrigue and adventure based on characters created by Sax Rohmer in his world renowned books of Dr. Fu Manchu which are read in all languages by millions throughout the world.

Running Time: 26-30 minutes.
Cost: On request.
Number Available: 13.

Produced by: Studio City TV Prods.
Distributed by: Hollywood TV Service, 4020 Carpenter St., North Hollywood, Calif.

Stryker of Scotland Yard

Stories of the exploits of Inspector Stryker and Sergeant Hawker of Scotland Yard in solving many crimes and bringing the criminals to justice.

Running Time: 26-30 minutes.
Cost: On request.
Number Available: 13.

Produced by: Republic Pictures.
Distributed by: Hollywood TV Service, 4020 Carpenter St., North Hollywood, Calif.

Boston Blackie

This detective adventure series pits Blackie in a constant battle against the underworld. Kent Taylor stars in the title role, with Lois Collier and Frank Orth in support. Five sponsor identifications. Star available for commercials.

Running Time: 30 minutes.
Cost: On request.
Number Available: 58.

Produced by: Ziv TV Programs, Inc.
Distributed by: Economee TV Programs.
Submitted by: Ziv TV Programs, 1529 Madison Rd., Cincinnati 6, Ohio.

Mr. District Attorney

This authentic, behind-the-scenes story of our law enforcers in action stars David Brian as the "Champion of the People." Five sponsor identifications. Star available for commercials.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.

Produced by: Ziv TV Programs, 1529 Madison Rd., Cincinnati 6, O.

Highway Patrol

Law enforcement-in-action series starring Broderick Crawford. Based on true life stories of State Highway Patrol activities. Shot on location with the cooperation of Highway Patrol Headquarters. Five sponsor identifications. Star available for commercials.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.

Produced by: Ziv TV Programs, 1529 Madison Rd., Cincinnati 6, O.

Richard Diamond—Private Detective

Private-eye series, taken from the radio series. Don Taylor stars in the title role. Not the usual series of this type—this one has a sense of humor.

Running Time: 30 minutes.
Cost: On request.

Produced by: Four Star Films, Inc.
Distributed by: William Morris Agency.
Submitted by: Four Star Films,

141 El Camino Dr., Suite 110, Beverly Hills, Calif.

Follow That Man

Retitled from "Man Against Crime"—action-filled stories with Bellamy playing the role of Mike Barnett, private investigator. B/W

Running Time: 26 1/2 minutes.
Cost: On request.
Number Available: 82.

Produced by: William Esty Company, Inc.
Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

City Detective

A fast moving detective series—a masterful combination of suspense and high entertainment. B/W

Running Time: 26 1/2 minutes.
Cost: On request.
Number Available: 65.

Produced by: Revue Prods.
Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Hollywood Off-Beat

A suave sophisticated sleuth handles cases for Los Angeles attorneys. B/W

Running Time: 26 minutes.
Cost: On request.
Number Available: 13.

Produced by: M. Parsonnet.
Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Adventures of Ellery Queen

The Adventures of Ellery Queen is based on the adventures of the detective whose exploits have sold over 30 million "Ellery Queen" mysteries in novel, magazine and anthology form. The series stars Hugh Marlowe as Ellery Queen and Florenz Ames as his father, Inspector Queen.

Running Time: 30 minutes.
Cost: On request.
Number Available: 32.

Produced by: Norvin Prods.
Distributed by: Television Programs of America, 488 Madison Ave., New York 22, N. Y.



AN ANATOMY OF CRIME—Raymond Massey, host of Guild Films' series, "I Spy," which deals with espionage exploits of historical significance, is seen here with a collection of the tools of the trade.

This Week in Sports

TV's only action-packed summary of major sports events of the week up to and including Sunday. Narrated by well-known sports commentators. Open-end for commercials, top and bottom. Shipped Tuesday for release upon receipt. Exclusive in each market.

Running Time: 12 1/2 minutes.
Cost: On request.

Number Available: Cont'g weekly basis.
Produced by: Hearst Metrotone News, Inc.
Distributed by: International News Service, 235 E. 45th St., New York 17, N. Y.

Tennis (Learning Sports)

Leading sports figures instruct in the fundamentals of various sports. A continuing MC, Ben Alexander, along with two children, helps to establish the various points illustrated by the sports personalities.

Running Time: 15 minutes.
Cost: On request.

Number Available: 13.
Produced by: All-Scope Pictures, 8949 Sunset Blvd., Hollywood 46, Calif.

Sports Album

The great moments in sports history, and the immortals who lived them, are brought to the TV screen. Running Time: 5 to 15 minutes.

Cost: On request.
Number Available: 104.
Produced by: Ziv TV Programs, Inc.

Distributed by: Economee Television Programs.
Submitted by: Ziv Programs, 1529 Madison Rd., Cincinnati 6, O.

Big Playback

Quarter programs emceed by Bill Stern and Jimmy Powers, feature flashbacks of important sporting events and interview with nation's leading sports figures. Originally produced for spot showing for the Ethyl Corporation, the series includes over 200 highlights requested by sports fans.

Running Time: 15 minutes.
Cost: On request.

Number Available: 52.
Submitted by: Screen Gems, Inc., 233 W. 49 St., New York, N. Y.

Legion Boxing

Action-packed American Legion sponsored amateur bouts originating from Portland, Ore. First run timeless films for boxing fans.

Running Time: 26 minutes.
Cost: On request.

Number Available: 26.
Produced by: Gunderson Prods.
Distributed by: HarriScope, Inc., 355 N. Beverly Dr., Beverly Hills, Calif.

All Girl Wrestling

Girl wrestling at its best. Running Time: 26 minutes.

Cost: On request.
Number Available: 26.
Produced by: Video Producing & Releasing Co.

FILM SPORTS

Distributed by: HarriScope, Inc.,
355 N. Beverly Dr., Beverly
Hills, Calif.

Grantland Rice Sportlights

America's sports favorites filmed in exciting competition. Nation's top coaches demonstrating the techniques that made them great. Our most famous athletes and teams striving for the perfection which made their names go down forever on the sports roll of honor.
Running Time: 15 minutes.
Number Available: 13.
Produced by: Pathe.
Distributed by: Atlas TV Corp.,
15 W. 44th St., New York 36,
N. Y.

Wrestling Show Championship Wrestling from Hollywood

Action-packed championship wrestling shows from the American Legion in Hollywood.
Running Time: 60 minutes.
Number Available: 39.
Distributed by: Cinema-Vue Corp.,
243 W. 55th St., N. Y. C.

Speed Classics

This is a series of races with autos (sports, big cars and stocks), boats, and cycles.
Running Time: 15 and 30 minutes
Number Available: 13.
Produced by: Dynamic Films, 112
W. 89th St., New York, N. Y.

Texas Rasslin'

Wildest, bruisingest and most colorful action. Taken in Texas where wrestling laws are lax and the spectators demand speed and roughness, with action. Shot at the world famous sportatorium in Dallas where all the great names in wrestling appear.
Running Time: 30 & 60 minutes.
Number Available: Continuous production.
Produced by: Texas Rasslin Inc.
Submitted by: Texas Rasslin Inc.,
Cadiz and Industrial Blvd.,
Dallas, Tex.

Championship Bowling

Series of bowling films featuring match elimination games between champions of the bowling world. Filmed on a brand new five camera continuous "live" action method.
Running Time: 60 minutes.
Cost: On request.
Number Available: 78.
Produced by: Peter DeMet Prods.
Distributed by: Walter Schwimmer
Co., 75 E. Wacker Dr., Chicago,
Ill.

Wrestling from Canada

American name teams fight the French Canadians in Montreal. No wrestling commission.
Running Time: 60 minutes.
Cost: Commentary by Roland
Beaudry (\$30 to \$500).
Number Available: 52.
Produced by: Associated Screen
News Laboratory.
Distributed by: Medallion TV Sales,
Inc.
Submitted by: Medallion TV Sales,
Inc., 6000 Sunset Blvd., Holly-
wood 28, Calif.

Double Play— Great Names in Baseball

Sports interview show with Leo Durocher and Lorraine Day and great names in baseball.
Running Time: 15 minutes.
Cost: On request.
Number Available: 26.
Submitted by: Cavalcade Television
Programs, 7904 Santa Monica
Blvd., Hollywood 46, Calif.

Double Play— Great Names in Sports

Sports interview with Leo Durocher and Lorraine Day and the great names in international sports.
Running Time: 15 minutes.
Cost: On request.
Number Available: 13.
Submitted by: Cavalcade Television
Programs, 7904 Santa Monica
Blvd., Hollywood 46, Calif.

Championship Wrestling from Hollywood

Filmed at the Hollywood Legion Stadium, this championship, action-packed series features twenty of the top United States wrestlers as rated by the National Wrestling Alliance. Five cameras cover all action and the superb production achieves a technical excellence and thrilling sports coverage seldom approached.
Running Time: 60 minutes.
Number Available: Thirty-nine.
Distributed by: Cinema-Vue Corp.
Submitted by: Vitapix Corp., 509
Madison Ave., New York 22,
N. Y.

The Big Fights

Some of the greatest boxing events of all time. These are the classics of the boxing ring.
Running Time: 30 minutes.
Number Available: 13.
Produced by: William Cayton, Inc.
Distributed by: Fremantle Overseas
Radio & TV, 366 Madison Ave.,
New York 17, N. Y.

Grantland Rice Sportlights

This series, covered by the late Grantland Rice, sports reporter, captures the authentic and exciting mood of such sports as baseball, swimming, hockey, fishing, skiing and many others. Here you meet the champions, personalities, the teams filmed in action.
Running Time: 9-11 minutes.
Number Available: 206.
Submitted by: National Telefilm
Associates, 60 W. 55th St.,
New York 19, N. Y.

Bill Corum Sports Show

Bill Corum, sports columnist, takes the viewer right into the lives of the headline heroes of sports. Other episodes show thrilling highlights from America's favorite sports.
Running Time: 13½ minutes.
Number Available: 26.
Produced by: Ely Landau, Inc.
Submitted by: National Telefilm
Associates, 60 W. 55th St.,
New York 19, N. Y.



STRANDED — AT SEA! — A scene from Hitchcock's "Lifeboat," starring Tallulah Bankhead, William Bendix, and Hume Cronyn. An NTA release . . . from the 20th Century-Fox package of feature films for television.

FILM DRAMA SERIAL

Assorted Serials

Twenty-two serials in addition to 31 new films, are available.
Running Time: Various.
Cost: On request.
Submitted by: Hygo-Unity, 1501
Broadway, N. Y. C.

Serial Dramas

Thrills, mystery, suspense, intrigue, hairbreadth escapes, go to make up this series consisting of dramas, mysteries, westerns, etc.
Running Time: 26½ minutes.
Cost: On request.
Number Available: 85 chapters.
Produced by: Republic Prods. Inc.
Distributed by: Hollywood TV
Service, 4020 Carpenter St.,
North Hollywood, Calif.

O. Henry Television Playhouse

The pick of O. Henry's famous works into a half series of 39 with Thomas Mitchell as O. Henry.
Running Time: 30 minutes.
Cost: \$27.50.
Number Available: 39.
Produced by: Gross-Krasne, Inc.,
650 N. Bronson, Los Angeles,
Calif.

Conflict

Half hour dramatizations of case histories of emotionally and mentally disturbed people as supervised by the National Association for Mental Health.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Barry & Enright
Prods.
Submitted by: Barry & Enright
Prods., 667 Madison Ave.,
N. Y., N. Y.

Queen of the Jungle

Jungle Serial in 12 exciting chapters, starring the Queen of the

jungle, who was raised by the natives and worshipped as a Goddess.
Running Time: 30 minutes.
Cost: On request.
Number Available: 12.
Produced by: Telecast.
Distributed by: Lakeside TV Co.,
Inc.
Submitted by: Lakeside TV Co.,
Inc., 1465 Bway., N. Y., N. Y.

The American Legend

Dramatic stories behind the men, women and events which shaped the history of our nation.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Various.
Distributed by: Official Films, Inc.,
25 W. 45th St., New York 36,
N. Y.

The Unexpected

Offering dramatization of stories with surprise endings, The Unexpected is a series of 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 TV Programs.
Distributed by: Economee TV Programs.
Submitted by: Ziv TV Programs,
1529 Madison Rd., Cincinnati
6, O.

The Passerby

A vivid yet unseen character narates each of these diversified series of television plays. The stories encompass comedy, mystery, science-fiction, adventure and westerns.
Running Time: 12½ minutes.
Number Available: 26.
Produced by: Ely Landau, Inc.
Submitted by: National Telefilm
Associates, 60 W. 55th St.,
New York 19, N. Y.

Judge Roy Bean

During the 1870's, the wildest spot in the United States was the region west of the Pecos River. Virtually beyond the reach of the authorities, it attracted the most vicious characters in the country. It was said that all civilization and law stopped here. It took one man to change all this. His name was Judge Roy Bean.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Quintet Prods., Inc.
Distributed by: Screencraft Pictures, Inc., 15 W. 44th St., N. Y., N. Y.

Vitapix Westerns

1949-51 action packed western features.
Running Time: 60 minutes.
Number Available: 27.
Produced by: Monogram.
Distributed by: Cinema-Vue Corp., 243 W. 55th St., New York, N. Y.

Hopalong Cassidy

Series of Western stories, starring William Boyd as Hopalong Cassidy. Produced especially for TV.

Running Time: 30 minutes.
Cost: On request.
Number Available: Series A-26; Series B-26.

Produced by: William Boyd Productions.
Distributed by: NBC-TV Films.
Submitted by: NBC-TV Films, 663 Fifth Avenue, New York 22, N. Y.

Seven Donovan, Western Marshal

Authentic tales of the Old West. Exciting western dramas starring Douglas Kennedy as the Marshal and Eddy Waller as his comic sidekick.

Running Time: 30 minutes.
Cost: On Request.
Number Available: 39.
Produced by: Vi-Bar Productions.
Distributed by: NBC-TV Films.
Submitted by: NBC-TV Films, 663 Fifth Avenue, New York 22, N. Y.

Hopalong Cassidy

Series of feature films starring William Boyd.
Running Time: 60 minutes.
Cost: On Request.
Number Available: 54.
Distributed by: NBC-TV Films, 663 Fifth Ave., N. Y. 22, N. Y.
Submitted by: NBC-TV Films.

Range Rider

Jack Mahoney, star athlete, Marine fighter pilot. Hollywood stunt man, stars as the Range Rider, a lean, rugged plainsman whose saddle partner is young trick-riding and roping Dick Jones.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Flying A Prods.
Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Annie Oakley

Gail Davis stars as hard-riding, hard-shooting buckskin gal in adventure series of the West.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Flying A Prods.
Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Brave Eagle

The winning of the West as seen through the eyes of the Indians who once controlled America. Brave Eagle, Chief of the Cheyennes, strives for peace.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.

Produced by: Roy Rogers Frontier Prods.
Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Buffalo Bill, Jr.

Juvenile cowboy is aided in his adventures by his young sister in the early, exciting days of the West.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Flying A Prods.
Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Adventures of Champion

Champion, the wonder horse, leads his wild herd through the prairies and mountain passes of the West, allowing no hand on him save that of his young master.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Flying A Prods.
Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York 22, N. Y.

Cases of Eddie Drake

Don Haggerty, in title role, stars in exciting adventure series with Patricia Morison as lady psychologist.

Running Time: 30 minutes.
Cost: On request.
Number Available: 13.
Produced by: Impro Prods.
Distributed by: CBS-TV Film Sales,

Inc., 485 Madison Ave., New York 22, N. Y.

Westerns

Hard-riding, hard-hitting action-packed westerns full of thrills and suspense with an occasional touch of romance.

Running Time: Various.
Cost: On request.
Number Available: 144.
Produced by: Republic Prods., Inc.
Distributed by: Hollywood TV Service, 4020 Carpenter St., North Hollywood, Calif.

Stories of the Century

Jim Davis portrays Matt Clark, employed by railroad as detective to solve crimes hampering their operation. He and his assistants, Frankie and Jonesy, are instrumental in bringing to conclusion the criminal lives of famous outlaws. Based on factual and documented evidence of notorious badmen.

Running Time: 26-30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Studio City TV Prods.
Distributed by: Hollywood TV Service, 4020 Carpenter St., North Hollywood, Calif.

Cisco Kid

O. Henry's "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 weekly adventures. Five sponsor identifications. Star available for commercials.

Running Time: 30 minutes.
Cost: On request.
Number Available: 156.
Produced by: Ziv TV Programs, 1529 Madison Rd., Cincinnati 6, O.

Arizona Ames

A continuing character adult Western, based on the book by Zane Grey. Ames was Zane Grey's favorite character.

Running Time: 30 minutes.
Cost: On request.
Produced by: Four Star Films, Inc.
Distributed by: William Morris Agency.
Submitted by: Four Star Films, 141 El Camino Dr., Suite 110, Beverly Hills, Calif.



TENSE WESTERN ACTION—a scene from "The Scarlet Horseman," one of thirty-one serials recently purchased from Universal-International by Hygo TV Films, Inc.

Assorted Westerns

One hundred thirty-six Western films available.
Running Time: Various.
Cost: On request.
Submitted by: Hygo-Unity, 1501 Broadway, N. Y. C.

Western Features

Starring Roy Rogers

Adventure, action and music with the great Western movie star. Big name featured players. B/W.
Running Time: 53:20.
Cost: On request.
Number Available: 67.
Produced by: Republic Pictures Corp.

Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Western Features

Starring Gene Autry

Action and adventure with one of the top stars of Western movies. Music and big name features players. B/W
Running Time: 53:20.
Cost: On request.
Number Available: 56.
Produced by: Republic Pictures Corp.

Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Adventures of Kit Carson

The exciting adventures of Kit Carson, famous Indian Scout and Guide. B/W

Running Time: 30 minutes.
Cost: On request.
Number Available: 104.
Produced by: Revue Prods.
Distributed by: MCA-TV, Film Syndication Division.
Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Johnny Mack Brown Westerns

This series of movie box office favorites starring the well-known cowboy idols Johnny Mack Brown and Whip Wilson offers high quality viewing, exceptionally good acting and new audience appeal for all age levels.

Running Time: 60 minutes.
Number Available: 27.
Produced by: Monogram Pictures Corp.
Distributed by: Cinema-Vue Corp.
Submitted by: Vitapix Corp., 509 Madison Ave., New York 22, N. Y.

Trail Dust (Hopalong Cassidy)

These are outdoor action pictures where dialogue is secondary. In these hour-long films, William Boyd, who is beloved throughout the world, fights for law and order. (With Spanish sub-titles)

Running Time: 60 minutes.
Number Available: 37.
Produced by: H. C. Western Hemisphere.
Distributed by: Fremantle Overseas Radio & TV, 366 Madison Ave., New York 17, N. Y.

John Kieran's Kaleidoscope

Nature's own spectaculars. John Kieran, writer, sports authority and naturalist, conducts an unusual and entertaining round table. Informative, this show provides entertainment for the whole family. Running Time: 15 minutes. Cost: On request. Number Available: 104. Produced by: Paul Moss. Submitted by: ABC Film Syndication, Inc., 10 E. 44th St., New York, N. Y.

Dr. Spock

Dr. Benjamin Spock, noted pediatrician and author, discusses subjects of interest to parents of babies and young children. Running Time: 30 minutes. Cost: On request. Number Available: On request. Produced by: William White Parish. Submitted by: NBC-TV, 30 Rockefeller Plaza, N. Y., N. Y.

Deal Me In

A new approach on how to play, and effectively utilize, card knowledge for playing bridge. Featured in this film are: Jeff Donnell, Glenn Langan and William Grinn. The instructor who actually plays a part in this series, also narrates film off-stage and explains why his hand was played in a particular way, as seen by camera. Running Time: 15 minutes. Cost: Open. Number Available: 6. Produced by: Atlas Film Corp., 1111 South Blvd., Oak Park, Ill.

Walt's Workshop

A "how-to-do-it" woodworking series, showing fundamentals and shortcuts everyone can use in their workshop. Features Walt Durbahn, nation's No. 1 "how-to-do-it" expert. Running Time: 30 minutes. Cost: According to market. Number Available: 39. Produced by: Reid H. Ray Film Industries, Inc., 2269 Ford Parkway, St. Paul, Minn.

Tales of the Old West

This series of films is based on historical characters of the Old West. All have re-enactments. Very educational. Running Time: 15 minutes. Cost: On request. Number Available: 13. Produced by: Phil. E. Cantonwine. Distributed by: Bengal Pictures. Submitted by: Bengal Pictures, 1028 No. Western, Hollywood, Calif.

Under the Sun

From Omnibus, which has distinguished itself with the stature and scope of its material, comes the best of its films with new material specially created for Under the Sun. William Sayoran is narrator for the series. Running Time: 30 minutes. Cost: On request. Number Available: 26.

Produced by: Radio-TV Workshop of Ford Foundation. Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York, N. Y.

Cooking with the Stars

M.C.'s are Don Wilson, assisted by Lois Wilson. A male and a female star personality compete in cooking their favorite dishes, with the results being judged by a panel from the studio audience. The show is set up in the twin kitchen of food hobbyists Don and Lois Wilson. Combines entertainment with star interest and education. Running Time: 15 minutes. Cost: On request. Number Available: 13. Produced by: All-Scope Pictures, 8949 Sunset Blvd., Hollywood 46, Calif.

Adventures in Sewing

How to do it at home starring Louise Winslow, who shows you step by step how you can create useful garments. A show for the ladies. Running Time: 30 minutes. Cost: On request. Number Available: 13. Produced by: Homecraft. Distributed by: Lakeside TV Co., Inc. Submitted by: Lakeside TV Co. Inc., 1465 B'way, N. Y., N. Y.

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: George Wallach for NBC-TV Films. Distributed by: NBC-TV Films. Submitted by: NBC-TV Films, 663 Fifth Ave., N. Y., 22, N. Y.

Encyclopaedia Britannica Film Library

These films cover the entire field of human experience: travel, science, the arts, etc., and are presented in sparkling action with the stamp of authenticity which Encyclopaedia Britannica symbolizes. Narrated in Spanish and Portuguese. Running Time: 15 minutes approx. Number Available: Over 400. Produced by: Encyclopaedia Britannica. Distributed by: Fremantle Overseas Radio & TV, 366 Madison Ave., New York 17, N. Y.

Unusual Occupations

Unique entertainment covering the careers and hobbies of many people are seen in this series of novel and factual films of extraordinary interest. Running Time: 10 to 11 minutes. Number Available: 71. Distributed by: NTA. Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Once Upon a Time

A new series, scheduled for completion by Fall. A well-known personality in the entertainment world will present a special selection of highly rated children's stories on film. Running Time: 30 minutes. Number Available: 39. Produced by: Trans-Lux TV Corp. and Encyclopaedia Britannica Films. Distributed by: Trans-Lux TV Corp., 625 Madison Ave., New York 22, N. Y.

Watch the Birdie

An animated quiz show for children. Package consists of animated questions, themes, and jackpot. Length of program depends on number of questions used. Ideal program for merchandising with labels or box-tops, complete promo kit and premiums. Number Available: 260. Produced by: Richard H. Ullman, Inc. Submitted by: Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo 2, N. Y.

Cyclone Malone

A story of the "new" West replete with a Western sheriff, an Arab pony, an English racing horse, a ballad dancing duck. Even "love" interest in the person of a beautiful school teacher. Done with marionettes. Each program has an original song. Running Time: 15 minutes. Number Available: 65. Distributed by: Harry S. Goodman. Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Jim & Judy in Teleland

A narrated cartoon series in which a boy and girl climb through the television set and participate in the adventures that go on there. They capture pilots, hunt animals all over the world, act as Jr. FBI agents and even take a trip through space on a flying saucer. Running Time: 5 minutes. Number Available: 52. Produced & Distributed by: Television Screen Prods., 17 E. 45th St., New York, N. Y.

Adventures of Danny Dee

A children's program created by Roy Doty, artist and illustrator, is an excursion into fantasy. It is a gay, imaginative and wholesome tour into "imagination-land" with a quieting effect on children. Drawn and narrated by Roy Doty. Running Time: 30 minutes. Cost: \$320,000. Number Available: 39. Produced by: Danny Dee Enterprises, Inc. Distributed by: Cinema-Vue Corp., 243 W. 55th St., New York, N. Y.

Johnny Jupiter

Combination of fantasy and satire as a young assistant in a rural store tinkers with the complex controls of a home-made TV set and

accidentally tunes into the planet Jupiter. He and audiences meet such Jupiterans as "Johnny," "Reject the Robot" and "Major Domo." Running Time: 30 minutes. Number Available: 39. Produced by: Kagan Corp. Distributed by: Associated Artists Prods., 345 Madison Ave., New York, N. Y.

Unk & Andy ABC Animal Adventures

Unique novelty of learning to draw various animals using the letters from A to Z, at the same time giving factual information about the animals habits and habitat. B/W. Running Time: 15 minutes. Number Available: 26. Produced by: Kenestan Prods. Distributed by: Cavalcade Television Programs. Submitted by: Cavalcade Television Programs, 7904 Santa Monica Blvd., Hollywood 46, Calif.

Blackstone, the Magician

Blackstone's best feats of magic on film. Running Time: 3 minutes. Cost: On request. Number Available: 39. Produced by: Video Producing & Releasing Co. Distributed by: HarriScope, Inc., 355 N. Beverly Dr., Beverly Hills, Calif.

Christie Comedies

Live action comedy produced originally by Al Christie for Paramount Pictures. Re-edited and dubbed for television, they are slapstick comedy and extremely entertaining. Running Time: 12 1/2 minutes. Number Available: 104. Produced by: Al Christie-Video Center Programs, Inc. Distributed by: HarriScope, Inc., 355 N. Beverly Dr., Beverly Hills, Calif.

Goovie Gopher's Goovies

The characters are a hand puppet . . . A live English white tabby cat, and a series of stop action stories . . . Goovie Gopher, shows Tabby the cat action thru a "magic viewer" . . . The action rivals animation in effect characters are cartoon characters . . . except the cat Tabby and Goovie Gopher. It is a multi format film . . . offering 5, 10, 15, segments. Running Time: 5, 10 & 15 minutes. Number Available: 13. Produced by: Jimmy Scribner Co. Submitted by: Jimmy Scribner Co., Anderson, P. O. Box 1139, S. C.

Uncle Remus' Five Minute Cartoon Stories

The famous stories of Uncle Remus told comic book style . . . five minute segments . . . sound on film. Running Time: 5 minutes. Cost: \$10.00 each. Number Available: 13. Submitted by: Jimmy Scribner Co., Anderson, S. C., 1139 P. O. Box, S. C.

RELIGIOUS FILMS

FILM CARTOONS

Reading the Bible

Reading the Bible is a series of 13 programs. Readings are by Henry Wilcoxon, and all music is cleared for television. The show is nonsectarian and nondenominational.

Running Time: 15 minutes.

Cost: On request.

Number Available: 13.

Produced by: O. J. Keiper.

Distributed by: Foundation Films Corp. thru Lakeside TV, 1465 Bway., New York 36, N. Y.

Submitted by: Foundation Films Corp., 16 N. Marengo Ave., Pasadena, Calif.

The Way

Twenty-six half-hour inspirational films. First year of production.

Running Time: 30 minutes.

Number Available: 26.

Produced by: Family Films, Inc., 1364 N. Van Ness Ave., Hollywood.

Distributed by: Methodist Church, Nashville, Tenn.

This Is the Answer

Twenty-six half-hour inspirational films. First year of production.

Running Time: 30 minutes.

Number Available: 26.

Produced by: Family Films, Inc., 1364 N. Van Ness Ave., Hollywood.

Distributed by: Southern Baptist Convention, Fort Worth, Tex.

This Is the Life

Twenty-six half-hour inspirational films. Fifth year of production.

Running Time: 30 minutes.

Number Available: 130.

Produced by: Family Films, Inc., 1364 N. Van Ness Ave., Hollywood.

Distributed by: Lutheran Church, Missouri Synod, St. Louis, Mo.

The Living Book

This series dramatizes Bible stories from Eden to Egypt. Taken from the world's all-time Best Seller.

Running Time: 30 minutes.

Cost: On request.

Number Available: 13.

Produced by: Forest Lawn.

Distributed by: Economee TV Programs.

Submitted by: Ziv TV Programs, 1529 Madison Rd., Cincinnati 6, O.

Raymond Massey Reads the Bible

An outstanding series of biblical readings produced exclusively for television. Black and White.

Running Time: 3:20 minutes.

Cost: On request.

Number Available: 65.

Produced by: Imperial World Films, Inc.

Submitted by: Imperial World Films, Inc., 12 E. Delaware Place, Chicago, Ill.

Out of the Past

Biblical costume dramas brought to life from OUT OF THE PAST, featuring stories from both the old and new testament—non-sectarian and non-denominational.

Running Time: 30 minutes.

Cost: On request.

Number Available: 39.

Distributed by: Lakeside TV Co., Inc.

Submitted by: Lakeside TV Co., Inc., 1465 Bway., N. Y., N. Y.

Man's Heritage

Timeless and fascinating stories of the Bible, against a background of the world's finest art and music.

Running Time: 10 minutes.

Number Available: 13.

Produced by: Ely Landau, Inc.

Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Hand to Heaven

Joe Ugrig, Washington, D. C. Pastor, brings to television his famous interdenominational sermons designed to make living richer and happier. Bob Daniels and his choir provide the music.

Running Time: 26½ minutes.

Number Available: 13.

Produced by: NTA.

Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Assorted Cartoons

Two hundred eighty-two cartoons available.

Running Time: Various.

Cost: On request.

Submitted by: Hygo-Unity, 1501 Broadway, N. Y. C.

Terrytoons

Paul Terry's characters appear in a variety of happy stories both original and adapted from such classics as Cinderella, Robinson Crusoe, and others.

Running Time: 6-8 minutes.

Cost: On request.

Number Available: 156.

Produced by: Paul Terry.

Distributed by: CBS TV Film Sales, Inc., 485 Madison Ave., New York, N. Y.

Paddy, the Pelican

Sound cartoons concerning the adventures of Paddy, the Pelican.

Running Time: 6 minutes.

Cost: On request.

Number Available: 6.

Produced by: Medallion Prods.

Distributed by: Medallion TV Sales Inc., 6000 Sunset Blvd., Hollywood 28, Calif.

Whimseyland Cartoons

Two hundred sound animated cartoons. Over 125 subjects equipped with lip-syncopation.

Running Time: 7 minutes.

Number Available: 200.

Produced by: Independent Producers.

Distributed by: Cinema-Vue Corp., 243 W. 55th St., New York, N. Y.

Streamlined Fairy Tales

Children's programs done in partial animation with clever sound track. Features well-known fairy tales done in modern dress. Available on per run or library basis.

Running Time: 15 minutes.

Cost: On request.

Number Available: 13.

Produced by: Harry S. Goodman.

Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Walter Lantz Cartoons

Make-believe adventures from the studios of one of Hollywood's creative cartoonists.

Running Time: 7 minutes.

Cost: On request.

Number Available: 29.

Produced by: Walter Lantz Prods., Inc.

Distributed by: Economee TV Programs.

Submitted by: Ziv TV Programs, 1529 Madison Rd., Cincinnati 6, O.

Animated Fairy Tales

The classic fairy tales of all time in animated silhouette form. Full animation and special music have earned series ratings from children's TV testing groups. Change-of-pace from ordinary cartoon material for local shows.

Running Time: 10 minutes.

Cost: On request.

Number Available: 13.

Produced by: Primrose Prods.

Distributed by: Film Div., General Teleradio.

Submitted by: RKO Teleradio Pictures, 1440 Bway., New York 18, N. Y.

Little Lulu

Cartoons of one of the most unique troublemakers and comic headliner, whose sympathetic interest in life leads to complications and her efforts to untangle her problems lead through uproarious comedy to a happy end.

Running Time: 7-9 minutes.

Number Available: 26.

Distributed by: NTA.

Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Cartoon Carnival Library

This library of films includes such shows as George Pal Puppertoons, Cartoon Specials, Noveltoons, Gabby, Color Classics, Screen Songs, Talkatoons, Stone Age, Animated Antics.

Running Time: 8-22 minutes.

Number Available: 281.

Distributed by: NTA.

Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Betty Boop

This enchanting group stars the little girl with the spicurl and baby voice who, with her animal friends and her human friends, trips through life's problems with gay abandon and entertains the viewing audience with each problem.

Running Time: 6½ to 8 minutes.

Number Available: 106.

Distributed by: NTA.

Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Superman Cartoons

One of America's famous comic-strip characters brought to the television screen in color and black-white. 16 programs.

Running Time: 15 minutes.

Number Available: 16.

Distributed by: Flamingo Films, Inc.

Submitted by: Flamingo Films, Inc., 509 Madison Ave., N. Y. C.



"WON'T YOU COME IN?" — Host Errol Flynn prepares for one of the 26 half-hour TV dramas comprising the Errol Flynn Theatre, now in production by Inter-TV Films, Ltd. Flynn will introduce all the shows and star in several.

FILM SHORTS

Fun for Nothing

Filmed program demonstrating how to have fun without spending any money! Program offers countless ideas of things to do with leisure time which provide enjoyment at little or no cost. Program offers great variety of subjects: music, drama, sports, arts and crafts, home decorating, hobbies, travel, social events, games, etc. Basic appeal is entertainment; secondary result is to stimulate viewer to utilize these activities for his or her own pleasure.

Running Time: 15 & 30 minutes.
Number Available: Two ¼ hour and one ½ hour weekly.

Produced by: Oliver W. Nicoll Prods.

Submitted by: Television Features of America, New York City 36, N. Y.

It's a Bet

The story is about a young, sharp-shooting nephew who continually dupes his uncle into seemingly impossible bets. The uncle, Clarence Hartzell, who knowingly lets his young nephew, Don Alan, get away with this nonsense, does so mainly to learn how he can con some of his friends into the exact betting situations.

Running Time: 5 minutes.
Number Available: 5.

Produced by: Atlas Film Corp., 1111 South Blvd., Oak Park, Ill.

Cabin Kids Series

Song and comedy hits featuring the Cabin Kids. These are one-reelers.

Running Time: 7-11 minutes.

Number Available: 11.

Produced by: Educational Pictures Corp.

Distributed by: Skibo Prods., Inc., 165 W. 46th St., New York 36, N. Y.

Baby Time

Each program discusses and illustrates a particular phase of child care and training. Produced in cooperation with the American Medical Association. Stars Jane Warren, R.N.

Running Time: 15 minutes.

Cost: On request.

Number Available: 52.

Produced by: Laufman Film Prods., Inc.

Distributed by: Walter Schwimmer Co., 75 E. Wacker Dr., Chicago, Ill.

Frontier Doctor

Rex Allen portrays the part of Dr. Bill Baxter, the Frontier Doctor, a man whose deeds have largely gone unsung, though none-the-less heroic. Stories of a man who rode quietly in the vanguard of advancing civilization at the turn of the century.

Running Time: 26 ½ minutes.

Number Available: 39.

Produced by: Studio City TV Prods.
Distributed by: Hollywood TV Service, 4020 Carpenter St., North Hollywood, Calif.

SCIENCE FICTION

Commando Cody

Commando Cody, appointed Sky Marshal of the Universe, using all the modern scientific knowledge available thwarts the Ruler, a mad scientist who is trying to conquer the Universe by diabolical methods.

Running Time: 26 ½ minutes.

Cost: On request.

Number Available: 12.

Produced by: Republic Prods.

Distributed by: Hollywood TV Service, 4020 Carpenter St., North Hollywood, Calif.

Science Fiction Theatre

A new series based on scientific facts. Lavishly produced with a cast of Hollywood stars every week.

Truman Bradley acts as host. Five sponsor identifications. Truman Bradley available for commercials.

Running Time: 30 minutes.

Cost: On request.

Number Available: 78.

Produced by: Ziv TV Programs, 1529 Madison Rd., Cincinnati 6, O.

Rocky Jones, Space Ranger

The space-adventures of Rocky Jones and his crew as they maintain law and order in the vast reaches of outer space. Stars Richard Crane and Sally Mansfield.

Running Time: 26 ½ minutes.

Cost: On request.

Number Available: 39.

Produced by: Roland Reed Prods.

Distributed by: MCA-TV, Ltd. (Syndicated Film Sales Div.).

Submitted by: Roland Reed Prods., 650 N. Bronson Ave., Hollywood 4, Calif.

Rocky Jones, Space Ranger

Breathtaking thrills in an atomic propelled space ship. Star will make commercials. Complete merchandising campaign available for sponsor.

Running Time: 26 ½ minutes.

Cost: On request.

Number Available: 39.

Produced by: Roland Reed.

Distributed by: MCA-TV, Film Syndication Division.

Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

FILM VARIETY

TV-ettes

A library of musicals and comedy featuring biggest names in show business. Offered for exclusive use. Each subject on individual reels separately boxed, cross-filed and cross-indexed.

Running Time: 2 to 5 minutes.

Number Available: 100.

Distributed by: Atlas TV Corp., 15 W. 44th St., New York 36, N. Y.

The Rosemary Clooney Show

Variety program starring Rosemary Clooney, with the Nelson Riddle Orchestra, the Hi-Lo's singing group, and outstanding guest stars.

Running Time: 26 ½ minutes.

Cost: On request.

Number Available: 39.

Produced by: Maysville Corp.

Distributed by: MCA-TV, Film Syndication Division.

Submitted by: MCA-TV, Ltd., 598 Madison Ave., New York, N. Y.

Pantomime Quiz

Mike Stokey is the host on this series of charade quizzes in which top Hollywood personalities compete.

Running Time: 26 ½ minutes.

Number Available: 13.

Produced by: Wm. F. Broidy.

Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Change of Pace Variety Library

This library of films include such shows as Varieties and Novelties, Pacemakers, Bruce Outdoors, and Hedda Hopper.

Running Time: 8-22 minutes.

Number Available: 124.

Distributed by: NTA.

Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

FILM NEWS

Telenews Daily Newsfilm

A guaranteed minimum of 12 minutes per day of top-flight coverage of important news events throughout the world. Multiple shipments Sunday through Friday from processing laboratories in key cities. Available from one to five days per week, with shipping schedules timed to meet individual newscast deadlines.

Running Time: 12 minutes.

Cost: On request.

Number Available: 1 to 5 days per week.

Produced by: Hearst Metrotone News, Inc.

Distributed by: International News Service, 235 E. 45th St., New York 17, N. Y.

Telenews Weekly News Review

A comprehensive, fast-paced review of the important news highlights of the week narrated by leading newscasters. Open-end for commercials, top and bottom. Shipped Friday for release upon receipt. Each story has separate sound and music. Exclusive in each market.

Running Time: 12 ½ minutes.

Cost: On request.

Number Available: Cont'g weekly basis.

Produced by: Hearst Metrotone News, Inc.

Distributed by: International News Service, 235 E. 45th St., New York 17, N. Y.

CBS Newsfilm

Noted for reporting, not just repeating, CBS Newsfilm makes available the freshest coverage of the world's happenings in on-the-spot films which have been rushed to strategically located processing points and custom-shipped to subscribers as often as each day's news dictates.

Running Time: 12 minutes.

Cost: On request.

Number Available: 5 times per week.

Produced by: CBS News and Public Affairs.

Distributed by: CBS-TV Film Sales, Inc., 485 Madison Ave., New York, N. Y.

FILM TRAVEL

Holiday

Stars personally take the viewer on a romantic journey in far away places. We go along as they visit quaint and interesting places in all corners of the earth.

Running Time: 30 minutes.

Number Available: 13.

Produced by: Filmmakers.

Submitted by: National Telefilm Associates, 60 W. 55th St., New York 19, N. Y.

Polynesian Holiday

A series of beautiful fifteen minute musical travel films produced and narrated by Harry Owens, the leading promoter of Polynesia and its music. Actually filmed in brilliant color on location in Hawaii and other Islands of the Pacific.

Running Time: 12 ½ minutes.

Cost: On request.

Number Available: 26.

Produced by: Harry Owens Prods.
Distributed by: Cotton-Irwin TV.
Submitted by: Cotton-Irwin TV, 226 N. Canon Dr., Beverly Hills, Calif.

COLOR TV

SHOWS

COLOR Television has come a long way since the adoption of the compatible system. The strides made the past year indicate progress on the part of networks and TV film producers to advance color programming. More spectaculars, more documentaries, and more use of color by some of the important advertisers are in store for us during the Fall and Winter season of 1956-57.

COUPLED with the technical advances are such innovations as magnetic tape recorders which now record black-and-white and tomorrow may be producing a pictorial and sound tape in full color. Then too transmission and receivers have improved greatly in the past year.

COLOR programming is challenging. It brings new life and gaiety to the home set's screen and creates an illusion of third dimension. The fact that we are listing for the first time a section on color in the SHOWS issue is indicative of the progress made. Turn to the following pages for a progress report on this new entertainment service.

★ COLOR IS BRIGHTENING

Strides Made Toward More Programming, Receiver Prod.

Color television, make no mistake about it, has come a long way in the past year and is moving at an accelerated pace toward the manufacturing of sets and the programming for both network station and independent presentation. Noteworthy among the strides have been the increased schedule of programming and the announcement by leading manufacturers that receivers priced at \$500 or under will be coming off the production line in quantities this year.

The quality of the color picture and the calibre of programs have been important factors in making the nation color conscious. In less than a year's time compatible color has passed from the novelty stage to a nationally accepted program service attracting many of the leading advertisers.

Set circulation is steadily climbing. In Chicago alone where WNBQ has been telecasting about ten hours of color daily the receiver sales have pyramided to the point where the audience has tripled in about six months' time. Two reasons for this sharp upturn in color interest have been in the quality of programming and the promotion by dealers and distributors. This, the first all-color station, may be the turning point in extending color service to most of the key center cities of the country.

The recent RADIO-TELEVISION DAILY survey among 250 of the leading TV stations in important cities coast-to-coast brought an almost unanimous decision that *color has tremendous possibilities and terrific entertainment and sales impact*. This conclusion is documented in the answers to questions asked the broadcasters in the survey which is summarized in the box accompanying this story.

Two stumbling blocks to color promotion which have plagued dealers have been removed. One has been the increase in color programming based on the demand of both dealers and color set owners. The other in the production of color sets under \$500 which places a receiver in reach of the average American family.

While RCA-NBC has led the way in

Color TV Opinions

1—Are you equipped to:

Originate color programs?

No—80%
Yes—20%

Transmit network color?

No—28%
Yes—72%

Transmit color films?

No—72%
Yes—28%

2—If not equipped, do you plan to originate, transmit network or transmit color film before January 1, 1957?

No Comment—42%
Not Determined—13%
No—37%
Yes—8%

3—How many hours of color did you transmit per week in the 1955-56 season?

None—36%
Average of 16½ hours
64%

4—How many hours of color do you plan to transmit in the 1956-57 season?

None—28%
Average of 19 hours—
72%

5—What percentage of your color programming is of:

Network Origin—59%
Local Film—22%
Local Live—19%

6—What is the estimated number of color sets in your viewing area?

Under 100—20%
Between 100-600—65%
Between 1000-5000—15%

7—What is your opinion of the commercial value of color as compared to black and white?

95% believe it has tremendous possibilities and terrific impact.

color promotion CBS-TV has made substantial contributions in the way of programming and will broaden their participation in the months to come. ABC has been conducting exhaustive experimenting with color and is expected to come up with something in the way of color programming next year. Mutual, as a network, has had no concern about color but key TV stations allied with the web have been buying color equipment both for recording and transmission of color shows.

The acceptance of color by major advertisers has been gratifying to both networks and stations. Without question the brilliance of color gives added glamor to the display of products and even creates the illusion of third-dimension. This is especially true in the presentation of two-toned automobiles. For example the color telecasts of Dinah Shore and the Chevrolet displays have proven this point.

Package goods displays flash a new sales impact in color. Many nationally advertised brands which have looked rather drab in black and white take on identifying attractiveness when the true colors of the package are revealed. This impact, we are told, makes the product more impressionable and has already stepped up sales in some key-center markets.

The fact that about eighty per cent of the stations polled in the survey are not equipped to receive or telecast color indicates a wide open market for color equipment. This situation will change this year as many of these stations have color equipment on order and hope to be transmitting in full color before the year is out. The same may be said of the receiver sales situation in the cities without color equipped stations. Consumers have been reluctant to buy a receiver until one or more stations in their community are equipped to present color programming.

While the survey revealed that some 59% of the stations using color depended on the networks for color program service, it is predicted that more and more programming of local origin will come to the air this year. These will include syndicated color film shows and programs of local live origination. Many package producers, incidentally, have turned to producing films in color and are ready to serve stations with complete series of dramatic, variety and musical shows. These companies are now quietly canvassing the color station markets and are setting production schedules to include more color shows.

THE TELEVISION HORIZON ★

Color, we think, holds no threat to conventional black and white at this time, but we believe that long term planning must consider station expansion to include color. The program pattern on TV today is sprinkled with the gay bright hues of color and the consumer has an eye for it.

In the following paragraphs you will get a cross section of opinion on color culled from the answers to questions used in the questionnaire. These represent the frank statements of alert broadcasters and read as follows:

Jack Rye, KTSM-TV, El Paso, Texas: "Feel it only natural that color would increase the impact of commercial material, but have little actual experience by which to judge."

R. M. Reuschle, WLAC-TV, Nashville, Tenn.: "Great potential, esthetically and commercially."

Don Menke, WFBM-TV, Indianapolis, Indiana: "Currently secondary by reason of minor circulation. Rapidly increasing in importance and we feel its extra commercial value will be substantially important by end of 1957."

F. A. Wooding, WKNB-TV, New Britain, Conn.: "Has greater curiosity appeal, and greater impact for shows and for commercials when carefully done."

W. O. Edholm, KJEO-TV, Fresno, Calif.: "As more color sets are established, color should have a commercial value far in excess of black and white."

Ann E. Long, KVOO-TV, Tulsa, Okla.: "Has great selling potential as well as increase viewer appeal."

Howard S. Keefe, WWLP, Springfield, Mass.: "Presently and generally not as good commercially as black and white. There are exceptions, of course."

Leonard P. Goonan, WKRC-TV, Cincinnati, Ohio: "A tremendous advantage to all sponsors in color commercials."

R. D. Irving, KRON-TV, San Francisco, Calif.: "The experience of an advertiser using a color program was that color was tremendously effective in presenting his commercials."

Klaus Landsberg, KTLA, Los Angeles, Calif.: "Twice as valuable."

Red Quinlan, WBKB, Chicago, Ill.: "Good if presented properly."

W. G. Walker, KBTB, Denver, Colo.: "Far superior."

S. J. Schile, KLOR, Portland, Oregon: "Shows real promise."

Clair McCollough, WGAL-TV, Lancaster, Pa.: "Both are good. Color should be better when there is more of it."

C. Edward Little, WITV, Miami, Fla.: "Increased eye appeal in selling many types of products."

A. James Ebel, KOLN-TV, Lincoln, Nebr.: "Definitely superior."

John P. Dillon, WBTV, Charlotte, N. C.: "Unlimited possibilities . . . not only far more effective, but will greatly affect packaging, merchandising, etc."

Harold E. Anderson, WDEF-TV, Chattanooga, Tenn.: "Much more dramatic for packaged products and fabrics, particularly."

Edwin L. Jay, WTVT, Tampa, Fla.: "Splendid for many products, but not necessary for certain goods and services."

Frank P. Cummins, WJAC-TV, Johnstown, Pa.: "Much better with color. Color will add great impetus to advertising when more sets get into area."

Deen H. Brooks, WSAZ-TV, Huntington, West Virginia: "Color has the greater commercial value—showing merchandise as it was designed with color package design providing a sensory sales appeal."

W. P. Williamson, III, WKBN-TV, Youngstown, Ohio: "Much greater impact."

Lewis Dickensheet, WIBW-TV, Topeka, Kansas: "At present practically none. When circulation is available it will be tremendous."

Robert W. Miller, KENS-TV, San Antonio, Texas: "When we get a volume of sets in the area, color will be as popular as black and white now. Meanwhile production costs do not warrant color commercially."

D. Dirks, KTIV, Sioux City, Iowa: "Much superior."

John A. Comas, WSJS-TV, Winston-Salem, N. C.: "Superior."

Dwight J. Bruce, WTOG-TV, Savannah, Ga.: "Poor."

Roger Garrett, WEHT, Henderson, Ky.: "Too small a set circulation to determine in this market. Would say that color commercial impact should be tremendous by comparison."

Jack Gilbert, KHOL-TV, Kearney, Neb.: "Greater, when circulation is up."

Bob Martin, KPHO-TV, Phoenix, Arizona: "About 50% of products probably will be of more impact in color, other 50% just as effective in black and white. Color won't necessarily make a commercial better."

Bob Lefko, WTAP, Parkersburg, West Va.: "Very favorable if costs can be kept commensurate."

O. W. Myers, WNEM-TV, Bay City, Michigan: "Much greater commercial value."

F. A. Keller, WBEN-TV, Buffalo, New York: "We believe color greatly enhances the commercial possibilities of television."

KCCC-TV, Sacramento, Calif.: "The commercial value of color as compared to black and white is much greater."

Howard Rowe, WLW-A, Atlanta, Ga.: "Color will provide greater eye appeal for many products that are not shown as graphically now in black and white as they should be."

John E. Hill, KTRK-TV, Houston, Texas: "Color is better."

Robert M. Olson, WKY-TV, Oklahoma City, Okla.: "Tremendously greater in most categories."

George Barenbregge, WIRI, Plattsburgh, N. Y.: "Excellent."

Norman W. Larson, KAKE-TV, Wichita, Kansas: "Greater sales-appeal to items where color is a large factor in selling the item. Will aid in better product identification at retail level."

F. W. Foerster, WBRE-TV, Wilkes-Barre, Pa.: "Tremendous."

Gene Lewis, KCEN-TV, Temple, Texas: "Incomparable! As soon as color sets become mass produced, and it looks like that will be in the next two years, color will make the difference."

Ralph C. Runyan, WBRC-TV, Birmingham, Alabama: "As color is improved it will become more and more valuable as a commercial medium. Under present conditions it has no great advantage over black and white."

Color Productions:— At left, below, the color cameras focus on a scene from the Max Liebman-NBC spectacular, Victor Herbert's "Naughty Marietta." Alfred Drake and Patrice Munsel starred in the musical production. At right, Lloyd Nalan, Barry Sullivan, and Frank Lovejoy are seen in the Ford Star Jubilee color production, "The Caine Mutiny Court Martial," over CBS-TV.

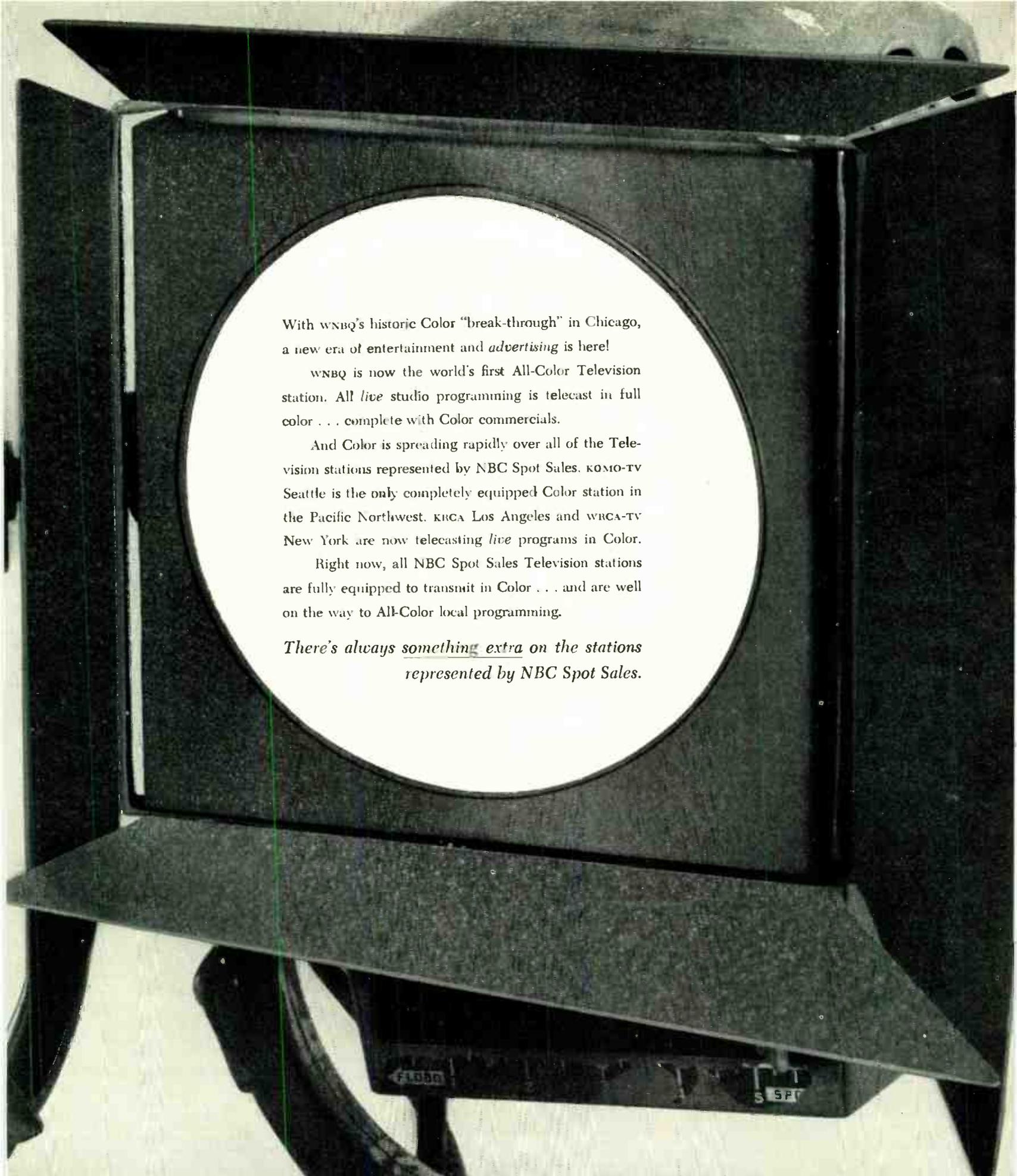


putting
the
spot
on
local color!



WNBQ AND WMAQ, CHICAGO, ARE SOLD BY





With WNBQ's historic Color "break-through" in Chicago, a new era of entertainment and *advertising* is here!

WNBQ is now the world's first All-Color Television station. All *live* studio programming is telecast in full color . . . complete with Color commercials.

And Color is spreading rapidly over all of the Television stations represented by NBC Spot Sales. KOMO-TV Seattle is the only completely equipped Color station in the Pacific Northwest. KRCA Los Angeles and WRCA-TV New York are now telecasting *live* programs in Color.

Right now, all NBC Spot Sales Television stations are fully equipped to transmit in Color . . . and are well on the way to All-Color local programming.

There's always something extra on the stations represented by NBC Spot Sales.

REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK WRCA, WRCA-TV
SCHENECTADY-ALBANY-TROY WRGB
PHILADELPHIA WRCV, WRCV-TV
WASHINGTON WRC, WRC-TV
MIAMI WCKT

BUFFALO WBUF-TV
LOUISVILLE WAVE, WAVE-TV
CHICAGO WMAQ, WNBQ
ST. LOUIS KSD, KSD-TV
DENVER KOA, KOA-TV

SEATTLE KOMO, KOMO-TV
LOS ANGELES KRCA
PORTLAND, ORE. KPTV
SAN FRANCISCO KNBC
HONOLULU KGU, KONA-TV

AND THE NBC WESTERN RADIO NETWORK

SPOT SALES



SINN

Demand For Color Films Seen

Will Call for New Cost Yardstick

By John Sinn

President, Ziv Television Programs

IN A limited way, the breakthrough into color film programming for syndication is already beginning; we anticipate that the demand for color syndication prints will start developing before the year is over.

The effect of color on the telefilm industry is going to be profound. In many ways, it will have the same kind of impact that the advent of sound had on Hollywood back in the late 20's.

One of the principal effects already becoming evident — apart from a basic re-evaluation of film price structures — is that spot-booked television programming will call for a new "cost-per-1,000" yardstick concept for judging telefilm advertising efficiency.

The old yardsticks just don't apply. For one thing, all our tests show that color films, both programs and commercials contained within them, have as much as three times the impact and remembrance value. For another, color film's costs — and certainly this will be true in the initial stages of transition — are considerably different from black-and-white film's. In short, color television film programs will be expensive, both to the producer and to the advertiser.

We've discussed the problem of color film costs with many leading agency and client executives in major advertising centers. Not surprisingly, we find that many buyers are willing to pay the extra costs that come about in color syndication, due principally to the extra video impact it offers.

We at Ziv TV therefore feel that crossing the bridge from black-and-white to full-color syndication may not be as difficult or as lengthy as some have predicted.

Our interest in color goes back nearly ten years in thinking and more than five in actual practice. We have literally shot, and have in our vaults, several million feet of color film negatives of programs we have successfully syndicated.

Not long ago, we set a policy of providing advertisers with a limited number of color syndication prints on various Ziv series that have been shot on color stocks. These include such popular and high-budget shows as "I Led Three Lives," "Mr. District Attorney," "Cisco Kid," "Highway Patrol," "Favorite Story" and others.

The "conversion," however, of color negatives into color prints does not come inexpensively from our own standpoint. These "pilot model" color prints have cost us as much as \$4,000 apiece, since many long and complicated laboratory processes are involved, as compared with around \$35 for the usual black-and-white print running a half-hour in length.

* * *

This high initial expense does drop on a per-unit basis when you step up the laboratory volume of color film printing. But there is quite a lot of amortizing involved — as much as \$1.5 million for a 39-episode series — to be ready to supply all the stations, now currently equipped with color film projection equipment, with a full set of color syndication prints.

There is no overnight expectancy for recovery of such a sum; it will have to be carried by the producer and/or distributor until revenues catch up with the investment.

How fast the syndication industry changes to color therefore depends on how much money syndicators can find to meet their conversion costs, once the number of color-equipped stations and color-equipped homes makes the move a practicable one.

We, and our advertisers, have learned a lot as we have proceeded with color films. During the past year or so, we estimate that as many as 100,000 viewers in over two dozen major U. S. television markets have watched the experimental colorcasts of Ziv TV shows.

Stations airing these trial color programs have included some of the best-known outlets in the country, such as: WRCA-TV, New York City; KING-TV, Seattle; WOAI-TV, San Antonio; WSM-TV, Nashville; KPRC-TV, Houston; WFAA-TV, Dallas; KSD-TV, St. Louis; WSAZ-TV, Huntington, W. Va.; WBAP-TV, Fort Worth; WCHS-TV, Charleston; WBAL-TV, Baltimore; WBTB, Charlotte; WTMJ-TV, Milwaukee and KING-TV, Seattle, among others.

* * *

This "testing" ground is really only the beginning. By the mid-summer of 1956, estimates are that more than 70 stations will have local-level color film projection equipment. Manufacturers, meanwhile, have managed through the miracles of mass production to push the price of color TV

receivers downward to less than half of what they used to be. Laboratories are constantly improving their color film processes, and we will soon have faster color emulsions and possibly even lower costs for color prints.

We have also learned a good deal about handling color films, and the special problems of lighting, set construction, costuming, location shooting and so on.

Ziv, for instance, was the first firm to use the "A and B" printing method for color telefilms that gives fades and dissolves without the necessity of going to a duplicate negative. This has resulted in color film opticals which fade smoothly in and out, and do not have the jumpy effects sometimes seen in regular color opticals.

We have also learned that color must be used with care. Tests we've made have shown that a too-heavy, or too-gaudy use of color in either the program or film commercials will create what amounts to a sort of "color blindness" on the part of viewers. In short, they are "saturated" with sheer color and much of its impact is thus reduced.

* * *

In the last analysis, however, color must be viewed in the light of what it really is — a new dimension and a new challenge for those of us who produce and market film programs for TV.

Color is not a substitute for basic production values. In order to keep the audience coming back week after week, you need much more than a rainbow-tinted scale of color values.

That's why we spend a great deal of time and effort on developmental work. Often at great expense to ourselves, we develop properties carefully, develop stories through many editorial meetings, and develop talent through special auditions and careful directorial handling.

That's why, too, we have gone to great expense in launching programs like our syndicated "Dr. Christian" series. There was the search for a fine, sensitive actor that culminated in our choosing Macdonald Carey to portray the young Dr. Mark Christian. There was the endless research for authentic locations and backgrounds, for stories of merit and appeal to family audiences. There was, at all times, the mark of "quality" to shoot for.



McCLEERY

Color Is New TV Milestone

New Sales Medium For Advertisers

By Albert McCleery

Producer, NBC Matinee Theatre

THE revolution is over! Color is another television milestone. The facts are impressive. The accomplishments are great. Yet there is some erroneous thinking holding us back. What are the reasons? Why the problem?

The impressive list of accomplishments in programming by the networks and individual stations has been matched by color development. Almost all the major nighttime shows have shared the color spotlight with Pat Weaver's spectaculars and other major network concepts. These shows have done much to create a national demand and increase the local color story. At the moment over 130 stations are transmitting color. Of these, over 30 are originating their own live telecasts.

* * *

The broadcast that's doing more to break down color dogma than all the public relations machinery in the industry is Matinee Theater. In eight months this production has stacked up some color statistics that will stand for years to come: For example 7,450 color camera hours which represent five cameras working five days a week for a total of 38 weeks. Matinee Theater works on a seven day schedule that allows six and a half hours of camera rehearsal. Compare that with the rehearsal time of other major network television shows. Then compare the quality. This goes for color or black and white. A staff of 250 have devoted 355,000 man hours to this successful production which received an "Emmy" after four months on the air.

Why all the negativity you might ask. One of the emotional binds comes from the early days of color when someone used what has become, generically, a very dirty word. That word, now implying countless sins in time and money, is "color correction". To the advertiser and the unexposed broadcaster it means turning the production reins over to the mercy of an art director, who proceeds to carefully scrutinize each and every item of wardrobe, prop and general setting. This process to the uninitiated is endless and runs costs up and out of reasonable existence.

McCleery has been a director and producer with NBC-TV since 1949 and was named an executive producer for the network in 1953. He is noted for his technical innovations, especially in the use of cameras. McCleery brought the "arena" technique to TV with the dramatic series, "Cameo Theatre" in 1950. His TV productions include Ibsen's "Peer Gynt," presented as TV's first trilogy; the Maurice Evans' production of Shakespeare's "Hamlet," and the "Hallmark Hall of Fame" series. Born in Lawrence, Kans., he subsequently attended 36 different schools in nine states. He was graduated from high school in Fort Worth, Texas, then attended Texas Christian University, Northwestern and the Pasadena Playhouse. He holds an honorary M.A. from the College of Theatre Arts of the Pasadena Playhouse. While at Northwestern, in 1931, he organized a theatre-in-the-round, the first arena theatre in the Midwest. Two years later, he started another in Cedar Rapids, Iowa. McCleery later directed Summer stock in Columbus, Ohio, the College Players of the Polytechnic Institute in Brooklyn, N. Y., and at Fordham (N. Y.) University.

Such overwhelming effort could never have gone beyond the experimental stage if expenses were as reported. Namely, that costs are up 25-30% over the production of black and white. It is true that there is a slight extra expense with color. There are also excessive wastes which are economic sins existing throughout the television and motion picture industries. These do not have to be and should not be tolerated. Matinee Theatre has proved it with a highly

efficient system. With a back to back operation the Matinee Theater system makes possible the production of five top quality dramatic productions at an amazing budget figure. Five shows have been less expensive than one Spectacular or a little more than one nighttime dramatic offering.

It's still important for the advertiser to realize the new sales medium that's available to him. By Christmas the volume of color sets in the USA will more than double or number between 150,000 and 200,000. Within another year experts predict over a million sets in the country. This is the time to experiment. Get used to the idea of color. There has never been a medium which has more impact on the public than this weapon of color. Foods and retail items of all kinds — practically everything that keeps the American economic system alive can be exposed advantageously in color. Those who have witnessed the outstanding work of Ford, RCA, Sunbeam, Land M's, Chrysler and many other color pioneer firms are aware of this.

* * *

The problem is one of limitation. The assumption is that color requires too much time and money. We have proved this to be false. It takes no more time to produce color than black and white. Relative commercial values cancel any unjust added financial consideration. The artistic values inherent in quality color production and commercial presentation make the story a fabulous one. It's a story which shows major firms stepping with ever increasing faith and determination into the "hottest" advertising and programming medium ever available to American enterprise. It's a medium with complete impact.

Let's put aside the unfounded stereotypes that are slowing progress only because of ignorance and limited exposure. We've proved it can be done; done cheaply and done better than most expensive non-color shows. Take this knowledge. Take advantage of these truths and achieve greater program quality and commercial success. To those with energy, guts and determination, all aboard for your most colorful future.



LIEBMAN

Third Season Is Real Test

Viewers Hold Future Of Spectaculars

By Max Liebman

Executive Producer, NBC-TV

THE coming year, without a doubt, will determine whether or not the spectacular will be part of the television programming set-up of the future. It will also determine whether or not the spectacular per se will be expanded or curtailed.

The year before us will be the spectacular's third season. The first year of any project is, by necessity, experimental and organizational. During the second, experimentation for the most part ends, and certain concepts are crystallized. The acid test is the third year. It works this way — experiment, refocus, then final adjustment.

But one thing is certain. Public response will be the deciding factor. If the number of viewers is high, the programming of spectaculars will be increased. If the response is limited, the networks will be guided accordingly.

The spectacular originally came about as a combination of two notions that went hand in hand. Created to generate an excitement in TV, it was initially a product of programming regardless of tint. A ninety-minute program combined with the use of color achieved that excitement — an idea couched in terms of the spectacular.

Two years ago the spectaculars represented television's new direction. They were the only new form of TV that were tried and found wanting. Now, in this coming year, the spectaculars will find their proper niche in programming in terms of the viewing audience.

* * *

Color, too, is likely to find its spot during next season. It is moving forward insofar as production is concerned, and we have many more color shows than ever before. But color programming is being continually expanded. What color needs to take hold with the general public is something similar to what happened with air conditioning. Three scorching days last summer with the mercury at record heights and air conditioning suddenly became a necessity instead of a luxury. A swift, one-two-three series of events televised in color that would be particularly un-

usual and exciting because of the color, and color TV set sales would skyrocket.

I am taking into consideration the fact that the price of color sets has decreased, and the number of color TV's already in use has increased substantially. A few breathtaking events, like the Coronation televised in color, plus a show like "Marco Polo," a natural spectacle, would set the color audience talking and provide the kind of impetus to boom the sales of other color sets.

* * *

A couple of years ago, we were taken to task for presenting shows in color, on the theory that there weren't enough color TV's in operation to warrant such presentations. But despite this fact, color, from a production point of view, turned out to be a blessing in disguise. Although from my own particular production point of view, it meant moving into a huge and unfamiliar studio in Brooklyn which had just been converted into color use and, although we had to expend countless additional man-hours of effort to give the show proper color production despite a limited color-receiving audience, it was good for us.

Color needs space, and space there was a plenty at the Brooklyn studio. And with space came leeway. In black and white we frequently alternated between just two set areas, with sets being put together as needed. The demands of color, which made even the floor coverings a matter of consideration, necessitated the pre-setting of most of the scenes in every production. And so scene changes during air time became almost unnecessary.

* * *

Other techniques involved in weekly TV non-spectacular productions became outmoded too. The spectacular is produced very much like a movie, with all the energy available concentrated on a single production instead of having all hands splitting their attention between the current show, next week's, the subsequent weeks' — to say nothing of the last 26 weeks of the season.

Then there were drawbacks. The first drawback, that of producing color TV shows without much of a color TV audience, is rapidly being remedied. The second drawback is ever-present, and will be as long as the spectaculars are offered on an irregular basis with little opportunity for the audience to identify a given time on a given evening with a spectacular presentation.

But more telling than these is the fact that every time a spectacular goes on the air it's opening night. There is little continuity, not only in time of presentation but in personnel. The fact that casts are completely different from show to show doesn't help establish any audience patterns of viewing either. Each show is a new, fresh start and has to create its own audience. And, because each show is an entity, it is reviewed by the critics — something that just doesn't happen to a weekly show.

* * *

It is also in the very nature of a spectacular that there should be a stress on big names in the entertainment world. This is not really a danger, but at times I regret this. It's always a great pleasure to work with polished, established talent, but an even greater pleasure in show business is to give a boost to unknowns who give a promise of greatness. There hasn't been much chance on the spectaculars to show-case promising unknowns — although I was able to introduce to American TV the French comedian Jacques Tati, Britain's Jeannie Carson, and brought comedian Buddy Hackett, who's the star of next season's "Stanley," from the nightclubs and theatre to the TV camera.

There's one factor I want to mention. It is the resistance to the word "spectacular," which was bound to sound like a boast and not like a description. This has been eliminated. The word spectacular has gone into the lexicon of TV as a generic noun. It means, simply, an hour or longer show in color that is somewhat special. Just how long that word will remain in the TV lexicon this upcoming season will tell.



McAVITY

Make Color Viewing Nat'l. Habit

Predict More TV Color Receivers

By Thomas A. McAvity

Vice President in Charge of the NBC Television Network

THE NBC-RCA master blue-print for color television moves into a new phase this Fall with good news for the public, the advertiser and the set manufacturer.

Good news for the public is that there will be color on NBC every night of the week. Our Fall program planning calls for at least one major program in color every evening, in addition to the Spectaculars. This means that on a Spectacular night—Friday, for instance—there will be as much as 2½ hours, or even more, of top-flight color programming. NBC's expenditure of \$12,000,000 to expand the network's color production facilities in New York, Hollywood and Chicago will provide us with the means to undertake this schedule. And our policy will be to present entire series in color, rather than skip around the schedule on a rotating basis.

For West Coast viewers, the news is especially good. Beginning this Fall, NBC will be presenting its color programs on the West Coast with the time delay which is standard for black and white. This will be done through use of lenticular film, a new type of color recording that permits processing and playing back as rapidly as black-and-white film. This means that West Coast viewers will now see NBC's Spectaculars and other color programs, in color, at the most convenient hours.

* * *

Our aim, with this scheduling policy, is to establish color viewing as a national habit during the coming season. Public exposure to color has been wide — 19.2 per cent of all adults in our country have already seen color television, an increase of more than 50 per cent over last Fall. But exposure alone is not enough. We feel that it is the every-evening sort of viewing which will really boost the demand for color receivers and give the medium a big spurt ahead.

For the advertiser the good news is that now, more than ever, an association with color television will carry benefits far beyond the actual color circulation. The sense of excitement created by NBC's color programs will carry through to the many millions who will still be watching these shows in black and white. An advertiser using color will be hitching his sales effort to the rocket of the powerful

NBC campaign to advance the new medium.

Speaking of circulation, there's also good news ahead for advertisers. Our newest estimates, made available just a few weeks ago confirm earlier projections that the number of color receivers in the hands of the public will be 300,000 by January 1, 1957, and will hit 1,000,000 twelve months later. And this will be just the beginning of the snowball. By 1961, there will be 12,500,000 color receivers.

* * *

Advertisers who were pioneers in color television have proven to themselves — and to the trade in general — that color TV is a medium that can pep up the entire distribution chain right down to the point of sale. Reflecting this is the intense activity of NBC's Telesales Department, which has set up several dozen color closed circuits for advertisers using NBC color as well as other clients. There are many success stories to bear this out. Johnson Motors — bringing our new line in a new color, Holiday Bronze, to replace the long-time Seahorse Green — supplemented their TV schedule with a color closed circuit to distributors and dealers in 30 cities. Here was a story that only color TV could tell in its full value, and more orders came in from dealers in two weeks than might be expected in a whole season.

The Savings and Loan Foundation, an NBC color client, set up a closed circuit to savings and loan societies all over the country to tie in with the air schedule. This promotion brought in a ten per cent increase in membership and the resulting dues more than paid for the entire TV advertising schedule.

Other NBC clients who have used color closed circuits to tie in with their on-the-air campaigns, make up a list as varied as Starkist, Dormeyer, A. T. & T., General Cigar, Alcoa, Cluett-Peabody, Beechnut, American Standard, Armstrong Cork, Toastmaster and Mennen. These advertisers, and others, are alert to the special ability of color television to excite dealer organizations, establish

brand identification, promote leadership and gain prestige.

* * *

NBC, even before the start of commercial color TV, began a heavy program of research into the potential of color as an advertising tool. Our commercial clinics, and our demonstrations to various trade groups, were designed to be of service to advertisers coming into the new medium. And now NBC, in cooperation with Batten, Barton, Durstine and Osborn, has undertaken a long-range project entitled Color-Town USA, a continuing study of some 4,000 homes in a typical mid-western city. The main theme is this: what happens in a home when a color receiver is installed. Obviously the research at this point is still in a preliminary stage. But out of this project, as it develops, will come information of vital interest to advertisers and agencies.

* * *

And now comes the question of circulation. As I have noted above, it is estimated that some 300,000 receivers will be in use by January 1, 1957. RCA alone has scheduled a production of 200,000 color sets by the end of the year, and the company expects that the demand by Christmas may well exceed the supply. Meanwhile, interest in color receiver production is growing throughout the industry, and other companies are making plans to enter the field, or to expand existing production.

It is the programming, of course, which will sell the color receivers. And NBC's color-every-evening policy dovetails with the RCA sales policy of free trial in the home. With receivers in the homes of potential customers, and with high-appeal, all-family programs available in the best evening time, the desire to own a color receiver will well up within the family circle. And that's when the sale will be made.

To sum up, RCA and NBC are moving ahead in a planned, orderly way to bring color television to swift maturity as a mass medium with the most exciting future in the history of communications.



HARRIS

Filming Lone Ranger In Color

Production Problems Discussed

By Sherman Harris

Producer, Lone Ranger, Inc.

WHEN Jack Wrather took over ownership and control of the world renowned radio and television entertainment enterprise of The Lone Ranger some two and a half years ago, he had one dominant purpose in mind.

The program, then 22 years on the airways, had a distinguished heritage of both achievement and public popularity. It was and still remains, the oldest weekly half hour radio show continuously on the air, having been interrupted only twice in its near quarter of a century, once on VE day and once on the occasion of President Roosevelt's death.

It was the first outdoor western adventure program to be filmed specifically for television, not a cut-down movie adaptation to television's needs and demands, when it first appeared on the home screens in September, 1949.

With color TV in the offing, Wrather immediately recognized that the grandeur of the great outdoors, the flavor and spirit of the raw frontiers of the early days, the atmosphere of the Western range, would make color for The Lone Ranger an inevitable thing.

But first, he wanted to explore both its prospects and its limitations, and to this end he arranged with Warner Brothers to release a million dollar, all color wide screen entertainment production based on the famous legendary character, his rocketing stallion, Silver, his loyal Indian pal, Tonto, and Tonto's horse, Scout.

He was well aware as a business man that The Lone Ranger on three networks, with its international sale of Lone Ranger merchandising accessories, comic strips, comic books, novels and the like running into the millions, with a weekly viewing and listening audience of more than 65,000,000 adults and children, all he had to do was to carry on and make money.

But he was also aware and cognizant of his responsibility to this audience, and reassured by the tremendous reception to The Lone Ranger of color in the entertainment screen with the Warner Brothers feature film release, his decision, regardless of the financial risk involved, was automatic.

"We will make the next Lone Ranger programs in color," he instructed, referring to the series of 39 which we now have before the cameras.

This simple statement is about as expensive a one per word as any ever made in relation to a television program. It adds up to more than one thousand dollars per word per program, and there are, as stated above, 39 programs.

The statement added a budget cost of \$10,000 plus per program, as quickly and surely as Wrather could utter the sentence.

Over-all, it added a total of close to a half million dollars in actual production costs to the series which will first be seen on the airways over ABC-TV on Sept. 6, of this year.

On the credit side of the new Lone Ranger programs is a group of 12 noted writers of western adventure who were assigned to write the teleplays. All of these men have to their credit, many of the outstanding entertainment film productions to sweep across the nation's screens.

Color, of course, made it necessary to seek out natural settings, rather than to film cooped up within studio walls. Most western adventure programs are filmed conveniently nearby Hollywood, in settings which may be adequate, but might be improved upon.

The Lone Ranger began location filming in Kanab, Utah, and from there, launched a trek which will involve thou-

sands of miles of travel for the company of 70 film makers and actors, ranging from the Columbia River on the Oregon-California border to Lone Pine in northern California, Sonora, Kernville, and Dardanelles in Central California to Iverson's Ranch and Corriganville Ranch in Southern California. In all, ten location sites are used.

Two directors, one an Academy Award winning film maker, were selected to alternate, each shooting two weeks at a time on separate groups of productions. They are Earl Bellamy, who won his Oscar as assistant to Fred Zinnemann on "From Here to Eternity," and Oscar Rudolph, formerly of Paramount Pictures. Hugh McCollum, for 23 years a Columbia Pictures production executive, is production manager for this setup.

We learned from the film production of The Lone Ranger that color is most effective and dramatic when the fullest advantage of the scenic grandeur can be utilized. Otherwise, we might as well remain indoors in a studio and use process. But the clear fog and smog free air of the open ranges adds immeasurably to production quality and photographic effectiveness and we all agreed that the expenditure on the location safaris on top of the added color cost was well worthwhile in production quality and audience enjoyment.

We do not plan, at least at this early date, to take advantage of the color TV screens immediately in September with this new series. They will be telecast in black and white, with the color held in reserve until enough color sets are on the market and in use to warrant this introduction.

On the other hand, costume designer John Zacha, who converted the 24 year-old living legend of radio and TV to color costume, cannot wait until audiences see The Lone Ranger in the new medium.

"Dressed as a hero should be," Zacha explains, "with a light, blue-grey suit, the standard uniform of The Texas Ranger, and Silver in the most heroic of all colors, his natural coat of pure white."

Color today is the hallmark of big production, quality production. Black and white to big production crews today is just another program being made.

In color production, it begins with the writers themselves. They seem to get more into the story, for they seem aware that they cannot fail the color cameras when action, drama, and adventure unreel on the screen.

And from this point on, it goes down through the whole production unit until we see the rushes on the screen. Then, as we judge it, "it measures up."

One of the questions which often arises in filming an action story in color is whether or not color hampers or slows down the action. We can state with assurance, it does not, and in fact, the opposite result evidences itself on the screen in the finished product.

The action when filming is no faster or slower in color than in black and white, but the color tones and contrasts which color adds to the film on the screen give an effect of sharpness which makes the action scenes appear faster. Sometimes, in black and white, a superb action shot turns out to be a blur of black and gray. No such thing occurs in color, and The Lone Ranger, in his striking blue costume, stands out sharply and unmistakably, even in the longest shots, against the grays and greens and yellows of the plains and mountain landscapes.

The World Around Us

Exciting motion picture photography of wildlife is contained in this unusual nature series. The basic theme is the struggle for survival. Starring are bears, condors, rattlers, cyclones, storms, blizzards—everything in nature. World-famous naturalist historian John H. Storer took the pictures and wrote the scenario.

Running Time: 15 minutes.

Cost: On request.

Number Available: 26 in color.

Distributed by: RCA Recorded Program Services.

Submitted by: RCA Recorded Program Services, 155 E. 24th St., N. Y. C. 10, N. Y.

Modelette Television Dramatics

Contains in color, poses, gestures, pantomimes and charades enacted by children ages 4 to 18 with narrated title and instruction guidance in how to perform what is seen.

Running Time: 30 minutes.

Cost: On request.

Number Available: 39.

Produced by: Marion Riddick Prods., 1102 Eberhard, Houston 19, Tex.

Sew Easy

Program series of sewing lessons with Lucille Ray demonstrating to the viewers such problems as how to make button holes, making your own patterns, selecting fabrics, etc. Usually tied in with local department store where brochures regarding the following week's show are given to women requesting same. Available in color.

Running Time: 15 minutes.

Cost: On request.

Number Available: 26.

Produced by: Home Craft Films Inc.

Distributed by: Medallion Prods. & TV Sales Inc., 6000 Sunset Blvd., Hollywood, Calif.

Encyclopaedia Britannica Films Library

Approximately 700 Encyclopaedia Britannica films ranging from adventure to children's stories, to documentary, travel and sports. In addition, new films will be produced at a rate of once a week. Special emphasis will be placed on color. Running Time: From 5 minutes to 30 minutes.

Cost: On request.

Number Available: 700.

Produced by: Encyclopaedia Britannica Films, Inc.

Distributed by: Trans-Lux TV Corp., 625 Madison Ave., New York 22, N. Y.



JUNIOR SPORTS LEAGUE—Phil Rizzuto, who presides as national sportsmaster of "Junior Sports League," new color TV-film series for the nation's youth, quizzes a pair of Little Leaguers during the program's meeting. Boys and girls at home attend the meetings by television, participate in quiz games and learn how to improve their physical fitness. Also available in black and white, the show is being distributed by RCA Recorded Program Service.

Through the Kitchen Window

A true "kitchen" show in continuous production on WFBM-TV since 1950. Home economist and hostess for this series is Irene Lindgren, nationally known and recognized as one of the country's outstanding home economists. Full kitchen facilities available. Show produced daily in compatible color. Running Time: 30 minutes.

Cost: 1 minute participating insertions at \$100 with further discounts on frequency use.

Submitted by: WFBM-TV, 1330 N. Meridian St., Indianapolis 2, Ind.

The Romper Room

TV Kindergarten for pre-school youngsters 2-6 years. Teacher "Miss Sally" holds class for 5 youngsters who participate daily. "Miss Sally" available for "live" commercials. Telecast daily in "color".

Running Time: 30 minutes.

Cost: Minute participation \$60.00; strip-minute spot each day Mon. thru Fri. \$250.00; complete sponsorship \$750.00 per week.

Number Available: Daily—10:30-11:00 A.M. Monday thru Friday.

Submitted by: WJAC-TV, 329 Main St., Johnstown, Pa.

Town & Country Time

Country singer Jimmy Dean hosts a complete array of star country-style talent. Featured are The Texas Wildcats (a famous country band that also sings), Mary Klick, pretty bass playing singer, Buck Ryan, swinging country fiddles, Herbie Jones, famed guitarist, The Saints & Spinners (national square-dance champions), and others.

Running Time: 15 minutes.

Cost: On request.

Number Available: 52 ¼-hours in color; 26 ½-hours in black and white only.

Distributed by: RCA Recorded Program Services.

Submitted by: RCA Recorded Program Services, 155 E. 24th St., N. Y. C. 10, N. Y.

Foy Willing & The Riders of the Purple Sage

This troupe of famous Western and Country-style singers provide a special treat for all music lovers. Attired in cowboy suits the boys croon everybody's songs—recent hits and old-time favorites. A musical program that garners big audiences in all parts of the country. Running Time: 3 minutes.

Cost: On request.

Number Available: 100 in color.

Produced by: Foy Willing Prods. Distributed by: RCA Recorded Program Services.

Submitted by: RCA Recorded Program Services, 155 E. 24th St., N. Y. C. 10, N. Y.

Sam Snead Show

The famous golfer gives lessons on all phases of the game. These same lessons, if given personally by any professional instructor, would cost viewers a neat little bundle. A program that millions of golfers will enjoy seeing.

Running Time: 5 minutes.

Cost: On request.

Number Available: 39 in color.

Produced by: Scope Prods., Inc. Distributed by: RCA Recorded Program Services.

Submitted by: RCA Recorded Program Services, 155 E. 24th St., N. Y. C. 10, N. Y.

Wrestling from Chicago

The best wrestling shot in the "Grand Opera" of wrestling, International Amphitheatre in Chicago—Black & White & Color.

Running Time: 5, 15, 30, 60 minutes. Cost: On request.

Produced by: Imperial World Films, Inc.

Submitted by: Imperial World Films, Inc., 12 E. Delaware Place, Chicago, Ill.

Junior Sports League

Phil Rizzuto, Frankie Frisch, Bud Palmer, Vic Seixas and Eddie Erdelatz host this TV show for kids. A different youth club is featured every week, such as the Boy Scouts, CYO, PAL and Little League. Program format includes sports lessons by athletes, a contest quiz with big prizes, a sports newsreel, devoted to the activities of children throughout the world, and a film biography of the sports world all-time greats.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26 in color.

Distributed by: RCA Recorded Program Services, 155 E. 24th St., N. Y. C. 10, N. Y.

The Gillmen

Half hour dramatization of underwater adventure stories filmed in color. Underwater photography, and exciting stories of life under the sea.

Running Time: 30 minutes.

Cost: On request.

Number Available: Pilot.

Produced by: Barry & Enright Prods.

Submitted by: Barry & Enright Prods., 667 Madison Ave., N. Y.

Sgt. Preston of the Yukon

Northwest Mounted Police adventure series filmed in Yukon winter and seasonal scenery, featuring Richard Simmons, King, the wonder dog and Rex, the horse. In wide-screen Eastman color and black and white prints.

Running Time: 30 minutes.

Number Available: 52.

Produced by: Chas. E. Skinner Prods., 6226 Yucca, Hollywood, Calif. or 1600 Bway., New York.

Old Baylor

Shows in color the history of the college since 1845 starting with the ruins on the site at Independence, Tex. down to 1956 at Belton, Tex., where school is now located. Contains many rare old photographs, Sam Houston's log cabin, the rock pool where Sam Houston was baptized and the oldest Baptist Church in Texas.

Running Time: 55 minutes.

Cost: On request.

Number Available: 1.

Produced by: Marion Riddick Prods., Ltd.

Distributed by: Marion Riddick Enterprises, 1102 Eberhard, Houston 19, Tex.

LOST? TRAVEL PROBLEMS?

then use
WINS
first in Radio for
TRAVEL!

Here is a quote from a letter received by
WINS from SABENA'S Advertising Manager,
Mr. Paul Andrews:

"Our decision, in January, to try WINS on a saturation basis was admittedly an experiment.

"The results now speak for themselves. With saturation spots on WINS as our only appreciable addition to last year's Spring advertising program in New York, we recorded some startling results. For example, Washington's Birthday - five days after our spot program started with you-produced the largest telephone activity our Reservations Office had enjoyed on any holiday in 10 years.

"Add to this the number of direct bookings in which the passenger referred to WINS as his source of information, and you can appreciate our new enthusiasm for radio."

SABENA



WINS

1010

THE TRAVEL STATION

WINS, N. Y. 36, N. Y.

RADIO

SHOWS

THE imaginative and exciting changes in radio programming that have been dictated by competition from television continue to appear, and increasingly on the local level of radio stations. Here, concepts suggested by such programming innovations as NBC's "Monitor" and MBS' "Companion Radio," have been successfully adopted. This year's "Program Buyer's Guide Shows Issue" has been aware of all these re-alignments.

WITH Americans continuing to buy more than 10,000,000 radio sets each year, it seems pointless to look for anything in the radio medium but progress and growth. And programming is both meeting and furthering the public's demands.

THE following pages indicate the content of the new ideas.

HOW DEEP?



There are Los Angeles radio stations that program for lovers of Beethoven and Bach, stations that specialize in mambo and pops.

However, KNX Radio is the Los Angeles station that attracts practically everyone — *which is exactly why it reaches more homes in a single day than the top four independent stations put together.*

What's more, KNX is the only Los Angeles station that reaches as many as 43% of the metropolitan radio homes in a day, 83% in just one week.

If you have a product or service that everyone in Los Angeles can use, then talk to everyone with

KNX RADIO

50,000 watts. CBS Owned.

Represented by CBS Radio Spot Sales.

Source: Cumulative Pulse Audience,
November 1955



DIAZ

Future of Radio Programming

End Of Frenzied Experimental Era

By Ray Diaz

National Program Manager, ABC Radio Network

WE CAN at least say that all signs point to the end of an era of frenzied experimentation in program concepts based on "gimmicks". An experienced program man should be able to "take a cue" as well as throw one and the STOP signals are up all over judging from impressions gathered from NARTB conventions, imaginative radio columnists and old fashioned research sources tuned to John Public. ABC Radio recently copyrighted and published an attractive parchment defining the word "Imagination" as it applied to our system of radio communication. Coming as it does at a time for reflection, I would hate to think it might be lost amongst the great mass of printed promotion material mailed out to the trade. The past and the future of radio programming are bridged, in my own mind through the following lines:

"Imagination"

"Mere physical skill is helpless to match the works of the mind. No craftsman can fashion an object just as the mind's eye sees it. No actor, no matter how skillful, can look as the mind's eye sees him.

Man listens . . . and beholds an image, exclusively his own. Man listens . . . and sees new vistas, new adventures, new horizons, and a shaping of new ideas. Man listens . . . and what he hears takes him where only he can go . . . reveals to him what only he can see. Of all means of communication, none can satisfy the mind's eye of man like Radio. This is why nothing is more personal, more powerful, more *visual* than Radio."

The truth is that every Program Department must realistically face the tremendous upheaval and the truth is that many of us are still licking our wounds. So much the better for the ultimate interests of future radio programming. The narrowed list of producers, directors, writers, program managers, and talent representatives have now gained a real insight into the complex problems of local and network interests, the reasoning behind station clearance and the need for intelligence in program building within specific time blocks, and the economic factors that govern the creative use of pro-

duction facilities. This hard core of creative ability, whether inside the network or supplementing our efforts with independent efforts, can once again center attention on entertainment and once again music and news have returned to their strong but not saturated position in a well-balanced sixteen hour broadcast day.

Imagination and understanding have already produced success stories certain to live far into the future. Daytime drama in complete or condensed episodic story production — elaborate live musicals programmed in consecutive periods reminiscent of Music Hall days — mystery stories hosted in a central theme for across-the-board scheduling — dramatized featurettes produced for week-end listener appeal — intimate or solo performances by humorists in daytime hours — showmanship in our cooperative association with important groups like The American Society of Travel Agents, The National Juke Box Operators and The General Federated Women's Clubs.

* * *

The pace in development of new talent and program ideas has accelerated just as the list of casualties has also increased. Fortunately, a very logical transition has quietly been taking place in radio's demand of and on star talent. Adjustments in the relationship between networks and performers have reached a mutually satisfactory stage, bringing advantages to listeners and advertisers once again based on sound entertainment and financial foundations.

On one hand the advancement in production techniques has aroused the appreciation and warm support of top-flight entertainers. In return, the acceptance of roles as personal salesmen by the performers has produced new avenues of merchandising for advertisers.

The flow of box office names back into the radio programming field is not a phenomena but a hard earned victory in which imagination and background experience combined to overcome the stampede of the past few years. The craftsmen who have lived thru this recent era can honestly and enthusiastically point to the stimulating effects. Their associates in the related field of programming — news, public affairs and special events may not have been as hard

pressed. Hard news, addresses by prominent leaders and on the spot reporters have never been challenged, but, their great responsibility in maintaining radio's undisputed advantage — IMMEDIACY — has kept this area of programming progressive.

Undoubtedly the industry will be carefully watching radio's coverage of the 1956 political conventions and elections. Actually the greatest compliment that can be paid to the future of news broadcasting is the fact that every major network has been able to secure a sponsor just as keenly interested today in offering the public coverage of the conventions and elections thru radio. The new dimensions in engineering technical support has been one of the major factors in the aggressive advancement and it can be safely predicted that this year's coverage of the conventions will almost amount to a showcase of unbelievable electronic communication devices.

* * *

Radio program planning is always in motion — and today it must move at a far greater speed. The morning lineup and week-end projects automatically receive the greatest consideration because of their continued sales appeal. In these areas, Show Biz values remain the dominant factor—outstanding actors, actresses, personalities, producers and writers will continue to assure the bright future we confidently predict. Without question, the major concern facing us is the acceptance of programming in the highly competitive nighttime hours. A great deal of theory has seen exposure and, while only a small percentage of production will stand up to the test, we are convinced that ENTERTAINMENT has to be the basic attraction.

Research is beginning to play a major role and should be accepted as a stimulating member of the Plans Board in future nighttime guidance. More important, and let's face it, research has become the key to Madison Avenue inner sanctums. The future of radio programming is not tied to a Messiah. The impact of our creative product is now beginning to stand up against negative impressions only because Imagination and Experience, and not miracles, are encouraged in our House.

WORLD'S GOT IT!

**AND
IN**

"RADIOS"

**VOIC
FORTUN**

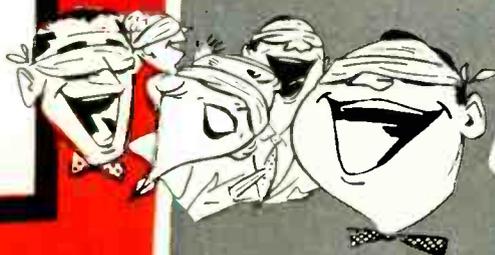


You'll hit
pay-dirt aplenty! It's
exciting and profitable for
stations and advertisers... a
splendid example of the new profit-
producing ideas offered **FREE** to
World Affiliates all year-round!

World's new and ef-
fective answer to the
question of **HOW TO
BUILD YOUR SALES
VOLUME and FOCUS
NEW ATTENTION
ON YOUR STATION!**

**YOU CAN HAVE IT
YOUR TOWN!**

VOF



**YOUR LOCAL
MERCHANTS WILL**
*BUY AND
BUY AND
BUY!*

**distinctively*
**YOUR STATION'S
VOICE OF FORTUNE**
when tied in
with your station
call letters!

You'll sell announcements and program time on your station morning, noon and night. This is the irresistible kind of radio advertising and merchandising idea that local, regional and national advertisers will want to get in on.

WORLD

**SALES AND
PROGRAM SERVICE**

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

CINCINNATI HOLLYWOOD

CANADIAN REPRESENTATIVES: ALL CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

Get the whole story now . . .
FILL IN, CLIP AND MAIL THIS COUPON TODAY!

WORLD BROADCASTING SYSTEM, INC.
488 MADISON AVENUE
NEW YORK 22, NEW YORK

RUSH . . . without obligation . . . all the money-making facts on **RADIO'S VOICE OF FORTUNE** and how this great new audience building game can work for us!

Individual _____
Title _____
Station _____
Address _____
City _____ Zone _____ State _____

DON LEE RADIO

COVERS THE ENTIRE PACIFIC COAST

The Don Lee coverage map is the map of the entire Pacific Coast...not just major markets with the countryside left blank.

If you want the big cities, the Don Lee map will pin-point them for you.

The smaller cities...? They're on the Don Lee map, too.

The towns and villages and countryside...? They're all on the Don Lee map because the 45-station Don Lee network gives local coverage to the entire Pacific Coast.

DON LEE

"full coverage" specials

Breakfast Gang

7:15-7:45 AM
MONDAY-SATURDAY

Cliff Engle

8:00-8:15 AM
MONDAY-FRIDAY

Queen for a Day

11:30-12 Noon
MONDAY-FRIDAY

5-minute segments on full network as low as \$225



For information on Don Lee's full coverage and for available programs, participations and spots, see your Don Lee salesman, 1313 N. Vine St., Hollywood 28, California, or H-R Representatives, Inc.



Represented nationally by
H-R REPRESENTATIVES, INC.

DON LEE IS PACIFIC COAST RADIO



CRANE

Radio Business Is Up In Calif.

Pre-Election Season Doesn't Affect Sales

By Frank Crane

President, Southern California Broadcasters Assn.

IN this fastest-growing major population area of the U. S. the trend of business is *up*. And programming of many network affiliates grows increasingly like that of the independents while more and more indies are adapting program patterns to suit local market conditions.

Two interesting points crop up in discussing local situations with various operators. This year, unlike the usual pre-election season of times past, no one has ever heard elections mentioned as a reason for a "wait 'til later" attitude by agencies and sponsors. They are buying *now*. And, in the smaller stations, who traditionally have had very little national business, Eastern orders are now up from 100% to 300% over last year's volume.

The feeling is pretty general that a good part of the added national spot volume is due to the presentation SCBA has made more than 90 times this year in L. A. and in markets across the country, to more than 10,000 advertisers.

In greater Los Angeles the more than 20 radio stations report that business for the first half of 1956 is up anywhere from 20% to 50% over the same 1955 period. With population in the city of Los Angeles alone more than 250,000 greater than a year ago, several stations have justifiably raised rates. However, since they will not take effect for several months, the increases are in terms of old rates.

* * *

Typical reports from station operators give clues as to how business is:

Bert West, General Manager, KNX & CPRN: "1956 demand for regional network time as well as locally in Los Angeles is the greatest in history. We're selling more 7½-minute participating sponsorships so sponsors can cover audiences horizontally by skipping around. We've sold more new advertisers this year than ever before and our network-KNX business volume is at the highest point in history. We think our own station promotion plus our broadcasters' promotion over the past several years is really paying off."

Frank Burke, Jr., KPOP: "Business up at least 25% over a year ago, and 1955 was very good." KPOP has used extensive promotion via bill-

boards, newspapers, TV, and trade-papers since adopting its new call letters a year ago; currently it has had an on-the-air contest going for motorists in cooperation with a chain of filling stations and on oil additive.

Loyal King, KXLA, Pasadena: "We never had it so good. We have always had good local acceptance for our all-Western programming; and now national business is up at least 300% over a year ago."

Robert J. McAndrews, KBIG: "May was our biggest in history. July 1 our rates went up for the third time in four years."

Hal Davis, KWIZ, Santa Ana: "We converted to independent in October, 1953. Since then we've built our listenership to the highest of any station in Orange County. We've increased rates three times and carry 7 times the volume of 3 years ago." KWIZ uses quizzes as audience builders and merchandising aids; last year gave away \$25,000 in prizes plus nearly \$10,000 more in cash.

* * *

William J. Beaton, KWKW, Pasadena: "Business is terrific. We program nothing but Spanish language, 22 hours a day. Local acceptance by blue-chip sponsors is outstanding and Eastern business for national advertisers is growing to major proportions."

Elsewhere in the state business is up in varying degrees. In the San Joachin Valley, general business level is higher, though stations do not report being so close to maximum volume as in Los Angeles.

Dave Sacks, Sales Manager, KGO: "The trend of business at KGO as well as the other stations in the San Francisco-Oakland area has been *up* for the past three years. This year is still better. High-volume operation looks firm for the future for everyone. While every station's programming policy differs, KGO is offering 'balanced' programs — the best of the network news, drama and commentators plus local news and music personalities to reach the widest possible audience for sponsors who are now more and more seeking broad coverage."

In Stockton, A. L. Torbet, general manager of KGDM says: "Business here and in San Francisco-Oakland is far better than last year. He

reports June '56 3½ times up over June '55 for his station.

Bakersfield, at the lower end of the San Joachin Valley, reports business is up from 20% to 40% over a year ago. Leo Schamblin, KPMC, says intensive national selling by independents has boosted their proportion of this business. "Even the nets are making extensive program changes—but more to the music-rews pattern than to DJ pattern."

* * *

San Diego, the fastest-growing major market in the country, finds the average station almost 30% ahead of last year's volume, with national business well ahead also, according to Marion Harris, KGB. He reports his station's national spot volume for 5 months of 1956 is 75% ahead of the same 1955 period.

Programming trends throughout California are marked by a tendency to go after local audiences, with emphasis on local news and events, or to go after important segments of the audience in a large market by off-beat programming.

Recent changes of format include KGB, San Diego, which uses almost nothing but news; and KCBQ in the same city which a few months ago went DJ. KDAY, Los Angeles, has gone to general-audience format to replace its previous race-language slant, while KWKW, Pasadena intensifies its Spanish broadcasting.

* * *

KBIG is going in for more remotes, using its mobile transmitter, as well as personal appearances and special promotions.

KFAC, Los Angeles "good music" outlet, programs special live stereophonic broadcasts twice a year at the opening of the Philharmonic and the Hollywood Bowl seasons as well as a weekly hour-long series. KWKW tapes and broadcasts an hourly stereophonic show each week.

In general, radio in this area today is in a state of program flux, with operators actively trying to better their formulas—despite the fact that on the basis of business results they are already mighty good!



FIRST IN SAN DIEGO

"LISTENERS WHO LISTEN . . ."

... ARE LISTENERS WHO BUY!

Your message is heard when it's carried on KGB, San Diego's talking station. A strong lineup of mystery, drama, and news assures you an alert audience . . . a listening audience . . . an audience that has increased by 33%* in the last six months.

So, sell San Diego through its first station . . . KGB! Sell the listeners who listen . . . they are the listeners who buy!

KGB

San Diego owned and operated.

*Based on Pulse and Neilson reports.

1360 Kilocycles
Mutual Don Lee Affiliates
H-R Representatives, Inc.

Spot Radio Up From 4% To 27% Per Month

By Adam Young

President, Station Representatives Ass'n., Inc.

FOR many years there has been a need for reliable figures to indicate the continued growth of spot radio as an advertising medium. Ever since spot radio came into being, estimates of billing have been made almost by every trade publication, by every industry association, by the networks and station representatives.



YOUNG

Advertising agencies in order to keep abreast of this medium attempted to analyze the expenditures being made in certain industries. All of these estimates have been found wanting. History has shown that most of the figures being used as guides have been so inaccurate as to be found not only useless but actually harmful.

The need for these figures is quite apparent. It is important for the stations themselves to keep abreast of what is happening on an industry-wide basis. In this way the station operator can project his own thinking and estimate how well he should do so far as national business is concerned. Advertisers are always interested in knowing whether he is using a growing medium or a shrinking one. So far as the industry organizations are concerned, they can determine whether the means being used to promote the medium are adequate and effective.

Until now various publications in an effort to be helpful would combine a group of educated guesses and from this project what was happening in the field of spot radio.

The Station Representatives Association some years ago tackled the problem. We have been working on these figures for several years, but until recently could not agree on how much information was needed to be useful. There was a difference of opinion which, of course, delayed the publishing of any data. After much deliberation during the past year it was decided that it was better to settle for just a total figure and get it published immediately rather than wait until the industry could agree on how much detail should be released and by what method.

This has resulted in making available for the first time monthly totals for national spot time sales. These figures do not include program costs.

Some interesting information developed. We found out that spot radio sales during the year of 1955 had decreased from the year 1954. Up until these figures were available, all published data had shown an increase in spot radio for 1955. These figures also reveal a very important trend. They show rather conclusively that spot hit a low point in 1955 from which it is recovering. The trend is now definitely upward.

Every month of 1956 is ahead of the same month of 1955. The increases range anywhere from 4% to 27%.

I do not believe the size of the figures is the most significant thing. It is much more important to appreciate the competitive situation that radio found itself in with the advent of TV. Spot radio suffered from this tough competitive situation. Its growth curve slowed while television grew and it eventually showed a downward trend. Spot radio has been through this trying period and has now recovered in spite of all of the competitive media.

Radio is changing its form, it is adapting itself to the new condition. Radio has proved itself capable of selling goods so effectively that once again the trend is toward greater use of spot radio as an advertising medium.

Program Service Radio's Basic Tool

By Pierre Weis

General Manager, World Broadcasting System

YEARS ago, most radio stations felt all they wanted in the way of outside program materials was the "musical library" of transcribed selections.

Today, in keeping with the sweeping changes in local-level radio programming, this concept has been broadened beyond all recognition. Today, stations demand a wide-ranging "program service," for they are seeking the most effective ways to establish an individual listening identity for themselves in their communities.

What, exactly, is the difference between the old concept of "musical library" and the new one of "program service"?

It's true that music is still largely the basis for the new-style tool that is offered to radio program planners. World Broadcasting System supplies top-notch musical recordings with many of the outstanding recording stars in America today. Our talent budgets this year are up nearly 25% to provide such star attractions as Doris Day, Bobbie Hackett, Victor Young and others, in addition to such "regular" World artists as David Rose, Helen O'Connell and the Sauter-Finnegan orchestra.



WEIS

But music, as such, is very often the point of departure into a much broader service.

A program service like World today supplies a wide variety of "service" features. These include specially recorded time signal jingles for use around the clock, weather jingles for every major type of condition, tune-in jingles to build radio station listening and many other related service attractions.

To "dress up" local program production, World also supplies specially created musical themes, formats, introductions and other devices for use in a variety of local programs — news, sportscasts, farm programs, women's shows and others — to give them the increased "production values" necessary for winning audiences.

Since "jingle" selling has become part of every major radio advertiser's spot radio campaigns, World has adapted the formula with top-flight air talent in creating special jingles into which local advertisers can integrate their sales messages. WBS, in fact has jingles for over 150 different categories of advertisers, from florists and druggists to laundries and bakeries. Special jingles are also available to act as an "omnibus" promotion for a variety of advertisers who want to tie into seasonal events, such as spring cleaning or back-to-school sales.

Since star names attract listeners, the World service provides specially recorded programs with such personalities as Raymond Massey ("Chapel By The Side of the Road"), Robert Montgomery (Freedom Is Our Business), Walter Huston, Judy Canova and others.

And, as one of our basic services, World provides many completely scripted musical shows designed around our recording stars and set up to operate as weekly or across-the-board schedulings.

No true "program service" today can stop there, either. We provide stations and sponsors with a wide range of special promotional material, ranging from national contests like our "Radio's Big Little Man," to display and publicity material used locally in conjunction with our programs.

Ziv proudly presents...TV's

Already bought by:

- COORS BEER . . . in Denver, Colorado Springs, Roswell, N. M., Amarillo, Midland, Texas
- HEKMAN BISCUIT . . . in Detroit, Cleveland, Toledo, Youngstown, Lansing, Traverse City, Bay City, Grand Rapids, Lima
- SEALY MATTRESS . . . in a list of Ohio Markets
- BLUE CROSS . . . in Buffalo
- NEHI BOTTLING . . . in Grand Rapids
- S & W FINE FOODS . . . in Seattle-Tacoma, San Francisco, Portland-Salem, Los Angeles and 6 other markets
- MAYFIELD CREAMERY . . . in Knoxville
- MUELLER MACARONI . . . in Philadelphia, Boston, New York
- LEE OPTICAL CO. . . . in Corpus Christi, Dallas-Ft. Worth, Lubbock, El Paso, San Antonio, Texarkana, Waco-Temple, Harlingen, Wichita Falls, Laredo, Austin, Mobile, Houston, San Angelo, Abilene
- STANDARD FOOD STORES (HUMPTY DUMPTY) . . . Oklahoma City
- SUPER VALUE STORES . . . Idaho Falls
- KSL-TV . . . Salt Lake City
- KBOI-TV . . . Boise
- KSYD-TV . . . Wichita Falls
- KOPO-TV . . . Albuquerque
- KTTV . . . Los Angeles
- WSM-TV . . . Nashville
- KLAS-TV . . . Las Vegas
- KID-TV . . . Idaho Falls
- WNAC-TV . . . Boston
- KPHO-TV . . . Phoenix
- KCMO-TV . . . Kansas City
- WKTC-TV . . . Miami
- AND OTHERS

America's

"DR. C.

MAC

in the excit

His office a
CROSSROAD OF
ADVENTURE!
People from
ALL WALKS OF LIFE
SEEK HIS HELP!

ALL HOLLYWOOD CAST!
SUPERIOR SHOWMANSHIP!
ELABORATE STAGING!

NEW YORK
CINCINNATI
HOLLYWOOD
CHICAGO

Warm! Friendly!

The kind of man you'd
want for your family
physician and friend!

NEWEST HERO!

Favorite Family Show!

CHRISTIAN

Starring

DONALD CAREY

ing role of Young "Dr. Mark Christian"

SO TRUE-TO-LIFE
YOUR VIEWERS
"LIVE" EVERY
MOMENT!

PULSATING
with new
EXCITEMENT

PACKED
with new
ADVENTURE

SPARKLING
with new
ENTERTAINMENT

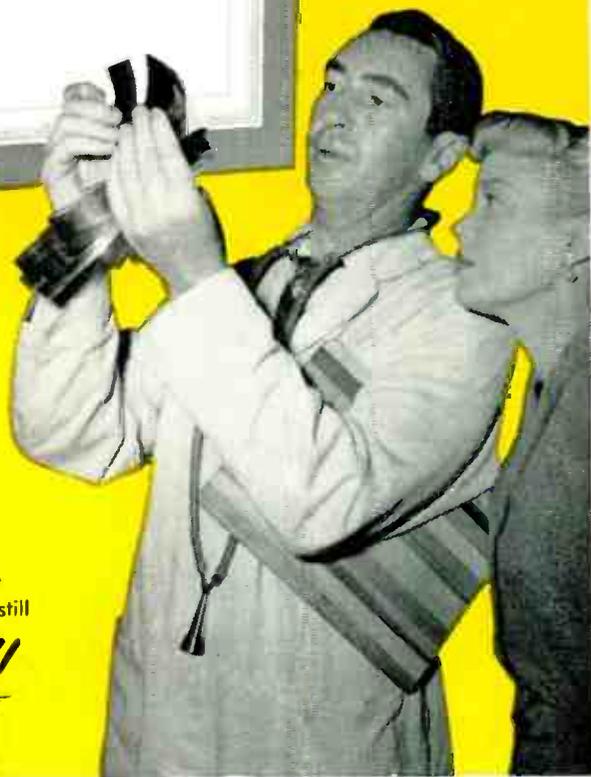
PRODUCED IN ZIV'S LAVISH BIG-TIME WAY!

Truly a series to quicken the heart-
beat of your community, increase
SALES of your product!



WRITE or PHONE for an
early audition. Markets are
closing fast . . . yours may still
be open!

HURRY!



For Disc Jockeys:

New Sounds, Music, Ideas

By A. B. Sambrook
Manager, RCA Recorded Program Services

FACED with a format that is familiar to all listeners, and with many hours of programming daily, the disc jockey has his work cut out for him when he attempts to add a touch to his show to make it different and better than other disc jockey programs. To this end, RCA Thesaurus is continually introducing new sounds, new music, new ideas — everything that DJ's need to keep their shows "up front" with listeners and sponsors alike.



SAMBROOK

Here are a few of the things that RCA Thesaurus has added to its transcription library catalog to help the disc jockey: **SPECIAL DJ OPEN AND CLOSING THEMES:** Bright "catchy" musical themes made specially for DJ personalities to open or close any program. They provide pleasant, easy-to-remember and much needed "signatures." Many stations have built, and more are building, new programs with this material. RCA Thesaurus also has themes to introduce special segments of DJ shows, such as the "Top Ten Tunes," sports news, and many other program categories.

* * *

SPECIAL DJ LIBRARY "SHOW STOPPERS": Show Stoppers has 60 different character-types speaking 17 different dialects. They produce hilarious moments for all radio listeners. Since their first introduction this past Spring, more than 400 subscribers have ordered them. Their freshness enlivens shows, pleases audiences and attracts sponsors. And "Show Stoppers" work the disc jockey right into the act, since the scripts that come with the 45 rpm records provide the "lines" that the disc jockey reads. The comic responses come off the discs.

MUSICAL JINGLES: These bright musical introductions sharpen DJ's commercial delivery. We have jingles that sell women's fashion, automobiles, banks, furniture, supermarkets, furs — every conceivable category. No possible advertiser is overlooked. Many sponsors consider musical jingles as important as their commercials.

"MUSICAL QUICKIES": DJ's are always trying to solve the problem of how to program their shows to close on time. More often than not, they'll choose a recording which has to be cut. Our "quickies" range from 45 seconds to a minute and 45 seconds in length. Audiences not only enjoy them but programs are easily timed. Besides, RCA Thesaurus "Quickies" make solid standard programming material during any portion of a show and permits more commercials per segment. The original arrangements are fully scored and played by Ralph Flanagan and other big name groups.

JAZZ AT THE PHILHARMONIC: These are literally hundreds of specially recorded interviews where local disc jockeys exchange questions and answers with Norman Granz. Here's one DJ feature where only the greatest American Jazz musicians are highlighted: Count Basie, Gene Krupa, Teddy Wilson, Oscar Peterson and countless others. Also, RCA Thesaurus provides a catalog of program, biographical and historical notes to aid DJ's in making this the most interestingly prepared Jazz programming on the air. Then, of course, there is the RCA Thesaurus music itself. More and more disc jockeys are finding that RCA Thesaurus music offers more to listeners. Big name stars are presented in RCA Thesaurus in far more and varied kinds of music than on phonograph records.

Regional Radio

Net Programming On Coast

By Norman Boggs
Vice President In Charge of Sales, Don Lee Broadcasting

HORACE GREELEY'S flair for prophesy is being corroborated today in a manner which would doubtless astonish the old gentleman, were he able to visualize it. As a matter of fact, it might even raise a few latter day Madison Avenue eyebrows unless their wearers are exceptionally hep on recent developments in the West, which old Horace recommended so pointedly to young men. In his ringing attempt to de-populate the eastern seaboard, it's reasonably certain Mr. G. didn't foresee the results his clarion cry would bring about within the next century and even less likely the effect it would have on network radio. Of course, unless he could have foretold Nielsen he was doing it the hard way.



BOGGS

The fact is, nonetheless, that the well-publicized influx of citizens to the Pacific Coast continues at a seemingly endless pace and creates two elements which have brought about a revolution in the classical aspects of marketing through radio networks. The first of these factors is that not only does the West Coast represent an increasingly important numerical percentage of the nation's population on any given date, but its accelerating trend of growth demands special attention of alert advertisers if they hope to increase or even maintain their present competitive position during the next decade.

* * *

The second, and more important (though too frequently unrealized) facet of the revolution is regional, repeat regional network programming. Sure, it exists in New England, or the South, or in other sections, but nowhere has it even approached the stature it has in the Pacific Coast states. Not in longevity, in quantity or in quality.

The Don Lee Network, for example, has been originating regional programs since 1928 and is certainly, in that span of time, qualified to assay the special tastes, interests and prejudices of the Western audience. Three other regional nets program to varying degrees especially for coast listeners, but the name of Don Lee could no more be omitted from a discussion of regional chains than could Woolworth from a dissertation on dime stores. The effect of this long-time catering to regional preferences on such a large scale is clearly evidenced at the check-out counters of thousands of supermarkets where regional brands are giving migraines to those national products which depend on national promotion on the misguided principle that the coast is just another market like the rest.

* * *

Documentation of Westerners' predilection for their own brand of programming is easy to come by. It has always been important but in pre-survey days was in many instances discounted by the unbelievers as being an outpouring of the typical coastal braggart's sectional insularity. But, with the advent of Brother Nielsen has come a growing realization that maybe there was something to it after all. Weekday national network programs might well be expected to dominate the Pacific Radio Nielsen ratings on the theory that a soap opera or a big name national newscaster will be equally important throughout the nation.

Such, however, is not the case in 1956. Within the past year the steadily rising loyalty to regional fare has left no doubt as to its hold on coast listeners, to the detriment of transcontinental shows.

THE NEWS IS GOOD AT KABC-RADIO

This is news – important commodity at KABC-Radio. Our prize-winning staff of editors, writers, newscasters is one of the largest and finest in the nation. At our disposal are the AP, INS, L. A. City News Service, Sig-Alert System, and the work of our own legmen like Bob Ferris and Sid Wallach who scour the Southland for news of high moment to the area's residents.

How many radio stations can offer, as KABC does, the services of 8 able newswriters and 9 noted newscasters?

Moreover, KABC has a listener loyalty which goes beyond standard yardsticks. For these listeners deliver a wallop impact that's noticeable at the retail level.

KABC RADIO GETS RESULTS!

If you'd like to get them, call or write us, or any Katz Agency office.

Bob Ferris News Beat... 6:15 P.M. Monday thru Friday

KABC 790 RADIO

ABC RADIO FOR LOS ANGELES



IN PENNSYLVANIA *Vic RADIO PROFIT Diehm Says:*

WAZL

To get 70% of the audience in lower Luzerne and adjacent counties of Carbon, Schuylkill and Columbia you need . . .

HAZLETON, PA. NBC-MBS

WHLM

With full time power, covering a retail buying area better than \$175,000,000 and farm dollars that exceed . . . \$25,000,000 you can't afford to pass up . . .

BLOOMSBURG, PA.

WHOL

For radio coverage in the prosperous industrial market of Allentown-Bethlehem you need . . .

ALLENTOWN, PA. CBS



WAZL Hazleton, Pa. NBC-MBS	WHOL Allentown, Pa. CBS	WHLM Bloomsburg, Pa.	WIDE Biddeford-Saco, Me. MBS-Yankee	WVDA Boston, Mass. ABC
--------------------------------------	-----------------------------------	--------------------------------	---	----------------------------------

(All Stations Represented by Paul H. Raymer Company)

Revise Programming

Switches To D.J. Format

By George Baron

Vice President, General Manager, KDAY, Los Angeles

WE are well aware of the speculation and discussion in the industry regarding our revision in the programming policy of KDAY, that of switching from foreign language and Negro to a straight disc jockey format.



BARON

The premise at the time of KDAY's inception — the station formerly known as KOWL, was started by the KOWL Broadcasting Co. nine years ago — was that the population of Los Angeles was a melting pot of people from various nations, each with a group large enough to support a language program of its own.

However, nothing remains static. As the years went by, this isolated, segregated audience, upon which foreign language radio stations depended, became more and more integrated into the American way. Through surveys, the use of ratings and exhaustive evaluation of the population of this area, we have come to the conclusion that the age of programming shows for segregated audiences is over. We have found that the style of a disc jockey and the music that he plays — not his race, nationality or creed — determines his following. We are in vigorous disagreement with those who contend that to reach the Latin market a radio station must program a Spanish language show and that to reach the Negro market it must feature so-called "race" music.

* * *

First, the Latin market. Surveys reveal that only a small percentage of the Spanish sur-named population understands and speaks only Spanish. More and more the American-Latin is becoming an integrated American. "Chico" Sesma, KDAY disc jockey, is of Latin extraction. "Chico" boasts the highest rating of any disc jockey in Los Angeles in the homes of people with Latin surnames. Yet, he does not have a Spanish language program.

Now, let's take a look at the Negro market. It has been the feeling of some people in radio — and particularly those who beam shows at the large Negro market — that, in order to gain the following of this market, it is necessary to play "race" music. We contend this is not true.

Joe Adams, KDAY's Negro disc jockey who is also the only Negro producer of a network radio program (NBC "Monitor") proves two very interesting and little recognized aspects. First, although Joe's program features recordings of both Negro and non-Negro performers, he has no peer when it comes to reaching and selling the large Negro market in this area. In fact, the latest Pulse rating shows that Joe Adams is the most listened to disc jockey in the homes of the Negro people. Secondly, although he is a Negro, this by no means limits his talent or appeal. His audience is comprised of nearly twice as many non-Negro listeners as Negro listeners. The diversified popularity of Joe Adams destroys two myths as once — that you must play a segregated music to reach a Negro market and that a Negro disc jockey can only reach a Negro market.

* * *

The assimilation process that is going on throughout the country spells the end of segregated programming. And we at KDAY welcome this change. We feel that it is the American way. Proudly retaining the tradition, pride and understanding of their various heritages, the American people want to be primarily just that — American people. It is with this thought in mind that we at KDAY look ahead to a new concept in radio, a specialized programming designed to appeal to all.

Suburban Radio

The Problems Of Operation

By Paul Godofsky

Pres., Gen. Mgr., WHLI, Hempstead, L. I.

LIKE the Biblical David, suburban radio stations, such as WHLI, have had to fight for existence with the "Goliaths" of the Metropolitan radio and television centers. Not only have we survived the struggle; our station has literally thrived since its inception in 1947.

Located in Nassau County, Long Island, New York, we more than meet the competition of nearly 40 radio and television stations with a strong community service operation, and programming tailored to fit the community it serves.

A thorough analysis of the market area — its peculiar problems and needs — is a requisite for any station operator. But in a suburban area or in any local market the complete understanding of the community it serves is so essential that it usually means the difference between quick acceptance and success or years of trial and error and relegation to a secondary position.

Programming for a successful suburban operation has to be individual in order to distinguish it from most of the stations that can be heard in the area. In an area, for example, where top-name disc jockeys reign supreme, the choice of "Familiar Good Music" enables a station to carve a niche for itself with listeners whose musical taste indicates acceptance of concert-style music blended with semi-classical and current favorites. Suburban station operators would be wise to poll their potential audience to determine programming preference.

Not being able to be all things to all people, high-powered Metropolitan stations cannot concentrate their efforts on a single community. The community station thus has the advantage of being able to wage its battle on the "home-front." The keen interest in local happenings serves as a benefit to the local station. With the proper approach to "radio journalism," local stations can schedule newscasts heavy with local news coverage. Use special events, on-the-spot coverage, to build good will. Offer to announce club news for local groups; offer certain specialized information, such as local traffic reports, road conditions, bus and train schedule information, emergency announcements for schools or industrial plants that have to close because of inclement weather.

A local station can become part of the community if it attempts a policy of editorializing in proper fashion. Presenting editorials openly, identified as editorials, can win many friends for the local station, if for no other reason than the fact that the local station is fearless and fair with all groups.

Those of us who operate daytime radio stations are often plagued by the problem of having enough time available for sale, and still maintaining a schedule of public service time. But we have found that time stubbornly set aside for public service will bring results. Reports from government officials at various levels are well-received. Regular programs with local non-profit organizations bring recognition to the wise local station operator. These programs lend themselves to good public relations with the community.

Action is the key-word for the station in the local community. Continuous research into market statistics, regular audience surveys, never-ending sales and trade promotion, plus careful use of your own medium should be the work-pattern of the successful station management in any competitive area.



GODOFSKY

shows
that
sponsors
buy
are
only
a part of
america's
most
complete
program
service...

**THE
SESAC
TRANSCRIBED
LIBRARY**

The Coliseum Tower 10 Columbus Circle New York 19, N. Y.



THE
SYMBOL
OF...

SOUND SERVICE

Audio-Video offers the ultimate in facilities, equipment and personnel to meet all sound reproduction problems.

All studios are air conditioned and are specifically designed and equipped to meet every possible acoustic and sound engineering problem. These facilities are available at no additional charge.

Audio-Video's staff of highly skilled producer-engineers give expert attention to every detail of your recording problem.

The A-V symbol means, fast, dependable service.

- NATION-WIDE AUDIO AIR CHECKS
- INSTANTANEOUS & MASTER DISC RECORDING
- EDITING & RE-RECORDING
- MULTIPLE TAPE DUPLICATION
- DIRECT LINES TO MAJOR NETWORKS
- SPECIAL ARRANGEMENTS FOR REMOTE RECORDING
- FACILITIES FOR SLIDE FILM RECORDING

AUDIO-VIDEO

RECORDING
COMPANY, INC.



730 FIFTH AVENUE • NEW YORK 19, N. Y.

JUDSON 6-5095

your **ONE SOURCE** for a complete record service

Fast — Economical — Dependable record service is the reputation Allied Record Manufacturing Company of Hollywood has earned during more than 23 years of "sound service" to the trade. Now . . . a new ultra-modern plant in Belleville, New Jersey, provides this unmatched record service "know-how" for even better, faster service to our Eastern accounts.



PROCESSING — modern equipment, high-precision testing every step of the way.

PRESSING — specially designed machines and exclusive methods assure first quality.

TAPE DUPLICATION — Ultra-high fidelity — used by broadcasting studios the world over.

STORAGE — a new convenience for you — private, confidential, safe.

SHIPPING — fully staffed department charged with the responsibility for meeting your deadline.

ALLIED RECORD MANUFACTURING COMPANY

IN THE EAST AMERICAN SOUND CORPORATION
233 Main Street, Belleville 9, New Jersey PLymouth 9-0200

IN THE WEST ALLIED RECORD MANUFACTURING COMPANY
1041 NORTH LAS PALMAS, HOLLYWOOD, CALIFORNIA HOLlywood 9-5107

Torey Southwick Show

Success of this excellently-prepared recording session is due to Southwick's tailoring of his selections to suit a changing audience during the 2½-hour period — gradually upbeating his tunes. He spins one tune from "Album of the Day" in each half-hour segment. Times, temperatures, and items from the newsroom floor by "Ol' Gus", Torey's copyrighted puppet voice.

Availability: Live Talent.
Running Time: 2½ hours.
Cost: On request.

Number Available: Participations, quarter-hours, half-hours, 13, 26, 52 weeks.

Audition Facilities: Live Talent.
Submitted by: KMBC Radio, 11th and Central, Kansas City 5, Mo.

Show Time

This 30-minute "cocktail hour" feature highlights the hits of today and yesterday from the scores of Broadway and Hollywood musicals. Jim Burke, an actor in his own right, passes along bits of information from the show world in general as well as the productions from which he selects his records. Informal visits with musical and dramatic stars occur occasionally.

Availability: Live Talent.
Running Time: Half-hour.
Cost: On request.

Number Available: Participations, quarter-hours, half-hours, 13, 26, or 52 weeks.

Audition Facilities: Live Talent.
Submitted by: KMBC Radio, 11th and Central, Kansas City 5, Mo.

Coffee Time

Top pop tunes with news, time and temperature plus telephonics with names and places in the news.

Availability: E. T.
Running Time: 55 minutes.
Cost: On request.

Audition Facilities: Transcription
Submitted by: WIBW, Box 119, Topeka, Kansas.

The Nifty Fifty

Featuring record selections from the nation's top 50 tunes of the week as determined by national, regional and local surveys, scheduled Monday through Friday, 4:10 to 5:30 p.m. and 10:30 to 11:30 p.m., and on Saturday from 10:30 to 12 Midnight. 'Nifty 50' record lists are distributed to the leading record shops in the area each week.

Availability: E. T.
Running Time: Afternoon—1 hour 20 min. Night—1 hour.
Cost: On request.

Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WNOX, 4400 White Springs Rd., Knoxville, Tenn.

Music a la Carte

A program of music with a flexible format. It's presented as the "meat" between a local newscast at 10 p.m. and a network summary at 10:55.

Availability: Live Talent.
Running Time: 50 minutes.
Cost: Undecided.

Number Available: 6 per week.
Audition Facilities: Transcription
Produced by: KELD, North Washington, El Dorado, Ark.

Car Tunes

Popular music program designed for motorists, but also appealing and informative for other listeners. Contains up-to-the-minute reports on road and mountain pass conditions, weather reports and forecasts, and safe-driving tips.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Rate Card.

Audition Facilities: Live Talent.
Submitted by: KYAK, P.O. Box 172, Yakima, Wash.

Something for the Girls

Show is handled by gal deejay (12 years in radio . . . all phases). Betty Klein is her name. On KOGT 9:00-10:30 A.M. Monday thru Saturday. Four quarter hours sold in segments, rest participating spots. We think Betty is a better than good deejay. Works her own board and adlibs commercials.

Availability: Live Talent.
Running Time 1½ hours.
Cost: On 13 weeks . . . \$7.00 per quarter hour.

Submitted by: KOGT, Orange, Tex.

Jazz Nocturne

Jazz with its various ramifications — swing, dixieland, bop, rock-and-roll — is the basis for this popular hour-long DJ show. Jim Burke spins the record with appropriate comments, and from time to time entertains visiting celebrities. Unsolicited mail indicates show a listening must for jazz fans throughout area.

Availability: Live Talent.
Running Time One hour.

Number Available: Participations, quarter-hours, half-hours, 13, 26, 52 weeks.

Cost: On request.

Audition Facilities: Live Talent.
Submitted by: KMBC Radio, 11th and Central, Kansas City 5, Mo.

Buckey Walters' Tune-Time

A disk jockey show that is actually tuned to the time of day. Walters directs his appeal to housewives busy at their morning chores by selecting records on the nostalgic or sentimental side. He intersperses his platters with piano playing, songs, bits of poetry and philosophy to emphasize the mood of the hour.

Availability: Live Talent.
Running Time: One hour.
Cost: On request.

Number Available: Participations, quarter hours, half hours, 13, 26 or 52 weeks.

Audition Facilities: Live Talent.
Submitted by: KMBC Radio, 11th and Central, Kansas City 5, Mo.

1050 Club

KANV's frequency is 1050; therefore, the title of this show, which features popular music from mail response. Many 1050 Clubs have been organized throughout the city

— members receive identification cards, car stickers, etc. along with prizes from time to time. D/J makes personal appearances at meetings of various 1050 Clubs. Heavy mail response. Segment sponsorship invited. Heard at 1 p.m. - 3 p.m. six days a week Mondays - Sundays.

Availability: Live Talent.
Running Time: 2 hours.
Cost: Upon request.

Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: KANV, 2730 Talbot St., P.O. Box, 3611, Shreveport, La.

The Little Show

The "Little Show" is a 55 minute DJ program with popular music on the conservative side. No 'rock & roll' or R & B, emphasis on melody with most records picked from 'Great Bands Era' of late 1930's and early 1940's. Week-weather, time, temperature and program highlights urging listeners to make greater use of radio during week-end leisure periods.

Availability: Live Talent.
Running Time: 55 minutes.
Cost: On request.

Audition Facilities: Transcription
Submitted by: WKBN, 3930 Sunset Blvd., Youngstown, Ohio.

Alarm Clock Club

Morning show, humor, time, weather, news, popular music. Same MC for the past six years.

Availability: Live Talent.
Running Time: 45 minutes.
Cost: On request.

Audition Facilities: Transcription
Submitted by: WDSC, P.O. Box 231, Dillon, S. C.

Rendezvous with Rush

DJ show featuring popular music, both old and new. Smooth music, no rock and roll, afternoon show, primary audience, housewife. Humor, tips to homemaker, do-it-yourself fans, etc. Community service notices. General variety.

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

Audition Facilities: Transcription
Submitted by: WDSC, P.O. Box 231, Dillon, S. C.

Sounds (From Saturday Night)

The quiet, exciting voice of Lee Coffee, experienced KTTR disc jockey, makes common-place Saturday night sounds and occasions thrilling affairs with modern music and jazz. The haunting melodies and a few choice words from Mr. Coffee tell a Saturday night story that makes perfect leisure-time listening.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$25 per 15-minute segment. \$7 per 1-minute spot.

Number Available: Unlimited.
Audition Facilities: Tape-recording.
Submitted by: KTTR, Soest Road, Rolla, Mo.

On the Go

Early morning DJ Show featuring News Director Tom Gause and

DJ Bill Miller presenting on the spot news bulletins and telephone beep reports from the major news points in southern and central West Virginia. Capsule news and sports reports every half hour. Middle of the Road pop music interspersed with feature reports.

Availability: Live Talent.
Running Time: 180 minutes.
Cost: Participating Announcements Only. \$6.00 ea. (1 time)

Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WKNA, Box 3106, Charleston, W. Va.

Where There's Music

Immediately following the ten o'clock edition of local and world news, a full hour of popular music keyed to the mood of late evening. And as an additional listening incentive, a brief compact roundup of sports headlines opens the show. At 11 o'clock time out for five minutes of late news.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$27.00 per program, commissionable.

Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WSOY, Decatur, Ill.

Music with Mullarkey

Easy listening recorded music and Texas chatter by Tom Malarkey.

Availability: Live Talent.
Running Time: 45 minutes.
Cost: On request.

Number Available: Monday thru Friday.
Audition Facilities: Transcription and Live Talent.
Submitted by: WBAP, 3900 Barnett St., Fort Worth, Tex.

Mid-Day Matinee

Central New York's most popular disc jockey is now heard at mid-day, as well as mid-afternoon and late evening, with the very best in recorded music. Ed Murphy plays the music most people want.

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

Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WSYR Radio, 224 Harrison St., Syracuse, N. Y.

Spannland

This fantastic land of fun, music and imagination is on the air afternoons (Monday-Friday, 5 - 5:50) nights (Monday-Saturday 10:00 - 10:30) and Saturday mornings (9:30 - 10:30). Under the auspices of versatile Owen Spann, popular platters are played . . . and vocal-chord-creation John Q. Pixie livens up the between-record conversation.

Availability: Live Talent.
Cost: Available upon request.

Audition Facilities: Transcription
Submitted by: WBT Radio, #1 Jefferson Place, Charlotte 8, N.C.

Florida Afternoon

A disc show, more music than talk, done in an easy friendly manner. Wide range of music and after

These booming
BARTELL STATIONS
now **FIRST** in five markets

woky

MILWAUKEE, WIS.
First... day and night
March-April Pulse

wake

ATLANTA, GA.
No. 1 of all independents
Jan.-Feb. Hooper

Kcbq

SAN DIEGO, CALIF.
Leads all day
April-May Hooper

KRUX

PHOENIX, ARIZ.
First in the afternoon
Second in the morning
April-May Hooper

wapl

APPLETON, WIS.
Top apple,
round the clock

the big guns in the
BARTELL GROUP
are ready to fire for you...



at the lowest cost per thousand in the market.

TO INSURE SUCCESS...

USE A BARTELL STATION

3:15 3 to 4 records in an hour of rock and roll, top 30 only. One of the Suncoast's best afternoon disc shows.

Availability: Live Talent.
Running Time: 4 hours.
Audition Facilities: Transcription
Submitted by: WSUN, Municipal Pier, St. Petersburg, Fla.

A Journey into Jingleland

Only jingle commercials are used, national, regional and local accounts, with complimentary remarks about each one with a prize weekly for the "best" jingle in the opinion of the listeners. Gives extra commercial impact to jingle spots.

Availability: Live Talent and E. T.
Running Time: 30 minutes.
Cost: Participation only at regular rates plus 10%.
Number Available: Unlimited.
Submitted by: KISD, 3631 W. 12th St., Sioux Falls, S. Dak.

Windows of the World

Oddities in the news threaded in between music taken from A.P. Done in atmosphere of "We take a spyglass and look into the Windows of the World to find the unusual stories that affect the lives of people all over the globe".

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Sold participation only at regular rates.
Number Available: Unlimited.
Submitted by: KISD, 3631 W. 12th St., Sioux Falls, S. Dak.

Jivin with Jackson

Roanoke's leading rhythm and blues personality — keeps the cool cats content and the hot advertisers hep with his showmanship and salesmanship; the man who jammed almost 20,000 city telephones with a casual quiz. If your product needs hard sell, or quick acceptance this is the show!

Availability: Live Talent.
Running Time: 3 hours.
Cost: \$6.50 per participation; Discounts as earned.

Audition Facilities: Live Talent.
Submitted by: WROV, 15th St., at Cleveland Ave., Roanoke, Va.

Requestfully Yours

This program features records requested by the listeners. This once a week Saturday afternoon program consistently draws over 500 requests per week.

Availability: Live Talent.
Running Time: 3 hours 55 minutes.
Cost: \$24.45 per half hour.
Number Available: Three half hour shows per week.

Audition Facilities: Transcription
Submitted by: KDUZ, Hutchinson, Minn.

Rock 'n Roll Kingdom

Supreme ruler high potentate Hy Lit has become the leader of rock 'n roll in this city, and has rolled up the highest ratings to rock sales. Hy has set this city rockin' with his versatile presentation of the taps in rock 'n roll.

Availability: Live Talent.
Running Time: 4 hours.
Number Available: 4 hours per day Mon. thru Sat.

Audition Facilities: Transcription and Live Talent.
Submitted by: WHAT, Conshohocken Ave., Phila. 31, Pa.

The Johnny Merrell Show

A well-balanced morning music, news, weather and chatter program, six days weekly with an excellent record of successful selling for participating non-competitive sponsors during few months show has been emceed by Johnny Merrell. Presents a fine balance of recorded popular music with emphasis on tuneful melodies.

Availability: Live Talent.
Running Time: 1 hour 45 minutes.
Number Available: One to six a week.

Audition Facilities: Transcription
Submitted by: KFJH, KFJH Building, Wichita, Kan.

Don Anderson Show

Daily program of popular records with emphasis on top tunes of the week as voted by eight leading Wichita record shops. Aply emceed by Don Anderson, KFJH Radio personality for eight years, in addition to being program director; and a favorite stage emcee for civic and theatrical affairs.

Availability: Live Talent.
Running Time: 1 hour; 25 minutes.
Number Available: One to six per week.

Audition Facilities: Transcription
Submitted by: KFJH Radio, KFJH Building, Wichita, Kan.

The Jack Bruce Show

The "Jack Bruce Show" is rated the number one record show all over the WNAX area by the thousands of listeners that keep their dial set at the 570 spot — WNAX — for 3½ hours every Saturday afternoon from 1:30 to 5. Jack aims his music at everyone and his 1955 mail count (better than 6,000 pieces of mail) bears this out.

Availability: Live Talent.
Running Time: 3½ hours.
Cost: See rate card #24.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WNAX, 3rd & Mulberry Sts., Yankton, S. Dak.

The Bob Edwards Show

In WNAX-land (190 counties) folks like all kinds of music and the "Bob Edwards Show" serves it up to them the way they like it every Monday through Friday at 3:00 P.M. CST. The show is packed with travel tips and interesting sights along the highway — and music for every taste for both the traveler and resident.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: See rate card #24.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WNAX, 3rd & Mulberry Sts., Yankton, S. Dak.

The Fred Beck Show

Off-beat DJ Beck, nationally famed humorist, is loved by Southern Californians. His exuberant humor, carefully chosen music and hilarious promotion stunts add to the staples of news, weather, time. One stunt brought 1250 letters. His audience is extremely loyal. Time—6:15-8:30 a.m. Mon. thru Fri.

Availability: Live Talent.
Running Time: 2 hours.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: KABC-Radio, 1539 No. Vine St., Hollywood 28, Calif.

Hank Weaver Show

Master of informal banter that appeals to both men and women. Weaver brings latest news, sports and hit tunes to his lively show of great local appeal. Winner of many broadcast awards, with many news and sports beats to his credit, he's widely known and liked in Southern California. Time—3:00 - 4:10 p.m. Mon. thru Fri. Availability: Live Talent. Running Time: 1 hour 40 minutes. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription and Live Talent. Submitted by: KABC-Radio, 1539 N. Vine St., Hollywood, Calif.

The Marv Hunter Show

DJ that's different. Plays the hits — fine line of chatter — with long distance wires acknowledged. Direct WU set up, with ticker and tape right in dj studio. He takes off tape and reads on the air. A jet pilot, the theme of the program revolves around this idea. Aired nightly 10:15 to 1 a.m. on WOWO, Westinghouse station in Fort Wayne. Availability: Live Talent. Audition Facilities: Transcription Submitted by: WOWO, 124 W. Washington St., Fort Wayne, Ind.

Bob Chase Show

Well-balanced dj early evening show. Plays the hits, but also includes well known standards and occasionally a musical or semi-classical number. Use gimmicks

for quick give aways, mystery tune, dates of musical shows, etc. A "regular" on the listening of teenagers. Top records in sales in area covered in one portion of the show nightly. 4:45 to 7:30 p.m. Availability: Live Talent. Audition Facilities: Transcription Submitted by: WOWO, Fort Wayne Ind.

Cal Stewart Show

A dj show morning and afternoon with added feature of interviews along with "Main Streets" of the area. Bob Sievers Traveling Man records interviews with men and women in area cities. Each day of the week dedicated to a certain town and interviews from these towns played on the Cal Stewart show. Cal gives town background etc. Otherwise straight music, news, service type dj show with "personality projection." Availability: Live Talent. Audition Facilities: Transcription Submitted by: WOWO, 124 W. Washington St., Fort Wayne, Ind.

Road Show

Road Show is broadcast 5:15-6:00 P.M.—and specifically beamed to the cars in rush hour traffic. Music, weather reports, emergency road condition reports from police, news bulletins and sports scores. A fast moving, informative program to entertain the man "on the way home." Running Time: 45 minutes. Cost: Participations available at rate card.

Number Available: Four. Audition Facilities: Transcription Submitted by: WFBN, 1330 North Meridian St., Indianapolis, Ind.

The Favorite 40

The Favorite 40 presents each week the 40 top tunes of the nation as determined by "Cash Box." Ten tunes are each day with Friday devoted to a review of the top 10. Favorites of other seasons are inter-mixed with the favorite forty. Popular Bob Van Neste announces. Running Time: 60 minutes. Number Available: Participations. Audition Facilities: Transcription. Submitted by: KODY, North Platte, Nebr.

Reed's Record Room

This show is designed for the housewife. Features music slanted on the sweet side with news every thirty minutes . . . weather . . . and time. Availability: Live Talent. Running Time: 2½ hours. Submitted by: WJHP, 4038 Phillips Hwy., Jacksonville, Fla.

Ted Chapeau Show

For 16 years Ted Chapeau Show has been Jacksonville's consistently top rated morning show. Features news every thirty minutes, weather and time. Availability: Live Talent. Running Time: 3 hours. Submitted by: WJHP, 4038 Phillips Hwy., Jacksonville, Fla.

Lazybones

This is an afternoon show from

4 to 8 beamed at the driver on his way home from work, and to the tired housewife. Program features nothing but sweet music and has been on the air for 15 years. Running Time: 2 hours. Submitted by: WJHP, 4038 Phillips Hwy., Jacksonville, Fla.

Rise and Shine

A first-class "personality" show with the "Skinny Dutchman," Del Brandt. News, weather, markets, latest pop tunes. Time and Temperature. Running Time: 120 minutes. Audition Facilities: Transcription. Submitted by: KLMS, 130 North 16th St., Lincoln, Nebr.

Polka Party

A daily, 7 day a week, Polka Program, 11:30 a.m. to 1:00 p.m. Featuring the KLMS Polka Band. Top rural audience. Bohemian and Czech music. Running Time: 1½ hours. Audition Facilities: Transcription. Submitted by: KLMS, 130 North 16th St., Lincoln, Nebr.

Merry-Go-Rock

Rock & Roll show featuring the latest records and chatter by "Father" Gene Emerald, oldtimer in the DJ and show business. Availability: Live Talent. Running Time: 60 minutes. Cost: Rate card plus \$10 talent. Audition Facilities: Transcription. Submitted by: WMIL, 2625 W. Wisconsin Ave., Milwaukee, Wis.

WORKING PARTNERS

TELEVISION INC.

RADIO **H·R** TELEVISION REPRESENTATIVES, INC.

FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 PAUL WEEKS, Vice President

WE ALWAYS SEND A MAN TO DO A MAN'S JOB

380 Madison Ave. New York 17, N. Y. OXford 7-3120	155 Montgomery Street San Francisco, Calif. YUkon 2-5837
35 E. Wacker Drive Chicago 1, Illinois RAndolph 6-6431	415 Rio Grande Bldg. Dallas, Texas RAndolph 5149
6253 Hollywood Blvd. Hollywood 28, Calif. Hollywood 2-6453	101 Moriette St. Bldg. Atlanta, Georgia Cypruss 7797

520 Lovett Boulevard
 Room No. 1D
 Houston, Texas
 JACkson 8-1601

FORTV

FREMANTLE OVERSEAS RADIO & TELEVISION, INC.

366 MADISON AVENUE, NEW YORK 17, N. Y.
 MURRAY HILL 7-4344

Distributors of Radio and Television Programs
 in International Markets

MEXICO CITY — LONDON — ROME — TORONTO — SYDNEY
 JOHANNESBURG — TOKYO — SAO PAULO — CARACAS
 BOGOTA — BUENOS AIRES

IN
PHILADELPHIA
FOR THE
8TH
CONSECUTIVE
MONTH ON
WIBG
PULSE
RATES HIM



Doug Arthur's
DANCELAND
OVER 3½ HOURS
DAILY

pennsylvania's most
powerful independent
WIBG
990 | **10,000**
WATTS
Phila. 2, Pa. • RI 6-2300
National Representatives
Radio Representatives, Inc.

DISC JOCKEY

Spinsational

Program designed to appeal to teenagers. Currently popular music only used. Conducted by Joe Trivette, who is very popular and nightly studio visitors of teenagers participate in the show by interviews with Joe Trivette, announcing numbers, making dedications, etc. Available Monday through Thursday.

Availability: Live Talent and E. T. Running Time: 45 minutes. Cost: Published rates apply. Submitted by: WLAK, Lakeland, Fla.

Teens on Parade

Two half-hour portions, regular disc jockey. One-hour contest portion: "So You Want to Be a Disc Jockey" approximately eight teenagers, Monday-Friday, each present records in own style. Two weekly winners have 15 minute show each, on Saturday of week following first appearance, plus cash prize. Grand prize \$1,000.00 scholarship.

Running Time: 2 hours. Cost: \$115. Audition Facilities: Live Talent. Submitted by: WNRC, 200 North Ave., New Rochelle, N. Y.

Clockwatcher

Bright tunes, informal chatter "lots of TNT" (time, news, temp.) 6:00 a.m.-9:00 a.m. Monday through Saturday. Nick Andrews, MC.

Availability: Live Talent. Running Time: 3 hours. Cost: \$150. Audition Facilities: Live Talent. Submitted by: Radio New Rochelle, Inc., WNRC, 200 North Ave., New Rochelle, N. Y.

Rhythm King

Rhythm and blues, requests, rock 'n roll tunes, Monday thru Saturday. Paul Scott is MC.

Availability: Live Talent. Running Time: 60 minutes. Cost: \$200.00—6-15 minutes. Audition Facilities: Live Talent. Submitted by: Radio New Rochelle, Inc., 411 Fifth Ave., New Rochelle, N. Y.

Spins and Needles

Variety of pop music conducted by disc-jockey Gene Thompson. Appeals to every type of audience. Minimum of talk with emphasis on music. 4:30 to 6 p.m. CST daily.

Availability: Live Talent. Running Time: 90 minutes. Cost: On request. Audition Facilities: Transcription. Submitted by: KROC, 204 One Hundred First Ave. Bldg., Rochester, Minn.

Music 'Til Midnight

Program of late evening music from pop to semi-classics. Requests accepted by mail with listeners selecting type of music each time program is broadcast.

Availability: Live Talent. Running Time: 105 minutes. Cost: On request. Audition Facilities: Transcription. Submitted by: KROC, 204 One Hundred First Ave. Bldg., Rochester, Minn.

High School Hit Parade

How did WLAC establish and maintain a teen-age audience? By having every high school student in the city of Nashville compete for the title of, "Mr. & Miss High School Disc-Jockey". The winners, Helen Hunley & Clive Anderson were given their own show, "HIT PARADE". Daily guests and news items from each of Nashville's 26 High Schools, along with the best in pop music, sprinkled in with live talent discoveries make "HIT PARADE" the teen-age Encyclopedia.

Availability: Live Talent. Running Time: 60 minutes. Cost: Card Rate. Audition Facilities: Transcription. Submitted by: WLAC, Third Natl. Bank Bldg., Nashville, Tenn.

Weaver with Music

Bob Weaver, member of KXO staff since 1948, has created strong local loyal following. Active in civic affairs, making many public appearances. Plays in local dance band. Good popular music. Little talk, but clever.

Availability: E. T. Running Time: 3 hours. Cost: \$10 to \$5 per participation. Audition Facilities: Transcription. Submitted by: KXO, Box 140, El Centro, Calif.

The Sundial

Al Saunders, M. C., enjoys popular music and, with his musician's background, knows which music has the greatest appeal for all segments of his audience. He has a ready wit and skillfully blends it with vital information such as frequent time checks and weather reports to keep his audience informed as well as entertained.

Availability: Live Talent. Running Time: 2 hours 15 minutes. Cost: On request. Audition Facilities: Transcription. Submitted by: WSBA, P. O. Box 910, York, Pa.

The Tunedial

Al Saunders, head man on 'THE TUNEDIAL', aims to present a cross section of today's, yesterday's and tomorrow's best in popular music, well-balanced to make for easy listening. His professional music background of 11 years as a successful disc jockey assures listeners the best in popular music—as well as Al's successful delivery of commercials.

Availability: Live Talent. Running Time: 2 hours. Cost: On request. Audition Facilities: Transcription. Submitted by: WSBA, P. O. Box 910, York, Pa.

The Moondial

Ed Lincoln, 'THE MOONDIAL' M.C., programs the music with a generous sprinkling of standards and old standbys. Listeners know they will hear many of their favorites on the show. In an easy, relaxed manner, Ed selects the music to appeal to all age groups.

Availability: Live Talent. Running Time: 3½ hours. Cost: On request.

Audition Facilities: Transcription. Submitted by: WSBA, P. O. Box 910, York, Pa.

News and Notes

This is a two hour disc jockey show running from 4:00-6:00 P.M. Monday through Friday. Format calls for all types of music to appeal to all types of listeners. A five minute news summary is scheduled each half hour. Music is handled by DJ Frank Teas and news by Frank Finning station's news editor. Show receives a good mail count.

Availability: Live Talent and E. T. Running Time: 120 minutes. Cost: On request. Audition Facilities: Transcription. Submitted by: WKNE, 17 Dunbar St., Keene, N. H.

Hit of the Week

Four times a day, five days a week, Ed Penney spotlights the one record which outpulled all others in listener voting the previous Saturday. This "every hour on the hour" technique has launched many a hit. Voting is by telephone and averages over a thousand calls a week.

Availability: Live Talent. Running Time: 25 one-minute participations per week. Cost: \$7.00 per participation. Number Available: 25 per week. Audition Facilities: Transcription. Produced by: WTAO. Submitted by: WTAO, 439 Concord Ave., Cambridge, Mass.

Weekend Adventure

A music program with news every thirty minutes, local news on the half hour, world news on the hour with plenty of time, weather and road reports in between. Program runs from noon Saturday through sign off on Sunday with certain segments devoted to network programs.

Availability: Live Talent. Running Time: Approx. 5 hours. Cost: On request. Audition Facilities: Transcription. Submitted by: WKNE, 17 Dunbar St., Keene, N. H.

Coffee Break

A two hour respite for the house wife and the work weary. Almost everyone in Los Angeles goes on a "Caffein Kick" when Dave Chase pours music, contests, and interviews through their loudspeakers.

Availability: Live Talent. Running Time: 2 hours. Cost: On request. Number Available: 5 days a week. Produced by: Dave Chase. Submitted by: KGFJ, Hollywood 28, Calif.

For the Records

Musical entertainment with three contests going where Johnny Magnus gives away popular recordings and other prizes. Live interviews with star names in show business. Six telephone trunk lines busy during contests.

Availability: Live Talent. Running Time: 6 hours. Cost: On request. Number Available: 5 days a week.

Produced by: John Magnus.
Submitted by: KGFJ, Hollywood
28, Calif.

Tops in Latin Pops

A fresh approach to authentic Spanish and Mexican rhythms. Show is beamed towards English speaking audience for young men and women that have been caught up in the mambo, cha cha and merengue craze.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Once a week.
Produced by: Dan Reveles & Hap Navarro.
Submitted by: KGFJ, Hollywood
28, Calif.

Johnny's Jive

Program features rhythm and blues music. Show is now in its eighth year, the fourth over WHIE. 1000 watt ind. This show is for the station wanting a top R & B show, without the expense of full time jock.

Availability: E. T.
Running Time: Up to 2 hours.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Distributed by: John-Will Productions.
Submitted by: WHIE, P. O. Box
971, Griffin, Ga.

Morning Call—Bob Wolf

Three hours of wisely selected records interspersed with weather reports, time checks, sports bulletins, newsflashes, making a sizzling program that captures listeners and makes sales. "Morning Call" is the most entertaining show in WPTR's healthy market.

Availability: Live Talent and E. T.
Running Time: 3 hours.
Cost: Rate Card plus 10% Talent Charge.
Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: Bob Wolf.
Submitted by: WPTR, P. O. Box
1540, Albany, N. Y.

Cordic & Company

Rege Cordic and his "host" of voices, plus music, news and weather reports represent the top morning show in Pittsburgh radio. Availability: Live Talent.
Running Time: 6:30 A.M.-9:45 A.M.
Cost: On request.
Produced by: KDKA.
Submitted by: KDKA-Radio, 1 Gateway Center, Pittsburgh
22, Penna.

The Art Pallan Show

Pittsburgh's top Disc Jockey and one of the top ten DJ's in the country, Art Pallan, plays the kind of music Pittsburghers like to hear. Interspersed throughout his program are hints to housewives, news, weather, traffic reports and sports scores.

Availability: Live Talent.
Running Time: 12:15-3:00 P.M.
5:00-7:30 P.M.
Cost: On request.
Produced by: KDKA-Radio.
Submitted by: KDKA-Radio, 1 Gateway Center, Pittsburgh
22, Penna.

Greek's Grotto

D. J. show, brief news, music, top tunes, local chit chat, weather briefings and teen-age happenings. Availability: Live Talent and E. T.
Running Time: 1 hour 45 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: WEBQ, 100 E. Poplar St., Harrisburg, Ill.

Visit to Your House

Easy-going record show, pleasant voice DJ, interviews homemakers, businessmen, civic and fraternal groups, suggestions for better living from salad dressing to fix-it-yourself. Program is intimate and conversational-type; music pleasant, strings, chorus-type. Built on events in daily living from bathing children to tubeless tires. Availability: Live Talent and E. T.
Running Time: 60 minutes.
Cost: Participating spots on request.

Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: Bill Spangler, Program Director, WFRX.
Submitted by: WFRX, P. O. Box
359, West Frankfort, Ill.

Record Room

A one hour program of recorded favorites from 1920 to the present time with Hazleton's most popular disc-jockey Bill Graham, who talks to listeners on the air (many of them housewives) as he finds out

their likes and dislikes, spreads happy news, weather, time checks and guests.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$50.00 ea.
Number Available: 260.
Audition Facilities: Transcription.
Produced by: Bill Graham.
Submitted by: WAZL, Broad St., Hazleton, Penna.

Sandman Serenade

A general record request show with Joe Bowman as disc jockey. Joe receives on the average of 1500 letters and cards a month.

Availability: Live Talent.
Running Time: 2 hours.
Cost: \$500 a week.
Number Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WIRO, Radio Plaza, Ironton, O.

We Dare You

A new and different disc jockey idea. Includes a definite reason for playing certain records, with listener participation and prizes added.

Availability: E. T. or script.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Produced by: Basch Radio & TV Prod., 17 E. 45th St., New York, N. Y.

Bill Clear Show

Informal chatter by Altoona's senior morning announcer Bill

Clear, plus local news recorded by beeper phone from police headquarters, hospitals, etc., weather and time checks combined with good listenable music, is the format of the show.

Running Time: 2 hours.
Cost: Card rate applies.
Audition Facilities: Transcription.
Submitted by: WRTA, 1421 Twelfth Ave., Altoona, Pa.

T 'N T

"Tut" Perry and Tom Mack, two of Northeastern Pennsylvania's most eminent record spinners team up Monday thru Friday to fill the afternoon with music and variety in entertainment. Everything from show tunes to "pop" favorites.

Availability: Live Talent.
Running Time: 120 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: WCDC, 127 Salem Rd., Carbondale, Pa.

Man About Music

Harry Birrell, the "Man About Music", plays music slanted toward the housewife and includes information that appeals to her. The show is easy-going and has an audience of all sexes and age groups.

Availability: Live Talent.
Running Time: 3 hours 15 minutes.
Cost: On request.
Number Available: 5 times a week.
Audition Facilities: Transcription.
Submitted by: WSTV, Inc., Exchange Realty Bldg., Steubenville, O.

memo from Ed Hochhauser Jr.

THERE'S ONLY ONE REAL
TV PRODUCTION MUSIC TRANSCRIPTION LIBRARY
AND
ONLY APS HAS IT !

CONTENTS:.....321 different specially arranged selections laterally recorded on 16 inch cherry red virgin vinylite.

ARTISTS:.....The very finest.

PRICE:.....\$19.50 per month, minimum one year contract.

Auditions, catalog:.....Yours on request.

APS
Associated Program Service
"the library that pays for itself"
(A division of Muzak Corp.)
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

Dr. Jive Show

New York's top rhythm and blues DJ show MC'd by Tommy Smalls. Dr. Jive appeared on "Ed Sullivan Show", Brooklyn Paramount Theatre and Harlem's Apollo Theatre. Running Time: 159 minutes (day), 90 minutes (night).
 Cost: On request.
 Number Available: 13 shows per week.
 Audition Facilities: Transcription.
 Produced by: WWRL, 41-30 58th St., Woodside 77, N. Y.

Silas Higby Show

Silas Higby, known as the old man of the mountains, broadcasts directly from the woodshed on his farm at Skunk Holler. Latest hill-billy and gospel music played with sounds of farmyard in background. "Bessie the Cow" is Silas' partner on the show.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$4 per participation.
 Number Available: 30 per week.
 Audition Facilities: Transcription.
 Produced by: Gene Bollinger.
 Submitted by: WLET, 423 Prather Bridge Rd., Toccoa, Ga.

Country Corner

From midnight til 6:00 A.M. daily Wild Bill Hayden entertains the areas quarter million shift workers with live and recorded country and western music. Surveys have indicated their two to one preference for this type music. Availability: Live Talent and E. T. Running Time: 5 hours.
 Cost: One-half Rate Card.
 Number Available: Participating spots or program segments.
 Audition Facilities: Transcription and Live Talent.
 Produced by: Wm. Hayden.
 Submitted by: WJOB, 6405 Olcott, Hammond, Ind.

Ponca City Ballroom

Sane, top tunes of the day, prepared, produced and announced by Jim Henderson, preceded by news and followed by news from 8:05 p.m. to 10 p.m. "Ponca City Ballroom" includes "Western Hit Parade", "Mail Requests Only" and "Your Evening Hit Parade" in separate 30 minute segments. One of the most popular mail pullers ever on WBBZ.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$30.00 per 30 minute segment.
 Number Available: Monday thru Friday.
 Audition Facilities: Transcription.
 Produced by: Jim Henderson.
 Submitted by: WBBZ, P. O. Box 588, Ponca City, Okla.

The Record Shop

The gang really lends its ears to the daily doings of the shop. John Adkins, proprietor for two years, plays the rock and roll and the rhythm and blues the young at heart say they want to hear. The many requests produce the record shop hits and vice versa.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: Rate card applies.
 Number Available: Six days per week, Monday thru Saturday.

Audition Facilities: Transcription.
 Produced by: WLSI.
 Submitted by: WLSI, North Mayo Trail, Pikeville, Ky.

Promenade

With Archie Deal host—accent on good music through noon hour—and featured with studio interviews, plus on spot telephone beeper news stories—at least ten daily from exciting points.
 Availability: Live Talent.
 Running Time: 2 hours.
 Cost: On request.
 Audition Facilities: Transcription.
 Submitted by: WIST, 204 Liberty Life Bldg., Charlotte, N. C.

Five O'Clock Shadow

Unusual show directed to late afternoon car traffic featuring anonymous girl hostess known only as "Five O'clock Shadow". Relaxing type music, appropriate chatter, localized in interesting manner. Unique in presentation.
 Availability: Live Talent.
 Running Time: 50 minutes.
 Audition Facilities: Transcription.
 Cost: On request.
 Submitted by: WIST, 204 Liberty Life Bldg., Charlotte, N. C.

Groans by Jones

Early morning show with personality Bob Jones. Music, news, weather, local news features, interviews, telephone beeper spots, sound effects, etc.
 Availability: Live Talent.
 Running Time: 4 hours.
 Cost: On request.
 Audition Facilities: Transcription.
 Submitted by: WIST, 204 Liberty Life Bldg., Charlotte, N. C.

The Ray Starr Show

One of the top disc-jockeys in America presents a daily show with top records. Interviews, and comment. Winner last year of four national awards Ray Starr blends his own personal record collection with the tunes of today in one of the south's top record shows.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: On request.
 Number Available: Unlimited.
 Audition Facilities: Transcription.
 Produced by: Lou-Ray Productions.
 Distributed by: Lou-Ray Productions, WJAN, Spartanburg, S. C.
 Submitted by: WJAN, 101 Schuyler Bldg., Spartanburg, S. C.

Breaking Bandel Linn

DJ Linn begins program with a certain amount of money, and he places varying amounts of prize money on certain selected records to be won by identifying title—or composer—or artist—or locale. The idea is to clean out Mr. Linn.
 Availability: Live Talent and E. T.
 Running Time: 30 minutes.
 Cost: On request.
 Number Available: Unlimited.
 Audition Facilities: Transcription.
 Produced by: WSPB.
 Submitted by: WSPB, City Island, Sarasota, Fla.

The 1290 Club

Music-News-Sports and Views—All the ingredients that go to make the "1290 Club", Delaware's longest and most-listened-to record show. With Jim Termine, the "Guy With the Grey-Flannel Crew Cut", and genial Ed Lupman, the 1290 Club reaches the epitome of good programming with good music.
 Running Time: 6 1/2 hours.
 Cost: On request.
 Audition Facilities: Transcription.
 Produced by: WTUX.
 Submitted by: WTUX, 1400 Market St., Wilmington, Del.

Rock 'n Roll Korner

Tops in Rock 'N Roll platters. George Lyle, syndicated sports columnist, spotlights the favorites . . . along with latest SPORTS NEWS. Program is beamed to Race & Rhythm fans who want latest sports info with their music.
 Availability: E. T.
 Running Time: 30 minutes.
 Number Available: Unlimited.
 Produced by: WJMJ Broadcasting Corporation.
 Submitted by: WJMJ Broadcasting Corporation, 2043 Locust St., Philadelphia, Penna.

The Rose Room

KCRC's Phil Rose is "the man around the house" in thousands of Enid homes while hubby's away at work. Speaking from "The Rose Room" he spins an hour of tuneful songs and ballads and talks about all sorts of things. In its 3rd year—it's scheduled an hour before noon.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Number Available: Unlimited.
 Produced by: Phil Rose.
 Submitted by: KCRC, 318 E. Willow, Enid, Okla.

Words and Music

This new game sends listeners to their Websters to find the words to fit the definitions, or vice versa. Registered listeners are in line for prizes if their answer is telephoned in first. Personality DJ handles show which appeals to young and old. Even competitive radio personnel are registered players.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Number Available: Unlimited.
 Audition Facilities: Transcription.
 Produced by: WTIP.
 Submitted by: WTIP, Box 3032, Charleston, W. Va.

The Timekeeper

Chuck Pugh holds forth each morning from 6:30-9:00 A.M. with the latest weather information, time checks, news headlines, and bits of ad-lib humor interspersed between the popular recordings of the day.
 Availability: Live Talent and E. T.
 Running Time: 2 1/2 hours.
 Cost: On request.
 Number Available: Monday thru Saturday.
 Audition Facilities: Transcription.
 Submitted by: WMBG, 3301 W. Broad St., P. O. Box 5229, Richmond, Va.

Klock Watchers Klub

Ted Powers is DJ, with fabulous record of success in New England. Fast paced, lively, all-family audience. Powers has know-how and really sells.
 Availability: Live Talent.
 Running Time: 1 1/2 hours.
 Cost: On request.
 Audition Facilities: Live Talent.
 Produced by: Ted Powers.
 Submitted by: WKIX, 2128 Western Blvd., Raleigh, N. C.

Bob Dupree Show

Dupree possesses a wonderful voice. A terrific selection of music with minimum of talk. Highly appealing to teen-agers and young married set. Good music—no rock and roll.
 Availability: Live Talent.
 Running Time: 3 hours.
 Cost: On request.
 Number Available: Participation announcements.
 Produced by: Bob Dupree.
 Submitted by: WKIX, 2128 Western Blvd., Raleigh, N. C.

Teen Trot

9:00 til 12:00 P.M. Features John Gilliland—most popular in area. Originates from large auditorium with audience participation and dancing on Friday nights. Other nights, Monday through Saturday, studio presentation. Available and profitable.
 Availability: Live Talent.
 Running Time: 3 hours.
 Cost: Hourly segments @ \$90.00—complete show once a week \$240.00.
 Number Available: Six-3 hour shows per week.
 Audition Facilities: Transcription.
 Produced by: John Gilliland and Dennis Bruton.
 Submitted by: KCUL, 3607 Camp Bowie Blvd., Fort Worth, Tex.

Country & Western

Six hours daily, Monday through Saturday, 1:00 til 6:00 P.M. continuous, interspersed with news, local, national and farm — also weather & sports. Three top personalities that sell to a potential 3,000,000 people that buy. No competition on this type show.
 Availability: Live Talent.
 Running Time: 6 hours.
 Cost: \$37.00, \$54.50, \$82.00.
 Number Available: Unlimited.
 Audition Facilities: Transcription.
 Submitted by: KCUL, 3607 Camp Bowie Blvd., Fort Worth, Tex.

The Shaw Show

The Shaw Show features Al Shaw, KFEQ's master music maker. The program features the top tunes of today, and "pop" tunes of yesterday. The program is on the air each afternoon 2:00 to 4:00 P.M. Monday through Friday, and contains 5 minute segments of news and weather, alternating on the hour and half hour.
 Availability: Live Talent.
 Running Time: 2 hours.
 Cost: Rate Card No. 10 applies.
 Audition Facilities: Transcription.
 Submitted by: KFEQ, St. Joseph, Mo.

Ross Hawkins' Breakfast Club

North Alabama's biggest audience attraction for morning radio listening is what this 7:00-8:30 A.M. pop music, time & weather show has become after five years in the same time slot. Chit-chat about local happenings, interspersed with AP news headlines, interesting comment on current & standard tunes, have prompted numerous requests for time extension. Availability: Live Talent and E. T. Running Time: 90 minutes. Cost: On request. Audition Facilities: Transcription. Submitted by: WHOS & WHOS-FM., Masonic Bldg., Johnston St., Decatur, Ala.

The Cliff Hendrix Show

The top radio show in the Southern Colorado Area—Pulse proved twice as many listeners as other two stations combined. Early morning show with news, weather and time. Features a veteran of 16 years of broadcasting. Informal, fast-moving. 5:30-9:00 A.M. Monday thru Saturday. Availability: Live Talent and E. T. Running Time: 3½ hours. Cost: On request. Audition Facilities: Transcription and Live Talent. Submitted by: KCSJ, 2226 Big Hill Rd., Pueblo, Colo.

Ray 'n Records

Three hour nightly disc jockey show featuring Ray Wright, top pop and western personality DJ. Commercials are delivered in smooth, convincing manner cleverly integrated into the program. Program is well balanced with music, interviews and comments. Wide variety of products and services sold through program appeal. Availability: Live Talent. Running Time: 3 hours. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription. Submitted by: KGCX, 109 So. Central, Sidney, Mont.

Honor Roll of Hits

5 to 6 P.M. Monday thru Friday traffic program with tunes from Billboard's Top 20 plus old favorites. Program run by one of Northwest's popular "DJ's" John Munroe. Availability: E. T. Running Time: 60 minutes. Cost: Published rate (available in participations or 15-minute segments). Number Available: 260 per year. Audition Facilities: Transcription. Distributed by: KPUG. Submitted by: KPUG, Box 655, Bellingham, Wash.

Peter Tripp's

Your Hits of the Week

YOUR HITS OF THE WEEK plays the big tunes, and follows their exciting progress on the hit parade day-by-day, week-by-week. Using research facilities of the most authoritative source, YOUR HITS OF THE WEEK provides its listeners with an authentic, accu-

rate tabulation of the top tunes of the times. Availability: Live Talent. Running Time: 180 minutes. Cost: On request. Audition Facilities: Live Talent. Produced by: WMGM. Submitted by: WMGM, 711 Fifth Ave., New York 22, N. Y.

Ted Brown Show

The only girl and guy show on New York radio in the 7:00 A.M. time slot have been delivering entertainment, time signals, and music, news and weather to listeners, plus solid sales results to advertisers for five years on WMGM. Music is especially selected from WMGM's popular record library. Availability: Live Talent. Running Time: 180 minutes. Audition Facilities: Live Talent. Produced by: WMGM. Submitted by: WMGM, 711 Fifth Ave., New York 22, N. Y.

Dean Hunter Show

These 180 minutes—hitting the powerful feminine audience—reap results at a low cost to the advertiser. With an eye to the purse strings and the gal who holds 'em, Dean Hunter sells to the distaff side. His commercials are delivered in a personalized manner. Availability: Live Talent. Running Time: 180 minutes. Audition Facilities: Live Talent. Produced by: WMGM. Submitted by: WMGM, 711 Fifth Ave., New York 22, N. Y.

Gone at Dawn

For nightowls WOV has added this 3-6 A.M. feature with "real gone music" presented by a wide-awake team of deejays, Elaina Brooks and Herman Amis. Originates live from Harlem's Palm Cafe. Availability: Live Talent. Running Time: 3 hours. Number Available: Participations. Audition Facilities: Transcription. Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

1280 Rocket

Requests for membership cards of the "Jocko" fan club rose to the thousands before the program was a month old. The m.c. "Jocko" and the music he chooses are very much in fashion in New York. Availability: Live Talent and E. T. Running Time: 2 hours. Number Available: Participations. Audition Facilities: Transcription. Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Mailbag

One hour request show with a mail pull of 60,000 annually, playing anything from Bach to rock and roll and back again. Availability: E. T. Running Time: 60 minutes. Cost: \$80.00 per program. Audition Facilities: Transcription. Submitted by: WJAG, 309 Braasch Ave., Norfolk, Neb.

Entertainment Plus

Three segmentized quarter hours featuring ballads, polka, pop in

that order, with accent on gimmicks within each segment . . . local anniversaries, contest winners, birthdays tied in with the music.

Availability: E. T. Running Time: 45 minutes. Cost: \$56 per program. Audition Facilities: Transcription. Produced by: WJAG, Inc. Submitted by: WJAG, 309 Braasch Ave., Norfolk, Neb.

Rumore's Hangout

Birmingham's most popular disc jockey by actual vote, Duke Rumore, plays the favorites, by request, interviews celebrities, and talks with his fans in his own breathless way every week-day from 3 to 5:30. He's also the top radio salesman, by endorsement of his subscribers, on this most-listened-to show. Availability: Live Talent. Running Time: 2½ hours. Audition Facilities: Transcription. Submitted by: WSGN, 2320 7th Ave. South, Birmingham, Ala.

Sky Castle Serenade

A brand new idea in radio, a studio under the stars, located at a popular drive-in eatery, this show features Dick Bennick from 9-12 p.m. The best music, by request, listen-while-you-snack appeal has stopped traffic, doubled employment, and combined the best of radio and stage. Availability: Live Talent. Running Time: 3 hours. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription. Submitted by: WSGN, 2320 7th Ave. South, Birmingham, Ala.

The Bill Crable Show

The Bill Crable Show is KXOK's brand-new contribution to St. Louis night-time radio. Produced and presented by Bill Crable fresh from a successful musical stay in Houston, Texas, the program format has an easy listening line-up of the old and new music favorites that have a universal appeal to both the in and out of home audience. Availability: E. T. Running Time: 2 hours 30 minutes. Audition Facilities: Transcription. Cost: On request. Distributed by: KXOK. Submitted by: KXOK, Radio Park, St. Louis 13, Mo.

KXOK St. Louis Ballroom

Eddie Bonner, rated among the best of the music merchants in the Midwest, has added an hour to his already famous St. Louis Ballroom Show. During the hour from six to seven p.m. Bonner plays the ten best sellers as reported by the leading record stores in the Greater St. Louis Area. Availability: E. T. Running Time: One hour. Cost: On request. Number Available: Participation. Audition Facilities: Transcription. Distributed by: KXOK. Submitted by: KXOK, Radio Park, St. Louis 13, Mo.

1100 Club

This is a brand-new all-night show, 12 midnight to 6 A.M. on KYW, Cleveland, running Monday through Saturday. Featured DJ is Joe Mulvihill. Show features pop and jazz music, with mail and telegram requests. Availability: Live Talent and E. T. Running Time: 6 hours nightly. Audition Facilities: Transcription. Cost: On request. Submitted by: KYW, 815 Superior Ave., Cleveland, O.

Alan Norman Show

Early-morning dj show with top showmanship and a "new sound" in music, appealing to a mature audience with standard "pop" and show tunes; and providing dependable early-morning listening services such as local news, time, temperature and weather. Availability: Live Talent. Running Time: 2½ hours. Cost: On request. Audition Facilities: Transcription. Submitted by: WFDF, Garland St. at First Ave., Flint, Mich.

Meetin' with Keaton

A Monday thru Friday disc-show beginning at 12:30 P.M. and done by Bill Keaton, big radio-name around western New York. Has had a lot of experience and really sells for his sponsors. At the present time he runs up to Yankee Baseball time. On no-game days he goes til 2:30 P.M. Availability: Live Talent. Running Time: Varies from 1 to 2 hours at present. Cost: On request. Submitted by: WXRA, Buffalo 17, N. Y.

Hernando's Hideaway

A disc-jockey show, but different. Hernando's setting is the "Hideaway" with candlelight, spider webs, etc. He has a nice intimate delivery of commercials and is on Sunday thru Friday from 6:00 P.M. to 9:00. Availability: Live Talent. Running Time: 3 hours. Cost: Card Rate. Submitted by: WXRA, Buffalo 17, N. Y.

Timekeeper Time

Bob Richmond, program director, sends music of the wake-up variety, time, temperature, and late news each morning to help get his listeners off on time for their day of work, school, or play. Availability: Live Talent. Running Time: 40 minutes. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription and Live Talent. Submitted by: WREN, 411 West 10th, Topeka, Kan.

Jim Ameche Show

Mr. radio himself! Over 20 years as announcer and actor with the major networks. Availability: Live Talent. Running Time: 4½ hours. Cost: \$18 per minute. \$15 per 30 seconds. Submitted by: KDAY, Pico at the Ocean, Santa Monica, Cal.

Chico Sesma Show

The first English-speaking disc jockey programming to American Latins. The audience at Chico's Latin Holiday Dance, promoted on his show only, was 40% non-Latin. Running Time: 2½ hours. Cost: \$18 per minute, \$15 per 30 seconds. Submitted by: KDAY, Pico at the Ocean, Santa Monica, Cal.

Top of the Day

Top of the Day is a pop music program every Monday through Friday. Music is chosen from the top 50 tunes, locally and nationally. A co-op program, patter ranges from news items of artists and releases, comments by local listeners and occasional requests. Local guests and national artist appear from time to time for informal notes about music.

Availability: Live Talent. Running time: 1 hour 15 minutes. Cost: On request. Number Available: Five days per week.

Audition Facilities: Transcription Produced by: Russ Wonnacott Submitted by: KCNA, Box 2348, Tucson, Ariz.

Ted Donay's Music

The top and pop tunes are put together into a package that in eight months has become the nighttime show in Tucson. The D. J. is Ted Donay.

Availability: Live Talent and E. T. Running Time: 2½ hr. Cost: See national rate card. Number Available: Five days per week and Saturday afternoon. Audition Facilities: Transcription Produced by: Ted Donay. Distributed by: KCNA, Box 2348, Tucson, Ariz.

Arizona Hayride

The Arizona Hayride, with D. J. Bob McKeehan at the mike, has been presented for the past six years on KCNA. Bob plays the music the listeners want to hear. Bob travels with his dance band and knows many of his listeners personally.

Availability: Live Talent. Running Time: 3 hours. Cost: On request. Number Available: Packages of 5, 10, 15, 30 or 60 minutes or participation. Audition Facilities: Transcription Produced by: Bob McKeehan. Distributed by: KCNA, Box 2348, Tucson, Ariz.

Brother Bill Elliott Bruce Branson Show

Bruce Branson is an experienced musician, formerly top reed man with such hands as Tommy Dorsey, Horace Heidt, Bob Crosby. Bill Elliott has ability to entertain and sell. Has been in radio a dozen years. Each morning, afternoon and evening programs, totaling jointly 8 hours daily.

Availability: Live Talent. Cost: Regular rates, no talent charge. Audition Facilities: Transcription Produced by: Bill Elliott & Bruce Branson. Submitted by: KXOA, P.O. Box 3094, Sacramento 15, Calif.

The Morning Show

Morning personality shows featuring recorded music, time checks, weather, news, interviews, special features with people, places and things.

Availability: E. T. Running Time: 120 minutes. Cost: \$135.00, \$45.00 per hour at one time rate. Number Available: Unlimited. Audition Facilities: Transcription Produced by: Harry Doggette. Submitted by: WBOF, Virginia Beach, Va.

Chuck 'n' Elmer

Elmer is a live, crowing bantam rooster. As mascot of the show, his well-spaced crows are interpreted by disc jockey Chuck Thompson. The show has a blend of hit records, weather, time and brief news. Running Time: 1¼ hours. Cost: \$29 per quarter hour. Number Available: Mon. thru Fri. Audition Facilities: Transcription Produced by: Chuck Thompson. Submitted by: WALA, 210 Government St., Mobile, Ala.

Chuck Thompson Show

Records selected from the "Top 50" best sellers coast to coast, some novelty records and a top western or two plus "lighter side of the news", and a featured live pianist-vocalist, Doug Mitchell, for a 15 min. slot. Running Time: 1¼ hours. Cost: \$30.50 per quarter hour. Number Available: Mon. thru Fri. Audition Facilities: Transcription Produced by: Chuck Thompson Submitted by: WALA, 210 Government St., Mobile, Ala.

Moonglow

A nightly dancing party featuring Terry Abrams who plays requests. Moonglow is designed to conclude the evening hours with music to fit your mood. Availability: Live Talent. Running Time: 2 hours. Submitted by: WHLM, 107 W. Main St., Bloomsburg, Pa.

Daley Disc Date

A show filled with the top tunes of the day as requested by more than 1100 members of the Daley Disc Date Club with their president, Dale Fulmer, spinning the records. Availability: Live Talent. Running Time: 3 hours. Number Available: 5 days per week. Submitted by: WHLM, 107 W. Main St., Bloomsburg, Pa.

Starlit Stairway

A new program of a modern mood of music that changes its appeal as the audience changes. Music, news, and information aimed both at the home and traveling audience. Availability: Live Talent and E. T. Running Time: 2 hrs. 45 min. Cost: On request. Number Available: Unlimited. Produced by: WRCV, 1619 Walnut St., Phila. 3, Penna.

Hi Time

A program for the teen-ager, featuring tunes and topics for that

particular age group. M.C.'d by Terry McMonagle, this is a request show. Junior and Senior High School students are asked to submit their favorite music requests, as well as announcements about various activities.

Availability: E. T. Running Time: 60 minutes. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription Produced by: KTAC, Winthrop Hotel, Tacoma Wash.

Music a la King

Music to suit every taste, with comments by Al King, disc jockey and engineer, five days a week, aimed at housewives. Al has a rare taste for the unusual in popular music.

Availability: Live Talent. Running Time: 60 minutes. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription and Live Talent. Submitted by: WREN, 411 West 10th, Topeka, Kan.

Jack Wagner Show

A show departing from the usual "top-ten favorites" pattern and featuring lesser heard selections of popular recording artists. Frequent interviews with composers, arrangers, performers, all personal friends of Jack's lend added informality and entertainment value.

Availability: Live Talent. Running Time: 90 minutes. Cost: On request. Submitted by: KHJ, 1313 N. Vine St., Hollywood 28, Calif.

Club Date

Simulates broadcast from night club and features generally a vocalist as guest, small combo, and large orchestra. Pattern is designed so announcer gives the mood of a nite club atmosphere. Club Date is produced and m.c.'d by Bob Norman.

Availability: Live Talent. Running Time: 55 minutes. Cost: On request. Audition Facilities: Transcription and Live Talent. Submitted by: WNHC, 1110 Chapel St., New Haven, Conn.

By Request

The program is made up of music requested by listeners who send in cards and letters for song dedications. The disc jockey is Phil Neil.

Availability: Live Talent. Running Time: Two hours. Cost: On request. Submitted by: WNHC, 1110 Chapel St., New Haven, Conn.

The 1100 Club

MC Joe Mulvihill, in addition to playing requests as they come into the studio via special Western Union teleprinter, keeps listeners informed on the news, time, and weather. Up to 75 people a night invest \$2 each for a wire, and fan mail comes from all the 48 plus Canada. Running Time: 6¼ hours. Cost: On request.

Submitted by: KYW Radio, 815 Superior Ave., N.E., Cleveland, Ohio.

Wes Hopkins Show

Programmed with a three-fold appeal; the housewife, the teenager and the man rolling home from work, the Wes Hopkins Show, under the skilful blending of its star, changes mood as afternoon wears into evening. This show also runs heavily to weather, news, traffic, and other service features.

Running Time: 3½ hrs. (Mon. thru Fri.), 5 hrs. (Sat.). Cost: One minute \$38. Submitted by: KYW, 815 Superior Ave., Cleveland, O.

Specs Howard Show

Designed as a mid-morning recess to help the lady at home relax, Specs plays a lot of show tunes and standard pops along with a flavoring of the sweeter ballads. As a special daily feature "Specs Speculates" on which of the new recordings he thinks will make the grade. Monday thru Saturday.

Running Time: 90 minutes. Cost: One minute \$38. Submitted by: KYW, 815 Superior Ave., Cleveland, O.

Mayer Of The Morning

Cleveland's good morning show stars Bill Mayer, who, in addition to playing carefully selected music, ranging from the dusty files to the hits of tomorrow, emcees with a low pressured, good humored, style. Time signals, weather, news, traffic reports, sports results and "Round the Town Community Bulletins" are tastefully integrated.

Running Time: 4 hours. Cost: A and B time availabilities for one minute spots. Seven-per-week announcement package also available in B time period. Submitted by: KYW, 815 Superior Ave., Cleveland, O.

Big Wilson Show

With all the appeal of a St. Bernard, Big Wilson wins fans with his off-the-cuff-humor, fabulous interviews with show business people, wonderful piano playing, warm manner, and tastefully chosen recorded music. To sum it up, The Big Wilson Show keeps toes tapping and faces smiling.

Running Time: 4 hrs. (Mon. thru Fri.), 5 hrs. (Sat.). Cost: One minute \$38. Submitted by: KYW, 815 Superior Ave., Cleveland, O.

On the Go with Gloria Brown

Vivid, exciting reports of activities in the Cleveland area are made via on-the-spot recordings and unusual guest interviews. Ranging from a taped roller-coaster ride to an interview with the wives of victims of a plane disaster, Gloria Brown talks about and does the things women want to know about. Monday thru Saturday.

Running Time: 30 minutes. Cost: One minute \$38. Submitted by: KYW, 815 Superior Ave., Cleveland, O.

The Cats' Den

This is a mixture of rock and roll, and rhythm and blues music suitable for both the teen-agers and the negro population. With this type of music having its heyday these days, the Cats' Den is one of the most listened-to programs on WTRB.

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

Cost: Air time only. No talent or other charges.

Audition Facilities: Transcription Submitted by: WTRB, P.O. Box 302, Ripley, Tenn.

Newsic

Music and news integrated. Simulates music from the newsroom. Individual news items, national and local, presented between musical selections (recorded). Newsroom ticker sounds for voice background. No formal news period throughout show.

Availability: Live Talent and E. T. Running Time: 3 hours:

Cost: Participating spot rates. Number Available: Six spots per hour.

Audition Facilities: Tape. Submitted by: KDRS, Box 491, Paragould, Ark.

Name the Hits

Different approach to programming top tunes. Listeners call to name hit songs of the week. Prizes are awarded by local business concerns to five winners. Most popular songs and opportunity to win prizes make this one of most popular programs. Heard Saturday, 2-3 p.m. Participating sponsors.

Running Time: 60 minutes. Cost: On request.

Number Available: Unlimited. Submitted by: WMIK, P.O. Box 698, Middlesboro, Ky.

Mellorama

The best in familiar classics and jazz cleverly integrated into a two hour nightly feature from 9:00-11:00 P.M. All music selected in advance with special production techniques employed resulting in a unique presentation of fine music.

Availability: E. T. Running Time: 120 minutes.

Cost: \$45 per half hour segment. Number Available: Unlimited.

Audition Facilities: Transcription Submitted by: WKNA, Box 3106, Charleston, W. Va.

Calling All Collectors

Popular WSOY disk jockey Hap Jensen interviews local record collectors and plays selections from their collections. Program may feature pops, jazz, classics, depending upon taste of collector.

Availability: Live Talent. Running Time: 30 minutes.

Cost: \$27.00, commissionable. Number Available: Unlimited.

Audition Facilities: Transcription Submitted by: WSOY, Decatur, Ill.

The Mrs. Show

Musical participating program, featuring Johnny Doyle, KILO program director, with popular music and informal chatter for a pleasant mid-morning "break". Women in-

vised to send in household hints. Best one each day awarded tickets to local theatre. Mon. thru Fri. 11:15-11:45 A.M.

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

Cost: Regular card rate for participations.

Audition Facilities: Transcription Submitted by: KILO, First National Bank Building, Grand Forks, N. D.

Toast 'n Tunes

Musical participating program featuring Johnny Doyle, KILO program director with bright music, easy-going chatter, time & temperature reports. (Area school closings in winter included as public service). Mon. thru Fri. 8:35-9:10 A.M. Follows and precedes local newscasts.

Availability: Live Talent. Running Time: 35 minutes.

Cost: Regular card rate for participations.

Audition Facilities: Transcription Submitted by: KILO, First National Bank Building, Grand Forks, N. D.

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 South Western Ave., Los Angeles, Calif.

The Early Boyd

Since we're too far west for Brooklyn, our "Early Boyd" is personified by Dallas Boyd. From sign-on 'til mid-morning, he's on hand with carefully selected music for the Morning Listener Service. Let us emphasize: Carefully Selected Music. Mondays thru Saturdays, his listeners are loyal and faithful. Participations are available.

Availability: Live Talent. Running Time: 3½ hours.

Cost: Standard rates apply. Number Available: Unlimited.

Audition Facilities: Transcription Submitted by: KVOD, Midland Savings Bldg., Denver 2, Colo.

Harvey Ellsworth Show

When it comes to music, ask the man who knows — Harvey Ellsworth. Mondays thru Fridays he talks music with representatives of recording companies, with national recording artists, and with listeners. He plays, records too. Participations are available, every afternoon.

Availability: Live Talent. Running Time: 2 hours 45 minutes.

Cost: Standard rates apply. Number Available: Unlimited.

Audition Facilities: Transcription. Submitted by: KVOD, Midland Savings Bldg., Denver 2, Colo.

The Merrie Lynn Show

"Femininity is Fun!" In those three words, Merrie Lynn sums up her feeling about the home-makers of America. She ought to know, for she's one herself! Starting at 12:45 p.m. Mondays thru Fridays, The Merrie Lynn Show is timed right for Denver and Colorado-area home-makers. Participations are available.

Availability: Live Talent. Running Time: 45 minutes.

Cost: Standard rates apply. Number Available: Unlimited.

Audition Facilities: Transcription. Submitted by: KVOD, Midland Savings Bldg., Denver 2, Colo.

Markey's Happy Polish Polka Hour

Monday thru Friday 12:00 to 12:30. Sunday 12:00 to 1:30 P.M. Biggest listening audience in area. English spoken, live and recorded polka music. 30 and 60 second announcements available.

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

Cost: One time \$6.00, Minimum Price \$4.00.

Audition Facilities: Transcription and Live Talent.

Submitted by: WALE, P. O. Box 208, Fall River, Mass.

Carmel Concert Hall

Two hour daily period remote from Carmel by the Sea. Classical and semi-classical with Tony McFayden. Special appeal to cultural type listener in this area. Participation spots available at regular rate.

Availability: Live Talent. Cost: Regular rate (SR&D).

Audition Facilities: Live Talent. Submitted by: KXXL, P. O. Box 1070, Monterey, Calif.

Getting Acquainted Program

Northern Indiana's pioneer Negro musical show, produced for adult families, with buying power, and a religious background. Now in the 7th year, the show draws over a wide area, with significant colored populations. Ieque Spearmen, voted the area's finest Negro announcer, presides. Chester Dixon produces, announces.

Availability: Live Talent and E. T. Running Time: 2 hours.

Cost: On request. Number Available: Unlimited.

Audition Facilities: Transcription and Live Talent.

Submitted by: WIMS, Old Chicago Rd., Michigan City, Ind.

Jan's Polka Party

Each Sunday, Jan Griswold holds her party, sometimes at our own Radio Theatre (450 Seats) Michigan City, often in halls in other cities. There are live orchestras on alternate Sundays, recordings and guests on the others. Polka-Tots, polka-Teens, adults of Polish extraction all have fun.

Availability: Live Talent and E. T.

Running Time: 2 hours.

Cost: SRDS applies.

Number Available: 4.

Audition Facilities: Transcription and Live Talent.

Submitted by: WIMS, Old Chicago Rd., Michigan City, Ind.

Symphony Tonight

Monday thru Sunday, 8:00 to 10:00 P.M., a two hour concert of classical recordings supervised by J. Fred Lissfelt, distinguished musicologist and Pittsburgh Sun-Telegraph columnist. Mr. Lissfelt selects all music and supplies all notes of commentary. Such wide selection available that no work repeated within two months unless by request.

Availability: Live Talent and E. T. Running Time: 2 hours.

Cost: On request. Number Available: Two hours . . . seven days weekly.

Audition Facilities: Transcription. Submitted by: WCAE, Carlton House, Pittsburgh 19, Pa.

Time for Everybody

Bill Johnson ushers in the brightest hour on radio each morning with business news for the men; hints on home making for the housewife; and top recorded music for the school set. There's a big "Jack-Pot" give away too, making 7:00-8:00 over WLAC a "TIME FOR EVERYBODY".

Availability: E. T. Running Time: 60 minutes.

Cost: Card Rate. Audition Facilities: Transcription and Live Talent.

Submitted by: WLAC, Third Natl. Bank Bldg., Nashville, Tenn.

Songs for You

Quarter-hour of uninterrupted music, performed live by a very talented LaGrange couple, Fred and Winnie Allen. Fred and Winnie have studied at LaGrange College and at summer music conventions in New York State. They are now in their senior years at LaGrange College; hence this program commands the greatest percentage of student listeners.

Availability: Live Talent. Running Time: 15 minutes.

Cost: On request. Submitted by: WTRP, Hammett Bldg., LaGrange, Ga.

Living Music

Pennsylvania's first regularly scheduled stereophonic program initiated early in 1956. The full hour show features a special "BI-NAURAL" recording and broadcasting equipment, thereby enabling the listener to receive the full dimensions accorded to one seated in a front row of a concert hall.

Running Time: 60 minutes. Cost: On request.

Number Available: Fifty-two. Produced by: Robert E. Wagner of the Audio Workshop.

Submitted by: WGPA, 428 Broad-

Hal Freede Organ Show

The consummate artistry of Hal Freede is apparent from the very first moment. He literally makes the Hammond do musical tricks

Only **3** STATIONS

are POWERFUL enough and POPULAR enough to register audiences in radio surveys of All Three Major Markets of Southern California.

Of this top trio, KBIG is

FIRST in San Diego (America's 19th Market)

SECOND in San Bernardino (America's 32nd Market)

THIRD in Los Angeles (America's 3rd Market)

- the only independent
- the least expensive
- the lowest cost-per-thousand listeners.

Any KBIG or Weed Account Executive would like to show you the documents.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOLLYWOOD 3-3205
Nat. Rep. WEED and Company

MUSICAL

running through a gamut of melodies. A most varied half hour. Availability: Live Talent and E. T. Running Time: 30 minutes. Cost: On request. Number Available: Unlimited. Produced by: WDCL. Submitted by: Freede-Miller Broadcasting Co., Inc., WDCL, Clearwater, Fla.

Tony Martell Show

The Scranton area's musical attraction features selected music, beep telephone reports, time checks, weather reports, baseball scores and the latest news. Availability: Live Talent. Running Time: 3 hours. Cost: On request. Audition Facilities: Live Talent. Produced by: WEJL, 149 Penn Ave., Scranton, Penna.

Player Piano Playhouse

Bee Burger's Player Piano Playhouse . . . 7:30 P.M. Saturdays . . . features late popular tunes and nostalgic old timers. Player piano actually played on air by Burger, local enthusiast. Requests for numbers answered on air. Mail increases weekly. WOKO first station to our knowledge to capitalize on renewed national interest in player piano. Availability: Live Talent. Running Time: 30 minutes. Cost: \$65.00. Audition Facilities: Live Talent. Produced by: WOKO. Submitted by: WOKO, P. O. Box 1520, Albany, N. Y.

The Betty Grable-Harry James Show

Musical variety program with star names featuring human interest anecdotes of life in Hollywood, show business, music making. Music of star name bands and vocalists introduced by Betty Grable and famous band leader, Harry James. Availability: Electrical Transcription. Running Time: 60 minutes. Cost: On request. Number Available: 52 weeks, 5 times per week series. Audition Facilities: Transcription. Produced by: World Broadcasting System, Inc. Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, 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: Electrical Transcription. Running Time: 30 minutes. Cost: On request. Number Available: 52. Audition Facilities: Transcription. Produced by: World Broadcasting System, Inc. Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

Keyboard Kapers

This program features our staff pianist live, alternated with records and punctuated with the chat-

ter between the pianist and announcer. It is informal, highly listenable entertainment. Records are used only to provide a little change of pace during the program's progress. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Number Available: Five days weekly 12:00-12:30 P.M. Audition Facilities: Transcription. Submitted by: WHBC, 550 Market Ave. South, Canton 2, O.

The King's Jesters Show

A pleasant, easy to listen to, musical program — featuring 7 top network stars, singing and playing all-time favorite musical standards. A show the entire family can enjoy. Availability: E. T. Running Time: 15 minutes. Cost: On request. Number Available: 39. Audition Facilities: Transcription. Produced by: Jewell Radio and Television Productions. Distributed by: Jewell Radio and Television Productions. Submitted by: Jewell Radio and Television Productions, 540 N. Michigan, Chicago 11, Ill.

Harmony Isle

Hawaiian music at its best with Dick McIntire's Harmony Hawaiians and Ted Bliss as narrator. Vocal group singing with excellent musical background. Sold outright or on lease basis. Availability: E. T. Running Time: 15 minutes. Cost: \$3.00 minimum per program. Number Available: 26 programs. Audition Facilities: Transcription. Produced by: Walter Biddick Company. Submitted by: Walter Biddick Company, 1046 So. Olive St., Los Angeles 15, Calif.

Today's Top Five

The top five hit tunes in popular music of Birmingham through survey of local record shops daily and interspersed with hit tunes of other years. Informal type of program with Leland Childs as MC. Daily 4:30-5:30 P.M. CST. Availability: E. T. Running Time: 60 minutes. Cost: On request. Audition Facilities: Transcription. Submitted by: WBRC, 1729 2nd Avenue North, Birmingham, Ala.

The Cloud Club

Here's an exclusive high fidelity, high quality production featuring the finest Hi-Fi standards interspersed with the best of the current favorites. Presented and produced by Bruce Hayward, star of the Bruce Hayward shows on KXOK, St. Louis, and several TV shows in St. Louis area. Availability: E. T. Running Time: Four hours. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription. Distributed by: KXOK. Submitted by: KXOK Radio Park, St. Louis 13, Mo.

Long Island Music Hall

A concert program that features the more popular classics. Features

***KBIS**
1000 WATTS
970 KC

POPULAR MUSIC
24 HOURS
AROUND THE
CLOCK . . .

**BAKERSFIELD & KERN COUNTY
CALIFORNIA**

1. Hub of California's petroleum industry
2. Nationally #1 in cotton #3 in agriculture.

2 of the WEST'S RICHEST MARKETS

1. Center of Nation's Supersonic Aircraft production.
2. Desert Expansion: America's fastest growing frontier.

***KBVM**
1000 WATTS
1380 KC

THE BIG VOICE OF MUSIC . . . FOR COMPLETE ANTELOPE VALLEY COVERAGE

**LANCASTER & ANTELOPE VALLEY
CALIFORNIA**

*** Inquire of
ADAM YOUNG, INCORPORATED
about this outstanding
combination buy.**

..... **MUSICAL**

outstanding artists from the concert and operatic field performing the best known musical classics.
Availability: E. T.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WHLI, 245 Baldwin Rd., Hempstead, N. Y.

Fiesta

Latin-American music featuring the popular mambos, cha-cha's and ever popular rhumbas, tangos and folk dances.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: Six times a week—unlimited.
Audition Facilities: Transcription.
Submitted by: WHLI, 245 Baldwin Rd., Hempstead, L. I., N. Y.

Moonglow

9:05 P.M. to 11:00 P.M., Monday through Friday. Musical show hosted by Tom Donahue. Selections are made to provide the best in music for dancing and listening.
Availability: Live Talent.
Running Time: 115 minutes.
Cost: On request.
Audition Facilities: Transcription.
Produced by: WIBG.
Submitted by: WIBG, Suburban Station Bldg., Philadelphia, 3, Pa.

The Tom Donahue Show

4:05 P.M. to 5:30 P.M., Monday through Friday. Popular music and traffic conditions are presented by Tom Donahue in a special drive home program aimed at out-of-home listeners.
Availability: Live Talent.
Running Time: 85 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: WIBG.
Submitted by: WIBG, Suburban Station Bldg., Philadelphia, Pa.

Rhythm on the Road

Programmed for the afternoon motorist, Horace Pumphrey's show features music, news, weather, motoring tips, anecdotes, and a relaxed air in his own inimitable way. Scheduled for late afternoon, it is just the show for folks going home from work, or motorists arriving in the area from trips.
Availability: Live Talent.
Running Time: 30 minutes.
Audition Facilities: Transcription.
Submitted by: WSGN, 2320 7th Avenue South, Birmingham, Ala.

The Dunigans

Jack and Gertrude Dunigan combine their talents as husband and wife singing team. They present every type of music with popular appeal from country to music from the latest Broadway shows. This they combine with informal chatter to broadcast a show which has won wide acceptance and a loyal following.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 5 a week.

Audition Facilities: Transcription.
Submitted by: WJTN, Hotel Jamestown Bldg, Jamestown, N. Y.

The Guy Lombardo Show

The inimitable style of Guy Lombardo and his Royal Canadians with features by Guy, Carmen, and Lebert Lombardo, Don Rodney and Kenny Gardner.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 156.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, O.

It's Showtime from Hollywood

Musical variety featuring Freddy Martin, his singing saxophone and unique orchestrations, Owen James, emcee; the Martin Men Glee Club; Barclay Allen piano highlights; Gene Conklin's whistling.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 156.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, O.

Your Gospel Singer

Old-time hymns which are known and loved by everyone, starring Edward MacHugh, internationally known as "Your Gospel Singer".
Availability: E. T.
Running Time: 15 minutes.
Cost: Upon request.
Number Available: 420.
Audition Facilities: Transcription.
Produced by: Harry S. Goodman Prods.
Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Wings of Song

Emile Cote and 16 male voice chorus in a program of music appealing to every taste. Narrated by Warren Sweeney. Produced by Roland Martini.
Availability: E. T.
Running Time: 15 minutes.
Cost: Upon request.
Number Available: 78.
Audition Facilities: Transcription.
Produced by: Marco Productions.
Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Music of the Stars

Features talented Dick Leibert at the console of the giant Radio City Music Hall Organ, Larry Elliott, narrator, and the singing voices of Jimmy Carroll, Betty Brewer, and Sally Sweetland.
Availability: E. T.
Running Time: 15 minutes.
Cost: Upon request.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: Harry S. Goodman Prods.
Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Hymns of the World

World's most beloved hymns. Stars John Charles Thomas assisted by the King's Men Quartet. Special

In Southern California

MAY - JUNE

HOOPER SAYS:

K-POP

NO. 2 OVERALL

12-6 P. M. Mon. thru Fri.

LATEST

NIELSEN SAYS:

K-POP

NO. 1 INDEPENDENT

7-9 A. M. Mon. thru Fri.

FRANK KING CO

San Francisco

BROADCAST TIME SALES

New York • Chicago
Detroit • Dallas

holiday shows.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: Upon request.
 Number Available: 156.
 Audition Facilities: Transcription
 Produced by: Clarence Olmsted.
 Distributed by: Harry S. Goodman
 Prods.
 Submitted by: Harry S. Goodman
 Prods., 19 E. 53rd St., N. Y. C.

Burl Ives Sings

Famous Burl Ives assisted by the Tony Mattola Quartet doing the songs and music he has popularized, and the "new" Burl Ives singing "pop" tunes and "swinging" out on some of the old favorites.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: Upon request.
 Number Available: 78.
 Audition Facilities: Transcription
 Produced by: Harry S. Goodman
 Prods.
 Submitted by: Harry S. Goodman
 Prods., 19 E. 53rd St., N. Y. C.

Musical Panorama

A perfect production of fifteen fast-moving minutes of music in the modern manner featuring Richard Maltby's Jazz Classics Orchestra and Chorus, Skitch Henderson and his Orchestra, Eddie Safranski's Orchestra and Quintet, Stan Freeman and his Jazz Quartet, and others.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: Unlimited.
 Audition Facilities: Transcription
 Produced by: SESAC Inc.
 Submitted by: SESAC Inc., The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.

Music We Remember

The Alfredo Antonini Concert Orchestra, Nathaniel Shilkret's Symphonic Pops Orchestra, Rosario Bourdon and the Philharmonic Orchestra, Sylvan Levin's Radio Symphony Orchestra, the Broadway Opera Company and other distinguished groups in a half-hour of concert favorites.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: On request.
 Number Available: Unlimited.
 Audition Facilities: Transcription
 Produced by: SESAC Inc.
 Submitted by: SESAC Inc., The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.

Little White Chapel

A fifteen minute non-denominational religious program featuring noted choirs and organ music. Inspirational copy.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: Unlimited.
 Audition Facilities: Transcription
 Produced by: SESAC Inc.
 Submitted by: SESAC Inc., The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.

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, the All American

Band, and the famous Karl King Band.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: Unlimited.
 Audition Facilities: Transcription
 Produced by: SESAC Inc.
 Submitted by: SESAC Inc., The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.

American Folk Music

Fifteen Frolicsome minutes at Bean Blossom Junction with Western and hillbilly stars like Rosalie Allen, Ray Smith and the Rocky Mountain Rangers, Georgie Mae, Hank Keene and His Gang and the Song Spinners.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: Unlimited.
 Audition Facilities: Transcription
 Produced by: SESAC Inc.
 Submitted by: SESAC Inc., The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.

Concert Hour

This musical program includes classical music and old time favorites, symphonic and operatic selections.
 Availability: E. T.
 Running Time: 55 minutes.
 Produced by: Lee Manson.
 Submitted by: WNHC, 1110 Chapel St., New Haven Conn.

Music as We Like It

Music for everyone. Running the gamut from long-hair to r&b. It can be done in a listenable manner and it is done five nights a week.
 Availability: Live Talent.
 Running Time: 90 minutes.
 Cost: On request.
 Number Available: Unlimited.
 Audition Facilities: Transcription
 Produced by: Ralph Goodwin & Program Dept.
 Submitted by: WRUF, P.O. Box 2757, Gainesville, Fla.

Reminisce with Singin' Sam

Singin' Sam sings favorites of yesterday and today, supported by the Mullen Sisters and Charlie Magnante and his orchestra.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: \$3.50 net per program and up.
 Number Available: 260 episodes.
 Audition Facilities: Transcription
 Produced by: Transcription Sales, 117 W. High St., Springfield, Ohio.

Westward Ho!

Sixty-five song stories of the West, unfolded in song and prose by Curley Bradley. Music by Irma Glen, organist.
 Availability: E. T.
 Running Time: 5 minutes.
 Cost: \$2.00 per program, net, and up.
 Number Available: 65 episodes.
 Audition Facilities: Transcription
 Produced by: Stark-Glen Prods.
 Distributed by: Transcription Sales, 117 W. High St., Springfield, Ohio.

Immortal Love Songs

Sixty-five episodes containing timeless love melodies and poems of romance.
 Availability: E. T.
 Running Time: 5 minutes.
 Cost: \$2 per episode, net, and up.
 Number Available: 65 episodes.
 Audition Facilities: Transcription
 Produced by: Stark-Glen Prods.
 Distributed by: Transcription Sales, 117 W. High St., Springfield, Ohio.

Norman Granz' Jazz at the Philharmonic

Here's 10 12" Long Play discs featuring the very greatest of American Jazz musicians such as Count Basie, Gene Krupa, Teddy Wilson and Oscar Peterson . . . with a real plus: voice track interviews with Norman Granz. Also a bundle of program, biographical and historical notes that will aid the DJ in making this the most interestingly prepared Jazz music on the air.
 Availability: E. T.
 Running Time: 15 minutes or 30 minutes.
 Cost: Upon request.
 Number Available: 10 12" Long Play Discs.
 Audition Facilities: Transcription
 Produced by: RCA Thesaurus.
 Distributed by: RCA Recorded Program Services.
 Submitted by: RCA Recorded Program Services, 155 E. 25th St., New York 10, N. Y.

Art Van Damme Quintet

The biggest little musical show on record — featuring Art Van Damme and his Swing Accordion, Louise Carlyle with her throaty song styling, and the Quintet. All the elements, all the talent, all the vivacity combine to satisfy every musical taste.
 Availability: E. T.
 Running Time: Quarter-hours.
 Cost: Upon request.
 Number Available: 117.
 Audition Facilities: Transcription
 Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Three Suns and a Starlet

Here is music styled of sunlight and stardust with the ever popular Three Suns. In addition, this program features such song stylists as Nan Wynn, Dorothy Claire, Irene Daye and Kay Armen. A program filled with musical entertainment the whole family will enjoy.
 Availability: E. T.
 Running Time: Quarter-hours.
 Cost: Upon request.
 Number Available: 78.
 Audition Facilities: Transcription
 Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Reflections

Word pictures are vividly painted by narrator Frank Willis. These ever changing moods are matched in song by Russ Titus, and in melody by the silken strings of Hersenhoren. Completely different in appeal, REFLECTIONS will be a welcome relief to your audience at all hours.
 Availability: E. T.

Running Time: Quarter-hours.
 Cost: Upon request.
 Number Available: 104.
 Audition Facilities: Transcription
 Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Concert on the Mall

The United States Army Band presents a "Concert On The Mall," a variety of musical offerings including march music, musical comedy favorites, popular standards, romantic selections. Regular vocalists with U. S. Army Band are featured, including singers Bob Dini and Frank Porretta.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: Upon request.
 Number Available: Unlimited.
 Audition Facilities: Transcription
 Produced by: RCA Thesaurus.
 Distributed by: RCA Thesaurus.
 Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Presenting, The Statesmen Quartet

"Gospel songs from the heart" are the words used to introduce each broadcast of this program of great gospel singing. Old favorites as well as popular new gospel songs are presented by one of the most famous vocal groups of its kind in the country.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: Upon request.
 Number Available: Unlimited.
 Audition Facilities: Transcription
 Produced by: RCA Thesaurus.
 Distributed by: RCA Thesaurus.
 Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Lawrence Welk Show

TV's biggest musical attraction becomes the latest addition to the RCA Thesaurus library. Lawrence Welk mc's this exciting new radio show featuring his current TV band and its stars — violinist and vocalist Artistic Aladdin, singers Alice Lon (The Champagne Girl), and Larry Dean, accordion star Myron Floren, organist Jerry Burke and others.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: Upon request.
 Number Available: Unlimited.
 Audition Facilities: Transcription
 Produced by: RCA Thesaurus.
 Distributed by: RCA Thesaurus.
 Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Hollywood Open House

Star studded musical combining the best Hollywood has to offer in music and comedy. Guests are Marlene Deitrich, Hildegard, Basil Rathbone, Bert Lahr, Milton Berle, etc. Music by Enric Madiguere and Ray Block. (For export only)
 Running Time: 30 minutes.
 Number Available: 52.
 Audition Facilities: Transcription.
 Produced by: Charles Michaelson, Inc.
 Distributed by: Fremantle Overseas Radio & TV, 366 Madison Ave., New York 17, N. Y.

Inside the Doctor's Office

Dramatized office visits with well-known physician, appearing in person, acted in "soap opera" form. Each episode a complete exciting story characterized by suspense and emotional appeal. Available with music or sound effects. Had successful run of 165 consecutive performances. Total run of 215 performances on major network stations.

Availability: Live Talent and E. T.
Running Time: 15 minutes.

Cost: \$250.00 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.

Frontier Town

Action dramas typical of the frontier settlements of the fabled "Old West"; of Deadwood, Tombstone, Santa Fe, Dodge City, Hangtown, Virginia City and all the rest. Jeff Chandler and Reed Hadley play leading roles.

Availability: E. T.

Running Time: 30 minutes.

Cost: On request.

Number Available: 40.

Audition Facilities: Transcription
Distributed by: Cheshire & Associates.

Submitted by: Cheshire & Associates, 6606 Selma Ave., Hollywood 28, Calif.

Drama of Medicine

This is radio's oldest continuing transcribed dramatic show, now boasting of 460 self-contained episodes, portraying every important development in the sciences of medicine, surgery and pharmacy. Highly recommended for sponsorship by prescription druggists. Endorsed by leading medical authorities.

Availability: E. T.

Running Time: 15 minutes.

Cost: On request.

Number Available: 460.

Audition Facilities: Transcription
Distributed by: Cheshire & Associates.

Submitted by: Cheshire & Associates, 6606 Selma Ave., Hollywood 28, Calif.

Marvin Miller, Story-Teller

Dramatized incidents high-lighting the life stories of 260 of the most famous men who ever lived — from Alexander the Great to Dwight Eisenhower. Miller plays all roles with amazing realism.

Availability: E. T.

Running Time: 5 minutes.

Cost: On request.

Number Available: 260.

Audition Facilities: Transcription
Distributed by: Cheshire & Associates.

Submitted by: Cheshire & Associates, 6606 Selma Ave., Hollywood 28, Calif.

Medical File

Documented stories of men and women who, in city hospitals, research centers, great clinics, guard

our lives. Factual stories of illnesses and their cures — patterned on the "Medic" TV series.

Availability: E. T.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Audition Facilities: Transcription

Produced by: Grace Gibson.

Distributed by: Cheshire & Associates.

Submitted by: Cheshire & Associates, 6606 Selma Ave., Hollywood 28, Calif.

The Western Trail

Lives of the old West—Geronimo, Kit Carson, Belle Starr, Billy the Kid and many others are brought to life in a fast moving, exciting series of complete half hour programs. This program will appeal to young and old alike.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: Upon request.

Number Available: 52.

Audition Facilities: Transcription

Submitted by: C. P. MacGregor

Company, 729 South Western Ave., Hollywood, 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 South Western Ave., Los Angeles, Calif.

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

Submitted by: C. P. MacGregor Co.,

729 South 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 many more.

Availability: E. T.

Running Time: 30 minutes.

Cost: On request.

Number Available: 156.

Audition Facilities: Transcription

Submitted by: C. P. MacGregor Co.,

729 South Western Ave., Los Angeles, Calif.

STOP!



SAVE TIME!

SAVE MONEY!

Half Hour MYSTERY and
ADVENTURE Transcribed Programs.

Available on Double Exposure Plan
(2 broadcasts for the price of 1)

WORLD'S LARGEST SELECTION OF
RADIO PROGRAMS.

Soaps — Musicals — Sports — Dramatic
— Children — Spot Announcements

HARRY S. GOODMAN

PRODUCTIONS

19 East 53rd Street, New York City

Hollywood Sound Stage

Romance, adventure, comedy— all combined in one series. Features top screen and radio personalities in each program. Howard Duff, Roy Rogers, Elliot 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
Submitted by: C. P. MacGregor Co.,
729 South Western Ave., Los Angeles, Calif.

Fact or Fantasy

Tales of mental and psychic phenomena, all investigated and confirmed. In narration — dramatic technique, with Frances Scott.

Availability: E. T.
Running Time: 5 minutes.
Number Available: 100.
Audition Facilities: Transcription
Produced by: Basch Radio & Tel.
Prods., 17 E. 45th St., N. Y. C.

Dear Folks

A dramatic show with a different slant. Each program a complete story and each with an O. Henry twist. Combines heartthrobs and comedy.

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

Train to Anywhere

Thirty minutes of suspense, building to a climax never suspected by the listener. Ray Starr narrates with sound effects and music to back him, building to a separate climax just before each commercial and then a twist ending to complete the show. Each program is complete within itself.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26
Audition Facilities: Transcription
Produced by: Lou-Ray Productions
Distributed by: Lou-Ray Productions, WJAN, Spartanburg, S. C.
Submitted by: WJAN, 101 Schuyler Building, Spartanburg, S. C.

Footprints

Written and produced by Robert Davis, a once-a-week, 1/2 hour program from 12:00 - 12:30 at noon on Sunday. Bob, who does the narration, takes his listeners via words and music to the far parts of the globe. Each program is complete in itself. Highly imaginative.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Flat Rate \$65.00.
Audition Facilities: Tape.
Submitted by: WXRA, Buffalo 17, N. Y.

The Silver Eagle— MOUNTY

Top rated network adventure program, features Sgt. Jim West (the Silver Eagle) and his giant,



THAT SWEET MUSIC—Guy Lombardo and his Royal Canadians feature Guy, Carmen, and Lebert Lombardo, as well as Don Rodney and Kenny Gardner, in their popular and distinctive style. The 30 minute show is produced by Frederic W. Ziv Co., Cincinnati 6, Ohio.

good-natured trailmate, Joe Bidcaux, in a series of complete stories of the great Northwest. Adventure as adults like it — Adventure children love.

Availability: Live Talent and E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 175.
Audition Facilities: Transcription
Produced by: James E. Jewell.
Distributed by: Jewell Radio and Television Productions.
Submitted by: Jewell Radio and Television Productions, 540 North Michigan, Chicago, Ill.

The Cisco Kid

The most-loved and most-feared hero of American literature steps from the pages of O. Henry and comes to vivid life as top-notch Hollywood stars portray the Cisco Kid. This famous "Robin Hood of the Range" creates excitement, humor, romance, roaring adventure — recreates all the thrilling drama of when the West was young.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 883.
Audition Facilities: Transcription
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, Ohio.

Mr. District Attorney

Smooth suspenseful radio drama. David Brian in the exciting title role of Mr. District Attorney. You hear the truth defended, crime exposed, and justice administered in this thrilling half-hour series.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription
Produced by: Frederic W. Ziv Co.
Distributed by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, Ohio.

Lightnin' Jim

An all-star network cast in Western-adventure action; each program a complete story. With Francis X. Bushman as Lightnin'

Jim, and Henry Hoopel as Deputy Whitey Larson, the greatest U. S. Marshall ever to roam the western plains; and his equally famous deputy comes to life for the modern-day of the Old West.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 104.
Audition Facilities: Transcription
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati, 6, Ohio.

I Was a Communist for the FBI

Dana Andrews starring in this powerful real-life drama. Stories based on actual experiences of FBI undercover man, Matt Cvetic.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 104
Audition Facilities: Transcription
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, Ohio.

Freedom U.S.A.

Dramatization of world-forming events that take place every day in the United States Senate. Tyrone Power stars, while Edwin C. Hill is the commentator and Jimmy Wallington the announcer. Original music composed by David Rose.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, Ohio.

Bright Star

Comedy and adventure with Irene Dunne and Fred MacMurray cast in the roles of Editor and Reporter. Music by Irv Orton, Wendell Niles and Harry Von Zell narrators.

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

Number Available: 52.
Audition Facilities: Transcription
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, Ohio.

Teller of Tales

Psychological stories packed with suspense and intrigue. Studies of the human mind under stress and strain. Exciting, unusual and surprising.

Availability: E. T.
Running Time: 30 minutes.
Cost: Upon request.
Number Available: 52.
Produced by: Artransa.
Audition Facilities: Transcription
Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Thirty Minutes to Go

Adventure-thrillers of suspense, intrigue and danger. Each story is based on time with just 30 Minutes To Go to reach a dynamic, surprising conclusion.

Availability: E. T.
Running Time: 30 minutes.
Cost: Upon request.
Number Available: 52.
Audition Facilities: Transcription
Produced by: Harry S. Goodman Prods.
Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Western Trails

True stories of the Old West and the people who brought civilization to it. Adult in its approach, yet full of the excitement and conflict that appeals to the younger set.

Availability: E. T.
Running Time: 30 minutes.
Number Available: 52.
Produced by: Artransa.
Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

T-Men Confidential

Programs dealing with the office of Internal Revenue. The schemes people use to avoid paying income tax, and how they are caught. No blood and thunder, but exciting and suspenseful.

Availability: E. T.
Running Time: 30 minutes.
Number Available: 52.
Produced by: Harry S. Goodman Prods.
Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Great American Women

Narrated by Basil Rathbone, this famous stage, screen, television and radio personality tells impressive stories about the women who have made great contributions to our way of life — such as Helen Keller, Annie Oakley, Grandma Moses, Elizabeth Blackwell and many others. It's a fully recorded series of 65, five-minute shows.

Availability: E. T.
Running Time: 5 minutes.
Cost: Upon request.
Number Available: 65.
Audition Facilities: Transcription
Produced by: RCA Thesaurus.
Distributed by: RCA Thesaurus.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

On Guard America

A show which highlights the importance of civilian alertness. Turns the spotlight on crisis after crisis in the history of nations through the ages down to the present moment of America's danger. Availability: E. T. Running Time: 5 minutes. Cost: \$2 per program net, and up. Number Available: 80. Audition Facilities: Transcription Produced by: Packaged Programs, Inc. Distributed by: Transcription Sales, Inc. Submitted by: Transcription Sales, Inc., 117 W. High St., Springfield, Ohio.

Mike-ing History

Famous historical events live anew in "on-the-scene" accounts by the mike masters of today. Availability: E. T. Running Time: 5 minutes. Cost: \$2 per program net, and up. Number Available: 78. Audition Facilities: Transcription. Produced by: Packaged Programs, Inc. Distributed by: Transcription Sales, 117 W. High St., Springfield, Ohio.

Life in the Great Outdoors

Programs based on the fund of information on nature and outdoor life. Availability: E. T. Running Time: 5 minutes. Cost: \$2 per program net, and up. Number Available: 66. Audition Facilities: Transcription Produced by: Packaged Programs, Inc. Distributed by: Transcription Sales, 117 W. High St., Springfield, Ohio.

Looking at Life

A human-interest radio feature. Each episode is complete in itself and yet it carries over to the next one with the appeal of the storyteller. Availability: E. T. Running Time: 5 minutes. Cost: \$2 per episode net, and up. Number Available: 132. Audition Facilities: Transcription Produced by: Packaged Programs, Inc. Distributed by: Transcription Sales, 117 W. High St., Springfield, Ohio.

It Could Happen to You

Sells the story of safety to Mr. & Mrs. America. It Could Happen To You is a collection of accident dramas involving men, women and children — some unusual, some fantastic — but all of them based on true case histories. Availability: E. T. Running Time: 5 minutes. Cost: \$2 per program net, and up. Audition Facilities: Transcription Produced by: Packaged Programs, Inc. Distributed by: Transcription Sales, 117 W. High St., Springfield, Ohio.

Fire!

Eighty stories of fires, their causes and results.

Availability: E. T. Running Time: 5 minutes. Cost: \$2 per episode net, and up. Number Available: 80. Audition Facilities: Transcription Produced by: Packaged Programs, Inc. Distributed by: Transcription Sales, 117 W. High St., Springfield, Ohio.

Headquarters Man

Behind the scenes operations of the Police Department. Each program is complete and explains the methods used in tracking down criminals. Available: E. T. Cost: Upon request. Running Time: 30 minutes. Number Available: 41. Audition Facilities: Transcription Produced by: AWA Productions. Distributed by: Harry S. Goodman Productions. Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C.

Jim Ameche, Storyteller

Exciting narration of the little known events in the lives of great people or the stories behind important discoveries. Done in dramatic format with Ameche taking several parts. Availability: E. T. Running Time: 15 minutes or 10 minutes or 5 minutes. Cost: Upon request. Number Available: 260; 156 for 5 or 10-minute shows. Audition: E. T. Produced by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C.

Pathways to Freedom

Each program deals with an escape from the Iron Curtain. Stories are true and each is introduced by the persons involved. Running Time: 30 minutes. Cost: Upon request. Number Available: 26. Audition: E. T. Distributed by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C.

This Fabled World

Tom Helmore narrates unusual stories of the past and present, having an O. Henry type ending. Availability: E. T. Running Time: 5 minutes. Cost: Price on request. Number Available: Once-weekly or five-times-per-week. Audition Facilities: Transcription Produced by: Radio City Associates (Mort Catok & Gene Aretsky) Submitted by: Radio City Associates, 32 E. 68th St., New York 21, N. Y.

Playhouse of Favorites

Vivid dramatizations of the works of Dickens, Tolstoy, Melville, Stevenson and other great writers. Such beloved stories as "Pride and Prejudice", "A Tale of Two Cities", "David Copperfield", "She Stoops to Conquer" and other favorites. Fine casting of such great stars as Signe Hasso and Cathleen Cordell in these outstanding shows will build huge audiences for any sponsor.

Availability: E. T. Running Time: Half-hours. Cost: Upon request. Number Available: 52. Audition Facilities: Transcription Produced by: RCA Recorded Program Services. Distributed by: RCA Recorded Program Services. Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Crime Club

Dramatizations of the famous criminal cases in the world. Each story is based on fact, and through dramatization shows the different techniques used by the law enforcement agencies in different countries. Available: Transcription. Cost: Upon request. Running Time: 30 minutes. Number Available: 52 half-hours. Produced by: Crawford Productions. Distributed by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C.

Contraband

Factual dramatizations revealing how Customs Agents, their intelligence men, spies and informers work to trap the smuggler. Availability: E. T. Running Time: 30 minutes. Cost: Upon request. Number Available: 52. Produced by: Artransa Radio Prods. Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Deadline for Danger

Adventure tales, fully dramatized, with time as the key element. Stories of men and women who find themselves in perilous situations, each facing a deadline that means life or death. Availability: E. T. Running Time: 30 minutes. Cost: Upon request. Number Available: 52 Transcriptions. Produced by: Harry S. Goodman Prods. Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Hunter and the Hunted

Suspense, adventure, and conflict well mixed together to make up this series of programs. Availability: E. T. Running Time: 30 minutes. Cost: Upon request. Number Available: 26. Produced by: Artransa. Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Moment of Peril

Self-contained stories of people suddenly enmeshed in a "Moment of Peril." Availability: E. T. Running Time: 30 minutes. Cost: Upon request. Number Available: 52. Audition Facilities: Transcription Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Action Dramas

Half hour series of network favorites. Now supplied in a package to stations at rates that apply to the smallest 250 watt. Action dramas are notable for their casts of network artists thruout. Availability: E. T. Running Time: 30 minutes. Cost: \$10. per half-hour. Number Available: 520. Audition Facilities: Transcription. Distributed by: Charles Michelson Inc., 45 W. 45th St., New York, N. Y.

Hollywood Theatre of Stars

These dramatic programs now available for English-speaking countries outside the U. S. Featuring such stars as Robert Mitchum, Dana Andrews, Ann Jeffreys, etc. (For export only) Availability: E. T. Running Time: 30 minutes. Number Available: 156. Produced by: C. P. MacGregor Co. Submitted by: Fremantle Overseas Radio & TV, 366 Madison Ave., New York 17, N. Y.



NEEDS HELP—Sheila Sewell and Grant Taylor, above, have the leads in the new transcribed radio adventure program, "Moment of Peril." The series of 52 half-hour episodes are produced and distributed by Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C. The company also produces other mystery and adventure shows.

Canadian Programs

Radio-TV Shows Little Change

By Jules Larochelle

Staff Correspondent, Radio-Television Daily

TELEVISION and radio programming for 1956-1957 indicates no great changes according to a recent survey. Positions are now being worked out for the forthcoming season and there will be consolidation of the 1955-1956 best programs while a few of the most popular radio programs will enter television for the first time. Among the latter in Montreal is "Un Homme et Son Peche" which is one of the oldest radio programs and will be on television in the Fall for the first time.



LAROCHELLE

As far as can be stated at this time the main radio and television programs will return next season. The weekly hockey radio and television night will again be sponsored by Imperial Oil Limited, Saturday night home games of Montreal's Canadiens hockey club and Toronto's Maple Leafs will again be broadcast. Wrestling night on television will again be maintained by current sponsors Dow Brewery Limited which also will continue to present sports reviews on both Montreal Stations.

"La Famille, Plouffe," which was chosen as best in its class in the past season will again reappear with Imperial Tobacco of Canada as sponsors. "Le Survenant" jointly sponsored by Coca Cola of Canada and Italian Food Importers Gattuso Limited, will be maintained and "Cap Aux Sorciers," sponsored by Maxwell Instant Coffee and Jell-O will again come up next Fall.

General Motors of Canada will return as sponsor of "Porte Ouverte" a half-hour, once weekly variety program starring French Canada's popular Jacques Normand. Ford Monarch Division of Ford of Canada will again sponsor "Graphic," produced and originating in Toronto. Labatt Brewery Limited will sponsor "Music Hall," a Montreal Sunday Evening variety program, which has proved a big attraction especially in Montreal and on the French network of CBC.

One of the most popular programs, "14 Rue de Galais," sponsored for several seasons by Steinbergs Limited Food Chain Store Company, is as yet unsettled.

Educational shows will be broadcast again. There will be a reissue of "Payes et Merveilles Press Conference" and "Les Idees En Marche."

As far as quiz programs are concerned, it was revealed that Lever Brothers will continue sponsoring "La Cle Des Champs" while Remington Rand will again sponsor "Chacun Son Metier," a program based on the American "What's My Line" program.

An advertising agency has acquired a two hour morning period from French language CJMS radio station and the period will star well-known artists, it was reported. Other radio stations also are negotiating such package deals to be placed under direction of popular artists or announcers and advertising will be sold to a number of sponsors.

CBC is boosting the power of two of its stations located in Toronto and Montreal in order to extend good reception areas and therefore cover wider areas from both stations. In Montreal, French Language television station CBFT will have its strength brought up to 100,000 for the forthcoming season. In Toronto it will operate from Channel 6 instead of 9.

Toronto's CBLT has been operating with an ERP of 25.6 KW. It is estimated that the 100 KW ERP which the station will have on Channel 6 will provide better coverage to a bigger audience. Potential CBLT viewers will be increased by about 300,000.

Broadcasts Increase

Foreign Language Programs

By Fortune Pope

President, Station WHOM, New York, N. Y.

IT MAY interest you to know that twice as many radio stations are broadcasting foreign language programs today than were doing so in 1946. Four hundred thirty stations in 41 states and the District of Columbia now feature them from a few hours weekly to full time daily schedules. All this may come as a surprise to those who predicted their disappearance from the scene back in the early forties.



POPE

This upsurge is due to a variety of factors. The tremendous impact of native idioms has continued to keep listeners tuned to their radio sets. To each nationality group, its own language is a common denominator enriched by colloquialisms which often defy translation. Consequently, there is a nearness and dearness to the mother tongue which always reaches home and magnetically attracts these listeners to their favorite radio programs.

* * *

Foreign language stations have benefitted also from the pin-pointing of radio budgets which have characterized time-buying during recent years. Agencies and clients who formerly used radio as a general mass medium are now shopping for specialized audiences and are learning that the language listener is not only a good customer but one who responds quickly to messages in the tongue he understands best.

To keep pace with this new interest on the part of national advertisers, major foreign language outlets are doing much to focus attention on the size and quality of their markets. Never before has so much money been spent on research. In addition to program ratings, there is now a wealth of data available on economic levels, buying habits, motivation factors, consumer acceptance, depth studies and practically anything else the agency research department wants to know. The accessibility of this information has done much to enhance the standing of foreign language radio in the eyes of both advertisers and their agencies.

* * *

One of the things which deterred some national accounts in the past was the problem of securing distribution and acceptance in retail stores serving families of foreign origin. This hurdle has been cleared by merchandising and promotion departments which effectively bridge the language barrier. As a result, many products previously unknown in some neighborhood stores, are in great demand now thanks to foreign language advertising and promotion.

In all fairness it should be pointed out that foreign language broadcasting has already reached saturation levels in the larger cities of the United States. Most of the expansion has been taking place in areas where there had been little or no programming of this kind before and it appears likely that this trend will continue.

Having been identified with the foreign language market for many years as publisher of *Il Progresso Italo-Americano* and since 1946, as president of WHOM, this resurgence of interest has been most gratifying to me. I have always regarded language media as an integral part of American advertising and public relations. Unlike the population of most countries, the people of the United States include many different races, religions, and national origins.

I believe that the American way of life is, in fact, a crystallization of the variegated talents of these many groups.

Polka Party

Polka party with Paul Oles entertains Northeastern Pa., listeners of Central European lineage with popular polkas, waltzes and obereks. An added feature is the "Pick-a-Polka" contest which offers many attractive prizes.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced By: Paul Oles.
Submitted by: WCDL, 127 Salem Rd., Carbondale, Pa.

L'Heure Du Dimanche

This is our weekly one hour French language program consisting of music from Canada and France, plus commentary on local club activities and a French Language News insert. The program is made up in segments. Music (25 Minutes) Club News (15 Minutes) Music (25 Minutes) and National, State and Local News (5 Minutes). The program has been on the air for over one year.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: Available in spot purchases or as five minute inserts.
Audition Facilities: Transcription
Submitted by: WFAU, 160 Bangor Street, Augusta, Maine.

La Voz De Borinquen

The only true Puerto Rican Spanish language program on the air in New York City conducted by Santiago Grevi, who was one of the most popular broadcasters on WAPA in San Juan for many years before coming north to the United States. All true Puerto Rican natives refer to their island as Borinquen, hence the name of this lively show consisting of native music, news by direct wire from San Juan, and all the latest sports results.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Six per week
Audition Facilities: Live Talent.
Submitted by: WLIB, 2090 Seventh Ave., New York 27, N. Y.

Voice of Free Poland

Veteran Polish language broadcaster Michael Kecki has been decorated and cited by almost every Polish-American patriotic and religious organization in the United States for his untiring efforts to bring the real news from the motherland to his listeners here in the metropolitan New York area via the medium of WLIB.
Availability: Live Talent.
Running Time: 90 minutes.
Cost: On request.
Number Available: Six per week
Audition Facilities: Live Talent.
Submitted by: WLIB, 2090 Seventh Ave., New York 27, N. Y.

Jewish Family Hour

A daily hour of news, music, quizzes, and homespun philosophy by Arnold Jaffe, dean of Jewish

broadcasters on American radio who has been conducting this successful type of program in the New York area for over 27 years. Everything of interest to the typical Jewish-American housewife, or "baala-buster" from new kosher recipes to information about the time for lighting Sabbath candles is presented.
Availability: Live Talent.
Running Time: 60 minutes.
Number Available: Five a week — 52 weeks.
Audition Facilities: Live Talent.
Submitted by: WLIB, 2090 Seventh Ave., New York 27, N. Y.

Siesta Serenade

Program entirely in Spanish Language. Consists of Latin-American Music and local news, and interviews with local people.
Availability: Live Talent.
Running Time: 60 minutes.
Audition Facilities: Live Talent.
Submitted by: KYAK, P.O. Box 172, Yakima, Wash.

Voice of the Azores

Portuguese language program featuring Portuguese music both on record and on tapes from the Azores, interviews with Portuguese personalities and tape recording of events taking place in the Azores. Program aired Saturdays 12:30-1:00 p.m., Sundays 12:00-1:30 p.m.
Availability: Live Talent.
Cost: Spot participation only at \$10.00 per spot.
Audition Facilities: Transcription
Produced by: Sr. Luis Raposo
Submitted by: WADK, P.O. Box 367, Newport, R. I.

Hora Caribe

Ramon Gutierrez is master of ceremonies for this show aired Monday thru Saturday. Besides featuring Spanish and all Latin-American music, Hora Caribe brings to its microphones celebrities of interest and general news.
Availability: Live Talent.
Running Time: 2 hours.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: Ramon Gutierrez
Distributed by: WMIE, Inc., 139 N. E. 1st St., Miami 32, Fla.

Fiesta Latina

Evening show consisting of authentic Mexican music programmed and played by Dan Reveles. This is the music that more than a half million Spanish speaking residents of Los Angeles listen to.
Availability: Live Talent.
Running Time: 45 minutes.
Cost: On request.
Number Available: 6 days a week.
Produced by: Dan Reveles.
Submitted by: KGFJ, Hollywood 28, Calif.

La Hora Mexico

Spanish-language program featuring host, Miguel Castillo, with Spanish-language motion picture. Mexican leaders of the area in interviews, personalities, news, etc. Sunday—9:30-11:00 A.M.
Running Time: 90 minutes.
Number Available: 5.
Submitted by: KSBW-TV, 238 John St., Salinas, Calif.

Trio Los Sultanes

Two guitars and a singer complete this trio. They are known as the most popular players of popular music in Mayaguez. In the program they have a contest that consists of "The Unknown Melody". The radio audience send letters with the title of the melody so they can have a chance to win in the contest.
Running Time: 30 minutes.
Cost: \$22.50 each program.
Number Available: One daily.
Audition Facilities: Live Talent.
Submitted by: WORA, P.O. Box 43, Mayaguez, P. R.

Los Pleneros Del Oeste

The best typical music of Puerto Rico is played by this famous group of Mayaguez. This program is presented daily, from Monday to Friday. The radio audience writes to the program asking for the music they want to hear.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$45.00 each broadcast.
Number Available: Five.
Audition Facilities: Live Talent.
Submitted by: WORA, P.O. Box 43, Mayaguez, P. R.

Show Del Medio Dia

In this program we have the best orchestra in town. Ten dollars in prizes in every show. The radio audience have to answer two questions that are made daily to get the prizes. This program is re-broadcast by Radio Station WPRP in Ponce, P. R.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: Participating spots.
Number Available: Ten.
Audition Facilities: Live Talent.
Submitted by: Radio Americas Corporation, WORA, P.O. Box 43, Mayaguez, P. R.

Los Perseguidos

In Spanish, this series stars Arturo de Cardova, who is one of the most beloved of Spanish stars, in a series of suspenseful dramas (For U. S. Distribution only).
Availability: E. T.
Running Time: 30 minutes.
Number Available: 26.
Audition Facilities: Transcription.
Produced by: Arte Radiophonica de Mexico, S. A.
Distributed by: Fremantle Overseas Radio & TV, 366 Madison Ave., New York 17, N. Y.

El Dios Maltrecho

This series stars Arturo de Cardova, ideal of millions of Spanish radio listeners. It is the story of a doctor, his difficulties, his experiences and romances. (For U. S. distribution only)
Availability: E. T.
Running Time: 15 minutes.
Number Available: 148.
Audition Facilities: Transcription.
Produced by: Arte Radiophonica de Mexico, S. A.
Distributed by: Fremantle Overseas Radio & TV, 366 Madison Ave., New York 17, N. Y.

WHY BUY SPANISH RADIO?

Since so many advertisers — national, regional and local, have requested their Research Departments and Advertising Agencies to analyze this large and responsive audience —

K W K W

which programs 20 hours daily in Spanish — with 11 Top Latin Personalities — contracted with

BELDEN ASSOCIATES

leading Spanish-language marketing research experts to make two comprehensive studies in the Los Angeles area of the Latin Market, Radio Audience and Brand Preferences.

THESE STUDIES* PROVIDE A PRETTY COMPLETE ANSWER TO YOUR QUESTIONS ABOUT THIS "CITY WITHIN A CITY"

of

525,000

LATIN-AMERICAN BUYERS IN LOS ANGELES

*Write or phone for your free copy.



Rep.: Broadcast Time Sales
New York, Chicago,
San Francisco

Negro Programming

Music And Special Events

By Edith Dick

Station Manager, WWRL, New York, N. Y.

MMUSIC and special events, tailored to the preferences and requests of New York's 1,000,000 Negroes, are the basic ingredients of WWRL's programming. But WWRL, not only broadcasts to the Negro community, it broadcasts from the Negro community.



DICK

For example: The station's "Dr. Jive" disc jockey show originates nightly from Small's Paradise in Harlem where crowds flock to view and hear it. Alma John's "Homemaker's Club" originates from Sach's in Harlem, three days a week attracting a large audience. For holiday services, WWRL moves its microphones into the Abyssinia Baptist Church. During the Negro Exposition of Progress in New York, WWRL personalities were on hand broadcasting their programs right from the shows and doing on-the-spot interviews. Wherever top Negro sports stars gather or Negro sports events are happening, WWRL's sportscaster, Art Rust, is there with his tape recorder.

Music, of course, is WWRL's No. 1 programming ingredient. This runs the gamut from rhythm and blues to spirituals and gospels. Listeners help mold these programs. Every show is a request show. WWRL's "Dr. Jive" show pulls thousands of requests weekly.

Gospel music is a strong favorite with Negro listeners, we find. WWRL disc jockeys Fred Barr and "Doc" Wheeler just finished a one-week stand at the Apollo with their "Gospel Caravan" that had lines a block long with thousands turned away.

Both Barr and Wheeler accent gospel music on their shows and both mail and listeners surveys indicate it's a top favorite among Negroes. Audience reaction indicates a strong preference for spirited, exciting gospel music over the subdued spirituals. WWRL disc jockeys, on the air and in theaters, have learned an audience likes to be "moved" and they let us know it in no uncertain terms.

* * *

News of special interest to the Negro community is a vital part of WWRL's programming structure. WWRL airs a daily five-minute newscast concerning the Negro community directly after its top-rated "Dr. Jive" afternoon show.

WWRL's new series, "Fight for Rights", has attracted wide attention among Negroes. Presented in co-operation with the National Association for the Advancement of Negro People, Negroes prominently in the news are weekly guests on the program. WWRL microphones are on tap whenever events important to Negroes are occurring. Live pick-ups of Emperor Haile Selassie's visit to New York dotted WWRL's schedule. An on-the-scene description of the Montgomery, Ala. bus boycott was relayed by telephone and broadcast daily by a New York Negro newspaper editor. WWRL aired NAACP civil rights rallies staged in New York. Alert to the juvenile delinquency problem, WWRL commentator Alma John presents a weekly series, "What's Right With Teen-Agers", with youngsters themselves conducting the program and spotlighting constructive activities performed by teen-agers. Harlem public school classes are also daily visitors to her "Homemaker's Club" broadcasts from Sach's auditorium.

In a nut shell, a station must become a "member of the community" to gain a following in the Negro market. It must program to meet the needs and desires of the community. This is a warmhearted audience that responds to warm, good-humored personalities. This is an audience that deserves the respect of every performer and every station staff member.

Negro Radio

An Eight Year History

By Harry Novik

General Manager, WLIB, New York, N. Y.

SINCE 1948 or thereabouts, the number of radio stations broadcasting in part or entirely to the Negro market in their communities has increased tenfold. If there were 30 stations across the United States specializing in Negro programming in 1948, the number today is well over the 300 mark. Here in New York City alone, three other stations in recent years have followed the lead of WLIB in entering the Negro market.



NOVIK

When WLIB embarked upon its carefully mapped plan of penetration in the Negro market, there were many skeptics who scorned the notion saying you couldn't offer Negroes any service they weren't able to obtain on existing stations, and that unlike foreign language groups Negroes spoke English, so how could you differentiate your programming to attract listeners.

* * *

The answer was of course that Negroes were *not* able to obtain an adequate service from existing stations, some of which claimed to present "Negro programs" consisting solely of an hour or two of rhythm and blues disc jockey shows. WLIB became the first, and is today still, the only station to build studios in Harlem.

We also became the first, and still remain the only station to present regularly scheduled Negro news programs. These newscasts are presented daily every hour on the half-hour, edited by George W. Goodman, our news and special events director, who formerly published the New England Chronicle, and is the only Negro in this area to hold such a job.

Mr. Goodman, assisted by a staff of regular reporters and stringers across the country who cover events where and whenever they occur, presents community news items of interest to his audience. He has directed the coverage of such special events as the Atherine Lucy case, Emmett Till murder, and Montgomery bus boycott with reporters right on the scene for as long as ten days at a time.

That's why WLIB's community news shows come up with a 7.7 Pulse rating average. Because people listen in. And they listen because they can't get that kind of news coverage anywhere else. The daily press doesn't cover it in the detail WLIB does. The Negro press comes out a week later. WLIB is on the spot day in and day out. The challenge was there. We accepted it, and the skeptics at the advertising agencies have become our best clients and customers.

* * *

Then there's the question of variety. The metropolitan New York Negro community represents 1,100,000 people. That's more than the total population of Boston, Cleveland, or St. Louis. You can't offer this group an hour of rhythm and blues or rock and roll and call that Negro programming. WLIB at the very beginning decided that programming to this audience would be as complex and as varied as that of any major 50-kw outlet hoping to reach and hold a wide range of listeners.

Without this concept of Negro broadcasting WLIB would have failed. With it, we today enjoy our highest audience ratings in history (recent Pulse ratings hit 8.2 — a record in Negro listening) and now have more Negro listeners than any other New York radio station, network or independent, plus an acceptance among advertisers and agencies that is fast approaching the S.R.O. status. This in spite of the fact that we have steadily expanded our Negro programming block hour by hour over the past few years to accommodate the waiting list of sponsors wanting to get in on WLIB's schedule.

Miller Sport Show

M/C'd by leading Negro personality — first Negro person-ality — first Negro team — Covers all fields of sport throughout the country, but primarily features local and regional sports and/or events. Guest speakers (outstanding Negro Athletes) appear frequently on show. Has good Hooper. Heard Mondays through Saturdays at 5:45 p.m.

Availability: Live Talent.
Running Time: 15 minutes.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: KANV, 2730 Talbot St., P.O. Box 3611, Shreveport, La.

Teen Town Singers

The "Teen Town Singers" has been a most popular WDIA institution since 1949. Composed of carefully selected talent from Memphis Negro High Schools, group famous for renditions of religious and popular music. Program's universal popularity and prestige values makes it a good buy.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WDIA, 2074 Union Ave., Memphis, Tenn.

Capital Caravan

All Negro Variety Show. Bob

McEwen MC's — Dancing, Singing, Band numbers.
Running Time: 60 minutes.
Number Available: 8 spots.
Produced by: WTTG.
Submitted by: WTTG — DuMont Broadcasting, Hotel Raleigh, 12th & Penn. Ave., N.W. Washington, D. C.

At Home with Betty Granger

Betty Granger, Women's Editor of the New York Amsterdam News, the nation's leading Negro news weekly, is the newest and brightest star in WLIB's talent roster. Her catchy new program directed towards the community's hardest working citizens — the housewives — is a sparkling informative show that brings Negro listeners the latest homemaking hints, household news, food and fashion tips . . . all presented by one of the top experts in the field.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 5 a week — 52 weeks.
Audition Facilities: Live Talent.
Submitted by: WLIB, 2090 Seventh Ave., New York 27, N. Y.

Night Train

Night Train is a program for the Negro listener and appeals to the teen-age crowd. Honest John

Vroman is in charge of the proceedings and spins the platters from 9 til 10 five nights a week. This program has a tremendous following and does a great amount of selling.

Availability: Live Talent and E. T.
Running Time: 60 minutes.
Cost: On request.
Number Available: 2 daily.
Audition Facilities: Transcription.
Distributed by: Radio Brunswick, Inc.
Submitted by: WMOG, Box 572, Brunswick, Ga.

Workers' Serenade

Chicago's earliest Negro disk jockey, Bill Fields, with the Workers' Serenade 6:00 to 7:00 A.M. daily has the more than 850,000 Negro population on its feet with music with a beat. Bits of humor, weather information, time and news, rounds out a pleasant way to start the day.

Running Time: 60 minutes.
Cost: On request.
Produced by: Bill Fields.
Submitted by: WGES, 2708 W. Washington Blvd., Chicago 12, Ill.

Gospel Time

Gospel and spiritual records played at listeners' request. MC'd by Fred Barr and beamed to New York and New Jersey's Negro au-

dience. Interviews with live gospel artists.

Running Time: 90 minutes.
Cost: On request.
Number Available: Monday thru Friday.
Audition Facilities: Transcription.
Produced by: WWRL, 41-30 58th St., Woodside 77, N. Y.

Morning Spirituals

Spiritual and gospel music MC'd by "Doc" Wheeler and beamed to New York and New Jersey's Negro audience.

Running Time: 150 minutes.
Cost: On request.
Number Available: Monday thru Friday.
Audition Facilities: Transcription.
Produced by: WWRL, 41-30 58th St., Woodside 77, N. Y.

Harlem Hi-Lites

A one hour show that is programmed daily for Colored listeners, is our oldest show on the station, features the top in Rhythm & Blues records and top spiritual selections, and pulls as high as 100 cards and letters per day during the vacation season. Show is run daily Monday through Saturday from 3 to 4 P.M.

Availability: E. T.
Running Time: 60 minutes.
Number Available: Unlimited in 13, 30, 45 or 60 minute portions.

NOW $\frac{1}{5}$ of U. S. Negro POPULATION
 $\frac{1}{3}$ of U. S. Negro DOLLARS!

NOW You Can Reach Them for as Little as **1¢ per thousand...**

through the Rollins "Single Track" Plan

3 MILLION NEGROES WITH REAL MONEY are in NEW YORK CHICAGO NORFOLK

WNJR Newark N. J. The Only All-Negro Station in the World's Biggest Negro Market

WBEE Harvey Ill. The Only All-Negro Station in the Enormous, Rich Chicago Area

WRAP Norfolk Va. The Only All-Negro Station in the prosperous Tidewater Area

ROLLINS BROADCASTING INC. Nat'l Sales Mgr.: Graeme Zimmer
New York: 565 Fifth Ave., EL 5-1515 Chicago: 6205 S. Cottage Grove Ave., NO 7-4124

Audition Facilities: Transcription.
Submitted by: KTXJ, P. O. Box
6090, Jasper, Tex.

Bill's Ballroom

Full hour of the tops in rhythm and blues music at the valuable time of four-five P.M. Saturday afternoon. Only good, solid rock and roll hits are played by top-notch Negro disc jockey with professional ability, cultured speech and keen sense of showmanship. M.C. "Bill" McLeod is a college grad and has been doing R & B disc-jockey work for six years. Our best show directed particularly to Colored audience.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: One time: \$35.00, 13 times: \$34.00, 52 times: \$30.00.
Number Available: Fifty-two.
Audition Facilities: Transcription.
Produced by: Hopewell Broadcasting Company.
Submitted by: WHAP, Box 621, Hopewell, Va.

Bandwagon

Catering to Negro population which includes 65 per cent of region, the bandwagon is a fast moving Disc Jockey show that plays the latest in Rhythm and Blues plus regional Negro news.

Availability: Live Talent and E. T.
Running Time: 60 minutes.
Audition Facilities: Transcription and Live Talent.
Submitted by: KMHT, Marshall Natl. Bank Bldg., Marshall, Tex.

Gospel Memories

Show features Negro spirituals, both old and new, selected from mail request. This is one of KANV's oldest and most popular programs. Heard 7 days a week from 12 noon to 12:45 P.M. preceeding the newscast. D/J very highly regarded in community. Makes death announcements, church bulletins, etc., a portion of the format.

Availability: Live Talent.
Running Time: 45 minutes.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: KANV, 2730 Talbot St., P.O. Box 3611, Shreveport, La.

The Gospel Train

Following the great tradition of the gospel singing of the American Negro, the conductor of "The Gospel Train," Victor Bozeman, harmonizes inspirational poems and hard sales messages with equal skill. His great success is proven by the program's exceptionally high ratings (highest PULSE ratings in the N. Y. Negro Market), and extremely effective results for its sponsors.

Availability: Live Talent.
Running Time: 60 minutes.
Number Available: 6 days a week—52 weeks.
Audition Facilities: Live Talent.
Submitted by: WLIB, 2090 Seventh Ave., New York 27, N. Y.

Spirituals at Sundown

Lorenzo "Larry" Fuller, who returned recently from a world tour with the "Porgy and Bess" com-

WLIB IS TOPS IN RATING (8.2 PULSE)

Highest in history of N. Y. Negro radio audience ratings—MARCH '56

- ✓ WLIB has more Negro listeners than any other New York radio station—network or independent.
- ✓ WLIB is the only station with studios in Harlem.

If you want to sell the N. Y. Negro Market

CALL • WRITE • WIRE



HARLEM RADIO CENTER
2090 Seventh Avenue, New York 27
MONument 6-1800

WWRL TOPS in NEW YORK CITY for the NEGRO and SPANISH MARKET

Broadcasting 9½ Hours Daily to the 1,100,000 Negro Audience With the Hottest Disc Jockies on the Air!



"Dr. Jive"



"Doc" Wheeler



Art Rust

CUSTOMERS FOR 12c per THOUSAND!

SPANISH — 14½ Hours Daily Reaching New York's 850,000 Spanish-Puerto Rican Market for 9c per Thousand.

Call, Write:

Sales Dept. **WWRL**
41-30 — 58th Street, Woodside, L. I.
DEfender 5-1600

WLIB IS TOPS IN TALENT

- ✓ RUBIN PITTMAN "Harlem Serande"
- ✓ VICTOR BOZEMAN "Gospel Train"
- ✓ HAL JACKSON "House That Jack Built"
- ✓ BETTY GRANGER "At Home"
- ✓ GEORGE W. GOODMAN "Community News"
- ✓ WILLIAM MARSHALL "Midday Spirituals"
- ✓ LORENZO FULLER "Spirituals at Sundown"

If you want to sell the N. Y. Negro Market

CALL • WRITE • WIRE



HARLEM RADIO CENTER
2090 Seventh Avenue, New York 27
MONument 6-1800

pany where he starred in the role of "Sportin' Life" conducts this new early evening program of spirituals on WLIB. Larry originated "The Gospel Train" on the station and conducted this top-rated morning show for three years before he left to tour in "Porgy." "Spirituals at Sundown" returns Larry Fuller and his unique talent to WLIB's roster. Availability: Live Talent. Running Time: 60 minutes. Cost: On request. Number Available: 6 per week—52 weeks. Audition Facilities: Live Talent. Submitted by: WLIB, 2090 Seventh Ave., New York 27, N. Y.

Midday Spirituals

The stentorian tones of William Marshall introduce each day's selection of spirituals in the same way that Gabriel heralded "De Lawd's" approach in "The Green Pastures"—a role created by Marshall on Broadway to the unanimous plaudits of the critics. Spirituals are one of the American Negro's unique contributions to our culture and heritage. This program and its music enjoys a large audience whose loyalty is assured at all times. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Number Available: 5 a week—52 weeks. Audition Facilities: Live Talent. Submitted by: WLIB, 2090 Seventh Ave., New York 27, N. Y.

Nora Holt's Concert Showcase

Dean of Negro musicologists, Nora Holt presents a weekly tabloid edition of some of the most promising young concert and recital artists in America performing live in their radio debuts. These young Negro artists are perhaps not yet as well known as Marion Anderson or Phillipa Schuyler, but in years to come they may be and then their biographies will indicate that they made their radio debut with Nora Holt on WLIB. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Number Available: 52 weeks. Audition Facilities: Live Talent. Submitted by: WLIB, 2090 Seventh Ave., New York 27, N. Y.

Joe Adams Show

The first Negro disc jockey in Los Angeles. Joe's style of programming has appeal. He's starting his 10th year with KDAY. Availability: Live Talent. Running Time: 3 1/2 hours. Cost: \$18 per minute, \$15 per 30 seconds. Submitted by: KDAY, Pico at the Ocean, Santa Monica, Calif.

Snap Club

Philadelphia's highest rated afternoon Negro show is M.C.'d by two of Phila.'s finest Negro personalities. From 2 till 4 P.M. Kae Williams sits behind the throne. At 4 till 7 P.M. Reggie Lavong comes on with the sellingist approach to this city's going home audience. Availability: Live Talent. Running Time: 5 hours daily. Cost: On request. Number Available: 5 hours per day Monday thru Saturday. Audition Facilities: Transcription & Live Talent. Submitted by: WHAT, Conshohocken Ave., Phila. 31, Pa.

Wake Up Phila.

Here is the most different Negro waker-upper in the Philadelphia area. Dee-jay Kae Williams in his own inimitable style sings, jokes, wakes the people, but more important sells. Kae keeps Philadelphians up to date with the latest weather, news and time, with the highest rated Negro morning show in Phila. Availability: Live Talent. Running Time: 3 hours. Cost: On request. Number Available: 3 hours per day. Audition Facilities: Transcription & Live Talent. Submitted by: WHAT, Conshohocken Ave., Phila. 31, Pa.

Jive 'O Five

This is a 60-minute show consisting of Rhythm and Blues Records. The show runs daily from 4 P.M. until 5 P.M.—Monday through Saturday. The latest Rhythm and Blues records are introduced on this show and the MC is well known and has appeared on Live Rhythm & Blues shows in this area. The show is made up from request by phone, letters & cards. Audience—Teenagers & Colored Populace. Running Time: 60 minutes. Cost: Regular rates apply. Number Available: 6 times per week. Audition Facilities: Tape. Submitted by: WHEE, Setback Bldg., Martinsville, Va.

Harlem Serenade

Brisk, breezy, wake-up show with "The Rube," Ruben Pittman, presenting pop music interspersed with frequent time and weather signals. Helps get housewives, wage earners and school children off to a good start on their day. For sponsors this show reaches the homemaker first thing in the morning—before she makes up her shopping list—and helps her select your brand in preference to all others. Availability: Live Talent. Running Time: 60 minutes. Cost: On request.

Number Available: 6 mornings a week—52 weeks. Audition Facilities: Live Talent. Submitted by: WLIB, 2090 Seventh Ave., New York 27, N. Y.

The House That Jack Built

Hal Jackson, who conducts this program, is a veteran broadcaster. Not only is Jackson one of the top salesmen on the air, but he is also one of the best merchandising specialists in the business. Advertisers will find that this lively program comprised entirely of listeners' requests, pays off in greatly increased sales. Jackson's choice of music has universal appeal in the Negro market—jazz, pop tunes, bop, rhythm and blues—he really sends 'em. Availability: Live Talent. Running Time: 90 minutes. Cost: On request. Number Available: 6 days a week—52 weeks. Audition Facilities: Live Talent. Submitted by: WLIB, 2090 Seventh Ave., New York 27, N. Y.

Community News

Daily five-minute news capsules presented every hour on the half-hour edited by George W. Goodman, former publisher of the New England Chronicle, a graduate of Lincoln University and WLIB's director of news and special events. The only news programs on radio specially edited for the city's vast (1,100,000) Negro populace—a group larger than the total population of Boston, Cleveland, or St. Louis. Has top PULSE rating. Availability: Live Talent. Running Time: 5 minutes. Cost: On request. Number Available: 5 per day, 5 days a week—52 weeks. Audition Facilities: Live Talent. Submitted by: WLIB, 2090 Seventh Ave., New York 27, N. Y.

The Editors Speak

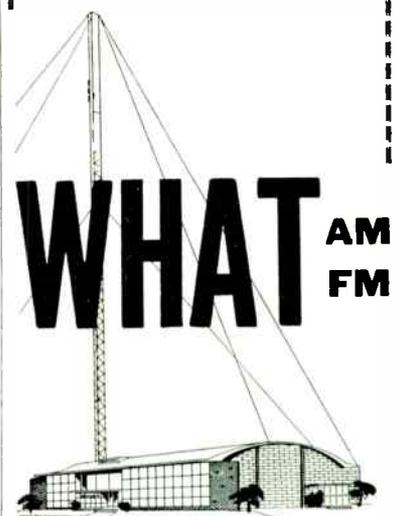
A weekly roundtable gathering of the top editors of three leading national Negro newspapers (N. Y. Amsterdam News, Pittsburgh Courier, and rotating guests) led by moderator George W. Goodman, WLIB's director of News and Special Events, to discuss the leading stories of the week and their relationship to the Negro community. It's a no-holds barred session, and the newsmen often make top news themselves. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Number Available: 52 weeks. Audition Facilities: Transcription & Live Talent. Submitted by: WLIB, 2090 Seventh Ave., New York 27, N. Y.

2 LEADING NATIONAL RATING SERVICES give

WHAT TOP NEGRO AUDIENCE*

THE TRUTH ABOUT NEGRO RADIO IN PHILADELPHIA

- WHAT talks to more Negroes than any station south of New York City.* The 13 year acceptance of more than a HALF MILLION NEGROES has boosted WHAT ratings up to some network stations.
- No other local station, network or independent, can deliver so many Negro buyers so inexpensively. Lowest cost per dollar spent now enjoyed by a multitude of national as well as local accounts.
- WHAT is the only Negro station regardless of power and directionality, whose signal reaches every Negro neighborhood. The highest non-directional AM tower in Phila.
- WHAT offers the most complete REAL MERCHANDISING bonus ever developed for the local Negro market.
- WHAT is the only local station with a fulltime seven day Negro broadcast schedule. Established top Negro personality salesmen catering to every age group and income bracket.
- WHAT is the only local Negro station to win McCall's Golden Mike Award . . . "In recognition of performing the greatest public service in broadcasting programs to promote a better understanding of the needs and problems of the Negro community of Phila."
- WHAT is the only local station offering high fidelity FM to Negroes. (20,000 watts)



Philadelphia 31, Penna. Represented by Stars National, Inc.

Willie Pierson Show

Top western and rock 'n roll mc'd by Topeka's most popular western singer and dj. Live guests daily.

Availability: E. T.
Running Time: 25 minutes.
Cost: On request.
Audition Facilities: Transcription
Submitted by: WIBW, Box 119, Topeka, Kansas.

Ranch Roundup

Western, folk and hillbilly tunes generously sweetened by the combined vocalizing and instrumental arrangements of Andy Parker and The Plainsmen. Hank Penny provides great comedy of the "cornball" variety. Vocal solos and duets of surpassing beauty are contributed by Ginny Jackson and Wally Imes. "Pappy" Cheshire wraps it all up with inimitable showmanship.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription
Produced by: Hal Davis.
Submitted by: Cheshire & Associates, 6606 Selma Ave., Los Angeles 28, Calif.

Jamboree

Humorous hillbilly program. Characterization of typical hillbilly. Featuring country and western folk music, plus sacred music. Farm audience. Leading area personality.

Availability: Live Talent.
Running Time: 90 minutes.
Cost: On request.
Audition Facilities: Transcription
Submitted by: WDSC, P.O. Box 231, Dillon, S. C.

Soest Holler Time

Two announcer-deejays with a quick wit and a wise tongue put together a one-hour show every day that has the greatest following of any in area. Hillbilly music is a feature, but the spice is the two "homey" comedians. Completely unrehearsed.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$25 per 15-minute segment. \$7 per 1-minute spot.
Number Available: Unlimited.
Audition Facilities: Tape-Recording.
Submitted by: Show-Me Broadcasting Co., KTTR, Soest Rd., Rolla, Mo.

Barnyard Gayities

Noah spins his way into the homes of Stone City folk who like their music with a hillbilly and western kick plus the latest news, time, and temperature. The show is getting a big play in the Bedford area and has given participating sponsors a healthy sales boost.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Contact WBIW.
Audition Facilities: Live Talent.
Submitted by: Radio Bedford, Inc., WBIW, Heltonville Rd., Bedford, Ind.

Glenn Stepp Show

Western dj . . . informal, persuasive commercial messages; letters, dedications etc. Top local and regional western dj; works dances, fairs etc.

Availability: Live Talent.
Running Time: 90 minutes.
Cost: Participating spots \$4.00. \$15.00 quarter hour.
Audition Facilities: Transcription
Submitted by: KMOD, P.O. Box 941, Modesto, Calif.

Lillie Anne's Carolina Barndance

One hour long show of recorded hillbilly numbers. Done by girl hillbilly disc jockey in mountain lingo. Runs 4:00 - 5:00 P.M. Monday thru Friday.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Show holds 15 announcements.
Audition Facilities: Transcription
Submitted by: WIRC, Hickory, N. C.

Corn Crib Hoedown

This is a hillbilly show produced from records and M/C as Decca Records's hillbilly recording star — Smilin Jim Eanes. The show originates from WHEE studios from 1:45 until 2:15 P.M. — Monday through Friday. This show has been on WHEE for 3-months and is made up of requests. Open for participation or the complete show.

Availability: E. T.
Running Time: 30 minutes.
Cost: Regular rates apply.
Number Available: 5 per wk.
Audition Facilities: Tape.
Submitted by: WHEE, Setback Building, Martinsville, Va.

The Western McGee Show

Redwood Empire (California) Western live talent featured on daily Western programs. Top area and recording stars in Western Jamboree programs.

Availability: Live Talent and E. T.
Running Time: 60 minutes.
Cost: \$50 per hour, \$30 per half hour.
Number Available: 5 half hours a week, 4 hours per week.
Audition Facilities: Transcription and Live Talent.
Produced by: Western McGee Enterprises, Inc.
Submitted by: KAFP, Box 590, Petaluma, Calif.

Lew Carter Jamboree

This program has been found by Pulse to be the most listened to program in this area. Lew Carter is a hillbilly with a masters degree in English from Syracuse University. The above has no bearing on his unique, winning personality and uncanny ability to win listeners regardless of tastes.

Availability: Live Talent and E. T.
Running Time: 3 hours.
Cost: On request.
Number Available: 8.
Audition Facilities: Transcription.
Distributed by: Radio Brunswick, Inc.
Submitted by: WMOG, Box 572, Brunswick, Ga.

Tommy Sutton Show

Country & western disc jockey, originates in his home. Tommy is secretary of the Country & Western Disk Jockeys of America and is very popular thru-out this area. Plays records and chats. Knows almost all of the artists personally, and at times uses taped interviews with them.

Running Time: 19½ hrs. a week.
Cost: \$8.24 per spot. \$11.77 per 5 minute segment.
Audition Facilities: Transcription.
Produced by: WPFB.
Submitted by: WPFB, Middletown, Ohio.

The Louis Kanode Show

Louis Kanode — hillbilly among hillbillies — has everything on his show from mountain music to opera with the most unhelpful household hints you've ever heard! He cuts up five days a week with Bill Spahr and anyone else who happens by. Just check his listenership—everyone from the country music fans to the area's most prominent lawmakers and doctors.

Availability: Live Talent and E. T.
Running Time: 75 minutes.
Cost: On request.
Audition Facilities: Transcription and Live Talent.
Submitted by: WRAD, Radford, Va.

Skeets Yaney Show

Skeets Yaney is the country and Western music man in the St. Louis Market. Recording star of MGM, Skeets commands a large and loyal audience.

Availability: Live Talent.
Running Time: Varies.
Cost: Standard published rate.
Number Available: No limit.
Audition Facilities: Transcription and Live Talent.
Submitted by: WEW, St. Louis 1, Mo.

Dwight Gordon Show

Dwight Gordon is an air salesman of the country and Western

field. He enhances his air value by his many personal appearances.

Availability: Live Talent.
Running Time: Varies.
Cost: Standard published rates.
Audition Facilities: Transcription and Live Talent.
Submitted by: WEW, St. Louis 1, Mo.

Eddie Steed and Ramblers

This show consists mainly of local talent with Eddie Steed as the master of ceremonies.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WIRO, Radio Plaza, Ironton, Ohio.

Western Roundup Time

Program features "Desperate Dudley" well known Western personality in N. E. Penna. Program features recorded western music, with humorous side of the news stories, religious record with church calendar of the region. Recorded interviews with listeners and guest stars.

Availability: E. T.
Running Time: 75 minutes.
Cost: \$100.00.
Number Available: 52.
Audition Facilities: Transcription.
Produced by: George Leib.
Submitted by: WAZL, Broad St., Hazleton, Penna.

Western Caravan

A combination country and Western disc jockey program and live area amateur talent program emceed by Dick "Sagalong" Hoyt.

Running Time: 60 minutes.
Cost: On request.
Number Available: 6 days per week.
Submitted by: WDLA, Walton, N. Y.

The Country Music Hour

The best of country music, in the strongest country music area, has been aired for over two years by Mike Paxton in his dual role as boisterous "Uncle Sleepy" and his somewhat serious friend "Hickory Nut". Tremendous mail pull and sales power prove this to be "THE" country music show!

Availability: Live Talent.
Running Time: 60 minutes.
Availability: Live Talent.
Cost: Rate card applies.
Number Available: Six days per week, Monday thru Saturday.
Audition Facilities: Transcription.
Produced by: WLSI.
Submitted by: WLSI, North Mayo Trail, Pikeville, Ky.

Radio Ranch Roundup

A full hour of the top hillbilly records by the top artist as listed in Billboard Magazine, and put on daily Monday through Saturday from 3 to 4 in the afternoon by a veteran Hillbilly Disc Jockey.

Availability: E. T.
Running Time: 60 minutes.
Cost: On request.
Number Available: Unlimited in 15, 30, 45 or 60 minute portions.
Audition Facilities: Transcription.
Produced by: KTXJ.
Submitted by: KTXJ, P. O. Box 6090, Jasper, Tex.

The Morning Jamboree

The Delaware Valley areas first western gal disc jockey, Sally Starr with the only Western & Folk Music Program in the morning hours. News, weather & time signals . . . between the platters. Plus Sally's personality plus makes this one of the brightest wake up show in town.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Produced by: WJMJ Broadcasting Corporation.
Submitted by: WJMJ Broadcasting Corporation, 2043 Locust St., Philadelphia, Penna.

Country Jamboree

Each weekday, good-natured Bill Marshall presides over a "Country-style" musical show that's a real "Day-Brightener" with its warm, friendly tunes and talk! It's a happy and harmonious hour of musical fun that has drawn thousands of pieces of mail. 4:30 to 5:45 p.m. each day!

Availability: Live Talent.
Running Time: 1 hour, 15 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: Bill Marshall.
Submitted by: KCRC, 38 E. Willow, Enid, Okla.

Andy Reynolds and the Ranch Boys

This program is available in fifteen and thirty-minute segments, specializing in Western type music. Fifteen minutes is originated to the ABC Network every Saturday at 12:15 P.M. from the studios of WLAN. There are six members of the group and they record for Columbia Records.

Availability: Live Talent and E. T.
Running Time: 15 minutes and 30 minutes.
Cost: On 52-week contract — per program — 15 minutes \$74.00 — 30 minutes \$96.00.
Number Available: Indefinite.
Audition Facilities: Transcription and Live Talent.
Produced by: J. Stanley Baker, Sales Manager, WLAN.
Submitted by: WLAN, Lancaster — 252 No. Queen St., Lancaster, Penna.

Cowtown Hoedown

Live, originating from stage of Majestic Theatre. Six hours daily of Country & Western music guarantees maximum promotion. Top personalities. KCUL is the only station in Fort Worth-Dallas area majoring in this type. 25 to 30 entertainers and large attendance plus listening audience guarantees results.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$100.00 per hour.
Number Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KCUL, 3607 Camp Bowie Blvd., Fort Worth, Tex.

The Country Cousins

Features local personality "Cousin Arnold" who cleverly combines live and top recorded talent to produce a fast moving Country-Western show with humorous chatter.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Distributed by: WTYC.
Submitted by: WTYC, Rock Hill, S. C.

Dinner Bell Roundup

MC'd by a competent country-western musician, with six years DJ experience, this show has gained country-western followers who previously never listen to this type music. A real selling show in a locality predominantly country-western music minded. Add Country Charlie Skinner and his "Dinner Bell Roundup" to your selling media.

Availability: E. T. (1100-11:45 Mon. thru Sat.)
Running Time: 45 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WHOS & WHOS-FM, Masonic Bldg., Johnston St., Decatur, Ala.

Dixie Hayride

"Country Cousin" Wally Horton, a young local band leader and hillbilly singer conducts this disc jockey show of the folk, country and western favorites every day from 1 to 2 p.m. and on Saturday from 11 to 1. A well-known entertainer in the local hillbilly field, Wally is new in radio. But his popularity is growing by leaps and bounds (as is his mail count).

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WSGN, 2320 7th Avenue South, Birmingham, Ala.

Smilin' Max

Flint's foremost radio and TV country and western singing-star, featured in hour-long afternoon strip, singing requests, playing favorite country-style records, and "personalizing" dedications and sponsor messages. Talent is "Smil-

in' Max" Henderson; with long and strong local identity.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WFDF, Garland St., at First Ave., Flint, Mich.

Down on the Farm

A personality program, consisting of country music, world, state and local news. Weather summaries, with complete sound effect library to give the listeners the impression of the program originating on a farm.

Availability: Live Talent.
Running Time: 1 hr. 45 min.
Cost: On request.
Number Available: Six one minute spots a day.
Audition Facilities: Transcription
Produced by: Deral Morris.
Submitted by: WMRE, Box 191, Monroe, Ga.

Western Jamboree

Hosted by Jim Lathrop, known as "Sunny Jim", Western Jamboree is an hour and fifteen minutes of country and western music. Participation spots available.

Availability: Live Talent.
Running Time: 1 hour-15 minutes.
Cost: \$66 one time rate.
Number Available: 6 per week.
Submitted by: KRIB, Box 885, Mason City, Iowa.

Lester Mullins Show

Live western band, singer and steel guitars, every Saturday morning from our studios.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$11.25 each.
Number Available: Unlimited.
Audition Facilities: Live Talent.
Produced by: Lester Mullins & His Guitar Players.
Submitted by: KVIN, 601 South Foreman, Vinita, Okla.

The Prow Show

A live hillbilly show, emceed by recording star, Jimmy Lee Prow, who has a recording contract with King Records, Inc.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Daily six days per week.
Audition Facilities: Transcription
Distributed by: WSIM, Salem, Ind.

The Peddler

The Peddler, Milton Estes, originator of Crossroads Follies, 11 years on Grand Ole Opry and with Cantor on Camel Caravan, is now on WDAK. He plays guitar, sings, ad libs, and spins records including his own records plus tunes he has written recorded by Como, Autry, et al.

Availability: E. T.
Running Time: 15 minutes and 30 minutes.
Cost: \$12.00 and \$21.50.
Number Available: 2 daily.
Audition Facilities: Transcription
Produced by: Milton Estes.
Distributed by: WDAK, Martin Bldg., Columbus, Ga.

KXLA

**LOS ANGELES
SPECIALIZES**

IN TWO THINGS

1. **WESTERN & HILLBILLY MUSIC 24 HOURS A DAY.**
2. **RESULTS FOR ADVERTISERS 7 DAYS A WEEK.**

★ ★ ★ ★ ★ ★ ★

**For PROOF that
specialization
pays, contact —**

KXLA

**10,000 watts
1110 kc**

Loyal K. King, P. & G. M.

The Morning News Roundup

A Monday thru Saturday presentation from 8:00 to 8:15 A.M. It's fifteen minutes of the very latest world, regional, state, and local news. It's a must with our listeners in order that they may catch up on the overnight developments in the news internationally, nationally, and locally. Availability: Live Talent. Running Time: 15 minutes. Cost: Air time only. Audition Facilities: Transcription Submitted by: WTRB, P.O. Box 302, Ripley, Tenn.

Women's News

News of interest to women . . . Also news on shopping . . . A daily program. Availability: Live Talent. Running Time: 15 minutes. Audition Facilities: Live Talent. Submitted by V. S. Becker Prods., 551 Fifth Ave., New York 17, N. Y.

News Today (with Lewis K. Irwin)

America's only syndicated documentary news series, featuring interviews and discussions with outstanding personalities in world and national affairs. Independent in politics yet covers all developments with a completely "open" mind. Outstanding in coverage of most newsworthy figures in Europe and America. Availability: E. T. Running Time: 5 and 15 minutes. Cost: Generally 20% of one-time national 1/4-hour rate, per day. Number Available: Unlimited. Audition Facilities: Transcription Submitted by: Cheshire & Associates, 6606 Selma Ave., Hollywood 28, Calif.

Flight 1220

This is Cleveland's only aviation program and is conducted by Jim Martin, WGAR's morning newscaster. Martin, a licensed pilot and former head of the local Civil Air Patrol, is qualified to conduct informative interviews and to impart local news for all aviation enthusiasts. Martin tests and flies the equipment about which he talks. Availability: Live Talent. Running Time: 10 minutes. Cost: Time and talent upon request. Number Available: 52 per year. Audition Facilities: Transcription Distributed by: Henry I. Christal Company Inc., New York Submitted by: WGAR, Hotel Statler, Cleveland 1, Ohio.

The Rambling Reporter

Stu Wilson, WKBN Farm Editor, is also well known in the area for travelling about Eastern Ohio and Western Pennsylvania, searching out points of scenic beauty, historical or other special interest. His reports tell just enough of his findings to stimulate listener to visit the spot for his own interest.

Availability: E. T. Running Time: 5 minutes. Cost: On request. Number Available: Indefinite. Audition Facilities: Transcription Submitted by: WKBN, 3930 Sunset Blvd., Youngstown, Ohio.

Bill Wells Comments on News of the World

Commentary on news of the world with comments on local situation by manager of station as well as editorial policy statements. Availability: Live Talent. Running Time: 15 minutes. Cost: \$10.80 each. Submitted by: KHBM, P.O. Box 446, Monticello, Ark.

Estelle M. Sternberger

Estelle M. Sternberger is one of the best known and most respected commentators on the air. A veteran of over 15 consecutive years of radio news reports and news analyzing, Estelle M. Sternberger has built up a respectable following for her daily commentaries. A specialist on Near-East affairs, Mrs. Sternberger has served as an advisor to many leading political figures including the late President Franklin D. Roosevelt. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: 5 per week. Audition Facilities: Transcription and Live Talent. Submitted by: Station WLIB, 2090 Seventh Ave., New York 27, N. Y.

The Morning News Roundup

This is a fifteen minute news roundup of the national highlight and regional news happenings. Approximately one half of the program features local and immediate area news. Availability: Live Talent. Running Time: 15 minutes. Cost: \$11.20 per program on a 312 time basis. Number Available: Six days per week totaling 312 times per year. Audition Facilities: Transcription Submitted by: KDUZ, Hutchinson, Minn.

Noontime News

Possessed of one of the finest radio voices in America, Orval Anderson also knows news, gives it importance. A large home and automobile audience finds him dependable for news coverage. All services and special features from the L. A. Herald & Express are used. Time—Noon-12:15 p.m. — Mon. thru Fri. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription and Live Talent. Submitted by: KABC, 1539 No. Vine St., Hollywood, Calif.

Final Edition

The only fifteen-minute newscast a day, featuring top world news of the day, local news, and news from

the world of the sports. This is a composite news program with appeal locally as well as regionally. Availability: Live Talent. Running Time: 15 minutes. Cost: \$8.50. Produced by: Herb Allen. Submitted by: WCKB, Box 431, Dunn, N. C.

The Fisherman's Friend

Three times a day, "The Fisherman's Friend" in addition to offering general chat about fishing, goes out on a limb to predict the actual fishing conditions for the following day. Accuracy is amazing and combined with weather forecasts and other tips this makes WTAO the Fisherman's Friend indeed. Availability: Live Talent. Running Time: 5 minutes. Cost: \$20.00 per show. Number Available: 3 per day, 7 days a week. Audition Facilities: Transcription. Product by: WTAO. Submitted by: WTAO, 439 Concord Ave., Cambridge, Mass.

Panorama

The "hottest" program in the Ohio Valley in 15 years. Monday through Friday from six to six thirty. National, international, local, regional, sports, weather and temperatures, river and barometric, and farm news. In addition interviews with celebrities and man in street. Availability: Live Talent. Running Time: 30 minutes. Audition Facilities: Transcription. Submitted by: WWVA, Hawley Building, Wheeling, W. Va.

Seven County Summary

Ten newspapers in seven counties phone in their news. The editor's reports are recorded by beep telephone and the entire program consists of these direct reports. 12:15 to 12:30, Monday through Friday. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription. Produced by: Steve Rowan & Ed Howell. Submitted by: WMIX, Mitchell Building, Mt. Vernon, Ill.

The KFAL News

News programs are scheduled 6 times per day. First 5 minutes devoted to world news. Second 5 minutes is local area news, covering central Missouri particularly. Availability: Live Talent. Running Time: 10 minutes. Cost: Rate card, plus \$3 per program. Number Available: 52 weeks. Audition Facilities: Transcription. Produced by: KFAL, 5th and Market St., Fulton, Mo.

Let's Look at the Weather

A complete weather program for the Northern Maryland area. The program begins with a weather question, which is answered at the



FOUR TIME WINNER GOLDEN MIKE TROPHY

The Radio-Television News Club of Southern California honors KBIG for the fourth successive year with its Golden Mike for

"MOST CONSISTENT NEWS COVERAGE BY A LOCAL RADIO STATION."

KBIG world, national, and local news is supplied by the greatest news gathering services:

ASSOCIATED PRESS • UNITED PRESS CITY NEWS SERVICE • SIGNALRT

KBIG Newscasts are 5 minutes long, staff-written, edited, polished, listenable!

There are 140 each week. Of these, 114 are sponsored; 26 are available.

If you sponsor KBIG News, YOU own a share in this Golden Mike.

If you don't, talk it over with your KBIG or Weed representative.

KBIG
The Catalina Station

740 ON YOUR DIAL • 10,000 WATTS

JOHN POOLE BROADCASTING COMPANY
6540 Sunset Blvd., Los Angeles 28, Calif.
Telephone: HOLLYWOOD 3-3205
Nat. Rep. WEED and Company

close of the show. Then comes a round-up of the weather across the nation, for Maryland and Delaware, high and low tides, river stage and present conditions recorded by weather instruments at WASA.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: See rate card.
Number Available: Across the board.
Audition Facilities: Transcription.
Submitted by: WASA, Havre De Grace, Md.

Reporter's Report

Three members of the WSTV news department discuss big stories in the local news. They have no prepared copy other than notes on pertinent facts. This show on Fridays, 9:45 a.m., is taped and played back at 7:15 p.m. the same evening.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 2 shows per week.
Audition Facilities: Transcription.
Submitted by: WSTV, Inc., Exchange Realty Bldg., Steubenville, O.

Northwest and Local News

Program comes on 6:00 p.m., Monday through Saturday, with latest local and regional news, plus headlines in brief with world news. Bulk of program devoted to local and area news events, plus featuring live interviews of local personalities in shots of 3 to 4 minutes.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KWAD Broadcasting Co., P. O. Box 551, Wadena, Minn.

The Southern Tier Weatherman

Complete up to the minute weather information from U. S. Weather Station at Broome County Air Port, Binghamton, N. Y. Made by telephone recording and broadcast five minutes later.

Availability: E. T.
Running Time: 5 minutes.
Cost: \$9.00 per program.
Number Available: 3 per day, Monday thru Saturday.
Audition Facilities: Transcription.
Submitted by: WCLI, 99 West First St., Corning, N. Y.

News Reel

Consists of voices and events that made news of local interest during 7 days prior to program date. Portions of outstanding speeches, interviews, news mobile broadcast from scene of event, and commentary by moderator.

Availability: E. T.
Running Time: 30 minutes.
Cost: \$60.00.
Number Available: 52.
Audition Facilities: Transcription.

Produced by: Milt Flack.
Submitted by: WBML, 230 Second St., Macon, Ga.

Weekly Newsreel

A complete and concise round-up of world, national, state and local news, with emphasis on local happenings, during the past week, including tape recorded interviews with local personalities in the news and of highlights of the week's news.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$13.00 per week.
Number Available: Weekly—Unlimited.

Produced by: WBMC News Bureau.
Submitted by: WBMC, P. O. Box 270, McMinnville, Tenn.

Radio Newsreel

Radio Newsreel is a complete and concise roundup of world, national, local and state news, plus weather forecast and local temperatures, gathered by the Associated Press and the WBMC News Bureau.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$6.75 per day.
Number Available: Once daily—Unlimited.
Submitted by: WBMC, P. O. Box 270, McMinnville, Tenn.

Enid Today

Each evening at six—Jeff Davis compresses the day's happenings into a concise 15-minute period. From our community and the state—he takes each event that made news and lifts out the high points. And too—each program usually includes an interview with a name in the news.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: Jeff Davis.
Submitted by: KCRC, 318 E. Wil- low, Enid, Okla.

KTOK Saturation News

News through Associated Press, and KTOK News Bureau equipped with mobile equipment. Three ten minute newscasts daily Monday through Saturday. Eighteen weekly. Available at a contiguous half-hour rate. Three separate audiences daily. All during traffic hours, 6:45-6:55 a.m.; 4:45-4:55 p.m. and 6:00-6:10 p.m.

Availability: Live Talent and E. T.
Running Time: 10 minutes each.
Cost: 13 wks: \$324.00 weekly. 26 wks: \$288.00 weekly. 52 wks: \$252.00.
Number Available: 18 weekly.
Produced by: Bill Bryan, KTOK News Director.
Submitted by: KTOK, Inc., 1800 West Main, Oklahoma City, Okla.

KTOK Weather & Sports

Weather & News of Sports through AP, KTOK Weather Service and KTOK News Bureau.

Three five-minute service features daily, Monday through Saturday. Eighteen weekly. Available at a contiguous quarter-hour rate plus sports talent of \$25 weekly, fully commissionable. Three separate audiences daily. Weather: 6:55-7 a.m. Weather: 8:25-30 a.m. Sports: 5:55-6 p.m.

Availability: Live Talent and E. T.
Running Time: 4½ minutes each.
Cost: 13 wks: \$200.00. 26 wks: \$191.25. 52 wks: \$182.50.
Weekly.
Number Available: 18 weekly.
Produced by: Bill Bryan.
Submitted by: KTOK, Inc., 1800 West Main, Oklahoma City, Okla.

News Harvester

The program employs Dal Burnette and Jim Larkin, both ace WMBG news reporters. One reporter is called in to report on local happenings and the second on State and National news events.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Upon request.
Audition Facilities: Transcription and Live Talent.
Submitted by: WMBG, 3301 W. Broad St., P. O. Box 5229, Richmond, Va.

KEBE Mobile News Unit Reports

KEBE's Mobile News Unit is new, covering on-the-spot news coverage as it happens.
Availability: Live Talent and E. T.
Running Time: As occurs.
Cost: Upon Request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KEBE, Box 1071, Jacksonville, Texas.

Local and Regional News

Full time news director gathers and edits local news from Marshall and the surrounding region.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Number Available: Three times daily.
Audition Facilities: Transcription and Live Talent.
Submitted by: KMHT, Marshall National Bank Bldg., Marshall, Texas.

Radio Feature Story

Five Minute Headline News and 10 minute news commentary—the headlines and sidelights of the news. Commentary done by Bob Thomas, WJAG Manager, from AP and local news sources using issues of current interest both worldwide and locally.
Availability: E. T.
Running Time: 15 minutes.
Cost: 312 time rate—\$20.80 each.
Audition Facilities: Transcription.
Submitted by: WJAG, 309 Braasch Ave., Norfolk, Nebr.

San Antonio's

Armed Forces News

Monday through Friday, 5 minute strip (3-minutes of news). Consists of military and civil service news from the following in-

stallations: Brooke Army Medical Center, Brooks A. F. B., Randolph A. F. B., Kelly A. F. B., Lackland A. F. B., Navy and Marine Recruiting & Training Center, 4th Army Headquarters, and possibly Southern Recruiting District.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Produced by: Fourth Army Headquarters.
Submitted by: WOAI, 1031 Navarro, Box 2641, San Antonio 6, Texas.

Weather and Markets

A fast, factual, up-to-the-minute market and weather report. Daily on the 12:00 Noon News.
Running Time: 10 minutes.
Cost: Card rate.
Number Available: 365.
Audition Facilities: Transcription.
Submitted by: KLMS, 130 North 16th St., Lincoln, Nebr.

WALE Local News Casts

"The best local newscast any station can offer. A WALE mobile unit plus a staff of 8 people make it possible for WALE to be on the scene when the event happens. Cash awards for news tips gives our newscasts a potential 130,000 reporters.
Availability: Live Talent and E. T.
Running Time: 15 minutes.
Audition Facilities: Transcription and Live Talent.
Submitted by: WALE, P. O. Box 208, Fall River, Mass.

The World of News

15 minute capsule of national, state and local news presented by staff announcers.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KROC, 204 One Hundred First Avenue Bldg., Rochester, Minn.

Marion Hogan's Weathercast

Marion Hogan, head of Weather Services, Inc., gives the latest weather report and personalizes it in relation to the listeners' activities. She tells people what to wear, what meals to prepare, what activities to cancel, what precautions to take, etc., according to the weather.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Number Available: 3 daily.
Audition Facilities: Transcription.
Submitted by: WORL, 705 Beacon St., Boston 15, Mass.

John Franklin & the News

An up-to-the minute factual report of the day's happenings by a reporter of experience with a hard emphasis on local and regional news.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: WRCV, 1619 Walnut St., Phila. 3, Penna.

At Your Service

A free want ad service for the WAUD listeners. Sell and swap anything for the housewife, run free ads for jobs wanted, lost and found items listed. Mention when college students want rides home for holidays or for week-ends. Mention when people have animals to give away or sell. A program that serves all people in every possible way.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: Runs 15 minutes, 7:30-7:45 A.M., Monday through Saturday. \$15 time (1) to \$8.25 for 312 times.

Number Available: 3 times week.

Produced by: Auburn Broadcasting Co.

Submitted by: WAUD, Box 391, Auburn, Ala.

Sam Hayes & the News

Sam Hayes, a news name Western listeners respect. He has been in news reporting more than 20 years in Pacific Coast radio. Availability: Live Talent. Running Time: 10 minutes. Cost: On request. Submitted by: Don Lee Broadcasting System, 1313 N. Vine St., Hollywood 28, Calif.

Live Wire

Beep telephone interviews with people making the local area news of news affecting the listening audience. Human interest telephone calls and live reports from WWRN. News director on the scene of stories as they happen, interspersed with live wire music.

Availability: Live Talent and E. T. Running Time: Over 3 hours.

Audition Facilities: Transcription

Produced by: WWRN, P.O. Box 228, Beckley, W. Va.

Virgil Pinkley & the News

As editor-publisher of one of the West's daily newspapers (Los Angeles Mirror-News), Pinkley lends stature and authority to his presentation and interpretation of the news.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: On request.

Submitted by: Don Lee Broadcasting System, 1313 N. Vine St., Hollywood 28, Calif.

The News-Wheel

A novel, public service approach to news programming, the News-Wheel features a complete news report plus weather broadcast live

at 11 p.m., and rebroadcast each quarter hour until midnight thus assuring any listener a complete news picture regardless of the time he tunes in between 11 and 11:45 p.m.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: On request.

Submitted by: KHJ, 1313 N. Vine St., Hollywood 28, Calif.

Noontime News

S. Grummon, employee of Associated Press and the Des Moines Register and Tribune, does fifteen minutes of the latest national local, and weather news each day.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: \$18 one time rate.

Number Available: 6 per week.

Submitted by: KRIB, Box 885, Mason City, Iowa.

SPORTS

Barnstorming with Chris Barnes

WALE carries all local high school sports, Boston Red Sox games, Boston Bruins, Boston Celtics games, Little League Regional Championship Playoffs. Fast moving pre-game warmup spots available. 6:20 P.M. sports roundup available. 10 minutes. Tape recorded interviews with ball players. Beep Line interviews with players.

Availability: Live Talent and E. T. Audition Facilities: Transcription and Live Talent.

Submitted by: WALE, P.O. Box 208, Fall River, Mass.

Bowling Lines & 11th Frame

Probably the first Daily Bowling Report Program, 6:05 to 6:30 P.M. Monday thru Saturday. Jay Schoof, and the Mad Irishman follow the bowlers activities, thru remote broadcasts from bowling alleys over this area. Together the companion programs, Bowling Lines & the 11th frame offer unique merchandising possibilities.

Availability: Live Talent.

Running Time: SRDS time only.

Audition Facilities: Transcription Submitted by: WIMS, Old Chicago Rd., Michigan City, Ind.

Thursday Night Sports Talk

Conducted by Sports Director, Lew Clawson, along with Bob Roe, for fifteen years the Ohio Valley's top football, swimming, track, and wrestling coach at Wheeling High School. From the unlimited scope of friends in sports of all types, Lew and Bob have presented top sports figures for informal discussions on every facet of sports.

Availability: Live Talent.

Running Time: 15 minutes.

Audition Facilities: Transcription Produced by: WWVA.

Submitted by: WWVA, Hawley Building, Wheeling, W. Va.

710 Sports

Boston's first complete sports show. New because of the breezy fashion in which it is presented by Ken Wayne — different because it offers a breakfast roundup of last night's scores and a preview of today's schedule.

Availability: Live Talent.

Running Time: 5 minutes.

Cost: \$20.00 per program.

Number Available: Continuous.

Audition Facilities: Transcription Produced by: WTAO.

Submitted by: WTAO, 439 Concord Ave., Cambridge, Mass.

Sports Final

Final scores and highlights of the day's major sports events of both national and local interest, with particular emphasis on "tonight's games." Prepared and broadcast by sportscaster Floyd Richards Mondays through Fridays, and by Bob Arel Saturdays and Sundays, 11:15-11:25 P.M. Immediately follows WTIC's popular 11 P.M. news.

Availability: Live Talent.

Running Time: 10 minutes.

Cost: On request.

Number Available: Unlimited.

Audition Facilities: Transcription Produced by: George Bowe.

Submitted by: WTIC, 26 Grove St., Hartford, Conn.

Parade of Sports

Local state and world wide sports.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: On request.

Number Available: Unlimited.

Audition Facilities: Transcription Produced by: WEBQ, 100 E. Poplar St., Harrisburg, Ill.

Quiz the Coach

Listeners are invited to write in questions pertaining to football rules. Local high school coaches provide the answers. Listeners may also quiz the local coaches on various plays of preceding week's

game. . . asking why pass was attempted, when ground play might have gained the same yardage, etc.

Availability: E. T.

Running Time: 30 minutes.

Cost: \$50.00 per program.

Number Available: 13.

Audition Facilities: Transcription Produced by: WLAG.

Submitted by: Radio Station WLAG, P.O. Drawer 36, La-Grange, Ga.

Fact or Fable

Guy LeBow, narrator, tells a series of anecdotes about top figures in the sports world, as the press reported them when they occurred. He then brings to the microphone the star about whom the story revolved. He tells us whether the original version was "Fact Or Fable."

Availability: E. T.

Running Time: 5 minutes.

Cost: On request.

Number Available: 26.

Audition Facilities: Transcription Produced by: Basch Radio & Tel.

Prods., 17 E. 45th St., New York, N. Y.

High School Football

As during the past quarter century WJOB will again broadcast forty high school football games; interviewing twenty-eight Chicago and Calumet Area high schools. Special interviews by Jack Naimo as well as the play-by-play broadcasts.

Availability: Live Talent.

Cost: \$150.00 per game for 10 games or more.

Number Available: No less than 10 or more than 40.

Produced by: Jack Naimo.

Submitted by: WJOB, 6405 Olcott, Hammond, Ind.

Bill Platt's Sports Extra

A complete resume with interviews of the local and national sports world, conducted by Sports Director Bill Platt 6:15-30 p.m., following Fulton Lewis, Jr. The most listened to sports program in

Northern Oklahoma and Southern Kansas. Prepared, produced and announced by veteran sportsman and sportscaster.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: \$20.00 per program.

Number Available: Monday thru Saturday.

Audition Facilities: Transcription Produced by: Bill Platt

Submitted by: WBBZ, P.O. Box 588, Ponca City, Okla.

Sports Ten

New shortened format hypos sports reporting pace and gives concise information to interested audience. Featuring leading area sports reporter. Sports Ten is packed with news and short to the point interviews with leading sports figures. A precisely planned package to give listener the facts without excess verbage.

Availability: Live Talent.

Running Time: 10 minutes.

Cost: On request.

Number Available: Unlimited.

Audition Facilities: Transcription Produced by: WTIP

Submitted by: WTIP, Box 3032, Charleston, W. Va.

Sports Page of the Air

Program commands top audience due to thorough coverage of all sports in authoritative manner and because Simpson is also top play-by-play man of all major sports in this area.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: \$22.00 per show, open rate.

Number Available: 260.

Audition Facilities: Transcription Produced by: Jim Simpson.

Submitted by: WKIX, 2128 Western Blvd., Raleigh, N. C.

The Jim Lowery Sports Show

National Baseball and Football Scores. Local interviews of County League's, City Little League, Pony League, also High School Football & Basketball Coaches.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$20.00 or spot participation.
Audition Facilities: Transcription
Distributed by: WOHI.
Submitted by: East Liverpool
Broadcasting Co. (WOHI), 516
Market Street, East Liverpool,
Ohio.

Spotlight on Sport

An all-sports daily report of national, regional and local activity in sports, by Don Cole widely known sports announcer and reporter. There has been frequent contact with local sporting activities.

Availability: Live Talent and E. T.
Running Time: 5 minutes.
Cost: On request.
Number Available: 260 per year.
Audition Facilities: Transcription
Produced by: KGCX, Inc.
Submitted by KGCX, 109 So. Central, Sidney, Mont.

KYAK Sportsreel

Local and Pacific Northwest Sports News . . . including roundup of scores on previous night's local and Northwest sports events. Scheduled at 7:40-7:45 A.M.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: Rate Card.
Audition Facilities: Live Talent.
Submitted by: KYAK, P.O. Box 172, Yakima, Wash.

Results

A daily 5 Minute scoreboard, listing results of all sports . . . local, state and national. This program, "Results", has been a regular feature of WDKN several months and well accepted by listeners.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Audition Facilities: Transcription
Submitted by: WDKN, P.O. Box 71, Dickson, Tenn.

Kansas City Athletics Baseball

Kansas City's big league baseball broadcast lineup, in addition to K.C. A's play-by-play by Merle Harmon and Larry Ray, includes "Baseball Tune-In-Time" with recordings and "Guess the Gate" contest; "Warmup" with dugout interviews "Baseball Roundup", 5 minutes of scores following games, and "Home Run Hits" with "Guess the Gate" results.

Availability: Live Talent.
Running Time: 2½ hours average.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: KMBC, 11th and Central, Kansas City 5, Mo.

Sports Report

Sportscaster Tom Kelly is well known in the Peoria area for his broadcasts of Caterpillar basketball and Univ. of Ill. football games. Sports Report is a local re-cap of sports activities in the Peoria area as well as a review of national happenings.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Contact station per rate.

Audition Facilities: Transcription
Submitted by: WMBD, 212 S. Jefferson, Peoria, Ill.

Sports with Sherman

Latest news in world of sports by Bud Sherman, WBAI' sports announcer.

Availability: Live Talent.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: WBAP, 3900 Barnett Street, Fort Worth, Texas.

Spotlighting Sports

Phil Agresta is on the job Monday through Saturday from 6:20-6:30 P.M. covering sports across the nation and at home. Tournaments, bowl games . . . the games to be played, scores and highlights of games already played — Phil handles the reports of all in veteran style when he's on the air "Spotlighting Sports."

Availability: Live Talent.
Running Time: 10 minutes.
Cost: Available upon request from CBS Radio Spot Sales or WBT Radio Sales.

Audition Facilities: Transcription
Submitted by: WBT Radio, 1 Jefferson Place, Charlotte 8, N. C.

Jeff Moshier Sports

A 10 minute program covering all phases of sports, done by the sports editor of a local daily paper, Dean of the Florida sports writers and an authority on sports.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: \$35.00 per program (Nat'l 1-time rate)
Audition Facilities: Transcription
Submitted by WSUN, Municipal Pier, St. Petersburg, Fla.

Sportlites of the Day

Program is presented each day Monday thru Saturday at 5:45 to 6:00 p.m. Complete coverage of sporting news from the wires of United Press and local coverage in a five county area.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$3,494.40 per year.
Number Available: 312.
Audition Facilities: Transcription
Submitted by: KDUZ, Hutchinson, Minn.

Grantland Rice Story

Sportscaster, Jimmy Powers (he's the voice of the Friday night TV fights) narrates "The Grantland Rice Story," which is adapted from the best selling Grantland Rice autobiography, "The Tumult and the Shouting." Features behind-the-scenes stories of sporting world greats plus interviews with guests like Jack Dempsey, Gene Tunney, Earl Sande, Ford Frick, Vincent Richards, Bobby Jones. Fully transcribed.

Availability: E. T.
Running Time: 15 minutes.
Cost: Upon request.
Number Available: 52.
Audition Facilities: Transcription

Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Sports Forum of the Air

Don Dunphy heads the panel which, on each program, discusses a leading sport topic of the day which is submitted by a listener. Panel, besides Dunphy, includes two regular members and a guest who is an authority on the day's current topic.

Availability: E. T.
Running Time: 15 minutes.
Cost: Price on request.
Number Available: 52.
Audition Facilities: Transcription
Distributed by: Radio City Associates.

Submitted by: Radio City Associates, 32 East 68th St., New York 21, N. Y.

Phil Rizzuto's Sports Caravan

News & views of current baseball topics by the N. Y. Yankees' shortstop; interviews with prominent figures from the sports and entertainment world; flashbacks of famous sports events of the past; and baseball "strategy" game played with visiting youngsters.

Availability: E. T.
Running Time: 15 minutes.
Cost: Cost varies according to market.
Number Available: 52.

Audition Facilities: Transcription
Produced by: Radio City Associates.
Distributed by: Charles Michelson Inc.

Submitted by: Radio City Associates, 32 East 68th St., New York, N. Y.

Race-of-the-Day

The "big" race of each day will be broadcast from whatever track said race originates from; noted race caller Fred Capossela and Don Dunphy team to call the race, give the color, and interview the turf notables surrounding each race.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Price on request.
Number Available: Six per week — covering 39 week racing season, Apr. 1-Nov. 15.

Audition Facilities: Transcription
Submitted by: Radio City Associates, 32 East 68th St., New York 21, N. Y.

The Shug Jordan Show

Coach Ralph Jordan, head coach of the Auburn Tigers football team, gives a week-by-week analysis of his team and its schedule. Coach Jordan also comments on the nation's top games, players, standings, etc.

Availability: E. T.
Running Time: 15 minutes.
Cost: Depends on market size.
Number Available: 13.
Audition Facilities: Transcription
Submitted by: WGBA, P.O. Box 1537, Columbus, Ga.

Terry Brennan Show

Eleven quarter-hours of rock 'n' sock football narrative starring Notre Dame's Terry Brennan. The famous coach of "The Fighting Irish" makes his first appearance as a radio performer in this new series when he tells stories about exciting gridiron events and personalities. Featured are interviews with gridiron greats, discussions of football jargon, and football stories both exciting and humorous. Fully recorded.

Availability: E. T.
Running Time: 15 minutes.
Cost: Upon request.
Number Available: 11.
Audition Facilities: Transcription
Submitted by: RCA Recorded program Services, 155 E. 24th St., New York 10, N. Y.

Sports Parade

Roundup of local, regional and national sports with late scores. Local and national live and canned interviews with celebrities are also featured.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: Virginia Beach Broadcasting Co.
Submitted by: WBOF, Box 36, Virginia Beach, Va.

Sports Review

The latest news from the sporting world by the play-by-play announcer for Univ. of Florida football broadcasts, Otis Boggs. Interviews, scores, feature stories, all edited with an eye for the sports fan.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WRUF, P.O. Box 2757, Gainesville, Fla.

Sports in Revue

Sports in Revue is a morning newscast of all sports news, scores, upcoming games and sports highlights. Ed Colbert, high school coach, is newscaster.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$18 one time rate.
Number Available: 6 per week.
Submitted by KRIB, Box 885, Mason City Iowa.

Bill Brundige—Sports

Brundige gives added flavor and authority to his program by both studio and telephone interviews with leading sports figures from all over the United States.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: Don Lee Broadcasting System, 1313 N. Vine St., Hollywood 28, Calif.

AGRICULTURAL, GARDENING

For the Farmer

Farm, gardening, market news provided live by county agricultural agent, home demonstration agent, local farmers, Great Western Sugar Company manager, 4-H agent, or any authority available during seasons.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$135.00 per month.
Audition Facilities: Transcription and Live Talent.
Submitted by: KOLR, Sterling, Colo.

Farms & Folks

Floyd County farm agent Jerry East chats informally about the activities of farms and folks in Southern Indiana after his visits with them. He also summarizes market news. Jerry has a wide following, as he is the dean of farm news broadcasters in this area.

Availability: Live Talent
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription
Submitted by: WLRP, P.O. Box 285, New Albany, Ind.

Grower's Journal

Program includes all markets of interest to local farmers, news from United Press about agriculture which affects local people, interviews with farmers, personal appearances of farm leaders, Farm Bureau, extension agents, etc.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$8.50 end rate one minute part.
Audition Facilities: Transcription
Submitted by: KXO, Box 140 El Centro, Calif.

The Early Show

A 60 minute program of particular interest to farmers but with great appeal for other listeners. Show is a remote show from farm studios which are equipped with facilities for playing lp recordings. In addition an Associated Press machine provides up to the minute farm and other news, weather and important information for early risers.

Availability: Live Talent and E. T.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Transcription
Submitted by: WKNE, 17 Dunbar St., Keene, N. H.

4-H Time

Program is panel, quiz-type originating at local theatre. Consists of MC, quizmaster, and four members from each of two 4-H Clubs, with adult 4-H Club leaders. Quiz questions are prepared by University of Missouri, and relate to 4-H interests. Theatre well-filled by farm people who come to see program.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Regular rate, plus remote charges and fees.
Number Available: 52 weeks.
Audition Facilities: Transcription
Produced by: KFAL, state 4-H organization.
Submitted by: KFAL, 5th & Market St., Fulton, Mo.

KFAL Farm Program

Program on farm topics, news, and weather broadcasts direct from local area weather bureau. Regular interviews are scheduled with prominent farm leaders, with organizations, and farmers recognized in general coverage area of station. Program interspersed with music format segments. Program under direction of farm director Mel Lee.

Availability: Live Talent and E. T.
Running Time: 2 hours.
Cost: On request.
Number Available: Six days per week.
Audition Facilities: Transcription
Produced by: Mel Lee.
Submitted by: KFAL, 5th and Market St., Fulton, Mo.

Your Garden

Listened to by just about everybody in area who has a garden, a lawn, house plants, a few shrubs or trees. Conducted by Peter Cascio, Hartford nurseryman, past president of the American Association of Nurserymen. Consistent audience response. Listener questions answered over the air. Tuesdays and Thursdays, 1:45-1:55 P.M.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: Robert duFour
Submitted by: WTIC, 26 Grove St., Hartford, Conn.

Agricultural Advisory

County Farm Agent discusses market trends; time to sell, buy, repair, how to get higher yields, interviews area farmers; reports on operating soil banks, timber plots, etc.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: Agricultural Advisory Council and WFRX Farm Director.
Submitted by: WFRX, P.O. Box 359, West Frankfort, Ill.

Farm & Home Hour

Every feature on the program is handled by an expert in that field. Every facet of agriculture is included: Youth services, soil conservation, dairy management, poultry management, farm electrification, marketing, home economics; direct St. Louis livestock and grain reports; Local grain; and weather. Everything local and by experts.

Availability: Live Talent.
Running Time: 1½ hours.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: Curt Bradley
Submitted by: WMIX, Mitchell Building, Mt. Vernon, Ill.

Northeast Farm Reporter

Program beamed to Delaware County, N. Y., farm population. Consists of interviews with leading farm leaders and experts particularly in the field of dairy farm-

ing. Features weather reports, interviews taken right on Delaware County farms, news and time checks.

Running Time: 60 minutes.
Cost: On request.
Number Available: 6 per week.
Submitted by: WDLA, Walton, N.Y.

The Carolina Farmer

Program features talk by the county agent on current farm issues, helps, etc. Also carries weather, markets, and guest speakers on farm and garden problems.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$8.50.
Submitted by: WCKB, Box 431, Dunn, N. C.

Farm Roundup

Program originates at the Cincinnati Union Stockyards, and consists mainly of market reports. It is done by the vice-president of the Stockyards, Elmer Hinkle. It has a good listening audience, because it is one of the first market reports heard in this area each day.

Running Time: 15 minutes.
Cost: \$8.24 per participation.
Audition Facilities: Transcription
Produced by: Elmer Hinkle.
Submitted by: WPFB, Middletown, Ohio.

The KDKA Farm Show

The program features items of particular interest to rural listeners, including a five minute farm news round up, the farm calendar, market information, weather reports and human interest stories about farm personalities. General audience appeal comes from the wide variety of musical selections, items on lawn and garden care, and a five-minute summary of world news.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Produced by: KDKA-Radio.
Submitted by: KDKA-Radio, Gateway Center, Pittsburgh 22, Pa.

Tarheel Farm Hour

North Carolina's best farm facts program. This program originates at North Carolina State College of Agriculture and Engineering with the college farm editor conducting the program. All the current farm information is presented along with interviews with experts in the field of agriculture. Scheduled 11:30-11:45 A.M., Monday thru Friday.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: N. C. State College Agriculture Department.
Submitted by: WFTC, 204 East King Street Kinston, N. C.

R.F.D. Review

Local and national farm news devoted to information of interest to farmers in Eastern Carolina. Conducted by Jack Rider, local personality who has been with WELS for 6 years.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Audition Facilities: Transcription
Produced by: WELS.
Submitted by: Radio Station WELS, 1312 West Vernon Ave., Kinston, N. C.

Time Out On the Farm

A highly popular early morning program composed of high type western music with agriculture news, weather news, time and temperature, featuring a tape from Oklahoma A & M College. Conducted by Don Putman, one of market's outstanding personalities. 6-6:30 a.m., Monday thru Saturday.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$22.50 per program, or \$7.50 per spot.
Number Available: 6 days a week.
Audition Facilities: Transcription
Submitted by: WBBZ, P.O. Box 588, Ponca City, Okla.

Town & Country

This program from 6:00 to 7:00 A.M., is a variety program of music and information of interest to the rural community surrounding Canton. News briefs, farm market reports and interviews with agricultural and home experts interspersed with music provide a highly popular hour.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Upon request.
Number Available: Six mornings per week.
Audition Facilities: Transcription
Submitted by: WHBC, 550 Market Ave. South, Canton 2, Ohio.

West Virginia Farmer

Broadcast time 12:30 to 1:00 P.M., Monday thru Saturday. Live talent first quarter hour. Livestock quotations, five day weather forecasts, interviews by qualified agriculture agents and representatives from West Virginia University Extension Service. Only program of its kind in this region. Eight years continuous broadcast. Area 72% rural.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$150.00 per week—15 minute segment, \$85.00 per week.
Audition Facilities: Tape.
Submitted by: WPDIX, 339 West Main St., Clarksburg, W. Va.

Lancaster County Farm Hour

Available in five-minute segments. A forty-five minute broadcast over WLAN daily, Monday through Friday. A variety of items of special interest to Lancaster County farm families including county news, farm market reports and weather forecasts; also views and interviews with farm agents, home economists and other agricultural authorities.

Availability: Live Talent.
Running Time: 5 minute segments.
Cost: Time and Talent for 5 mins. 1 time \$23.00 — 260-times \$16.00 per segment.
Number Available: Continuing indefinitely.

Audition Facilities: Live Talent.
Submitted by: WLAN, 252 No. Queen Street, Lancaster, Pa.

County Agent

This program presents the Cherokee County Agent in agricultural talks by remote lines to Rusk, Texas. A block completes this show with a taped talk by the Texas Forest Division and a live talk by P. A. Young, A & M Horticulturist. On the air for five years.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Furnished upon request.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: County Agent.
Submitted by: KEBE, Box 1071, Jacksonville, Texas.

Your Tri-State Farmer

Agricultural Agents from Columbia and Hancock Counties give farm and gardening information. Latest stock yard reports, conservation and 4-H Club news and tape recordings from outstanding persons from the Ohio State University Agriculture Dept., also interviews with local gardening enthusiasts.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$20.00.
Audition Facilities: Transcription
Distributed by: WOHI.
Submitted by: East Liverpool Broadcasting Company, 516 Market Street, East Liverpool, Ohio.

The Carolina Farmer

For farm audiences of the two Carolinas, a three day a week show featuring a County Agent, State Forester and Home Demonstration agent.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: E. L. Burwell.
Distributed by: WTYC.
Submitted by: WTYC, P.O. Box 1091, Rock Hill, S. C.

What's New in Agriculture

This program endeavors to keep listeners informed on practical agricultural procedures and practices. The program is on the air 6:10-6:15 A.M. Monday through Saturday and covers the latest agricultural developments, research and experimental results, interesting notes from Agricultural Colleges, and news concerning latest inventions in farm machinery.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: Rate Card #10 applies.
Audition Facilities: Transcription
Submitted by: KFEQ, St. Joseph, Mo.

Mon-Dak Farm Forum

Program of reports by Montana and North Dakota County Agents together with news and weather information of interest to rural audience. Wide on-the-farm listenership. Program broadcast Saturday morning.
Availability: Live Talent and E. T.

Running Time: 60 minutes.
Cost: On request.
Number Available: 52 per year.
Audition Facilities: Transcription
Produced by: K.G.C.X. Inc.
Submitted by: K.G.C.X., 109 So. Central, Sidney, Mont.

Cowboy Capers

Monday thru Saturday 6-7 A.M. Program features Farm Director Dick Thompson with items of news for farmers, time signals, interviews various farm authorities, western recorded music. Almost every farmer in area listens to program as he does his milking and morning barn chores.
Availability: E. T.
Running Time: 60 minutes.
Cost: Published rate.
Number Available: Unlimited.
Audition Facilities: Transcription
Distributed by: KPUG
Submitted by: KPUG, P.O. Box 655, Bellingham, Wash.

Brunch Hour Garden Show

WJAG's Homemaker Mary Moore acts as moderator with members of the Northern Nebraska Federation of Garden Clubs appearing as special guests weekly. Many flower shows are covered "on the spot" with tape. The show is gaining a tremendous following among garden enthusiasts.
Availability: Live Talent and E. T.
Running Time: 15 minutes.
Cost: \$32.00 per program.
Number Available: 13 week series.
Audition Facilities: Transcription
Submitted by: WJAG, 309 Braasch Ave., Norfolk, Nebr.

KAFP Contented Ranch Hour

Aired Monday through Friday, 5:00 to 7:00 A.M. Handled by Chuck Currier. Features farm chats, interviews, markets, music, news, time and temperature, weather. Of appeal to dairy and poultry ranchers. Redwood Empire farm news featured.
Availability: Live Talent.
Running Time: Two hours.
Cost: On request.
Audition Facilities: Transcription and Live Talent.
Submitted by: KAFP, Box 590, Petaluma, Calif.

Farmer Bill's Almanac

Peoria's only bona fide farm director opens WMBD's broadcasting day at 5:00 continues to 6:00 and returns at 6:15 following the morning news period. The morning show includes rural, social events, school closing, weather and road conditions, emergency announcements, agricultural service info from U. S. DA and Univ. of Ill.
Availability: Live Talent.
Cost: Write station per rate.
Audition Facilities: Transcription
Submitted by: WMBD, 212 S. Jefferson, Peoria, Ill.

Queen City Farm Hour

The format for this program includes up-to-date farming suggestions with a guest speaker each day, such as: County Agricultural

Agent, Director of Soil Conservation, etc. Program also includes information needs such as extended weather forecast, and market reports. We also schedule live interviews with farmers who have had success with particular farming methods.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$12.50 per program.
Audition Facilities: Transcription
Submitted by: WJZM, 411 Madison St., Clarksville, Tenn.

Farm Service of the Air

Features Farm Director Al Hat-enback with farm news and market reports, plus beeper phone interviews with local farmers. Also a 3 minute interview each day (via beeper phone) from the office of the Lawrence County Agriculture Agent.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Contact WBIW.
Audition Facilities: Live Talent.
Produced by: Radio Bedford, Inc.
Submitted by: WBIW, Radio Bedford, Heltonville Rd., Bedford, Ind.

Down to Earth

Featuring Canada's well-known radio farm director, John Bradshaw, in an interesting interview, discussion and commentary of particular interest to the farmer.
Availability: Live Talent.
Running Time: 15 minutes.
Number Available: Unlimited.
Produced by: S. W. Caldwell Ltd.
Submitted by: S. W. Caldwell Ltd., 447 Jarvis St., Toronto, Ontario, Canada.

RFD 1360

This is a 55 minute program of bright country-western and march music aimed toward the rural listener and is broadcast Monday thru Saturday from 6 A.M. to 6:55 A.M. Farm bulletins and prices are given with frequent time signals and weather reports both for business people and haying forecasts for farmers.
Availability: Live Talent.
Running Time: 55 minutes.
Cost: \$60 time charges — \$10 talent for farm producers.
Number Available: Monday thru Saturday — block for participating.
Audition Facilities: Tape.
Submitted by: WNNJ, Newton, N. J.

Georgia RFD

Originates in the studio. Using local farm news, interviews with the county agents, and news from the agriculture extension service, University of Georgia. This show also has direct market and weather summaries.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Four one minute spots each day.
Audition Facilities: Transcription
Submitted by: WMRE, P.O. Box 191, Monroe, Ga.

Radio Farmer

Hal Miller, the radio farmer, talks to his listeners about local,

national, and international farm news, hints on better farming techniques, market reports, weather forecasts interspersed with music.
Availability: Live Talent.
Running Time: 90 minutes.
Number Available: 6 days a week.
Submitted by: WHLM, 107 W. Main St., Bloomsburg, Pa.

Farmers' Almanac

Literally, a "grass-roots" agricultural program featuring WRCV Farm Director, Bill Givens. Special reports from agricultural colleges of Pennsylvania and New Jersey, plus the most recent farm news and information, and horticultural news.
Availability: Live Talent and E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited
Produced by: WRCV, 1619 Walnut St., Philadelphia 3, Penna.

Farm Family

A live farm feature. News of interest to every member of the farm family. Market reports, weather reports, recorded interviews, local and national farm news.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Daily.
Audition Facilities: Transcription
Distributed by: WSLM, Salem, Ind.

WTRB Farm Program

This is a Monday thru Friday presentation at 12:30 P.M. It features the County Agricultural Agent, his assistant, his Home demonstration Agent, and other qualified Agricultural officials with timely information, news and suggestions for farmers and farm families. Here in this farming area it is one of the most listened-to programs on WTRB.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Only the cost of the air time, itself. No talent or others.
Number Available: Monday thru Friday on year's contract.
Audition Facilities: Transcription and Live Talent.
Submitted by: WTRB, P.O. Box 302, Ripley, Tenn.

The Farm Show

The "Farm Show" brings the regional farm situation to farm homes in WVLN-land through liaison with all farm agencies. Features interviews with farmers, agricultural organizations and on the spot coverage of all farm activities of regional and local interest. An authoritative program featuring Charlie Phelps, farm director.
Availability: Live Talent.
Running Time: 90 minutes.
Cost: On request.
Number Available: Continuous.
Audition Facilities: Tape.
Submitted by: WVLN, 302½ E. Main, Olney, Ill.

Kitchen Klub

One of this area's top women shows. The program is produced and announced by WTTN's women director, Florence Herold. The program is entirely local, and features interviews with local personalities, plus the home agents of Dodge and Jefferson Counties.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Submitted by: WTTN, 104 West Main St., Watertown, Wis.

Listen Ladies

"Listen Ladies" with Naomi Wolfe is a fast moving quarter-hour program — produced daily, Monday thru Saturday at 9:45 A.M. by WNNJ. Naomi, a life-long resident of the Sussex County rural area, features unusual guests, recipes, chit-chat on different things. Available only on participating spots.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$6:00 per spot (one minute).
Number Available: Six programs weekly — 9:45 to 10 A.M.
Audition Facilities: Tape.
Submitted by: WNNJ, Newton, N.J.

From a Woman's Point of View

The very latest in cooking, fashions and women in local news. Scheduled five days a week, 10:15 A.M., during the homemakers' office (kitchen) hours.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: Dickson County Broadcasting Co., Inc., P.O. Box 71, Dickson, Tenn.

Homemaker Melodies

Musical selections from current albums. Show includes tips on cooking, sewing, latest fashions, beauty hints, and news of interest particularly for and of the woman in the home. Good buys on the local markets, compiled by county home demonstration agent, are included. Monday-Friday, 2 p.m.

Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Submitted by: WMIK, P.O. Box 698, Middlesboro, Ky.

Women's News

News of interest to women . . . Also news on shopping . . . Daily.
Availability: Live Talent.
Audition Facilities: Live Talent.
Submitted by: V. S. Becker Prods. 551 Fifth Ave., New York 17, N. Y.

Recipe for Good Listening

This program features Mr. and Mrs. team with lots of good music plus a recipe, tips for homemakers, and a mystery tune.
Availability: Live Talent.

Running Time: 25 minutes.
Cost: \$15.00.
Number Available: Two times weekly (Tuesday and Saturday)
Audition Facilities: Live Talent.
Submitted by: WMUU, Bob Jones University, Greenville, S. C.

Aunt Carrie

Everyday Aunt Carrie strengthens the home and domestic lives of Mid-South listeners. Her warm, friendly council has attracted the interest of a large segment of the great Mid-South audience. Her heavy mail pull demonstrates the faith her listeners have in her advice.

Availability: Live Talent.
Running Time: Five minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WDIA, 2074 Union Ave., Memphis, Tenn.

What's New

At 10:00 each morning, Roxie Rhodes, Women's Director, presents "What's New" . . . made unique with genuine "local" interest. Roxie keeps her public aware of all local events; she presents "our" side of fashion . . . chooses hints that will help her listeners and cooking suggestions that please husbands. It's a half-hour lesson all homemakers enjoy learning.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$25 per 15-minute segment.
\$7 per 1-minute spot.
Number Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: KTTR, Soest Road, Rolla, Mo.

Dorothy Ann's Scrapbook

Dorothy Ann Kirk, life-long resident of the area and KILO office manager. Knows radio and what women want. Household and fashion items of interest. Musical selections included plus poetry and "thought for the day". Monday-Wednesday-Friday. 10:45-11:00.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: One-time rate applies to include talent. Available for participations.
Audition Facilities: Transcription.
Submitted by: KILO, First National Bank Building, Grand Forks, N. D.

Betty Maxwell Show

This show is comprehensive pot-pourri of features appealing to homemakers: Recipes, decorating, child care and gardening, plus interviews with this areas' most interesting personalities. The "Betty Maxwell Show" has been on the air here in Lexington for over 8 years.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Participation basis only. 13 times \$8.00 per spot, graduated to 156 times \$5.00 per spot.
Audition Facilities: Transcription and Live Talent.
Submitted by: WLEX, 134 North Limestone St., Lexington, Ky.

Lady Take a Break

Marion Roen chats with women. Subjects fitting — food, styles, home craft. Interviews, music. Ad lib style; very effective, commercially. Highly experienced, professional woman.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Spots \$4.00 . . . \$15.00 quarter hour.
Audition Facilities: Transcription
Submitted by: KMOD, P.O. Box 941, Modesto, Calif.

Family Fare

An hour of bright, cheerful news about home life . . . and how to make housekeeping more fun. Interspersed are bits of music, interviews with homemaking experts and average housewives. A weekly homemaking contest with a big prize jackpot adds further spice.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$45.00 per program.
Number Available: Indefinite.
Audition Facilities: Transcription
Submitted by: KTUC, 900 E. Broadway, Tucson, Ariz.

Woman's World with Barbara Felton

A blend of beauty aids, fashion tips, feature stories of women in the news, light relaxing music; lighter side of the news from around the world, combined with news of local interest and interviews with civic and cultural leaders in the community and woman's world.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$6.50 per participation; Discounts as earned.
Audition Facilities: Live Talent.
Submitted by: WROV, 15th St., & Cleveland Ave., Roanoke, Va.

Cecile Bost Show

The Cecile Bost Show is principally a musical program directed to women. Cecile, a housewife and mother herself, makes the participating spots in an informal manner, often inserting personal-experience items, and mixes "the lighter side of the news" with popular records. For local interest, she spotlights birthdays and anniversaries.

Running Time: Participating.
Cost: Station time: \$2.25. Talent \$.75.
Number Available: 3 to 5 daily.
Submitted by: WIRC, First Ave., Northwest, Hickory, N. C.

Phil Page's Housekeeper's League

Philosophy, poetry, music and general comment on daily problems. Sure-fire housewife appeal. Natural format for everything from beauty aids to products and appliances for the home. Homemakers' fashions; community bulletins; cues for cooks; stork and women's notes; selected items from and for women's world. Program in excellent taste.

Availability: Live Talent.
Running Time: 25 minutes daily.

Cost: On request.
Number Available: One to five per week.
Audition Facilities: Transcription
Submitted by: KFH, KFH Building, Wichita, Kan.

Your Neighbor Lady

The "Your Neighbor Lady" program featuring Wynn Speece is an appealing program Monday thru Friday at 3:30 P.M. and Saturdays at 8:30 A.M. "Your Neighbor Lady's" mail pull (101,391 pieces in 1955) illustrates the big reason why the program is consistently rated as the most popular in its time segment.

Running Time: 30 minutes.
Cost: See rate card #24.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WNAX, 3rd & Mulberry Sts., Yankton, S. D.

Mildred Younger

Colorful, dynamic, articulate, Mildred Younger is one of Southern California's best-known personalities, subject of many articles in national magazines and newspapers. She discusses topical subjects, answers questions sent in by listeners, calls in experts, gives listeners a feeling of being 'in the know.' Time—12:45 - 1 p.m. Mon. thru Fri.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription and Live Talent.
Submitted by: KABC, 1539 No. Vine St., Hollywood, Calif.

Serenade to a Housewife

It is broadcast 11:15 a.m. to 12 noon. Featured are home tips for cooking, sewing, etc., with pop music.

Availability: Live Talent.
Running Time: 45 minutes.
Number Available: 8.
Audition Facilities: Transcription
Submitted by: KELD, North Washington, El Dorado, Ark.

Woman's World

Mary Manning enjoys a 'second cup of coffee' with the housewives of Nashville each weekday morning on "Woman's World." Mary has become a part of the homemakers morning routine with her special blend of popular music, fashions, news and guest personalities.

Availability: Live Talent.
Running Time: 45 minutes.
Cost: Card rate.
Audition Facilities: Transcription.
Submitted by: WLAC, Third National Bank Bldg., Nashville, Tenn.

Woman's Page

Jo Anne includes in her program new fashion items, announcements of all club meetings and activities of interest to Valley women, interviews with visiting celebrities, shopping hints, household ideas, and light music.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$8.50 end rate, one minute part.
Audition Facilities: Transcription.
Submitted by: KXO, Box 140, El Centro, Calif.

Problems and Solutions

Women phone in problems and voice is broadcast. Others phone in solutions to earlier problems, voices are also broadcast. Alarm clock sounds during show, person on the air gets prize.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Total \$27,300.
Number Available: 260.
Audition Facilities: Transcription.
Produced by: KMAN, Box 391, Manhattan, Kan.

Ted's Kitchen Kapers

Program is kitchen show, with all recipes supplied by listeners. Recipes are put together into monthly bulletins and sent on request for stamped envelope. From 1000 to 2200 requests received per month. Show comprised entirely of phone calls and chats with listeners talking over recipes and household hints. 10:00 to 10:30 a.m., six days per week.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: Ted Strader.
Submitted by: WMIX, Mitchell Bldg., Mt. Vernon, Ill.

Report to the Women

Gloria Rogerson, Wheeling's top authority, informally talks with the audience, along with Lew Clawson, who upholds the men's side of everything from cooking to women's hats. Immediate response has been terrific, both from sponsors and listeners. Monday through Friday, 9:30 A.M.
Availability: Live Talent.
Running Time: 30 minutes.
Audition Facilities: Transcription.
Submitted by: WWVA, Hawley Bldg., Wheeling, W. Va.

Elaine Drooz Show

A program high-lighting news items of special interest to women followed by chatter in connection with music, the theatre, book reviews. Daily guest interviews. The various segments of the program are separated by music.
Running Time: 60 minutes.
Cost: Rate card plus 10% talent charge.
Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: Elaine Drooz.
Submitted by: WPTR, P. O. Box 1540, Albany, N. Y.

Puritan Kitchen

The Puritan Kitchen is a program conducted by Lillian Burchett, Boston's only woman hotel chef. It is a program for homemakers.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$15 per participation.
Number Available: 3.
Audition Facilities: Live Talent.
Produced by: Steve James.

Submitted by: WBMS, 400 Commonwealth Ave., Boston, Mass.

Talk of the Town

Women's interest program conducted by Fran Clemons, one of LaGrange's civic workers and boosters. Program is built on local news, community activities, local significance of state and national events, and people in the news.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Regular rates apply.
Submitted by: WTRP, Hammett Bldg., LaGrange, Ga.

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: On request.
Number Available: 208.
Audition Facilities: Transcription.
Produced by: Basch Radio & TV Productions, 17 E. 45th St., New York, N. Y.

Strictly for the Ladies

This show features a favorite recipe for the day, latest styles, beauty hints, home decoration and short cuts to daily chores. Frequent interviews with cosmetologist, interior decorators, architects, fashion designers.
Availability: Live Talent.
Running Time: 25 minutes.
Cost: \$8.50.
Number Available: One six days per week.
Produced by: Evelyn Gainey.
Submitted by: WCKB, Box 431, Dunn, North Carolina.

Sheila and Bea

Sheila Wasey and Bea Freede regale you with bright, engaging chatter for one half hour. The program is strictly informal and yet completely crammed with entertainment and information. Everyday brings a special feature, special guests, something new. The subject may be anything from juvenile delinquency to analyzing handwriting.
Availability: Live Talent and E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription and Live Talent.
Produced by: WDCL.
Submitted by: WDCL, Freede-Miller Broadcasting Co., Inc., Clearwater, Fla.

Kyle's Corner

Program conducted by WELS women's editor Peggy Kyle. Consists of beauty hints, local womens news, interviews and etc.
Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.
Audition Facilities: Transcription.
Produced by: WELS.
Submitted by: WELS, 1312 West Vernon Ave., Kinston, N. C.

Just for Women

Just for Women with Louise Munsch is the only locally produced

radio show for women. Louise is a veteran of radio, and her programs command the best of professional people both in business and civic life as well as in the entertainment world.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Spot rate plus \$4 talent per announcement.
Number Available: Indefinite.
Audition Facilities: Transcription.
Submitted by: WEW, St. Louis 1, Mo.

In the Woman's World

This program is in the special interest of women, with beauty tips, household hints, women personalities and local news such as, dates of club meetings, interviews with local personalities, also recipes.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$70 a week.
Number Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WIRO, Radio Plaza, Ironton, O.

Openhouse with Marge and Bill

Bill Clear and Marge Griffith, two of Altoona's radio personalities together for the first time in an informal broadcast of local news, recipes, fashion tips, local interviews, birth announcements and household hints interspersed with pleasant, relaxing recorded music.
Availability: Live Talent.
Running Time: 2 hours.
Cost: Card rate applies.
Audition Facilities: Transcription.
Submitted by: WRTA, 1421 Twelfth Ave., Altoona, Penna.

Homemaker Harmonies

Popular women's service program presented by local homemaker commentator including timely news of fashion, food, beauty and home-making, with interludes of music by star vocalist and guests.
Availability: Electrical Transcription.
Running Time: 15 minutes.
Cost: On request.
Number Available: 52 weeks; 5 times a week.
Audition Facilities: Transcription.
Produced by: World Broadcasting System, Inc.
Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

Between Us Gals

Women's show emanating from home of talent—Dona March. Interviews with local women, household, fashion, beauty and food hints. Background of typical home activity—baby sounds, dog barking on occasions, etc. Informal approach giving the effect of anyone's home. Aired 9:05-9:30 a.m., M-F.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: \$35.00 per pgm including air time.
Audition Facilities: Transcription.
Produced by: Milt Mitler.
Submitted by: WADK, P. O. Box 367, Newport, R. I.

Carol Woods

Program of fashion views and news by one of the South's outstanding producer of fashion shows for department stores. Interviews with visiting celebrities. Casual, interesting appeal to women.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Upon request.
Audition Facilities: Transcription.
Distributed by: WBRC.
Submitted by: WBRC, 1729 2nd Ave. North, Birmingham, Ala.

Around the Town

Daily, Monday through Friday, from 11:15-30 a.m. (CDT) Kitty Klark orally goes "around the town." A program all about Winchester, Clark County and its people, with emphasis on feminine listeners.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$50. weekly including talent based on 52-week contract.
Number Available: 260.
Audition Facilities: Live Talent.
Produced by: Kitty Klark.
Submitted by: WWKY, Winchester, Ky.

Music for the Mrs.

A night out is given to the Mrs. naming the sponsor. Free taxi service, meals, several prizes are given away.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Per rate card.
Submitted by: KWBG, Box 36, Boone, Iowa.

Harmony Home

Bill Murphy entertains the ladies during the three most receptive hours. This program contains half hour special features such as: social news, Swap Shop, organ moods and an audience participation show.
Availability: Live Talent and E. T.
Running Time: 3 hours.
Cost: Rate card.
Number Available: Participating spots or program segments.
Audition Facilities: Transcription and Live Talent.
Produced by: Terry Mitchell.
Submitted by: WJOB, 6405 Olcott, Hammond, Ind.

Mainly for Women

News features and hints for homemakers. Local participation by women's clubs and groups in the community. The show is conducted by Evelyn Bruce, who is a homemaker and mother herself and Toccoa's (Georgia) 1955 "Woman of the Year."
Availability: Live Talent.
Running Time: 40 minutes.
Cost: \$4 per participation.
Number Available: 30 participations per week.
Audition Facilities: Transcription.
Produced by: Evelyn Bruce.
Submitted by: WLET, 423 Prather Bridge Rd., Toccoa, Ga.

Feminine Fancy

A women's feature conducted by WHBC's Woman's Director, Carol Adams. Program features items of general interest to the women's world and presents regular interviews of personages of interest and importance.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Upon request.
Number Available: 5 days weekly.
Audition Facilities: Transcription.
Submitted by: WHBC, 550 Market Ave. South, Canton 2, O.

Listen Ladies

A very interesting program for ladies consisting of local news, news from Hollywood, hints for the homemaker and favorite recipes, and done live daily Monday through Friday.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: KTXJ.
Submitted by: KTXJ, P. O. Box 6090, Jasper, Texas.

Spartanburg by Day

With the best in music, Louise and Ray Starr bring audiences events in Spartanburg over night, what's happening today, beyond the city limits, table talk and the light and breezy style of radio's companionate team. Each of the team handles a different segment of the show that is fast paced from start to finish.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: Lou-Ray Productions.
Submitted by: WJAN, 101 Schuyler Bldg., Spartanburg, S. C.

The Helen Griffin Show

A program beamed primarily to the housewife with current events, helpful hints and the latest happenings in the world of fashion. At least twice a week program is devoted to interview involving a civic organization.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$15.00 per participation.
Number Available: 2.
Produced by: Helen Griffin.
Submitted by: WLBK, Bowling Green, Ky.

Woman's 900 Club

Designed for the ladies, men-folk, too, enjoy the pop tunes sprinkled lightly with old favorites. Edna Aders, Miss 900 for over 5 years keeps her audience up to date on the latest fashions, foods, entertainment, news and regional charity drives. 13 active 900 Clubs meet regularly and add their support.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Rate card applies.
Number Available: 5 days per week, Monday thru Friday.
Audition Facilities: Transcription.
Submitted by: WLSI, North Mayo Trail, Pikeville, Ky.

Listen Ladies

Ladies Editor and announcer does the show, consisting of interviews with local civic personali-

ties, beauty hints, fashion notes, recipes, household hints and music. It is designed for informal listening for ladies in the morning.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$20.00 or spot participation.
Number Available: Monday through Friday.

Audition Facilities: Transcription.
Distributed by: WOHI.
Submitted by: East Liverpool Broadcasting Company, 516 Market St., East Liverpool, O.

Woman's World

Features Esther Donat, KFEQ's director of women's programs. Mrs. Donat not only features recipes and menus, but also offers news and household hints. The program is most human, and endeavors to keep abreast of the times. It is on the air 11:05-11:30 a.m. Monday through Friday.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: Rate card #10 applies.
Audition Facilities: Transcription.
Submitted by: KFEQ, St. Joseph, Mo.

News and Views with Alice Morgan

A program of local news and views designed for regional listenership. Fashion tips, cooking cues, hospital reports, interviews, and outstanding stories of women in the news.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription and Live Talent.
Produced by: Radio Marshall KMHT.
Submitted by: KMHT, Marshall Nat'l Bank Bldg., Marshall, Texas.

Gloria Brown Show

This show is built around the personality of the star, and includes tape recorded visits all over town, various departments, such as 'Slick Tricks,' 'Daily Community Billboard,' etc.

Availability: Live Talent and E. T.
Running Time: 45 minutes daily.
Cost: Upon request.
Audition Facilities: Transcription.
Submitted by: KYW, 815 Superior Ave., Cleveland, O.

Betty Clarke Show

Flint's only homemaker's program, with the practical house wife approach to the selection of latest information on food, fashion, and family-living. Tone is informal, yet authoritative.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Available upon request.
Audition Facilities: Transcription.
Produced by: WFDF.
Submitted by: WFDF, Garland St. at First Avenue, Flint, Mich.

Melva Webber Show

This program, which is broadcast five days a week, touches every facet of interest to women. Included are interviews with personalities connected with local events of importance, beauty hints, fash-

ion news together with comments on events of the day.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WJTN, Hotel Jamestown Bldg., Jamestown, N. Y.

Listen Ladies

Listen Ladies is a program created live in our studios, consisting of household hints, recipes, beauty hints, and news of local interest to women.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Five one minute spots each day.
Audition Facilities: Transcription
Submitted by: WMRE, P.O. Box 191, Monroe, Ga.

Women's News

This is a daily women's feature. Show covers all beauty, fashions, cooking, recipes, household hints, etc. Everything that appeals to the women listening audience, also some phases of social events.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$11.25 each.
Number Available: Unlimited.
Audition Facilities: Live Talent.
Produced by: Anabell Southern, and others.
Submitted by: KVIN, 601 South Foreman, Vinita, Okla.

Mainly for the Mrs.

Catharine Brandenburg, women's editor, gives daily shopping hints, homemaking hints, birth announcements, club notes, and guest interviews with Topekans and visitors to Topeka.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription and Live Talent.
Submitted by: WREN, 411 West 10th, Topeka, Kan.

The Woman's Angle

Forty information-packed minutes by Nan Tucker, woman's director, with fashion tips, recipes, sewing & homemaking hints, bright music, possibly a little philosophy or poetry and a daily Bible reading and hymn.

Availability: Live Talent and E. T.
Running Time: 40 minutes.
Audition Facilities: Transcription
Produced by: WWRN, P.O. Box 228, Beckley, W. Va.

Happy Homes

A quarter century as a home economist in Southern California has made Norma Young known to listeners. The only radio home economist to maintain an eight hour daily telephone and mail service to housewives to the tune of an average of more than 1000 calls and letters a week.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Submitted by: KHJ, 1313 N. Vine St., Hollywood 28, Calif.

The Best of Bob Burns

The best of Bob Burns' inimitable stories about his Arkansas kinfolk, Uncle Slug, Grampaw Snazzy, Aunt Boo, Grampaw Pelican Snelson and all the rest of his earthy characters.

Availability: E. T.
Running Time: 5-minute spots.
Cost: On request.
Number Available: More than 500.
Audition Facilities: Transcription
Produced by: Arnold Marquis Productions, Inc.
Submitted by: Arnold Marquis Prods., Inc. 717 N. La Cienega Blvd., Hollywood 46, Calif.

The Eddie Cantor Show

Comedy skits and music, starring Eddie Cantor with Jimmy Wallington as emcee. Plus 4 young singing discoveries, and an 18-piece orchestra.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 260.
Audition Facilities: Transcription
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, Ohio.

Mostly Music

Here's a show which has no counterpart in the Cleveland area. Henry Pildner, two-time AFTRA winner in this years awards, has a real technique of lampooning modern music and current news events. Because of his many years as a concert pianist, Pildner brings a musical knowledge that puts him far beyond the competition.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Time and talent upon request.
Number Available: 5 per week.
Audition Facilities: Transcription
Distributed by: Henry I. Christal Company Inc., New York.
Submitted by: WGAR, Hotel Statler, Cleveland 1, Ohio.

Calacchi's Clubhouse

Half hour comedy-variety show. Features Charles Calacchi (Godfrey Talent Winner) in dialect humor show, with music.

Availability: Live Talent and E. T.
Running Time: 30 minutes.
Cost: \$30 per program.
Audition Facilities: Transcription and Live Talent.
Submitted by: KAFP, Box 590, Petaluma, Calif.

House in the Country

Heart-warming dramas about a young city-bred couple who take to the country in search of peace, quiet and inspiration. Their innocence of country life and customs provide an endless source of comical situations. Perfectly cast with first-string network talent. Written by ace radio comedy scripter Ray Knight.

Availability: E. T.
Running Time: Half-hours.
Cost: Upon request.
Number Available: 52.
Audition Facilities: Transcription
Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Movietown Radio Theatre

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

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Frederic W. Ziv Co.
Distributed by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co.
1529 Madison Rd., Cincinnati 6, Ohio

Holiday

HOLIDAY is a local week-end variety program featuring music of all types over a 36 hour period with news on the hour. WMOG makes extensive use of wire service and other syndicated features.

Availability: E. T.
Running Time: 36 hours.
Cost: On request.
Audition Facilities: Transcription
Submitted by: WMOG, Box 572, Brunswick, Ga.

Notes and Quotes

Top quips and anecdotes (re-written for brevity and punch) from nation's current periodicals, interspersed by smooth, lush recorder music. Aimed at the housewife, but highly popular with all who catch this 2:00-2:30 PM Monday through Friday feature. Conducted by actor-announcer Bruce Kern who has natural flair for story-telling. Several notches above the ordinary disc jockey show.

Participating.
Availability: Live Talent and E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WTIC, 26 Grove St., Hartford, Conn.

Dial for Dollars

Program consists of records, and live organ music. On each program four telephone calls are made and a question asked. The question starts at \$5.00 and \$1.00 is added each time it's missed. Sponsors usually give consolation prizes. The library had so many calls for the answer, that they didn't have time for anything else!

Running Time: 60 minutes.
Cost: \$8.24 per participation.
Audition Facilities: Transcription.
Submitted by: WPFM Middletown, Ohio

Timetable

Program consists of offbeat material, child care, birthday information, poetry, almanac, women's features, music. Comm'l time checks available every feature with a "metronome" tick-tock tying in the whole TIME-TABLE operation.

Availability: Live Talent and E. T.
Running Time: 45 minutes.
Cost: Only spot purchases available
Audition Facilities: Transcription
Produced by: WFAU, 160 Bangor Street, Augusta, Maine

Who Needs It?

Buy, sell or trade items (not commercial). Audience participation in that calls are accepted only during program. Important local news items appropriately injected during program. No charge for listings. Our most listened to program.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$225.00 per month.
Audition Facilities: Transcription and Live Talent.
Submitted by: KOLR, Sterling, Colorado

Sunday Showcase

"Sunday Showcase" is WRAD's pride and joy — five hours packed with every conceivable style of music, news on the hour, sports on the half hour, weather, and Sunday Showcase goes visiting. Maybe a sports event or a submarine cruise or a visiting Russian clergyman or perhaps your next-door neighbor. Southwest Virginia's Sunday listening habit.

Availability: Live Talent and E. T.
Running Time: 5 hours.
Cost: On request.
Audition Facilities: Transcription and Live Talent.
Submitted by: WRAD, Radford, Virginia

Saturday Showcase

Saturday Showcase brings five hours of all kinds of music — Broadway shows, the jazz corner, a request section, the top area tunes of the week, what's new, etc. Bill Spahr, Tom Gannaway, Hal Martin, Don Greene and Wendell Siler combine to keep on top of the music, sports, news, weather and road conditions.

Availability: Live Talent and E. T.
Running Time: 5 hours.
Cost: Upon request.
Audition Facilities: Transcription
Submitted by: WRAD, Radford, Va.

Cavalcade

Afternoon variety show. Top local, farm world news. Also fashions, household hints, sports hi-lites, Hollywood visit, Commentary on Day's News, Weather background and forecast, Today in History, Variety of Music, Day's Hymn, Birthday Bandwagon, other features.

Availability: Live Talent.
Running Time: 55 minutes.
Cost: On request.
Audition Facilities: Transcription
Submitted by: WPRC, Route 66, Lincoln, Ill.

Teenage Rendezvous

Emceed by high school announcer, using school talent, news, sports, music, etc. Wide variety of material, live and taped, beamed to high school crowd. Show was, for a time, telecast, using similar format. Available as entity or participating, 10:05-10:30 Saturday A.M.

Availability: Live Talent and E. T.
Running Time: 25 minutes.
Cost: On request.
Number Available: 13 week minimum, 52 week maximum.
Audition Facilities: Transcription

and Live Talent.
Submitted by: WPRC, Route 66, Lincoln, Ill.

Traffic Time—Bill Hickok

With sprightly tunes, slapstick comedy and slightly zany conversation, Brother Bill presides over 90 minutes that pay off in entertainment for his audience and sales for his sponsors. He makes a fine art of his delivery of live commercials . . . and builds appropriate frames around transcribed announcements.

Availability: Live Talent and E. T.
Running Time: 90 minutes.
Cost: Kate card plus 10% talent charge.

Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: Bill Hickok.
Submitted by: WPTR, P.O. Box 1540, Albany, N. Y.

You're Being Followed

KMAN's mobile unit moves down a street following a car, describing vehicle and giving location. If a driver is listening to KMAN he pulls to the curb to receive jackpot.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$6.60 per pgm.
Number Available: 260
Audition Facilities: Transcription
Produced by: KMAN, Box 391, Manhattan, Kan.

National Merry-Go-Round

Variety program, consisting of songs, music, recipes, news items, bulletins, local and national news.

Availability: Live Talent and E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: Marilea Williams, Equality, Ill.
Distributed by: Joe Gannett, Equality, Ill. and Station WEBQ, 100 E. Poplar St., Harrisburg, Ill.

Martin in the Morning

Joe Martin is kept busy keeping listeners busy as he entertains and informs with music in the morning manner. All music programmed with eye and ear opening appeal. Everything the listener wants in the way of music, news, sports developments and all important "time" checks.

Availability: Live Talent.
Running Time: 120 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: Joe Martin.
Distributed by: WCDL, Carbon-dale, Pa.

WSTV Week-End

This continuous show runs from 5 p.m. Friday until sign-off Sunday night. It is a complete source of information for listeners. Included are baseball summaries, weather information, road conditions, time signals, local sporting events, local news and interviews. Everything is local with exception of baseball and world news.

Running Time: 32 hours.
Cost: On request.
Number Available: Every week-end
Audition Facilities: Transcription
Produced by: WSTV-radio, Exchange Realty Bldg, Steubenville, Ohio

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.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription
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: Electrical Transcription.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52
Audition Facilities: Transcription
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 and producer, Robert Montgomery, with dramatic interpretations of famous speeches for Freedom by time-honored statesmen, writers and philosophers. Music by David Rose and his Orchestra.

Availability: Electrical Transcription.
Running Time: 15 minutes.
Cost: On request.
Number Available: 52 weeks 3 times a week.
Audition Facilities: Transcription
Produced by: World Broadcasting System, Inc.
Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

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: Electrical Transcription.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Audition Facilities: Transcription
Produced by: World Broadcasting System, Inc.
Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

Morning in Michigan

A variety program, featuring recorded "standard" music, highlights of Michigan news, a summary of the Michigan weather from stations of the Southern Michigan Network, special pickups of items of great regional interest. Program is fed to all stations of the Southern Michigan Network.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$45.00 per quarter hour.
 Number Available: One quarter hour, five days per week.
 Audition Facilities: Transcription
 Produced by: WTVB.
 Submitted by: WTVB, Box 32, Coldwater, Mich.

Youth Bureau Time

This live variety show is produced in conjunction with the Corning Youth Bureau and features each week the best high school talent in the area. The kids organize and direct the show under the guidance of WCLI's morning man, George Puffer. All types of entertainers are used.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$30.00 per Program.
 Number Available: 36 programs—Saturday morning.
 Audition Facilities: Transcription
 Produced by: WCLI
 Submitted by: WCLI & WCLI-FM, 99 West First St., Corning, N. Y.

The Old Philosopher

Spotlighting editorial comment on events on the local scene, interviews with local names in the news, and headlining names in the news. Show produced and presented by Chick Brown, McMinnville's top news reporter and analyst, with 15 years in newspapers locally before becoming manager of this station.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$7.50 weekly — 12 months contract.
 Number Available: Unlimited.
 Produced by: Chick Brown, General Manager, WBMC Radio
 Submitted by: WBMC, P.O. Box 270, McMinnville, Tenn.

The Milkman Program

A 90-minute visit with a heavy ladies audience Monday through Friday from 10:00 to 11:30 A.M. Program contains philosophy, news, interviews and old standard music. Features a veteran of 10 years of broadcasting. A friendly, informal show.
 Availability: Live Talent and E. T.
 Running Time: 90 minutes.
 Cost: On request.
 Number Available: 3 daily.
 Audition Facilities: Transcription and Live Talent.
 Submitted by: Radio Station KCSJ, 2226 Big Hill Road, Pueblo, Colo.

Commuters Special

A music, news, sports, weather, contest program designed for the heavy auto traffic listening. This is a fast moving two-man show with lots of zip. Scheduled during heaviest auto traffic of the day. 4:00 to 6:00 P.M. Monday thru Friday.

Availability: Live Talent and E. T.
 Running Time: 120 minutes.
 Cost: Upon request.
 Audition Facilities: Transcription and Live Talent
 Submitted by: KCSJ, 2226 Big Hill Road, Pueblo, Colo.

Commuters Time

Bright-wake-up show that features plenty of melodic music, time-checks, weather reports and specialized information for local residents. A veritable "information desk of the air" with music. Complete news summaries every half-hour.
 Availability: E. T.
 Running Time: 150 minutes.
 Cost: On request.
 Number Available: Six times a week — unlimited.

Audition Facilities: Transcription
 Submitted by: WHLI, 245 Baldwin Road, Hempstead, N. Y.

Margo's Teen Time

Appealing to the non-rock and roll crowd, Margo George, well-known fashion coordinator and model instructor, produces a show for the teen-age crowd. It features fashion tips, hints on etiquette, the latest hit tunes, and teen-age gossip about the listeners themselves. A hit for the teen crowd.
 Running Time: 25 minutes.
 Cost: Upon request.
 Audition Facilities: Transcription
 Submitted by: WSGN, 2320 7th Ave., South, Birmingham, Ala.

Home Folks

As indicated, this is a "homey" type show for "home-keeping hearts." A variety type program, with good music, home-spun philosophy and original verse. Hugh Aspinwall, the producer and director, includes local commercials as "kind words from your friends, up and down the street."
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: \$50.00
 Number Available: 52.
 Audition Facilities: Live Talent.
 Submitted by: WTTN, 104 W Main St., Watertown, Wis.

RFD Farm Service Hour

Phil Evans, director, and Jim Leathers of the KMBC Farm Service Bureau are the backbone of the first 1½ hours of KMBC's broadcast day. Their daily wrap-up of the farm situation covers the field from market estimates to soil conservation to labor-saving devices. News and weather by Bill Griffith and western records punctuate the program.
 Availability: Live Talent.
 Running Time: 1½ hours.
 Cost: On request.
 Number Available: Participations, quarter-hours, half-hours, 13, 26, and 52 weeks.
 Audition Facilities: Live Talent.
 Submitted by: KMBC, 11th and Central, Kansas City 5, Mo.

Time for Torey

Torey Southwick and "Ol' Gus, too" — copyrighted puppet used as second-voice — direct traffic on this two-hour variety show that includes the best in pop records, news, weather observations, sports, a daily report from Mayor H. Roe

Bartle, and a session in the "Happy Home" with McCall Award-Winner Bea Johnson.
 Availability: Live Talent.
 Running Time: Two hours.
 Cost: On request.
 Number Available: Participations, quarter-hours, half-hours, 13, 26, 52 weeks.
 Audition Facilities: Live Talent.
 Submitted by: KMBC, 11th and Central, Kansas City 5, Mo.

Dinnerbell Roundup

Personalities daily parade to the mike to keep this noon-time variety show at top pitch with Dave Andrews as emcee. Live music by the Texas Rangers, news by Claude Dorsey, latest livestock, grain, poultry, and produce markets from Phil Evans and Jim Leathers, and informative chats with shippers to the Kansas City livestock market combine to provide the punch.
 Availability: Live Talent.
 Running Time: One hour.
 Number Available: Participations, quarter-hours, half hours, 13, 26, 52 weeks.
 Audition Facilities: Live Talent.
 Submitted by: KMBC Radio, 11th and Central, Kansas City 5, Mo.

The Blanchard-Collins Show

Program features versatile ad-lib neighborhood news, time and weather information, anecdotes and earthy humor. The audience telephones the show and both sides of the conversations are heard on the broadcast. Music portion features Jerry Collin's piano stylings along with recorded top tunes of the day.
 Availability: E. T.
 Running Time: 50 minutes.
 Number Available: Unlimited.
 Audition Facilities: Transcription
 Submitted by: WNOX, 4400 Whittle Springs Rd., Knoxville, Tenn.

Town and County Calendar

Daily, 1:00-2:00 p.m. Consists of 5-minute news summary, latest popular music, news of interest from schools, churches, civic, and social organizations, plus interviews with local persons and visiting personalities. Two voices of Bill Baker and Betty Stanley add variety and interest. Participating sponsors.
 Running Time: 60 minutes.
 Cost: On request.
 Number Available: Unlimited.
 Submitted by: WMIK, P.O. Box 698, Middlesboro, Ky.

Breakfast with Bob Afternoon Desk Evening Beat

Heard from 8-9 a.m., 3-4 p.m. and 7-8 p.m. Monday thru Friday respectively. Representing the new look in broadcasting, pop recorded music, featurettes, taped and beeper phone interviews, news and sports.
 Running Time: 60 minutes.
 Cost: On request.
 Produced by: KOCS.
 Submitted by: KOCS and KEDO-FM, 222 E. B St., Ontario, Cal.

PM Panorama

Designed for a busy audience. Employed persons going home and trying to catch up with the world again as far as news, weather, music and sports information. PM PANORAMA from 4 P.M. to 5:30 P.M. tries to inform and entertain the wide variety audience that's listening during these hours.
 Availability: Live Talent.
 Running Time: 1½ hours.
 Cost: Contact station per rate.
 Audition Facilities: Transcription
 Submitted by: WMBD, 212 S. Jefferson, Peoria, Ill.

Caravan

A two-hour-45-minute panorama of music, news, sports, weather, special events and celebrity interviews. Set against a backdrop of top popular music, short features of local and world news, sports headlines and scores, and local pick-ups of significant events.
 Availability: Live Talent.
 Running Time: 2 hours, 45 minutes.
 Cost: Participations at earned card rates.
 Number Available: Unlimited.
 Audition Facilities: Transcription
 Submitted by: WSOY, Decatur, Ill.

Morning Express

Hitting the air waves with the latest news at 6:00 a.m., Clark Reid continues through 9:00 a.m. with scintillating music, time signals, weather and traffic reports. Newscasts come through on the hour and half hour, and the three "Express" hours comprise a happy, listenable program of entertainment, service, and necessary information.
 Availability: Live Talent and E. T.
 Running Time: 3 hours.
 Cost: Regular card rates.
 Audition Facilities: Transcription
 Submitted by: Radio Station WJBK 7441 Second Blvd., Detroit 2, Mich.

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.
 Availability: E. T.
 Running Time: 5 minutes.
 Cost: On request.
 Number Available: 26.
 Audition Facilities: Transcription
 Produced by: C. P. MacGregor.
 Submitted by: C. P. MacGregor Company, 729 South Western Ave., Los Angeles, Calif.

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 Hollywood cast. One half-hour program. "The Day Before Christmas," starring Audrey Long. One half-hour program. Availability: E. T. Running Time: 15 minutes. Cost: On request. Number Available: 26. Audition Facilities: Transcription Produced by: C. P. MacGregor. Submitted by: C. P. MacGregor Co., 729 South Western Ave., Los Angeles, Calif.

The Dream Weaver

The Dream Weaver tells a simple story, combining down-to-earth prose and expressive poetry. The stories are accompanied with organ

background music. Availability: E. T. Running Time: 15 minutes. Cost: \$3 per program and up, net. Number Available: 66. Audition Facilities: Transcription Produced by: Packaged Programs. Distributed by: Transcription Sales, 117 W. High St., Springfield, Ohio.

All Star Western Theater

Western variety shows. Music and drama. Foy Willing and Riders of the Purple Sage. Guest stars such as Jerry Colonna, Dale Evans, Jimmy Wakely, etc. Availability: E. T. Running Time: 30 minutes. Cost: Upon request.

Number Available: 94. Audition Facilities: Transcription Produced by: Desert Radio Prods. Distributed by: Harry S. Goodman Prods. Submitted by: Harry S. Goodman Prods, 19 E. 53rd St., N. Y. C.

Breakfast Gang

A live variety show with eight piece orchestra, vocalist, and master of ceremonies, Mel Venter. An early morning fun show which has a spontaneous quality. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Submitted by: Don Lee Broadcasting System, 1313 N. Vine St., Hollywood 28, Calif.

Could This Be You?

Program features actual recordings of arrests made by the Indiana State Police. Program stresses SAFE DRIVING after each arrest portion of show. Tapes are edited for broadcast purposes. Music interspersed to give it showmanship. Actual voices of those involved are heard. Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: 1 weekly. Audition Facilities: Transcription. Produced by: WGL—Indiana State Police. Submitted by: WGL, 201 W. Jefferson, Fort Wayne, Ind.

CHILDREN'S

Magic Christmas Window

This program fulfills the ambition of every child to step right into a Christmas display filled with "living" toys. Favorite fairy tales such as "Cinderella", "The Snow Queen", and "Sleeping Beauty" come to life when two typical youngsters press their noses against a store window that disappears, and the children find themselves behind the window! Cast includes Ronny Liss and Jeanne Elkins who has played just about every type of juvenile role in radio.

Availability: E. T. Running Time: Quarter-hours. Cost: Upon request. Number Available: 25. Audition Facilities: Transcription Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Frank Luther Fun Show

Famed Frank Luther puts his many talents to work in this show, which can be enjoyed by every member of the family. Frank sings songs, tells stories, recites limericks, asks riddles, offers birthday greetings using long lists of children's names, introduces various funny characters. Fully transcribed.

Availability: E. T. Running Time: 30 minutes. Cost: Upon request. Number Available: Unlimited. Audition Facilities: Transcription Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Mister Muggin's Rabbit

Radio's "hoppy-go-lucky bunny and a whole farm and forest full of frisky little friends in half-hour adventures that are fun for the whole family.

Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription Produced by: SESAC Inc. Submitted by: SESAC Inc., The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y.

Adventures of Frank Farrell

True to life story of a typical modern American high school group and the school's all-round star athlete, Frank Farrell. Availability: E. T. Running Time: 15 minutes. Number Available: 117. (Serial) Audition Facilities: Transcription Produced by: Comer Productions. Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Air Adventures of Jimmy Allen

Authentic flying adventures of a typical 17 year old American boy that mirror the dreams of boys and girls everywhere. Availability: E. T. Running Time: 15 minutes. Cost: Upon request. Number Available: 325 (Serial) Audition Facilities: Transcription Produced by: Comer Productions. Distributed by: Harry S. Goodman Prods. Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Ann of the Air Lanes

Aviation adventures of an air hostess. Fast moving action in South America, Africa, and the United States. Merchandising opportunities. Availability: E. T. Running Time: 15 minutes. Cost: Upon request. Number Available: 65 (Serial) Audition Facilities: Transcription Produced by: Comer Productions. Distributed by: Harry S. Goodman Prods. Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

In the Air with Roger Gale

Adventures of a teen-age hero in Western ranch thrills — jet planes — South Seas mysteries — and sinister intrigues. Availability: E. T. Running Time: 15 minutes. Number Available: 130 (Serial) Audition Facilities: Transcription Produced by: Comer Productions. Distributed by: Harry S. Goodman Prods. Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Jump Jump of Holiday House

Kid show with tested merchandising campaign. Used by leading department stores in the country. 74-self-contained year-round quarter-hours and 25 quarter-hours in serialized form for the Christmas season. Availability: E. T. Running Time: 15 minutes. Cost: Upon request. Number Available: 99 (25 in serial form for Christmas Season) Audition Facilities: Transcription Submitted by: Harry S. Goodman Prods., 19 E. 53rd St., N. Y. C.

Starmaker

Charles Lowe, coach and choreographer to many top personalities in the amusement world, acts as MC and brings to the microphone outstanding child talent: singers, dancers, instrumentalists, comedians and ventriloquists. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Audition Facilities: Live Talent. Produced by: Basch Radio & TV Prods., 17 E. 45th St., New York, N. Y.

Mr. Rumple Bumble

Genial Mr. Rumple Bumble tells fascinating stories of Wallie, The Walrus, Prudence, the Possum, and others. Show includes merchandising layout. Availability: E.T. Running Time: 5 minutes. Cost: \$2.50 per episode net and up. Number Available: 134. Audition Facilities: Transcription Produced by: Packaged Programs. Distributed by: Transcription Sales, 117 W. High St., Springfield, Ohio.

Bank of Knowledge

30-minute, once a week (Saturday morning) kid pannel quiz show from our studios. Grade school children compete for set of Book of Knowledge and other prizes. Pointed to 100% kid audience. On the air for a year. Receives full cooperation from PTA and school authorities. Availability: Live Talent. Running Time: 30 minutes. Cost: \$50. per program.

Number Available: Unlimited. Audition Facilities: Live Talent. Submitted by: KXXL, P.O. Box 1070, Monterey, Calif.

Storyland Fair

Program of records, songs and stories for boys and girls every Saturday morning at 9:30. Features a birthday club, special section for the sick and shut-ins, and news about various children's activities in the area. Program offers a free membership card and button along with a 5 X 7 photograph of Mr. Chuckles. Availability: E. T. Running Time: 30 minutes. Number Available: Unlimited. Audition Facilities: Transcription Submitted by: WNOX, 4400 Whittle Springs Rd., Knoxville, Tenn.

Once Upon a Time

This program features live and recorded stories for children. One of the transcribed stories on this program is done by Mr. Jimmy Scribner, who is known for his program The Johnson Family, featured on a major network. Another highlight of Once Upon a Time is Riddle Day, when the children listening call in their answer to the riddle and are given a prize. Availability: Live Talent and E. T. Running Time: 25 minutes. Cost: \$15 per program. Number Available: Five times weekly. Audition Facilities: Transcription Submitted by: WMUU, Bob Jones University, Greenville, S. C.

Fun 'n Stuff

Fantasy stories dramatized by writer Mary Ann Lemon and multi-voiced Robert Tyrrell. Sound, music and script give 'small fry' up to 7-8 year level better understanding of world we live in thru fanciful visits to "Candyland", "Flowerland", "Trainland", "Vegetableland", etc. Weekly contest with moderate prize for best drawing of subject appropriate to story. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: Indefinite. Audition Facilities: Transcription Submitted by: WKBN, 3930 Sunset Blvd., Youngstown, Ohio

Fairy Tales

A collection of world famous fairy tales taken from the immortal stories of Hans Christian Anderson, the Grimm brothers, the Arabian Nights, and the most popular legends of all nationalities. Relive the stories we love such as "Jack and the Bean Stalk" "Cinderella," "Sleeping Beauty". This series appeals to the young children and contains numerous sound effects to create a strong listener appeal. Availability: E. T. Running Time: 15 minutes. Cost: On request. Number Available: 156. Audition Facilities: Transcription Submitted by: C. P. MacGregor Co., 729 South Western Ave., Los Angeles, Calif.

Aunt Peggy

The Southwest's foremost storyteller (13 years of top-rated programs) relates all the children's classics plus many original stories each evening for Tucson's youngsters. Assisting and adding to the fun are Brownie 99 and KTUC's

specially-produced library of sound-effects. Availability: Live Talent. Running Time: 15 minutes. Cost: \$28 per program. Number Available: 512. Audition Facilities: Transcription Submitted by: KTUC, 900 East Broadway, Tucson, Ariz.

Kid's Korner

This program combines specially recorded music, audience participating games and gimmicks, and children's stories read by a capable woman story-teller. It is aired once weekly, at 10:15 A.M. Saturday morning. This program has successfully sold kid's shoes, milk, and toys over a two year period. Availability: Live Talent. Running Time: 30 minutes. Cost: One time: \$25.00, 13 times: \$24.00, 52 times: \$20.00. Number Available: Fifty-two times. Audition Facilities: Transcription Produced by: Hopewell Broadcasting Company. Submitted by: WHAP, Box 621, Hopewell, Va.

Story Princess

The sparkling personality of the Story Princess, Shirley Wolfe, brings to life the old favorite children's tales. Using voice changes for each character and full production techniques, the Story Princess captures the sub-teens and gives an appreciated quarter hour rest. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Number Available: Unlimited. Produced by: WTIP. Submitted by: WTIP, Box 3032, Charleston, W. Va.

Sonny and Buddy

Juvenile adventure through the United States and Mexico. Music sports, drama, comedy with a traveling medicine show. Mystery all ends with everyone well and living happily. Availability: E. T. Running Time: 15 minutes. Cost: \$3.00 minimum per episode.

Number Available: 100 episodes. Audition Facilities: Transcription Produced by: Walter Biddick Company. Submitted by: Walter Biddick Company, 1046 S. Olive St., Los Angeles 15, Calif.

Uncle Remus Stories

Here is America's finest radio show for children. Great pains are taken by old Uncle Remus to point out the "right way to live with each other", the "smart alex" and the "wise guy" is constantly on the "pan". An earnest effort to help children understand the importance of all races and creeds, fortunate and unfortunate. Running Time: 15 minutes. Cost: \$2.00 per 1/4 hour; \$5.00 per 1/2 hour. Number Available: 750 1/2 hour and 1500 1/4 hours. Produced by: Jimmy Scribner Co. Submitted by: Jimmy Scribner Co., P. O. Box 1139, Anderson, S. C.

MYSTERY

Bold Venture

Humphrey Bogart and Lauren Bacall deal with mystery and intrigue against a background of tropical Havana. Mood music composed and presented by David Rose. Availability: E. T. Running Time 30 minutes. Cost: On request. Number Available: 104. Audition Facilities: Transcription Produced by: Frederic W. Ziv Co. Distributed by: Frederic W. Ziv Co. Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, Ohio.

Boston Blackie

All-star cast supports Richard Kollmar as Boston Blackie. Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: 260. Audition Facilities: Transcription Produced by: Frederic W. Ziv Co. Distributed by: Frederic W. Ziv Co. Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, Ohio.

Stand by for Crime!

Glenn Langan and Adele Jergens co-star in this exciting series of 52 adventures that befall a crack radio newscaster and his "gal Friday" in their constant efforts to combat crime. Scripted by Richard Hill Wilkinson. Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: 52. Audition Facilities: Transcription Distributed by: Cheshire & Associates. Submitted by: Cheshire & Associates, 6606 Selma Ave., Hollywood 28, Calif.

Adventures of Frank Race

Suspense dramas based on tales of espionage and counter-espionage. Hollywood casts and scripts that are far above average lift this series well above average network programming. No star names but a cast that is unusually capable makes this an outstanding action-adventure series. Written by Joel Murcott. Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: 40. Audition Facilities: Transcription Distributed by: Cheshire & Associates. Submitted by: Cheshire & Associates, 6606 Selma Ave., Hollywood 28, Calif.

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. Vincent Price, Susan Hayward, Mary Anderson and many others star in each program. Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: 78. Audition Facilities: Transcription Produced by: C. P. MacGregor Company, 729 South Western Ave., Los Angeles, Calif.

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

Philo Vance

Scientific sleuthing portrayed by Jackson Beck and all-star cast. Based on S. S. Van Dine's famous character. Availability: E. T. Running Time: 30 minutes. Cost: On request. Number Available: 104. Audition Facilities: Transcription Produced by: Frederic W. Ziv Co. Distributed by: Frederic W. Ziv Co. Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, Ohio.

Official Detective

Police drama now in its 9th year on mutual. Has strong publicity gimmick in official detective awards for outstanding detective work presented every week through local stations. Regular publicity in official detective magazine. Availability: Live Talent. Running Time: 30 minutes. Cost: Consult MBS sales. Audition Facilities: Transcription Produced by: Wynn Wright Associates. Submitted by: Wynn Wright Associates, 17 West 57th St., New York, N. Y.

Squad Room

Squad Room is real. It literally opens the door of precinct headquarters for you to hear exactly how the work is done. Availability: Live Talent. Running Time: 30 minutes. Audition Facilities: Transcription Produced by: Wynn Wright Associates. Submitted by: Wynn Wright Associates, 17 West 57th St., New York, N. Y.

Crime Fighters

Crime Fighters — They are all kinds, from Big City Detective to Country Sheriff to Lab. Technician. Each week Crime Fighters dramatizes the work of a different kind of Crime Fighter. Running Time: 30 minutes. Audition Facilities: Transcription Produced by: Wynn Wright Associates. Submitted by: Wynn Wright Associates, 17 West 57th St., New York, N. Y.

Treasure of the Lorelei

Love, adventure, and mystery sailing the South Seas on the good ship Lorelei. Availability: E. T. Running Time: 15 minutes. Cost: \$3.00 minimum per episode. Number Available: 26 episodes. Audition Facilities: Transcription Produced by: Walter Biddick Co. Submitted by: Walter Biddick Co., 1046 So. Olive St., Los Angeles 15, Calif.

Five Minute Series

Here is a show that allows for maximum impact of commercial messages. A "who done it" situation followed by a commercial break followed by the solution to the mystery. A fast-paced show with well-timed sound effect, great stars and terrific music gives this

show a high priced ring for low budget advertisers.
 Availability: E. T.
 Running Time: 5 minutes.
 Cost: Upon request.
 Number Available: 260.
 Audition Facilities: Transcription
 Produced by: RCA Recorded Program Services.
 Distributed by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Weird Circle

Suspense-filled mysteries and weird adventures by such master story-tellers as Victor Hugo, Edgar Allan Poe, and Charles Dickens. The cast of The Weird Circle represents a brilliant array of the finest talent in radio. Audrey Totter, Dwight Weist, Ted De Corsia, Lesley Woods and others add their talents to The Weird Circle to make this program one listeners will enjoy again and again.
 Availability: E. T.
 Running Time: Half-Hours.
 Cost: Upon request.
 Number Available: 78.
 Audition Facilities: Transcription

Produced by: RCA Recorded Program Services.
 Distributed by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Let George Do It

“Private Eye” shows. Sponsored by Standard Oil (Calif.) 6 years; currently by Pream. Available on transcription outside of 11 Western States.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: Upon request.
 Number Available: 65.
 Audition Facilities: Transcription
 Produced by: Searles & Parks.
 Distributed by: Harry S. Goodman Productions
 Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C.

Rendezvous with Death

A mystery series that will keep 'em guessing until the very end.
 Availability: E. T.
 Running Time: 30 minutes.
 Number Available: 52.

Audition Facilities: Transcription
 Produced by: Hickling Productions.
 Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C.

Mystery House

Stars Nannette Sargent and Forrest Lewis. Written by George Anderson. Directed by Edmund Kahn. “Whodunnits” with a novel format in which associates of Mystery House, publishers, enact a novel before it is published.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: Upon request.
 Number Available: 52.
 Audition Facilities: Transcription
 Produced by: Harry S. Goodman Productions.
 Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C.

Murder at Midnight

Weird stories, fantastic plots, blood-curdling action are all blended together by radio's best mystery writers. Directed by Anton M.

Leader with an all-star cast. Top rated wherever it has run.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: Upon request.
 Number Available: 52.
 Audition Facilities: Transcription
 Produced by: Louis Cowan.
 Distributed by: Harry S. Goodman Productions.
 Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C.

Accent on Mysteries

An hour long bloc of outstanding transcribed mystery series. Offered to stations for use as spot carrier 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., 45 W. 45th St., New York 36, N. Y.

QUIZ

Musical Charades

Two musical clues are played. The audience calls the station, those who can figure out the category which can be anything from a historical figure to geographical location receive a ticket to local theater tie-in and have a chance at fifty dollar jackpot which starts at dollar per day. Jackpot is same each day until someone breaks it.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: Open.
 Audition Facilities: Live Talent.
 Distributed by: WPAC.
 Submitted by: WPAC, 31 West Main Street, Patchogue, N. Y.

Radio's Voice of Fortune

Locally produced telephone quiz game. Contestants must guess voice of famous personalities.
 Availability: E. T.
 Cost: On request from World Stations.
 Number Available: 52 weeks—1 to 5 times a week.
 Audition Facilities: Transcription
 Produced by: World Broadcasting System, Inc.
 Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

The Mystery Voice

The voice of a well-known local person is tape-recorded in a four line rhyme. This is broadcast and phone calls are made for identification of the voice. The jack pot prize builds up at \$2.00 per day, with a large merchandise jack pot after tenth day. Daily Monday through Friday.
 Running Time: 30 minutes.
 Cost: At published rate card rate. (\$25.00 less frequency discount.)
 Audition Facilities: Transcription and Live Talent.
 Distributed by: Sears & Ayer.
 Submitted by: WCMY, Ottawa, Ill., Box 687.

Carolina Question Bee

Central Carolinas' most popular daytime show. Eleanor Moore, Central Carolinas' First Lady of Radio, presides, assisted by personable Bill Benoit, staff announcer. Questions from listeners by mail and telephone concerning every conceivable subject keep the show moving as answers come from other listeners, and occasionally from Eleanor and Bill.
 Availability: Live Talent.
 Running Time: 25 minutes.
 Cost: Card rate.
 Number Available: 312 per year.
 Audition Facilities: Transcription.
 Submitted by: WBSC, Box 639, Bennettsville, S. C.

Tune-Test

A musical telephone quiz program that combines pop songs with questions about pop music. Prizes accumulate until someone wins the jackpot.
 Availability: Producer supplies scripts, radio stations supplies emcee.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: Unlimited.
 Audition Facilities: Transcription.
 Produced by: Radio Features, Inc.
 Distributed by: Radio Features, Inc., 75 East Wacker Drive, Chicago, Ill.

What's My Name?

Throughout the program phone calls are made to the home audience and they are asked a question concerning the name of a person, place, or thing. Initially they are given no clues. If the person correctly identifies the person, place, or thing he is awarded the jackpot of prizes. In the event he cannot answer with one clue, a second and third clue is given. Approximately 10 calls are made.
 Running Time: 60 minutes.

Cost: Upon request.
 Number Available: Monday through Saturday.
 Audition Facilities: Transcription.
 Produced by: WMBG.
 Submitted by: WMBG, 3301 W. Broad St., P. O. Box 5229, Richmond, Va.

Everybody Wins

Telephone quiz offering cash jackpot for correct answer to current question. Jackpot starts at \$25.00 and increases \$1.00 for each completed call, with listener interest increasing proportionately. Can be great traffic forcer if answer is posted in retail stores. Is also a merchandising natural by tying question in with product.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Number Available: Monday through Friday.
 Audition Facilities: Transcription.
 Produced by: WROK.
 Submitted by: WROK — Rockford Broadcasters, Inc., News Tower, Rockford, Ill.

Theatre Quiz

A quarter hour of fun, music, live and open end interviews with movie stars, and free theatre tickets. Names are called at random from the telephone directory. Anyone correctly naming the feature playing at the Wance Theatre wins four tickets, two tickets are given as consolation prize. Heavy promotion on radio and theatre screen.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$12.75 per program.
 Number Available: Unlimited.
 Audition Facilities: Transcription.
 Produced by: WKEI Broadcasting Company.
 Submitted by: WKEI Broadcasting Company, 202½ North Tremont Street, Kewanee, Ill.

The Riddle Man

The Riddle Man announces a riddle. Listeners call to answer it, the conversation being placed directly on the air. Prizes are given for correct answers. Any riddle not answered is carried over to the next day.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$12 per program.
 Number Available: 5 per week.
 Audition Facilities: Transcription.
 Produced by: Gene Bollinger.
 Distributed by: WLET, 423 Prather Bridge Rd., Toccoa, Ga.

Recreation World

Starring Maxwell Stevens, publisher and editor of Recreation World, an authority on leisure time activities. He discusses leisure time recreational desires and problems.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$300.
 Number Available: Unlimited.
 Audition Facilities: Transcription.
 Produced by: Richard H. Roffman.
 Submitted by: Richard H. Roffman, 675 West End Ave., N. Y. C. 25.

Tello-Test

To operate Tello-Test, all you need is a telephone book, a telephone, and the right guy at the mike . . . an emcee who can make his personality an integral part of the show. You select phone numbers, make calls and ask them questions — prizes accumulate until someone wins the jackpot.
 Availability: Producer supplies scripts, radio stations supplies emcee.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: Unlimited.
 Audition Facilities: Transcription.
 Produced by: Radio Features, Inc.
 75 E. Wacker Dr., Chicago, Ill.

Kennel Korner

This is a real barker. It is designed to locate lost pets and find owners of animals who have strayed from the homestead. Dozens of requests are received each day and the incidence of returnees is wonderfully high. This package comes complete with barking dogs and howling cats.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$9.00 per program.
Number Available: Monday through Saturday.
Audition Facilities: Transcription.
Produced by: WCLI.
Submitted by: WCLI & WCLI-FM, 99 West First St., Corning, N. Y.

I Ask You

Traveling quiz. Recorded before small audiences in churches, grange meetings, club groups of all kinds, etc. Fresh audiences and contestants makes good will at the point of sale. Eddie Dunn, emcee.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Consult MBS Sales.
Audition Facilities: Transcription.
Produced by: Wynn Wright Associates.

Submitted by: Wynn Wright Associates, 17 West 57th St., New York, N. Y.

What's Cookin' in NY

Starring Helen Dunn, publisher and editor-in-chief of What's Cookin' in New York weekly magazine.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$500.
Number Available: Unlimited.
Audition Facilities: Transcription.
Produced by: Richard H. Roffman.
Submitted by: Richard H. Roffman, 675 West End Ave., New York, N. Y.

Record Riddle

Music and quiz show. Telephone numbers selected at random from directory. Persons called must answer question of the day correctly so as to try for the record riddle . . . portions of four tunes, three of which tell a story or identify a person, place or thing. Prize increases until won.

Availability: Live Talent and E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription.

Produced by: WSPB.
Submitted by: WSPB, City Island, Sarasota, Fla.

Lucky Letters

A unique application of audience participation with four listeners participating on each lucky letter award. An ideal vehicle for mail-pull sponsors.

Availability: Live Talent.
Running Time: 15 minutes.
Number Available: Unlimited.
Audition Facilities: Live Talent.
Produced by: S. W. Caldwell Ltd.
Submitted by: S. W. Caldwell Ltd., 447 Jarvis St., Toronto, Ontario, Canada.

Bank of Knowledge

Offers radio or television stations a tie-in with local schools and can win the endorsement of organizations such as home and school clubs, civic and religious groups in each community. Series can be commercially sponsored yet rated both as an educational and public service program.

Availability: Live Talent.
Running Time: 30 minutes.
Number Available: Unlimited.
Audition Facilities: Live Talent.
Produced by: S. W. Caldwell Ltd.

Submitted by: S. W. Caldwell Ltd., 447 Jarvis St., Toronto, Ontario, Canada.

Beat the Record

A forenoon musical quiz featuring Reed Browning in musical contests with studio contestants competing with home listeners (via phone) and prizes for all. Also interviews movie guests.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription and Live Talent.
Submitted by: KABC-Radio, 1539 No. Vine St., Hollywood, Calif.

Tello-Test

A live telephone quiz program offering cash prizes to listeners called at random. One of the oldest of all Pacific Coast radio quiz shows, Tello-Test is M.C.'d by Mel Venter.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Submitted by: Don Lee Broadcasting System, 1313 N. Vine St., Hollywood 28, Calif.

AUDIENCE PARTICIPATION

Telephone Mystery Voice Quiz

Daily Monday through Friday from 11-11:15 A.M. (CDT) listeners are given a chance to identify a mystery voice, which is aired at start and end of each program. Three telephone calls are made at random and listeners are asked to identify mystery voice for money . . . one dollar per call.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$50. weekly for 52-week contract, including talent.
Number Available: 260.
Audition Facilities: Live Talent.
Produced by: Herman Kelly.
Submitted by: WWKY, Winchester, Ky.

Classified Column of the Air

Monday through Friday from 9-9:15 A.M. (CDT) the facilities of this radio station are turned over to the public for free advertising purposes. Listeners call the station and the voices of the callers are broadcast live advertising their items.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$35. weekly including talent based on 52-week contract.
Number Available: 260.
Audition Facilities: Live Talent.
Produced by: Herman Kelly.
Submitted by: WWKY, Winchester, Ky.

Dial 1740

Musical show, Beep tone broadcast, audience (mostly women) call for information about spot removals, waxes, recipes, sewing, diets, weather, and gen. info. Solutions made by audience who call back in response to inquiries. 1740 is the station phone number.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$225.00 per month.
Audition Facilities: Transcription
Submitted by: KOLR, Sterling, Colo.

The Interfaith Observer Hour

Dedicated to promoting greater understanding between peoples, races, nationalities and religions. Starring as senior moderator, Leon Dick, publisher of the Observer and executive director and founder of the Interfaith Council.

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, 675 West End Ave., New York, N. Y.

Saturday Breakfast Party

Informal type audience participation program on which persons celebrating birthdays and anniversaries are interviewed and awarded gifts. The program is broadcast from the Colony Room of the Hotel Jamestown while the guests breakfast. In addition to the interviews, live musical entertainment is presented.

Availability: E. T.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Transcription
Submitted by: WJTN, Hotel Jamestown Bldg., Jamestown, N. Y.

In This Corner

An audience participation sports program encompassing all sports, with celebrities from all sports.

Also merchandising tie-in. Featuring Jim Benty.

Availability: Live Talent.
Running Time: 15 minutes or 30 minutes.
Cost: Upon request.
Audition Facilities: Live Talent.
Produced by: V. S. Becker Productions.
Submitted by: V. S. Becker Productions, 551 Fifth Ave., New York 17, N. Y.

Lease on Life

Tony Lease originates his audience participation series, with plus values, from the "world's most beautiful night club" — Frank Senne's MOULIN ROUGE on Hollywood's Sunset strip. Lease spins records, interviews visiting celebrities and handles one of the greatest of all give-aways with ease.

Availability: E. T.
Running Time: 60 minutes.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: Cheshire & Associates, with June Hope Management.
Distributed by: Cheshire & Associates.

Submitted by: Cheshire & Associates, 6606 Selma Ave., Hollywood 28, Calif.

Mystery Melody Time

Mystery melody — popular 25 minute musical show designed to give listeners called on the telephone an opportunity to identify the mystery tune—building up the jackpot each day until a winner is called—guessing the name of the tune. Terrific listener builder for morning show.

Running Time: 25 minutes.
Cost: \$17.40.
Number Available: 260.
Audition Facilities: Transcription
Submitted by: WJMS, Ironwood, Mich.

Homemaker's Choice

Music for homemakers by telephone request plus hints from doctors, educators, health and nutrition experts, listeners' grapes, etc. Two shows daily — 9 A.M.-12 Noon and 1-3 P.M.
Availability: Live Talent.
Running Time: 5 hours.
Audition Facilities: Transcription
Submitted by: Southern Tier Radio Service, WINR, 58 Exchange St., Binghamton, 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.

Availability: Live Talent.
Running Time: 45 (or 30) min.
Number Available: Three-quarter-hour or half-hour weekly.
Audition Facilities: Live Talent.
Produced by: Oliver W. Nicoll Prods.
Submitted by: Radio Features of America, New York 36, N. Y.

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 such participants appearing either in person or by proxy. Light-hearted comedy show.

Availability: Live Talent.
Running Time: 30 minutes.
Number Available: Half-hour weekly.
Audition Facilities: Live Talent.
Produced by: Oliver W. Nicoll Prods.
Submitted by: Radio Features of America, New York 36, N. Y.

FORUMS, DISCUSSIONS

Tell Me Doctor

Interesting questions and answers about illness. Produced under the auspices of the Michigan State Medical Society.

Availability: E. T.
Running Time: 5, 10 or 15 minutes.
Cost: Upon request.
Number Available: 435 quarter-hours; over 1,400 five-minute shows.

Audition: E. T.
Distributed by: Harry S. Goodman Productions, 19 E. 53rd St., New York N. Y.

Forum of the Muses

Discussion of cultural subjects—drama, dance, music, literature, art, etc. by Evelyne Livant, founder-director of the Forum of the Muses, a 20 year old non-profit national organization providing platform for talented lecturers and entertainers.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$500.

Number Available: Unlimited.
Produced by: Richard H. Roffman Associates.
Submitted by: Richard H. Roffman, 675 West End Ave., New York, N. Y.

The Open Forum of the Air

Show broadcast from 12:05-1:30 p.m., M-F, features interviews with moderator Jack Stewart and tele-

phone calls from listening audience. Activity centers around city and state problems and solutions come through the public sounding board content of the show. Program is in third year.

Availability: Live Talent.
Running Time: 1 hr. 25 min.
Cost: Spot participation only. One time, one minute rate, no disc.
Audition Facilities: Transcription
Produced by Milt Mitler.
Submitted by: WADK, P.O. Box 367, Newport, R. I.

KIRX Party Line

General discussion of any topic of public interest by entire radio audience via public telephone.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: \$22.00 per show 13 time rate ranging to \$11.25 per show for 312 times.
Audition Facilities: Transcription
Submitted by: KIRX, Kirksville, Mo.

Delaware Horizons

Walter Bishoff, local Wilmington newspaperman, gives an exciting portrayal of coming events and analyzes the political events in this state. His keen ability to predict coming events gives him a very big audience.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$50.00 per broadcast.
Number Available: 1 per week.
Audition Facilities: Transcription

Produced by: Walt Bishoff Association.

Submitted by: WTUX, 1400 Market St., Wilmington, Del.

The People Speak

Discussion type program with moderator using bi-phone whereby listeners call in and air their views, ask questions or discuss varied subjects. Both listeners and moderators voice aired.

Availability: Live Talent.
Running Time: 3 hours.
Cost: Upon request.
Audition Facilities: Transcription
Submitted by: WBRC, 1729 2nd Ave., North, Birmingham, Ala.

Topic of the Week

Each week a well-known political or government personality is interviewed by Washington newsmen on subjects of current national interest. Secretary of Agriculture Benson, Senator John J. Sparkman and Senator Hubert H. Humphrey are three personalities who have appeared on the program in the past.

Availability: E. T.
Running Time: 30 minutes.
Number Available: Indefinite basis. (contact Facts Forum)
Audition Facilities: Transcription
Produced by: Facts Forum, Dallas, Texas.
Submitted by: KLMX, Box 7 Clayton, N. M.

Myron J. Bennett

Favorite of all the "cracker-barrel" philosophers, Bennett discourses with rare humor on life and love, human foibles and great accomplishments. Better known merely as "M.J.B.", Bennett is widely liked on the Pacific Coast and throughout the Midwest.

Availability: E. T.
Running Time: 5 minutes.
Cost: 20% of station's one-time national Class A 5-min. rate.
Number Available: 260.
Audition Facilities: Transcription
Distributed by: Cheshire & Associates.
Submitted by: Cheshire & Associates, 6606 Selma Ave., Hollywood 28, Calif.

Let's Listen to Youth

Six teenagers, two each from Counties' three High Schools. Discussions related to current events, school topics, and general teen-age problems. This new program is narrated by station manager and has been well accepted by listeners since its "on air", March 16, 1956. Each Saturday, 10:30 A.M.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited, each Saturday.
Audition Facilities: Transcription
Submitted by: Dickson County Broadcasting Co., Inc., P.O. Box 71, Dickson, Tenn.

DRAMA SERIAL

Burtons of Banner Street

The story of an ordinary family, living in a suburb of a large city and the efforts of two brothers to rehabilitate themselves in civil life after war service. Pathos, humor, passion are the ingredients that make the Burton family's story an absorbing tale.

Availability: E. T.
Running Time: 15 minutes.
Cost: Upon request.
Number Available: 1456.
Audition Facilities: Transcription
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C.

Linda's First Love

Soap opera produced originally for and sponsored by the Kroger Grocery Company of Cincinnati.

Availability: E. T.
Running Time: 15 minutes.
Cost: Upon request.
Number Available: 1000.
Audition Facilities: Transcription
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C.

Mary Foster, the Editor's Daughter

Soap opera produced originally for and sponsored by the Kroger Grocery Company of Cincinnati.

Availability: E. T.
Running Time: 15 minutes.
Cost: Upon request.
Number Available: 830.

Audition Facilities: Transcription
Submitted by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C.

Eyes of Knight

Bernard Knight, a blind detective, his seeing-eye dog, Saki, and their adventures while solving mysteries.

Availability: E. T.
Running Time: 15 minutes.
Cost: Upon request.
Number Available: 208.
Audition: E. T.
Distributed by: Harry S. Goodman Productions, 19 E. 53rd St., N. Y. C.

Green Valley Lines

Adventure stories of the building of early 20th century railroad through "Green Valley" wild country.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$3.00 minimum per episode.
Number Available: 26 episodes.
Audition Facilities: Transcription
Produced by: Walter Biddick Company.
Submitted by: Walter Biddick Company, 1046 So. Olive St., Los Angeles 15, Calif.

Adventures of Maj. Gregory Keene

Here is post-war cloak-and-dagger adventure at its spine-tingling best. A top cast of radio performers

race across Europe in the pursuit of spies and saboteurs, headed by the indefatigable Major Keene of British Military Intelligence.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 312 episodes.
Audition Facilities: Transcription
Distributed by: Cheshire & Associates.
Submitted by: Cheshire & Associates, 6606 Selma Ave., Hollywood 28, Calif.

Blair of the Mounties

Adventure stories of the Canadian mounted police. Each story is complete within the 15-minute period.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$3.00 minimum per episode.
Number Available: 39 episodes.
Audition Facilities: Transcription
Produced by Walter Biddick Company.
Submitted by: Walter Biddick Company, 1046 So. Olive St., Los Angeles 15, Calif.

Betty and Bob

This daytime serial, starring Arlene Francis and Carl Frank, is the story of a typical young couple in a typical American town. As owners of a crusading newspaper, their struggle for happiness and their efforts to help their community achieve freedom from political corruption embody the

basic desires of every right-thinking American. Their story moves swiftly to a thrilling climax at the end of each week. Original theme music played by the Allen Roth Orchestra.

Availability: E. T.
Running Time: Quarter-hours.
Cost: Upon request.
Number Available: 390.
Audition Facilities: Transcription
Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

Aunt Mary

A story of youth and its problems, the older generation, a man's tender spirit . . . of Aunt Mary's attempt to help all those lives that touch hers. Aunt Mary is one of radio's most successful daytime serials. Top writing, direction, production, and a cast of seasoned Hollywood performers make Aunt Mary a program of high entertainment value. This quarter hour show sells and builds loyal listening audiences.

Availability: E. T.
Running Time: Quarter-hours.
Cost: Upon request.
Number Available: 605.
Audition Facilities: Transcription
Produced by: RCA Recorded Program Services.
Distributed by: RCA Recorded Program Services.
Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

DRAMA SERIAL

The Johnson Family

The Johnson Family live in a small southern town . . . their friends and their relatives are lower middle class . . . the entire population is constantly exploiting each other . . . twenty three years on a coast to coast network . . . it is now available transcribed.

Availability: E. T.
Cost: \$10 per week or 5 ¼ hours.
Number Available: 315 . . . all new first run.

Audition Facilities: Transcription.
Produced by: Jimmy Scribner Co.
Submitted by: Jimmy Scribner Co., P. O. Box 1139, Anderson, S. C.

About the Life of Mary Sothorn

Popular long lived daytime serial. Several hundred episodes transcribed available for single sta-

tion 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., 45 W. 45th St., New York 36, N. Y.

Clyde Beatty Show

Stories from the career of the world's greatest animal trainer.

Dramatic behind-the-scenes adventures starring Clyde Beatty and big cast. Stories of the jungle and circus.

Availability: E. T.
Running Time: 30 minutes.
Number Available: 156.
Distributed by: Fremantle Overseas Radio & TV, 366 Madison Ave., New York 17, N. Y.

Hopalong Cassidy

Starring William Boyd, famous cowboy star, now available for sponsorship in English-speaking markets outside the United States and Canada. For export only.

Availability: E. T.
Running Time: 30 minutes.
Number Available: 104.
Audition Facilities: Transcription.
Distributed by: Fremantle Overseas Radio & TV, 366 Madison Ave., New York 17, N. Y.

Dr. Paul

Dr. Paul is the radio story of a small town doctor's wonderful love for his fellow man and his untiring service to humanity, his profession and his community. It is the true-to-life drama of Dr. Paul Block who is married to a scheming, ambitious woman obsessed with jealousy of young Virginia Martin, Dr. Paul's hard working head nurse at Miles Memorial Hospital.

Availability: E. T.
Running Time: Quarter-hours.
Cost: Upon request.
Number Available: 520.
Audition Facilities: Transcription
Submitted by: RCA Recorded Program Services, 155 E. 24th St., New York 10, N. Y.

RELIGIOUS

Living Pages

Half-hour Bible Dramas from Old Testament and 13 from the New, broadcast chronologically, as a fascinating continued story. 100% non sectarian, 100% commercial, both of which policies are approved by religious leaders of all faiths.

Availability: E. T.
Cost: \$10.00 to \$100.00 per week; minimum contract 13 weeks.
Number Available: 52.

Audition Facilities: Transcription
Produced by: George Logan Price, Inc.
Submitted by: George Logan Price, Inc., 20828 Pacific Coast Hwy, Malibu, Calif.

Evensong

Inspirational poetry read to a background of organ music.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$9.60 per program.
Number Available: Five times weekly.

Audition Facilities: Live Talent.
Submitted by: WMUU, Bob Jones University, Greenville, S. C.

Spirit of Memphis Quartet

Top singing religious quartet is WDIA's own Spirit Of Memphis. They are nationally-known, having sung from coast to coast. Their gospel records are best sellers. The quartet, actually a group of seven singers, has four of the original members who started singing together nearly twenty years ago.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WDIA, 2074 Union Ave., Memphis, Tenn.

Sunday Meeting Time

Featuring the popular Harvesters Quartet, "Sunday Meeting Time" is a morning rendition, starting at 8:15, of favorite gospels and spirituals. These five young men reach an audience which responds. As proof, these mellow-trained voices have recently recorded for

Columbia Records four specially arranged gospels.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Available upon request.
Audition Facilities: Transcription
Submitted by: WBT Radio, 1 Jefferson Place, Charlotte 8, N.C.

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: Electrical Transcription.

Running Time: 15 minutes.
Cost: On request.
Number Available: 52 weeks, 6 times a week.

Audition Facilities: Transcription
Produced by: World Broadcasting System, Inc.
Submitted by: World Broadcasting System, Inc., 488 Madison Ave., New York 22, N. Y.

Religious News

Non-denominational in nature, this program presents the facts on all religions, with objective analysis of current problems and events. Clyde R. Shallenberger, minister of the Church of the Brethern, and Chaplain at the Federal Reformatory, Petersburg, conducts this program Sundays at 9:00 A. M.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: One time: \$18.00, 13 times: \$16.00, 52 times: \$12.00.
Number Available: Fifty-two.
Audition Facilities: Transcription
Produced by: Hopewell Broadcasting Company.
Submitted by: WHAP, Box 621, Hopewell, Va.

Gospel Quartets

Transcribed program using World Transcriptions, 12:45 to 1:00 P.M. each Monday thru Friday. High appeal to rural audience.
Availability: E. T.
Running Time: 15 minutes.
Cost: Furnished upon request.
Number Available: Unlimited.

Audition Facilities: Transcription
Produced by: KEBE
Submitted by: KEBE, Box 1071, Jacksonville, Texas.

Chapel of the Air

A non-denominational series of talks on current problems of the individual as they apply to religion, given in quiet, effective manner.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.

Number Available: Unlimited.
Audition Facilities: Transcription
Distributed by: WTYC
Submitted by: WTYC, P.O. Box 1091, Rock Hill, S. C.

Dixie Jubilee

One full hour of the top quartets in the country. Our biggest mail-puller, consistently drawing out of state. MC'd by Tommy Allen, well known in the Gospel music field in North Alabama.

Availability: E.T.
Running Time: 60 minutes.
Cost: On request.
Number Available: Two fifteen minute portions, complete or participating.

Audition Facilities: Transcription
Submitted by: WHOS & WHOS-FM Masonic Bldg., Johnston St., Decatur, Ala.

The Old Ship of Zion

Originally limited to an early morning slotting, OLD SHIP OF ZION proved such a favorite with listeners and advertisers that an evening hour was scheduled, and shortly thereafter doubled. Both morning and evening editions are conducted by Thermon Ruth who is himself widely known as a gospel musician.

Availability: Live Talent.
Running Time: A.M. 1 hour, P.M. 2 hours.
Cost: On request.

Audition Facilities: Transcription
Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Great Days We Honor

Forty great patriotic holidays and religious holy days are saluted

in this series which has special music, explaining in song the true meaning of great days throughout the year. Each program was produced under the supervision of a recognized authority on the various patriotic and religious occasions.

Availability: E. T.
Running Time: 15 minutes.
Cost: Upon request.
Number Available: 40 .
Audition Facilities: Transcription
Submitted by: RCA Recorded Program Services, 155 E. 24 St., New York 10, N. Y.

Your Hymn for the Day

65 of America's most familiar hymns sung by Gene Baker, accompanied by Irma Glen at the organ. Each episode highlighted by a brief sermonette — a "thought for the day."

Availability: E. T.
Running Time: 5 minutes.
Cost: \$2 per episode, net, and up.
Number Available: 65 episodes.
Audition Facilities: Transcription
Produced by: Stark-Glen Prods.
Distributed by: Transcription Sales, Inc., 117 W. High St., Springfield, Ohio.

Morning Devotional

Each morning we have preachers, representing the various churches in Vinita, come to our studios and give a 15-minute morning devotional.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$11.25 each.
Number Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: KVIN, 601 South Foreman, Vinita, Okla.

Hymns of the Hills

Transcribed music with live readings. Attracts all types of listeners. Handled by a former minister.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 6 days per week.
Audition Facilities: Transcription
Distributed by: WSIM, Salem, Ind.

INTERVIEW, PANEL

Salute to the Graduates

Interviews of High School and College Graduates. Daily 15-minute show. Asks Graduates to tell of biggest moments in school . . . hobbies . . . ambitions . . . and future plans. 2 Graduates interviewed each show. Favorite song of person interviewed is played at close of interview.

Availability: E. T.
Running Time: 15 minutes.
Cost: Scheduled 13 weeks, 5 programs weekly — \$25.00 per program.

Number Available: 65.
Audition Facilities: Transcription
Produced by: WLAG.
Submitted by: WLAG, P.O. Drawer 36, LaGrange, Ga.

This Is Your Registered Jeweler

Features a prominent expert on diamonds each day with an interview on the fascinating background of the diamond business and the background history on the world's most famous precious gems — also behind the scene reports on the diamond and jewelry business itself.

Availability: E. T.
Running Time: 5 minutes.
Number Available: 260.
Produced by: S. W. Caldwell Ltd.
Submitted by: S. W. Caldwell Ltd., 447 Jarvis St., Toronto Ontario, Canada.

Eleanor Whitelaw Reports

Interview program featuring local and regional citizens on vari-

ety of subjects such as baseball, textiles, civic campaigns, health in community, better business, books — anything of informational nature of interest to combined audience.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Card rate plus \$3.00 per program talent.

Number Available: Indefinite — ad infinitum.
Audition Facilities: Tape.
Submitted by: WRBL Radio, 1350 13th Ave., Columbus, Ga.

Be My Guest

Emcee Charlie Coleman interviews celebrities, visiting dignitaries, city officials, interesting people, etc at his informal luncheon table in one of Charleston's leading restaurants. Be My Guest is broadcast weekdays at 12:00 noon and boasts an impressive list of "guests" plus a high noon hour rating.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$45.10 per program.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WKNA, Box 3106, Charleston, W. Va.

Your Baby's Health

A well-known physician advises mothers on the care of their babies. Letters from mothers are read and discussed. The chatty, conversational style gives the impression of an ad lib interview. Medical authority is combined with human interest. Program has had a run of 78 successful broadcasts.

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, M.D.

Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

Dr. Damrau's Health Talk

A well-known physician discusses various health problems. Medical authority is combined with human interest. The simple, informal style gives the impression of an ad lib interview. This program has been on WOR and other leading New York stations for five years. Excellent Pulse Rating in New York.

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 Ave., New York 17, N. Y.

This Is Our Town

City leaders, civic club representatives, people in the news — each week two or more are interviewed. Topics centered around the city. Visiting celebrities occasionally participate.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: Joe Lovingood.
Distributed by: WSPB.
Submitted by: WSPB, City Island, Sarasota, Fla.

Tele-Party

Conducted by Horace Pumphrey and Joyce Savage, the program has music, women's tips and household hints, and beeper telephone conversations with the most interesting people (famous or otherwise) in Birmingham and the state.

Availability: Live Talent.
Running Time: 55 minutes.
Cost: Available upon request.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: WSGN, 2320 7th Ave. South., Birmingham, Ala.

Controversy at Midnight

Midnight to 2:00 A.M., Monday through Saturday. Interviews and comment by important personalities from the world of show-business, politics and sports. Jerry Williams handles the interviews. A special feature is audience participation via telephone.

Availability: Live Talent.
Running Time: 120 minutes.
Cost: Minute participations, Class B.—One time \$15.00; 312 times \$11.00.
Audition Facilities: Transcription
Submitted by: WIBG, Suburban Station Building, Philadelphia 3, Pa.

Sidewalk Sidelines

A visit in El Dorado with local folks (non-commercial), with questions about recent city problems etc. Interviews are obtained by use of a portable "Minitape" recorder.

Availability: E. T.
Running Time: 5 min.
Cost: Five dollars.
Number Available: Five per week.
Audition Facilities: Transcription
Produced by: KELD, North Washington, El Dorado, Ark.

HOLLYWOOD ATMOSPHERE

Hollywood Star Time

An on-the-spot interview with the most famous stars in Hollywood, what pictures they are currently working on, what musical features they like best. Special promotions custom built for each individual station.

Availability: E. T.
Running Time: 15 minutes.
Number Available: 3 or 5 per week.
Produced by: S. W. Caldwell Ltd.
Submitted by: S. W. Caldwell Ltd., 447 Jarvis Street, Toronto, Ontario, Canada.

World of Entertainment

A popular addition to Cleveland radio is WGAR's billboard of local entertainment. This show, neatly spied by Jack Perkins, features current and upcoming attractions on the local scene and adds up to 75 minutes of pleasant music for Saturday evening listening. Perkins also interviews featured artists by phone-recordings.

Availability: Live Talent.
Running Time: 75 minutes.
Cost: Time and talent upon request.

Number Available: 1 a week (whole or in segments)

Audition Facilities: Transcription
Distributed by: Henry I. Christal Company Inc., New York.
Submitted by: WGAR, Hotel Statler, Cleveland 1, Ohio.

The Golf Doctor

Highly popular combination of Hollywood personalities (Bob Hope, Bing Crosby, Jimmy Durante, Tony Martin, Randolph Scott and others) with several of the greatest golfers of all time (Tommy Armour, Ben Hogan and Olin Dutra, former National Open and P.G.A. champion) A humorous and helpful clinic on golf, for duffers and champs alike.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 14.
Audition Facilities: Transcription
Distributed by: Cheshire & Associates.
Submitted by: Cheshire & Associates, 6606 Selma Blvd., Hollywood 28, Calif.

Dorothy and Dick

An informal husband and wife show, with Dorothy Kilgallen (Mrs. Richard Kollmar) Broadway Columnist and TV star; and Richard Kollmar, Broadway showman and producer of the stage hit "Plain and Fancy". Listeners share the glamour, the fun, the family table talk of this pair.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number Available: 260.
Audition Facilities: Transcription
Produced by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, Ohio.

Meet the Menjous

A 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 about everything from Hollywood greats, to fashions, teen-

agers, music, food, travel, problem parents, and sports.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number Available: 520.
Audition Facilities: Transcription
Produced by: Frederic W. Ziv Co.
Distributed by: Frederic W. Ziv Co.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, Ohio.

Daredevils of Hollywood

True stories of Hollywood stunt men, how they plan and execute the most difficult stunts, and live to tell the story of their narrow escapes.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$3.00 minimum per episode.
Number Available: 26 episodes.
Audition Facilities: Transcription
Produced by: Walter Biddick Co.
Submitted by: Walter Biddick Company, 1046 So. Olive St., Los Angeles 15, Calif.

★ Clinic Speakers Give Views ★

Appeal of Radio Sports in 1956

Hilliard Gates
Asst. Manager, WKJG
Ft Wayne, Ind.

A sports broadcast or a series of sports broadcasts seem to embody all the basic principles that constitute good radio. It is doubtful if there is one radio program which better incorporates the three basic ingredients of a proper presentation than this. Radio is essentially designed to entertain, to inform, and to educate. Possessed with intrinsic color and dramatic appeal, a well-executed sports program encompasses the three basic elements admirably. Despite the inroads of television, the audience potential for radio remains virtually unlimited. Surveys indicate that last year there were 46 million radio homes in the United States. These homes had more than 132 million radio receivers. This compares with only 59 million receivers in 1945. Radio sports programs provide a 52 week vehicle delivering a seasonal yet continuous source of colorful, saleable program material.

★ ★ ★

The Station in the Small Community

James H. Duncan
Owner-Manager, KSIL
Silver City, New Mexico

The small station is becoming of increasing importance to many people, groups, and organizations.

First, it is important to its owner as his means of making a living. With competition from TV, the management is constantly struggling to make his station more effective. Second, it is important to the network if it is an affiliate, even if it is a bonus station. Third, the small station is important to the federal government in its Conelrad program, as well as being an instrument of the police, fire, and highway departments, and of public officials. Fourth, it is of immense importance to local merchants who have no other means of contacting the public as to what they have to offer. Fifth, the small radio outlet is the backbone of all radio. And last, and most important, it is often the only means for many people to get entertainment, news, and a wealth of information available nowhere else.

★ ★ ★

Our Next Step—Advertising

Robert R. Brown
Program Director, WJLS
Beckley, W. Va.

Our next step — and my boss will cringe when he hears this one — is to spend a lot of promotion money.

A young man making a big name for himself in the past few years in broadcasting is Todd Storz. He has made fantastic gains in listenership and revenue with every station he acquires. I've never listened to a Todd Storz station, but I'll bet my last dollar he has hired expensive air salesmen to sell the sponsor's product, and Todd Storz is a firm believer in advertising, not because he can afford it, but because *he can't afford to do without it*. West Virginia radio revenue could double in the next two years if we would all adopt this policy: hire only those people worthy of extensive promotion, pay them well, and promote their personality with every dollar available. The result will be a superior radio product that the sponsor will be delighted to pay for.

Do You Listen to Your Station?

Marion R. Harris
Owner, Manager, KGB
San Diego, Calif.

Do you listen to your radio station frequently, occasionally, or never? If you listen, are you satisfied with

what you hear, or are you just plain not interested? I presume you all listen to your own station; if you don't you should. This is the age of specialization. As a doctor chooses which category of medicine he can be most effective and efficient in, a radio station must determine how they may best serve their community, and what type of programming they are most suited to do an outstanding job with. Many factors enter into the choice . . . After evaluating them you must be completely familiar with your own programming. Do you know what programs must be added to give your station individuality, personality, and distinction — that people have a reason to listen to you, that you are not just another station?

★ ★ ★

Use Simple, Straightforward Copy!

Ed Obrist
Station Manager, WNHC
New Haven, Conn.

In 1955 radio billing hit a new high of over \$545,000,000. Copy—good copy, and the day-in, day-out impor-

tance of it has proved itself and is continuing to do so. Carefully built copy and its studied delivery constitutes the last, the biggest and the most important link in the precious chain of blood, sweat and tears from manufacturer through radio to consumer. We haven't forgotten, I am sure, that good copy has five basic structural characteristics: (1) It first must attract attention. (2) It second must create interest. (3) It then must arouse desire. (4) It next must develop conviction. (5) It finally must produce action . . . It has been refreshing for me to have been reminded again of the power of simple words, the strength of well-organized thoughts and of the beautiful, flowing rhythm that results when they are strung together in sentences uncluttered by unnecessary superlatives.

★ ★ ★

Sports — Pack A Wallop!

Milton J. Bergstein
Manager, Station WMAJ
State College, Pennsylvania

Let's talk about sports results on your station. What do you do with them? Do they make money for you?

Do you have people tuning to your frequency with the assurance that they'll hear results when and in the form that they prefer? Can you load your sports results with a wallop? I think you can. We looked for a way to build interest and listeners in our results and this is the way we decided to do it. First, we installed a telephone beeper in our studios. Next we approached all of our coaches and asked their cooperation. We told them that our radio station was a great opportunity to build local interest in their team. We asked them to pick up a phone as soon after the game as they could . . . call us collect and talk to us about the game. We're ready with our sports man and with our beeper. It gives us the kind of coverage we never had before.

★ BMI Programming Highlights ★

New Program Promotion

M. Wayland Fullington
Program Director
WIRE, Indianapolis, Ind.

Advertising is used by our station to kick off every new program. We have a definite budget for this, so it's easier for us than for some stations. And we believe that integrated advertising calls for on-the-air promotions in the same theme . . . The field is absolutely limitless. Promotion is the most fascinating facet of our business. There's just one word of caution: Never make the mistake of believing that you're as good as you can promote people into thinking you are. That way lies danger! . . . There are two tools that a station may use in its planning for promotion — the belief of the employees in the station itself, and the ingenuity of the staff. And to be perfectly frank, there's no substitute for either.

★ ★ ★

Foreign Language Programming

Patrick J. Stanton
Manager
WJMJ, Philadelphia, Pa.

In the case of foreign language programming, we had two general aspects to consider. What do these people want that they are not getting over existing stations? Music of their own nationality; music featuring their own national artists, past and present. They wanted news direct from their homelands, recorded messages from relatives and friends still living in the mother country, plays dramatizing the lives of their favorite national heroes and special events. The second general aspect we had to consider in programming for these groups: What do these people NEED — something perhaps which they do not consciously realize but which we can furnish? This was to develop their appreciation for the land they sought out — the land of their adoption. Programming along this line includes broadcasts featuring citizenship procedures, information on health, social security and income tax information. This means we are able to deal out information about America which would not otherwise be available to these groups because of the language barrier.

★ ★ ★

A New 'Shows' Approach

Sol Robinson
Gen. Mgr., WLAD
Danbury, Conn.

One problem tackled was news broadcasts. Not being in a position to afford a full time newsmen, we approached our local newspaper and were able to prove to them that radio and newspaper can exist side by side. An agreement was reached whereby the newspaper received "by-line" credits on our broadcasts. To properly service our area . . . we created a 55-minute show called the "Community Reporter." The show consists of music and all club, church events, etc. We next tackled the problem of too many varied programs and the problem of halting the "dial twister." Our studies indicated that if people are interested in a program, admire the personality on the show, are being entertained and kept happy, they do not switch from station to station. Experience has proven that people have developed listening habits and once you entice them to listen to you and make a habit of it, that listener is yours. I know of no better way to do this than "block programming" . . .

Announcers Are Important Too

Jimmy Atkins
Program Manager, KOA
Denver, Colo.

The announcer is the guy who should be called "The Brass" and above all, the Brass should shine. The announcer is the voice of your operation. He is your radio station moving right into a stranger's loud speaker — whether at home, in the car or the factory. He is — or should be — the constant companion of every radio listener within your coverage area. The announcer, therefore, should be a person whom the listener considers a friend — a friend in whom he or she can place confidence. After all, who can sell YOU a product or an idea better than a trusted friend? Announcers are a special kind of tribe. Among other things, the announcer is: 1. The voice of your station. 2. Your most important salesman. 3. A good promoter of your station. 4. One who is welcome in the home.

★ ★ ★

Factors in Covering Sports

Bill McColgan
Sports Director, WGAR
Cleveland, Ohio

Play-by-play broadcasts present problems and involve a good deal of hard work. To handle such a broadcast in a professional manner, three primary ingredients are necessary: first, a thorough knowledge of sports; second, a fairly good vocabulary and a good line of chatter; and third, a good voice — easily understood and pleasing. I have noted these qualities, not necessarily in order of their importance, but you couldn't be too far off-base by placing "knowledge of the game," at the top of the list. Many sports fans and radio listeners are experts in their own right — thus they are among the most critical of the radio audience. The function of the sports broadcaster is to allow him, through his word description, to "see" what is going on, to make him feel that he is present at the contest.

★ ★ ★

Value of Good Public Relations

Carl E. Lee
V. P., Managing Dir., WKZO
Kalamazoo, Mich.

One of my pet peeves is the attitude of a good many people concerning free time on radio. You will find that these people when promoting charity drives will think nothing of shelling out money to buy a newspaper ad and then come down to the radio station to promote the same thing for free. But we give our time generously if a charitable organization is not buying any other advertising for the promotion. We started keeping an accurate financial sheet on each local event publicized free. At the conclusion of the campaign, we mailed statements identical to those sent to sponsors. But at the bottom of the bill were the rubber stamped words "Your good will paid the bill." We find this is quite impressive.

**The
Golden
Buy-Angle**

in
the

**Golden
Triangle**

KDKA 2 TV
PITTSBURGH

KDKA-TV's clear, channel-2 picture carries a powerful sales story into three states.

The cream of net-work and regional talent makes KDKA-TV the "most-watched" station in an area populated by over four and a half million people, which means . . .

1.2 million television homes
\$6.9 billion effective buying income
\$4.5 billion total retail sales
\$1.6 billion food sales
\$1.3 million drug sales
\$8.3 million automotive sales
\$1.8 million gross farm income

To check sales results call any of KDKA-TV's hundreds of pleased advertisers. For information about them, and about KDKA-TV's availabilities, call Lloyd Chapman, Sales Manager, at EXpress 1-3000, Pittsburgh, or A. W. "Bink" Dannenbaum, WBC Vice President—Sales, MUrray Hill 7-0808, New York.



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

LIVE TV

SHOWS

THE struggle among the networks to out-spectacular each other means only one thing for the viewing public — more and better entertainment. And, at this writing, it is still all free.

THE past season has surpassed, by far, the achievements of former years in live programming, and the outlook for the coming year — and the future generally — is even brighter.

THE broad concepts on which these developments in programming rest are outlined in the following pages, which hold the key to the past, present, and future of live TV.

How to really make friends

and influence sales . . .

for as low as **42¢ per thousand**

HERE'S A GREAT MARKET

Market Data

Set Count	511,310
Families	593,200
Retail Sales	\$3,361,973,000 (Sales Management)
Coverage	26 Ohio Counties, 10 Indiana Counties

WE'VE CAPTURED* THE MARKET

High Ratings

ARB, Pulse and Nielsen—an average of all three—gives WHIO-TV a rating of 9 or better out of the first 10 shows for February, March, April and May.

YOURS—AT A LOW, LOW COST PER THOUSAND

Low Cost per Thousand (examples)

Little Rascals (participating) with a 21.6 rating* delivers for 42c per thousand per spot. Four nights at 6 P. M.

Roy Rogers Ranch, from 5 to 6 P. M. Saturday with a 23.9 rating* delivers the full hour show for \$1.69 per thousand.

National Representative, George P. Hollingbery

*All ratings are an average of Pulse, ARB and Nielsen.

CHANNEL **7** DAYTON, OHIO



One of America's
great area stations



BRONSON

One High Standard For All

Status of NARTB Television Code

By Edward H. Bronson

Director, NARTB Television Code

JUST TEN years ago there were six television stations and about 10,000 sets in this country.

Today, there are more than 450 stations and over 36 million television sets. Statistics descriptive of the media's growth in terms of share of the national advertising dollar, program out-put, gross revenue, employment, and a dozen other categories are equally amazing.

Unmeasurable is the growth of television as an art media. Statistics cannot reveal its cultural advancement; the improvement of program production and the diversity of offerings. Yet few people would deny progress has been less dramatic in these areas than those which lend themselves to statistical demonstration.

It is with these highly tangible, but immeasurable categories that we must classify the Television Code. The effectiveness of the Code has grown tremendously and dramatically. To demonstrate it comparison-fashion would be difficult and possibly misleading.

It is difficult because television programming and commercials have changed since the Code's inception. There are new techniques, new stations, new programs, and as a consequence, new advertising.

* * *

It would be misleading to infer that television broadcasters did not conduct their affairs in ethical fashion before the inception of the Television Code. They have, rather, learned more about the impact of the television programs and commercials — more about what subjects are proper for discussion and presentation in this fantastically intimate new media of sight and sound. They have learned more about the viewers' likes and dislikes — his preferences and tastes.

The importance of the confidential relationship that exists between the Code Board and each network and station subscriber cannot be overestimated. It permits frank and open discussion regarding Code compliance problems which would not be possible if the Code Board and staff were not pledged to a full-fledged system of "security", so to speak. This policy, of course, contributes in no small measure to the industry's difficulty in pointing up specific instances of the Code's effectiveness.

To over-simplify somewhat, the

Code concerns itself with two areas: First, the acceptability — either in terms of taste, ethics, or law — and the length of advertising, and secondly, with program content and method of presentation. The quantitative aspects of commercials, although no more important than the qualitative, are more often the subject of criticism.

* * *

A look at a few percentages regarding network programs may be of interest. Of more than 2,000 network originated programs monitored in a recent six weeks' period, less than one program in ten exceeded the Code's recommended time limitations by more than 30 seconds. Two out of three programs limited their commercials to the Code's recommendations or less. The goal is 100 per cent conformance, naturally. But we believe that the present record is an excellent one, however, considering that it represents a *100 per cent voluntary one*. A few more violent critics point out that censorship would bring about universal compliance tomorrow. I don't believe for one instant that the viewing public would consider trading its present system of free and competitive television — the only one of its kind in the world — for about 30 seconds or less advertising on a comparative handful of programs.

Judging from headlines and public interest, violations involving jokes, or costuming and dancing, are comparatively rare and newsworthy subjects when they occur — as they do in a course of literally thousands of hours of entertainment beamed to the American home each week. However, the Code Board does not lightly regard *any* departure from *any* section of the Television Code.

The Code Review Board — a group of five active broadcasters — meets with a staff group at least four times a year (oftener than any other permanent committee in the broadcasting industry) to review complaints, monitoring reports, and to discuss problems in general.

* * *

Five full-time staff people work under the direction of this Board and of the President of the NARTB. The staff, in turn, retains the services of several large research firms to aid in day-by-day administration. A com-

plaint from a viewer, or a monitoring report of a violation, sets in motion an established routine of review which, on occasion, culminates in definitive action by the Code Review Board.

Many times, the broadcaster must make difficult decisions in his day-by-day efforts to apply the Code's guideposts. To turn down a legitimate product perfectly acceptable in newspaper or magazine advertising is a chore that frequently must fall to a station or network executive. The broadcaster not only must understand the differences in impact between his media and the printed advertisement, but he must be prepared to explain them to agency and sponsor.

Self-regulation works best when viewer, broadcaster, sponsor, agency, and critic work together.

* * *

Personal conferences between the Code Review Board staff and stations whose Code status was placed on virtual probation at the June 5-6-7 meeting of the Review Board are now underway. Some yet to be contacted are expected to extend the activity through most of the summer.

The goal of the Television Code is and must remain, 100 percent subscription and compliance by all operating commercial television stations. In striving for this goal — the Board has indicated that it favors fewer members observing the Code effectively to a larger membership, some of whom do not comply. Some subscribers have cited economic distress as the basis for non-conformity. The Board believes the industry should not promulgate two distinct sets of standards: one for those who make money and one for those who are losing it.

The Code Review Board has been criticized for alleged lack of forthright action. It may now encounter opposition to some of the difficult and apparently arbitrary decisions it must make on behalf of the Code membership.

More than ever before, the Code Review Board needs the confidence and the active support of the whole industry to bring closer to realization the goal of 100 per cent voluntary observance of a minimum set of standards by all television broadcasters.

Leading From Strength

WHBQ-TV's audience position in the nation's tenth, the South's first wholesale market, is a matter of rating record. But audience strength is not enough!

That policy of leading from strength motivates our merchandising department in volunteering merchandising aids such as—point of sale display—newspaper and transportation advertising—direct mail and various "off-beat" services.

You see, all of us at WHBQ-TV know that no matter who signs our paychecks, we are working for you. And that advertiser success determines our individual and collective prosperity.

WHBQ-TV MEMPHIS, TENNESSEE

The Most Powerful Station in the Mid-South
Represented nationally by H-R Television, Inc.



GUNDY

Operation Of Ampex Recorder

To Add Programming Flexibility

By Phillip L. Gundy

Manager, Audio Division, Ampex Corporation

SINCE the Ampex Corporation's demonstration of the Model VR-1000 Videotape Recorder at the NARTB Convention, the number of orders placed by television networks and stations throughout the country for regular production models of the recorder has been steadily mounting. The production units are expected to start being delivered early in 1957 with production schedules for over 100 units planned. Engineering and manufacturing facilities are being expanded to meet these planned delivery schedules, resulting in the addition of over 50,000 square feet.

With CBS and NBC Television Networks acting as pioneers in the commercial use of the new Videotape Recorder by installing and utilizing the preproduction prototypes, customers for production Videotape Recorders will benefit from observation of the prototype recorders during network operations. All design and operational features of the prototype machines will be thoroughly checked while in actual television broadcast use by Ampex engineers to insure the inclusion of design features in the production models for complete adaptability to the television industry.

The initial value of the Ampex Videotape Recorder to the television industry will be in the solution of present problems in delaying Eastern programs for screening to West Coast audiences. The three hour time differential in addition to the Summertime Daylight Saving program

shuffle, prevents live programming from coast to coast. The Videotape Recorder is made to order for network program delay and it is felt by network officials that substitution of Ampex Videotape Recorders for the present kinescope process will make possible improved quality of picture and sound and will reduce annual operating costs appreciably. The ability to erase the magnetic tape after a delayed program has been played back into the network and then to re-use the tape to record another program is an important economic factor in addition to the simplicity of operation of an all electronic device, which allows immediate replay of high quality programs with no processing.

Individual network affiliate stations and independent television stations have placed orders to add greater flexibility to their programming schedules, improve quality and reduce costs of local commercial inserts.

Operation of the recorder is as simple as that of an Ampex Audio Tape Recorder. Single pushbuttons provide control for recording, rewinding, or playing back of an entire program. Actually the same basic magnetic recording principles apply in the Videotape Recorder as those used in a regu-

lar Ampex Model 350 Audio Recorder. The television camera generates video electrical signals when it views a picture. These video electrical signals are passed from a television camera to the Ampex Videotape Recorder and there go through a coil around an electro-magnet which is the recording head. The magnetic field produced in the recording head impresses a magnetic pattern on the metallic surface of the tape, which corresponds to what the television camera "sees" at any given instant.

To reproduce the television picture, the tape is rewound back to the beginning of the program and then passed again across the same magnetic recording head. The magnetic pattern on the tape induces a voltage in the coil around the head. This voltage passes through the Videotape Recorder's electronic amplifiers, emerging in the form of video electrical signals corresponding to the original television picture. These video electrical signals can then be fed into the television station's programming control center and fed onto the television transmitter just as though it were coming directly from the original television camera.

Prior to the demonstration of the Ampex Videotape Recorder, other experiments had generally resorted to high tape speeds of 150-250 ips in attempting to crowd onto the magnetic tape the tremendous amount of video electrical signals contained in a television picture. One of the features

of the Videotape system is that it achieves a four megacycle response at a tape speed of only 15 ips, a speed which is normally used in the Ampex Audio Tape Recorders. To accomplish such a wide frequency response, a head assembly is rotated at a high speed across the tape as it moves by at this relatively low speed. This head assembly employs four small magnetic heads located at 90 degree intervals about a small rotating disc, giving an effective tape speed sufficient to record and reproduce all of the video electrical signals in the television picture.

The sound that accompanies the television picture is recorded with the sound track running along the edge of the magnetic tape, insuring that sound and picture are always in perfect synchronization. In addition to insuring simplicity and stability of the recording system by the use of this low tape speed, the television station is able to record up to 64 minutes on a 12½ inch reel of two inch wide tape.

Picture resolution of the new Ampex Videotape Recorder is far beyond the capability of the average home television receiver. Resolution is measured by the number of lines into which a television screen is divided electrically. The average home receiver has a horizontal resolution of approximately 275 lines across the face of the picture tube. The maximum number of lines which an average television station transmits is 340.



Assembled around the Ampex Videotape Recorder are, left to right, Phillip L. Gundy, Mgr., Ampex Audio Div.; Claire Hughes, Asst. Gen. Mgr., KWKW, Pasadena, Calif.; Helen Murray Hall, Mgr. of Adv. and Prom., NBC Western Div.; and George I. Long, Pres., Ampex Corp.



**GOODSON
TODMAN**

PRODUCTIONS



CREATIVE PROGRAMMING

41 East 57 Street • New York 22, N. Y. • Plaza 1-0600

449 South Beverly Drive • Beverly Hills, Calif. • Crestview 4-7357

Closed-Circuit TV

Future Trend of Programs

By W. P. Rosensohn

Executive V.P., Sheraton Closed-Circuit Television, Inc.

CLOSED-CIRCUIT Television is a medium of communications which employs the techniques of broadcast television but which, by its method of transmission, allows only selected audiences to be reached. As such, it has long been used by the broadcast industry to supplement its regular activities. It has been used to sell, preview and merchandise programs, and to audition talent. Some years ago, the motion picture industry — the theatres — decided that closed-circuit television could be put to work to help attract people to the theatres—people who otherwise might stay home to watch their television receivers. This resulted in the birth of large screen projection television.



ROSENSOHN

Approximately two years ago, the hotel industry became interested in putting large screen closed-circuit television to work as a service for industrial companies. The Sheraton Corporation of America was the pioneer in this respect. It equipped five of its major hotels with the thought in mind that the use of closed-circuit television would attract business and people to its hotels. After a year's experimentation with the medium, Sheraton decided that the potential was so large that it formed a subsidiary company, now known as Sheraton Closed-Circuit Television, Inc., and, at the same time, equipped all of its hotels with large screen projection equipment.

* * *

Sheraton's thinking was that business could be derived from basically two sources: (1) A continuation and expansion of the use of the medium by large companies for sales or national meetings; and (2) the development of special types of programming which would attract people to hotels throughout the country.

Since Sheraton's entrance into the closed-circuit business, over 80% of all large screen closed-circuit telecasts on the commercial front have used hotels as outlets. Sheraton expects that in the future this application of the medium to large companies will continue to grow and expand. The very nature of closed-circuit television, the tremendous advantages it offers in terms of economy, speed, timeliness, impact, etc., means that as business becomes more competitive, the use of this medium of communications will become more imperative.

* * *

Closed-circuit television, however, has been used by Sheraton to bring events other than business meetings to hotel ballrooms throughout the country. As an example, last Fall, Sheraton presented three of Notre Dame's football games.

As for the future, Sheraton hopes and plans to supplement this type of attraction. At the moment, we have scheduled for presentation next Winter a series of sales training clinics, known as teleclinics. These are programs which will be presented in conjunction with the Sales Executives Clubs of the various cities involved. These telecasts will feature outstanding personalities and authorities in the field of sales—men who have made their reputations as salesmen. This series of clinics will begin on February 19, 1957. In the field of education, Sheraton hopes to initiate a program whereby adults will be able to come to a series of regularly scheduled classes featuring the foremost authorities available in each field. Practically speaking, there is no limit to the programming that can be created and designed for this medium.

We at Sheraton look forward to a year not only of increasing activity in the closed-circuit field, but a year in which new trends will be set and new patterns established for the use of this powerful medium.

Fastest Growing TV

Closed Circuit Programming

By Nathan L. Halpern

President, Theatre Network Television, Inc.

IN many ways, closed-circuit television is the fastest growing television today. As a new medium of business communications — what we call Tele-Sessions — it has met its technical tests and now programming is becoming more prominent.

The closed-circuit TV medium requires a completely new approach to traditional arrangements for sales conventions and other types of business meetings.

The Tele-Sessions role is to link the power of corporate management's creative thought to the market place, enabling management to personally take ideas and products directly to their distribution groups. In other words, closed-circuit TV permits busy and important management to be everywhere at once.

Closed-circuit TV is a different and separate medium, and program specialists are being developed for it alone. In 102 big-screen, closed-circuit TV presentations, TNT has assembled a nucleus of specialists who understand and apply successfully the characteristics of closed-circuit programming.

Closed-circuit is live, dramatic television, with the flexibility of combining spontaneity with film inserts and effective graphic arts. It is not like home TV, and broadcast-advertising programming is definitely not applicable to it. Similarly, industrial film techniques are not appropriate, nor are the formats of the so-called Industrial Theatre—live shows which are toured from city to city.

Essentially, the closed-circuit TV program is an hour-long or longer "commercial" — and its commercial message is of trade, rather than public significance. Since each program is for a different company with a different problem, each production is highly individual and requires special treatment.

In building a closed-circuit program, the establishment of a feeling of local participation in the nationwide business meeting is a prime requisite — and big-screen, closed-circuit TV has shown a marked ability to make company audiences feel that they are there — participating first-hand.

To further this feeling, TNT has introduced two-way audio and video techniques, so that the field actually can participate in the Tele-Session. In its "Salute To Eisenhower" production, TNT moved swiftly everywhere via 32 TV cameras, executing 27 inter-city TV switches in 30 minutes, permitting all major regions to become part of the program with President Eisenhower.

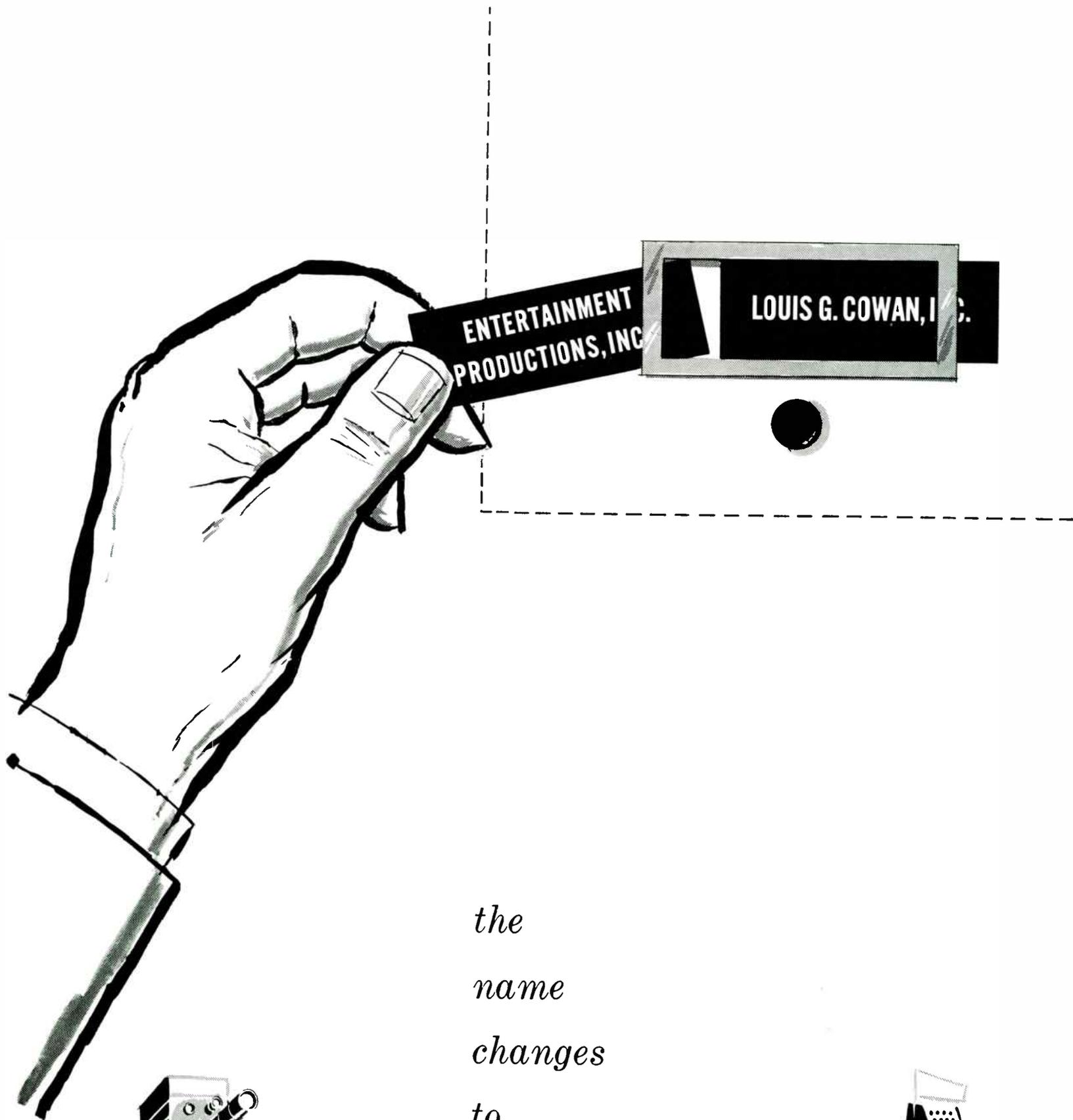
Closed-circuit TV programs take many forms, from the straight-forward top-management presentation to business presentations interlaced with varying degrees of entertainment. This young medium has produced major business entertainment programs costing \$100,000 — with original book, lyrics, dancers, singers, and nationally famous talent — while small budgeted programs have been produced for as little as \$7,000.

No matter which program form is adopted, showmanship is all-important. The simple presentation of a management speaker requires a showman's understanding of how to handle and best televise the personality for maximum effectiveness. The big-screen, closed-circuit medium presents corporate executives more intimately and with greater impact than any other.

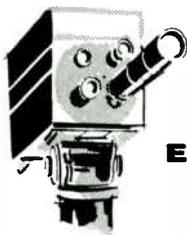
A medium recently launched but already come of age, closed-circuit TV's future will dwarf its present.



HALPERN



*the
name
changes
to*



ENTERTAINMENT PRODUCTIONS, INC.

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



HARRY FLEISCHMAN, *President*

STEVEN CARLIN, *Executive Producer*



New Techniques

Advantages of Tape Recording

By Irving Kaufman

V. P. in Charge of Engineering, Audio-Video Recording Co.

MANY writers, producers, and directors that sit in on recording sessions are not taking full advantage of new techniques offered by tape. In making a 60-second radio or TV spot, for example, they will repeat the complete material over and over, until they hit on one mediocre performance without any outstanding flaws. This system is a hold-over from old disc days, and is no longer justifiable.



KAUFMAN

Today's skilled recording engineer can quickly assemble a single finished spot using the outstandingly good portions from five or six different "takes."

In many cases, moreover, it is actually advantageous to divide the material into two or three logical portions. Performers, when called on to do smaller bits, are quickly rehearsed and are more receptive to direction. Scheduling can also be done more economically. The musical portions of a radio or TV spot usually have to be recorded in a large studio, but there is no necessity for announcements to be done there also; rates for smaller speech studios are lower and there is no difference in quality.

★ ★ ★

Since 15-minute or half-hour shows do not have to be recorded in proper sequence, the scheduling of artists is thus simplified.

The audio portion of a TV quiz show can be readily converted into a radio program: all video reference can be easily deleted, and regular radio commercials can be used.

But bear in mind that co-operation with the recording engineer is essential. If invited, a good recording engineer quickly becomes a "member of the family," together with the writer, producer, and director. His ingenuity and experience can make the difference between an outstanding jingle and one that is just ordinary.

★ ★ ★

In the matter of commercials, new and different sounds can be manufactured to emphasize different copy points. Modern electronics, as applied by a skilled engineer, can produce a sound capable of identifying a product distinctively.

Production agencies are beginning to realize that tape is a more economical medium than transcription — that is, for 15-minute and half-hour shows. Not only is the quality superior, but it is also possible to rent and re-use reels of tape that are mailed directly to radio stations. After the show has played its scheduled run, the tape is returned to the recording studio and used for another program.

Color On The Move

Ready To Sell In Chicago

By Nat Green

Staff Correspondent, Radio-Television Daily

COLOR television is on the move in Chicago, having taken a big step forward earlier this year when NBC announced programming of live local shows in color, and RCA at the same time announced a color TV set to sell under \$500. There was an immediate increase in interest among viewers, and a sharp rise in sales of color sets which has brought the total number now in use in the Chicago area to more than 5,000. Undoubtedly a further expansion is due in the months to come, though how rapidly it will proceed no one can predict with any certainty.



GREEN

Right now it's a one-net operation. NBC has the color field to itself as far as Chicagoland is concerned, but this is only temporary as there are plans afoot, largely hush-hush, that will bring competition to WNBQ, channel 5, possibly before the end of the present year. As of now, ABC and CBS declare they have no color plans in the works; but with the growing popularity of color, reduction of receiver prices, and increasing pressure from TV viewers, it is reasonable to assume that the nets will go along with popular demand sooner or later.

While independent station WGN-TV, channel 9, is not giving out any information, they have been considering color for some time but are keeping their plans closely under wraps. Those in the know say that the station's new managerial setup contemplates a number of innovations, and it is confidently predicted that the move to color will be speeded up. Experimental work in color has been in progress at WGN-TV for some months. Color TV equipment has been installed and exhaustive tests have been conducted. The station is transmitting a color band to enable its engineers to adjust black and white sets to color. But no hint is given as to when color will be available to viewers.

NBC officials say their Chicago color operation has been highly successful. Local and network telecasts in color now total 40 hours a week, and this will be increased by 10 hours in the Fall. Among the popular programs now seen in color are "City Desk," "Zoo Parade," "Lets Look at Sports," "NBC Matinee Theater," "RCA Color Theater," "Clint Yule, the Weather Man," "Bob and Kay With Eddie Doughtette;" news programs by Alex Drier, Jack Angell and Len O'Connor, and many others. NBC's "Hall of Color" atop the Merchandise Mart is a point of prime interest. There are daily conducted tours, with many groups of visitors from out-of-town, and so far more than 9,000 people have visited the hall.

On the commercial side, progress has been somewhat slow, since the introduction of color came at a time when business ordinarily slows down for the Summer months. Station officials are confident that there will be a steady increase in sponsors as the Fall season starts. Encouraging results are being obtained from clinics which are being conducted once a week to familiarize prospective sponsors with color technique and procedure. Constant experimenting is being carried on with a view to improving studio setups to produce more attractive shows. Lighting arrangements have been revised so that much less light is used, with more efficient results. Experiments also are being conducted in dressing the stage for better scenic effects.

"STRIKE IT RICH" has been on the air for nine years! I would like to thank all those who have helped me make "Strike It Rich" consistently one of television's top rated shows. We are looking forward to another nine!

Walt Framer

** TV Developments We Would Like **



MARTINI



DAVIS



LESSLER



POLK



MOGUL

FIVE DEVELOPMENTS WISHED FOR

by *Roland Martini, Vice-President, Gardner Advertising Co.*

I'd like to see a special camera rate and studio rental rate, so advertisers may experiment in developing new commercial techniques.

I'd like to see the space problem in studios improved, so that producers of live commercials have enough room to move around. The situation has become really tight this past year, with some live commercials actually being produced in corridors.

I'd like to see an end to the long, interminable credit crawls. (This is not saying I'd like to see an end to the credits.)

Something should be done about the gain on network spots that blast through one's living room twice as loud as the program that has just gone off.

But most of all, I'd like to see a closer working together of the three important components in TV — the networks, the advertiser, and the advertising agency. An intelligent meeting of these three, and mutual understanding of each other's problems, would diminish the incidence of frazzled nerves, volcanic meetings, cancelled contracts.



ACCURATE TV SET TABULATION

by *Hal Davis, Time Buyer, Compton Advertising, Inc.*

I feel that one of the most helpful things imaginable for agency time buyers, insofar as television is concerned, would be to get some accurate and authentic television set tabulation. There has been more squabbling on set counts than on anything else in the industry, and those counts which actually have been made to date are, for the most part, questionable so far as accuracy is concerned.

It would be useful to know the number of sets per market, and, additionally, to be informed of the accurate UHF figures in both UHF and VHF markets. In the matter of accurate tabulations on both TV sets and UHF figures, no two sources that I know of agree. At this point, I don't know how it can be done.

CLEARER WORDAGE

by *Richard Lessler, Vice-President, in charge of Marketing & Research, Grey Advertising Agency, Inc.*

While a great amount of creative fact-finding is needed in the TV business, a two-pronged stimulus to progress in television thinking can immediately be undertaken via:

1. Encouraging marketing-mindedness — This means that television media planning should originate with marketing objectives; that careless "generalizing words" on the selling power of the medium do more to inhibit the effective use of television than to help it. Such generalizations oversimplify the marketing environment. They attribute to the medium alone positive sales effects, or blame the medium alone for questionable sales effects, thereby clouding the planning horizon.

2. Encouraging careful classification of measurement words — The most effective use of data is frequently curtailed by the confusion surrounding the words used to describe available measurements. For example, the simple word "coverage," is carelessly employed in many situations, and no firm definition of its meaning is given. This results in a great deal of misunderstanding about the use, validity and reliability of presently available yardsticks.

In a nutshell, one key TV media problem is that of communication. Just clarifying words can bring us a long step forward and also clear the air for the development of new and more useful measurement tools.



THE TIME PROBLEM

by *George Polk, in Charge of Broadcasting, Planning and Development, Batten, Barton, Durstine & Osborn, Inc.*

There'll always be a problem when something is rationed, and time is rationed. That is, prime time on major networks is scarce. Fundamentally, though, there's nothing wrong with the network television set-up as it is now, except for some petty problems and of course, the time problem.

Nothing can be done about these

time problems, which actually are caused by supply and demand, but if there is a solution, I can't think of it.

So far as I'm concerned, I'm completely satisfied with network TV as it stands now, since there are certain things which just can't be changed, and right now, there is nothing gnawing at me.



MORE TELEVISION STATIONS

by *Emil Mogul, President and Chairman of the Board, Emil Mogul Co., Inc.*

This question makes me feel the way I did when Santa Claus asked me what I wanted for Christmas. There are so many important developments I'm hopeful of seeing in television during the next year, that it's tough to pick one for the top of the list.

However, I think I might say that licensing of a great many new stations is what I'd most like to see. Every important marketing area should have a minimum of four stations. This not only would open the magical doors of TV to the scores of important medium sized advertisers who are standing in line out in the cold, but having more stations, and three or more co-equal networks, would go a long way towards correcting a lot of other things that plague so many of us. It should have an important influence on rates by making them a function of competition as well as set count. It would stimulate programming improvements and, hence, viewing in general. It would help eliminate the arbitrary high-handed and monopolistic attitudes that so many in the trade have been criticized for, and along with other concomitant blessings, it would give television advertisers more of the flexibility and latitude they enjoy in the use of radio or print media.

And just to put a little frosting on the cake, I'd give my eye teeth to see a curb on the law of the jungle competition between the networks for top television talent that forces the price of a good show way up into the stratosphere."

BMI Continuities for Practical Programming

BMI continuities, ranging from five-minute shows to full-hour concert music presentations, are mailed to BMI-licensed stations on a monthly basis. Filling a vital role in the daily programming logs of stations in every section of the country, 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.

THE AMERICAN STORY



Prepared by BMI in association with the Society of American Historians. Each 15-minute program written by an outstanding American historian, expert in the period or subject . . . the fascinating and inspiring stories of our country from the age of discovery to the age of the atom. Top prestige programming.

THE BOOK PARADE



Sparkling 15-minute scripts written by the most prominent of literary figures. This series is being hailed as "a conspiracy against ignorance" and has skyrocketed into national prominence. Another BMI script for top prestige programming.

MILESTONES



Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.

MEET THE ARTIST



Three-a-week 15-minute scripts loaded with factual biographical material about recording artists in the public favor. Fills a vital need in areas where such data is not easily available. Highly commercial.

YOUR CONCERT HALL



Full-hour or half-hour authoritative programs which make concert music popular music. This series has proved that good music has a loyal and solvent audience. Continuity is held to a minimum — music at a maximum.

STORIES FROM THE SPORTS RECORDS



Eye-witness accounts of dramatic action on the baseball diamond, in the prize ring, on the gridiron and elsewhere. . . . A complete script package available three times weekly as a 15-minute presentation.

ACCORDING TO THE RECORD



Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show. . . . Highly commercial. . . . Available seven times per week for 52 weeks. *Now in its twelfth successful year.*

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

New, Timely Election-Year Continuities

BMI presents the 1956 PRESIDENTIAL PACKAGE

Program Scripts for Radio and Television

Background — color — personalities — oddities — the intriguing stories of past elections are all neatly wrapped in this BMI "Presidential Package" containing an assortment of 23 scripts for a total of five hours of programming.

"CAVALCADE OF PRESIDENTS"	One half-hour TV script
"FAMOUS CAMPAIGN SONGS"	One half-hour TV script
"THE FIRST ELECTION"	One half-hour script
"RISE OF POLITICAL CAMPAIGNING"	One half-hour script
"FAMOUS FIRST LADIES"	Five 15-minute scripts
"THE PRESIDENTS SPEAK"	Seven five-minute scripts
"A PRESIDENTIAL CAVALCADE"	Seven five-minute scripts
"TIME SIGNALS — STATION BREAKS"	:10; :30; 1.00

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.

Your Station Program Department should be receiving these script packages regularly. If not, please write to BMI's Station Service Department for sample scripts and complete details.

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.

NEW YORK ● CHICAGO ● HOLLYWOOD ● TORONTO ● MONTREAL

Pictures in the News

Program scheduled at 11:10 - 11:15 each night Monday through Friday, and consists of United Press facsimile pictures, covering the latest news, and primarily personalities in the news.
 Running Time: 5 minutes.
 Cost: \$60.00 less freq. discount.
 Produced by: WBRE-TV, 62 S. Franklin St., Wilkes-Barre, Penna.

Noon News

World and national headlines plus local interview. This news show on for the last 3 years.
 Running Time: 15 minutes.
 Cost: \$200 per show.
 Number Available: 3 per week.
 Produced by: WAGA-TV, 1018 W. Peachtree St. NW, Atlanta, Ga.

News Pictorial

Ed Conway, news editor gives a concise look at the news nightly. He uses the wires of United Press, International Facsimile Pictures, local film and still coverage.
 Running Time: 10 minutes.
 Cost: \$57.50 per program.
 Number Available: Unlimited.
 Submitted by: WCMB-TV, 228 Court St., Harrisburg, Pa.

Seven O'Clock Final

David Stickle, WMAR-TV News Director, reports the latest news from the international, national, and local scenes. Pictorial news film, wirephotos, and local film depicting major events are shown on the 7 p.m. presentation.
 Running Time: 10 minutes.
 Cost: \$370.00 per day.
 Number Available: 5 per week.
 Produced by: WMAR-TV, Sun Square, Baltimore, Md.

Fashion Desk

Coverage of men's, women's and children's fashion fields. Latest news of new trends in garments, accessories and new people in the field. There are reports from reporters in the field, fashion shows and interviews with leading figures in various phases of the industry. Musical direction would be in hands of Maurice Roffman.
 Running Time: 30 minutes.
 Cost: \$1250.
 Number Available: Unlimited.
 Produced by: Richard H. Roffman.
 Submitted by: Richard H. Roffman, 675 West End Ave., N. Y. C.

The Weatherman

Five minute caption of current weather all over country and forecasts. Joe Bolton as The Weatherman.
 Running Time: 5 minutes.
 Cost: 1-2-3 x wkly \$325.00 each; 4-5 x wkly \$290.00 each flat.
 Produced by: WPIX.
 Submitted by: WPIX, Inc., 220 East 42nd St., New York, N. Y.

Tomorrow's News

News program with John Tillman. Important news stories of the day integrated with film clips and still pictures.

Running Time: 10 minutes.
 Cost: 1-2 x weekly \$525.00 each; 3-4 x weekly \$475.00 each; 5-6 x weekly 450.00 each.
 Produced by: WPIX.
 Submitted by: WPIX, Inc., 220 East 42nd St., New York 17, N. Y.

Rain or Shine

Nightly 5-minute round-up of the weather and forecasts for the upcoming 24 hours, with Carol Reed. Carol uses large size maps of metropolitan area to illustrate meteorological data obtained from U. S. Government Weather Bureau.
 Running Time: 5 minutes.
 Cost: \$2250 for 1-2 days; \$2050 for 3-4 days; \$1950 for 5 days.
 Produced by: WCBS-TV New York
 Submitted by: WCBS-TV New York, 485 Madison Ave., New York, N. Y.

Six O'Clock Report

A daily quarter-hour wrap-up of the news with a trio of CBS news personalities. Robert Trout sums up the national and international news, Ron Cochran the local news, and Bill Leonard feature items. Saturday's edition features Ned Calmer and Ron Cochran on the news, with weekend weather news by Carol Reed.
 Running Time: Available in 5-minute segments.
 Cost: \$1250 for 1-2 per week; \$1100 for 3-4; \$100 for 5-6, subject to Consecutive Weeks Discount.
 Number Available: Six times per week.
 Produced by: WCBS-TV New York
 Submitted by: WCBS-TV New York, 485 Madison Ave., New York, N. Y.

News Look

Latest area, national and world news is presented by veteran newscaster Roy Briscoe, using film, Photofax, local correspondents and camera coverage, and wire service. Emphasis on area news, backed by extensive news staff. Sound-on-film cameras used for area coverage.
 Running Time: 10 minutes.
 Cost: On request.
 Number Available: Five per week.
 Produced by: WSTV-TV.
 Submitted by: WSTV-TV, Exchange Realty Bldg., Steubenville, Ohio.

TV Weather Man

Veteran weathercaster Warren Girard follows the 11 p.m. news with a complete report on area, regional and national news, culled from weather bureaus of area, meteorological reports, and spot checks of area.
 Running Time: 5 minutes.
 Cost: On request.
 Number Available: Five per week.
 Produced by: WSTV-TV.
 Submitted by: WSTV-TV, Exchange Realty Bldg., Steubenville, Ohio.

Morning Edition

This is the first complete fifteen-minute news program of the day on New York television. George Hamilton Combs' adapt news sense sifts

out the important features of world events, Monday thru Friday, and provides viewers with an intelligent approach to trends and undercurrents that should be carefully watched.

Running Time: 15 minutes.
 Cost: Full sponsorship - \$750 per wk., Half sponsorship - \$400 per week.
 Produced by: WABC-TV.
 Submitted by: WABC-TV, 7 West 66th St., New York, N. Y.

Weather Girl

Janet Tyler is on TV, Monday through Friday with her five-minute weather show. There are occasional guests on timely subjects.
 Running Time: 5 minutes.
 Cost: \$600 gross per telecast, \$3,000 per week.
 Produced by: Janet Tyler.
 Submitted by: WABC-TV, 7 West 66th St., New York, N. Y.

Otis Morse Reports the News

Local news — with films, photographs, guests — reported by Otis Morse, prominent York newscaster on radio since 1938, TV since 1952, now News Director for WSBA Radio and TV. The only TV news show in the area which gives thorough coverage to purely local news, rather than regional or national.
 Running Time: 15 minutes.
 Cost: 5 x a wk. — \$220.00. 4 x a wk. — \$180.00. 3 x a wk. — \$150.00. 2 x a wk. — \$110.00. 1 x a wk. — \$65.00.
 Number Available: 5 times a week. Mon. thru Fri. — 7:00-7:15 p.m.
 Produced by: WSBA-TV.
 Submitted by: WSBA-TV, Susquehanna Broadcasting Co., So. Queen St., York, Pa.

Newsbeat 34

A Monday thru Friday 11:00 o'clock roundup of news with emphasis on regional news coverage with film and latest weather map readings by Barry Seidel.
 Running Time: 15 minutes.
 Cost: On request.
 Submitted by: WILK-TV, Wilkes-Barre, Pa.

Tom Bigler and the News

A nightly 7:00 o'clock roundup of the latest world news featuring film coverage of the latest regional stories. Followed by a complete weather roundup from the U. S. Weather Bureau.
 Running Time: 15 minutes.
 Cost: On request.
 Number Available: 5 times weekly.
 Submitted by: WILK-TV, Wilkes-Barre, Pa.

News with Howard Bogarte

Final round-up of local, regional and national news, produced live with telops and film clips.
 Running Time: 10 minutes.
 Cost: Rate card plus production costs.
 Submitted by: KVOO-TV, 311 S. Denver, Tulsa, Okla.

The News Today

An up-to-the-minute compendium of the latest news. Ninety minutes from New York news processing, supplemented by 4 staff cameramen and scores of stringers throughout the state, "The News Today" is packed with motion and still pictures, augmented by AP & INS wire services and facsimile. Joe Burns, newscaster.
 Running Time: 15 minutes.
 Cost: \$425.
 Number Available: Two.
 Submitted by: WNHC-TV, 1110 Chapel St., New Haven, Conn.

World News on Report

Channel 12's News Director, Mort Lloyd, is hard at work all day and most of the night to bring viewers the news picture over the world each night at 6:15. The News Staff under Lloyd is a close-knit crew, working constantly to bring the news as it happens, to Chattanooga homes. World News On Report is tops in the ratings for news coverage in the Channel 12 area.
 Running Time: 10 minutes.
 Cost: Regular Class B published rate.
 Submitted by: WDEF-TV, Volunteer Bldg., Chattanooga, Tenn.

News Final

WDEF-TV instituted the NEWS Final only a short time ago, but it is already a must for Chattanooga viewers. Since it comes at 11:00 at night, and just before the late movie, the time is just right, not only because it's attractive to those at home, but because the sports scores, the latest news bulletins, and the forecasts for tomorrow's news & weather are available.
 Running Time: 15 minutes.
 Cost: Regular Class C published rate.
 Number Available: 3 per day.
 Submitted by: WDEF-TV, Volunteer Bldg., Chattanooga, Tenn.

Late Report

Local and general news.
 Cost: \$59.00.
 Number Available: 6 per week.
 Submitted by: KRBC-TV, 4510 So. 14th St., Abilene, Texas.

Mid Day News

A five minute summary of the latest news, complete and up to the minute. The only daytime newscast in the entire area.
 Submitted by: WJBF-TV, Augusta, Ga.

As I See It

Basil Heatter, the illustrious son of Gabriel Heatter, well known as world traveler and news commentator in the New York area, comments on the national, local, and international news, as he sees it. Only news commentary live in the South Florida market.
 Running Time: 15 minutes.
 Cost: \$250.00 per show.
 Number Available: 5 days per week.
 Submitted by: WITV, 228 S.E. 3rd St., Miami, Fla.

Morning News

This is a five-minute morning analysis of late news events from 7:55 to 8:00 A.M.



this is RALPH EDWARDS

these are RALPH EDWARDS' TV SHOWS

"THIS IS YOUR LIFE"

*Ralph Edwards, Creator,
Producer, Narrator
NBC-TV Wednesday, 10 P.M. E.S.T.*

"TRUTH OR CONSEQUENCES"

*Jack Bailey, Emcee
NBC-TV Friday, 8 P.M. E.S.T.*

"IT COULD BE YOU"

*Bill Leyden, Emcee
NBC-TV Monday through Friday
12:30 P.M. E.S.T.*

Available Immediately

"PLACE THE FACE"

"FUNNYBONERS"

"FORTUNE UNLIMITED"

Running Time: 5 minutes.
Number Available: 5 days per week.
Submitted by: WBRC-TV, Channel 6, Atop Red Mountain, Birmingham 9, Ala.

Five Star Final

Fifteen minutes of news divided into three segments consisting of news, sports and weather.
Running Time: 15 minutes.
Number Available: 5 days per week.
Submitted by: WBRC, Atop Red Mountain, Birmingham 9, Ala.

By-Line, Earl Green

Newscaster, Earl Green, is extremely popular with the homemakers audience and tailors his news to reach the women of the Columbus area. Film clips and still pictures of both local and national news are integrated together with guest interviews of celebrities. Program schedule, Monday thru Friday, 12:15 to 12:30 p.m.
Running Time: 15 minutes.
Cost: Card rate plus talent and production.
Submitted by: WTVN-TV, 753 Harmon Ave., Columbus, O.

Stock Market Report

Veteran Dale Steele chalks up on the stock board changes in averages and representative stocks while commenting on market news. Local over-the-counter quotes are obtained from local sources and posted.
Running Time: 5 minutes.
Cost: On request.
Number Available: 5.
Submitted by: WSJS-TV, Winston-Salem, N. C.

Woman's Angle

Presented each week-day morning at 10:30 a.m. by Pat Kiely, WOMAN'S ANGLE features 15-minutes of news—international, national and local—in a manner offering direct appeal to the ladies. Guests in the news are used when available plus the facilities of UP Movietone News Films, UP Fax Pictures and UP News Wires.
Running Time: 15 minutes.
Cost: Per rate card (\$150.00 per one-minute participation).
Submitted by: KDKA-TV, Gateway Center, Pittsburgh, Pa.

News of the Hour

State, local and world news, from WKNB-TV staff of reporters, cameramen and newsreel men and from two wire services. Barry Barents, news director, as newscaster.
Running Time: 10 minutes.
Cost: Gross charge for full sponsorship \$232.00 per program; live commercials extra.
Submitted by: WKNB-TV, 1422 New Britain Ave., West Hartford 10, Conn.

Weather

Latest official weather, road conditions, special information, by Cavell Jobert or Betty Madden, using WKNB-TV's special set.
Running Time: 5 minutes.
Cost: Gross charge per single program \$177.50.
Submitted by: WKNB-TV, 1422 New Britain Ave., West Hartford 10, Conn.

Weather

Late evening weather, road conditions, special information, with WKNB-TV's special set; weather girl: Cavell Jobert or Betty Madden.
Running Time: 5 minutes.
Cost: Gross charge per single program, \$113.75; \$10 extra if extra announcer required for commercial.
Submitted by: WKNB-TV, 1422 New Britain Ave., West Hartford 10, Conn.

Jerry Fisher News

Live local news preceding national news. Use telop-slide and film.
Running Time: 10 minutes.
Cost: See H-R for rate.
Submitted by: KGBT-TV, P. O. Box 711, Harlingen, Texas.

Newstime

J. A. Sullivan presents world, national and regional news from the wires of the United Press and WCAX news correspondents. Still and motion picture illustration accompanies news. Commentaries are presented when the events warrant.
Running Time: 15 minutes.
Cost: \$60 Class "A" rates plus \$10 net.

Number Available: 3.
Produced by: Richard G. Huntley.
Submitted by: WCAX-TV, Burlington, Vt.

This Is the Day

Starring Norman Ross. A late evening program on which events in history which happened on the day's date are recreated with film clips, recordings or visual subjects. Important historical events in the fields of sports, politics and the arts are retold, along with light and tragic news developments of the past or present.
Running Time: 15 minutes.
Cost: \$750 per day.
Number Available: 1.
Submitted by: American Broadcasting Co.—WBKB, 20 N. Wacker Dr., Chicago 6, Ill.

Spotlight News

Program covers world, state and local news. Set is a la "Dave Garroway's" Today using clocks in background. Reporter Bob Ray uses films and stills plus personal interviews. Extremely popular.
Running Time: 15 minutes.
Cost: \$116.00 per program.
Number Available: 3 programs.
Submitted by: WJNO-TV, Inc., 5 Coconut Row, Palm Beach, Fla.

Erie Edition

Local news, features, and sports with Dick Sprague, WSEE news director. Film footage daily of local and regional events.
Running Time: 10 minutes.
Cost: On request.
Number Available: 5 per week.
Submitted by: WSEE, 1220 Peach St., Erie, Penna.

Talk About the Weather

Features Jim Van de Velde with brief national weather forecast and thorough local and regional predictions and summary. During winter months regional road conditions are included.

Running Time: 5 minutes.
Cost: On request.
Number Available: 5 per week.
Submitted by: WSEE, 1220 Peach St., Erie, Penna.

News

10-minute up-to-minute live newscast with ace newsmen Mac Ward. Use of Associated Press and Fotofax, with late minute local and regional pictures and film.
Running Time: 10 minutes.
Cost: \$150.00.
Number Available: 2 per week.
Submitted by: KNOE-TV, Monroe, La.

Gilbert Forbes and the News

Early Evening News 6:15-6:25 P.M. Monday thru Friday, correlated and produced by E. Gilbert Forbes, Indiana's first television newscaster. Program material is combination of local film, live guests, wire news and facsimile.
Running Time: 10 minutes.
Cost: 10-minute "A" rate plus \$75 net production and talent fee.
Submitted by: WFBM-TV, 1330 N. Meridian St., Indianapolis 2, Ind.

Today

An early morning news and special events program with Dave Garroway, Lee Merriwether (Miss America 1955), Jack Lescoulie, Frank Blair.
Running Time: 2 hours.
Cost: On request.
Number Available: On request.
Submitted by: NBC-TV, 30 Rockefeller Plaza, N. Y., N. Y.

Outlook

Newscaster Chet Huntley acts as editor and commentator for this news program which offers a weekly summary of national and regional news from around the nation.
Running Time: 30 minutes.
Cost: On request.
Produced by: Reuven Frank.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, N. Y., N. Y.

Newsroom

Wrap-up half hour format of news, weather, sports and interesting guests. Emcee Ray Moore, best known for unique and humorous weather reporting, handles show with veteran newscaster Bill Swasey on hand for last minute bulletins and scores. Consistently among top five local ratings.
Running Time: 30 minutes.
Cost: Available on request.
Submitted by: WSB-TV, 1601 W. Peachtree, Atlanta 9, Ga.

Midwest News

This news features television's youngest regularly scheduled newscaster, 14 year old Bob Benecke. This youngster commands a large audience in mid-central Illinois.
Running Time: 15 minutes.
Cost: 1 time \$50; 5 times weekly \$40 per show.
Submitted by: WBLN, Box 646, Bloomington, Ill.

Tomorrow's Headlines

10 minute newscast, 10:00 p.m. all 7 days. Features John Wood Sun. thru Fri., Stan Calhoun on Saturday. Late news film, completely re-written news, especially of local and state interest. Established about 1 year.
Running Time: 10 minutes.
Submitted by: KPHO-TV, 631 N. 1st Ave., Phoenix, Ariz.

Today's Weather

5 minute weather report (official) runs from 10:10-10:15 p.m. Sunday thru Saturday. Features Tom Sherlock Monday thru Friday, Stan Calhoun on Sunday, Art Brock on Saturday.
Running Time: 5 minutes.
Number Available: 1 to 7.
Submitted by: KPHO-TV, 631 N. 1st Ave., Phoenix, Ariz.

3 Star News

15 minutes news, 5:30-5:45 p.m. with John Wood. Includes 4-5 minutes local newscast every day, interviews, local, state, national and international news. On the air for 5 years. 5 minute weather 5:45-5:50 p.m. with Tom Sherlock. Official weather report. 10 minute sports with Art Brock, lcl. sports film, interviews, 5:50-6 p.m. all on Monday thru Friday.
Running Time: 30 minutes.
Submitted by: KPHO-TV, 631 N. 1st Ave., Phoenix, Ariz.

Tom Sherlock News

Mid afternoon, 2:45-3:00 p.m. news program slanted at feminine audience. Features Tom Sherlock, locally produced film inserts, UP wire news, interviews. Monday thru Friday.
Running Time: 15 minutes.
Submitted by: KPHO-TV, 631 N. 1st Ave., Phoenix, Ariz.

News

All the news, national, regional and local compiled from the wires of the associated press news and photofax machines, as well as local items, and events.
Running Time: 10 minutes.
Cost: \$67.50.
Number Available: 3 at 5:55 only all others sold in early and late news block.
Submitted by: KHOL-TV, Holdrege, Nebr.

News

All the news, national, regional and local compiled from the wires of the associated press news and photofax machines, as well as local items and events.
Running Time: 5 minutes.
Cost: \$49.50.
Number Available: 5 at 12:30.
Submitted by: KHOL-TV, Holdrege, Nebr.

Women's News

News of interest to women. Also news in shopping. Daily program.
Running Time: 15 or 30 minutes.
Cost: Low budget.
Number Available: Unlimited.
Produced by: V. S. Becker Prods., 551 Fifth Ave., New York 17, N. Y.

LIVE TV NEWS

Channel 22 Weather

John Quill, meteorologist, forecasts weather four times daily.
Running Time: 5 minutes.
Cost: \$75 plus \$10 talent fee.
Produced by: John Quill.
Submitted by: WWLP, 17 Pearl St., Springfield 3, Mass.

Final Edition

Burleigh Brown reports, with emphasis on local news.
Running Time: 5 minutes.
Cost: \$56 plus \$5 talent.
Number Available: 1.
Produced by: David P. Walker.
Submitted by: WWLP, 17 Pearl St., Springfield 3, Mass.

Channel 22 News

Fred Oginz reports, with emphasis on local news.
Running Time: 15 minutes.
Cost: \$90 plus \$15 talent.
Number Available: 1.
Produced by: David P. Walker.
Submitted by: WWLP, 17 Pearl St., Springfield 3, Mass.

Bob Clyde and the News

Bob Clyde gives a capsule version of the latest news happenings throughout WREX-TV land. . . .

A concentration on local pictures and regional news. . . . A complete summary of the latest news at home, across the country and across the world. Featuring guest interviews with personalities making up the headlines.
Running Time: 5 and 15 minutes.
Cost: \$92.50 per 1 minute participation.

Submitted by: WREX-TV, Auburn and Winnebago Rds., Rockford, Ill.

The News Today

This roundup of news, handled by a member of the WKBN-TV news department, is the major newscast of day on the station. Show offers complete local and regional film coverage (movies and stills) and complete 2-wire service on national and international news.
Running Time: 10 minutes.
Cost: On request.

Number Available: Saturdays.
Produced by: WKBN-TV, 3930 Sunset Blvd., Youngstown, O.

Potpourri

A potpourri of the news presented with commentary, etc. Format includes all ball scores, interesting happenings in the news as well as interviews with important

people. Starred are Wilda Farber and Bob Neblett.

Running Time: 15 minutes.
Cost: \$53.00 per show.
Number Available: Daily for 13, 26 or 52 times.
Produced by: Dave Kaempfer, Art Braddock, WJTV, P. O. Box 8187, Jackson, Miss.

Rain Or Shine

Mr. Rivitz, the mechanical man who assists Tom Haley on the following "Morning Surprise" show, gives a unique but accurate weather report. Monday thru Friday.

Running Time: 5 minutes.
Cost: \$105, one time rate.
Submitted by: KYW-TV, 815 Superior Ave., Cleveland, O.

6:00 News

Channel ten news reporter, John Turner gives the latest local, regional and national news . . . with pictures and film clips.

Running Time: 15 minutes.
Cost: \$96.00 per program.
Number Available: Daily.
Produced by: KRBB.
Submitted by: KRBB, El Dorado, Ark.

Deadline

Half hour show, featuring me who introduces each personality and headlines from his section. Features four different specialists—National News man (10 min.), local news man (10 min-poloroid pictures used), Sports man (5 min.), Weatherman (5). Fast moving, colorful ½ hour much like being actually on the spot.
Running Time: 30 minutes.
Cost: \$150.00 flat, fully commissionable.

Number Available: 6 one minute spots.
Submitted by: WSPD-TV, 136 Huron St., Toledo, O.

The Big News

The Big News airs six nights per week. Clete Roberts covers the latest international, national and local news; Bill Stout presents his "Special Assignment"; Gil Stratton reports the latest in sports; and Austin Green gives last minute weather conditions.

Running Time: 30 minutes.
Cost: 12 min. \$700; 6 min. \$450.
Number Available: 1 six minute segment.
Submitted by: KNXT, 1313 N. Vine St., Hollywood 28, Calif.

LIVE TV CHILDREN'S

Meet Mr. Nobody

Program aimed at pre-school children, but audience reaction has proven that it is suitable for children of all ages. "Mr. Nobody" is an elf-like character who tells stories, both live and on film. He has a club which issues "Citizenship Papers" for the "Land of Everywhere."
Running Time: 60 minutes.
Cost: \$32.00 less freq. disc.
Produced by: WBRE-TV, 62 South Franklin St., Wilkes-Barre, Penna.

Little Rascals

Emceed by Rosco, the Clown, this program includes a "Little Rascal" film. Rosco, the Clown, plays games with his juvenile audience, and also brings in guests from touring circus and carnival groups.
Running Time: 30 minutes.
Cost: \$85.00 less freq. disc.
Produced by: WBRE-TV, 62 South Franklin St., Wilkes-Barre, Penna.

Romper Room

Pre-school children are given kindergarten-type instruction on games, songs and do-it yourself items.
Running Time: 30 minutes.
Cost: \$300 per show.
Number Available: 3 per week.
Produced by: Bert Claster Prods., in association with WAGA-TV.
Submitted by: WAGA-TV, 1018 W. Peachtree St., NW, Atlanta, Ga.

Uncle Josh & Friends

Uncle Josh is an old bewhiskered gent that runs a General Store with the help of puppet "Jasper", Dingle the dog, Chip Chip the mouse, and Witty Wily the fox. Uncle Josh

shows cartoons, holds a birthday parade, runs contests, dances, tells stories and cavorts nightly for his "younguns."
Running Time: 30 minutes.
Cost: \$22.50 per participation; complete show 13 times \$185 per week.

Number Available: Unlimited.
Produced by: Chuck Zink.
Submitted by: WCMB-TV, 228 Court St., Harrisburg, Pa.

The Collegians

T. Oliver Hughes serves as M.C. for this remote pick-up direct from The Collegians' Clubhouse consisting of amateur variety on Saturdays. Children from 3 to 19 are featured in singing, dancing, musical, and comedy performances.
Running Time: 60 minutes.
Cost: \$975.

Number Available: 52.
Produced by: T. Oliver Hughes.
Submitted by: WMAR-TV, Sun Square, Baltimore 3, Md.

Junior Varieties

Original musical comedies completely cast with talented children. Success record on CBS and ABC networks. Beautifully costumed Kines available.
Running Time: 30 minutes.
Cost: On request.

Produced by: Basch Radio & Tel. Prods., 17 E. 45th St., New York, N. Y.

Clubhouse Gang Comedies

Format is based on old Our Gang Comedies with a live children's audience. Emcee "Officer" Joe Bolton entertains the children while integrating ten minute films of Our Gang.

Running Time: 30 minutes.
Cost: Sold on a participation basis.
Produced by: WPIX Inc.
Submitted by: WPIX Inc., 220 E. 42nd St., New York 17, N. Y.

Tinker's Workshop

An early morning children's show featuring Henry Burbig, Monday through Friday. Tinker, a delightful old toymaker, weaves a magic spell by making his toys come to life. Selected cartoons and music for children with monkeys, kittens, and puppets all around, keep the fun moving. Frequent time and weather reports.

Running Time: 60 minutes.
Cost: Full sponsorship — \$3500 per week, five 30 min. segments — \$1850 per week.
Produced by: WABC-TV.
Submitted by: WABC-TV, 7 West 66th St., New York, N. Y.

Romper Room

Program geared for children between ages of 3 and 10. Every morning, Monday thru Friday, Jane Fisher and the children in the studio sing, play games, make things, march in the Rhythm Band, and generally enjoy themselves while learning. Youngsters at home are invited to join in the activities.

Running Time: 60 minutes.
Cost: Full sponsorship — \$3500 per week, Five 30 min. segments — \$1850 per week.
Produced by: Bert Claster Prods.
Submitted by: WABC-TV, 7 West 66th St., New York, N. Y.

Channel 2 Theatre with Uncle Hiram

Hiram emcees this daily variety show for children. Audience is interviewed, birthdays observed, and

talent is drawn from local children. Uncle Hiram's Jr. Safety Police has enrolled 3,500 children in safety practices. A western serial and Looney Tunes round out the format.

Running Time: 90 minutes.
Cost: Rate card plus production cost.
Submitted by: KVOO-TV, 311 S. Denver, Tulsa, Okla.

Fun

Don Ruggles is M. C. Live features include junior cooking school, children's sports book reviews, pet clinic, with veterinarian, and music. Interviews with children having birthdays. "Looney Tunes" and "Little Rascals" films are featured.

Running Time: 70 minutes.
Cost: 1 minute participation, film or live; \$40.00, plus \$6.00 talent, commissionable, for live.
Submitted by: KFEQ-TV, 40th and Faraon Sts., St. Joseph, Mo.

Playschool

A combination of play and school five mornings a week with "Merri Melody," the expert storyteller, "Peppi" who illustrates her narratives with drawings and "Lady Do-it" who is adept at handicrafts and can make toys out of pipe cleaners, bottle caps, etc. to the delight of all youngsters.

Running Time: 60 minutes.
Cost: Card plus \$15.
Submitted by: KTRK-TV, 4513 Cul-len Blvd., Houston, Texas.

Backyard Theatre

Studio audience composed of boys and girls. Don Zimmers is m.c. and works with puppets, talks to children, plays games. Guests on occasion. Uses film such as cartoons, Little Rascals, etc.

Running Time: 60 minutes.

LIVE TV CHILDREN'S

Cost: \$65.
Number Available: Five weekly.
Submitted by: KENS-TV, Ave. E & Fourth St., San Antonio, Tex.

Romper Room

Live kindergarten show starring "Miss Anne." Children who are on show are from San Antonio and this area, and are in the five and six year age bracket.
Running Time: 30 minutes.
Cost: \$50.

Number Available: Five weekly.
Produced by: Don Zimmers.
Submitted by: KENS-TV, Ave. E & Fourth St., San Antonio, Tex.

Clubhouse Gang

Starring Fred & Fae Taylor. A daily afternoon children's program, running 4:00-5:00 P.M. Monday through Friday. Program features a children's Birthday Club, which brings twenty children to the studio each day on their birthday. Filmed portion of each day's program features The Little Rascals and Lantz Cartoons.

Running Time: 60 minutes.
Cost: \$55.00 1-minute participation, film or live.

Number Available: 8 one minute participations per hour.
Submitted by: KBTB, 1089 Bannock St., Denver, Col.

Mother's Delight

MC, Jay Hodgson, is always friendly and sincere with the kids. He speaks their language and provides them with a wide variety of entertainment. His constant companions are his two Chihuahuas, Princess and Jaba. Also, a big portion of each program is spent with the "Little Rascals." Another big feature on his show is the birthday book. There's no better way to reach the kids! 5:00-5:30 p.m. Monday through Friday.

Running Time: 30 minutes.
Cost: \$70.00—Participation.
Submitted by: KTBC-TV, P. O. Box 717—6th and Brazos, Austin, Tex.

Looney Tunes

Clever, lovable puppets with make-believe film projector and an attention-getting opening and in-between showings of top cartoon film package every Monday early evening (6 P.M.) following Mickey Mouse Club. The combination of puppets and cartoons such as "Porky, The Pig," etc. command the attention of all children and adults.

Running Time: 30 minutes.
Cost: 1 time: \$75 per participation; \$15 net for live additional.

Number Available: 3 per program.
Submitted by: KAKE-TV, 1500 N. West St., Wichita, Kans.

Kiddie Kapers

Encompasses all the essential ingredients for top-notch TV production . . . charming and clever puppets . . . audience participation . . . and educational features that appeal to both children and adults. Demonstrations of equipment shown each week include fire engines, helicopters, sheriff patrol & armed services doing simulated battle using blank cartridges, etc. (Sat. 10:00-10:30 AM)

Running Time: 30 minutes.
Cost: 1 time: \$30. Additional \$15 net per participation if live.

Number Available: 3 per program.
Submitted by: KAKE-TV, 1500 N. West St., Wichita, Kans.

Pre-School Time

Monday, Wednesday and Friday 12:15-12:30 P.M. "Miss Lucy" Perkins in a program of songs and stories for children under six, with young guests on each show.

Running Time: 15 minutes.
Cost: \$92.50 per show.

Number Available: Three programs per week.

Submitted by: KTBS-TV, 312 E. Kings Highway, Shreveport, La.

Uncle Roscoe Show

9:00 a.m. Saturdays. ½ hour. A half hour of fun for the kiddies with talented Uncle Roscoe, master story teller and cartoonist. Guest

artists (junior size) of course. Uncle Roscoe draws cartoons for the kiddies, frequently has cartoon or drawing contests for viewers. Plenty of music, fast pace.

Running Time: 30 minutes.
Cost: \$225.

Submitted by: KTVT, 130 Social Hall Ave., Salt Lake City, Utah.

Merry and Mr. Bill

Starring Merry and Bill Ettinger. A children's participation-type show with games, stunts, cartoons, chalk talks, etc.

Running Time: 30 minutes.
Cost: \$30.00 per participation (min.)

Submitted by: KOLN-TV, 40th & W Sts., Lincoln, Nebr.

Elmer the Elephant

"Elmer the Elephant" with John Conrad is a children's show slated for the small fry. Each show is filled with the funny antics of John and his friend Elmer plus cartoons.

Running Time: 30 minutes.
Cost: \$225 net.

Number Available: 5—one min. spots.

Submitted by: WNBQ, Merchandise Mart, Chicago 54, Ill.

Big Brother

Bob Emery, Big Brother, a long-time children's favorite, stars in this program. This daily show features "Pledge of Allegiance to the Flag", a toast to the President of the United States, and the best animated cartoons. "Small Fry" participate in the program. An

AMERICA'S TOP SYNDICATED MUSICAL SHOW!!!!



GUY LOMBARDO AND HIS ROYAL CANADIANS Half-Hour Films Made Expressly for TV



Syndicated Nationally

A top TV show for regional or local sponsorship!
On the air and in person, America's Number One Musical Favorite!

"Everyone very happy with the Guy Lombardo Show."

F. H. Hayhurst Co.
Toronto, Can. (on behalf of Loblaw Groceries, Ltd.)

"Conclusive evidence that the Guy Lombardo Show has great appeal."

WKBT, La Crosse, Wisc.

"I thought you would like to know how very pleased we are. We are continuing sponsorship."

Paris & Peart, N. Y. for A & P

Publicity: DAVID O. ALBER ASSOCIATES, INC.: Gene Shefrin

ARB RATINGS

Salt Lake City 23.7—June '56
Denver 20.8—June '56
Omaha 16.4—April '56
Youngstown. 14.2—May '56
Ft. Wayne . . . 22.5—Feb. '56
Evansville . . . 19.6—Feb. '56
New York . . . 14.4—Feb. '56

average of four contests a year pulls approximately 10,000 pieces of mail each.

Running Time: 45 minutes.
Cost: \$200 plus talent.
Number Available: 9 one-minute participations.
Submitted by: Westinghouse Broadcasting Company, Inc., WJZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

Fun Club

Children's program featuring local personality, "Uncle" Gary, with live children interviews and Looney Tunes and Little Rascals in segments. Monday-Friday—4-5 P.M.
Running Time: 60 minutes.
Cost: Participation (52 wks.) \$49.20 inc. time and talent.
Number Available: 15.
Submitted by: KSBW-TV, 238 John St., Salinas, Calif.

Cactus Bill

Singing cowboy with kids in studio as guests. Has enrolled over 20,000 in fan club in two years. Available with Little Rascals introduced by Cactus Bill or as straight studio show.
Running Time: 30 minutes.
Cost: \$135 per program.
Number Available: Unlimited.
Submitted by: KVDO-TV, P. O. Box 2223, Corpus Christi, Tex.

Cartoon Special

"Brakeman Bill" runs model trains over elaborate train set, shows selected cartoons, interviews guests.
Running Time: 60 minutes.
Cost: \$55.00.
Submitted by: KTNT-TV, 11th and So. Grant, Tacoma, Wash.

Fireman Joe's Cartoons

Cartoons, contests, games all backgrounded against reproduction of actual firehouse. Fireman Joe has puppet friend, Sparky, the Firehouse Dog, assist in festivities. Special educational features on fire prevention.

Running Time: 60 minutes.
Cost: \$100.00 per 1 minute announcement.
Produced by: KHJ-TV, Don Lee Television.
Submitted by: KHJ-TV, Don Lee Television, 1313 N. Vine St., Los Angeles, Cal.

Cartoon Express

Starring Engineer Bill. A full-hour of early evening fun for the youngsters. Cartoons, contests, games. Special guests from Engineer Bill's viewing audience appear on program nightly.
Running Time: 60 minutes.
Cost: \$125.00 per 1½ minutes announcement.
Submitted by: KHJ-TV, Don Lee Television, 1313 N. Vine St., Los Angeles, Cal.

Merry Mailman

Consists of songs, talks with children in audience, performances by child guests and film cartoons.
Running Time: 30 minutes.
Cost: On request.
Submitted by: WOR, New York, N. Y.

Buckskin Bill

"Buckskin Bill" Indian Scout emcees one-hour show, tells Indian stories, shows western movies, "The Little Rascals", personal appearances, etc. Has formed "Chickama Scout" club.
Running Time: 60 minutes.
Cost: \$35.00 one minute participation.
Submitted by: WAFB-TV, 929 Government St., Baton Rouge, La.

Story Land

Storyland is conducted by "Buckskin Bill" with live animals for pets. Stories are read to the children with actual pictures from books picked up over shoulder as he reads to the children.
Running Time: 15 minutes.
Cost: \$18.00 per minute participation.
Submitted by: WAFB-TV, 929 Government St., Baton Rouge, La.

Gold Dust Charlie

Gold Dust Charlie holds forth every Monday thru Friday from 4-4:30 p.m. in his old country store. Interviews visiting kids, shows Little Rascal Comedies, gives children safety tips, interviews visiting celebrities. On the air more than 3 years, making it longest established kid show in Arizona.
Running Time: 30 minutes.
Cost: Participating.
Submitted by: KPHO-TV, 631 N. 1st Ave., Phoenix, Ariz.

It's Wallace

Top-rated, Monday thru Friday locally produced kid show. Features Wallace Snead plus cartoons. (Ave TelePulse, May 56—12.0) Runs 4:30-5 P.M., Monday thru Friday.
Running Time: 30 minutes.
Cost: Participating.
Number Available: 1 to 5 days per week.
Submitted by: KPHO-TV, 631 N. 1st Ave., Phoenix, Ariz.

The Playground

The "Playground", ninety minutes of mirth and merry with Cousin Moe and Uncle Jerry, is divided into several different sections. Special western serials, a puppet show announcing children's birthdays each day, live children's participating portion, Looney Tunes and Little Rascal Cartoons, grade school sports activities and films. Special contests.
Running Time: 60 minutes.
Cost: Sold on a participating Spot basis.
Submitted by: Moe Milliken and Jerry Granger, KHOL-TV, Holdrege, Nebr.

Romper Room

Stars Jean Gordon as Miss Jean. A pre-kindergarten on the air with 1 youngsters taking part in the WOOD-TV studios. Games are played, stories read and many more similar projects that take place in a regular kindergarten.
Running Time: 60 minutes.
Cost: 1 time rate spot—\$85.00 each.
Submitted by: WOOD-TV, 120 College Ave., S.E., Grand Rapids, Mich.

Jiffy Carnival

Stars Carol Duvall and Gordon Kibby, ventriloquist with his friend Tommy Wood. Youngsters come up to studios, sit in the bleachers, play carnival type games for prizes. Birthday greetings read for those in studio and at home.
Running Time: 30 minutes.
Cost: 1 time spot rate—\$85.00 each. Subj. to freq. disc.
Number Available: 6 per half hour Tuesdays and Fridays only.
Submitted by: WOOD-TV, 120 College Ave., S.E., Grand Rapids, Mich.

Buckaroo Rodeo

An hour long children's rodeo on TV. Calf roping, bronc busting, western stories acted out by the kids. All of this is put together by the star—Buck Barry.
Running Time: 60 minutes.
Cost: 1 time spot rate—\$85.00 each. Subj. to freq. disc.
Number Available: 6 per half hour—Saturdays only.
Submitted by: WOOD-TV, 120 College Ave., S.E., Grand Rapids, Mich.

Happy, the Clown

Happy, a fun-loving, riotous clown takes his little friends on a 30-minute tour of his captivating carnival playground, leading them in songs, contests and birthday salutes along with special games for mother, too. The home audience is invited to join in on the festivities right in front of their own television sets.
Running Time: 30 minutes.
Submitted by: WFIL-TV, 46th and Market Sts., Phila. 39, Pa.

Cactus Dan

Cactus Dan is singing cowboy who MC's typical western entertainment for young people 4:30-5:30 p.m. weekday afternoons.
Running Time: 60 minutes.
Cost: One-minute participations, \$128.00 each.
Number Available: Unlimited.
Produced by: WWJ-TV, 622 W. Lafayette, Detroit 31, Mich.

Hoppity Skippity

Hoppity Skippity the rabbit. Looney Tunes, announces birthdays of children. Uses different devices to go into cartoons.
Running Time: 30 minutes.
Number Available: 5 spots.
Produced by: WTTG.
Submitted by: WTTG-DuMont Broadcasting, Hotel Raleigh, 12th & Penn. Ave., N.W., Washington, D. C.

Pete's Place

Pete Jamerson MC's program. Includes Looney Tunes and Jingle Dingle the Puppet. Has interesting animal guests.
Running Time: 30 minutes.
Number Available: 5 spots.
Submitted by: WTTG-DuMont Broadcasting, Hotel Raleigh, 12th & Penn. Ave., N.W., Washington, D. C.

Trail Tales

Uncle Hap steps into the living room from "Down on the Ranch" to bring WREX-TV youngsters exciting adventure stories of the Ole West. Uncle Hap also gives out with information on horsemanship, rodeos, and news of area trail rides, which has made Hap the epitome of the word "Cowboy" in WREX-TV land.
Running Time: 60 minutes.
Cost: \$65.00 per 60 seconds. Frequency discounts credited as earned.
Submitted by: WREX-TV, Auburn and Winnebago Rds., Rockford, Ill.

Mary Ellen's Playard

"Mary Ellen's Playard" is rated the highest daytime program of its kind in the Columbus area by ARB and has maintained this rating consistently for many months. Program personalities consist of Mary Ellen, mistress of ceremonies and Casper the Camel, a hand puppet as her co-star. The program is streamlined to entertain children of pre-school and kindergarten age and covers drawing lessons, record stories enacted by puppet characters, the living corner (animal pets) and many other outstanding entertainment features.
Running Time: 30 minutes or 60 minutes.
Cost: Card rate plus talent and production.
Number Available: Produced on continuing basis for full or segment sponsorship.
Submitted by: WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

Clancy's Clubhouse

Clancy the cop entertains his eight guests for each day with games, cartoons and comedy bits with his puppet friends in the Storybook House. Studio guests compete for prizes, and each is presented with a picture of Clancy and his dog-puppet sidekick, Sherlock Bones and a copy of Clancy's Safety rules.
Running Time: 15 minutes.
Cost: On request.
Number Available: 3 per week.
Produced by: Bob Tyrrell.
Submitted by: WKBN-TV, 3930 Sunset Blvd., Youngstown, Ohio.

Grizzly Pete

Show features Grizzly Pete, pioneer of the old West, and Grandpa, old-timer and Civil War vet, in bits of comedy directed to the youngsters. Show also features western film fare, interviews with children in studio audience, during which Grizzly "draws" with youthful gun-slingers.
Running Time: 90 minutes.
Cost: On request.
Number Available: Five per week.
Produced by: Ted Niemi, Merv Jones.
Submitted by: WKBN-TV, 3930 Sunset Blvd., Youngstown, O.

LIVE TV CHILDREN'S

The Chickaroonie Show

A wise old owl, Mr. Chickaroonie, sits on his perch and oversees this clever program for the pre-school youngsters, ably assisted by two real people, Mr. Moon and Miss Ruth. Together, these three combine a bit of educational advice, some story-telling, how-to-build-its, The Chickaroonie Little Theatre (Amateur Kids), into a top-notch program for the tots.

Running Time: 30 minutes.

Cost: \$41.50 1 per wk. — \$39.75 2 per wk. — \$38.00 3 per wk. — \$36.25 4 or 5 per wk.

Number Available: 5 per day.

Submitted by: WDEF-TV, Volunteer Bldg., Chattanooga, Tenn.

Small Fry

Late afternoon presentation to children between 4 and 8, includes artist with live cartoons and drawings plus Billie Bob, Small Fry's host; entertains, educates via live "how to do it" demonstrations with participation of at least 2 children.

Running Time: 30 minutes.

Cost: \$134.00 per week.
Submitted by: KOSA-TV, 1211 N. Whitaker, Box 4186, Odessa, Tex.

The Kalvin Keewee Show

Ventriloquist act featuring Pat Ketelsen and his "birthday bird" Kalvin Keewee. Audience participation. Audience made up of pre-school and early-school ages. Kalvin Keewee is co-emcee, and children perform with acts such as singing, dancing, acrobatics, sleight of hand, pantomime, etc.

Running Time: 30 minutes.

Cost: Full sponsorships, \$149.00; 1-minute participation, \$41.50.

Submitted by: KRBC-TV, 4510 So. 14th St., Abilene, Tex.

Corky's Club

Afternoon children's show featuring puppets, Corky, Casey and others, originated by Walt Smith. Story line interwoven with cartoons. Monday thru Friday 4:00 to 5:00 p.m.

Running Time: 60 minutes.

Cost: \$75.00 per participation.

Submitted by: KTVR, 550 Lincoln, Denver, Colo.

Sheriff John's Club

Program takes place in WJBF studios each afternoon Monday through Friday. Has western motif, with John Radeck showing his daily guests a fine time with refreshments, a western story, pony rides, and cartoon lessons. See "The West Goes South" in June issue Radio TV Mirror.

Submitted by: WJBF-TV, Augusta, Ga.

The Aunt Dru Show

In a cheerful farmhouse setting, Aunt Dru introduces western films, Crusader Rabbit, and Loony Tunes cartoons, spiced with her own folksy humor. She also includes a birthday segment featuring a telephone call to some birthday child in

the area, and shows on screen a daily honor roll (pictures) of youngsters.

Running Time: 60 minutes.

Number Available: 52.

Submitted by: WSAZ-TV, 201 9th St., Huntington, W. Va.

Romper Room

A kindergarten type show with games and stories of interest to children of pre-school age. In addition to the Romper Room teacher, five children participate daily.

Running Time: 30 minutes.

Number Available: Five days per week (participating basis).

Submitted by: WBRC, atop Red Mountain, Birmingham 9, Ala.

Circle 6 Ranch

Benny Carle, "Circle 6 Ranch" foreman entertains 25 children daily with western movies such as Roy Rogers & Gene Autry films and helps one child each day celebrate his birthday with a large birthday cake. Contests are also held and each day souvenirs are given away.

Running Time: 90 minutes.

Number Available: Six days a week.

Submitted by: WBRC, atop Red Mountain, Birmingham, Ala.

Jolly Junction

M. C. Jerry Zelian entertains children (age 4 to 12). He plays cartoons, a western, does tricks and skits with mechanical toys and dolls, talks to and solicits jokes and songs from the children, feeds them ice cream, milk, etc. The birthday board mirrors children at home with pictures.

Running Time: 1 hr. 25 mins.

Cost: On request.

Number Available: Segments and participations.

Submitted by: WSJS-TV, Winston-Salem, N. C.

Kaydee Kartoons

Featuring master puppeteer Hank Stohl with his beloved mop haired starlet, Knish, every weekday for 15 minutes. Together with his strange assortment of puppets, Stohl utilizes excellent cartoons, such as Looney Tune and Crusader Rabbit, to lead into the show.

Running Time: 15 minutes.

Cost: Per rate card (\$175.00 for one-minute participation).

Number Available: 3 one-minute participations per day, Monday thru Friday.

Submitted by: KDKA-TV, Gateway Center, Pittsburgh, Pa.

Ranger Jim and the C Bar 4 Range Gang

Starring Jim Pratt—a late afternoon show with music, guests and children's audience participation.

Running Time: 30 minutes.

Cost: See H-R for rate.

Number Available: 3-15 minute segments.

Submitted by: KGBT-TV, P.O. Box 711, Harlingen, Tex.

"TIC TAC DOUGH"

starts July 30, 1956 - NBC

Monday thru Friday

"TWENTY-ONE"

starts Sept. 12, 1956 - NBC

sponsored by

PHARMACEUTICALS, INC.

Jack Barry

and

Dan Enright

Productions

★

TENNESSEE

ERNIE

FORD



NBC-TV
Daytime Mon. Through Fri.
And Thurs. Nites
Starting Oct. 4
CAPITOL RECORDS
Every day



Looney Tunes

Roland King is Master of Ceremonies and is featured with Porky Pig and Daffy Duck on a cartoon show especially for children.
Running Time: 30 minutes.
Submitted by: KVTU - Cowles Broadcasting Co., 7th at Douglas Sts., Sioux City 1, Iowa.

Chuckwagon Tales

Dusty Boyd, cowboy entertainer, spins yarns of the old West and presents full-length Western motion picture: Special features: Gee Whiz kids, Monday, Green Mt. stories, Tuesday, Green Mountain Boys (singers), Wednesday, Indian tales, Thursday, County Fair, Friday.
Running Time: 75 minutes.
Cost: On request.
Number Available: 6.
Submitted by: Richard G. Huntley, WCAX-TV, Burlington, Vt.

Little Rascals

Starring Chubby Jackson. An afternoon children's program featuring "Our Gang" & "Little Rascal" comedy films. Talented child performers appear frequently.
Running Time: 60 minutes.
Cost: 15 minute segment \$2,000; \$175.00 per 60 second participation anncts.
Number Available: 9 per day.
Submitted by: American Broadcasting Co.-WBKB, 20 N. Wacker Dr., Chicago 6, Ill.

The Sheriff

Program is placed in setting of Western town with "Lone Star Theatre", general store, horse rails, benches, etc. 30 children participants per day. Personal interviews, games, cartoons, safety pitch very strong, animal guests, fire dept., police dept., recreation dept., also as guests weekly. Monday thru Friday 4:30-5:00 p.m.
Running Time: 30 minutes.
Cost: \$37.50 per participation.
Number Available: Up to 3 per day.
Submitted by: WJNO-TV, Inc., 5 Cocoanut Row, Palm Beach, Fla.

Rollo's Roost

Starring Rollo, the clown... features live studio audience, "Little Rascals" film episodes, and magic with Rollo.
Running Time: 15 minutes.
Cost: On request.
Number Available: Five per week.
Submitted by: WSEE, 1220 Peach St., Erie, Pa.

Happiness Exchange,

Jack Hill, genial host, plays exciting host to hundreds of children who swarm KNOE-TV studios each Saturday. Features birthdays (complete with cake and all), variety entertainment, gifts, prizes, etc.
Cost: \$50.00 per participation (1 minute).
Submitted by: KNOE-TV, Monroe, La.

Chucko's Cartoons

Chucko, the birthday clown, plays host to a children's birthday party every weekday morning. Chucko presents cartoons, does magic and balloon tricks and tells whimsical stories. Child celebrating birthday invites 15 guests; receives cake and gifts. Commercials handled by Chucko and his puppet 'conscience'.
Running Time: 30 minutes.
Cost: \$100.00 participating.
Submitted by: KABC-TV Center, 4151 Prospect Ave., Hollywood 27, Cal.

Little Schoolhouse

Eleanor Hempel's multi-award winning (22 awards include Sylvia and Emmy) daily pre-school TV show has over 500,000 students. Mrs. Hempel augments merchandising and program interest with extensive speaking schedule for educational organizations. Show receives solid approval of PTA's, churches and women's groups. Handles own commercials.
Running Time: 30 minutes.
Cost: \$100.00 participating.
Produced by: Little Schoolhouse Productions.
Submitted by: KABC-TV, TV Center, 4151 Prospect Ave., Hollywood 27, Cal.

Miss Boo

Starring Rosie Clark. A mid-afternoon show of comedy and cartoons featuring Miss Boo, the witch, and her strange group of friends from caves and forests of fantasyland.
Running Time: 45 minutes.
Cost: \$60.00 per minute participation.
Submitted by: WLW-A, 1611 W. Peachtree St., N. E., Atlanta, Ga.

The Romper Room

WFBM-TV version of the popularly known "Romper Room" syndicated throughout the nation. Miss Julie, local kindergarten teacher, appears in live program involving local participating youngsters. Program produced in compatible color and black and white.
Running Time: 30 minutes.
Cost: 1-minute live participation available at \$100.00 each—discounts for frequency use.
Submitted by: WFBM-TV, 1330 N. Meridian St., Indianapolis 2, Ind.

Play School Time

Pat Jennings, host to "Play School Time", offers a background of child psychology combined with professional theatre to make this a 30-minute fun-filled period for the pre-school set. The studio participants take part in songs and games and the atmosphere of a new and different nursery school holds forth. Children look forward to their daily visit at "Play School Time" for stories and games as told and directed by Pat Jennings.
Running Time: 30 minutes.
Cost: On request.
Number Available: Monday through Friday.
Submitted by: WTVR, 3301 W. Broad St., P. O. Box 5229, Richmond, Va.

Kartoon Karnival

Dandy Doodle and his puppet friends entertain the younger set each Monday through Friday on "Kartoon Karnival", designed for the small-fry and offering what every child wants to see most—live puppets together with animated cartoons, a double-barrel combination which has won an ever increasing children's audience.
Running Time: 30 minutes.
Cost: On request.
Submitted by: WTVR, 3301 W. Broad St., P. O. Box 5229, Richmond, Va.

Ding Dong School

Dr. Frances R. Horwich, known as Miss Frances on the program, reads stories, teaches games, and offers other items of interest to pre-school age children, viewers.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: Dr. Frances Horwich.
Submitted by: N.B.C. Television, 30 Rockefeller Plaza, N. Y., N. Y.

Zoo Parade

Marlin Perkins, director of Chicago's Lincoln Park Zoo, takes viewers on a weekly tour of the zoo with Jim Hurlbut as commentator.
Running Time: 30 minutes.
Cost: On request.
Produced by: Don Meier.
Submitted by: NBC Television, 30 Rockefeller Plaza, N. Y., N. Y.

The Yikitty Yak Show

Little Indian cartoon character (drawn live each show) in Reservation set tells stories of Indian and plains lore to small kiddies. Gene "Tex" McKinney (cartoonist) appears as emcee. Prairie animal characters carry the story plot via cartoons. Yikitty Yak also appears as WIBW-TV's weather prophet nightly. Tremendous merchandising success stories, personal appearances available.
Running Time: 15 minutes.
Cost: Time, talent, production costs (see rate card).
Number Available: Continuous.
Submitted by: WIBW-TV, Topeka, Kan.

Wonderful Witch

Lois Pierson as Wonderful Witch (costumed and in forest setting) leads kiddies in tiny-tot activities. Stories, how to tie shoes, safety, kindness to animals, etc. LS supplementary characters include Mr. Wonderful (singing), Well, Jasper the Jayhawk Bird, Liderkranz The Mouse, etc. Twist is that THIS is the world's only Wonderful Witch who lives in "Wonderful Forest" station's largest mail-pull.
Running Time: 60 minutes.
Cost: Time, talent, production costs (see rate card).
Number Available: Continuous.
Submitted by: WIBW-TV, Topeka, Kan.

LIVE TV CHILDREN'S

Howdy Doody

Howdy Doody and Buffalo Bob Smith star in this weekly children's variety program featuring puppets and live talent.

Running Time: 30 minutes.

Cost: On request.

Submitted by: NBC-TV, 30 Rockefeller Plaza, N. Y., N. Y.

Ranch House Tales

Cheyenne Dal, popular kiddies personality, interviews a group of children assembled in the studio daily between segments of western film features.

Running Time: 30 minutes.

Cost: On request.

Submitted by: WTVR, 3301 W. Broad St., P. O. Box 5229, Richmond, Va.

Fun with Fran

An early morning (9:00-10:00 a.m.) children's show with audience participation. Children are given birthday parties, gifts, play games, see cartoons and visit with puppets.

Running Time: 60 minutes.

Cost: \$40.00 per minute participation—one per week.

Submitted by: WLW-A, 1611 W. Peachtree St., N. E., Atlanta, Ga.

Pat's Party

A whole world of make-believe with "Billy the Boom Mike", "Lorenzo the Clown", the "Sugar Plum Fairy" and many other fairyland characters performing in and around the show's trademark—a lollypop tree. Emceed by Pat Fontaine.

Running Time: 30 minutes.

Cost: \$110.50.

Submitted by: KARK-TV, 10th and Spring Sts., Little Rock, Ark.

Bonanza Bill

Bill delights Sacramento's youngsters with his cartoons which include Looney Tunes and Terry Tunes and short film features, one of which being WATCH THE BIRDIE, where hundreds of prizes are given away weekly. The mailbag bulges each day with many letters from his ardent fans; interest being stimulated by various participation contests.

Running Time: 30 minutes.

Submitted by: KCCC-TV, Senator Hotel, Sacramento, Calif.

Clubhouse Gang

Friendly policeman, "Officer Don", welcomes 30 children a day as studio participants and chats about Clubhouse activities, rules, manners, safety, mail, etc. Included in entertainment are films of "Little Rascals" and "Looney Tunes", small fry favorites.

Running Time: 30 minutes.

Cost: Available on request.

Produced by: Taylor Lumpkin.

Submitted by: WSB-TV, 1601 W. Peachtree, Atlanta 9, Ga.

Woody Willow

Woody Willow and Work Shop friends have delighted Atlanta moppets since 1948. Imaginative puppets act out ventures into outer-space as well as ingenious stories introducing good manners or educational subjects (geography, foods, gardens). Geared to pre-school level.

Running Time: 15 minutes.

Cost: Available on request.

Produced by: John Cone.

Submitted by: WSB-TV, 1601 W. Peachtree, Atlanta 9, Ga.

Chester the Clown

Hand puppet clown and hand puppet dog host children with games, contests and animal friends. Chet Rogoza provides voices and situations as well as interviewing guest youngsters.

Running Time: 30 minutes.

Cost: On request.

Number Available: 5 per week.

Submitted by: WNEM-TV, 814 Adams St., Bay City, Mich.

Carton Carnival

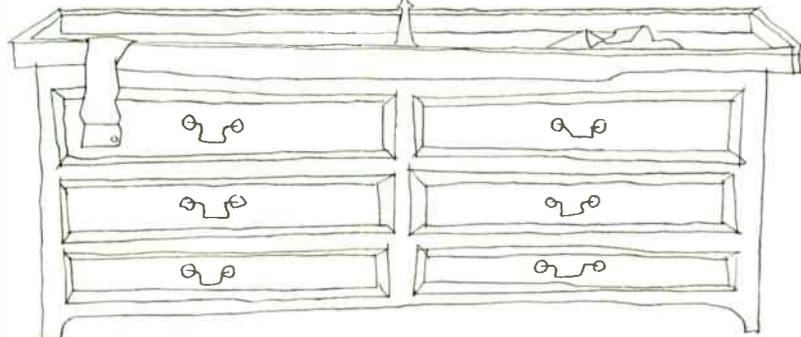
Without any contest, "Cartoon Carnival" draws a 1000-a-month mail count. Children are fascinated by the basic good-and-bad conflict between the two puppets, "Jingles" and "Bobo," and love the Terry Tune film cartoons. Puppeteer is talented Bill Gernert; emcee is impressive John Wolfe. Top puppet-program in South.

Running Time: 45 minutes.

Submitted by: WLAC-TV, 159 4th Ave. N., Nashville, Tenn.



(ask any of our (101) local advertisers)



***YOU ALSO GET TOP AUDIENCE, TOP SHOWS, TOP PROMOTION**

KYW-1100

KYW ³ TV

815 SUPERIOR AVE., N. E. CLEVELAND 14, OHIO CHERRY 1-0942



WESTINGHOUSE BROADCASTING COMPANY, INC.

LIVE TV CHILDREN'S

TV Corral

Em-cee is Chuck Abel (old buddy Chuck). Children watch cartoons, have bubble blowing contests, and dance, sing, and play the piano. Running Time: 30 minutes. Cost: \$90.00. Number Available: Daily. Produced by: KRBB. Submitted by: KRBB, El Dorado, Ark.

Aunt Fran & Her Playmates

This daily quarter-hour devoted to pre-schoolers features "Aunt Fran" Norris in a program keyed entirely to their interests. Fran entertains and instructs the young-

sters through her own inimitable fashion of telling stories, developing fingerplay exercises, creating handcraft techniques, and singing and acting out music from nursery rhymes to symphonies. Running Time: 15 minutes. Cost: \$75 per one minute part. Submitted by: WBNS-TV, 495 Olentangy River Rd., Columbus, O.

TV Ranch Club

Cowboy Bill Parker interviews youngsters; conducts contests; tells western stories; shows a portion of a serialized western movie. Over 50,000 pieces of mail received since premier of the show! Guest list booked nearly a year in advance! Running Time: 30 minutes.

Cost: \$100 per minute spot. Submitted by: WBNF-TV, 1 Henry St., Binghamton, N. Y.

Western Roundup

This Monday-Friday youngsters show features Dick Zobel as the "Wrangler", symbol of the best in western TV entertainment. The Wrangler serves as host, introducing the daily pace setting western features starring Gene Autry and Roy Rogers. In addition he tells the youngsters how they may subscribe to the "Roundup" code of good conduct, thus receiving a WBNS-TV personalized brand. To date there have been over 24,000 mid-Ohio youngsters participating in this project.

Running Time: 60 minutes. Cost: \$75 per one minute part. Submitted by: WBNS-TV, 495 Olentangy River Rd., Columbus, O.

Little Rascals

Hosted by Bob Marvin as "Flippo" the clown, the "Little Rascals" series is the revival of the "Our Gang" comedies, a treat for the whole family. Through his "live" introduction of these films, "Flippo" has become a favorite entertainer for all ages. Running Time: 15 minutes. Cost: \$100 per minute part. Submitted by: WBNS-TV, 495 Olentangy River Rd., Columbus, O.

LIVE TV VARIETY

The Luther Show

Chattanooga's number one radio disc jockey, Luther Masingill, hosts this sparky mid-afternoon variety half-hour, assisted by his pert sidekick, singer Barbara Hofer. Aimed at housewives and teenagers, the show features the best of local talent (amateur), and includes short film features, interviews with Public Service Agencies, etc. Freddie Shaw is pianist. Running Time: 30 minutes. Cost: \$41.50, 1 per wk.—\$39.75, 2 per wk.—\$38.00, 3 per wk.—\$36.25, 4 or 5 per wk.

Submitted by: WDEF-TV, Volunteer Bldg., Chattanooga, Tenn.

Today in Dixie

Jack Wiedemann emcees show, featuring prominent local vocalists and musicians. Show packed with music and humorous skits, news, weather checks, interviews, and special events tying in with civic projects and other matters of great local interest. Running Time: 5 minutes. Submitted by: WJBF-TV, Augusta, Ga.

The Wayne Griffin Show

An informal 60 minute program featuring Wayne Griffin, Jean Connelly, Johnny Costa and Bob Mosley. Variety of topics include people in the news, beauty and fashion features, weather facts and fancies, how-to-do-it services, cartoons for the kiddies, vocals by baritone Robert Mosely, and piano solos by recording star Johnny Costa. Time 9-10:00 a.m. Running Time: 60 minutes. Cost: Per rate card (\$150.00 per one-minute participation). Number Available: 10 one-minute participations per day, Monday thru Friday. Submitted by: KDKA-TV, Gateway Center, Pittsburgh, Pa.

events and charity drives spotlighted on bulletin board. Running Time: 30 minutes. Cost: On request. Number Available: 6 per 30 min. prog. Produced by: Richard G. Huntley. Submitted by: WCAX-TV, Burlington, Vt.

The Norman Ross Show

Starring Norman Ross. An early morning program of films, records and interviews, to entertain the housewife. Running Time: 90 minutes. Cost: \$135.00 per 60 second participation annet. Number Available: 10 per day. Submitted by: WBKB, 20 North Wacker Drive, Chicago 6, Ill.

The "MARKET MAKERS" made market out of North Dakota!

1

ONE CALL...ONE CONTACT...ONE CONTRACT
Deliver 80% of prosperous North Dakota and plenty of gravy in Minnesota and South Dakota too!

They're spread out in booming North Dakota, but they've got Cadillac buying power from oil and wheat, livestock and distribution jobs.

The most economical, impressive way to cover booming North Dakota is with one purchase on the Market Maker stations . . . perfect case of one television operation making a single market of more than 700,000 people scattered over 75,000 square miles.

And here's how economically you can do it. Open rates below include a 15% discount for buying all three stations. Use two and get a 10% discount:

	10 sec.	1 min.
AA (7:30-10 PM)	\$68.00	\$136.00
A TIME	48.00	96.00
B TIME	35.50	70.50
C TIME	23.50	47.00

Additional frequency discounts to 25%

MARKET MAKER STATIONS

CBS Primary • N.D. Broadcasting • 4000 W. Main Ave.
Phone Fargo 5-4461

KCJB-TV CHANNEL 13 30,000 WATTS MINOT	KXJB-TV CHANNEL 4 100,000 WATTS VALLEY CITY	KBMB-TV CHANNEL 12 30,000 WATTS BISMARCK
---	---	--

Call **WEED TELEVISION**

Nickelodeon

Hank Stohl and his fabulous puppets present a 30-minute variety program each week-day evening at 5:00 p.m. using the name of the world's first motion picture theatre and utilizing the OUR GANG COMEDY films. Main puppet character is Rodney Hackenflash, manager of the Nickelodeon Theatre. Running Time: 30 minutes. Cost: Per rate card (\$250.00 per one-minute participation). Number Available: 5 one-minute participations per day, Monday thru Friday. Submitted by: KDKA-TV, Gateway Center, Pittsburgh, Pa.

Digest

A variety show for grownups and children, featuring cooking and ment, plus special attractions for children. Starring Ralph Kanna, with Eileen Burr. Running Time: 60 minutes. Cost: \$37.50 gross charge for one-minute participation. Number Available: Maximum of 10 per show. Submitted by: WKNB-TV, 1422 New Britain Ave., West Hartford 10, Conn.

Open House

Art and Ann Landry emcee performing songs, dances, comedy skits. Guest interviews, social

Floorshow, USA

A strikingly different variety show that turns showbusiness inside out — revealing not only what makes it tick . . . but also what makes it breathe. Running Time: 60 minutes. Cost: On request. Produced by: Derel Producing Associates. Submitted by: Derel Producing Associates, Inc., 68 William St., New York City,

Panorama

Best in local and regional talent, with sparkling interviews with world-wide personalities visiting area, etc. Dallas Wales and Dixie Ware co-hosts. Running Time: 30 minutes. Cost: \$55.00 per participation (1 minute). Submitted by: KNOE-TV, Monroe, La.

Tonight

Steve Allen stars in a late evening variety show of comedy and music featuring Gene Rayburn, vocalists Eydie Gorme, Steve Lawrence, Andy Williams and Pat Kirby with Skitch Henderson and his orchestra. Running Time: 90 minutes. Cost: On request. Submitted by: NBC-TV, 30 Rockefeller Plaza, New York, N. Y.

LIVE TV VARIETY

Washington Square

A new series starring Ray Bolger, famous dancing comedian, as the entrepreneur of a theatrical community in Greenwich Village, New York. Guest stars will also appear.

Running Time: 60 minutes.
Cost: On request.
Submitted by: NBC-TV, 30 Rockefeller Plaza, New York, N. Y.

Caesar's Hour

Starring Sid Caesar, with Janet Blair, Carl Reiner and Howard Morris in comedy sketches, songs and dances.

Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Shellric Corp.
Submitted by: NBC-TV, 30 Rockefeller Plaza, New York, N. Y.

Ol' Kansas

Old timer known as Ol' Kansas spins incredible yarns about his earlier days in the old west, Indian fights, at the Alamo, etc. Talks to invisible ranch-owner's small son. Program ties-in Western group singing outside the bunk house set. Original stories told by Dan Hurley as "Ol' Kansas".

Running Time: 15 minutes.
Cost: Time, talent, production (see rate card).
Submitted by: WIBW-TV, Topeka, Kans.

Today in Georgia

Local tailoring of news, weather, features, interviews slanted at housewives in early morning. Don Elliot, probably best known Georgia TV personality, and Ruth Kent, Women's Director, make show informal yet informative. Local interest creates popularity equalling that of "Today", its original pattern.

Running Time: 30 minutes.
Cost: On request.
Submitted by: WSB-TV, 1601 W. Peachtree, Atlanta 9, Ga.

Teen-Age Club

Show designed to attract Teenagers as well as grown ups. Teen-age groups participate in show each day with dancing, games, other forms of entertainment.

Running Time: 60 minutes.
Cost: \$25.00 per minute participation.
Submitted by: WAFB-TV, 929 Government St., Baton Rouge, La.

Campus

A one hour show to be telecasted once a week. Covering activities around the campuses of the universities and colleges. Strictly for entertainment on a high level. Presented for exclusive sponsorship or co-sponsors.

Running Time: 60 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: V. S. Becker Productions.

Submitted by: V. S. Becker Productions, 551 Fifth Ave., New York 17, N. Y.

Nature Trails

Nature photographer, Tom Hadley narrates his own film of Michigan explorations and Michigan's scenic beauty. Hadley weaves a unique philosophy of nature throughout the narration.

Running Time: 60 minutes.
Cost: On request.
Produced by: WWJ-TV, 622 W. Lafayette, Detroit 31, Mich.

Hobbies in Action

Hobbyist Steven Booth produces and narrates his own films about unusual hobbies of Detroit-area people. Programs include such hobbies as astronomy, silversmithing, gliders, hunting Indian relics.

Running Time: 15 minutes.
Cost: On request.
Produced by: WWJ-TV, 622 W. Lafayette, Detroit 31, Mich.

Featurama

Milt Grant MC's. Shows interesting films from all walks of life. Interviews.

Running Time: 60 minutes.
Number Available: 8 spots.
Produced by: WTTG.
Submitted by: WTTG - DuMont Broadcasting, 12th & Penn. Ave., N.W. — Hotel Raleigh, Washington, D. C.

Spook Beckman Show

Spook Beckman entertains the home audience, as well as the studio audience which averages from 60 to 100 people from 2:00 to 3:00 p.m., Monday thru Friday. Spook is assisted by Marilyn Day, vocalist, "Sky" Lucey and Dick De Palma, who handle the comedy routines and the audience participations in games and contests. Many valuable prizes have been awarded in this audience participation "give-a-way". Among them, a \$1200 boat, all expense paid trip to the Mardi-Gras, \$1000 bills and many smaller prizes.

Running Time: 60 minutes.
Cost: Card rate plus talent and production.
Number Available: Produced on continuing basis for full or segment sponsorship.
Submitted by: WTVN-TV, 753 Harmon Ave., Columbus, O.

Jalopy

Dave Andrews emcees the Jalopy Show, a musical show with a half-dozen of Chattanooga's professional band vocalists taking turns in the song department. Music by the Marvelaires Trio. In a sort of Garry Moore fashion, Dave wheels the old Jalopy along the road with a bill-of-fare including songs, chatter, whack interviews, and a bit of news of the day.

Running Time: 30 minutes.
Cost: On request.
Number Available: 5 per day.
Produced by: WDEF-TV, Volunteer Bldg., Chattanooga, Tenn.

Versatile Varieties

Fast-moving variety show in night club setting. Received rating of over 30 on NBC network. Name guest stars appear.

Running Time: 30 minutes.
Cost: On request.
Produced by: Basch Radio & TV Prods., 17 E. 45th St., New York, N. Y.

Stars and Starters

New talent gets a chance to perform with established stars in comedy, music and drama. Winners get cash plus show business engagements. Three stars of the entertainment world appear on each show and perform with "unknown."

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Barry & Enright productions, 667 Madison Ave., New York, N. Y.

The Jack Barry Show

Daytime across-the-board show starring Jack Barry in an informal format. Vocalists, orchestras and guest stars appear on each show.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Barry & Enright Productions, 667 Madison Ave., New York, N. Y.

The People's Choice

U. S. Senators and Congressmen introduce the most talented people from their home states and districts. Talented unknowns perform and winner gets cash prizes and show business engagements.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Barry & Enright Productions.
Submitted by: Barry & Enright Productions, 667 Madison Ave., New York, N. Y.

Tony Grant's Stars

Program features the region's talented youngsters, many of whom are later given their "break" on the Children's Theatre, Steel Pier in Atlantic City. This revue is emceed by Tony Grant, dance instructor and Steel Pier impresario.

Running Time: 30 minutes.
Cost: On request.
Number Available: Once weekly.
Produced by: Tony Grant, Jr.
Submitted by: WILK-TV, Wilkes-Barre, Pa.

Hal 'n' Nancy Show

A daily half-hour of pot luck including comedy, phone quiz, news and weather; songs by Nancy Berg and music by Shorty Mason Trio. Designed as light fare for the afternoon viewers.

Running Time: 30 minutes.
Cost: On request.
Number Available: 5 times weekly.
Produced by: Hal Berg.
Submitted by: WILK-TV, Wilkes-Barre, Pa.



11th in
manufacture
of
textile mill
products
wgal-tv

LANCASTER, PENNA.

NBC and CBS

Among the television markets foremost in the manufacture of textile mill products, the Channel 8 Multi-City Market ranks eleventh, based on production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956).

Channel 8 Multi-City Market

 <p>Harrisburg York Hanover Gettysburg Chambersburg Waynesboro Frederick Westminster Carlisle Sunbury Martinsburg</p>	<p>Reading Lebanon Pottsville Hazleton Shamokin Mount Carmel Bloomsburg Lewisburg Lewistown Lock Haven Hagerstown</p>
--	---

316,000 WATTS

STEINMAN STATION
CLAIR McCOLLOUGH, Pres.

Representative
the **MEEKER** company, inc.

New York
Chicago

Los Angeles
San Francisco

**Joe Franklin's
Memory Lane**

An early afternoon show (Monday thru Friday) with nostalgic appeal, starring Joe Franklin. The format consists of film clips and records of yesteryear coupled with in-person interviews with celebrities of the Eddie Cantor-Jimmy Durante calibre. Younger stars like Eddie Fisher are interviewed on the "Young Old-Timers" segment. Running Time: 60 minutes. Cost: 1 x per wk.—\$200 per announcement, 3 x per wk.—\$175 per announcement.

Produced by: Joe Franklin.
Submitted by: WABC-TV, 7 W. 66th St., New York, N. Y.

Feature Page

Afternoon variety show, with feature editor Jim Curtis (news and m.c.) art editor Bob Demetrian (cartoons), theatrical editor Tom Miller, weather editor Joe Alloway, women's editor Margaret Dodge, music editors Tony Donadio (vocalist) and Susan Dorogi (accompanist and piano soloist.) Local guests.

Running Time: 30 minutes.
Cost: \$19 for 1 x only 1-minute participation. Live talent additional.

Number Available: Three minute participations, Monday thru Friday, 2:30-3:00 p.m.

Produced by: WSBA-TV.
Submitted by: Susquehanna Broadcasting Co., WSBA-TV, So. Queen St. Extd., York, Pa.

**Ted Steele Variety Show,
Bandstand**

Consists of musical entertainment with instrumental groups and singers, news and weather reports, fashions and woman's page, studio games and family problem discussions. Teen age bandstand segment features studio dancing, school bands, fashions, chit-chat, guests. Running Time: 3 hours daily. Cost: On request.

Submitted by: WOR, New York, N. Y.

Cactus Pryor Show

A variety show that runs the gamut of entertainment from Cactus's original comedy skits to celebrity interviews, and from bathing beauties to University of Texas professors. He has interviewed such celebrities as Charlton Heston, Dana Andrews, James Cagney, Joan Crawford and many others. Has shown the actual construction of miniature tornado and has himself appeared on a network television show. 6:00-6:15 p.m. Monday, Wednesday, Friday.

Running Time: 15 minutes.
Cost: \$90.00 Participation.
Submitted by: KTBC-TV, P. O. Box 717—6th and Brazos, Austin, Tex.

Friends and Neighbors

A thirty-minute program of variety acts from East Texas talent starring MC Jack Harrison. The showcase for all East Texas Talent.

Running Time: 30 minutes.
Cost: \$160.00 per show.
Number Available: 312.
Submitted by: KTRE-TV, P. O. Box 701, Lufkin, Tex.

Tuesday in Shreveport

Round-up of general civic activities and events of local interest with women's clubs, etc., participating. Interviews, guests, Shreveport "yesterday" and "today", ending with resume of news and weather. Nick Gearhart emcees show Tuesdays 11:00-12:15 P.M.

Running Time: 75 minutes.
Cost: \$47.00 per participation.
Number Available: 9 participations per show.
Submitted by: KTBS-TV, 312 E. Kings Highway, Shreveport, La.

Al & Connie Show

Half-hour variety show with music, guests, interviews, quiz with daily and weekly prizes, vocalist Al Hart, and Alan White at the piano. Monday through Friday 3:30-4:00 P.M.

Running Time: 30 minutes.
Cost: \$40.00 per participation (one or two minutes).
Number Available: 4 participations per show.
Submitted by: KTBS-TV, 312 E. Kings Highway, Shreveport, La.

Walt's Workshop

"Walt's Workshop" featuring Walt Durbahn is a program designed to show the home audience the safe and easy way to build or repair things in and around the house.

Running Time: 30 minutes.
Cost: \$350 (film or slides); \$375 (live announcer).
Number Available: 4 one-minute spots.
Submitted by: WNBQ, Merchandise Mart, Chicago 54, Ill.

**Bob and Kay
with Eddie Doucette**

This is Chicago's own TV magazine for women featuring Bob Murphy, Kay Westfall, Chef Eddie Doucette, the music of the Art Van Damme Quintet and a 16 piece orchestra. Daily features include fashion reports, special guests, news, weather, recipes by Eddie Doucette plus many other interesting daily features for the housewife.

Running Time: 60 minutes.
Cost: \$225.00 net.
Number Available: 7 one-minute spots.
Submitted by: WNBQ, Merchandise Mart, Chicago 54, Ill.

Rex Trailer's Boom Town

Rex Trailer, a handsome young cowpoke is the chief citizen of Boom Town. Program includes western songs by Rex and Boomtowners, western lore and history, sign language, secret Indian ceremonies, games, western skills demonstrated by Rex, using six shooter, bow and arrow, lariat; tips on riding, guest appearances by western film stars, plus 30 minutes of western films.

Running Time: 135 minutes.
Cost: Class "E" \$160.00—Class "D" \$200.00 plus talent charge.
Number Available: 6 one-minute participations per half hour.
Submitted by: WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

**Hometown
(This Is Your Town)**

Program about the four major areas of the Central Coast Counties of California, Monterey-Carmel, Salinas, Watsonville, Santa Cruz, with film, interviews, music and local talent participating. Each of the areas gets one week in a constant circulation. Sunday—6:30-7:00 P.M.

Running Time: 30 minutes.
Cost: \$350.00 complete show. \$87.50 participation (52 wks).
Number Available: 3.
Submitted by: KSBW-TV, 238 John St., Salinas, Calif.

The Louis Quinn Show

Two half-hour mystery dramas, interspersed with the inimitable quips of Louis Quinn. Special guest stars from the show world.

Running Time: 75 minutes.
Cost: \$100.00 per 1 minute announcement. \$350.00 for 5 1-minute anncts. per week, flat.
Submitted by: KHJ-TV, 1313 N. Vine St., Los Angeles, Calif.

**Good Morning from
Conn.**

Two hours of wake-up news, music, demonstration, how-to-do-it, time, weather, sports reel, news-reel and bulletin board info of interest to viewers in Connecticut, with Joe Francis, M.C., George Thompson and Penny Benoit.

Running Time: Two hours.
Cost: \$50 per part.
Submitted by: WNHC-TV, 1110 Chapel St., New Haven Conn.

Video Varieties

Jim McNamara, popular Gulf Coast Television personality hosts a delightful afternoon half hour of variety entertainment with lovely blonde chanteuse Ginny Brewton, (formerly with Johnny Long's Orch.), balladeer Joe Keezel, and pianist Don Angelo, as well as a few telecriptions of "names", and an occasional "drop-in" of a name personality, visiting Mobile.

Running Time: 30 minutes.
Cost: \$225 per show.
Number Available: 5 weekly 5:00-5:30 p.m.
Submitted by: WALA-TV, 210 Government St., Mobile, Ala.

Toast of the Coast

Zany Ross Smitherman, "m.c." of this 45 minute slambang variety show, moves it along swiftly with gags and gimmicks with his studio audience, pianist-organist Dusty Rhoades, and male singer Billy Heath as well as acts currently playing Mobile nightclubs.

Now! GUARANTEED
Merchandising Support
with the **BIG 7 PLAN**

GUARANTEED
Trade Ads

GUARANTEED
Supermarket Check
Stand Cards

GUARANTEED
Supermarket Displays

GUARANTEED
by Signed Contract

See your **KATZ**
Rep. or Telephone
NOrmandy 3-3311

CHANNEL 7 KABC-TV
Los Angeles

LIVE TV VARIETY

Running Time: 45 minutes.
 Cost: \$140 per quarter hour.
 Number Available: 15 quarter hours weekly.
 Submitted by: WALA-TV, 210 Government St., Mobile, Ala.

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.
 Running Time: 30 minutes.
 Cost: Available on request.
 Number Available: Half-hour weekly.
 Submitted by: Television and Radio Features of America, New York City 36, N. Y.

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 a modern thurberesque Aesop. Staging highly unusual with class showmanship; treatment offers wide range of exciting visual ele-

ments - pantomime, ballet, staging tricks and devices yet new to TV. Original, witty musical score composed for each fable.
 Running Time: 30 minutes.
 Cost: Available on request.
 Number Available: Half-hour weekly.
 Submitted by: Television and Radio Features of America, New York City 36, N. Y.

What's New

Featuring Gussie Moran as hostess, with the "what's new" of all contemporary life. Everything of current interest from the theater to sports, from industry to the arts, from fads to religion will be covered. Method of presentation is via interviews, demonstrations, and straight reporting.
 Running Time: 30 minutes.
 Number Available: One program weekly.
 Produced by: Radio City Associates (Mort Catok & Eugene Aretsky).
 Submitted by: Radio City Associates, 32 E. 68th St., New York 21, N. Y.

Morning Surprise

A live presentation starring Tom Haley, and featuring his (tin) foil, Mr. Rivitz, the mechanical man. The "Open Camera" segment each day features a remote from interesting places in the area. The Peoples Camera has Haley interviewing passersby via remote from

the studio. The Song Lady sings for the children. People with interesting pets are also interviewed. Monday thru Friday.
 Running Time: 60 minutes.
 Cost: Participations: \$145 each, one time rate.
 Submitted by: KYW-TV, 815 Superior Ave., Cleveland, O.

Ralph Carroll Show

Ralph Carroll, dean of announcers in the Southern New York and Northeastern Pennsylvania area, hosts this variety series. One day he'll interview guests, another he'll show movies of his world trips, and perhaps the next day—MUSICAL MOSAICS, a unique production feature.
 Running Time: 30 minutes.
 Cost: \$60 per minute spot.
 Submitted by: WNBC-TV, 1 Henry St., Binghamton, N. Y.

Carroll Caravan

Ralph Carroll, interviews interesting guests in a relaxed, smoothly paced conversation. From newsstand vendors to movie stars—anyone with an interesting story to tell might appear. Show also features unique, attention-getting intros to commercials—successfully making them a part of the conversation.
 Running Time: 15 minutes.
 Cost: \$140 per minute spot.
 Submitted by: WNBC-TV, 1 Henry St., Binghamton, N. Y.

Eddie Meath Show

This is an easy and informal show, with everything from Samoan wrestlers to tree spraying. Monroe County Farm Bureau participates with a 5 to 10 minute segment on agricultural and its related topics. Visiting songsters, news & weather, recording stars, all welded together by Eddie Meath.
 Running Time: 30 minutes.
 Number Available: Indefinite.
 Produced by: William J. Adams & Warren Wightman.
 Submitted by: WHEC-TV, 40 Franklin St., Rochester, N. Y.

Meet Your Neighbor

Hank Hancock, young, personable, relaxed . . . is emcee of this series. Hank ambles around the studio interviewing people from blind golfers to airline pilots. Show features interesting production techniques and gimmicks designed to relax and amuse the housewife.
 Running Time: 30 minutes.
 Cost: \$60 per minute spot.
 Submitted by: WNBC-TV, 1 Henry St., Binghamton, N. Y.

★

TENNESSEE

ERNIE

FORD

★

NBC-TV
 Daytime Mon. Through Fri.
 And Thurs. Nites
 Starting Oct. 4
 CAPITOL RECORDS
 Every day

★

Wilbur Stark-Jerry Layton, Inc.

Television and Radio Productions

270 Park Avenue
 New York City



LIVE TV MUSICAL

Adults Only

"Adults Only" is a pleasant dinner hour period of relaxation and fine music plus the completeness of sports, weather and news reports by experts. Tom Mercein m.c.'s plus the vocals of Nancy Wright and Mike Douglas. Entertainment for teenagers as well as adults.

Running Time: 60 minutes.
Cost: \$310.00 net.
Number Available: 7 one-minute spots.
Submitted by: WNBQ, Merchandise Mart, Chicago 54, Ill.

Music for the American Home

Television 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.

Running Time: 30 minutes.
Cost: Available on request.
Produced by: Oliver W. Nicoll Prods., RFA Prod. Unit No. 16.
Submitted by: Television and Radio Features of America, New York City 36, N. Y.

Stan Dyer Sings

Easy going treatment of Western and folk songs with guitar accompaniment by Stan Dyer, comments on living with still pix and rear screen projection. Dyer does live tailor-made jingles and straight pitches.

Running Time: 15 minutes.
Cost: \$94.00.
Submitted by: KOSA-TV, 1211 N. Whitaker, Box 4186, Odessa, Tex.

Anything Goes

Late evening show, 10:30 to 11:00 P.M. Monday thru Friday (Except Tues.). Comedian Jack Reynolds M.C.s. Marge True, vocalist, music by Kitt Katts, organ, piano and guitar.

Running Time: 30 minutes.
Cost: \$75.00 per participation.
Submitted by: KTVR, 550 Lincoln, Denver, Colo.

Jazz Session

Jazz Session is a live, half-hour show programmed to fill the great interest in jazz of the people of the San Francisco area. Each week, Bob Scobey and his band build a show around a jazz theme: blues, Dixieland, progressive, etc. Duke Ellington was the first guest last week, and will be followed by

Earl Hines, Dave Brubeck, and others. The program stresses the educational aspect of jazz.

Running Time: 30 minutes.
Cost: Quotation on request.
Submitted by: KRON-TV, 929 Mission St., San Francisco, Calif.

Hometown Jamboree

1-hour musical variety show starring Cliffie Stone, Mollie Bee and other popular Western stars.

Running Time: 60 minutes.
Produced by: Cliffie Stone.
Submitted by: KTLA, 5800 Sunset Blvd., Hollywood 28, Calif.

Western Varieties

1-hour Western variety show starring Doye O'Dell and featuring Tex Williams, Carolina Cotton, The Frontiersmen and an all-star cast of Western entertainers.

Running Time: 60 minutes.
Produced by: Klaus Landsberg.
Submitted by: KTLA, 5800 Sunset Blvd., Hollywood 28, Calif.

Spade Cooley Show

1-hour musical variety show starring Spade Cooley, Anita Aros and others.

Running Time: 60 minutes.
Submitted by: KTLA, 5800 Sunset Blvd., Hollywood 28, Calif.

Orrin Tucker Show

1-hour musical show featuring Orrin Tucker and the KTLA Crystal Tone Orchestra, Eddie Keeley, Penny Carroll, The Crystalettes and the Shadow Dancers.

Running Time: 60 minutes.
Submitted by: KTLA, 5800 Sunset Blvd., Hollywood 28, Calif.

Open House

WFBM-TV "Open House" combines fun and variety involving live audience and incorporating highly popular Midwestern live talent of WFBM-TV Artists, Inc., such as Charlie Gore, The Rangers, The Swanee River Boys, Johnny Winn Trio, Billie Lawrence, and others.

Running Time: 60 minutes.
Cost: Available for participating announcements at regular station rates plus charges on quotation for live announcements.
Submitted by: WFBM-TV, 1330 N. Meridian St., Indianapolis 2, Ind.

Dial 9 for Music

Featuring the new Bob Trendler band, with Pat McCaffrie as emcee and vocalists Kyle Kimbro and Betty Bryan. This show dishes-up music in the popular vein, uses visual devices for television to provide setting and follow mood of the music.

Running Time: 30 minutes.
Cost: \$1200 commissionable.
Number Available: Unlimited.
Produced by: WGN, Inc., 441 N. Michigan Ave., Chicago 11, Ill.

The Morning Show

For two hours each Monday through Friday John Mackin emcees the "WTVR Morning Show" from 7:00-9:00 A.M., featuring musical renditions from two separate musical groups and a piano soloist. There are frequent time checks as well as weather and news information from Henry Baran. Also, Jane Brooks, woman's editor, reports on the latest happenings in the woman's world. Frequent guests and other performing personalities appear on the show regularly.

Running Time: 2 hours.
Cost: On request.
Produced by: WTVR.
Submitted by: WTVR, 3301 W. Broad St., P. O. Box 5229, Richmond, Va.

The Chesters

The Chesters, Harvey & Mary, preside each weekday afternoon from 3:00 to 3:30 in a light informal type program depicting the average American couple in their home. Light humor is provided by Harvey, vocal renditions by wife Mary and also featured is Evelyn at the organ. An additional attraction is Mary's barbecued foods and chafing dishes.

Running Time: 30 minutes.
Submitted by: KCCC-TV, Senator Hotel, Sacramento, Calif.

Valley Hi

Coverage area teen agers participate in show featuring local teen age talent. M.C. interviews talent and visitors. Guests dance and receive free gifts for participating.

Running Time: 30 minutes.
Cost: On request.
Number Available: 1 per week.
Submitted by: WNEM-TV, 814 Adams St., Bay City, Mich.

Window Watchers Serenade

Pantomiming of top recordings, using elaborate backgrounds and props.

Running Time: 30 minutes.
Cost: \$273.00 on the one time rate.
Submitted by: KHOL-TV, Holdrege, Nebr.

The Larry Ferrari Show

Larry Ferrari, popular organist for RCA Victor's "X" label, sets a mood with his own arrangements of tunes, keyed for enjoyment. Larry is the performer on the program with introductions delivered by an off-camera narrator who maintains the mood of the program.

Running Time: 30 minutes.
Produced by: WFIL-TV.
Submitted by: WFIL-TV, 46th and Market Sts., Phila. 39, Pa.

COSTUMED BY EAVES

PRODUCER'S SHOWCASE
MAX LIEBMAN'S SPECTACULARS
THE SID CAESAR SHOW
OMNIBUS
STUDIO ONE
ROBERT MONTGOMERY PRESENTS
ARMSTRONG CIRCLE THEATRE
THE STEVE ALLEN SHOW
THE ARTHUR GODFREY SHOW
THE ALCOA HOUR
THE GOODYEAR PLAYHOUSE
NBC OPERAS
and hundreds of others

*Finest Selection of Costumes for
Television Presentations Filmed or Live*

EAVES COSTUME CO., INC.

The Largest Renting Costumers in America

EAVES BUILDING
151-153 WEST 46th STREET NEW YORK, N. Y.
Plaza 7-3730-1-2-3

LIVE TV MUSICAL

George Rank Music Show

Music tailored to television. George Rank directs a twelve piece orchestra, features two vocalists. Program designed to utilize the WGN-TV facilities and give Chicago another live, local music program.

Running Time: 30 minutes.
Cost: \$1200 commissionable.
Number Available: Unlimited.
Produced by: WGN, Inc., 441 N. Michigan Ave., Chicago 11, Ill.

Hollywood Music Hall

Hollywood Music Hall features different instrumentalists each week. The top side-men do the specialties which made them tops. Only the rhythm section of the band is the same each week. Charles (Bud) Dant conducts.

Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: Arnold Marquis Prods., Inc., 717 N. La Cienega Blvd., Hollywood 46, Calif.

David Blight Show

David Blight, emcee, professional dancer and instructor, brings on youthful talent from the area to do their stuff. Guest professional entertainers make frequent appearances on the show.

Running Time: 30 minutes.
Cost: On request.
Number Available: Once weekly.
Produced by: Minna Blight.
Submitted by: WILK-TV, Wilkes-Barre, Pa.

Carousel Top Tune Time

Emceed by the region's "host and hostess" Hal and Nancy Berg, program features pantomiming of the day's top tunes by Nancy; cartooning by Hal; Carousel dancers; and Freddie Houser at the electric organ.

Running Time: 30 minutes.
Cost: On request.
Number Available: 5 times weekly.
Produced by: Hal Berg.
Submitted by: WILK-TV, Wilkes-Barre, Pa.

9 Teen Time

Available in 15 minute segments, program features teen-agers from throughout area who dance to recorded music, are interviewed and perform if capable. Emcees George Wilson and Jim Adams are experi-

enced with commercials. Recording stars and others in entertainment field guest star on show, as do talented teen-agers.

Running Time: 60 minutes.
Cost: On request.
Number Available: 1 per week.
Produced by: WSTV-TV.
Submitted by: WSTV-TV, Exchange Realty Bldg., Steubenville, O.

Music to Remember

Ten minutes of dinner-time music by the trio, including semi-classics, standards and pops. Gloria Yates on vocals and piano, Don Tolle on guitar and George Marras on bass.

Running Time: 10 minutes.
Cost: Rate card plus production cost.
Number Available: 5.
Submitted by: KVOO-TV, 311 S. Denver, Tulsa, Okla.

LIVE TV QUIZ

You'll Be Surprised

Idea of the show is that everyone has some individual friend or relative to whom they would like to express their appreciation. Each show would use an average of three persons; and there is a "You'll Be Surprised" jackpot for the contestant in a unique quiz-down.

Cost: On request.
Submitted by: Walt Framer Prods., 1150 Ave. of the Americas, New York 36, N. Y.

Tic-Tac-Dough

A variation of the time-honored game of Tic-Tac-Toe. Contestants attempt to get three x's or three o's in a row by answering questions. Suitable for daytime or night-time viewing. Jack Barry is M.C.

Running Time: 30 minutes.
Cost: On request.
Number Available: Audition demonstration.
Produced by: Barry & Enright Prods., 667 Madison Ave., N. Y. C.

You're On Your Own

Quiz for night-time or daytime viewing. Unique quiz in which contestants race against the clock to get answers to questions. Jack Barry is M.C.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot.
Produced by: Barry & Enright Prods., 667 Madison Ave., N. Y. C.

\$100,000 Heirs

A new idea in big money giveaways. Unique type of questions and completely different method of payoff. Audience plus home participation.

Running Time: 30 minutes.
Cost: On request.
Produced by: Basch Radio & TV Prods., 17 E. 45th St., New York, N. Y.

Lucky Number Calling

A telephone quiz game where exciting pictures and numbers qualify

viewers to a jackpot of awards. Producer supplies scripts, television stations supplies emcee.

Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: Walter Schwimmer Co., 75 E. Wacker Dr., Chicago, Ill.

Boomerang!

Viewers send-in their question with the correct answer plus their telephone number. Twist is that emcee must answer, on air, without knowing the question or answer beforehand. If emcee does answer—contestant receives small prize. If emcee fails to answer—contestant is called at home on the air. Emcee "boomerangs" a question back to viewer. Major prize pay-off if answered.

Running Time: 15 or 30 minutes.
Cost: Time, talent, production cost (see rate card).
Submitted by: WIBW-TV Prods., Topeka, Kan.

What's the Name of That Song?

Highly rated nighttime show for many years, this musical quiz is now programmed as a daytime strip. Music for the quiz is supplied by Bobby Hammack Quartet. Mary Dean handles commercials and acts as "girl Friday" for Bill Gwinn, M.C. on the show continuously since 1948.

Running Time: 30 minutes.
Cost: \$125.00 participating.
Number Available: Live.
Submitted by: KABC-TV, TV Center, 4151 Prospect Ave., Hollywood 27, Calif.

Futures Unlimited

Three deserving teenagers with high scholastic averages compete for a \$10,000 college scholarship. They answer questions related specifically to the career they each hope to achieve. In addition to the \$10,000 scholarship there are two \$1,000 consolation awards to help

the contestants start college careers.

Cost: On request.
Submitted by: Walt Framer Prods., 1150 Ave. of the Americas, New York 36, N. Y.

Race Through Space

A family show with children of all age groups competing. Goal is

a prize of a \$17,000 scholarship. Show is set in the realm of science fiction and contestants are selected through recommendations of school teachers and parents.

Running Time: 30 minutes.
Cost: On request.
Submitted by: Walt Framer Prods., 1150 Ave. of the Americas, New York 36, N. Y.



COSTUMES FOR TELEVISION

The largest collection of costumes and an experienced personnel with special training are available to give you immediate delivery of wardrobe at moderate rental charges.

BROOKS COSTUMES ARE ON EVERY TV CHANNEL EVERY DAY

Television's Official Costumer

BROOKS COSTUME CO.

3 West 61st STREET
(at Columbus Circle)
New York City

Telephone: Plaza 7-5800

LIVE TV QUIZ

Dollar Derby

A live copyrighted "auction" show. Largely sponsored by grocery chains. Included in package is printed money, themes, promo kit, and instruction book.

Running Time: 30 minutes.
Cost: On request.
Produced by: Richard H. Ullman, Inc.
Submitted by: Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo, N. Y.

Jack in the Jukebox

A show utilizing a jackpot of money in a juke box. The contestant has a chance to win all the "jack" in the jukebox, and there are merchandise prizes awarded to contestants during the show. We

have the full cooperation of the jukebox and record industries, and arrangements for personal appearances of recording stars.

Cost: On request.
Submitted by: Walt Frammer Prods., 1150 Ave. of the Americas, New York 36, N. Y.

Make a Million

This is a comedy quiz show. Each contestant, after a carefully prepared comedy interview, tries to run one cent up to one million-cents—in the form of a \$10,000 U.S. Savings Bond. This show can be put on film and syndicated.

Cost: On request.
Submitted by: Walt Frammer Prods., 1150 Ave. of the Americas, New York 36, N. Y.

Holiday for Two

This is a travelogue quiz show in which four couples have an opportunity to win one of ten holiday packages to the most fabulous spots in world. Each pair of contestants is taken through our travel bureau window out into the world by way of film clips and photographs.

Running Time: 30 minutes.
Cost: On request.
Submitted by: Walt Frammer Prods., 1150 Ave. of the Americas, New York 36, N. Y.

What's Your Answer?

Starring Tommy Young. . . Quiz show with weekly prizes of \$1,000 . . . audience participants compete against telephone listener.

Running Time: 30 minutes.
Cost: Participation \$80.00.
Submitted by: KOLN-TV, 40th & W. Sts., Lincoln, Nebr.

Kirby Cartwheels

This is a money paying show, with hostess Madelene Zachary. She calls at least six people on the telephone and if they can unscramble a person's name by the clues she gives them, they win from \$2.00 up. (A 15 min. show every Tuesday and Friday night.)

Running Time: 15 minutes.
Cost: \$80.00.
Number Available: 2 shows.
Produced by: KRBB.
Submitted by: KRBB, El Dorado, Ark.

LIVE TV WOMEN'S

You and Your Home

Esther Donat is the hostess. Cooking daily in modern, electric kitchen. Guests from entire Missouri Valley area interviewed in living room, discussing everything from home decoration to hairdos. Recipes and household hints mailed to viewers weekly.

Running Time: 45 minutes.
Cost: 1 - minute participations, \$40.00, plus \$6.00 talent fee, commissionable.
Submitted by: KFEQ-TV, 40th and Faraon Sts., St. Joseph, Mo.

The Jill Ferris Show

Starring Jill Ferris. An afternoon program of information and interviews, primarily for a women's audience, with top feature films introduced by Miss Ferris. Program is seen Monday through Friday.

Running Time: 90 minutes.
Cost: \$55.00.
Number Available: 12 one-minute participations daily.
Submitted by: KBT, 1089 Banock St., Denver, Colo.

Hostess House

Tampa Electric Home Economists place emphasis on glamorizing "everyday" foods. All phases of the food picture are covered. They give clear, step by step guidance from marketing to serving suggestions for the utmost in economy, and enjoyment. Set is fully equipped studio kitchen. The recipe is listed with all ingredients available to viewers who are interested.

Running Time: 30 minutes.
Cost: One minute participations—\$57.50 incl.
Number Available: Upon request.
Submitted by: WTVT, Box 1198 Tampa, Fla.

Woman's World

This show is tops in genuine entertainment, women appeal and hard sell! Features Linda Lee and the program consists of a calendar of events, world news highlights, women's news, guests and different daily features. Every conceivable item or event of interest to the women of Central Texas is presented.

3:30-4:00 p.m. Monday through Friday.
Running Time: 30 minutes.
Cost: \$47.50 - Participation.
Submitted by: KTBC-TV, P. O. Box 717—6th and Brazos, Austin, Texas.

Katie's Kitchen

"Katie's Kitchen" has been on the air since June of 1953. It is Central Texas' top cooking show. Daily, Katie prepares interesting and varied meals and the recipes for these meals are duplicated and distributed. Watching "Katie's Kitchen" is a hobby for all housewives.

4:00-4:30 p.m. Monday thru Friday.
Running Time: 30 minutes.
Cost: \$47.50 - Participation.
Submitted by: KTBC-TV, P. O. Box 717—6th and Brazos, Austin, Texas.

Mr. & Mrs.

Kitchen show telecast twice a week Tuesdays and Thursdays 12:15-12:30 P.M.—a husband and wife team with the Mr. doing the cooking and the Mrs. doing the talking, giving household hints, etc.

Running Time: 15 minutes.
Cost: \$48.00 per participation.
Number Available: 2 per show.
Submitted by: KTBS-TV, 312 E. Kings Highway, Shreveport, La.

Recipe Roundup

Recipe Roundup with Polly Hargrove. Emphasis is on quick money-saving meals in Polly's kitchen. Out of Polly's oven every day come hearty American style dishes to suit the taste and purse of every South Plains housewife viewer.

Polly Hargrove is featured four days weekly.

Running Time: 30 minutes.
Cost: \$45 comb. KDUB-TV & KPAR-TV.
Number Available: Unlimited.
Produced by: Vernon Poerner.
Submitted by: KDUB-TV, KPAR-TV, 7400 College, Lubbock, Tex.

Menus 'n' Manners

Menus 'n Manners made its first appearance in February, 1956, starring Barbara Young, who brings to the show fifteen years of experience, national and regional, both behind the scenes and in front of the microphone and camera. Making use of her experience as a wife, mother and career woman, Mrs. Young features homemaking, celebrities & current subjects.

Running Time: 60 minutes.
Cost: Participations 30% flat—maximum 6.
Submitted by: WCTV-TV, P. O. Box 3166, Tallahassee, Fla.

Channel 10 Kitchen

Gracious and lovely Marie Suffel, a byword in Gulf Coast kitchens paces a forty-five minute "kitchen" show with charm, grace and patience through a variety of low-cost menus for the budget-weary housewife. Guests, hairdos, makeup and diets occasionally creep into the format for variety and audience relief.

Running Time: 45 minutes.
Cost: Participating card rate.
Number Available: Monday thru Friday, 11:00-11:45 a.m.
Submitted by: WALA-TV, 210 Government St., Mobile, Ala.

Creative Cookery

Starring Marie Hulbert, mid-west's leading cooking expert for 30 years, . . . meals and menus prepared on camera with sponsor products.

Running Time: 30 minutes.
Cost: \$30.00 per participation (min.).
Submitted by: KOLN-TV, 40th & W. Sts., Lincoln, Nebr.

Right Around Home

Starring Lois Weaver, KOLN-TV Women's Director, the show presents outstanding Lincoln Land civic and cultural leaders, musical talent, homemaking hints, and public service information.

Running Time: 30 minutes.
Cost: \$30.00 per participation (minutes).
Submitted by: KOLN-TV, 40th & W. Sts., Lincoln, Nebr.

Kitchen Magic

Bi-weekly cooking program using home economists from the Pennsylvania Power & Light Company as hostesses. Timely cooking hints, as well as freezing and preserving ideas, and party plans. Recipes sent to viewers upon their request.

Running Time: 30 minutes.
Cost: \$33.00 less disc.
Produced by: WBRE-TV, 62 S. Franklin St., Wilkes-Barre, Pa.

Woman's World

A woman's show devoted to homemaker hints, beauty and fashion news. Atlanta's popular organizer and news man help hostess round out the show.

Running Time: 45 minutes.
Number Available: Participation only.
Produced by: WAGA-TV, 1018 W. Peachtree St., N. E., Atlanta, Ga.

The Woman's Angle

Ann Mar imparts helpful hints to the homemaker at 2 p.m. weekdays. In addition to putting her favorite recipes into action, she devotes her shows to sewing, gardening, furniture refinishing, and special guest interviews.

Running Time: 30 minutes.
Cost: \$314.00.
Number Available: 5 per week.
Submitted by: WMAR-TV, Sun Square, Baltimore 3, Md.

Just Between Friends

Polly Baker prepares daily recipes for the homemaker in her all gas kitchen during this half-hour show while Ann Hayes presents interesting items on fashion, beauty, also interviews interesting guests. This daily program is packed with interest for the women viewers. Running Time: 30 minutes. Cost: On request. Number Available: 5 times weekly. Produced by: Gutendorf Advertising Agency. Submitted by: WILK-TV, Wilkes-Barre, Pa.

Look, Ladies!

From modeling and chorus lines to lady dog trainers and beauty hints, this program comes up with something new and interesting continually. Hostess Virginia Griffin is well-known throughout area from civic, business and TV activities, and is proven seller of products. Authorities from all fields are special guests. Running Time: 15 minutes. Cost: On request. Number Available: 5 per week. Produced by: Virginia Griffin. Submitted by: WSTV-TV, Exchange Realty Bldg., Steubenville, O.

Open House

Forty five minutes of women's news, cooking, and all phases of home making. Bette B. Miller, KOSA-TV's Women's Director, is the hostess with Mary Ann King featured on news segment. Local women's clubs participating in show presentations. Bette B. does live commercial pitches. Running Time: 45 minutes. Cost: One-minute participation \$35.00. Submitted by: KOSA-TV, 1211 N. Whitaker, Box 4186, Odessa, Tex.

What's New in the Stores

Afternoon women's show, Monday thru Friday, 3:00 to 3:30 P.M. Marge True gives shopping hints, interviews and styles. Running Time: 30 minutes. Cost: \$75.00 per participation. Submitted by: KTVR, 550 Lincoln, Denver, Colo.

The Del Russo Show

Hollywood makeup man Del Russo and charming wife take average viewers and show how proper makeup adds to beauty. Demonstrations and tips include hair styling, makeup, jewelry, clothing etc. Del Russo answers questions sent in by mail also on the show. Running Time: 30 minutes. Cost: \$375. Number Available: 52. Submitted by: WITV, 228 S.E. 3rd St., Miami, Fla.

Shopping with Nancy

Nancy Parker tours the shops of the city presenting a variety of items on camera. Running Time: 15 minutes.

Number Available: 3 per 15 minute program. Produced by: Richard G. Huntley. Submitted by: WCAX-TV, Burlington, Vt.

Mixing Bowl

Helen Workman is hostess. Cooking is demonstrated Monday, Wednesday and Friday on the show and homemaking and hobbies Tuesday and Thursday. Highlights are guest chefs preparing specialties of outstanding restaurants, inns and hotels. Running Time: 15 & 30 minutes. Cost: On request. Produced by: Richard G. Huntley. Submitted by: WCAX-TV, Burlington, Vt.

Dear Homemaker

This daytime women's program combines the personality of its charming hostess, Louise Morgan, with an informative format. Features include interviews with fashion, industry, and entertainment personalities; beauty, fashion, and household hints; and latest news and market information. Running Time: 30 minutes. Cost: \$220. per participation. Produced by: WNAC-TV, 21 Brookline Ave., Boston 15, Mass.

Creative Cookery

Starring Francois Pope assisted by Bob Pope and Frank Pope. A top-heavy Chicago favorite in cooking shows, Mr. Pope instructs discriminating housewives in the preparation of eye thrilling dishes ranging from the elegant to the five minute lunch. Running Time: 45 minutes. Cost: \$135.00 per 60 second participation annet. Submitted by: American Broadcasting Co.—WBKB, 20 N. Wacker Dr., Chicago 6, Ill.

Open House

Everything from Gardening to Women's Care—a full woman's program with Mrs. Mildred Swift, County Demonstration Agent and known throughout South as authority. Running Time: 30 minutes. Cost: \$40.00 per participation (1 min.). Submitted by: KNOE-TV, Monroe, La.

Glamour Girl

Western Regional (eleven station) network show. Each day, four pre-selected women tell MC Jack McCoy and viewers why they wish to become glamorized. Studio audience chooses winner who is given complete "glamour wardrobe" and whirlwind 24-hour Hollywood glamour treatment and returned to the show next day, completely glamorized. Running Time: 30 minutes. Cost: \$125.00 participating. Number Available: Live. Produced by: Glamour Prods., Inc. Submitted by: KABC-TV, 4151 Prospect Ave., Hollywood 27, Calif.

Mary Moore Show

A daily (10:30-11:00 a.m.) woman's program devoted to cooking, news, weather reports, book reviews and tips on fashions, starring Mary Moore. Running Time: 30 minutes. Cost: \$50.00 per one-minute participation—one per week. Submitted by: WLW-A, 1611 W. Peachtree St. N. E., Atlanta, Ga.

What's Cookin'

Dottie Paige, women's director, prepares complete meals and "special-days" menus with emphasis on ease-of-doing and economy. Monday thru Friday strip. Seasonal dishes, exotic cooking featured along with expert guest chefs and food industry specialists. Program selected by national concerns as vehicle for kick-off of national campaigns. Running Time: 30 minutes. Cost: Time, talent, production costs (see rate card). Produced by: WIBW-TV Prods. Submitted by: WIBW-TV, Topeka, Kan.

Home

Presents the "magazine concept" of television, bringing experts from many fields before the cameras to provide women viewers with information on fashions, cooking, etc. Arlene Francis is editor-in-chief. Running Time: 60 minutes. Cost: On request. Number Available: On request. Submitted by: NBC-TV, 30 Rockefeller Plaza, N. Y., N. Y.

Coffee with Katherine

Each weekday morning, Katherine Kerry, author of the best seller "LOOK WHAT'S COOKING" emcees an hour program. She delights her audience with new recipes and food preparation demonstrations. Interviews are conducted bringing fashion news and household hints to the viewers. During the last half hour of the program Katherine brings to the viewers a dramatic presentation from the top plays of 1956. Running Time: 60 minutes. Submitted by: KCCC-TV, Senator Hotel, Sacramento, Calif.

Cook's Corner

Daily, Monday thru Friday hour cooking program hosted by Ruth Dunlop. Runs from 3-4 p.m. Features one to two guest cooks per day plus interviews with local people. On the air for 4 years. Running Time: 60 minutes. Cost: Participating. Number Available: 1 to 5 days per week. Submitted by: KPHO-TV, 631 N. 1st Ave., Phoenix, Ariz.

The Woman's Voice

A show designed and tailored specifically to the area and beamed to a true cross-section of the women population. Some of the features of the show are cooking, household tips, interviews, local topics and fashions. Also includes a quiz portion. Running Time: 60 minutes. Cost: Sold on a participating spot basis (90) sec. \$32.50. Submitted by: KHOL-TV, Holdrege, Nebr.

Cathy's Corner

Featuring Cathy Greene, woman's editor of KCEN-TV in a magazine type show that is literally a "window" on Central Texas. The Central Texas counterpart of NBC's HOME carried daily on station. Localized stories about all that's going on in Central Texas. Running Time: 45 minutes. Cost: \$200 per show—may be bought participating. Submitted by: KCEN-TV, P. O. Box 188, Temple (Waco), Tex.

Chic-Chat

Starring Carol Duvall. Talks on fashions, homemaking hints, interviews guests. Home economist Lois Ann Baker devotes approximately 10 minutes to on the air cooking. Running Time: 30 minutes. Cost: 1 time spot rate—\$90.00 each. Subj. to Freq. disc. Submitted by: WOOD-TV, 120 College Ave., S. E., Grand Rapids, Mich.

Women's News

News on shopping in the city. To be telecasted five times a week. Also news of interest to women. Running Time: 15 or 30 minutes. Cost: Low budget. Number Available: Unlimited. Produced by: V. S. Becker Prods., 551 Fifth Ave., New York 17, N. Y.

At Home with Kitty

A comprehensive television series beamed primarily to lady televiewers but so handled it is readily viewable by male audience. Kathryn Broman, director of women's services for WWLP, is director-producer and star of the show. It emphasizes cooking, homemaking and personality interviews. Running Time: 60 minutes. Cost: \$34.50 per 1-minute participation. Produced by: Wayne Henry Latham. Submitted by: WWLP, 17 Pearl St., Springfield 3, Mass.

LIVE TV WOMEN'S

Kitchen Fair

Mid-Ohio homemakers are the stars of this Tuesday-Friday homemaker's series. With each show presenting a new guest cook, drawn from throughout the WBNS-TV area, the program continually provides fresh interest for the audience. Hostess Jeanne Shea expertly handles all commercials as well as introducing the guests, while home economist Eloise Winters arranges menus, buying, and demonstrations of the advertiser's merchandise. Running Time: 30 minutes. Cost: \$75 per one minute part. Submitted by: WBNS-TV, 495 Olentangy River Rd., Columbus, O.

Channel 4 Calling

Program, conducted by KBST's women's editor, presents each week interviews with local professional and civic group heads, and takes part in all community projects of interest. Visiting celebrities and people with unusual experiences visit the show. For example, one recent program presented a visiting

missionary to India, the Japanese wife and daughter of a local air base officer, and the Webb Air Force Base engine change crew who won the service championship for speed in changing jet engines on "Wide Wide World". Running Time: 30 minutes. Cost: \$130.00. Number Available: 52. Produced by: Station. Submitted by: KBST-TV, Box 1632, Big Spring, Tex.

Sharp Comments

Fern Sharp, with her once-a-week Sharp Comments, brings up-to-the-minute news on people and places around Columbus, featuring shopping tips and interviews with famous visitors to the Buckeye Capital. Miss Sharp is famous in the mid-Ohio area for helping women with their homemaking problems, including fashions, furnishings and food. Running Time: 30 minutes. Cost: \$75 per one minute part. Submitted by: WBNS-TV, 495 Olentangy River Rd., Columbus, O.

Stop, Look, 'n' Cook

Helen Baldwin, attractive hostess, gives hints on household activities, cooks a feature dish each day (in a brand new, complete kitchen set)—and interviews guests of interest to homemakers. Running Time: 30 minutes. Cost: \$60 per minute spot. Submitted by: WNBTV, 1 Henry St., Binghamton, N. Y.

This Afternoon

Program is designed to keep track of current happenings in the Gulf Coast area with guests who are involved in said events. Although it is primarily a woman's program it is planned for the whole family with sports, movie, literary, etc. personalities when available. Many programs are designed for the "How to do it" audience—sewing, gardening, etc. Running Time: 15 minutes. Cost: \$130 per quarter hour. Submitted by: WALA-TV, 210 Government St., Mobile, Ala.

Party Line 13 with Marie Aska

Party Line 13. . . Topics of interest in the woman's world, including fashion news, and demonstrations of hair styling, interior decorating, table setting, etc. plus recipes prepared in the WREX-TV ultra-modern kitchen. Running Time: 30 minutes. Cost: \$50.00 per 1 minute participation. Submitted by: WREX-TV, Auburn and Winnebago Rds., Rockford, Ill.

Fashion Studio

Esther Sontag, local fashion personality, combines the trends in modern fashion with tips on sensible, modern living. She has a well-grounded education in all the facets of modern-day life, enabling her to keep her audience up-to-date on fashion. Running Time: 15 minutes. Cost: On request. Number Available: 2 per week. Produced by: Esther Sontag. Submitted by: WKBN-TV, 3930 Sunset Blvd., Youngstown, O.

LIVE TV SPORTS

The Sports Page

Herschel Nation is considered tops in local sports, and he proves it each night at 6:00 on Channel 12, when he brings viewers an up-to-the-minute report of the sports news. Aided by a guest or two each night, CBS film coverage in the field, and excellent local newsfilm coverage, Nation makes The Sports Page a must for all Chattanooga sports fans. Running Time: 10 minutes. Cost: Regular CI B published rate. Number Available: 2 per day. Submitted by: WDEF-TV, Volunteer Bldg., Chattanooga, Tenn.

Coach's Corner

Conducted by Bud Hanna, northern California's most popular sportscaster and sports figure, Bud is former athletic ace at St. Mary's, Sacramento High School Coach, professional "AAA" baseball player, and radio sportscaster. Hanna always has sport guests on his show; these are mainly coaches and athletes, promoters, etc. Running Time: 30 minutes. Cost: \$175.00. Number Available: 39 to 52 weeks annually. Submitted by: KHSL-TV, 180 E. 4th St., Chico, Calif.

Late Sports Round-Up

Round-up of local, state and national sports. Running Time: 5 minutes. Cost: \$59.00. Submitted by: KRBC-TV, 4510 So. 14th St., Abilene, Tex.

Wrestling from Denver

Live wrestling, originating from Mammoth Gardens in Denver. Na-

tions top wrestlers compete, Chief Kit, Fox, Professor Roy Shires and others. Two hour telecast, main and semi-main carried. Running Time: 2 hours. Cost: \$100.00 per participation. Number Available: One show per week, eight participations per hour. Submitted by: KTVR, 550 Lincoln, Denver, Colo.

Winner Take All

Hour live bowling show from various alleys around town. Three games are rolled, winner stays on and competes the following week. Cash prizes to winner. Running Time: 60 minutes. Cost: \$100.00 per participation. Number Available: One show per week. Eight spots per hour. Submitted by: KTVR, 550 Lincoln, Denver, Colo.

Hurricane Football

One hour action film of the football games played by the University of Miami. Games are played on Friday nights and the replay of the football game will be run on Saturday night. Comments on the game are handled by Clure Mosher and Head Coach of the Univ. of Miami, Andy Gustafson. Running Time: 60 minutes. Cost: \$800.00. Submitted by: WITV, 228 S. E. 3rd St., Miami, Fla.

Tops in Sports

Clure Mosher, WITV sports editor, candidly discusses sports pro and con and answers questions honed in while on the air. Regular guests each week are Jimmy Burns of the Miami Herald and Morris

MacClemore of the Miami Daily News, and most of the time they are at each others' throats. Running Time: 30 minutes. Cost: \$350.00. Number Available: 26. Submitted by: WITV, 228 S. E. 3rd St., Miami, Fla.

The Tenth Frame

Live remote bowling show from the Tropical Lanes in Miami. Two top bowlers in the area each week meet in the final game on TV for cash prizes. In the last 20 minutes the 5 runner ups meet the challenge of knocking down certain pin set-ups with increasing prizes through 3 plateaux. The final cash award—\$3,000.00. Running Time: 60 minutes. Cost: \$876.00. Submitted by: WITV, 228 S. E. 3rd St., Miami, Fla.

Fishin's Fun

Kirby Brooks, well known outdoor sportsman, reports on the fishing in waters surrounding S. Florida. All items in the fishing line are demonstrated or shown at one time or the other during this show. Running Time: 30 minutes. Cost: \$250.00 or \$160.00 for 15 minutes of show. Number Available: 52. Submitted by: WITV, 228 S. E. 3rd St., Miami, Fla.

Sports Digest

Snappy report on the day's doings in sports, local and national, with photos and film from wire services and WKNB-TV camera staff. Phil Corvo, sportscaster. Running Time: 5 minutes. Cost: Gross charge per single pro-

gram, \$172.50; live commercial extra. Submitted by: WKNB-TV, 1422 New Britain Ave., West Hartford 10, Conn.

The Sports Page

Complete roundup of sports local, regional and national. Use of up coverage, Fox-Movietone Film and AP Photofax. Sports personalities interviewed. Running Time: 15 minutes. Cost: Card rate—minute participation. Number Available: Daily 6:00-6:15 P.M. Monday thru Friday. Submitted by: WJAC-TV, 329 Main St., Johnstown, Pa.

Live Atlanta Wrestling

A program of wrestling live from the studios of WLW-A with a live audience. Featuring top wrestlers in the nation. At the ringside with a play by play description is Ed Capral and Don McIntire. Running Time: 60 minutes. Cost: One hour, \$900.00; \$130.00 per one-minute participation. Submitted by: WLW-A, 1611 W. Peachtree St., N. E., Atlanta, Ga.

Sports Final

Currently positioned in the late evening, "Sports Final" is conducted by Tom Carnegie, dean of Indiana sportscasters. Sports, in season, are covered with live commentary and by film. Running Time: 5 minutes. Cost: Station rate card plus \$25 net live production and talent. Submitted by: WFBM-TV, 1330 N. Meridian St., Indianapolis 2, Ind.

Sports Final

Sports show with latest scores and features from the world of sports . . . also includes interviews and local film coverage of outstanding sports events. Director is Bill Ward.
Running Time: 10 minutes.
Cost: \$209.17.
Submitted by: WBTV, Jefferson Standard Broadcasting Co., WBTV, Charlotte, N. C.

Hunting and Fishing with Tom Mull

State Game and Fish Commission Education Director Tom Mull and KARK-TV Sportscaster Bud Campbell informally discuss hunting (in season) and fishing (in season) conditions around the state, news of outstanding catches, action films.
Running Time: 15 minutes.
Cost: \$220.00.
Submitted by: KARK-TV, 10th and Spring, Little Rock, Ark.

Outdoor Trails

Each Thursday evening from 9:30 to 10:30 p.m., Bob Reedy, a well-known active sportsman and hunting and fishing editor for a local daily newspaper, brings a program designed for the outdoorsman. Informative films are shown, along with demonstrations of hunting and fishing equipment. Bob gives the viewer an outline of hunting and fishing prospects.
Running Time: 60 minutes.
Submitted by: KCCC-TV, Senator Hotel, Sacramento, Calif.

Sports Final

Sports Director Virgil O'Dell gives capsule resume of day's baseball scores and sports highlights at 11:20 P.M. Monday through Friday.
Cost: On request.
Running Time: 5 minutes.
Number Available: Five per week.
Submitted by: WNEB-TV, 814 Adams St., Bay City, Mich.

Sports Today

Sportscaster Tiny Johnson, 13 years radio and TV play-by-play. Program consists of commentary on national and local sports. Interviews with local sports celebrities.
Running Time: 15 minutes.
Cost: 1 time \$50; 5 times weekly \$40.00 per show.
Submitted by: WBLN-TV, Box 646, Bloomington, Ill.

Sportscope

All phases of the Sports World with accent on local sports.
Running Time: 10 minutes.
Cost: \$67.50.
Number Available: 1 on alt. Tues., all others sold.
Submitted by: KHOL-TV, Holdrege, Nebr.

In This Corner

An audience participation sports show encompassing all types of sports. Has celebrities from all fields of sports. Also has merchan-

dising tie-in and give-aways. Features Jim Benty. To be telecasted one or more times weekly. The theme is to combat juvenile delinquency.

Running Time: 15 minutes & 30 minutes.

Cost: On request.
Number Available: Unlimited.
Produced by: V. S. Becker Prods., 551 Fifth Ave., New York 17, N. Y.

Sports Digest

Edward M. Kennedy, sportscaster and president of the station's semi-pro baseball club, nightly recaps day's sports with authoritative personal comments. Often shares cameras with guests.

Running Time: 10 minutes.
Cost: \$79.00 plus \$10.00 talent.
Number Available: 3.
Produced by: Bernard Silbergliet.
Submitted by: WWLP, 17 Pearl St., Springfield 3, Mass.

Sports Highlights with George Raubacher

Sportscast . . . complete summary of sports news . . . national, regional and local. Also guest interviews with local sports personalities and visiting national sports figures.

Running Time: 5 minutes.
Cost: \$90.00 per 1 minute participation.
Submitted by: WREX-TV, Auburn & Winnebago Rds., Rockford, Ill.

Joe Hill, Sports

Joe Hill is recognized as the leading sportscaster in the Columbus area and summarizes his reporting five nights a week from 11:10 to 11:15 p.m., following the "Sohio Reporter". The use of still pictures, score board and film clips are integrated into this fast moving program. Joe Hill is noted for his broadcasts of the Jet's baseball games, Ohio State Football, Basketball and Professional Football.

Running Time: 5 minutes.
Cost: Card rate plus talent and production.

Number Available: Produced on continuing basis for full or segment sponsorship.
Submitted by: WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

Sports Final

Complete baseball round-up as well as other late sport news.

Running Time: 10 minutes.
Cost: \$90.00 less freq. discount.
Produced by: WBRE-TV, 62 S. Franklin St., Wilkes-Barre, Pa.

Regional News Report

Complete round-up of latest news, sports and weather. Both local and national using Telenews National Film, United Press facsimile, and local newsreel gathered by stringers in all large cities covered by WBRE-TV signal. This consists of the 17 counties comprising North-eastern Pennsylvania.

Running Time: 30 minutes.
Cost: On request.
Produced by: WBRE-TV, 62 S. Franklin St., Wilkes-Barre, Pa.

Sportscope

Buck Jones, sports editor, reports the latest from the world of sports nightly. Using news pictures, Buck gives a colorful description of all sporting attractions. Every night he has a special guest from the world of sports, outstanding personalities like Robin Roberts, Pete Pihos, and others.

Running Time: 10 minutes.
Cost: \$57.50 on 13 week basis.
Submitted by: WCMB-TV, 228 Court St., Harrisburg, Pa.

Sports Results

George Rogers reports all the afternoon baseball scores and results of other important sporting events. Interesting sidelights on athletes and sports stories are also presented on the 6:50 p.m. program.

Running Time: 5 minutes.
Cost: \$187.00.
Number Available: 5 per week.
Produced by: WMAR-TV, Sun Sq., Baltimore 3, Md.

Sports Feature

Matt Thomas conducts informative interviews with sportsmen from numerous fields, who explain the secret of their success. The program also includes interviews on what to do and where to go for recreation. At the conclusion of each show there is a rundown of the day's baseball scores.

Running Time: 5 minutes.
Cost: \$216.00.
Number Available: 5 per week.
Produced by: WMAR-TV, Sun Sq., Baltimore 3, Md.

Lou Nova Sports Show

Interviews with sports figures and authorities, sporting goods inventors, manufacturers and sports fans. Starring as M.C., Lou Nova, one of the great fighter names of the 20th century a champion pugilist who is also known as a poet, dramatist, actor, singer, thespian.

Running Time: 30 minutes.
Cost: \$1,500.
Number Available: Unlimited.
Submitted by: Richard H. Hoffman, 675 West End Ave., N.Y.C.

Sports Shop

Show presents weekly round-up of fishing and hunting news, tips for the sportsman and occasionally showcases a big catch. Talent is Sports Director Jim Warren and Joe Kreiger.

Running Time: 15 minutes.
Cost: Rate card plus production cost.
Submitted by: KVOO-TV, 311 S. Denver, Tulsa, Okla.

Sports with Guy Bagli

From his sports desk, Guy Bagli, the area's leading sportscaster, presents topical sports news in a friendly, casual style. CBS NEWS-FILM plus local sports film and stills offer viewers complete coverage of sports scene.

Running Time: 10 minutes.
Cost: One minute earned frequency rate plus \$15.00.
Submitted by: WTVT, Box 1198, Tampa, Fla.

What's the Score

Complete run-down on sports at home and abroad with emphasis on happenings at the local level. Program liberally sprinkled with stills, silent & sound films with interviews with familiar sports figures in the news. Sports director Jack Miller has been closely allied with sports throughout his life either as a sportswriter, coach, official or play-by-play announcer. (Mon. thru Sun.)

Running Time: 10 minutes.
Cost: 1 time: \$123.00 Talent & production additional \$30 net.
Number Available: 2 per program.
Submitted by: KAKE-TV, 1500 N. West St., Wichita, Kan.

Fisherman's Round-up

Ad lib half-hour Fridays 6:15-6:45 P.M. for fishermen—what fish are being caught and where to catch them. Together with any other information of interest to anglers. Guests occasionally.

Running Time: 30 minutes.
Cost: \$207.50 per 15-minute segment.

Number Available: 2 15-minute segments per week.

Submitted by: KTBS-TV, 312 E. Kings Highway, Shreveport, La.

Sports Final with Paul James

10:50 to 11:15 P.M. Monday thru Friday—Here is KTVT's sports authority with the complete baseball scores, league standings, leading hitters and pitchers plus tense, interesting news on other sports. One or two film clips; always an interesting guest for interview. Frequent contests with suitable sports prizes for fans who guess nearest and the accumulated number of runs scored in National League etc. Contests everyone can enter.

Running Time: 30 minutes.
Cost: \$125.
Submitted by: KTVT, 130 Social Hall Ave., Salt Lake City, Utah.

LIVE TV SPORTS

Today in the West Sports

5:45 to 5:55 P.M. Monday thru Friday. Paul James with late baseball scores and other sports news plus a resume of what's coming up tonight in sports. One or two film clips of sports highlights; an occasional guest, but interviews are kept very brief. Seldom run more than two minutes.

Running Time: 10 minutes.

Cost: \$125.

Submitted by: KTVT, 130 Social

Hall Ave., Salt Lake City, Utah.

TV Sportlite

Charley Tapley, sports lover and outdoorsman conducts an interesting quarter hour of sports talk with interesting guests with particular emphasis on hunting and fishing "in season".

Running Time: 10 minutes.

Cost: \$130 per show.

Number Available: Only one available segment presently.

Submitted by: WALA-TV, 210 Government St., Mobile, Ala.

Bill King on Sports

Features Bill King, top midwest sportscaster. Sports scores and News.

Running Time: 10 minutes.

Cost: \$75 plus \$20 talent, production . . . total \$95.00.

Submitted by: KOLN-TV, Lincoln, Nebr.

Locker Room

Bob Horstman, KFEQ-TV sports director, conducts this nightly sports program. In addition to local, regional and national sports news, Bob interviews guests from every phase of the sports field.

Running Time: 15 minutes.

Cost: 1-minute participation, film or live; \$50.00, plus \$6.00 talent, commissionable, for live.

Number Available: 2.

Submitted by: KFEQ-TV, 40th and Faraon Sts., St. Joseph, Mo.

AUDIENCE PARTICIPATION

Queen for a Day

Host Jack Bailey gives a housewife on the show an opportunity to live in a dream-world for one day.

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Submitted by: NBC-TV, 30 Rockefeller Plaza, N. Y., N. Y.

It Could Be You

Bill Leydon emcees this daily audience-participation program, created by Ralph Edwards, during which participants on the show are given varied surprises in the form of reunions with relatives and friends, gifts and meeting celebrities.

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Submitted by: NBC-TV, 30 Rockefeller Plaza, N. Y., N. Y.

Gene's Quiz Club

Each weekday from 4:00 to 4:30 it's time to sit back in the beautiful dining room of the Senator to enjoy Gene's Quiz Club. A panel of 8 compete for worthwhile prizes; questions not being answered by the panel being thrown to people in the dining room and this brings for greater audience participation. Answers to each question provide a clue to the jackpot question which brings the winner a feature prize.

Running Time: 30 minutes.

Submitted by: KCCC-TV, Senator Hotel, Sacramento, Calif.

Horizons

Tom Fraser, a newcomer to Sacramento has already picked up thousands of loyal fans with his down-to-earth portrayal of all walks of life. Tom interviews people from all occupational fields and listeners have enjoyed personal demonstrations in paper hanging, finger painting, etc. Tom brings the audience a bit of just what the rest of the world is doing. The show is sponsored by General Electric and G.E. dealers.

Running Time: 30 minutes.

Submitted by: KCCC-TV, Senator Hotel, Sacramento, Calif.

Sacramento Varieties

The Sacramento Variety Show, an amateur Talent Show is brought to viewers each Sunday from 2:00 to 3:00 p.m. and gives local amateur talent a chance to enter the TV spotlight. Professional talent is provided by talent from the local nightclubs. A musical trio provides musical background for the program.

Running Time: 60 minutes.

Submitted by: KCCC-TV, Senator Hotel, Sacramento, Calif.

John Coburn Show

Audience participation show—luncheon meeting with approximately 35 people participating each Sunday. Games, and a variety of activity including special guests. Each week a "Sweetheart of the Week" is chosen from the group and an orchid presented.

Running Time: 60 minutes.

Cost: \$35.00 one minute participation.

Submitted by: WAFB-TV, 929 Government St., Baton Rouge, La.

Telequiz

"Telequiz" stars Chuck Zink & Ray Firestone. It is a program which requires viewers at home to identify a picture that artist Firestone has drawn by filling in empty blocks at the top of the finished sketch. Zink makes the calls and keeps the show moving by awarding prizes.

Running Time: 30 minutes.

Cost: \$85 per week.

Submitted by: WCMB-TV, 228 Court St., Harrisburg, Pa.

Reunion

The program brings together some group that has had a common experience such as the crew of a World War II submarine or the high-school graduating class of, say, 1914; the East Side Marching & Chowder Club; a college class, army platoon, the scientists who made the A-Bomb, etc.

Running Time: 30 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: Arnold Marquis Prods., Inc., 717 N. La Cienega Blvd., Hollywood 46, Calif.

Weather Sweepstakes

Weather Sweepstakes incorporates a new idea in viewer participation. Nightly Chuck Zink calls viewers who have sent in a card and asks them to predict the weather and temperature for the next day. If they correctly do that they win jackpots valued at over \$500. Chuck also gives a complete weather summary on each program.

Running Time: 15 minutes.

Cost: \$65 on 13 week basis.

Submitted by: WCMB-TV, 228 Court St., Harrisburg, Pa.

The Webster Twins

Twin girls and twin boys alternate performances, sitting with MC and an assistant. The set includes mail box containing letters and cards from the public. The twins, the main performers, have been chosen for their ability to spell common words in all major languages. As they succeed, the money builds; the first stumper wins the accumulated cash for the sender.

Running Time: 15 minutes.

Produced by: Harold R. Gingrich Prods., 333 N. Michigan Ave., Chicago 1, Ill.

What Comes Next?

An accomplished vocalist who is capable of furnishing own instrumental accompaniment on guitar or piano. A guest, who may be on stage, on telephone, or in audience must sing or say the lyrics from where the performer leaves off. Prizes. Guests are selected before show, one for each number.

Running Time: 15 minutes.

Produced by: Harold R. Gingrich Prods., 333 N. Michigan Ave., Chicago 1, Ill.

Petticoat Party Line

A woman's show with a live audience. Various women participate in games for prizes. There are also interviews with celebrities and musical selections.

Running Time: 30 minutes.

Number Available: Five days per week.

Submitted by: WBRC, Atop Red Mountain, Birmingham 9, Ala.

Meet Your Neighbor

A 30-minute audience participation quiz show with music by Johnny Costa and lots of good humor — timed for mid-afternoon each weekend when the at-home audience is ready for entertainment. Featuring Joe Mann and Elaine Beverly as the talented and capable host and hostess.

Running Time: 30 minutes.

Cost: Per rate card (\$175.00 per one-minute participation).

Number Available: 5 one-minute participations per day, Monday thru Friday.

Submitted by: KDKA-TV, Gateway Center, Pittsburgh, Pa.

Meet the Girls

Audience participation, variety, starring Les Brecht and Sie Schneider. Early afternoon.

Running Time: 60 minutes.

Cost: See H-r for rate.

Number Available: 5 hour shows available.

Submitted by: KGBT-TV, P. O. Box 711, Harlingen, Tex.

The Little Big Pay-Off

This is a natural off-shoot of the successful "Big Pay-Off". In this case the "Pay-Off" is a two weeks vacation for the youthful contestant and his or her parents at a choice vacation spot, plus a \$1,000 bond toward a college education for each of the children.

Cost: On request.

Submitted by: Walt Framer Prods., 1150 Ave. of the Americas, New York 36, N. Y.

Magic Lamp

An imaginative children's show set in the courtyard of Aladdin's palace. Basic idea is that any child can attain his wishes by rubbing the magic lamp. Children earn the right to rub the magic lamp by "performing". Show can also be done as "The Silver Horseshoe" with a western setting.

Running Time: 30 minutes.

Cost: On request.

Submitted by: Walt Framer Prods., 1150 Ave. of the Americas, New York 36, N. Y.

Have You Got It?

This is a man-on-the-street show that can also be done in a studio. We try to buy ridiculous items from passersby offering an accumulating jackpot. This is a simple, economical show, full of surprises. Running Time: 30 minutes. Cost: On request. Submitted by: Walt Framer Prods., 1150 Ave. of the Americas, New York 36, N. Y.

Yours for the Asking

This is a show in which thirteen major prizes are shown. Contestants desiring the same prize are paired and each is given 60 seconds to make a pitch for the prize. Winners are selected by the audience and consolation prizes are awarded the other contestants. Running Time: 30 minutes. Cost: On request. Submitted by: Walt Framer Prods., 1150 Ave. of the Americas, New York 36, N. Y.

Private Enterprise

Three applicants are each given an opportunity to tell about their private enterprise which is concerned with community welfare. They are loaned \$1,000 by the sponsor to conduct their enterprise. Four weeks later they return to report on the results and compete for a \$1,000 bond — the "American Way" award. Running Time: 30 minutes. Cost: On request. Submitted by: Walt Framer Prods., 1150 Ave. of the Americas, New York 36, N. Y.

Billion Dollar Bankroll

Show is based on the billions of dollars worth of unclaimed inheritances, tax refunds, stocks, etc., belonging to people all over the country. Billion Dollar Bankroll will reunite rightful owners with their unclaimed money every week. Money awarded on the show is not the sponsor's but money actually belonging to the participant. Running Time: 30 minutes. Cost: On request. Produced by: Walt Framer. Submitted by: Walt Framer Prods., 1150 Ave. of the Americas, New York 36, N. Y.

Surprise Party

A daily 1:00-2:00 p.m. ladies' show of games, contests, prizes, interviews, guest star appearances and vocalists with Ed Capral as emcee and Randy Jones at the organ and piano. Running Time: 60 minutes. Cost: \$60.00 per minute participation. Number Available: Five a week. Submitted by: WLW-A, 1611 W. Peachtree St., N. E., Atlanta, Ga.

Community Crossroads

Through the crossroads pass celebrities, homefolks, station staffers and even an occasional lost pup or kitten. Program has no distinct format, but concentrates on interesting people and events. This is interview type program. Community Crossroads is a real community project, spotlighting varied subjects. Running Time: 30 minutes. Cost: 1-minute part. \$60.75 KDUB-TV & KPAR-TV Comb. Number Available: Unlimited. Produced by: Vernon Poerner, KDUB-TV & KPAR-TV, 7400 College, Lubbock, Tex.

Party Line

Tommy Reynolds, San Antonio showman, and with KENS-TV since opening is m.c. studio audience participates in games, drawings, etc. Live telephone calls to movie stars and TV celebrities. Name guest stars. Running Time: 30 minutes. Cost: \$40. Number Available: 5 weekly. Submitted by: KENS-TV, Ave. E & Fourth Sts., San Antonio, Tex.

Gordon Owen's TV Scrapbook

Monday thru Friday, 11 to 11:30 A.M. Gordon Owen with Earl Donaldson at the Hammond organ or piano, studio audience is given grocery bag containing items advertised on station. Program format calls for live music; philosophical reading by Mr. Owen, telephone interviews on a question of general interest to home makers. A relaxing half hour for the woman who likes a bit of music and philosophy. Running Time: 30 minutes. Cost: \$180. Submitted by: KTVT, 130 Social Hall Ave., Salt Lake City, Utah.

Teen Canteen

High school teenage talent, news, panel discussions presenting teenagers from all schools in coverage area. Running Time: 45 minutes. Cost: \$175.00 per program. Number Available: Unlimited. Submitted by: KVOO-TV, P. O. Box, Corpus Christi, Tex.

Campus Club

Starring Gene Norman. Highlighting the talent of teenagers in Southern California schools and colleges. Games, special guest stars, audience participation contests. Dancing. Running Time: 60 minutes. Cost: \$100.00 per 1 1/2 minute an-

nouncement. \$350.00 for 5 1/2 minute anncts. per week, flat. Submitted by: KHJ-TV, 1313 N. Vine St., Los Angeles, Calif.

Parlor Party

Starring Bill Stulla. A mid-afternoon hour of audience participation fun. Games with housewives. Songs by vocalist, Bill Stewart. Music by organist, George Wright. Interviews with specially selected youngsters in the "Castle of Dreams." Running Time: 60 minutes. Cost: \$110.00 per 1 1/2 minute announcement. \$350.00 for 5 1/2 minute anncts. per week, flat. Submitted by: KHJ-TV, 1313 N. Vine St., Los Angeles, Calif.

Say It with Music!

Hilarious, new, 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. Running Time: 30 minutes. Cost: Available on request. Number Available: Half-hour weekly. Submitted by: Television and Radio Features of America, New York City 36, N. Y.

Watch Your Step!

Completely new and original 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. Absolutely new, completely visual, full of action, lots of fun. Running Time: 30 minutes. Cost: Available on request. Number Available: Half-hour weekly. Produced by: Oliver W. Nicoll Prods. Submitted by: Television and Radio Features of America, New York City 36, N. Y.

Red Rowe's Get-Together

"Red Rowe's Get-Together" is a 60 minute, five days each week program, of entertainment and fun interwoven with music and songs. Red Rowe hosts the show supported by Lucyann Polk, Bill Hamilton, Patsy Garrett, and the Rowe-bots. Running Time: 60 minutes. Cost: Per participation \$175. Number Available: Two per day. Produced by: Jim Patterson. Submitted by: KNXT, 1313 N. Vine St., Los Angeles 28, Calif.

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-packed; packed with hilarious, suspenseful action. Running Time: 30 minutes. Cost: Available on request. Number Available: Half-hour weekly. Produced by: Oliver W. Nicoll Prods. Submitted by: Television and Radio Features of America, New York City 36, 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. Running Time: 30 minutes. Cost: Available on request. Number Available: Half-hour weekly. Submitted by: Television and Radio Features of America, New York City 36, N. Y.

Komedy Klub House with Roddy Mac

Komedy Klub House... an hilarious potpourri designed to delight the younger set... features songs... games... puppets... clowns... and magic... all neatly intergrated and sparked by Roddy Mac's quick wit. A selected children's audience participates daily in all the studio fun. Running Time: 30 minutes. Cost: \$60.00 per 1 minute participation flat. Submitted by: WREX-TV, Auburn and Winnebago Rds., Rockford, Ill.

AGRICULTURAL, GARDENING

Farm & Family

Program conducted by County Farm Supervisor under auspices of the Agricultural Extension Service of the Univ. of Calif. No set format; all methods of presentation and demonstration are employed . . . interviews, films, live demonstrations, etc.

Running Time: 15 minutes.
Number Available: Quarter hour weekly, 52 weeks a year.
Submitted by: KHSL-TV, 180 E. 4th St., Chico, Calif.

On the Farm with Harry Holt

Farm & Ranch News

News and interviews, local films, weather & markets.

Running Time: 30 minutes.
Cost: \$245.00.
Submitted by: KRBC-TV, 4510 So. 14th St., Abilene, Tex.

Georgia-Carolina Farm & Home Hour

A regular Saturday morning service presented in cooperation with the Georgia and South Carolina Extension Services. Richmond County Agent in charge, bringing news of interest to rural families. Uses film, slide, and interview to demonstrate new and better farming methods.

Running Time: 15 minutes.
Submitted by: WJBF-TV, Augusta, Ga.

Alabama U.S.A.

Agricultural show giving market reports & interviews with local agricultural people.

Running Time: 15 minutes.
Submitted by: WBRC, Atop Red Mountain, Birmingham 9, Ala.

On the Farm

Live pickup from WUNC-TV (educational) covers State agricultural news. Farm reporter Harvey Dinkins covers local scene with practical demonstrations, market reports, etc. Live (audio) pickup from the weather bureau furnishes weather which is traced on weather maps. Home demonstration and farm agents participate. Local film featured.

Running Time: 30 minutes.
Cost: On request.
Number Available: 5 segments.
Submitted by: WSJS-TV, Winston-Salem, N. C.

Across the Fence

Farm news opening and weather closing. Body of program is varied for presentation of the many aspects of agriculture, each topic or subject calling for special production treatment. Highlights are demonstrations with farm animals, implements, machinery, scientific apparatus in studio by specialists in the various agricultural fields.

Running Time: 15 minutes.
Cost: 1 minute class "C" plus \$8.00 net, live or film.
Number Available: 3 per 15 minutes.

Produced by: University of Vermont Extension Service.
Submitted by: WCAX-TV, Burlington, Vt.

Rural Review

Rural Review is planned and coordinated by Cambria, Somerset and Indiana County Farm Agents as well as their Home Economists. The program covers all types of farming activities as well as home living.

Running Time: 15 minutes.
Cost: Card Rate—Minute Participations.
Submitted by: WJAC-TV, 329 Main St., Johnstown, Pa.

Gordon's Garden

Outdoor California gardening hints and garden planning, produced live from the studio garden of star Gordon Baker Lloyd, top California gardening authority. Assisted by wife, Sassy Lloyd, specialist in herb cultivation. Only outdoor gardening television show in America.

Running Time: 30 minutes.
Cost: \$125.00 participating.
Submitted by: KABC-TV, TV Center, 4151 Prospect Ave., Hollywood 27, Calif.

Market Reports and Farm News

Dean of the agricultural experts in the rich Midwestern farm belt, Harry Martin, conducts this composite of market news and farm reports daily Monday through Friday incorporating guest appearances of outstanding celebrities in this field and paying particular credit to outstanding farmers of the area.

Running Time: 30 minutes.
Cost: Spot participations available at station's published rate card.
Number Available: Program segments available, details on request.
Submitted by: WFBM-TV, 1330 N. Meridian St., Indianapolis 2, Ind.

RFD Channel 4

An extensive farm service program featuring KARK-TV Farm Director Bob Buice with interviews, farm demonstrations, on-the-farm films. Guests each week from top farm groups and organizations.

Running Time: 30 minutes.
Cost: \$170.00.
Number Available: Once weekly, indef.
Submitted by: KARK-TV, 10th and Spring, Little Rock, Ark.

RFD No. 6

Featuring the KCEN-TV Farm Editor, Clark Bolt, telecast direct from the 25 acre test farm being cultivated by the local FFA chapter. A real live farm show direct from the Farm, with demonstrations daily Monday through Friday.

Running Time: 30 minutes.
Cost: \$120.00 per show.
Submitted by: KCEN-TV, P. O. Box 188, Temple (Waco), Tex.

TV Garden Club

Howard Jones, WFIL's Farm Director delivers information and instruction to the spare-time gardener. Seeds, fertilizers, techniques and planting timetables are detailed for the gardener who tends to anything from a window-box to an acre. Garden maintenance and specific problems are also discussed from week-to-week.

Running Time: 30 minutes.
Number Available: Weekly.
Submitted by: WFIL-TV, 46th and Market Sts., Phila. 39, Pa.

Farm Features with Les Davis

Farm Features consists of reports on growing conditions, market outlooks, crop rotation presented along with interviews with local and regional farm experts. This program is the only area television show aimed directly at the agricultural audience in WREX-TV the nation's richest farm belt.

Running Time: 5 minutes.
Cost: \$45.00 per 1 minute participation.
Submitted by: WREX-TV, Auburn and Winnebago Rds., Rockford, Ill.

Miss. State Farm & Home Show

Instruction and demonstration of right techniques in home care, gardening, farming, cooking (indoors and outdoors), buying, food selection, how to choose meats and produce, etc.

Running Time: 30 minutes.
Cost: \$77 per show.
Number Available: 13 shows.
Produced by: Art Braddock.
Submitted by: WJTV, P. O. Box 8187, Jackson, Miss.

Urbs and Suburbs

Veteran county agricultural agent "Pop" Taylor demonstrates farm techniques and suburban ground care, supplies market tips, and presents experts in every branch of rural life. County agents from throughout area are regular participants. 4-H and FFA activities are incorporated.

Running Time: 15 minutes.
Cost: On request.
Number Available: One per week.
Produced by: WSTV-TV.
Submitted by: WSTV-TV, Exchange Realty Bldg., Steubenville, O.

Noon Sho

Informal half-hour show that basically presents how to buy, prepare and use food, clothing and shelter.

Running Time: 30 minutes.
Cost: Rate card plus production cost.
Number Available: 5.
Submitted by: KVOO-TV, 311 S. Denver, Tulsa, Okla.

Channel 7 Almanac

Monday through Friday, KTBC-TV's "Channel 7 Almanac" blankets the rich rural audience of Central Texas at a time that's non-competitive (6:45-7:00 A.M.). It is a proven buy, and the most economical and effective way to introduce your store or product to the rich Central Texas rural audience. Monday thru Friday.

Running Time: 15 minutes.
Cost: \$47.50 Participation.
Submitted by: KTBC-TV, P. O. Box 717—6th and Brazos, Austin, Tex.

Farm Forum

An authoritative source of up-to-the-minute news and information vital to agricultural people. Includes daily farm prices & market trend reports; daily grain and livestock sales reports with on-the-spot films and slides showing livestock transactions at the Wichita Union Stockyards. Interviews with farm experts, etc.

Running Time: 15 minutes.
Cost: 1 time: \$50 per participation.
Number Available: 2 per program.
Submitted by: KAKE-TV, 1500 N. West St., Wichita, Kan.

Town & Farm

"Town & Farm", featuring Everett Mitchell, is a program designed not only for the farming population but also for the interest of the city dweller. Daily features include the daily market reports, weather, farm news, special guests and features for the housewife.

Running Time: 15 minutes.
Cost: \$50.00 each or \$150.00 per program—net.
Submitted by: WNBQ, Merchandise Mart, Chicago 54, Ill.

The Farm Show with Bart Boyd

Bart Boyd has been Radio Farm Editor in area for 5 years. TV Farm Editor 2 years. Uses guests, stills and films to portray farming progress and methods.

Running Time: 30 minutes.
Cost: \$190.00 per week.
Submitted by: KVDO-TV, P. O. Box 2223, Corpus Christi, Tex.

Farm News and Markets

Starring Les Blauvelt, KOLN-TV Farm Director . . . complete farm news and farm markets

Running Time: 10 minutes.
Cost: \$50 + \$20 talent and production . . . \$70.00
Submitted by: KOLN-TV, 40th & W. Sts., Lincoln, Nebr.

Gardening with Renton

Gardening show for specialized San Antonio area. Conducted by Paul Renton, foremost authority on gardens and gardening in the area.

Running Time: 15 minutes.
Cost: \$65.
Number Available: Once weekly.
Submitted by: KENS-TV, Ave. E. & Fourth Sts., San Antonio, Tex.

LIVE TV INTERVIEWS, PANELS

Ernie Simon Show

Ernie Simon tees off on Chicago personalities and issues. Answers and asks all manner of questions of the day. Comments and interviews.

Running Time: 45 minutes.

Cost: On request.

Number Available: 6 per half hour.
Produced by: WBKB, 20 No. Wacker Dr., Chicago 6, Ill.

I'll Never Forget

Leonard Lyons, nationally syndicated columnist, makes a surprise visit on the obscure men and women who gave some of the big-name personalities of our time the courage to persist.

Running Time: 30 minutes.

Cost: On request.

Produced by: Derel Producing Associates.

Submitted by: Derel Producing Associates, Inc., 68 William St., New York 5, N. Y.

Young Ideas

Panel of eight, teenagers drawn from varying high schools, discusses topics of interest to their age group — dating, religion, etc. Emceed by KARK-TV Women's Director Pat Fontaine, local psychologist serves as advisor. Program produced in cooperation with Arkansas Education Asso., and Ark. Mental Health Asso.

Running Time: 30 minutes.

Cost: \$177.50.

Number Available: One weekly.
Submitted by: KARK-TV, 10th and Spring Sts., Little Rock, Ark.

Who Wrote This?

Jack Brickhouse, a vocal man on many subjects, questions a distinguished panel on questions of literature. The panel: Fran Coughlin, WGN continuity editor and "Down You Go" panelist; Bob Breen, speech professor, Northwestern Univ.; Fanny Butcher, literary editor, the Chicago Tribune; and one visiting guest each week.

Running Time: 30 minutes.

Cost: \$800 commissionable.

Number Available: Unlimited.

Produced by: WGN, Inc., 441 N. Michigan Ave., Chicago 11, Ill.

Can You Do It?

The only completely visual panel show ever created. A name panel and M. C. A show of action and plenty of gimmicks.

Running Time: 30 minutes.

Cost: On request.

Produced by: Basch Radio & TV Prods., 17 E. 45th St., New York, N. Y.

Heirs to Fame

An original and intriguing idea with name panel and M.C.

Running Time: 30 minutes.

Cost: On request.

Produced by: Basch Radio & TV Prods., 17 E. 45th St., New York, N. Y.

Ben Franklin Show

It would cover the life, achievements and accomplishments of Benjamin Franklin, "grandfather of his country," as seen by the moderator - interviewer Herman Jaffe, a man who like Franklin has

been a printer, public figure, civic leader and publisher. The maxims, philosophies, sayings, and ideas of Franklin would all be quoted and related to modern life by Jaffe. He would also have suitable guests.

Running Time: 5 minutes.

Cost: \$500.

Number Available: Unlimited.

Produced by: Richard H. Roffman, 675 West End Ave., New York, N. Y.

Adventure in Jobs

Interviews, plus demonstrations, with people in interesting offbeat and unique professions, rare jobs, unusual avocations, exciting and weird collections, strange industries. In essence, people who have found some form of adventure in their activities—jobs, professions, hobbies. Richard H. Roffman, interviewer-moderator, with assistance of sister, Malvina Roffman, as girl friday on the air.

Running Time: 30 minutes.

Cost: \$1500 per show.

Number Available: Unlimited.

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

Life Begins at 80

Problems are answered seriously and humorously by panel of octogenarians ranging in age from 80 up. Jack Barry is M.C. Guests frequently appear.

Running Time: 30 minutes.

Cost: On request.

Number Available: Pilot.

Produced by: Barry & Enright Productions, 667 Madison Ave., New York, N. Y.

Juvenile Jury

Problems of general nature are answered in hilarious fashion by 5 moppets from 3 to 10 years. Jack Barry is M.C. Guest stars appear frequently.

Running Time: 30 minutes.

Cost: On request.

Number Available: Pilot.

Produced by: Barry & Enright Productions, 667 Madison Ave., New York, N. Y.

The Big Wilson Show

Big Wilson, 6-foot, six-inch, 280-pound giant who has acquired tremendous stature as a TV personality in the six months he has been in the Cleveland market. He will interview local and national celebrities, sometimes live, sometimes film, depending on locale. Occasional short stints at the piano. Format of person-to-person type, with guest at remote point in live pickups. Monday thru Friday.

Running Time: 10 minutes.

Cost: On request.

Submitted by: KYW-TV, 815 Superior Ave., Cleveland, O.

Roving Reporter

Interview program featuring top national and local figures. Paul Butler, Mrs. Eleanor Roosevelt, Spike Jones, Fred Waring, Guy Lombardo, Rubinoff and many other top names have been guests.

Running Time: 15 minutes.

Cost: \$110.00 per program.

Number Available: Unlimited.
Submitted by: KVOO-TV, P. O. Box 2223, Corpus Christi, Tex.

LIVE TV DISC JOCKEY

Doodler

Program aired Friday 6:00-6:30 P.M. Artist cartoons on back of frosted glass a sketch relating to record being played. M.C. presently starting Miss Doodler contest. Big mail puller. Excellent for all ages. Easy to listen to or watch.

Running Time: 30 minutes.

Cost: \$176.75 per program.

Number Available: 1 per week.

Submitted by: WJNO-TV, Inc., 5 Coconut Row, Palm Beach, Fla.

Lamb Session

Art Lamb is MC with Dee Norman, girl Friday. Lip Singing with interesting guests from all walks of life. Local weather and news clips especially of local interest.

Running Time: 60 minutes.

Submitted by: WTTG - DuMont Broadcasting, Hotel Raleigh, 12th & Penn. Ave., N. W., Washington, D. C.

Bandstand Matinee

Two hour teenage dancing session to top recordings in our outdoor patio studio. Teenagers of the week are saluted, others are interviewed, dance contests are held,

high schools are saluted and in general the teenagers dance and have a good time.

Running Time: 2 hours.

Cost: \$350. or \$50. per part.

Number Available: 52.

Submitted by: WITV, 228 S.E. 3rd St., Miami, Fla.

The Doodler Show

A program with recorded music during which an artist makes sketches and cartoons which are seen as the video portion. Suggestions for sketches are sent in by viewers. The master of ceremonies holds interviews of interest to teenagers.

Running Time: 30 minutes.

Number Available: 5 days per week.

Submitted by: WBRC TV, Atop Red Mountain, Birmingham 9, Ala.

Gene's Canteen

Studio audience averaging sixty teen-agers, dance to records in studio from 4:00 to 5:00 daily and 3:00 to 5:00 p.m. Saturdays. Popular Columbus disc-jockey, Gene Fullen, is master of ceremonies, assisted by

Jan Henson and Dick DePalma.

Running Time: 60 minutes.

Cost: Card rate plus talent and production.

Submitted by: WTVN-TV, 753 Harmon Ave., Columbus, O.

Bud Davies Dancy Party

Daily 5-6 p.m. program. Designed specifically for teenagers. Features recording artists, other show world guests, dancing by teenage studio audience. Teenage news items submitted by teenagers, games, contests, daily Top Record listing, phone calls to Shut-ins. Salute to record artist Fan Clubs. Top features is Detroit's No. 1 Disc Jockey, Bud Davies.

Running Time: 60 minutes.

Cost: \$110.00 per minute participation.

Number Available: 8 one minute participations.

Submitted by: CKLW-TV, 3300 Guardian Bldg., Detroit 26, Mich.

Open House

Records . . . skits . . . interviews! With Paul Reynolds as host, OPEN HOUSE features skits, dancing,

pantomimes and interviews with recording stars and local entertainers . . . in addition to current hit records. Full cooperation from area high schools is received with high school dramatic and musical groups as regular features. Beauty tips for teenagers, daily speed cartooning to records, etc.

Running Time: 45 minutes.

Cost: Participations—\$50.00 flat—fully commissionable.

Number Available: Monday through Thursday—45 minutes long.

Submitted by: WTVT, Box 1198, Tampa, Fla.

Dixon on Disc

Show is a TV disc jockey program, top discs are featured, studio audience (consisting of teenagers) dance. Visiting artists in area make appearances. Prizes are awarded members of studio audience for correctly answering questions relative to the recording industry! This show has always rated a top Hooper in this area!

Running Time: 2 hours.

Cost: Per 15 minutes . . . \$130.00.

Submitted by: WALA-TV, 210 Government St., Mobile, Ala.

LIVE TV DISC JOCKEY

Rumpus Room

Teenagers from the surrounding 140 high schools are invited by ticket to a Saturday afternoon dance session. Emceed by Johnny Sobol, teenagers participate with him in contests. Name guest stars make frequent appearances.
 Running Time: 60 minutes.
 Cost: On request.
 Number Available: Once weekly.
 Submitted by: WILK-TV, Wilkes-Barre, Pa.

Five Fif-teen Club

Chuck Zink plays records for local high school groups that come into the studio to dance. Contests are run with records and theatre passes given as prizes. Record stars appear on each program with such stars as Julius La Rosa, Sunny Gale, Vaughn Monroe, The Platters, The Four Freshman and others.
 Running Time: 60 minutes.
 Cost: \$15 part for 1 minute.
 Produced by: WCMB-TV, 228 Court St., Harrisburg, Pa.

Now!

30 minute variety afternoon show featuring live talent, musical shorts, DJ patter by MC.
 Running Time: 30 minutes.
 Cost: \$125.00 per program.
 Number Available: Unlimited.
 Submitted by: KVDO-TV, P. O. Box 2223, Corpus Christi, Tex.

D-J Time

A highly unusual live television disk jockey program, featuring each day the top disk jockey from a

Denver radio station. Stations cooperating in the program are Denver stations: KLAQ, KIMN, KFSC, KGMC and KMYR. Disk jockeys bring live talent from their respective radio stations, plus spinning records, and record chatter. Afternoon program is seen Monday through Friday.
 Running Time: 30 minutes.
 Cost: \$55.00 per one minute participation, live or film.
 Number Available: 3 one minute participations per half hour.
 Produced by: KBTB.
 Submitted by: KBTB, Denver, 1089 Bannock St., Denver, Colo.

LIVE TV FORUMS, DISCUSSIONS

Inside the Doctor's Office

Educational health talks by well-known physician, appearing in person, with office nurse. Dramatic, capsule case histories dealing with various health subjects of vital importance to everyone. Discussions are friendly, informative, factual and down-to-earth. Medical knowledge and authority are combined with human interest.
 Running Time: 5 minutes.
 Number Available: Unlimited.
 Produced by: Frederic Damrau, M.D.
 Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

Rio Grande Jury

Panel discussion program featuring university professors, state and national figures — congressmen, senators etc., for instance—(Price Daniels, Texas senator—The Discussion on Segregation) Saturday afternoons at 5:30.
 Running Time: 30 minutes.
 Cost: See H-R for rate.
 Submitted by: KGBT-TV, P. O. Box 711, Harlingen, Tex.

Young at 60

"Young at 60" aims to entertain as well as instruct the "over 60"

group on how to plan for their older age and enjoy it. Topics discussed by a panel of oldsters include investment programs, employment and travel opportunities, health hints, hobbies, recreation etc. Interviews supplement the discussion.
 Running Time: 30 minutes.
 Cost: 1 minute participation—\$60.00 each. Frequency allowed.
 Number Available: 4 announcements.
 Produced by: William Horstman.
 Submitted by: WKRC-TV, Times Star Bldg., 8th & Bway., Cincinnati 2, O.

Critics' Corner

A panel discussion show to be telecasted once a week. Encompassing all fields of entertainment and sports. Celebrities are guests. This show is a many awards winner on radio. We have elaborated on it for TV.
 Running Time: 30 minutes.
 Cost: On request.
 Produced by: V. S. Becker Prods.
 Submitted by: V. S. Becker Prods., 551 Fifth Ave., New York 17, N. Y.

Capitol Correspondents

Three veteran political newspaper editors interview all leading political figures in Pennsylvania.

Spontaneous, unrehearsed questioning makes top news developments all over the state. Most widely quoted program in Keystone State, with official recognition by unanimous resolution of State Legislature.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$246.00.
 Number Available: 52.
 Produced by: Mac McCauley.
 Submitted by: WTPA, 3235 Hoffman St., Harrisburg, Pa.

Art Desk

Coverage of the world of art. Interviews with artists, collectors, gallery, museum and art institute officials, and directors, with art materials specialists, and manufacturers of art supplies. Art expert on show would be Maurice George Klyne, editor of Art World magazine. There would be debates, discussions, forums and comments, on questions such as modern versus traditional art.
 Running Time: 30 minutes.
 Cost: \$1,000.
 Number Available: Unlimited.
 Produced by: Richard H. Roffman, 675 West End Ave., N. Y. C.

Modern Nostradamus

An up-to-date coverage of the world as interpreted by Henry C. Roberts, famous rare book dealer. Roberts is the translator and publisher of the "Modern Prophecies of Nostradamus." He would interview people in the occult, metaphysical, science, spiritual, intuitive, sensitive, religion and related worlds, and tie in the whole content with the amazing man, Nostradamus.
 Running Time: 15 minutes.
 Cost: \$500.
 Number Available: Unlimited.
 Submitted by: Richard H. Roffman, 675 West End Ave., N. Y. C.

This Is Your World

An expert talks in lay language about how and why the countries of the world tick. Albert Burke, Yale University lecturer, is as at home in the Kremlin as on Main Street, in Hometown, USA, and elucidates with equal ease on the political, geographical and philosophical factors that distinguish each.
 Running Time: 30 minutes.
 Cost: \$750.
 Submitted by: WNHC-TV, 1110 Chapel St., New Haven, Conn.

LIVE TV DRAMA

Fact or Fantasy

Stories of mental and psychic phenomena, based on radio series. Unusual incidents from true life experiences. Script available.
 Running Time: 30 minutes.
 Cost: On request.
 Produced by: Basch Radio & TV Prods., 17 E. 45th St., New York, N. Y.

This Was News!

The news events of the past—old, recent, and most recent—events which were front page importance from earliest times to our own generation, presented as life-like pictorial dramatizations in three action-packed vignettes, and produced live and part film (or all on film for syndication). Introductions narrated by a prominent newscaster—personality. Heavy drama, light comedy, good American humor, sur-

prise twists, true facts . . . and all "This . . . was News!"
 Running Time: 30 minutes.
 Cost: Available on request.
 Number Available: Half-hour weekly.
 Produced by: Oliver W. Nicoll Prods.
 Submitted by: Television and Radio Features of America, New York City 36, N. Y.

Moment of Crisis

This is a once-a-week dramatic show that can be easily filmed. Basis is a crisis in the life of a person from any walk of life. Viewers are invited to submit a "Moment of Crisis" from their lives. Those stories used win a \$1,000 bond.
 Running Time: 30 minutes.
 Cost: On request.
 Submitted by: Walt Framer Prods., 1150 Ave. of the Americas, New York 36, N. Y.

Matinee Theater

A daily, full-hour dramatic program offering night-time quality dramas and stars in the afternoon.
 Running Time: 60 minutes.
 Number Available: On request.
 Produced by: Albert McCleery.
 Submitted by: NBC-TV, 30 Rockefeller Plaza, N. Y., N. Y.

Benjamin Franklin—The Compleat Man

A series of dramatic programs faithfully portraying vignettes from the life of one of America's most colorful founders — Benjamin Franklin. A top cast brings to life such historical events as the kite and key experiment—the invention of the stove and bifocal spectacles. Programs are keyed by present-day governors of the 13 original states.
 Running Time: 30 minutes.
 Submitted by: WFIL-TV, 46th and Market Sts., Phila. 49, Pa.

Little Show

Hellen Hartwick, Detroit's "Miss Photoflash of 1954," has stimulated late evening conversation by introducing short-story films with unusual twists.
 Running Time: 15 minutes.
 Cost: On request.
 Produced by: WWJ-TV, 622 W. Lafayette, Detroit 31, Mich.

Dark Encounter

Character actor Jonathan Dark gives a Sherlock Holmes twist to live portions of a show built around mystery dramas on film. Program is scheduled 11:30 P.M. to 12 midnight to capture late evening audiences.
 Running Time: 30 minutes.
 Cost: 13-time rate—\$782.91.
 Produced by: WWJ-TV, 622 W. Lafayette, Detroit 31, Mich.

TV FILM DISTRIBUTORS-PRODUCERS

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.

Academy Pictures, Inc.

588 Fifth Ave., New York
Producer of films.

Acme Film Laboratories

1161 N. Highland Ave., Hollywood
Producer of films.

Acus Pictures Corp.

165 W. 46th St., New York
Distributor of films.

John Adaskin Prods.

67 Yonge St., Toronto, Ont.
Distributors.

Affiliated Program Serv.

535 Fifth Ave., New York
Producers of Commercials

Aladdin Television Prods., Inc.

364 N. Larchmont Blvd., Los Angeles
Producer of series films.

Alesander Film Co.

Alesander Film Bldg., Colorado Springs, Colo.
Producer of Commercials.

Alpha Television Prods.

7324 Santa Monica Blvd., Hollywood

M & A Alexander Prods., Inc.

6040 Sunset Blvd., Hollywood
Producer, Distributor of features, Westerns, shorts.

All-Scope Pictures, Inc.

8949 Sunset Blvd., Hollywood
Producer of programs, commercials.

American-British TV Movies

200 W. 57th St., New York
Film Producers.

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

7324 Santa Monica Blvd., Hollywood
Producer of films.

Leonard Anderson Associates

112 W. 44th St., New York
Film production & editing

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.

550 Fifth Ave., New York
Producer of commercials, spots, documentary films.

Arrowhead Productions

8822 W. Washington Blvd., Culver City, Calif.

Argyle Television Films, Inc.

60 W. 46th St., New York
Distributor of feature films.

Artists Productions

9125 Sunset Blvd., Hollywood
Distributors.

Associated Artists Prods.

345 Madison Ave., New York
Producers-distributors.

Associated Program Service

229 Fourth Ave., New York
Distributor of Encyclopaedia Britannia Catalogue.

Association Films, Inc.

347 Madison Ave., New York
Distributor of industrial, educational, entertainment 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.

ATV Film Productions, Inc.

35-01 Northern Blvd., Long Island City 1, N. Y.
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.

Award Television Corp.

1501 Broadway, New York
Producers-distributors.

George Bagnall & Associates

8827 Olympic Blvd., Beverly Hills, Calif.
Distributor of features and series.

Barnett International Forwarders

723 Seventh Ave., New York
Distributor of foreign films.

Barry & Enright Prods.

667 Madison Ave., New York
Producers.

Basch Radio & TV Prods.

17 E. 45th St., New York
Producer of commercials, programs.

Beacon Television Features

118 Newbury St., Boston
Producer of programs, commercials.

Bengal Pictures

3833 Brunswick, Los Angeles
Film producer.

George Blake Enterprises

1600 Broadway, New York
Production & editing.

Blinkey Prods., Inc.

106 West End Ave., New York
Producer of programs, commercials.

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. Broidy Prods., Inc.

5545 Sunset Blvd., Hollywood
Producer of package shows.

Fritz Blocki Productions

7266 $\frac{1}{4}$ Fountain Ave., Hollywood
Live TV formats.

Bonded TV Film Service

630 Ninth Ave., New York
Shipping and servicing TV film.

Bernard S. Brody & Associates

120 El Camino, Beverly Hills, Cal.

Butterfield & Wolf

5 E. 57th St., New York
Distributors.

C & C Television Corp.

270 Park Ave., New York
Producers of RKO Radio Pictures.

S. W. Caldwell, Ltd.

447 Jarvis St., Toronto, Ont.

Calhoun Studios

226 E. 78th St., New York

Carson-Stempel Enterprises

717 N. La Cienega Blvd., Los Angeles
Calif.

Cavalcade Television Programs

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.

Cascade Pictures of California

1027 North Seward St., Hollywood 38, Calif.

Producers of commercials and industrial films.

Cavalier Productions, Inc.

9119 Sunset Blvd., Los Angeles
Producer of package programs.

CBS-TV Film Sales

724 Fifth Ave., New York
Distributor of film series.

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."

Cheryl TV Corp.

630 Ninth Ave., New York
Producers-Distributors

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.

Cinema-Vue Corp.

243 W. 55th St., New York

Cinescope Films

25 Robbin Hill Rd., Scarsdale, N. Y.
Producer of films to order.

Cine-Tele Prods.

6325 Santa Monica Blvd., Hollywood
Producer of films.

Circle Film Labs

33 W. 60th St., New York
Develop-print film.

Clairmont Films

2122 No. Highland Ave., Hollywood
Producers.

Color Service, Inc.

115 W. 45th St., New York

Commodore Prods., and Artists, Inc.

971 N. La Cienga, Hollywood
Distributor of films.

Commonwealth Film & TV

723 Seventh Ave., New York
Distributors of Westerns, comedies, cartoons and other films.

Frank Cooper Associates

233 S. Beverly Dr., Beverly Hills, Calif.

Producer of programs.

Cornell Film Co.

1501 Broadway, New York
Producer-distributor of features and shorts.

Coronet Instructional Films

65 E. South Water St., Chicago

Tom J. Corradine & Assocs.

5746 Sunset Blvd., Hollywood
Producer-distributor of features, Westerns, other programs.

Courneya Productions

633 No. Almond Dr., Hollywood

Clayton W. Cousens Prods.

436 W. 57th St., New York
Producer of fashion programs and commercials.

Creativision

1780 Broadway, New York

Bing Crosby Enterprises, Inc.

9028 Sunset Blvd., Los Angeles
Producer of programs.

Crossroads TV Productions

1121 S. Glenstone Ave., Springfield, Mo.

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

39 W. 53rd St., New York
Producers.

Gordon M. Day Prods.

108 E. 30th St., New York
Producer of Spots.

D & R Television Film

12 E. 57th St., New York
Producers.

De Frenes Co.

1909 Buttonwood St., Philadelphia
Producer of films in color and black and white.

Demby Productions, Inc.

1 W. 58th St., New York
Producer of programs, commercials.

Dephoure Studios

782 Commonwealth Ave., Boston
Producer of films.

Depicto Films, Inc.

254 W. 54th St., New York
Producer of films.

TV Film Distributors-Producers

- Louis de Rochement Assoc.**
380 Madison Ave., New York
Producers-distributors.
- 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**
17 E. 48th St., New York
Producer of programs.
- Dudley TV Corp.**
9908 Santa Monica, Beverly Hills, Calif.
Producer-distributor of educational, promotional films, animated commercials.
- Dynamic Films, Inc.**
112 W. 89th St., New York
Producer of commercials, programs.
- Walt Disney Studio**
2400 W. Alameda Ave., Burbank, Calif.
- Jack Douglas Productions**
7657 Melrose Ave., Hollywood, Cal.
Distributor of documentary films.
- East Coast Television**
157 E. 69th St., New York
- Educational Films Corp.**
1501 Broadway, New York
Producer of educational programs.
- Elan-Porter Productions**
19 W. 45th St., New York
- Peter Elgar Prods., Inc.**
18 E. 53rd St., New York
Producer of documentaries and other Programs.
- Elliot-Unger-Elliott**
414 W. 54th St., New York
TV filmed commercials.
- Empire Production Corp.**
480 Lexington Ave., New York
Film production facilities.
- Easton Films, Inc.**
334 E. 74th St., New York
Film Production.
- Robert J. Enders**
1001 Connecticut Ave., N. W. Washington 6, D. C.
Producers.
- Endorsements, Inc.**
65 E. 55th St., New York
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.
- Family Films, Inc.**
1364 N. Van Ness Ave., Hollywood
- Family Theatre**
7201 Sunset Blvd., Hollywood
Film rentals.
- 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. Farnosa Ave., Hollywood
Producer-distributor of films.
- Paul J. Fennell Co.**
404 N. Cienega Blvd., Los Angeles
Producer of films, live and animated.
- Frank Ferrin Prods.**
6528 Sunset Blvd., Hollywood
Producer of films.
- Filmack Corp.**
1327 S. Wabash Ave., Chicago
Producer of commercials.
- Film Classic Exchange**
1611 N. La Brea Ave., Hollywood
- 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.
- Film Images, Inc.**
1860 Broadway, New York
- Filmaster Productions**
650 N. Bronson Ave., Hollywood
Producers.
- Flamingo Films**
509 Madison Ave., New York
Producer-distributor.
- Films of the Nations, Inc.**
62 W. 45th St., New York
Producer of films.
- Film Studios of Chicago**
135 S. La Salle St., Chicago
Producers-distributors.
- Film Vision Corp.**
1501 Broadway, New York
Distributors.
- Fiore Films**
128 Mallory Ave., Jersey City, N. J.
- Flying A Productions**
6920 Sunset Blvd., Hollywood
Producer of Westerns and other series.
- Fortune Features**
1501 Broadway, New York
- Fortune Merchandising Corp.**
8435 Melrose Ave., Hollywood
Producer of commercials.
- 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 & TV**
366 Madison Ave., New York
Producer-distributor for foreign stations.
- Leon Fromkess**
5746 Sunset Blvd., Hollywood
Producer of feature films.
- Frontier Productions**
8822 Washington Blvd., Culver City, Calif.
- Gallagher Films, Inc.**
854 Shawano Ave., Green Bay, Wis.
Produce commercials.
- Gateway Productions**
1859 Powell St., San Francisco, Calif.
- W. J. German, Inc.**
John St., Fort Lee, N. J.
Film Distributors.
- W. J. German of Calif.**
6677 Santa Monica Blvd., Hollywood, Calif.
- General Film Laboratories**
1546 North Argyle Ave., Hollywood
Producer of films.
- General Service Studios**
1040 N. Las Palmas Ave., Hollywood
- General Teleradio, Inc.**
1440 Broadway, New York
Distributor of films.
- Glenar Productions**
6618 Sunset Blvd., Hollywood
Producer of programs.
- Jack Goetz**
1148 San Ysidro, Beverly Hills, Calif.
Producer of films.
- Mel Gold Productions, Inc.**
1639 Broadway, New York
Producer of films.
- Harry S. Goodman Prods.**
19 E. 53rd St., New York
Producer of films.
- Governor TV Attractions**
151 W. 46th St., New York
Distributor of feature films, shorts.
- Grantray-Lawrence Animation, Inc.**
1537 N. La Brea, Hollywood
- Gross-Krasne, Inc.**
650 No. Bronson, Los Angeles
Producer of films.
- John Guedel Radio Productions**
8321 Beverly Blvd., Los Angeles
Producer for radio and TV.
- Guild Films Co., Inc.**
460 Park Ave., New York
Distributor of features, series.
- Herman Hack Productions**
2441 N. Beachwood Dr., Hollywood
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, Calif.
Producer of programs and commercials.
- Mark Hawley Assoc.**
520 Fifth Ave., New York
- 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.
- Hile-Damroth, Inc.**
270 Park Ave., New York
Producer of commercials.
- Hoffberg Productions, Inc.**
362 W. 44th St., New York
Distributor of features and series.
- Hollywood Film Enterprises**
6060 Sunset Blvd., Hollywood
- Sandy Howard Prods.**
853 Seventh Ave., New York
Producers.
- Hurrell Productions, Inc.**
333 No. Rodeo Dr., Beverly Hills, Calif.
Producer of package programs and commercials.
- HYGO Television Films, Inc.**
1501 Broadway, New York
Distributor of feature films.
- Hollywood Film Company**
946 N. Seward St., Hollywood
Manufacture editing supplies.
- Hollywood TV Service, Inc.**
4020 Carpenter Ave., N. Hollywood, Calif.
Distributes motion pictures for TV.
- Ideal Pictures, Inc.**
58 E. So. Water St., Chicago
Distributor of films.
- Imperial World Films**
49 E. Oak St., Chicago
- Impro Productions, Inc.**
7324 Santa Monica Blvd., Hollywood
Producers.
- IMPS, Inc.**
515 Madison Ave., New York
Producer of documentary films.
- International Film Foundation**
345 E. 46th St., New York
Producer-distributor of documentary films.
- International Geographic Pictures**
1776 Broadway, New York
Producer of educational 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.
- Interstate TV Corporation**
4376 Sunset Drive, Hollywood
Producer-distributor of feature films.
- Inter-TV Films, Ltd.**
1410 Stanley St., Montreal, P. Q.
- Information Productions, Inc.**
5 E. 57th St., New York
- Institute of Visual Training**
40 E. 49th St., New York
- Lou Irwin, Inc.**
9165 Sunset Blvd., Hollywood
- Italian Films Export**
1501 Broadway, New York
- 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.
- Bernard Karlen Productions**
270 Park Ave., New York
Producer of package programs.
- Victor Kayfetz Productions**
1780 Broadway, New York
Producer of programs, commercials.
- Herbert Kerkow, Inc.**
480 Lexington Ave., New York
Producer of films.
- K & W Prods.**
1657 Broadway, New York
- Kling Studios, Inc.**
1058 W. Washington Blvd., Chicago
Producer of package shows, commercials.

TV Film Distributors-Producers

Knickerbocker Productions

1600 Broadway, New York
Producer of films.

Kumin-Olenick Agency

355 N. Canon Dr., Beverly Hills, Cal.

Lakeside TV Co.

1465 Broadway, New York
Producers-distributors.

Lalley & Love, Inc.

565 Fifth Ave., New York
Producer of series and spots.

Lance Productions, Inc.

315 W. 57th St., New York

Albert Lang Productions Inc.

5746 Sunset Blvd., Hollywood
Producer of films.

Larchmont TV Studios

210 No. Larchmont Blvd., Los Angeles
Producer of commercials.

Latin American Radio-TV Corp.

500 Fifth Ave., New York
Producers-distributors

Robert Lawrence Productions

418 W. 54th St., New York
Producer of commercials and package programs to order.

Les Lear Prods. Corp.

Hotel Sherman, Chicago, Ill.

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.

1431 N. Walls St., Chicago
Producer of films.

Lewislor Enterprises, Inc.

9756 Wilshire Blvd., Beverly Hills, Calif.

Library Films, Inc.

25 W. 45th St., New York
Distributor of foreign films.

Lou Lilly Prods.

5746 Sunset Blvd., Hollywood

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.

Langlois Filmusic, Inc.

619 W. 54th St., New York
Music for TV.

John W. Loveton Prods.

9100 Sunset Blvd., Hollywood

MAC Studios

Congress Hotel, Chicago

Magnetic TV Sound Co.

854 Shawano Ave., Green Bay, Wis.

Major Television Prods., Inc.

1270 Ave. of Americas, New York

Marathon TV Newsreel, Inc.

10 E. 49th 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.

Marshall-Hester Prods.

521 Fifth Ave., New York

Masterpiece Prods.

45 W. 45th St., New York

Marterto Productions Inc.

846 N. Cahuenga Blvd., Hollywood
Producer of films.

Robert Maxwell & Associates

5746 Sunset Blvd., 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.

1416 La Brea Ave., Hollywood, Cal.
Producer of films.

Medallion Productions

6000 Sunset Blvd., Hollywood
Producer of features, commercials.

Mercury Int'l. Pictures

6611 Santa Monica Blvd., Hollywood
Producer of features, cartoons.

Charles Michelson, Inc.

45 W. 45th St., New York
Distributor of series, spots.

Minot TV, Inc.

509 Madison Ave., New York
Distributor of films.

Mode-Art Pictures

1022 Forbes St., Pittsburgh, Pa.
Producers.

Carlton E. Morse Enterprises

1680 N. Vine St., Hollywood
Producer of programs.

Morton Productions, Inc.

64 E. Lake St., Chicago
Producer of shorts.

Motion Pictures for Industry

5243 Kelton Ave., Los Angeles
Producer of films to order.

Meridian Pictures

1051 N. Formosa Ave., Hollywood
Half-hour films.

Medic TV Productions

7324 Sta. Monica Blvd., Hollywood
Half-hour films.

Modern Talking Picture Service, Inc.

219 E. 44th St., New York
Distributors of feature, spot TV films.

Motion Pictures for Television

655 Madison Ave., New York
Distributor of feature films.

Motion Picture Stages

3 E. 57th St., New York

Movie Advertising Bureau

70 E. 45th St., New York
Producer of commercials.

Movietonews, Inc.

460 W. 54th St., New York
Producer-distributor of shorts.

MPO Productions

15 E. 53rd St., New York
Producers.

Owen Murphy Prods., Inc.

723 Seventh Ave., New York
Producers of programs, commercials.

Nation Wide Television Corp.

745 Broadway, New York
Producer of films.

National Screen Service Corp.

1600 Broadway, New York
Producer of commercials, spots.

National TV Films

300 W. Third St., Charlotte, N. C.

NBC Film Division

30 Rockefeller Plaza, New York
Distributor of films.

Stanley Neal Productions, Inc.

475 Fifth Ave., New York
Producer-distributor of films.

Ted Nemeth Studios

729 Seventh Ave., New York
Producer-distributor of films.

Nothing New Under the Sun Prods.

338 N. Rodeo Dr., Beverly Hills, Cal.
Producer of short features.

National Telefilm Associates

60 W. 55th St., New York
TV program producers.

North American Television Productions, Inc.

222 E. 46th St., New York
Musicals for TV.

Official Films, Inc.

25 W. 45th St., New York
Producer-distributor of films.

Olympia Film Prods.

112 W. 48th St., New York

Harry Owens Television Prods.

6710 Melrose Ave., Hollywood
Distributor of feature films.

Packaged Programs, Inc.

634 Penn Ave., Pittsburgh
Producer of news films.

Pan American TV Corp.

1044 S. Hill St., Los Angeles

Paramount Television Prods.

1501 Broadway, New York
Producer of package programs.

Paul Parry Productions

7557 Sunset Blvd., Hollywood
Producer of commercials.

Parsonnet TV Film Studios

4602 Fifth St., Long Island City, N. Y.
Producer of films.

Parsonnet & Wheeler

32 W. 53rd St., New York

Lindsay Parsons, Prod., Inc.

1416 N. La Brea, Hollywood
Producer of features, commercials.

Pathescope Productions

580 Fifth Ave., New York
Producer of commercials, Cartoons.

Ray Patin Productions

6650 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.

David Piel

551 Fifth Ave., New York

Polaris Pictures, Inc.

5859 W. Third St., Los Angeles
Producer of films.

Post Pictures Corp.

71 W. 47th St., New York
Distributors of features, shorts.

Princess Pictures, Inc.

11 W. 42nd St., New York
Producer of films.

Princeton Film Center

270 Park Ave., New York
Producer-distributor of films.

Prockter TV Enterprises, Inc.

7324 Santa Monica Blvd., Hollywood
Producer of films.

Quality Film, Inc.

1040 N. Las Palmas, Hollywood

Quintet Productions

6052 Sunset Blvd., Hollywood
Producer of films.

Reid Ray Film Industries

2269 Ford Parkway, St. Paul, Minn.
Producer of programs, commercials.

Rawlins-Grant, Inc.

650 N. Bronson Ave., Hollywood
Producer of films.

Reela Films, Inc.

17 N.W. 3rd St., Miami, Fla.
Producer of films.

Reader's Digest — de Rochement (RD-DR Corp.)

380 Madison Ave., New York
Producer of features, educational films, commercials.

Regal Television Pictures Corp.

151 W. 46th St., New York
Distributor of features, shorts.

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.

Marion Riddick Prods.

1102 Eberhard St., Houston, Tex.

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Cal.
Producer of commercials, programs.

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood
Producer of programs.

Frederick K. Rockett Co.

6063 Sunset Blvd., Hollywood
Producer of films.

Roy Rogers Productions

1041 N. Formosa Ave., Hollywood
Producer of Westerns.

Roland Reed Prods.

650 N. Bronson, Hollywood
Producers of commercials and programs.

Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood
Producer of package programs.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood
Producer of films.

Ruby Film TV Company

729 Seventh Ave., New York
Producer of films.

TV Film Distributors-Producers

- Russel & 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.
- Joseph S. Salzburg**
33 W. 60th St., New York
Producer of films.
- Sarra, Inc.**
200 E. 56th St., New York
Producer of films.
- Walter Schwimmer, Inc.**
75 E. Wacker Dr., Chicago
Producers of package programs.
- 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.
- Seaver-Leftwich, Inc.**
16 E. 40th St., New York
Producers of film commercials and programs.
- Sherry TV, Inc.**
2400 W. Alameda Ave., Burbank, Cal.
Producer of features.
- Simmel-Meservey TV Producers.**
9113 W. Pico Blvd., Los Angeles
Producers of film.
- 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, musicals.
- The Charles E. Skinner Productions**
6226 Yucca St., Hollywood, Calif.
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 commercials.
- Walter Harrison Smith Prods.**
136 E. 57th St., New York
Producers of films.
- 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.
- Southern Attractions, Inc.**
Chatham Bldg., Charlotte, N. C.
Producers of films.
- Specialty Television Films, Inc.**
1501 Broadway, New York
Producer-distributor of films.
- Splendor Film Corp.**
723 7th Ave., New York
Producers of film using Negro artists.
- Sportvision, Inc.**
233 Sansome St., San Francisco
Producer-distributor of sports films.
- Square Deal Pictures Corp.**
Pine Bridge Road, Ossining, N. Y.
Producer-distributor of films.
- Stage 5 Productions**
1040 N. Las Palmas Ave., Hollywood
Producer of films.
- Al Stahl Productions—Animated Prods., Inc.**
1600 Broadway, New York
Producer of film programs, commercials.
- Standard Television Corp.**
322 S. Beverly Dr., Beverly Hills, Cal.
Distributor of feature films.
- Standard Television Corp.**
745 Fifth Ave., New York
Producers of films.
- Star Entertainment Corp.**
214 W. 42nd St., New York
Producer of films.
- Station Distributors, Inc.**
1407 Broadway, New York
Producer-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**
135 W. 52nd St., New York
Producer of films.
- Studio City TV Productions**
4020 Carpenter, North Hollywood
Producer of films.
- Studio Films, Inc.**
380 Madison Ave., New York
Producer-distributor of musical films.
- Sunset Productions, Inc.**
4000 W. Olive Ave., Burbank, Calif.
Producer of film commercials.
- Superman, Inc.**
650 N. Bronson Ave., Hollywood
Producer of "Superman."
- Swift-Chaplin Productions**
1136 N. Highland Ave., Hollywood
Producer of commercials.
- John Sutherland Prods., Inc.**
201 N. Occidental Blvd., Los Angeles
Producer of films.
- 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.
- Telecast Films, Inc.**
247 W. 46th St., New York
Distributor of films.
- Telecine Film Studios**
100 S. Northwest Hwy., Park Ridge, Ill.
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 Film Corp., Inc.**
630 Ninth Ave., New York
Producers of news films, commercials.
- Telepictures, Inc.**
145 N. Robertson Blvd., Beverly Hills.
1515 N. Western Ave., Hollywood
Producer of films.
- Telepix Corporation**
287 10th Ave., New York
Producer of series.
- Telescene Film Productions Co.**
1407 Broadway, New York
Producer-distributor of films.
- Television Features of America**
37 W. 46th St., New York
- Television Films of America**
1750 N. Vermont Ave., Hollywood
Producer of package shows, shorts, news films.
- Television International Co.**
25 W. 45th St., New York
Distributor of series, shorts.
- Television Library, Inc.**
3 E. 57th St., New York
Producers-distributors.
- Television Programs of America, Inc.**
477 Madison Ave., New York.
Producer of films.
- Television Screen Productions,**
17 E. 45th St., New York
Producer of programs, spots.
- Television Snapshots, Inc.**
270 Park Ave., New York
Producer of films.
- Tel Ra Productions**
1518 Walnut St., Philadelphia, Pa.
Producers.
- Ed McLemore "Texas Rasslin"**
Cadiz & Industrial Blvd., Dallas
Producers of wrestling films.
- Ed Thorgerson**
245 W. 55th St., New York
Producer of package programs.
- Transfilm, Inc.**
35 W. 45th St., New York
Producer of films.
- TV Movie Club, Inc.**
1501 Broadway, New York
Producer of programs.
- TV-Unlimited Inc.**
17 E. 45th St., New York
Producer of programs.
- 20th Cent. Fox TV Prods.**
444 W. 56th St., New York
Producers-distributors.
- U. M. & M TV Corp.**
745 Fifth Ave., New York
Producers-distributors.
- Richard H. Ullman, Inc.**
295 Delaware Ave., Buffalo, N. Y.
- 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 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, serials.
- Unity Television Corp. of Calif.**
9100 Sunset Blvd., Hollywood
Producers of feature films, cartoons, sport reels.
- Van Praag Productions**
1600 Broadway, New York
Producer-distributor of films.
- Video Color, Inc.**
11 E. 48th St., New York
- Video Pictures, Inc.**
500 Fifth Ave., New York
Producer of feature films, commercials.
- Video View, Inc.**
7557 Sunset Blvd., Hollywood
Producer of films.
- Videart, Inc.**
343 Lexington Ave., New York
- Vidicam Pictures Corp.**
240 E. 5th St., New York
- Visual Drama, Inc.**
129 N. Vermont, Los Angeles
Producers of "Gangbusters."
- Volcano Pictures, Inc.**
1040 N. Las Palmas, Hollywood
Producer of feature films, commercials.
- Vonna Productions, Inc.**
1040 N. Las Palmas, Hollywood
- Vitapix Corp.**
509 Madison Ave., New York
Distributors.
- Roger Wade Productions**
15 W. 46th St., New York
Producers of programs, commercials.
- Adrian Weiss Productions**
655 No. Fairfax Ave., Los Angeles
Producer of films.
- Louis Weiss & Co.**
655 No. Fairfax Ave., Los Angeles
- Western TV Corp.**
460 Park Ave., New York
- Wilding Picture Prods., Inc.**
385 Madison Ave., New York
Producer of film
- Williams Films, Inc.**
35 W. 53rd St., New York
Producers-distributors.
- Raphael G. Wolff Studios**
5631 Hollywood Blvd., Hollywood
Producer of programs, commercials.
- George Wallach Productions**
14 Lawrence St., New Hyde Park, New York
Producer of films.
- Emerson Yorke Studio**
245 W. 55th St., New York
Producer of films.
- Ziv Television Programs, Inc.**
488 Madison Ave., New York
Producer-distributor of films for syndication.
- Zorro Productions**
2400 Alameda Ave., Burbank Cal.

W. J. GERMAN, Inc.

AGENT FOR THE SALE AND DISTRIBUTION

OF

**EASTMAN PROFESSIONAL
MOTION PICTURE FILMS**

FOR

TELEVISION AND MOTION PICTURES

FORT LEE, N. J. • CHICAGO, ILL. • HOLLYWOOD, CALIF.

It takes a specialist

TO SELL THE LARGEST SINGLE LISTENER-BUYER GROUP

in Louisiana's 2 biggest markets!

IN SHREVEPORT

KCIJ

is the specialist for
country-music audience

Northern Louisiana is the heart of the rich Ark-La-Tex farming and industrial area where radio listeners like their music with a strong country flavor! KCIJ, specializing in country-music and news, gives listeners what they want! . . . gets listener response where it counts . . . in sales! That's why, in the 35 counties and parishes that make up this area, KCIJ is FIRST* among all independents and SECOND only to the 50,000 watt—but at nowhere near the cost!

**Pulse, March, 1956*

IN NEW ORLEANS

WMRY

is the specialist for
Negro audience

In the New Orleans area the picture is different! Here the large Negro population in more than 20 parishes and counties of Southern Louisiana and Mississippi represents the largest single listener-buyer group. WMRY, with its exclusive Negro programming and increased power, influences this rich market as no other medium can. So strong is WMRY that more Negro listeners are tuned daily to WMRY* than to the next 2 stations combined!

**Pulse, Mar-Apr, 1956*

*Put these 2 top sales specialists
to work for you now!*

Rx

In Shreveport

KCIJ

The BIG City Station with the Country Flavor

5000 WATTS 980 KC
(NON-DIRECTIONAL)

Rx

In New Orleans

WMRY

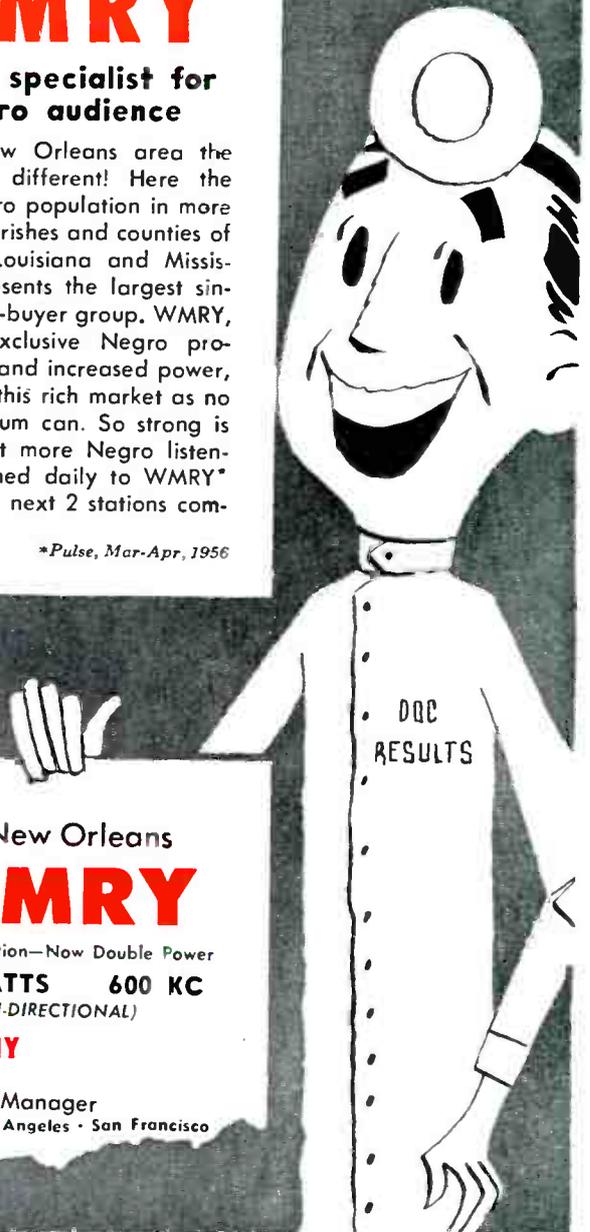
The Sepia Station—Now Double Power

1000 WATTS 600 KC
(NON-DIRECTIONAL)

SOUTHLAND BROADCASTING COMPANY

Mort Silverman, Executive Vice-President & General Manager

National Representative: GILL-PERNA, INC. • New York • Chicago • Los Angeles • San Francisco



LIVE TV RELIGIOUS

The Speer Family

An appealing 15-minute program of familiar 'Sunday-go-to-Meeting' songs pitched in country-music style. The five-member Singing Speer Family travel far and wide, appear in hundreds of singing concerts, and their RCA-Victor records are best sellers. Mail count in one week recently was 2,065.

Running Time: 15 minutes.
Cost: \$84.00 daily.
Number Available: Daily Mon. thru Fri. 6:45-7 A.M.
Submitted by: WLAC-TV, 159 4th Ave. N., Nashville, Tenn.

The Spiritualaires

Jack Brown, bass singer with the Spiritualaires, Capitol recording artists, M.C.'s program featuring outstanding quartets, trios, and duets from throughout telecast area. Program features unusual variety due to versatility of Spiritualaires organization.

Running Time: 30 minutes.
Cost: On request.
Submitted by: WSGS-TV, Winston-Salem, N. C.

Dr. George Heaton

Dr. Heaton, a well-known minister and labor-management consultant, devotes his 15-minute show to discussion of timely topics and advice on personal problems.

Running Time: 15 minutes.
Cost: \$445.00.
Number Available: One per week.
Produced by: WBTV.
Submitted by: WBTV, One Jefferson Pl., Charlotte, N. C.

Workshop for Living

Religion in Daily Living, the international Sunday School Lesson taught weekly by an outstanding minister in Central Texas, the Reverend Charles Osborne, First Baptist Church Moody. Illustrated discussions with significant thoughts translated into daily living.

Running Time: 30 minutes.
Cost: Open.
Submitted by: KCEN-TV, P. O. Box 188, Temple (Waco), Tex.

TV MISCELLANEOUS

Modern Romances

Martha Scott introduces a daily serial which is completed each week.

Running Time: 15 minutes.
Cost: On request.
Submitted by: NBC-TV, 30 Rockefeller Plaza, N. Y., N. Y.

"Monty" Curtiss, Newsreel Cameraman

Dramatic series telecast live and with integrated TV newsreel film action. "Monty" Curtiss, newsreel cameraman, is romantic, adventurous hero. Wide variety of adventures offered as he films human interest items, sports, political figures, disaster—the gamut of day-to-day assignments of a newsreel cameraman. His editor, associate cameramen, competitors, are shifty characters. Love interest centers around girl news photographer whom he resents but falls in love with. Program covers drama, comedy, adventure, danger, intrigue and has high-powered family appeal.

Running Time: 30 minutes.
Cost: Available on request.
Number Available: Half-hour weekly.
Produced by: Oliver W. Nicoll Prods.
Submitted by: Television and Radio Features of America, New York City 36, N. Y.

Cactus Pete

Starring Charlie Dugdale as "Cactus Pete", old salt of the western desert. Children's humor, letters and other participation. Roy Rogers used as insert entertainment material.

Running Time: 30 minutes.
Cost: \$30.00 per participation.
Submitted by: KOLN-TV, 40th & W Sts., Lincoln, Nebr.

Circle Six Ranch

Foreman Jack has a daily date with his little buckaroos. Old west adventure on film, talks to small fry guests and secret code messages to members of the Buckaroo Club which has 10,000 members. Youngsters throughout the viewing area have made the Circle 6 Ranch a daily "must".

Running Time: 60 minutes.
Cost: Participations \$30.00 flat. Maximum 6 per show.
Number Available: Daily Mon. thru Friday.
Submitted by: WCTV-TV, P. O. Box 3166, Tallahassee, Fla.

Breakfast Playhouse

Three acts of drama "when the house is quiet" after breakfast for the housewife. Generally two half-hour anthologies and a short old-time museum piece. Host Tom Romano, arm-chairs the 90 minutes and fills in between the acts with bits of news and gossip for the ladies.

Running Time: 90 minutes.
Cost: \$50 per part.
Number Available: On request.
Submitted by: WNHC-TV, 1110 Chapel St., New Haven, Conn.

Bill Zipf's Farmtime

In his Monday-Friday farm news roundup, Bill Zipf, a combination dirt farm, writer, and photographer, includes livestock and weather reports and general farm news, plus a complete daily calendar of rural events. Zipf, who is also the Columbus Dispatch farm editor, presents a wide range of farm subjects, and in addition to answering the needs of mid-Ohio's vast rural population, keeps urban viewers abreast of the latest farm developments, food prices, etc.

Running Time: 10 minutes.
Cost: \$75 per one minute part.
Submitted by: WBNS-TV, 495 Olentangy River Rd., Columbus, O.

Murder by Gaslight

Dramatized mystery series based on actual crimes of gaslight era. For 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 atmosphere. The fictitious Dr. Paxton Stevens, story-teller, is experienced criminologist with grim sense of humor. Series is bound to

hold interest of millions of mystery fans and armchair detectives.

Running Time: 30 minutes.
Cost: Available on request.
Number Available: Half-hour weekly.
Produced by: Oliver W. Nicoll Prods.
Submitted by: Television and Radio Features of America, New York City 36, N. Y.

Panorama Pacific

"Panorama Pacific" is a regional early morning program which airs throughout the Western States. Its entertainment and information are ideally suited for western tastes and buying habits. The program is emceed by genial Red Rowe and features Helen Parrish, Grant Holcomb and Tommy Dixon. "Pan Pac" has wake-up music, news, guest stars, remotes and fashions and features.

Running Time: 2 hours.
Cost: On request.
Number Available: Several participations only. \$87.50 for 10 sec. shared ID on KNXT.
Produced by: Bill Gordon, for CBS-TV Pacific Network.
Submitted by: KNXT, 1313 N. Vine St., Los Angeles 28, Calif.

RADIO MISCELLANEOUS

The Comedy Veteran's Program

Four permanent comedy experts, veterans in the field of comedy, humor, comic writing, comedy gag creation, joke telling, humorous philosophy — who kick around various topics, plus interviews and auditions on the air with potential stars of tomorrow.

Running Time: 30 minutes.
Cost: \$750.
Number Available: Unlimited.
Produced by: Richard H. Roffman
Submitted by: R. H. Roffman, 675 West End Ave., New York, N. Y.

Good Music

All day and every day KXA plays "Good Music" — music that has endured. Thus, selections by Gershwin, Strauss, Rogers and Hammerstein, Tchaikovsky, Romberg, Greig and Beethoven comprise the music played by the world's greatest orchestras.

Availability: E. T.
Running Time: All day.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Submitted by: KXA, Inc., 320 Second Ave., West, Seattle, Wash.

Highway 850

This is a program aimed directly at the person driving home from work, or preparing dinner. Features easy-listening music, time signals, weather reports, and short local and national sports stories.

Availability: E. T.
Running Time: 45 minutes.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription
Produced by: KTAC, Winthrop Hotel, Tacoma, Wash.

Roger Bennett

A half hour participation program designed and timed for the housewife. On the air at 1:15 to 1:45 Monday thru Friday. These programs consist of informal talk about various subjects with material embracing the entire field of history, psychology, philosophy, news, science and human relations.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$16.75 per participation (National 1-time rate).
Audition Facilities: Transcription.
Submitted by: WSUN, Municipal Pier, St. Petersburg, Fla.

RADIO MISCELLANEOUS

Breakfast in Bedlam

The breeziest morning disc show to come out of Ft. Wayne. Program is handled by John Clayton. Includes music, news, sports, weather, comedy. Designed to entertain and inform. Informal in presentation but very interesting listening.

Availability: Live Talent.
Running Time: 50 minutes.
Cost: On request.
Number Available: Daily, Monday thru Friday (5).
Audition Facilities: Transcription. Submitted by: WGL, 201 W. Jefferson, Fort Wayne, Ind.

First Five Review

Conducted by senior deejay Dale Starkey features five top tunes same day in one of last 7 or 8 years. Rounded out by favorites of pre-1945 era. Quipster Starkey plays guitar and sings along as well. Specialty musical commercials. Soft sell with hard results. Good mail pull.

Cost: Station announcement rate. Audition Facilities: Transcription. Submitted by: W-GTO, Haines City, Fla.

Afternoon of Music

Classical and semi-classical music hosted by Ben Horch, 1 to 3:55 p.m. Availability: Live Talent and E. T. Running Time: 3 hrs. & 55 min. Cost: On request. Number Available: Unlimited. Audition Facilities: Transcription

Produced by: KWSO Program Dept., Ben Horch.
Distributed by: Maple Leaf Broadcasting Co., Box 366, Wasco, Calif.

Bob Wery Show

Bob Wery, senior deejay from Ohio has informative and quippy style of pop music and headline delivery. Famous for unusual originalities. Taped his own surgery, etc. Good mail pull. Housewife favorite. Number one in his stanza periods in Central Florida.

Availability: Live Talent.
Cost: Regular announcement rate. Audition Facilities: Transcription. Submitted by: W-GTO, Haines City, Fla.

Dar Dodds Show

Show is a composite music, news, weather, reports from 200 fish camps on fresh and salt water fishing and hunting in season. Senior announcer. Top Florida a.m. stanza. P.M. show personality tunes and quips. All music pop.

Availability: Live Talent.
Cost: Sold participating basis only. Audition Facilities: Transcription. Produced by: Dar Dodds. Submitted by: W-GTO, Haines City, Fla.

Gospel Hit Parade

Program is a disc jockey type show using the "popular" religious recordings of the day. Tunes are picked from survey of religious

book stores etc. Well done by a Bible college student. Nothing slow about this show.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 1 weekly.
Audition Facilities: Transcription. Submitted by: WGL, 201 W. Jefferson, Fort Wayne, Ind.

Twilight Time

Dinner music by your favorite artist — Mantovani, D'Artega Melachrino, Faith, Weston. Uninterrupted background music for early evening entertainment.

Availability: Live Talent.
Running Time: 2 hours.
Cost: On request.
Number Available: Unlimited.
Audition Facilities: Transcription. Submitted by: WRUF, P.O. Box 2757, Gainesville, Fla.

I'd Like to Know

The program emcee conducts direct phone conversations with listeners. The audience may ask any question of general interest. If anyone can supply the answer to the question, he calls and chats with the emcee. Both sides of the telephone conversation is actually on the air. In addition, listeners who wish to write in their answers or questions may do so.

Availability: Live Talent.
Running Time: 15 minutes.
Number Available: Any number.

Audition Facilities: Transcription. Submitted by: KWTO, Springfield, Mo.

What Do the People Think?

Mon-Fri. 8 to 8:30 a.m. . . . Announcer accepts calls from public on any subject but sex, race or religion. Terrific participation on variety of hot subjects; phone going constantly — no pauses or fills — just commercials between calls.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$30.
Audition Facilities: Transcription. Submitted by: KMOD, P.O. Box 941, Modesto, Calif.

Swap Shop

The Swap Shop runs daily Monday thru Saturday from 8:00 a.m. to 9:00 a.m. It is a live program with mail being read on the first portion and the last portion is devoted to telephone calls from listeners taken on the air with items to sell, trade, swap or buy, also lost and found.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: One-minute spot announcements — station time \$3.20 plus \$.80 talent.
Number Available: 3 — 5 daily or as few as one.
Audition Facilities: Transcription. Submitted by: WIRC, Hickory, N. C.

FILM MISCELLANEOUS

The Damon Runyan Theatre

Humorous anthology series based on the writings of Damon Runyon. Hollywood stars such as Vivian Blaine, Thomas Mitchell, Dorothy Lamour, Cesar Romero and Dane Clarke portray Runyon's colorful characters.

Running Time: 30 minutes.
Number Available: 39.
Produced by: Normandie Productions in association with Screen Gems.
Submitted by: Screen Gems, Inc., 233 W. 49th St., New York, N. Y.

Bob Elson's Interviews of the Century

Interviews with interesting people of motion pictures, theatre, science, education, politics, etc. who are about to board the Twentieth Century Ltd. on their way to New York in Chicago's LaSalle St. Railroad Station.

Running Time: 15 minutes.
Cost: \$40-\$500, depending on market.
Number Available: 17.
Produced by: Academy Film Prods., Inc., 123 W. Chestnut St., Chicago 10, Ill.

Top Plays of 1956

Sponsored on network as Fire-side Theatre, this series features such Hollywood stars as Thomas Mitchell, Gene Raymond, June Havoc, William Bendix and Joan Blondell.

Running Time: 30 minutes.
Number Available: 44.
Produced by: Frank Wisbar, Inc.
Distributed by: Screen Gems, Inc., 233 W. 49th St., New York, N. Y.

Celebrity

Informal 3 to 5 minute interviews with famous personalities in the theatre and entertainment world. Talk about their personal life, ambitions, etc.

Running Time: 5 minutes.
Number Available: 23.
Produced by: Olympia Film Prods. Inc.
Submitted by: Olympia Film Prods. Inc., 112 W. 48th St., New York 36, N. Y.

Lilli Palmer Show

Interviews with famous persons in the theater, music, literature, the dance, etc.

Running Time: 15 minutes.
Number Available: 26.
Distributed by: NBC-TV Films.
Submitted by: NBC-TV Films, 663 Fifth Ave., N. Y. 22, N. Y.

Jet Jackson

Currently telecast on CBS-TV as Captain Midnight, this science adventure series features Richard Webb as the sky hero who combats his country's enemies with scientific inventions and two fisted courage.

Running Time: 30 minutes.
Number Available: 39.
Submitted by: Screen Gems, Inc., 233 W. 49 St., New York, N. Y.

Jungle Jim

Johnny Weissmuller stars as a jungle guide who finds adventure and excitement in exotic and little known parts of the world. Created for first run syndication, the series features Martin Huston as Weissmuller's son and Norman Frederic as their Hindu companion.

Running Time: 30 minutes.
Number Available: 26.
Submitted by: Screen Gems, Inc., 233 W. 49 St., New York, N. Y.

Hollywood to Broadway

Each show is complete. John Conte interviews top Hollywood and Broadway stars, screen sequences of latest motion pictures produced by the major film companies prior to release and reports personal tidbits on Hollywood film personalities.

Running Time: 15 minutes.
Number Available: 26.
Distributed by: Atlas TV Corp., 15 W. 44th St., New York 36, N. Y.

Your All Star Theatre

Syndication title of the network drama anthology, "Ford Theatre." The series includes romances, comedies, melodramas and mysteries, and stars such actors as Paul Muni, Arlene Dahl, Barry Sullivan, Teresa Wright, George Sanders, Merle Oberon, Broderick Crawford.

Running Time: 30 minutes.
Cost: On request.
Number Available: 156.
Produced by: Screen Gems, Inc., 233 W. 49th St., New York, N. Y.

Celebrity Playhouse

This dramatic anthology series of comedies, adventures and romances stars some of Hollywood's top players including Linda Darnell, Edward G. Robinson, Ann Sheridan and Teresa Wright. Created for Falstaff Brewing Co. for national spot telecasting, this series is available for first run syndication in many markets.

Running Time: 30 minutes.
Number Available: 39.
Produced by: Screen Gems, Inc.
Submitted by: Screen Gems, Inc., 233 W. 49th St., New York, N. Y.



By TED GREEN

• • • A campaign is reportedly starting early in August for an agricultural insecticide via Wildrick & Miller, and will be beamed over farm stations. . . . The new centralized TV film operation at RKO Teleradio Picture has been dubbed RKO Television, a division of RKO Teleradio Pictures. It will continue under supervision of Bob Manby, vice president. . . . If sales on Sammy Kaye's single "I've Grown Accustomed to Her Face" and "I Could Have Danced All Night" are any indication, his just-released album of 12 tunes from "My Fair Lady" arranged for dancing should be a best-seller. . . . Slenderella considering a women's angle radio show for its attractive exec vice president Eloise English. . . . Jane Pickens, currently in Stockholm, Sweden, for NBC, says that Dave Garroway ought to move the "Today" show to Scandinavia where Dave could get up at four a.m. and still see the sun shining brightly.



• • • Mort Abrahams, executive producer of NBC TV's "Producer's Showcase," offers this bit of advice to would-be TV producers: "One of the most vital talents a TV producer can have is the ability to communicate with different people: actors, directors, designers, etc., in their own technical language."

TV Set Circulation 73%, Claims ARF

(Continued from Page 1)

crease of three million households in less than a year.

Multiple-set ownership also increased in this time, from 3.5 per cent in June, 1955 to 4.8 per cent of U. S. households in the period surveyed this year. The actual number of sets in households was registered at 37 million in this year's February to March period compared to 33 million in June, 1955, which yielded an average figure of 1.05 TV sets per household this year, over 1.04 sets last year.

A third survey of sets in U. S. households is planned for August, 1956.

The Department of Commerce, meanwhile, revealed that about 39 per cent of Canadian homes in 1955 had TV sets, 1,496,000 out of a total of 3,873,000 families. This was an increase for our Northern neighbors from 22 per cent in 1954 and from 10 per cent in 1953. The Canadian Government says that at least 1,800,000 sets are in use in that country, the Department of Commerce reports.

Canadian output and sales of TV receivers are declining this year, however, because broadcasting coverage, embracing approximately 75 per cent of Canadian population is not expanding as rapidly as in previous years. A record high of over 850,000 TV receivers was produced in 1955 and domestic sales climbed to 765,000 from 642,000 in 1954 and 366,000 in 1953, the report says. But in the first four months of this year sales have dropped to 166,000 TV sets, compared with 196,000 in '54.

RCA Earnings Rose During First Half

(Continued from Page 1)

pared with 20,061,000 for the same period last year.

This net profit represents earnings on the common stock of \$1.32 per share, after payment of dividends on the preferred stock. This figure compares with \$1.46 per share earned in the first half of 1955. Sales during the second quarter of 1956 were \$251,640,000, an increase over the like quarter of 1955 of eight per cent. Common share earnings in the second quarter amounted to 47 cents, compared with last year's 62 cents.

Boyle-Midway Purchases 5 Hemingway Newscasts

(Continued from Page 1)

mountain and Arizona Networks. It was announced by Norman Boggs, vice-president in charge of sales for the Don Lee Broadcasting System. Contract, starting August 1, is for 52 weeks. The sponsor, manufacturer of such household products as Aero-Wax, Griffin Shoe Polish, Aero-Shave, San-Flush, 3-in-One Oil and Black Flag, was represented by Bob Haldeman, account executive for J. Walter Thompson. Jim Ingraham is the Don Lee account executive.

MBS Airs N. D.

MBS will carry the ten-game Notre Dame football broadcast schedule this Fall. The schedule includes one night and one late afternoon game.



Proudly Announce

Their Appointment As

**NATIONAL SALES
REPRESENTATIVES**

FOR

W C A O
BALTIMORE MD.

AND

W C O P
BOSTON MASS.

In addition to

National Representation of

W M P S AND **W J J D**
MEMPHIS TENN. CHICAGO ILL.

*The Broadcast Services
of Plough, Inc.*

Fellows To Head Voice Committee

(Continued from Page 1)

clude: James D. Secrest, executive vice president and secretary of RETMA; William R. Risher, vice president, U. S. Junior Chamber of Commerce; Dr. Samuel M. Brownell, Commissioner of Education, U. S. Office of Education, Department of Health, Education and Welfare; Dr. Paul E. Elicker, executive secretary, National Association of Secondary School Principals; and Robert K. Richards, who also serves as the committee's secretary.

Committee Members

Frederick H. Garrigus, NARTB manager of organizational services, and Peter H. Cousins, of RETMA, serve as co-chairmen of the Voice of Democracy action committee. Other action committee members are: Dean Borton and Albert W. Watson, of the Jaycees; Herbert F. Hodge of RETMA; Gertrude Broderick of the U. S. office of education (DHEW); and Joseph M. Sitrick, NARTB manager of publicity and informational services.

Open to all tenth, eleventh and twelfth grade students in any public, private, or parochial school in the United States and its possessions, the Voice of Democracy contest has the backing and approval of the United States office of education and is on the approved contest list of the national association of secondary school principals.

Special plans for the contest's 10th anniversary include the bringing to Washington, D. C. of all state and territorial winners and a week's round of Washington sightseeing, visits to government agencies, and entertainment, concluding with a banquet on February 22nd, at which time \$500 scholarships will be awarded to the four co-equal national winners.

Power Added

Las Vegas—KLAS-TV celebrated its third year in operation recently with a power boost to 55,000 watts. With the power boost, many neighboring communities were able to watch the station for the first time. Calls from viewers started pouring into the station upon the power change commending it on the excellent reception they were getting.

CBS To Broadcast Show In Hungary

Permission was obtained yesterday for a three man CBS news crew to broadcast from Communist Hungary. At the same time, NBC said it was "still in negotiation" on its plan to make a TV film of life in the Soviet Union.

Ernest Leiser, chief correspondent for CBS news in Germany will arrive in Budapest on Aug. 4 with technicians, Gernot Anderle and Jerry Schwartzkopf to cover the meeting of the World Council of Churches.

TV Industry Volume Gain Hit \$151,700,000 In 1955

(Continued from Page 1)

Sept. 15, 1955) and 437 stations reached \$744,700,000 in 1955, compared with \$593,000,000 in 1954.

Total broadcast expenses were \$594,500,000 in 1955, compared to \$502,700,000 in 1954. Net broadcast income before federal taxes in 1955 amounted to \$150,200,000, compared to \$90,300,000 in the previous year.

The four networks and their 16 owned stations accounted for \$374,000,000 of gross broadcast revenues in 1955, 93 pre-freeze VHF's earned \$230,000,000, 225 post-freeze VHF's took in \$112,200,000 and 103 post-freeze UHF's earned \$28,500,000. Gross income of the net stations rose \$67,300,000 in the year, the pre-freeze VHF's gained \$29,100,000. The post-freeze V's gained \$52,200,000, but UHF's gained only \$3,100,000.

Broadcast Expenses

Broadcast expenses of the UHF's fell \$2,400,000 to \$33,000,000, expenses of the post-freeze VHF's climbed from \$63,800,000 to \$107,400,000 in 1955, expenses of the pre-freeze VHF's rose to \$148,100,000 in 1955 compared to \$133,300,000 in 1954, expenses of the networks and their owned stations rose to \$306,000,000 in 1955 from \$270,200,000 in 1954, while total TV industry broadcast in 1955 compared to \$502,700,000 in the preceding year.

Net broadcast income before federal taxes for the 93 pre-freeze V's rose to \$81,900,000 in 1955 from \$67,600,000 in the preceding year. The 225 post-freeze V's had a net of \$4,800,000 compared to a 1954 loss of \$3,800,000, while the 103 UHF's cut their loss from \$10,000,000 in 1954 to \$4,500,000 in 1955.

The nationwide networks and their owned stations received \$225,700,000 from sale of network time in 1955, while the 421 other TV stations got \$83,000,000 for a total for network time sales of \$308,700,000. Miscellaneous nets and stations took in \$200,000.

The nets and their stations took in \$47,600,000 from sale of non-network time to national and regional advertisers, while the 421 other TV stations received \$174,800,000. The nets and their stations got \$24,800,000 from local advertisers for non-network time, while the 421 other TV stations got \$299,800,000. Total non-

net time sales reached \$681,100,000, but the nets and their stations paid \$57,900,000 in commissions to agencies, representatives, etc., and the other stations paid \$50,800,000, bringing net time sales down to \$572,400,000.

The nets and their stations received \$102,100,000 from talent and \$31,800,000 from sundry broadcast activities, while the 421 other stations got \$10,400,000 and \$28,000,000, respectively, from these sources.

Station profit and loss data showed that out of 48 VHF's which started operation during 1955, 10 showed a profit for that part of 1955 in which they operated while 31 showed losses and data was not available for 7. Of UHF's which went on the air during 1955, 6 reported losses and data for one was not available.

During the year, 466 stations operated, but 24 ceased operations before the end of the 1955.

V's In Black

All 19 of the TV stations which had \$4,000,000 or more of gross broadcast revenues were pre-freeze V's, and all were in the black. Four post-freeze V's took in between \$2,000,000 and \$4,000,000 and all were profitable, but three of the 46 pre-freeze V's in this bracket reported losses. In the \$1,000,000 to \$2,000,000 class, 33 pre-freeze VHF's were profitable, five pre-freeze V's were lost money, 15 post-freeze V's were in the black and three were in the red, one UHF was profitable and one lost money.

Only one pre-freeze V was in the \$800,000-\$1,000,000 class. This station showed a profit. Four pre-freeze V's earned between \$200,000-\$800,000 and all lost money. Twelve post-freeze V's in the \$800,000-\$1,000,000 class were all in the black; two U's showed a profit while one reported a loss.

Five post-freeze V's reported less than \$100,000 income and four of these reported losing money. Twenty UHF's were in this class, and 19 lost money. In the \$100,000-\$200,000 class, three post-freeze V's were profitable and 13 lost money while two U's earned money and 10 lost. In the \$200,000-\$400,000 category, beside one losing pre-freeze V, were 26 profitable post-freeze V's and 21 post-freeze V's that lost money. Also 10 profitable U's and seven losing U's. In the \$400,000-\$800,000 range, aside from three losing pre-freeze V's, were 43 profitable and 26 losing post-freeze V's and 16 profitable and nine losing UHF's.

Schneider Named

Milwaukee—Herman A. Schneider has been appointed an account executive on the sales staff of station WISN-TV, it was announced by John B. Soell, general manager of WISN and WISN-TV. Schneider was with station WJON, St. Cloud, Minn., as an account executive and station manager for four years, and previously he was with WNAM, Neenah-Menasha, Wis. Russell G. Wittberger has also joined WISN radio sales staff.

Weed Still Rep.

Yakima, Wash.—KIMA and KIMA-TV will continue to be represented by Weed & Co. and the Weed Television Corp., respectively, it was announced. Weed & Co. has represented the radio station since 1942 and the Weed Television Corp. has handled KIMA-TV since its debut in 1952.

KVVG Names Bernard Co.

Newly formed Charles Bernard & Co., station representatives, has been named national sales rep for TV outlet KVVG, Tulare-Fresno, Calif. The company was also named by WARL, Arlington-Washington, and WCMS, Norfolk. The three appointments are effective immediately.

Ask Deintermixture Proceeding Halt

(Continued from Page 1)

and trouble of filing briefs.

Travelers questions the FCC's legal authority to move Channel 3 from Hartford, Conn., to Providence, R. I. The company just won a Channel 3 construction permit after a nine-year battle. Springfield TV opposes the increase from 1,000 kw to 5,000 kw in maximum UHF power. Southern Connecticut and Long Island endorses the FCC proposals but says they should have gone further and provided for shorter separations of transmitters in the case of "overshadowed" communities.

Improve TV Competition

Travelers said that the FCC made the Hartford to Providence Channel 3 proposals solely to improve effective television competition in the two areas and "the commission is totally lacking in statutory authority to amend its rules on such a basis." The proposal is no longer valid because it was adopted by a 4-3 vote and E. M. Webster who provided the deciding tally in favor is no longer a commissioner, it was argued.

The Federal Communications Act does not confer "unlimited power" on the FCC, Travelers said, and termed the proposal an "abuse of its discretion. . . to protect a favored few television stations from competition with newly authorized applicants who, solely because of the delays resulting from comparative hearings, were unable to construct their stations at an earlier date."

Springfield TV also said the FCC "misconceives the basic (UHF) difficulty" in the proposal to increase permitted power. The increase, it was argued, would permit a few UHF's not in need of aid to invade the service areas of their less fortunate neighbors. There is no trouble in all-UHF areas and in intermixed areas the trouble lies in the lack of all channel sets rather than on power, it was argued. The company concluded that the FCC should rescind the flat permission for 5,000 kw power and consider power over the present 1,000 kw limit only on a case-by-case basis and only on a showing of need.

Proposals Sound

Southern Connecticut and Long Island TV said that the FCC proposals are sound "as far as they go," but maintained that "it was serious error to fail to provide for the case-by-case consideration of VHF allocations at less than present minimum transmitter-to-transmitter separations."

The company said that due to the delays forecast in the FCC's own orders the markets not directly benefited by the limited interim actions will have to wait for a decade to receive local service. The areas near large cities, the "overshadowed" ones, will get no relief, it was argued, and therefore the use of mileage separation reductions on a case-by-case basis is needed because it would give the overshadowed areas VHF service.

Nearly
everybody
listens
to



klac

*in their homes
or in their cars*

*A recent "Pulse" survey shows that
Push Button setting in Los Angeles
area cars was distributed among
stations as follows:*

	<i>% of total cars</i>
NET. A	55.0
NET. B	53.5
klac	46.6
NET. C	43.0
INDEPENDENT A	36.7
NET. D	34.8
INDEPENDENT B	34.8
INDEPENDENT C	18.3
INDEPENDENT D	3.4
MISCELLANEOUS	11.5

Proving again that
"Nearly everybody" listens to



Los Angeles

M. W. Hall, president-general manager • Felix Adams, general sales manager • represented nationally by Adam Young, Inc.



Now in our 2nd year of televising our hour-long Champagne Music Program* for the DODGE DEALERS OF AMERICA . . . we are proud to announce the Fall advent of a Second Full-Hour Program** — also for DODGE!

Our sincere thanks to all our friends for their enthusiastic encouragement during the past year . . . with a Special Bow to the 4,300 DODGE DEALERS throughout America, who have helped so much to achieve for us a Weekly Audience of more than 30,000,000 people.

* — 9 to 10 P.M. (E.S.T.)
SATURDAYS, on the
ABC Television Network

** — 9:30 to 10:30 P.M. (E.S.T.)
EVERY MONDAY on the
ABC Television Network

LAWRENCE WELK