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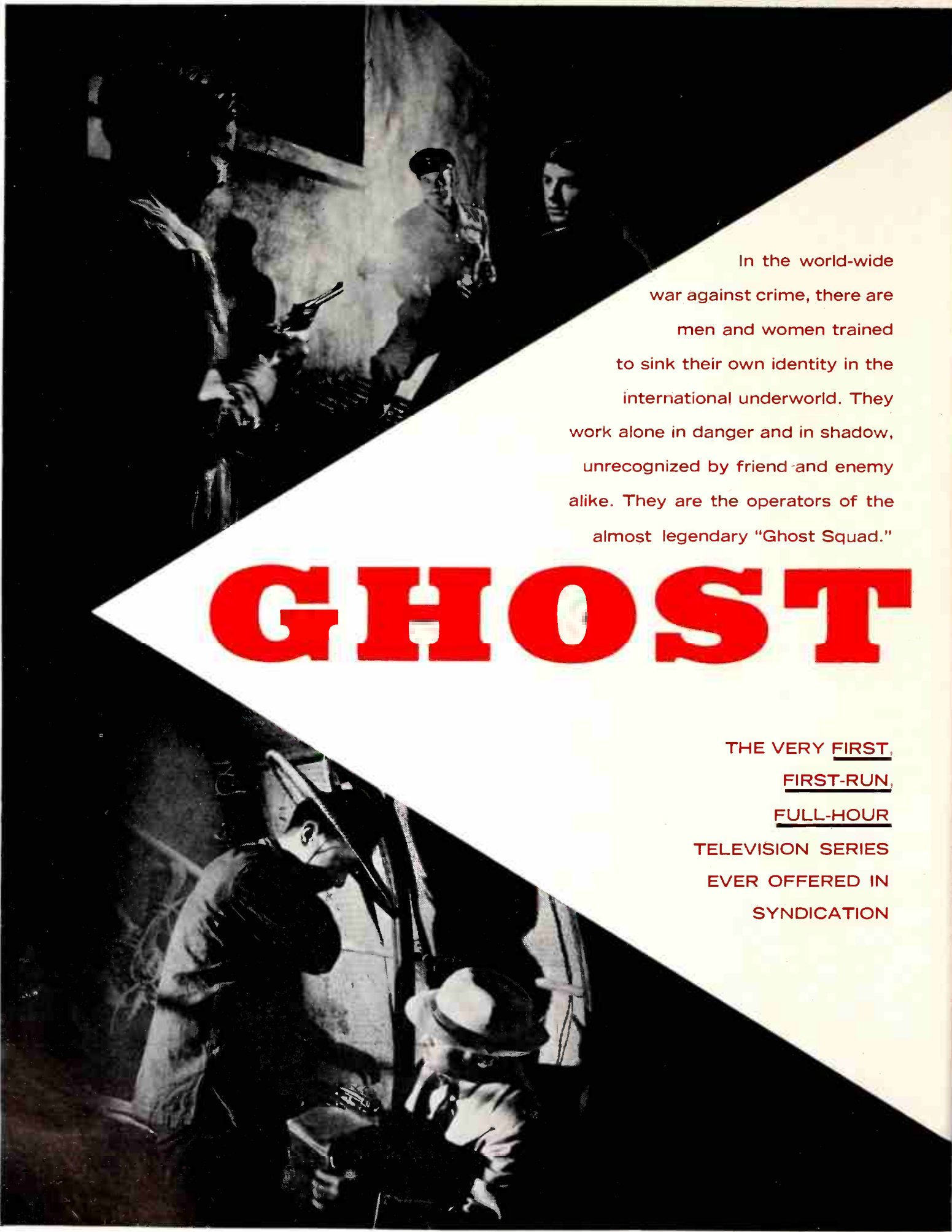
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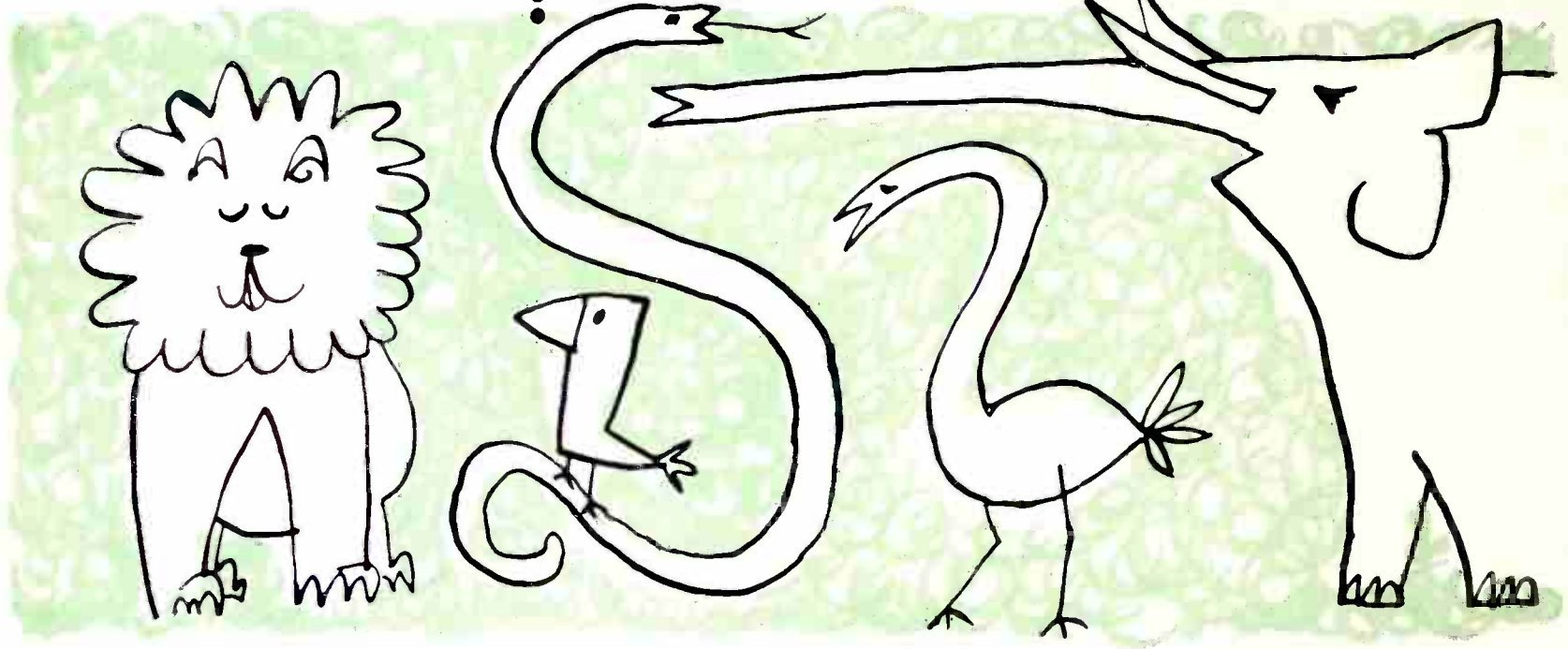
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The European Market

Common or Uncommon?

By Earle K. Angstadt, Jr.

Senior Vice President, Young & Rubicam, Inc.

EUROPEAN economic affluence is at an all-time high, and its prospects of growth are nothing short of glowing. The Twentieth Century Fund study of Europe's needs and resources has estimated that by 1970, the gross national product of Western Europe will amount to \$342 billion, a rise of 54.8 per cent over 1955—population will exceed 320 million and per capita gross national product will rise 42.8 per cent over 1955. Significantly, the study finds that consumer spending will rise even faster than gross national product.



American business has not been slow to take advantage of the promise inherent in this forecast. More than 800 U.S. companies have set up operations in Western

Europe in the past three years. The value of U.S. investments in Europe is double what it was seven years ago.

But, American companies in Europe are running into a pack of problems. Profits are not coming up to expectations. Some firms are losing money. Reports of failures are not infrequent.

What often leads to disaster and ruin is a failure to recognize that as yet there is no common market in a consumer marketing sense. There are common market countries, but together they comprise a most uncommon market.

For example, in Western Europe more than a dozen languages are spoken. Countries have widely varying customs, habits, needs, consumption patterns, and advertising media. Per capita advertising expenditures range from three dollars in Italy and eight dollars in France to \$21 in Western Germany and \$28 in Switzerland.

In our country, we are the beneficiaries of almost two decades of enormous investments in consumer research. You'll find fewer facts—important or extraneous—available about consumers abroad. Answers are harder to come by. There aren't as many government and public information sources. What there are, are not always reliable. People are less candid, less willing to bare their souls to the ubiquitous interviewer. Business men have a passion for secrecy. And to top it off, each country is so different that research findings in one country may have little relevancy to any other.

While we may have much to learn about marketing goods in Europe, many European producers are extremely skillful in their marketing methods in the U.S. Almost always price is a key issue in any competitive situation. Because imports often undersell American-made products, we have been anxious to learn what relationship, if any, exists between patriotism and price. That is, patriotism as expressed in willingness to pay a premium for a domestic product versus buying an import because of a lower price.

At Young & Rubicam, we find that the person who will switch away from the American brand is most likely to be in the younger age group, in the upper-income group, and a resident of the West Coast. Call them what you will—pace-setters, style-leaders, taste-makers, high mobiles—these are the people most susceptible to the lure of the unknown product, the new product, the different product, the foreign product. They are the people foreign manufacturers are reaching, and the very people we must sell first.

While we seek to take advantage of the great business opportunities in the uncommon markets of Europe, let's be sure that we are tending to store at home—that we are consistently searching for new ways to serve better the needs of our own consumers at the most competitive prices possible in what is still the greatest market—the U.S.A.

Changing News Trend

Stations Provide More Local Coverage

By John A. Aspinwall

Radio-Television News Editor, The Associated Press

YOU can look for more news of local and regional origin on the air during the coming year. That should hold true whether you do your listening in a small community or a big city like New York.

It doesn't require the powers of a seer to make the foregoing prediction. The trend has been apparent for some time. And there is evidence that it's gaining momentum.

According to surveys conducted by us, less than five per cent of the nation's stations currently place primary emphasis on national news in their programming. Approximately 60 per cent give equal emphasis to national and regional news. About 35 per cent place the accent on regional or local news. These figures can be regarded as reasonably accurate, because almost 1,000 stations—big and small—answered questionnaires circulated by The AP among its 2,300 radio and television members.



Rip-and-Read Method Predominated

The picture disclosed by these statistics is a far cry from the situation which existed 10 or 12 years ago. At that time relatively few stations were making serious efforts to cover the local news scene. The majority did not even maintain real newsrooms. They depended largely on the hourly summaries of national news supplied by the wire services—which could be aired by the rip-and-read method. For the most part they made few demands upon the wire services with respect to regional news.

Today the situation is reversed. At the meetings held annually in most states by our stations, the discussions generally revolve around regional news problems. The stations are avid for regional news, and our broadcast wire has progressively stepped up the flow of regional news to meet the needs of members. For instance, 63 bureaus are pouring news into the broadcast wire today compared with only 34 in 1952.

Members Improve Facilities

While asking more of The AP, its radio-TV members have taken impressive strides to improve their own news-gathering facilities in their respective areas. These advances are reflected in their growing participation in the cooperative news gathering operations of The AP. A few figures will tell the story:

During 1961, Wisconsin stations protected their fellow members of The AP on 2,615 stories developing in their own backyards. This represents 30 per cent of the total number of stories on which coverage was supplied by Wisconsin members—both newspapers and broadcasting stations. Five years ago the broadcast members accounted for less than 20 per cent.

In New Mexico, our broadcast members supplied more than 2,500 stories in 1961—triple the figure for 1959. In Illinois the figure was 1,652 compared with 782 in 1959. In New York it was 2,582 as against 2,186 in 1960. And so it went.

There's something else that mere statistics don't reveal—and that's the improved quality of the coverage being provided by AP member stations. We hear comments about that from our bureau chiefs all over the country. And when we speak of quality we mean less trivia and more hard news.

All in all, the signs add up to better listening ahead on the local news fronts.

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FILM ADVENTURE

Frontier Circus

Chill Wills and John Derek star as partners in a traveling circus. Their mutual aim is to bring some good cheer, fun and excitement to the struggling pioneers of the American frontier. Hollywood stars appear in dramatic guest-star roles. Featured in the cast is Richard Jaeckel.

Running Time: 60 minutes.
Cost: On request.
Number Available: 26.
Produced by: Revue Studios, Universal City, Calif.
Distributed by: MCA TV, New York, N. Y.

The Case of the Dangerous Robin

Rick Jason stars as Robin Scott, negotiator extraordinary for the companies that insure valuable objects. As he journeys from Acapulco to Athens, from Barcelona to Bombay, Robin finds himself matching wits with some of the slickest forgers and swindlers alive.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: ZIV-United Artists, Inc., New York, N. Y.
Distributed by: ZIV-United Artists, New York, N. Y.

The Aquanauts

Underwater adventures in the colorful, hazard-ridden life of professional divers. Keith Larsen stars as Drake Andrews and Jeremy Slate is featured as apprentice diver Larry Lehr.

Running Time: 60 minutes.
Cost: On request.
Number Available: 39.
Produced by: ZIV-United Artists, Inc., New York, N. Y.
Distributed by: ZIV-United Artists, New York, N. Y.

Shannon

George Nader stars as Joe Shannon, chief investigator for an insurance and bonding company in the transportation field.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Screen Gems, New York, N. Y.
Distributed by: Screen Gems, New York, N. Y.

Four Just Men

Dan Dailey, Jack Hawkins, Richard Conte, Vittorio de Sica star as four men banded together to fight injustice all over the world. On-location cameras follow them across the globe from their bases in Paris, London, New York and Rome.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Sapphire Films, London, England.
Distributed by: ITC, New York City.

You Can't Win

A series of off-beat crime stories—each crime is unsuccessful and proves that "crime doesn't pay."

Running Time: 45 minutes.
Cost: On request.
Number Available: 6.
Produced by: BBC-TV.
Distributed by: BBC-TV Enterprises.

Adventure at Scott Island

Adventure of the Harbormaster of Scott Island. Authentically filmed off U. S. East Coast.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.

Produced by: ZIV-United Artists Inc.,

Distributed by: ZIV-United Artists,

Danger Man

Patrick McGoohan stars as John Drake, NATO investigator whose services are available to Western powers when local police are powerless, and an international prize is at stake. His assignments take him the world over.

Running Time: 30 minutes.
Cost: On request.
Number Available: 30 half-hours.
Produced by: ITC World-Wide Prod., London, England.
Distributed by: ITC, New York City.

Expedition!

Filming of actual expeditions to all parts of the world to advance man's knowledge, financed by government and educational societies. The purpose of each expedition was to supply at least part of the answers to man's quest for the unknown.

Running Time: 30 minutes.
Cost: On request.
Number Available: 47.
Produced by: Insight, Inc., Los Angeles, Calif.
Distributed by: ABC Films, Inc., New York, N. Y.

Stories of the Century

Railroad detective and his girl partner track down and bring to justice 39 famous outlaws, ending their respective criminal careers. Stories based upon factual and documented evidence.

Running Time: 26-30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Studio City Productions, N. Hollywood, Calif.
Distributed by: Hollywood Television, N. Hollywood, Calif.

Count of Monte Cristo

The dashing swordsman who cut a wide swath through all of France in the thrilling days of the French revolution. Stories of romance and intrigue spark this costume drama. Stars George Dolenz.

Running Time: 30 minutes.
Cost: On request.
Number Available: 30.
Produced by: ITC, New York City.
Distributed by: ITC, New York City.

Mackenzie's Raiders

One of the most fascinating periods of American history provides the background for the exploits of Colonel Ronald S. Mackenzie, played by Richard Carlson. The men known as Mackenzie's Raiders brought law and order to a land gripped by terror.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: ZIV-United Artists, Inc., New York, N. Y.
Distributed by: ZIV-United Artists, Inc., New York, N. Y.

Sea Hunt

An ex-Navy frogman as a daring underwater investigator involved in drama, mystery, romance. action-packed stories of adventure. Lloyd Bridges stars.

Running Time: 20 minutes.
Cost: On request.
Number Available: 156.
Produced by: ZIV-United Artists, Inc., New York, N. Y.
Distributed by: Economee Television Programs, New York, N. Y.

The Three Musketeers

Out of the pages of Alexander Dumas' novel ride dashing D'Artagnon and his bold comrades in arms. These are fearless men who fight valiantly

against the conspiracies which threaten the French throne.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Thetis Films.
Distributed by: ABC Films, Inc., New York, N. Y.

Brave Stallion

Peter Graves, Bobby Diamond and Fury star in this story of a city waif whose love tamed a wild black stallion. Tells of life on a Western ranch stresses good sportsmanship, loyalty, etc.

Running Time: 30 minutes.
Cost: On request.
Number Available: 114.
Produced by: Leon Fromkess, N. Y. C.
Distributed by: ITC, N. Y. C.

Tales of the Vikings

Sea adventure starring Jerome Courtland with Walter Barnes, Stefan Schnabel. Background is the time of the Vikings relating their daring exploits on land and sea.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: ZIV-United Artists, Inc., New York, N. Y.
Distributed by: ZIV-United Artists, Inc., New York, N. Y.

The Roaring 20's

Against the background of gang wars, reckless pleasure-seeking, and immortal jazz of the American prohibition era, "The Roaring 20's" recounts the romantic and dangerous drama of a brassy nightclub entertainer (Dorothy Provine) and a trio of her newspaper friends (Rex Reason, Donald May, Gary Vinson).

Running Time: 60 minutes.
Cost: Market-by-market basis.
Number Available: 45.
Produced by: Warner Bros. Television Div., Burbank, Calif.
Distributed by: Warner Bros. Television Div., New York, N. Y.

This Man Dawson

The heroic battle against a far-flung empire of evil by the ideal head of the finest metropolitan law enforcement agency in the world. This police force does not exist—but should—perhaps one day will. Colonel Frank Dawson, portrayed by Keith Andes, and his men fight organized crime.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: ZIV-United Artists, Inc., New York, N. Y.
Distributed by: ZIV-United Artists, Inc., New York, N. Y.

Hawkeye and the Last of the Mohicans

Vivid action-adventures based on James Fenimore Cooper's Leatherstocking stories, filmed on location in authentic French-Indian War country. John Hart stars as Hawkeye and Lon Chaney Jr. plays his faithful Indian guide.

Running Time: 30 minutes.
Cost: On request.
Number Available: 30.
Produced by: Normandie Prod., Toronto, Ont., Canada.
Distributed by: ITC, New York City.

No Wreath for the General

A retired general submits his memoirs for security clearance, and disappears.

Running Time: 30 minutes.
Cost: On request.
Number Available: 6.

Produced by: BBC-TV.
Distributed by: BBC-TV Enterprises.

The Playhouse/ The Herald Playhouse

Raise the curtain on Hollywood, on drama, romance, and glittering stars. These two anthologies were formerly part of the Schlitz Playhouse of Stars.

Running Time: 30 minutes.
Cost: On request.
Number Available: 130.
Produced by: Meridan Productions, Hollywood, Calif.
Distributed by: ABC Films, Inc., N. Y.

Everglades

Constable Linc Vail performs his job of translating 20th century law into the language of the residents of the 'Glades.' "Swampies," yachtsmen, fugitives and floods, squatters and coastal storms in their authentic locale.

Running Time: 30 minutes.
Cost: On request.
Number Available: 88.
Produced by: ZIV-United Artists, Inc., New York City.
Distributed by: ZIV-United Artists, Inc., New York City.

Sir Francis Drake

Terence Morgan stars as the dashing sea conqueror whose stirring adventures as master mariner, pirate and Queen's courtier have been recreated in an action-filled series with a cast of hundreds.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: ITC World-Wide Prod., London, England.
Distributed by: ITC, New York City.

Men from Room 13

Detective Superintendent Halcro, and the men and women of his "ghost squad"—regular policemen and women who have never worn uniforms—work "underground in the underground."

Running Time: 30 minutes.
Cost: On request.
Number Available: 13.
Produced by: BBC-TV.
Distributed by: BBC-TV Enterprises.

Douglas Fairbanks Jr. Presents

An anthology brought into focus by Showman Douglas Fairbanks, Jr. His tradition in outstanding mastery of the theatre is carried on in fine production, searching stories and power-packed casts. Fairbanks hosts each show and stars in every fourth program in this distinguished series.

Running Time: 30 minutes.
Cost: On request.
Number Available: 117.
Produced by: Douglas Fairbanks, Jr., London, England.
Distributed by: ABC Films, Inc., N. Y.

Surfside Six

Headquartering in a Miami Beach houseboat owned by a wealthy socialite (Troy Donahue), are two young lawyer-investigators (Lee Patterson, Van Williams). Together with a beautiful debutante (Diane McBain), and the fiery Latin American singer (Margarita Sierra) at the Montainebleau Hotel, they form a quintet perpetually involved in adventure.

Running Time: 30 minutes.
Cost: Market-by-market basis.
Number Available: 74.
Produced by: Warner Bros. Television Div., Burbank, Calif.
Distributed by: Warner Bros. Television Div., New York, N. Y.

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Where Was It Made

Point of Origin Is Meaningless

By Abe Mandell

Executive V.P., Independent Television Corp.

THERE are still some program people around whose big concern with a new property is its point of origin. Even before the reel is put into the projector, their first question is "where was it made?" Fortunately, their number is shrinking fast, and indications are that they may soon be remembered as another "lost tribe."



It's not an honest question, for what they really want to know is "was it made in Hollywood?" Point of origin is a completely meaningless yardstick in program appraisal. A show is either good or no good. It either has elements of audience appeal, or it hasn't. It's a sad mistake to substitute a credit line on the film for sound program judgment.

Both for selfish reasons (some of our shows are produced outside of the U.S.A.), and for a genuine concern for viewer fare which I share with others in this business, I'm very happy that the "where-was-it-made" routine is encountered much less frequently today than when I first came into TV.

The question frankly threw me when I first heard it. I had just come from the Far East where for many years I ran a company that distributed motion pictures to theatres there. Most of our product did carry the made-in-Hollywood label. But my big claim to fame there was the fact that I was the first distributor to bring French and Italian films to the Far East. The patrons went for them in a big way—when they were good.

I have a tremendous respect for some of the great film product (for theatres and television) that has come out of Hollywood. But as an admission seller and buyer, as well as a TV viewer, I know that Hollywood has had its flops.

English producers have a similar batting average. They have turned out flops—many of them. But at the same time, they come up with shows like the current "Only Two Can Play," which is running SRO wherever it plays. The reason for the lines at the boxoffices is not that the picture was made in England (and NOT in Hollywood), but that it's a delightful show, beautifully produced. It's a picture with a fresh story-line, excellent script, and a top cast.

We've had similar reactions to some of our TV product made in England. Last September, for example, we came out with a British produced, puppet-plus kid show, "Supercar." By every yardstick you can think of, it should have been a flop. After all, what does an Englishman know about American kids... how can an English writer turn out scripts in American idiom... who's going to watch a puppet who talks with a cockney accent?

The only trouble with that reasoning is that it's not the kind used by children, because it's the hottest new kid show in America. It received a 12 rating in a Saturday 8:30 A.M. spot in Louisville; an 18 in a Thursday 6:30 P.M. slot in Pittsburgh. It's the highest-rated kids' show in New York on the weekend, and has about 95% share in Idaho Falls. And it was made in England.

Another example is the "Sir Francis Drake" show on NBC for P & G, via Leo Burnett. Here's a show about an English figure—with episodes based on English history—played by actors with British accents. So, Harriet Van Horne, Scripps-Howard's TV columnist, not the easiest lady in the business to please, calls it her "favorite new show, the one I cannot even bear to miss," and adds that "it is, on sober second thought, one of the rare TV shows that are almost worth one's time."

"Where was it made?" Who cares!

A Case History

Syndication Now In Transition

By Morris Rittenberg

President, NBC Films

THE syndication market is now in a transitional state largely as a result of the changeover from first-run, specially-made product to off-network reruns.

With the resultant switch in the traditional programming and sales patterns, few businesses offer more of a challenge to systematic procedure than syndication. Competition for programs, good, bad and indifferent is haphazard and day-to-day. Pricing in local markets is unscientific and depends, when you really come down to it, on experience. Good local time is difficult to obtain, making it impossible at times for your best programs to achieve satisfactory ratings.



Every day a million transitory details make up the syndication treadmill. That's why it is important to develop an orderly system; to sketch in the guidelines that will serve to set a pattern of operation; to create a distinct and individual image of your company over a long span.

To get specific, here are a few guidelines we try to follow. We aim for a solid list of top off-network shows in different program categories.

In our property list of 38 separate series our current entries are "People Are Funny" and "The Best of Groucho" (family comedy), "Celebrity Golf" with Sam Snead (sports), "The Outlaws" (hour-long western) and "Hennesey" starring Jackie Cooper (adventure comedy).

Sell With A 'Total Campaign'

We try to sell these series in what we call a "total campaign." This can best be illustrated in the case of "Hennesey." The program had an excellent three-year run on the CBS network, averaging a 36 Nielsen share of audience against "Thriller," "Barbara Stanwyck Show," "Adventures in Paradise" and "Ben Casey." Here was a distinctive series with a loyal and quite vociferous following.

"Hennesey," with its total of 96 half-hours was a good buy for an advertiser who wanted continuity of his sales messages over a two or three year period.

We were able to offer the program for sale while it was still running on the network. The stations could start the show the week after it went off network. They would then pick up a ready-made audience with no break in viewing continuity.

They Know It's On Sale

The first item on the agenda was to let every station manager and prospective regional advertiser know we had the program for sale. To this end, we planned an extensive advertising and direct mail campaign which was coordinated with calls by Bill Breen, our sales VP, and his sales force.

In the course of the first three weeks, three regional advertisers were brought in representing a total of over 60 markets. Added to individual station sales, this gave us a total of 72 stations who had already bought "Hennesey" more than two months before the show's last network date. Above all, since the name of the game is to make money, there was surprisingly little haggling over prices. Stations and advertisers were happy to pay a fair price for this dynamic property.

This was our winning combination: Get the best program; advertise and promote it intensively; sell it imaginatively to advertisers and stations; fight for good time slots.

Its worked spectacularly for "Hennesey," and is bringing in the business for "People," "Groucho," "Celebrity Golf" and "Outlaws."

FILM ADVENTURE

Spy Catcher

True stories, based on the work of Colonel Pinto, head of the Dutch counter-espionage service, and his "spy catching" activated after the Nazi occupation of Europe in 1940.
Running Time: 30 minutes.
Cost: On request.
Number Available: 19.
Produced by: BBC-TV.
Distributed by: BBC-TV Enterprises.

The Beachcomber

Successful young businessman finds idyllic tropical island and starts new life of adventure and action.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Filmaster, Inc., Hollywood, Calif.
Distributed by: ITC, New York City.

Cannonball

Two long-haul truckers on the perilous route between Canada and the U. S. One's a battle-weary family man, the other a footloose bachelor. Paul Birch and William Campbell star.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Normandie Productions, Inc., New York City.
Distributed by: ITC, New York City.

The Man and the Challenge

George Nader as scientist-hero in globe-trotting research into survival problems.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: ZIV-United Artists, Inc., New York, N. Y.
Distributed by: Economee Television Programs, New York, N. Y.

Counterthrust

Tod Andrews, an undercover agent stationed in Manila. (where this series was filmed), spearheads the free world's struggle against Communist infiltration in the Far East. This area is the Red's new target in today's troubled times, and the series is as fresh as today's headlines.
Running Time: 30 minutes.
Cost: On request.
Number Available: 13.
Produced by: Lynn-Romero Prod., Manila, P. I.
Distributed by: ABC Films, Inc., New York, N. Y.

Broken Arrow

The adventures of the taming of the West . . . the danger-filled episodes of undeclared war between Indian and white man, starring John Lupton and Tom Jeffords.
Running Time: 30 minutes.
Cost: On request.
Number Available: 72.
Produced by: 20th Century-Fox, Hollywood, California.
Distributed by: ITC, New York City.

Combat

An infantry platoon in the European Theatre of Operations in World War II, told from the viewpoint of the foot soldier. Dramas trace the adventures from D-Day landings to the moment of victory a year later. On ABC-TV Network.
Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Selman Prods., ABC, Hollywood.

McHale's Men

Comedy-action set in South Pacific detailing the exploits of a band of Torpedo Boat sailors who have an avowed irreverence for regulations and worked Academy Award winner Ernest Borgnine stars. On ABC-TV Network.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: Avasta Prods. Revue, Beverly Hills, Calif.

Burbon Street Beat

Pursuing their assignments in the Cajun country, two New Orleans private investigators (Richard Long, Andrew Duggan) together with their sometime secretary (Arlene Howell), and a part-time law student (Van Williams), become involved in many adventures. The suspense is underscored by the famed New Orleans "blues" rhythms.
Running Time: 60 minutes.
Cost: Market-by-market basis.
Number Available: 39.
Produced by: Warner Bros. Television Div., Burbank, Calif.
Distributed by: Warner Bros. Television, New York, N. Y.

The Troubleshooters

Based on the world-wide exploits of a crew of construction workers. Keenan Wynn stars as a diamond-in-the-rough foreman; Bob Mathias, two-time Olympic decathlon winner, co-stars as his college-bred assistant.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Meridian Productions.
Distributed by: ZIV-United Artists, Inc., New York, N. Y.

Ripcord

Larry Pennell and Ken Curtis are the skydiving stars. Series is inspired by actual exploits, including rescue operations, in the careers of the free-falling men and women who drop out of the upper air to bring their thrills to earth.
Cost: On request.
Running Time: 30 minutes.
Number Available: 76.
Produced by: ZIV-United Artists, Inc., New York, N. Y.
Distributed by: ZIV-United Artists, Inc., New York, N. Y.

Man with a Camera

Charles Bronson stars as Mike Kovacs, a newsphotographer with adventure and action as his stock-in-trade.
Running Time: 30 minutes.
Cost: On request.
Number Available: 29.
Produced by: Don Sharpe - Warren Lewis, Hollywood.
Distributed by: ABC Films, Inc., New York.

Yancy Derringer

Jock Mahoney stars as Yancy Derringer in this series of adventure and thrills set in the post civil war period in New Orleans.
Running Time: 30 minutes.
Number Available: 34.
Produced by: Don Sharpe-Warren Lewis.
Distributed by: Official Films, Inc., N. Y. C.

Dateline Europe

Jerome Thor stars as an American newspaperman in the trouble-filled cities of Europe. Formerly Foreign Intrigue.
Running Time: 30 minutes.

Number Available: 78.

Produced by: Sheldon Reynolds.
Distributed by: Official Films, N. Y.

Cross Current

Stars Gerald Mohr as Christopher Storm. Suspense and mystery in the intrigue-filled cities of Europe. Filmed abroad for top authenticity. Formerly Foreign Intrigue.
Running Time: 30 minutes.
Number Available: 39.
Produced by: Sheldon Reynolds.
Distributed by: Official Films, N. Y.

The Buccaneers

Daring pirate adventure. Real sea battles. Robert Shaw as Captain Dan Tempest searches the pirate-infested Caribbean for lost treasure and adventure.
Running Time: 30 minutes.
Number Available: 39.
Produced by: Sapphire Films, Ltd.
Distributed by: Official Films, Inc., N. Y. C.

Sword of Freedom

Edmund Purdom stars as "Marco del Monte," patriot, artist, swordsman, lover, who fights for the Free Republic of Florence, Italy, during the intrigue-fought period of the Renaissance when the House of Borgia ruled Florence with an iron hand.
Running Time: 30 minutes.
Number Available: 39.
Produced by: Sapphire Films, Ltd.
Distributed by: Official Films, Inc., N. Y. C.

Overseas Adventure

James Daly stars in this series of intrigue and adventure, filmed abroad in the cities of Europe.
Running Time: 30 minutes.
Number Available: 39.
Produced by: Sheldon Reynolds.
Distributed by: Official Films, Inc., N. Y. C.

The Hunter

Barry Nelson and Keith Larsen star in stories of suspense and intrigue of American adventures in the "trouble spots" of Europe.
Running Time: 30 minutes.
Number Available: 26.
Produced by: Edward J. Montague
Distributed by: Official Films, Inc., N. Y. C.

The Adventures of Robin Hood

Richard Greene stars in the title role as the famous outlaw from Sherwood Forest, as he matches wits with the Sheriff of Nottingham and bandits. Authentically produced in the original forests of England.
Running Time: 30 minutes.
Cost: Upon request.
Number Available: 143.
Produced by: Sapphire Films, Ltd., London, England
Distributed by: Official Films, Inc., N. Y. C.

The Adventures of The Scarlet Pimpernel

Swashbuckling and adventure-filled stories of one of literature's most famous heroes, set in the dangerous times of the French Revolution.
Running Time: 30 minutes.
Number Available: 18.
Produced by: Harry Alan Towers, London, England
Distributed by: Official Films, Inc., N. Y. C.

Navy Log

True dramas of the men and ships of the United States Navy in action in peacetime and wartime.
Running Time: 30 minutes.
Cost: On request.
Number Available: 102.
Produced by: Sam Gallu Prod., Hollywood, Calif.
Distributed by: CBS Films Inc., N.Y.C.

Assignment Foreign Legion

The French Foreign Legion, its tradition, its hard-living, fierce-fighting men, dramatized in tales of danger and intrigue set in exotic locales.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Anthony Bartley, London, Eng.
Distributed by: CBS Films Inc., N.Y.C.

The Gray Ghost

Dramas capturing a colorful era in American history: The War Between the States, 1861-65. The heroic actions of soldier-statesman Major John S. Mosby, and his courageous band of guerilla fighters.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Lindsley Parsons Productions, Inc., Hollywood, Calif.
Distributed by: CBS Films Inc., N.Y.C.

U. S. Border Patrol

Stories about the U.S. government organization which guards the country's borders against all persons and things illegal.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Sal Gallu Prod., Hollywood, Calif.
Distributed by: CBS Films Inc., N.Y.C.

Whirlybirds

Two operatives of a helicopter charter service who get involved in multi-various adventures ranging from flying circuses to forest fires.
Running Time: 30 minutes.
Cost: On request.
Number Available: 111.
Produced by: Desilu Productions, Inc., Hollywood, Calif.
Distributed by: CBS Films Inc., N.Y.C.

World of Giants

Marshall Thompson plays a government agent whose counter-espionage activities are enhanced by his size — just six inches tall.
Running Time: 30 minutes.
Cost: On request.
Number Available: 13.
Produced by: CBS-TV Network, N. Y. C.
Distributed by: CBS Films Inc., N.Y.C.

Star Performance

David Niven, Dick Powell, Charles Boyer, Ida Lupino and others star in this anthology series originally seen on the network as "Four Star Playhouse."
Running Time: 30 minutes.
Number Available: 153.
Produced by: Four Star Productions.
Distributed by: Official Films, Inc., N. Y. C.

The Big Story

Re-enactments of actual headline news stories. Burgess Meredith is host.
Running Time: 30 minutes.
Number Available: 39.
Produced by: Pyramid Productions.
Distributed by: Official Films, Inc., N. Y. C.

The Real Thing...

Big Trend Toward Actuality Shows

By Seymour Reed
President, Official Films

REMEMBER the vaudeville comedian's introductory wheeze, "A funny thing happened to me on the way to the theatre . . . ?" Well, a real thing has happened to television, and audiences and advertisers are going in for actuality shows.



Pioneering in the syndication of actuality programs has documented tidy sums on the credit side of the ledger for us. Three years and three such shows later, "Biography" is parlaying past experience into present rewards.

How did it happen? One day it seemed to me that the thrilling tempo of our times needed a TV show to provide an entertaining dramatic insight into what made the great figures of the century tick. "Biography" was the result, starring the most famous cast in the world.

Finding a producer for "Biography" could have been an insurmountable problem. Fortunately, the right man with the biggest independent documentary organization was persuaded to produce the show for us. David L. Wolper, first-rank specialist in this field, is executive producer of the current series of 39 half-hour films and has agreed to do a second year. Jack Haley, Jr., is producing "Biography," with results reflected in top ratings. Mike Wallace's incisive narration bridges the intriguing span between past and present.

A Continuous Search for Authenticity

A world-wide search for authentic film goes on continually, in world capitals and isolated areas, wherever quality footage can be obtained. Sources are many and varied—government archives, private and museum collections, major newsreel libraries. An average of 10,000 feet is examined for every purchase of 20 feet from which one foot is eventually used. Expert editing and restoration are other major cost factors.

A photograph of Hitler as a child, a locker-room motion picture sequence of Knute Rockne, a film clip of the Israel-bound refugee ship Exodus, these are typical of the production details involved. Subjects range from Charles A. Lindbergh and Babe Ruth to Billy Mitchell and Stalin.

Portrayal of Memorable Events

All this stemmed from our scoring of a television first with its successful documentary effort three years ago in the production of the five-minute series "Almanac," pictorializing memorable events on a day-to-day basis throughout the century. "Greatest Headlines of the Century" extended a similar treatment to the biggest news stories. Both shows are still in distribution and doing well.

Then came "Sportsfolio," a one-minute actuality series also in current release. This memorialized the one big moment in an historic athletic event. But there's better than a sporting chance to be had with a half-hour documentary series, "Biography," to be specific.

"Biography" is now sold in more than 100 markets, and I predict a record 200 total by the end of the year. Forty-nine of the major 50 markets seem assured, and by the time this appears in print, there likely will be more.

The trend toward actuality shows is actually being inspired by the dramatic times we live in. With communications at an all-time peak of development, and transatlantic live TV via satellite an exciting reality at least in test form, the need for programs of this type will undoubtedly increase.

Children's Programs

A Community Responsibility

By Richard Carlton
Vice President, Trans-Lux Television Corp.

REMEMBER the World War II story about the factory worker in Nazi Germany who worked on a production line turning out baby carriages? Finally the day came when he needed one in his own home and decided to purloin it by taking it home piece by piece unbeknownst to his supervisors. After several weeks of this he was ready to assemble it and went to work in the basement of his home. Hours later his wife called down "How is it coming, Fritz?" "I can't understand it," he replied, "no matter how many times I put it together, it always comes out a machine gun!"



The story is not without a point. On the television program assembly line, there are countless parts and pieces which may start out as a baby carriage but can wind up as a machine gun. Thus, a single cartoon may be a joy to behold—but four in a row may be bedlam. A slapstick comedy once a week may be fun—but a half hour a day may be an invitation to mayhem!

Great Number of Kid Shows

If all of the ingredients for children's shows were displayed as in a supermarket, you would see a fabulous array of knowledge, information, education, entertainment, and fun. There are literally thousands of reels of film ranging from a few minutes to a half hour covering every topic which might conceivably be of interest to a youngster. In fact so much already exists on film and tape that producers of shows for children at the networks are hard pressed to come up with anything new. As a result, they frequently turn to the existing sources to illustrate a point, or to implement a particular theme.

Why a Hue and Cry?

With the greatest resources in the history of mankind available to show to the largest audiences since the beginning of time—why the hue and cry over the state of programs for children on television?

Consider first the direction of the attack. Most of the verbal assault on television is aimed at the networks for their seeming lack of programs for children. Since there is hardly a television station in the United States which does not do some local children's shows and since, as I pointed out above, there is a tremendous source of supply for these local shows, is there any real need for the networks to get into the act?

Define "Children"

Next, how many in this vocal minority attempt to define "children" when they let loose a blast? By definition, the word simply means plural of child . . . and if you look that one up, you'll find it covers everything from infants to young adults. As you try to narrow the area of criticism you may find less to criticize.

Finally, you might give this a little thought. When a youngster has been in school all day, and has played out of doors for a couple of hours, who is to say that an hour of cartoons and comedy in the evening is cause for alarm. It may be just what the doctor ordered!

COMEDY

Dennis O'Keefe Show

Starring Dennis O'Keefe as Hal Towne, a syndicated columnist for a New York City newspaper.

Running Time: 30 minutes.

Cost: On request.

Number Available: 32.

Produced by: Cypress Productions.

Distributed by: ZIV-United Artists, Inc., New York City.

Hennesey

Jackie Cooper in the title role of Navy doctor Chick Hennesey in his adventures in and around the San Diego Naval base.

Running Time: 30 minutes.

Number Available: 96.

Produced by: Jackie Cooper.

Distributed by: NBC Films, Inc., N. Y.

Donna Reed Show

A family of pediatricians with teenage son and daughter. On ABC-TV Network.

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Produced by: Todon Productions, Hollywood.

Distributed by: Screen Gems, N. Y. C.

Gale Storm Show

Hollywood actress Gale Storm, ably abetted by comedienne Zasu Pitts, stars as hostess on a cruise ship in this high comedy series about misadventures on the high seas.

Running Time: 30 minutes.

Cost: On request.

Number Available: 125.

Produced by: Hal Roach Studios, Hollywood, Calif.

Distributed by: ITC, New York City.

People Are Funny

Art Linkletter emcees this laugh a minute, stunt filled audience participation series.

Running Time: 30 minutes.

Cost: On request.

Number Available: 150.

Produced by: John Guedel.

Distributed by: NBC Films, Inc., N. Y.

Our Gang

The famous "Our Gang" group in the most recent version, produced by MGM from 1938 through 1944 and featuring Spanky, Alfalfa, Buckwheat and the rest.

Running Time: 9-11 minutes.

Number Available: 52.

Produced by: MGM, New York, N. Y.

Distributed by: MGM Television, New York, N. Y.

The Best of Groucho

The whole family goes for his leprechaun-sharp humor, those acrobatic eyes and bristling mustache.

Running Time: 30 minutes.

Cost: On request.

Number Available: 250.

Produced by: John Guedel.

Distributed by: NBC Films, Inc.

I'm Dickens . . .

He's Fenster

Situation comedy series about the zany antics of a pair of capricious carpenters. On ABC-TV Network.

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Produced by: Heyday Productions, Hollywood.

Distributed by: Heyday Productions.

Susie

Ann Sothern stars as Susie McNamara, private secretary in a talent agency, in love with her boss and life in general.

Running Time: 30 minutes.

Cost: On request.

Number Available: 104.

Produced by: Chertok, Inc., Hollywood, Calif.

Distributed by: ITC, New York City.

The Halls of Ivy

Series about the president of a small college and his wife. Students and faculty alike have more than their share of extra-curricular complications. Stars Ronald Colman, Mary Wickes and Benita Hume.

Running Time: 30 minutes.

Cost: On request.

Number Available: 39.

Produced by: ITC, New York City.

Distributed by: ITC, New York City.

Ann Sothern Show

Ann Sothern stars as Katy O'Connor, assistant manager of a stylish metropolitan hotel, to which she brings her warm and hilarious capacity for simplifying complications and complicating simplicity.

Running Time: 30 minutes.

Cost: On request.

Number Available: 93.

Produced by: ANSO.

Distributed by: Economee TV, N. Y.

My Three Sons

Fred MacMurray stars as widower in an all-male family including William Frawley, Tim Considine, Don Grady and Stanley Livingston.

Running Time: 30 minutes

Cost: On request.

Number Available: 76.

Produced by: Don Fedderson Productions, Hollywood, Calif.

Distributed by: Don Fedderson Productions, Hollywood.

Leave It to Beaver

Family comedy series demonstrating the contrasting views of life of two growing boys on the one hand, and their parents on the other. On ABC-TV Network.

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Produced by: Connelly and Mosher.

Comedy Features

Comedy features for entertainment in a "light vein." A wide variety, from situation comedies to the borderline of "slapstick," designed to tickle the "funny-bone" of the entire family.

Running Time: Various.

Cost: On request.

Number Available: 26.

Produced by: Republic Features, N. Hollywood, Calif.

Distributed by: Hollywood Television Service, N. Hollywood, Calif.

Tugboat Annie

Minerva Urecal and Walter Sande star as Tugboat Annie and Capt. Bullwinkle in this series from the Saturday Evening Post stories. Each episode highlights another aspect of Annie's running battle with the rival tug captain.

Running Time: 30 minutes.

Cost: On request.

Number Available: 39.

Produced by: Normandie Productions, New York City.

Distributed by: ITC, New York City.

The People's Choice

Jackie Cooper stars in this series that won huge success on NBC-TV. Not to be forgotten among the galaxy of stars contributing to the show's success is that slightly fabulous scene-stealer, Cleo the Talking Dog.

Running Time: 30 minutes.

Cost: On request.

Number Available: 104.

Produced by: Norden Productions, Hollywood, Calif.

Distributed by: ABC Films, Inc., N. Y.

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Feature Films On TV

Networks' Secret Program Weapon

By John B. Burns

V.P. in Charge of Sales, MGM Television

TELEVISION'S least enviable job today belongs to the network programming vice-president. He's TV's man-on-the-spot; if his network is on top, he must keep it there, if it's running second or third, he must make it first. Out of the checkerboard pattern that shows competitive strengths and weaknesses, he must come up with answers to his particular problems, and in a business where money is an object, he's got to solve his difficulties at reasonable cost to the network.



But TV is also the kind of business which feeds on ingenuity. And one of the more ingenious programming devices which the networks are beginning to discover is the use of top post-'48 feature films in prime time. Not only can features pull a network out of a seemingly impossible competitive dilemma, but they also can turn a handsome profit while doing so.

Take the case of NBC-TV and its "Saturday Night at the Movies." NBC's Saturday night situation from 9:30 on was a most unhappy one. CBS-TV's "Have Gun, Will Travel" and "Gunsmoke" combination seemed indomitable after four years in the Top 10. NBC had virtually given up on trying to counterprogram—sustaining public affairs programming, without hope of sponsorship, was its answer.

Then, NBC decided on feature films, and made a deal for 30 of 20th-Fox's better post-48 movies. Let's see what happened on NBC. Before the network programmed "Saturday Night at the Movies," in 1961, its average share of audience from 9 to 11 P.M. on Saturdays was 19.6 per cent, according to Nielsen. The average National Nielsen share for this year for 30 first run movies has been 31.0 per cent, an increase of better than 60 per cent.

Far more important is the sales picture. From one sponsored half-hour out of four, or approximately \$5,000,000 in time and program gross over the two-hour period, NBC rose this year with the movies to a gross of better than \$16,000,000. Better still, of that \$16,000,000, some \$4,500,000 was net profit, a remarkable track record for any time period. Here's how it worked:

The rights to the films, including the cost of repeats, came to \$175,000 per picture, or \$5,250,000 for the full 52-week period. NBC started selling spots (12 per picture) at \$30,000 each, but with the success of the movies, soon boosted its price to \$34,000 each. Repeat spots ran at \$22,000 each. With this kind of pricing, the movies were a virtual sellout all season long. Figuring an SRO, total gross for 52 weeks would have been \$17,500,000. NBC didn't quite reach a sellout, so that for reasons of conservatism, we'll estimate the gross at \$16,000,000 for the season. Costs were \$5,250,000 for the films, plus another \$5,200,000 in station compensation (\$100,000 per week), plus another \$1,000,000 (and that's being generous) for advertising and promotion. The net profit comes to a cool \$4,550,000 or thereabouts.

The ABC Sunday night picture isn't terribly different, although ABC of course has only recently begun its schedule of United Artists product. On March 18 of this year, the average 24-city Nielsen share for "Lawman," "Bus Stop" and "Adventures in Paradise" (Sunday, 8:30-10:30) was 20.7 per cent. The following week, ABC kicked off its "Hollywood Special" with "Run Silent, Run Deep" and picked up a 24-city Nielsen share of 37.8 per cent, an incredible jump of 82 per cent in audience in just one week. And "Hollywood Special" has been no flash-in-the-pan—the average share for the first 10 features has been 34.2 per cent, and one picture, "Moby Dick," hit 45.5 per cent for its two-hour stand.

There's no such thing as a magic formula in programming. But the intelligent use of feature film programming can come awfully close.

COMEDY

Love That Bob

Bob Cummings stars in this romantic-comedy series about an eligible glamor photographer whose bachelorhood is constantly threatened by the bevy of startlets and models his Hollywood studio attracts. Featured in the cast are Rosemary DeCamp, Ann B. Davis and Dwayne Hickman.

Running Time: 30 minutes.

Cost: On request.

Number Available: 173.

Produced by: Laurmac Productions, filmed by McCadden Productions at Revue Studios.

Distributed by: MCA TV, New York.

Pete Smith Specialties

One of the most famous short-subjects series of all time, including the Dave O'Brien comedies, the "Home Life" series, sports humor, "Animal Antics," and "Goofy Movies," all written and narrated by Oscar winner Pete Smith.

Running Time: 8-11 minutes.

Number Available: 101.

Produced by: MGM, New York, N. Y.

Distributed by: MGM Television, N. Y.

Station Break-Ups

Humorous segments can be used by advertisers or as promotion ID's with open end. A creative new concept for station promotion with definite entertainment value in program format, utilizing new techniques.

Running Time: 10 seconds.

Cost: On request.

Number Available: 150.

Produced by: Checker Productions, N. Y. C.

Distributed by: Scope Television, N. Y.

Colonel Flack

Col. Flack, played by Alan Mowbray, is a rogue in the grand tradition of rogues, lovable and laughable. Series is based on Saturday Evening Post stories by Everett Rhodes Castle.

Running Time: 30 minutes.

Cost: On request.

Number Available: 39.

Produced by: Stark-Layton Prod., Hollywood, Calif.

Distributed by: CBS Films Inc., N. Y. C.

December Bride

Comedy-capped family show, the story of Lily Ruskin, a bubbling, incurably romantic and perennially eligible widow, played by Hollywood's Spring Byington.

Running Time: 30 minutes.

Cost: On request.

Number Available: 154.

Produced by: Desilu Prod., Hollywood, Calif.

Distributed by: CBS Films Inc., N. Y.

My Little Margie

Stars Charles Farrell and Gale Storm. Daughter manages to mix things up for her widowed father. Fremantle International distributes in certain selected foreign markets.

Running Time: 30 minutes.

Number Available: 126.

Distributed by: Official Films, N. Y. C.

Eve Arden Show

The funny experiences of an attractive widow (Eve Arden) who is the sole support of her teenaged twin daughters and her mother.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26.

Produced by: CBS-TV Network, N. Y.

Distributed by: CBS Films Inc., N. Y.

The Honeymooners

Jackie Gleason is the hilarious hero of this merry marital mix-up about a

bus driver, his spouse and their next door neighbors.

Running Time: 30 minutes.

Cost: On request.

Number Available: 39.

Produced by: Jackie Gleason, N. Y. C.

Distributed by: CBS Films Inc., N. Y.

Life with Father

Father and Moher Day and their brood romp through a series of episodes that recapture the charm, warmth and genteel ways of family life of the 1880's.

Running Time: 30 minutes.

Cost: On request.

Number Available: 25.

Produced by: CBS-TV Network, N. Y.

Distributed by: CBS Films Inc., N. Y.

Mr. Adams and Eve

Hollywood's Ida Lupino and her husband, Howard Duff, team up for this comedy about a famous movie couple equally adept at acting and acting up.

Running Time: 30 minutes.

Cost: On request.

Number Available: 66.

Produced by: Four Star Films, Inc., Hollywood, Calif.

Distributed by: CBS Films Inc., N. Y.

Komedy Klassiks

Half-hour series spotlighting silent screen comedians such as Charlie Chaplin. New soundtracks and musical scores plus a narration keyed to 1962 programming.

Running Time: 30 minutes.

Number Available: 39.

Produced by: Jayark Films, N. Y. C.

Distributed by: Jayark Films, N. Y. C.

Mama

Peggy Wood stars in a series that depicts life of an early 20th century family, the parents of which are Norwegian-born.

Running Time: 30 minutes.

Cost: On request.

Number Available: 26.

Produced by: CBS-TV Network, N. Y.

Distributed by: CBS Films Inc., N. Y.

The Phil Silvers Show

The inimitable Sgt. Bilko's wacky one-man war against Army red tape.

Running Time: 30 minutes.

Cost: On request.

Number Available: 138.

Produced by: CBS-TV Network, N. Y. C.

Distributed by: CBS Films Inc., N. Y.

Our Miss Brooks

Eve Arden stars as Connie Brooks, the hard-luck high school teacher whose heart melts at the sight of biology teacher Philip Boynton (Robert Rockwell).

Running Time: 30 minutes.

Cost: On request.

Number Available: 128.

Produced by: Desilu Productions, Hollywood, Calif.

Distributed by: CBS Films Inc., N. Y.

Amos 'n' Andy

Tim Moore, Spencer Williams and Alvin Childress in the escapades of the Kingfish, Amos, Andy and the other folk and friends of the loved, legendary lodge, The Mystic Knights of the Sea.

Running Time: 30 minutes.

Cost: On request.

Number Available: 77.

Produced by: Hal Roach Studios, Hollywood, Calif.

Distributed by: CBS Films Inc., N. Y. C.

DOCUMENTARY

American Civil War, The

A vivid and totally different film history of the Civil War, based on the original photographs of Mathew Brady. Winner of a Sylvania Award.
Running Time: 30 minutes.
Cost: On request.
Number Available: 13.
Produced by: Westinghouse Broadcasting Corp., New York.
Distributed by: Trans-Lux TV Corp., New York.

Biography

The life and times of the most significant and dramatic figures of our era, reconstructed from vast newsreel libraries, government archives and personal films. FDR, General MacArthur, Churchill, Gandhi, Duke and Duchess of Windsor, Hitler, Amelia Earhart, Stalin, Babe Ruth, Charles Lindbergh, W. C. Fields, etc. Narrated by Mike Wallace.
Running Time: 30 minutes.
Cost: \$20,000.
Number Available: 39.
Produced by: Wolper Productions, Los Angeles, Calif.
Distributed by: Official Films, Inc., New York.

Communism: R. M. E.

A series clarifying the fundamental differences between communism and the free world. Authentic revelations of life behind the iron curtain revealing generally unknown facts about communism.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Storer Programs, Inc., New York, N. Y.
Distributed by: Storer Programs, Inc., New York, N. Y.

Crusade in the Pacific

The epic of the Pacific theatre of operations in World War II.
Running Time: 30 minutes.
Number Available: 26.
Produced by: Time, Inc.
Distributed by: Sterling Television, New York City.

Adventure Tomorrow

With Dr. Martin Klein, PH.D. as host, filmed episodes of scientific achievements both by government and private enterprise are shown with a narration given in lay language. Covers all types of developments from the X-15, various rockets and space ships, testing of planes, cars, ships, mono-rails, etc.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Produced by: Crosby Brown Prods.
Distributed by: Tom Corradine & Assoc., Hollywood, Calif.

Hollywood: The Stars

A special dealing with the public and private lives of the greatest stars. The changing concept of glamour seen in the most memorable performances of Harlow, Pickford, Grace Kelly, Elizabeth Taylor and Marilyn Monroe. The leading men: Gable, Cary Grant and Gary Cooper, Marlon Brando and James Dean.
Running Time: 60 minutes.
Produced by: Wolper Productions, Inc., Los Angeles, Calif.

Men of Destiny

Presentation of the lives and times of outstanding personalities who helped to shape political, cultural, so-

cial, military and scientific patterns of our times. Scripted and narrated by Bob Considine.
Running Time: 5 minutes.
Cost: On request.
Number Available: 130.
Produced by: Pathe News Inc., New York, N. Y.
Distributed by: Storer Programs, Inc., New York, N. Y.

Your Life in Their Hands

Cameras visit five London hospitals to show latest developments for the relief of suffering and cure of disease.
Running Time: 30 minutes.
Cost: On request.
Number Available: 5.
Produced by: BBC-TV.
Distributed by: BBC-TV Enterprises.

Frontiers of Knowledge

Dramatic and scientific advances changing the course of civilization.
Running Time: 30 minutes.
Cost: On request.
Number Available: 12.
Produced by: Triangle Publications
Distributed by: Trans-Lux TV Corp., New York.

The Story of . . .

Non-fiction dramas that take you behind the scenes in the careers of real people. Each program documents events leading up to a climax in The Story Of . . . some person in a colorful, dangerous and/or unusual career.
Running Time: 30 minutes.
Cost: \$32,500.
Number Available: 38.
Produced by: Wolper Productions, Inc., Los Angeles, Calif.
Distributed by: ZIV-United Artists, Los Angeles.

Our Changing World

A serious and humorous treatment of the achievements and failures, fads and fables of our era.
Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Pathe News Inc., N.Y.C.
Distributed by: Cinema-Vue Corp., N. Y. C.

Hollywood: The Coming of Sound

A special of the "talkies" and the revolution they brought to world entertainment. From the gangster dramas and lavish musicals of the thirties to the wide screen super productions of today. Produced with the cooperation of the Motion Picture Producers Association.
Running Time: 60 minutes.
Produced by: Wolper Productions, Inc., Los Angeles.

Making of the President, 1960

The drama of the 1960 presidential campaign; the political forces, the strategy, the personalities and conflicts of Richard Nixon and John Kennedy in their race for the nation's highest office. Based on Theodore White's best-selling Pulitzer prize-winner. A two-part special, each part one hour. Part One: Winning the Nominations. Part Two: Struggle for the Presidency.
Running Time: 1 hr. each.
Number Available: 2 segments.
Produced by: Wolper Productions, Inc., Los Angeles.

South America

A probing documentary into the

turmoil, problems and future of South America.
Running Time: 60 minutes.
Cost: On request.
Number Available: One.
Produced by: JTC World-Wide Prod., London, Eng.
Distributed by: ITC, New York City.

Sea War

The great sea battles of World War II, compiled from actual film clips, made possible through the cooperation of the British Admiralty.
Running Time: 30 minutes.
Cost: On request.
Number Available: 13.
Produced by: J. Arthur Rank, Org., London, England.
Distributed by: ITC, New York City.

Eye On Research

Hundreds of millions of dollars are spent on research and development in every field of science in England each year. This series presents a comprehensive picture of work and programs.
Running Time: 30 minutes.
Cost: On request.
Number Available: 24.
Produced by: BBC-TV.
Distributed by: BBC-TV Enterprises.

Almanac Newsreel

Crucial minutes from dramatic happenings in contemporary history thru authentic newsreels.
Running Time: 5 minutes.
Number Available: 377.
Produced by: Richard B. Morros.
Distributed by: Official Films, Inc., N. Y. C.

Greatest Headlines of the Century

The new concept of short segment programming with the greatest headlines of this century.
Running Time: 5 minutes.
Number Available: 260.
Produced by: Sherman Grinberg.
Distributed by: Official Films, Inc., N. Y. C.

Air Power

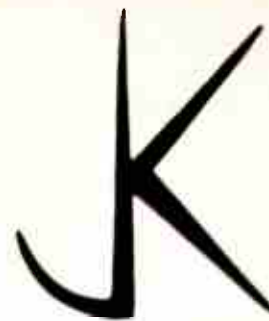
The story of man's conquest of the air. It is the result of a two-year search through the film vaults of the United States and 11 European countries. Walter Cronkite narrates.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Public Affairs Dept. of CBS News, N. Y. C.
Distributed by: CBS Films Inc., N. Y. C.

You Are There

Re-creates great moments in history, presented as though TV were an invention of the time with newsmen covering the story for viewers at home.
Running Time: 30 minutes.
Cost: On request.
Number Available: 65.
Produced by: Public Affairs Dept. of CBS News, N. Y. C.
Distributed by: CBS Films Inc., N. Y. C.

Hollywood Hist-O-Rama

Biographical portraits of Hollywood stars, utilizing camera animation and a magazine-style reportage.
Running Time: 5 minutes.
Number Available: 65.
Produced by: Julieart.
Distributed by: Jayark Films, N. Y. C.



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DRAMA

An Age of Kings

Historical cycle of five of Shakespeare's greatest King plays—Henry IV, V, VI and Richard II and III—divided into 15 episodes. Peabody Award Winner, 1962.

Running Time: 60 minutes.
Cost: On request.
Number Available: 15.
Produced by: BBC-TV, London, Eng.
Distributed by: Robeck & Co., New York, N. Y.

Public Defender and Divorce Hearing

Public Defender, starring Reed Hadley, and Divorce Hearing, starring Dr. Paul Popenoe, associated with American Institute of Family Relations and feature magazine writer with Ladies' Home Journal.

Running Time: 30 minutes.
Number Available: 69 Public Defender, 78 Divorce Hearing.
Distributed by: Allied Artists Television Corp., N. Y. C.

The Eleventh Hour

First weekly dramatic series themed by psychiatry, starring Wendell Corey as a specialist in forensic psychiatry, and Jack Ging as his young associate. Premieres Oct. 3 on NBC-TV network.

Running Time: 60 minutes.
Produced by: MGM Television, N. Y.
Distributed by: MGM Television, New York.

Twenty New Plays

Dramas of all types, especially written for television by contemporary British authors.

Running Time: On request.
Cost: On request.
Number Available: 20.
Produced by: BBC-TV.
Distributed by: BBC-TV Enterprises.

Ben Casey

Dramatic medical series set in large metropolitan hospital; revolving around resident neurosurgeon, his colleagues, seniors and patients. On ABC-TV Network.

Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Bing Crosby Prods., Hollywood.

Night Court, U.S.A. Courtroom, U.S.A.

Actual courtroom cases successfully used as one hour (back to back) and for stripping. Stars Jay Jostyn as the judge. Daytime title is "Court Room, U. S. A."

Running Time: 30 minutes.
Number Available: 78.
Distributed by: Banner Films, Inc., New York.

The Court of Last Resort

Lyle Bettger is cast as the investigator for the Court of Last Resort, an actual investigative body set up by veterans of the law-and-order. Included in this group is writer Erle Stanley Gardner. The fight to free prisoners of crimes the prisoners did not commit. Actual case histories are dramatized.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Jules C. Goldstone, Hollywood.

Distributed by: ABC Films, Inc., N. Y.

People's Court

Courtroom show, utilizing actors, dramatizing incidents taken from the files of the Los Angeles Court of Small Claims.

Running Time: 30 minutes.
Cost: On request.

Number Available: 52.

Produced by: Crosby Brown Prodn.

Distributed by: Tom Corradine & Assoc., Hollywood.

Stage Seven

Diana Lynn, Peter Lawford, Pat O'Brien, and many others star in this anthology series, in stories ranging from comedy to melodrama, from suspense to romance.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Four Star Films, Hollywood, Calif.

Distributed by: ITC, New York City.

Alcoa Premiere

An anthology series of suspenseful dramas, some based on fact and some on fiction. A galaxy of guest stars. On ABC-TV Network.

Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Revue Productions, Studio City, Cal.

One Step Beyond

Host John Newland takes viewers into the strange world of extra-sensory perception that lies "one step beyond" our present knowledge of the occult. The series was featured on ABC-TV as "Alcoa Presents."

Running Time: 30 minutes.
Cost: On request.
Number Available: 94.
Produced by: One Step Beyond Prods., Hollywood.

Distributed by: ABC Films, Inc., New York.

Mayor of the Town

Thomas Mitchell stars in the role of a wise and friendly mayor of an average American town. Folksy, warm-hearted and stimulating human dramas unfold.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Distributed by: TV Marketeers, Inc., New York City.

77 Sunset Strip

Adventures of three private investigators headquartered in Hollywood. The trio—Ephrem Zimbalist, Jr., Roger Smith and Edward "Kookie" Byrne—tangle with bad types and bring them to their just end. On ABC-TV Network.

Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Warner Bros., Burbank, Cal.

Keyhole

TV's first "Documatic" dramatizing the documentary, documenting the dramatic. Deals with candid views of real people in true situations and authentic locales.

Running Time: 30 minutes.
Cost: On request.
Number Available: 38.
Produced by: Jack Douglas Organizations, Hollywood.
Distributed by: ZIV-United Artists Inc., New York City.

The Gallant Men

Personal stories of men in war, focusing on infantrymen in the Italian campaign of World War II. Starring Robert McQueeney as a war correspondent and William Reynolds as an Army captain. On ABC-TV Network.

Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Warner Bros., Burbank, Calif.

Meet McGraw

Frank Lovejoy is starred as the irresistible shamus, McGraw, whose ready quip and gun are on sale to the highest bidder seeking truth and justice. McGraw operates on the side of the law, when he can help it, but slightly outside when the situation demands more drastic treatment.

Running Time: 30 minutes.
Cost: On request.
Number Available: 42.
Produced by: Don Sharpe - Warren Lewis, Hollywood.
Distributed by: ABC Films, Inc., New York.

Target

Tension impact dramas tightly plotted around a relentless driving force aimed at some target — man, place or thing. Guest stars and Adolphe Menjou as host.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: ZIV - Television Pgms. Inc., New York City.
Distributed by: ZIV-United Artists, Inc., New York City.

Lock Up

The true story of a dedicated lawyer and the dramatic experiences of the real people who come to him for help. MacDonald Carey stars as Herbert L. Maris, the lawyer who risked his life and career to aid those he believed wrongly sentenced to jail.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: ZIV-United Artists, Inc., New York City.
Distributed by: Economee Television Programs, New York City.

Divorce Court

A series of simulated courtroom dramas based on files of the Domestic Relations Court of Los Angeles. Actual case histories are re-enacted without use of written scripts, making dialogue genuinely spontaneous.

Running Time: 60 minutes.
Number Available: 130 — also tape.
Produced by: KTTV, Los Angeles.
Distributed by: Storer Programs, Inc., New York, N. Y.

The Asphalt Jungle

Jack Warden, Arch Johnson and Bill Smith star in this hour-long dramatic series about the operations of a big-city police force. Ran on ABC-TV network in 1961.

Running Time: 60 minutes.
Number Available: 13.
Produced by: MGM Television, N. Y.
Distributed by: MGM Television, N.Y.

Heart of the City

Pat Mcvey stars as Steve Wilson, editor of a big city newspaper, whose adventures along with newspaper reporter Loreli Kilborn, played by Jane Nigh, add up to tense dramas encased in "the heart of a city."

Running Time: 30 minutes.
Cost: On request.
Number Available: 91.
Distributed by: TV Marketeers, Inc., New York City.

Jeff's Collie

All-family adventure series about Jeff Miller and his Collie, Lassie. Set on a farm, it tells of the life of the Miller family — Jeff, his widowed mother, "Gramps"—and Lassie.

Running Time: 30 minutes.
Cost: On request.
Number Available: 102.
Produced by: Rob't. Maxwell Assoc.,

New York City.

Distributed by: ITC, New York City.

Hong Kong

Rod Taylor as Glen Evans, an American correspondent, stars in this series filmed (in great part), and set in the exotic British crown colony.

Running Time: 60 minutes.
Cost: On request.
Number Available: 26.
Produced by: 20th Century-Fox TV, Beverly Hills.
Distributed by: 20th Century-Fox TV, New York City.

Crime and Punishment

Produced by Collier Young, a new type of programming concept of an open and frank discussion with inmates of California penal institutions, interviewed by Ciete Roberts.

Running Time: 30 minutes.
Number Available: 39.
Distributed by: Banner Films, Inc., New York, N. Y.

Headline

Stars Mark Stevens as the crusading newspaper reporter of "The Illustrated Press." Graft, corruption and assorted evils are exposed by this courageous newspaperman.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Distributed by: TV Marketeers, Inc., New York City.

The Flying Doctor

The famed Royal Flying Doctor Service—the dedicated group of medical men who serve the vast isolated Australian outback country. Twelve base control centers are in constant touch with their aircraft—sole means of transporting the doctors to the emergency calls of their patients. Starring Richard Denning.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Associated British Picture Corp., Ltd., London, Eng.
Distributed by: TV Marketeers, Inc., New York City.

Cain's Hundred

Mark Richman stars as a federal investigator dedicated to the exposure of the nation's top 100 criminals. Ran on NBC-TV network during the 1961-62 season.

Running Time: 60 minutes.
Number Available: 30.
Produced by: MGM Television, N. Y.
Distributed by: MGM Television, New York.

Dr. Hudson's Secret Journal

The intimate and confidential relationship between a doctor and his patients. Starring John Howard as Dr. Hudson, each episode reveals a candid and absorbing insight into modern-day living.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Authors Playhouse, Hollywood.

Distributed by: TV Marketeers, N. Y.

Sam Benedict

Edmond O'Brien stars in this series about a San Francisco trial lawyer based on the real-life person of J. W. (Jake) Ehrlich. The original stories stress human interest themes, not necessarily centered in the courtroom. Series premieres on NBC-TV Sept. 15.

Running Time: 60 minutes.
Produced by: MGM Television, N. Y.
Distributed by: MGM Television, N.Y.

Changing Patterns

Still Hold Key Role for Syndies

By M. J. (Bud) Rifkin

Executive V.P. in Charge of Sales, Ziv-United Artists, Inc.

BEING dedicated to syndication, in addition to our other production offerings, we are convinced that, as long as there is television, there will always be a place for first-run syndicated shows. We are sure of this because we see the role of syndication as being one of cooperation with and helpfulness to TV stations, supplying their specific needs.



Changes are taking place now and there will be more in the future. The demand may be for filmed or taped shows, for daytime or nighttime programs—but whatever it is the stations feel they need most is what we will try to give them.

This continued effort to try to meet the stations' expressed needs confirms our agreement with Newton Minow's view that stations should have more say in their own programming, whether it be network or syndicated. We go to stations for discussion and approval, while also keeping the needs of advertisers in mind—for some 20% of our syndication business is done directly with sponsors.

In trying to give the TV stations the service they need, we make it our policy to meet regularly with the station people and their representation firms. With them we determine what their future needs may be, and our production pattern reflects this joint agreement.

Evidence of this response to changing station requirements is to be found in all of our upcoming shows—both these in production now and those in the planning stages.

For instance, our Fall leader is David L. Wolper's "The Story Of . . ." a dramatized documentary series that gives the station a "special every week." It is the type of show that helps sell the advertiser who wishes to establish and promote a prestige name in his community.

As another innovation, the second year of our "Ripcord" is being filmed in color—to give those stations who want to solidify a color image in their market the opportunity to do so. Already, the response to it from color stations is overwhelming.

Among shows in the planning stage we have announced "Quick On The Draw" starring Paul Winchell and Jerry Mahoney. This will be the first syndicated show ever offered on tape, and at the same time the first panel show ever offered in syndication.

As another change of pace we are planning "Lawbreaker" starring Lee Marvin, which will be a reenactment of true law-enforcement episodes.

At the same time, it is our belief that the majority of this programming will remain in the half-hour format. Except in markets with four or more stations, the time shortage will remain too great to accommodate one hour programs.

Re-run will continue to have a place in syndication, too. Good shows will always be in demand for re-runs, and for repeated re-runs. The re-run failures in most cases should not have been on the air in first run.

We recognize that quality stations, wanting quality shows, will always insist on first-run product. True, the profit picture on first-runs may not be as bright as it once was, but we feel that we have an obligation to the industry to keep first-run product flowing in.

Syndication has been a large part of our activity through the more than 25 years of our history, first in radio and then TV. Even with changing patterns, we feel that as long as television is around, syndication will be present, too. This is our conviction, and the basis of our future plans.

Proven Programming

Quality Is Key to Show Success

By Len Firestone

V. P., Four Star Distribution Corp., Sub. of Four Star Television

THERE is probably nothing more difficult to predict than public tastes. Any business or industry has, perforce, to indulge in "crystal ball gazing"—trying to predict what the unpredictable public will buy, whether it be automobiles, clothing styles, or entertainment.

In television programming, producers and stations spend millions of dollars to back up predictions. Sometimes we are right but, unfortunately, there are times when wrong. Wouldn't it be great if there was some way to reduce the risk—some way to insure "proven programming?"

It is pretty difficult for the producer, who must experiment with new, fresh different ideas. It's not so tough for stations who are in the enviable position of being able to take advantage of the producers' hit shows.

We are proud of the success of such shows as: "Target, The Corruptors", "Robert Taylor's Detectives", "Stage Coach West", Dick Powell's "Zane Grey Theater", "The Law and Mr. Jones", "The Tom Ewell Show". These series have proved their rating strength and many of them are proving their popularity right now.

We will be offering many of these programs for market sale with a fall start date. It is interesting to consider that no matter how successful a show is—the audience which hasn't seen it is likely to be much larger than the audience which has seen it. A show that gets a 35 rating has never been seen by 65 per cent of the TV audience. Obviously, there is a tremendous potential of virgin viewers to draw on, particularly since the local station programs it in a time period different from its previous network slot.

For station management there is always a need for "proven programming" at the local level. It is responsible for Four Star Television's decision to form a distributing company that will make available the company's production efforts of the past ten years to local stations all over the country.

As the newest member of the Four Star family, it is stimulating to be associated with men like Dick Powell, Tom McDermott and George Elber. Along with David Niven and Charles Boyer, they have been largely responsible for the reputation that Four Star has enjoyed over the years—within the industry and with the viewing public.

Once there was a mistaken concept among the old-line TV film salesman that programs for the local market required nothing more than a plot-wheel story and a cast of stereotyped characters. That fallacy has gone by the boards long since.

Today's station operator knows that his local viewers have keenly developed tastes for program entertainment. The dialers' desire for artistic performances has been refined by years of watching presentations over the video waves.

Any producer who thinks he can outsmart the station buyer of product is doomed to failure in TV's present-day marketplace, with its abundance of quality offerings. It is axiomatic that "proven programming" is not a phenomenon but the result of highly creative people at work in all areas of TV production. Without quality there will be no audience and without an assured audience, there's no sale.



DRAMA (Serial)

Waterfront

Preston Foster stars as Captain John Herrick, skipper of the tugboat "The Cheryl Ann." This adventuresome Captain finds his way into dangers and intrigues along the waterfronts and the high seas.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Roland Reed Productions, Hollywood.
Distributed by: TV Marketeers, N. Y.

Naked City

Filmed on actual New York locations, "Naked City" explores the emotions of the Metropolis through the eyes of the 65th Squad of the N. Y. Police Dept. On ABC-TV Network.

Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Screen Gems, N. Y. C.
Distributed by: Screen Gems, N. Y. C.

Going My Way

Starring Gene Kelly, this series is based on the 1944 Academy Award winning movie. A dramatic show with strong comedy overtones, the series will tell the story of a Catholic priest in New York in his relations with his parishioners. On ABC-TV Network.

Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Kerry Productions and Revue Productions, Revue Studios, Hollywood.

Adventure Serial Theatre of the 50's

Embracing stories of western outlaws, sabotage, spies, outerspace, jungle adventure and Canadian Mounties.

Running Time: 1st Chap. 20 Mins., Balance 13 Mins.
Cost: On request.

Number Available: 180 chapters.
Produced by: Republic Pictures, N. Hollywood, Calif.

Distributed by: Hollywood Television Service, N. Hollywood, Calif.

Super Serials

Cliff-hanger stories of the south seas, adventure, exploits of Marines and Rangers, intrigues of the famous "Zorro," etc.

Running Time: 26-30 minutes.
Cost: On request.

Number Available: 180 chapters.
Produced by: Republic Pictures, N. Hollywood, Calif.

Distributed by: Hollywood Television Service, N. Hollywood, Calif.

Dr. Kildare

Medical series starring Richard Chamberlain and Raymond Massey, with guest stars in dramatic episodes set against the background of a big city hospital. Currently on NBC-TV Network.

Running Time: 60 minutes.
Produced by: MGM Television, New York, N. Y.

Distributed by: MGM Television, New York, N. Y.

The Untouchables

Group of special federal agents, led by Eliot Ness, fight crime during Prohibition period. On ABC-TV Network.

Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Desilu, Hollywood.

Wire Service

George Brent, Mercedes McCambridge and Dane Clark — alternating as reporters on world assignments. Fremantle International distributes in certain selected foreign markets.

Running Time: 60 minutes.
Number Available: 39.
Distributed by: Official Films, Inc., N. Y.

Peter Gunn

Big city adventure series which features Gunn as a troubleshooter who battles the underworld. Fremantle International distributes in certain selected foreign markets.

Running Time: 30 minutes.
Number Available: 114
Produced by: Spartan Productions.
Distributed by: Official Films, Inc., N. Y.

Robert Herridge Theater

Broadway stars appear in original plays and adaptations of short stories, ballet, folk opera and jazz.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.

Produced by: CBS Films Inc. and Robert Herridge, N. Y. C.
Distributed by: CBS Films Inc., N. Y. C.

Rendezvous

Entertainment by prominent authors and featuring top stars.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: CBS Films Inc., N. Y. C.
Distributed by: CBS Films Inc., N. Y. C.

Decoy

Starring Beverly Garland. Police action series based on the files of the Policewoman's Bureau of New York City. Fremantle International distributes in certain selected foreign markets.

Running Time: 30 minutes.
Number Available: 39.
Produced by: Pyramid Productions.
Distributed by: Official Films, Inc., N. Y.

The Star and the Story

Stars in stories of their own choosing. 13 by Somerset Maugham. Fremantle International distributes in certain selected foreign markets.

Running Time: 30 minutes.
Number Available: 39.
Produced by: Four Star Productions.
Distributed by: Official Films, Inc., N. Y.

FEATURE FILMS

1955-1956 Feature Film Package

Feature Film package headed by the award winning "La Strada."
Running Time: Feature length.
Cost: On request.
Number Available: 5
Distributed by: Trans-Lux Corp., New York.

23 Features and 7 Features

23 features and 7 features, making up two feature packages; such as Babe Ruth and Dillinger; of the 23 features, Bob Mathis Story, Atomic Man and Target Earth.

Running Time: Feature length.
Number Available: 23 and 7.
Produced by: Allied Artists Pictures, New York City.
Distributed by: Allied Artists Television Corp., New York City.

145 Westerns

32 action/adventure westerns and 113 westerns, making up two feature packages, starring Johnny Mack Brown, Whip Wilson, Tex Ritter.

Running Time: Feature length.
Number Available: 145.
Produced by: Allied Artists Pictures, New York City.
Distributed by: Allied Artists Television Corp., New York City.

Banner Features

Includes the award winning Our Town, plus Red House, Stage Door Canteen, Uncertain Feeling. 18 Westerns included, with George O'Brien, Richard Arlen, Ralph Bellamy, Wild Bill Elliott, etc.

Running Time: Feature length.
Number Available: 36.

Distributed by: Banner Films, Inc., New York City.

Action Theater Package

Feature films starring such favorites as Chester Morris, Rhonda Fleming, Rory Calhoun, Richard Arlen, in adventures that range from big-city crime busting to South Seas romances.

Running Time: 60 minutes.
Cost: On request.
Number Available: 35.
Produced by: Paramount-Rine Thomas, Hollywood.

Distributed by: ITC, New York City.

Tarzan Features

Edgar Rice Burroughs' memorable "Tarzan" as portrayed by Johnny Weissmuller, Gordon Scott, Lex Barker, and others.

Running Time: Feature length.
Distributed by: Banner Films, Inc., New York, N. Y.

Pre-'48 Features

Special groupings of Pre '48 Features, selected for a wide variety of tastes, including drama, comedy, music, action, modern stories, excellent production, etc.

Running Time: Various.
Cost: On request.
Number Available: 40 "Mighty 40"; 137 "Special" Features; 65 One-Hour Features.

Produced by: Republic Pictures, N. Hollywood, Calif.
Distributed by: Hollywood Television Service, N. Hollywood, Calif.

Post '48 Constellation & Post '48 Saturn Features

Complete variety of Features, including drama, comedy, action-adventure, human-interest, with such stars

as: John Wayne, Barbara Stanwyck, James Mason, Fred MacMurray, Julie London, Eve Arden, Peter Lorre, and many others.

Running Time: Various.
Cost: On request.
Number Available: 140 Post '48 Constellation & 39 Post '48 Saturn Features.

Produced by: Republic Pictures, N. Hollywood, Calif.
Distributed by: Hollywood Television Service, N. Hollywood, Calif.

Silents Please

A series tracing the history of the movies from their infancy through the Golden Era of the 20's—film excerpts from some of the great movies featuring Valentino, Chaplin, the Barrymores, Doug Fairbanks, Sr., Lon Chaney, etc.

Running Time: 60 minutes.
Number Available: 39.
Produced by: Gregstan, N. Y. C.
Distributed by: Sterling Television, N. Y. C.

Bowery Boys

48 post-'48 Bowery Boys features, starring Huntz Hall and Leo Gorcey, available for television for the first time.

Running Time: 60 minutes.
Number Available: 48.
Produced by: Allied Artists Pictures, N. Y. C.
Distributed by: Allied Artists Television Corp., N. Y. C.

Bomba and Sabu

12 Bomba, The Jungle Boy features and Sabu and The Magic Ring, an adventure-packed series.

Running Time: 60 minutes.
Number Available: 13.

Produced by: Allied Artists Pictures, N. Y. C.
Distributed by: Allied Artists Television Corp., N. Y. C.

Special 8 Mystery Theatre

Eight films, produced in England, that were featured as the 1961-summer replacement for the Perry Como Show. Each feature won top-notch reviews and ratings when shown on NBC-TV.

Running Time: 60 minutes & full-length.
Cost: On request.
Number Available: 8.
Produced by: Anglo-Amalgamated, Ltd., London, England.
Distributed by: ABC Films, Inc., New York.

Action Theatre of the 50's

Portrayals of rough-and-tumble days of the West. Ranging from "Red Ryder" and "Little Beaver" through "villain" and "hero" sagas, to the beautiful old Western songs of Roy Rogers and Gene Autry, starring in feature Westerns.

Running Time: Various.
Cost: On request.
Number Available: 385.
Produced by: Republic Pictures, N. Hollywood, Calif.
Distributed by: Hollywood Television Service, N. Hollywood, Calif.

Special Features

Thirty-three post-1950 features including such titles as: The Star, The Steel Trap, Up The Creek, and Millionaire For Christy.

Number Available: 33.
Distributed by: Seven Arts Associated Corp., N. Y. C.

New TV Frontier

East to Meet West on African Screens

By Paul Talbot

President, Fremantle International

WHILE the TV industry in the United States has seen little change in terms of new stations and additional set count over the past five years, the international picture has been, and continues to be, one of ever accelerating expansion.



During the 1950's the emphasis was on Latin America. During that decade 18 countries developed full scale services. The late '50's and early '60's was the period of great expansion of TV in Australia, Western Europe and Canada.

Where will be the areas of greatest expansion during the next decade? I believe that the really big and exciting breakthrough during the balance of the 1960's will be in an area so vast and complex that

it offers those engaged in international TV perhaps the greatest challenge faced so far. With very limited exceptions the entire continent of Africa has no television. But 16 nations plan to have a TV service within the next four years. Add to these Nigeria and Southern Rhodesia which now have active TV organizations. Ghana, Tanganyika, Sierra Leone and Morocco will all be on the air by early 1963. Other African areas actively preparing for TV are Cameroun, Congo, Central African Republic, Dahomey, Ethiopia, Ivory Coast, Kenya, Liberia, Senegal, Sudan, Togo and Tunisia.

Of the many problems faced by those who are planning the introduction of the medium, the most difficult is finance. Capital for equipment can be obtained through favorable credit and foreign loans but the money needed for imported film programming, is a great difficulty. How to service this new giant efficiently, and most important, economically, should now be an industry concern. It is clear that the Eastern countries will wish to have their TV shows on African screens. They will not be concerned with income. Our government's U.S.I.A. will certainly provide a certain amount of material without cost. However the most representative American programming in all fields, drama, variety, education, documentary, is distributed through private channels.

Consider Administrative and Technical Aspects

To do the job in Africa the industry should consider two very specific activities. One is administrative, the other technical. On the administrative side a period of "experimentation" should be agreed upon during which each important international distributor would give, without charge, a certain amount of program time per week. This period might be about a year from the station's official on-air date. The result would be that the period of greatest difficulty when set count is still very low and, in the case of commercial stations, when advertisers have not yet swung in any number to the new medium, would be bridged. Outstanding programs would presumably be aired since the distributor would view this period as a time to showcase his product.

On the technical side, serious experimentation in the use of 8mm. sound film for TV should be conducted. In an area like Africa where print costs, shipping and duty can consume a substantial part of a station's program budget, the 75 per cent saving in costs which 8mm could provide would be tremendously meaningful.

Africa will be the first field in which American and other Western film distributors meet competition from the East. We have the heavier artillery in terms of programs, but it will be most effectively used through proper planning now.

TV's Re-run Formula

New Audience, Time & Competition

By Pierre Weis

V. P. & General Manager, Economee Television Programs

ONE thing the re-run business proves is that a show that has been strong the first time around will be strong again in re-run, whether the original exposure was on network or syndication. Apart from the continuing attractiveness of the subject of the series, there are several factors involved that are worth analyzing.

It is generally accepted that a successful first-run show is one which achieves an average national rating of 20 to 25. This means that there are still some 75% to 80% of the audience who have not seen it.

The reason for so large a percentage of audiences not seeing the top shows each week are varied. First, there is a tendency to slot the strongest attractions in the same prime hours, so that viewers are constantly faced with making a choice between two, three or more programs depending on the number of stations in the market.

Beyond this, many people find themselves otherwise busy at identical weekly telecast times. This is sometimes true only of certain evenings from time to time but, as in the case of evening working hours, for instance, it often constitutes a regular weekly obstacle to seeing a particular show.

Surveys made indicate that even devoted viewers rarely see more than 15 to 20 episodes of their very favorite shows during a given season.

So, there are all these people who have missed all or part of a series that was successful in first-run. And they represent a majority of the audience potential—to which can also be added those who want to see again what they enjoyed the first time.

No Surprise at High Ratings

Therefore, there should be no surprise at how well ratings of good shows hold up in re-run. For instance, our "Sea Hunt" in New York City had four first-run years in a Saturday night 10:30-11:00 p.m. slot. Yet now, re-running on WCBS-TV, at 7:00-7:30 p.m. on Saturdays, it is outdrawing anything else that ever held that time slot on the station. Similarly, "Bat Masterson," on KABC-TV, Los Angeles, is scheduled at 7:00 p.m. after having had its first successful airing on another network outlet at a later evening hour.

To summarize: In re-run, the shows find themselves up against different competition, often on a different night, and drawing on new audiences for all the reasons mentioned—so that they offer advertisers all the fresh potential they could ask for at a fair price.

There is another advantage in re-run shows consisting of a quantity of episodes: Stripping of such shows as "Highway Patrol," and now "Sea Hunt" and "Bat Masterson," has shown that dynamic central characters who come back not once a week, but on a daily basis, create a strong following. The result has been demand for repeated multiple runs in many markets, and solid ratings for the late afternoon and early evening hours (between 5:00 p.m. and 6:30 p.m.).

As an example, in three-station Memphis, the 156 episodes of "Highway Patrol" have been exposed four times already, and are continuing to run and getting a huge audience share. It might also seem impossible to some, but our 78 "Mr. District Attorney" episodes are now in the 23rd time around in New York City, and they are still holding up to everyone's satisfaction.

If that doesn't prove the potency of good shows in re-run, I'd like to know what could?



MUSICAL

Boston Symphony Orchestra

Concert specials featuring the 104-piece Boston Symphony Orchestra. The concerts, to be conducted by Charles Munch and Erich Leinsdorf will also include appearances by guest conductors Aaron Copland, Richard Burgin and William Steinberg. The concerts will include the works of Beethoven, Haydn, Honnegger, Schumann, Franck, among others.

Running Time: 60 minutes.
Number Available: 13.
Produced by: Seven Arts Associated Corp., N. Y. C.
Distributed by: Seven Arts Associated Corp., N. Y. C.

Folk Music Theatre

Deals with familiar folk music — Features leading trios and soloist weekly. Permanent dance group does modern, interpretive dancing.

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

Produced by: Pacific Productions, Bev. Hills, Cal.
Distributed by: Pacific Productions, Beverly Hills, Cal.

Great Music from Chicago Series II

Award winning programming featuring Chicago symphony orchestra and guest conductors and featured soloists. Universal appeal in music. Semi-classical, symphonies, Broadway musicals. Featured conductors: Fritz Reiner, Percy Faith, Arthur Fiedler, Pierre Monteux, William Steinberg, Andre Kostelanetz. Soloists: Dorothy Kirsten, Earl Wild, Malcolm Frager, Leonard Penario.

Running Time: 60 minutes.
Cost: Per rate card.
Number Available: 26 programs.
Produced by: WGN TV, Chicago, Ill.
Distributed by: WGN Syndication, Chicago.

Great Music from Chicago Series III

Programs including five musical

"Specials" featuring Tony Bennett Show, Florence Henderson-Bill Hayes Show, Earl Wrightson Show, Ruth Page Ballet, Chicago Symphony Orchestra in 5 symphonies and five pop concerts. Guest Conductors: Leopold Stokowski, Hans Rosbaud, Jean Martinon. Soloists: Richard Tucker, John Browning, Erica Morini, Nathan Milstein, Rudolph Serkin.

Running Time: 60 minutes.
Cost: On request.
Number Available: 26.
Produced by: WGN TV, Chicago, Ill.
Distributed by: WGN Syndication, Chicago.

The Ray Bolger Show

Ray Bolger sings and dances in this entertaining situation comedy. A host of guest stars.

Running Time: 30 minutes.
Cost: On request.
Number Available: 60.
Produced by: B. & R. Productions.
Distributed by: Telesynd, N. Y., N. Y.

The Jazz Show

Series features small jazz groups in

the country. The show is very simply done, and it is all music and no gimmicks.

Running Time: 30 minutes.
Number Available: 39.
Distributed by: Filmways, N. Y. C.

International Concert Hall

Internationally famous artists, conductors and symphony orchestras in concerts of classical works.

Running Time: 45 to 50 minutes.
Cost: On request.
Number Available: 13.
Produced by: BBC-TV.
Distributed by: BBC-TV Enterprises.

Broadway Goes Latin

Musicals with Edmundo Ros' Orchestra, featuring the scores of Broadway hits done in Latin tempo both in song and dance, plus guest stars.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Milton Lehr Prod.
Distributed by: ITC, N. Y. C.

MYSTERY

International Detective

Case histories from the files of the Burns International Detective Agency. Arthur Fleming stars in the title role as he walks the world as his beat, solving international crime. Filmed on location.

Running Time: 30 minutes.
Number Available: 39.
Produced by: Eddie Sutherland.
Distributed by: Official Films, Inc., N. Y. C.

Mr. Lucky

Created and produced by the people who made "Peter Gunn." John Vivyan stars as Mr. Lucky in this mystery and adventure with a unique twist.

Running Time: 30 minutes.
Number Available: 34.
Produced by: Spartan Productions.
Distributed by: Official Films, Inc., N. Y. C.

Colonel March of Scotland Yard

Boris Karloff stars in this series emanating from Department D-3 of famous Scotland Yard. Based on Dickson Carr's stories.

Running Time: 30 minutes.
Number Available: 26.
Produced by: Pauda Productions.
Distributed by: Official Films, Inc., N. Y. C.

Police Station

Drama in a police station as people from all walks of life are brought in on criminal charges.

Running Time: 30 minutes.
Number Available: 39.
Produced by: Sandy Howard.
Distributed by: Official Films, Inc., N. Y. C.

Dragnet

Jack Webb stars as Sergeant Joe Friday in this classic series of police dramas based on the files of the Los Angeles Police Department.

Running Time: 30 minutes.
Cost: On request.
Number Available: Up to 276.
Produced by: Jack Webb at Revue Studios.
Distributed by: MCA TV, New York.

Call Mr. "D"

Richard Diamond, a private detective, takes cases from one end of the social scale to the other, smoking out

a variety of criminals from high society con men to underworld gamblers.

Running Time: 30 minutes.
Cost: On request.
Number Available: 51.
Produced by: Four Star Films, Inc., N. Hollywood, Calif.
Distributed by: CBS Films, Inc., New York, N. Y.

Mike Hammer

Best-selling mystery writer, Mickey Spillane, has created one of the most ruthless private investigators of all times in tough-as-nails Mike Hammer. Bringing Hammer to life is star Darren McGavin.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Revue Studios, Universal City, Calif.
Distributed by: MCA TV, New York.

Checkmate

Don Corey, Sebastian Cabot and Doug McClure star as a daring trio of private investigators — Checkmate, Inc. — dedicated to the prevention of violence and evil.

Running Time: 60 minutes.
Cost: On request.
Number Available: 70.
Produced by: J & M Productions at Revue Studios.
Distributed by: MCA TV, New York.

New Adventures of Charlie Chan

J. Carrol Naish stars as the Confucius-quoting Chinese detective in this mystery series; murder, espionage, runaway brides — and many more cases face the stoical Chan and his most unstoic "No. 1 son."

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: ITC, New York.
Distributed by: ITC, New York.

Hawaiian Eye

Set in the Hawaiian Islands, featuring the members of "Hawaiian Eye," a group of private investigators. On ABC-TV Network.

Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Warner Bros., Hollywood.

Distributed by: Warner Bros., Hollywood.

M-Squad

Lee Marvin stars in a dramatic portrayal of Lieutenant Detective Frank Ballinger, top man of the M-Squad, Chicago's elite police division. Ballinger is assigned the most dangerous tasks, and uses brains and muscle equally well in apprehending his man.

Running Time: 30 minutes.
Cost: On request.
Number Available: 117.
Produced by: Latimer Productions at Revue Studios.
Distributed by: MCA TV, New York.

Mystery Is My Business

The adventures of famous master detective Ellery Queen and his dad, the "Inspector." Hugh Marlowe plays Queen in this series highlighting the skillful detective's best known escapades.

Running Time: 30 minutes.
Cost: On request.
Number Available: 32.
Produced by: Norvin Prod., N. Y.
Distributed by: ITC, New York, N. Y.

Mystery Features Shock Features

Contain all the elements of mystery, suspense and thrills. Stories designed to please the most exacting and critical tastes for this type of entertainment.

Running Time: Various.
Cost: On request.
Number Available: 33 "Mystery" Features; 5 "Shock" Features.
Produced by: Republic Pictures, N. Hollywood, Calif.

Distributed by: Hollywood Television Service, N. Hollywood, Calif.

Suspicion

An anthology of suspense tales, with stories ranging from original teleplays to faithful adaptations of classic suspense stories and contemporary mystery novels. One or more Hollywood stars featured in dramatic guest-star roles.

Running Time: 60 minutes.
Number Available: 21.
Produced by: Shamley Productions and Revue Studios.
Distributed by: MCA TV, New York.

Five Fingers

Action — espionage with all the proper ingredients. Spy stuff, Commie intrigue, French Riviera, glamorous background for high-style evil. Plus Luciana Paluzzi and David Hedison.

Running Time: 60 minutes.
Cost: On request.
Number Available: 16.
Produced by: 20th Century-Fox TV.
Distributed by: 20th Century-Fox TV Inc., N. Y. C.

Thriller

Boris Karloff leads a host of top-name Hollywood stars through the ghostly chambers of the supernatural world. Mr. Karloff also stars in a number of these suspenseful tales.

Running Time: 60 minutes.
Cost: On request.
Number Available: 67.
Produced by: Hubbell Robinson Productions at Revue Studios.
Distributed by: MCA TV, New York.

San Francisco Beat

True-life dramas taken from the files of the San Francisco Police Department and filmed on location in San Francisco.

Running Time: 30 minutes.
Cost: On request.
Number Available: 183.
Produced by: Desilu Productions, Inc., Hollywood, Calif.
Distributed by: CBS Films, N. Y.

The Whistler

Every program tells the story of an unusual adventure in the lives of some average, everyday people — strange happenings in which fate in the guise of The Whistler plays an important part.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Joel Malone Associates, Hollywood, Calif.
Distributed by: CBS Films, N. Y.

The Files of Jeffrey Jones

Don Haggerty is starred as a sports-minded sleuth whose favorite game is murder. He is alternately helped and hindered by "Mike" Malone, a beautiful newspaper woman, played by Hollywood's Gloria Henry.

Running Time: 30 minutes.
Cost: On request.

MYSTERY

Number Available: 39.
Produced by: Lindsley Parsons Prod., Inc., Hollywood, Calif.
Distributed by: CBS Films Inc., N. Y. C.

Brothers Brannagan

Two sharp private investigators, operating out of Phoenix, Ariz., have marrow-freezing adventures, but never lose their sense of humor or light touch.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Brad-Jacy, Inc., Hollywood, Calif.

Distributed by: CBS Films Inc., N. Y. C.

The Cases of Eddie Drake

To collect information on criminal behavior for a book she is writing, Dr. Karen Gayle, a psychologist, retains Eddie Drake, a private detective. In each episode, he reviews one of his fascinating cases.

Running Time: 30 minutes.
Cost: On request.
Number Available: 13.
Produced by: Impro Productions, Hollywood, Calif.
Distributed by: CBS Films Inc., N. Y. C.

SPORTS

Lloyd Mangrum Talks Golf

Play golf with one of the greats of the game. Watch as he shows you the secrets of good golf, listen as he explains how and why he executes every shot. Also, Betty Hicks adds her own special commentary for the ladies.

Running Time: 15 mins. & 5 mins.
Cost: On request.
Number Available: 65.
Produced by: Telemat, Los Angeles, Calif.
Distributed by: Telemat, Los Angeles, Calif.

Magic Moments in Sports

Leo Durocher re-lives great sports thrills from 1900 to 1960.

Running Time: 5 minutes.
Cost: On request.
Number Available: 156.
Produced by: Wynwood Productions, N. Y. C.
Distributed by: ITC, New York City.

Celebrity Golf

"Slamin' Sam" Snead is one of golf-dom's greats. A member of golf's Hall of Fame. He has guests like Bob Hope, Perry Como, Jerry Lewis, Bob Crosby, Dean Martin.

Number Available: 26.
Produced by: Bob-O-Links Productions in association with NBC.
Distributed by: NBC Films, Inc., New York.

Bowling Stars

Two of the nation's outstanding bowlers compete each program for a prize fund.

Running Time: 30 minutes.
Number Available: 52.
Produced by: AMF, N. Y. C.
Distributed by: Sterling Television, New York City.

Sterling Sports Shows

Available in three different lengths—26 half-hours, 52 quarter-hours, and 150 five-minute versions—Sterling's Sports Shows present highlights from every field of sports.

Running Time: 30 minutes, 15 minutes, 5 minutes.
Number Available: Half-hour, 26; quarter-hour, 52; 5-minutes, 150.
Produced by: Sterling Television, New York City.
Distributed by: Sterling Television, New York City.

Sportsman's Club

Fishing - hunting - wildlife series, 65 fifteen minute episodes, 26 combine to make 13 thirty minute shows. Action, questions and answers, demonstrations. Running in New York market for second year.

Running Time: 30 minutes & 15 minutes.
Cost: On request.
Number Available: 65.
Produced by: Dave Newell, N. Y. C.
Distributed by: Walter Harrison Smith Assoc., N. Y. C.

Golf Tip of the Day

Dow Finsterwald gives golf instructions to famous personalities in theatre and sports.

Running Time: 5 minutes.
Cost: On request.
Number Available: 195.
Produced by: Fairway Prod., N. Y. C.
Distributed by: ITC, N. Y. C.

Home Run Derby

The leading sluggers of both major leagues star in a home run contest for prizes of \$3,000 to \$10,000 a game. Such hitters as Mickey Mantle, Willie Mays, Ernie Banks and Harmon Killebrew are featured among many others.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: Hower Productions & ZIV-United Artists, Inc., N. Y. C.
Distributed by: ZIV-United Artists, N. Y. C.

Sportfolio

Crucial moments of great sports events are captured in these one-minute capsules. Lou Gehrig, Ben Hogan, Babe Ruth, Richard Bannister and many others.

Running Time: one minute.
Number Available: 260.
Produced by: Sherman Grinberg.
Distributed by: Official Films, Inc., N. Y. C.

Time Out for Sports

Dramatic and exciting sports events of the century.
Running Time: 12½ minutes.
Number Available: 26.
Distributed by: Fremantle International, N. Y. C.

Late Buying in '62-63

Result of Greater Syndie Selection

By Joseph Kotler

Vice President, Warner Bros. Television Division

BY JULY 30, television stations have usually blocked in their program schedules for Fall. This year, it's different. This year, television stations have a greater selection of off-network programs available to them than ever before. And they have a greater number of hour-long series to choose from. As a result, stations have taken longer than usual to look over the field before making their selections. Many are still looking—and buying.



One of the principal reasons for the multiplicity of syndicated product on the market this year is the decision by us to release six hour-long series on May 1. In one fell swoop, these six programs gave stations 419 hours of additional programming to consider for Fall scheduling.

Programs such as "Maverick," "Bourbon Street Beat," "Sugarfoot," "Surfside 6," "The Roaring 20's," and "Bronco" have received tremendous acceptance throughout the country. In fact, the demand has been greater than expected, considering that the programs were made available on an individual market basis less than three months ago.

The belief in many areas that there is a definite trend to hour-long programs is supported by the gratifying sales results we have had with the Warner Bros. hours. Stations who have bought our properties are using them in a variety of ways to strengthen their program schedules.

Independent stations, which represent less than a third of the sales we have made to date, are slotting our programs in prime time periods to buck the strongest network competition. Stations affiliated with all three TV networks are about evenly divided among those who are planning to run them in early time periods—7 or 7:30 pm—and those who are planning to run them later in the evening, after network option time. In some cases, network-affiliated stations are using the hours to fill holes in their prime time line-up.

We have been told by some stations that they are replacing their late movies with our series. Others say they are stripping them across the board—Monday to Friday—for continuity.

The great demand for such properties as "Maverick," "Surfside 6" and "The Roaring 20's" over the past three months points up one thing: those in the syndication field who claim business is bad are speaking from a weak hand. There will always be a demand for off-network programs that have been produced with quality and know-how and have proved their audience-building appeal with strong network track records.

Buyers are looking for shows that are supported by attractive rating histories. Most of the Warner Bros. hours have averaged better-than-their-share of audience during their entire network runs. While one averaged slightly less than its share of network audience, it established a tremendous rating record in delayed-broadcast markets, where it was carried at a later time, against different and less firmly-entrenched competition.

Frankly, we're delighted that syndication buying is running behind schedule this season. There are indications that buying will continue through the month of August. For this reason, we are planning to release some of our half-hour programs—including 156 episodes of "Lawman."

WESTERN

Maverick

To Bret Maverick (James Garner), brother Bart (Jack Kelly) and cousin Beau (Roger Moore), the Wild West is just an area in which to operate history's most light-hearted floating poker games. These frontier gamblers would prefer to evade danger by fast talk rather than their fast draw.

Running Time: 60 minutes.
Cost: Market-by-market basis.
Number Available: 124 episodes.
Produced by: Warner Bros. TV Div., Burbank, Calif.
Distributed by: Warner Bros. TV Div., New York.

Cisco Kid

Tales of the Old West based on O. Henry's fictional characters, the Cisco Kid and his side-kick Pancho. Background music adds to the humor, drama, romance and adventure. Duncan Renaldo plays Cisco, Leo Carillo plays Pancho.

Running Time: 30 minutes.
Cost: On request.
Number Available: 156.
Produced by: ZIV-United Artists, Inc., New York, N. Y.
Distributed by: ZIV-United Artists, Inc., New York, N. Y.

The Lone Ranger Series

The Lone Ranger and his faithful friend Tonto combat injustice and fight for law and order in the old west. Clayton Moore and Jay Silverheels star.

Running Time: 30 minutes.
Cost: On request.
Number Available: 166.
Produced by: Jack Chertok.
Distributed by: Telesynd. N. Y.

Adventures of Jim Bowie

Dashing frontiersman Jim Bowie, the man who tamed a savage wilderness and later won immortality in the heroic defense of the Alamo, is portrayed by Scott Forbes.

Running Time: 30 minutes.
Cost: On request.
Number Available: 76.
Produced by: Louis F. Edelman, Hollywood, Calif.
Distributed by: ABC Films, Inc., N. Y.

Cimarron City

George Montgomery stars as Matt Rockford, leading official of Cimarron City, who is dedicated to keeping his booming town free from the rustlers, land-grabbers, gamblers and killers drawn to Cimarron. Featured are John Smith and Audrey Totter.

Running Time: 60 minutes.
Cost: On request.
Number Available: 26.
Produced by: Mont Productions & Revue Studios in assoc. with NBC.
Distributed by: MCA TV, New York.

Tombstone Territory

Authentic stories are extracted from the files of the "Tombstone Epitaph." Pat Conway and Richard Eastham star.

Running Time: 30 minutes.
Cost: On request.
Number Available: 91.
Produced by: ZIV-United Artists, Inc.,

New York.

Distributed by: ZIV - United Artists, Inc., New York.

The Deputy

Henry Fonda, in his first television series, as Chief Marshall Simon Fry, gentle in speech, swift in action; warm and friendly; fearless in the face of danger.

Running Time: 30 minutes.
Number Available: 76.
Produced by: Michael Kraike.
Distributed by: NBC Films, Inc., N. Y.

Rifleman

Dramatizing the life and problems of the Old West and the difficulties encountered by a widower in bringing up his young son on the frontier. On ABC-TV Network.

Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: Four Star-Sussex Prod.

26 Men

Stories of early Arizona history featuring the men who actually brought law and order to the territory as brought to life by a cast headed by Tris Coffin and Kelo Henderson.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Russell Hayden, Hollywood, Calif.
Distributed by: ABC Films, Inc., N. Y.

Sugarfoot

Because of his idealistic, romantic nature, Will Hutchins of "Sugarfoot" sometimes appears gullible to his lawless frontier enemies. While his saddle-bags are crammed with correspondence school law books, he can ride a horse and use a gun, knife or rope with the best of them.

Running Time: 60 minutes.
Cost: Market - by - market basis.
Number Available: 69 episodes.
Produced by: Warner Bros. TV Div., Burbank, Calif.
Distributed by: Warner Bros. TV Div., New York, N. Y.

The Pioneers

Will Rogers, Jr. narrates stories of the old West. Series was formerly entitled Death Valley Days.

Running Time: 30 minutes.
Cost: On request.
Number Available: 104.
Produced by: McCann-Erickson, Inc., Los Angeles, Calif.
Distributed by: Robeck & Co., N. Y.

The Life and Legend of Wyatt Earp

True exploits of the famed law marshal who brought law and order to the West. Hugh O'Brian stars as Marshall Earp with all his friends—Doc Holliday and the famed Earp Bros.

Running Time: 30 minutes.
Cost: On request.
Number Available: Up to 226.
Produced by: Lou Edelman, Hollywood, Calif.
Distributed by: ABC Films, Inc., N. Y.

The Rebel

Nick Adams stars as "Johnny Yuma," young veteran of the Civil War, who turns to the raw west in his search for truth and justice. "The Rebel" won high ratings on ABC-TV for two years. Many guest stars appear with Adams.

Running Time: 30 minutes.
Cost: On request.
Number Available: 76.
Produced by: Goodson-Todman, Hollywood, Calif.
Distributed by: ABC Films, Inc., N. Y.

Bat Masterson

Bat Masterson—the U. S. Marshall, Indian scout, gunfighter, gambler and newspaper man who became a legend in his own time. Set in the robust years of the lawless American West. Gene Barry stars.

Running Time: 30 minutes.
Cost: On request.
Number Available: 108.
Produced by: ZIV-United Artists, Inc., New York, N. Y.

Distributed by: Economee Television Program, New York, N. Y.

Overland Trail

William Bendix and Doug McClure star in the story of the establishment of a 2,000-mile long stagecoach route, from Missouri through dangerous Indian territory to California. Features guest-stars in key roles.

Running Time: 60 minutes.
Cost: On request.
Number Available: 17.
Produced by: Overland Stage-Bilben, at Revue Studios.

Distributed by: MCA TV, N. Y., N. Y.

Outlaws

Conceived as an amalgam of the characteristics common to many of the outstanding lawmen of the period, the Federal marshal charged with capturing or killing the Okla. Territory desperadoes is Frank Caine, portrayed by Barton MacLane.

Running Time: 60 minutes.
Number Available: 50.
Produced by: Robert Bassler.
Distributed by: NBC Films, Inc., N. Y.

Wagon Train

John McIntire stars as wagonmaster, with Frank McGrath, Terry Wilson and Scott Miller, leading settlers to a new life in the west. On ABC-TV Network.

Running Time: 60 minutes.
Cost: On request.
Number Available: On request.
Produced by: Revue Prods., Studio City, Calif.

Frontier Doctor

Portraying experiences and trials of a Frontier Doctor who ministers to the needs of all — good and bad alike — without fear or favor, while riding quietly in the vanguard of advancing civilization at the turn of the century.

Running Time: 26-30 minutes.
Cost: On request.
Number Available: 39.
Produced by: Studio City Productions, N. Hollywood, Calif.

Distributed by: Hollywood Television Service, N. Hollywood, Calif.

Bronco

A young man (Ty Hardin) orphaned by war and the marauding bands that terrorized the frontier, has the unusual perspective of a man born to the schoolroom as well as to the saddle. The ever-present danger for Bronco is that he must think before he shoots.

Running Time: 60 minutes.
Cost: Market-by-market basis.
Number Available: 68 episodes.
Produced by: Warner Bros. TV Div., Burbank, Calif.

Distributed by: Warner Bros. TV Div., New York, N. Y.

The Range Rider

Set against the splendor of the Sierra Madre country, series follows the adventures of a frontier hero played by Jack Mahoney, an ex-Marine fighter pilot and Hollywood stunt man.

Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Produced by: Flying A Productions, Hollywood, Calif.

Distributed by: CBS Films Inc., N. Y. C.

Gene Autry

Gene Autry stars as a roving defender of range justice. Pat (The Beard) Ruttram lightens each episode with wry humor.

Running Time: 30 minutes.
Cost: On request.
Number Available: 91.
Produced by: Flying A Productions, Hollywood, Calif.

Distributed by: CBS Films, N. Y.

Annie Oakley

The exploits of one of America's most famous western heroines, Annie Oakley (played by Gail Davis).

Running Time: 30 minutes.
Cost: On request.
Number Available: 81.
Produced by: Flying A Productions, Hollywood, Calif.

Distributed by: CBS Films, N. Y.

Trackdown

Tales of western adventure in Texas in the 1880's, based on the files of the fabled Texas Rangers. Robert Culp stars as Texas Ranger Hoby Gilman.

Running Time: 30 minutes.
Cost: On request.
Number Available: 71.
Produced by: Four Star Films, Inc., N. Hollywood, Calif.

Distributed by: CBS Films, N. Y.

Wanted—Dead or Alive

A lone "bounty hunter," armed with a sawed-off carbine and best remembered for a fast gun and few words, patrols the Old West, tracking down outlaws solely for the reward money.

Running Time: 30 minutes.
Cost: On request.
Number Available: 94.
Produced by: Four Star Films Inc., N. Hollywood, Calif.

Distributed by: CBS Films, N. Y.

MISCELLANEOUS FILM SHOWS

Winston Churchill—The Valiant Years

Documentary series based on Sir Winston Churchill's six-volume "The Second World War."
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: ABC-TV Network, N. Y.

Bold Journey

Your T.V. passport to the exciting world of adventure.

Running Time: 30 minutes.
Cost: On request.
Distributed by: Banner Film., N. Y. C.

I Search for Adventure

52 episodes of real adventure of real people, with the colorful men and women who lived these experiences. Host, Jack Douglas.

Running Time: 30 minutes.
Cost: On request.
Number Available: 52.
Distributed by: Banner Films, N. Y. C.

March of Progress

Stories of achievement in American business and industry, featuring Westbrook Van Voorhis as host and moderator.

Running Time: 30 minutes, out of town.
Number Available: 39 shows.
Produced by: March of Progress, N. Y.
Distributed by: Mutual Artist Pictures, N. Y. C.

MISCELLANEOUS FILM SHOWS

A Way of Thinking

An enlightening discussion of the problem spots and events of our time as led by Dr. A. Burke. Series includes a concise and biographical series of lectures on dynamics of communism and democracy.

Running Time: 30 minutes.

Cost: On request.

Number Available: 42.

Distributed by: Banner Films, Inc., New York.

New York State Thruway Series 1962

Know New York State better through this educational, historical, scenic and safety-wise program for the traveling motorist. Will take three years or longer to produce, pending sponsorship of each half-hour production.

Running Time: 30 minutes.

Cost: \$12,000 each half-hour show.

Number Available: Five prints each.

Produced by: Television Broadcasting Service, New York, N. Y.

The Northway for 1962

Three years in the making, still in production.

Running Time: 30 minutes.

Cost: \$12,000 each half hr. show.

Number Available: 5 prints, more on request.

Produced by: Television Broadcasting Service, New York, N. Y.

Penn-Can Way for 1962 (Continued)

Additional half hour productions, three years in the making.

Running Time: 30 minutes.

Cost: \$12,000 each 30 min. show.

Number Available: 5 prints, more on request.

Produced by: Television Broadcasting Service, New York, N. Y.

Jungle Girl

A Republic serial of another Edgar Rice Burroughs property. Starring Francis Gifford, Tom Neal, and Gerald Mohr.

Number Available: 15.

Distributed by: Banner Films Inc., New York.

Commando Cody

A series depicting adventures in space. Well produced, timely stories right in line with our present-day space program.

Running Time: 26-30 minutes.

Cost: On request.

Number Available: 12.

Produced by: Republic Pictures, N. Hollywood, Calif.

Distributed by: Hollywood Television Service, N. Hollywood, Calif.

A For Andromeda

A computer built by scientists to decipher a message from the constellation Andromeda, becomes a "Frankenstein" for those who built it.

Running Time: 45 minutes.

Cost: On request.

Number Available: 7.

Produced by: BBC-TV.

Distributed by: BBC-TV Enterprises.

Debbie Drake Show

The "Queen" of exercise in a series devoted to planned exercises, diet tips and good grooming aids as demonstrated and personified in the person of Miss Drake.

Running Time: 15 minutes.

Number Available: 250.

Distributed by: Banner Films, Inc., New York.

Consult Dr. Brothers

Dr. Joyce Brothers discusses adult problems ranging from love, marriage, sex and dating in an open, frank manner which has made her a recognized authority of human behavior. The questions are submitted by her viewers.

Running Time: 15 mins. & 5 mins.

Cost: On request.

Number Available: 65 fifteen-minute shows or 195 five-minute shows.

Produced by: ABC Films, Inc., N. Y.

Distributed by: ABC Films, Inc., N. Y.

Crime Does Not Pay

Short-subject series utilizing top MGM talent such as Robert Taylor, Laraine Day, Van Johnson and others, this series, taken from actual police files, has received a special Academy Award.

Running Time: 17-22 minutes.

Number Available: 48.

Produced by: MGM, New York, N. Y.

Distributed by: MGM Television, N.Y.

Playboy's Penthouse

Each week Hugh M. Hefner hosts a night of variety and entertainment in the lavish setting of a swank, bachelor apartment. Guests include stars of show business, famous authors, and artists such as Dick Haymes, Billy Eckstein, Count Basie, Sammy Davis, Jr., etc.

Running Time: 60 minutes.

Number Available: 26.

Produced by: Playboy Magazine.

Distributed by: Official Films, Inc., N. Y. C.

What Are the Odds?

Bob Warren as host, leads viewers through interviews with famous and not so famous people who have broken tremendous odds to achieve special distinction.

Running Time: 30 minutes.

Number Available: 39.

Produced by: Herts-Lion Productions.

Distributed by: Official Films, Inc., N. Y. C.

Hint Parade

Comedy sequences demonstrate wacky—but workable—household, do-it-yourself and sports hints. Used as entertainment portions of twenty-second to full minute commercials. Features Richard Galuppi, Marlene Whited, Regis Cordic.

Running Time: 12 seconds.

Number Available: 156.

Produced by: Video Varieties, Inc., Pittsburgh, Pa.

Distributed by: Video Varieties, Inc., Pittsburgh, Pa.

Weather Tots

Sequences of babies acting out every possible weather forecast, for use in spot announcements or as the forecast portion of weather shows. Indexing system makes appropriate forecast film available for telecast quickly.

Running Time: 12 seconds.

Cost Black & White: Syndicate.

Number Available: 185.

Produced by: Video Varieties, Inc., Pittsburgh, Pa.

Distributed by: Video Varieties, Inc.

The Invisible Man

From H. G. Wells' classic comes this series based on the story of the scientist who accidentally finds the way to make himself invisible.

Running Time: 30 minutes.

Number Available: 26.

Produced by: Official Films, Inc., N. Y. C.

Distributed by: Official Films, Inc., N. Y. C.

Rocky Jones, Space Ranger

Up-to-the-minute adventures in outer space with "Rocky Jones" and his crew defending the solar system against invaders and pirates from other planets.

Running Time: 30 minutes.

Number Available: 39.

Produced by: Roland Reed Productions.

Distributed by: Official Films, Inc., N. Y. C.

John Gunther's 'High Road'

Host-narrator John Gunther, world-famed writer, takes the audience on a fascinating tour of the unusual, the little-known and the bizarre in the four corners of the world. He is joined by many famed guest-stars such as Walter Winchell, Sessue Hayakawa, Herb Shriner and Cesar Romero.

Running Time: 30 minutes.

Cost: On request.

Number Available: 36.

Produced by: Jerry Stagg, Hollywood, Calif.

Distributed by: ABC Films, Inc., N. Y.

The Passing Parade

Oscar-winner John Nesbitt narrates 69 "Passing Parade" shorts on subjects ranging from biographies, to history and science, to stories highlighted by a twist of fate. Produced between 1938 and 1948.

Running Time: 10-11 minutes.

Number Available: 69.

Produced by: MGM, New York, N. Y.

Distributed by: MGM Television, N.Y.

Promo Campaign Features Time and Print 'Marriage'

The accelerating success of "Numbers Up," a comprehensive advertising campaign which hitches airtime together with direct mail, was cited yesterday by its progenitor, Norman Gittelson, president of the year-old Broadcast House Enterprises, Inc.

To date, his promotion contest, designed to increase station ratings and produce direct results for local and national advertisers, has been sold to 88 stations throughout the country.

Gittelson said "Numbers Up" is not only self-liquidating but that in many markets it has yielded a handsome profit for respective stations.

"Advertisers," he said, "use the promotion to introduce a product in a particular market, obtain

broader distribution, reduce inventories, develop a supplementary sales tool, 'cushion' price increases, complement on-air selling with direct mail and, as a consequence, receive greater in-store displays, with heightened sales resulting from coupon redemptions."

The campaign combines broadcast time with direct mail, and also includes a contest. A poster card is sent to each telephone home within the coverage of a radio and/or TV station. Included in the mailing are coupons or inserts of various advertisers announcing discounts and other advertising material of products or services to be sold. The advertiser purchases 13 weeks of time along with the mailing. Research shows that the national advertisers use direct

mail couponing 60 per cent of the time, the balance divided between newspapers and magazines. Redemption of coupons through the campaign runs from 15 to 24 per cent for local and national advertisers, depending on the product and the offer.

Merchandise stamps are also an

integral part of the promotion that consists of pre-promotion jingles, window streamers, sales brochures, prizes, etc. The firm does all the work for the station by compiling names and addresses, paste-ups, photo reductions, printing and mailing.

**TELEPHONE NUMBERS OF
TV FILM PRODUCERS & DISTRIBUTORS
LIVE PROGRAM PRODUCERS
TRANSCRIPTION COMPANIES
COMMERCIAL PRODUCERS
JINGLE PRODUCERS
RECORD COMPANIES
ARE LISTED ON PAGE 100 IN THE
RADIO ANNUAL TELEVISION YEARBOOK**



The road to market has to pass Main Street. **To reach Main Street U.S.A., turn at Mutual.** Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 listenable affiliates everywhere. If you want to sell where the buying is biggest, check the signpost and turn at Mutual. *LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.* **Mutual Radio | 3M** A Service to Independent Stations.



23rd
Annual Edition

RADIO SHOWS

1962-1963

A big voice

with big things to say. That's "The Voice of St. Louis." It commands attention with big programs. "At Your Service," the trend-setting talk format. Debates, documentaries, editorials. A balanced blend of news, sports, music, talk and CBS Radio Network features. It's a big factor in the lives of families in America's heartland. Big in their buying decisions, too. There's no bigger voice in Mid-America than..

KMOX^C
RADIO^B
"THE VOICE OF ST. LOUIS"^S

KMOX Radio is a CBS owned station represented nationally by CBS Radio Spot Sales

The Real Competition

Radio & TV Are No Longer Rivals

By Robert F. Hurleigh
President, Mutual Broadcasting System

EACH year it becomes increasingly more evident that network radio best serves the public and community out of the entertainment business and in the news business. Pragmatic radio broadcasters have long accepted that television, (color TV and the super-spectaculars from Hollywood) pales to insignificance the very best that radio can produce in the way of straight entertainment. Because of this I hold it to be a popular misconception that network radio and television are still competitive in the old sense, and I think each medium suffers by the comparison. The truth is that the area of competition between radio and TV has grown quite minuscule and it's time for network radio and TV people to turn



and face their real competitors: the newspapers, magazines and other media.

In an era when the welfare of every individual increasingly depends on awareness of fast breaking national and international developments, radio is battling the newspapers to disseminate that information fastest and most accurately. The fight is for each individual's attention, and the medium that gets there first with the mostest, wins.

In the area of fast breaking news, TV has proven that it can't keep pace.

Just as radio can't (or shouldn't at least) compete with TV in the straight entertainment area, television can't compete in this particular news area. Why? Because news is an immediate commodity and it needs a medium with immediacy and flexibility to do it proper justice. Television, with its requirement for something to fill the eye as well as the ear, is encumbered in presenting the news. Think of the last time you were watching TV and the program was interrupted by a news bulletin. All that appeared on the screen was the word "Bulletin" while the news message was delivered by an unseen announcer. This points up TV's handicap as a competitor in the fast-breaking news field. Unquestionably, radio, which travels light, gets the job done better.

As a primary news medium, radio with its constant, every hour coverage should then not compare itself with a primary entertainment medium, (TV) but with other news media.

The similarity between radio and newspapers can be considered further. While each offers entertainment features, the basic purpose underlying both operations is a dissemination of news and community services. Approximately one out of every two persons who turns on the radio, does it solely to hear the news. With 168,314,000 radio sets in America today, that's an audience that must be respected.

It seems only wise, therefore, that radiomen (who must sell the medium to advertisers) first consider the real competition and then see how radio stacks up against it.

The big plus in radio's favor against newspapers is that radio goes everywhere, reaches everybody. This is particularly true today when the migration away from the city hub to the outlying suburbs weakens the hold of newspapers on its readers and in many cases loses them completely to radio. The important point here is that this trend is nationwide and in its infancy. Transportation improvements are putting the city worker into that little house in the country where the newspaper loses him readily.

We in our concept of services to independent stations have long recognized where the real competition is and have met it by supplying our independent station affiliates, big and small alike, with the best news coverage in radio.

Young Married Adults

Found As Prime Radio Target

By Robert R. Pauley
President, ABC Radio Network

TO BE successful in today's competitive market, network radio—like any other business—has had to create an image, establish a saleable point of view and improve its product. Our product of course, is programming.

We decided to direct our network's product toward young married adults because, we felt, they represent the market of the future. Several modifications and changes were made in existing shows, and in the Fall of 1960 we added a new daytime program aimed specifically at the brighter young woman.

This is the girl who had virtually been catapulted to the suburbs by the millions—the young woman confronted with a challenging new way of life. To meet this challenge, she feels she must be better informed on world affairs, a better hostess, smarter in her dress and decorating abilities, and up to date on beauty, education and literature. The husband probably goes to work in his own car or in a car pool, instead of on a bus as he might have done a decade ago. He, too, is keenly aware of social changes in our country. This young family spends its extra leisure time in sporting activities, boating, entertaining or caring for the home. And they buy the products that are advertised.

The one thing all families have in common—the one thing that follows them everywhere—individually and as a group—is radio. To attract these families, radio has to offer a program fare that's keyed to their mood and, although network programming comprises only a few hours a day of the station's time, the network image can be a powerful one for the affiliate and, therefore, we must present news that's comprehensive, fast-paced and performed by men who know what they're talking about. We must also entertain and inform, but within the pace and scope of intelligent modern day radio—and we're doing it.

Much of network radio which has, in the past, permitted its programs to grow old along with its audience while the affiliates and others in the advertising fraternity were recognizing this marketing revolution, must act upon this phenomenon of the force exerted in our economy by these young married people. Virtually every radio station is catering to younger people. So should the networks.

We are not advocating that network radio ignore older people. Quite the contrary, radio should present programming of interest to a variety of groups—as ABC Radio does with its "American Farmer," intelligent religious discussion programming and numerous other shows. We do stress—and quite strongly, however—that if the radio industry is to keep pace with today's competitive market, its emphasis should be channeled toward this huge market of young adults because these are the people who have more discretionary dollars to spend, have more leisure time and are better educated than any other group in this nation.

To make this approach commercially possible, ABC Radio staffed its sales force with a team that had little interest in hard entertaining and soft selling, and I am proud to say this has paid rich dividends. In each succeeding quarter since that start two years ago, we have seen increased billing to the point where, now, network radio is again a major force.

Our program log of two years ago is virtually the same as it is today, insofar as time is concerned. But as an auto manufacturer once said, "Let's have constant improvement—but no yearly models." Our programs are kept modern in the finest sense. We never intend to be "sold out" but we certainly intend to raise our rates and compensation.



AGRICULTURAL, GARDENING

The Farm Hour

Farm, general farm and market reports.
Running Time: 60 minutes.
Cost: On request.
Available: E.T., Tape, Live Talent.
Produced by: KICO, El Centro, Calif.

Pinal County Four-H Program

News of Four-H Clubs throughout Pinal County with guest appearances by various local Four-H members under the supervision of agriculture extension service, Tues.-Thurs.-Sat. at 12:20 P.M.
Running Time: 5 minutes.
Cost: Rate card.
Number Available: 3 times per week, 156 per year.
Available: Live Talent.
Produced by: KPIN, Casa Grande, Ariz.

Farm Roundup

Agriculture and farm news, market summary, weather forecasts and temperatures, national, regional and local. Taped reports from heads of farm groups. Extension service, etc. 6:30 daily, Monday-Saturday.
Running Time: 10 minutes.
Cost: Rate card.
Number Available: 312 per year.
Available: Live Talent.
Produced by: KPIN, Casa Grande, Ariz.

NBC Farm Review

Reports and analyses of national and international events that have an effect on the American farmer. Richard Harkness is anchorman—with other NBC correspondents reporting from the White House and State Department. Saturday, 8:45-9:00 A.M.
Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Produced by: NBC Radio Network, New York, N. Y.

Down on the Farm

Farm program director Tom McHale is host from 12:30 to 1:00 P.M.,

Mon. thru Fri. Includes complete agricultural weather information, reports from county extension reports, stock market information, farm news and views plus modern music.
Running Time: 30 minutes.
Cost: Per rate card.
Available: Live Talent.
Produced by: WBCK, Battle Creek, Mich.

Farm Report

Interviews on developments with agricultural experts. Programs concentrate on farm safety, crop improvement and subjects of interest to farmers on national or regional basis.
Running Time: 5 minutes.
Number Available: 36.
Available: E.T., Tape.
Produced by: U. S. Rubber Co., N. Y.
Distributed by: Radio & TV Roundup Productions, Maplewood, N. J.

KUJ Farm News

Information, personal views, new methods. Agriculture people from W.S.U. participate and make recommendations.
Running Time: 15 minutes.
Cost: 15.60 per quarter on yearly contract.
Available: E.T., Tape, Live Talent.
Produced by: KUJ, Walla Walla, Wash.

Citrus, Farm, and Cattle

South central Florida's farm, citrus, and cattle program, broadcast twice daily. Information for broadcast is received from over 30 farm agencies who listen and help promote program.
Running Time: 15 minutes.
Cost: Per rate card.
Number Available: two per day.
Available: Live Talent.
Produced by: WJCM, Sebring, Florida.

Farm and Home Hour

News of interest to the farmer of east Texas plus lively music to set the pace for the day's activities. Featured is a hymn of the day and tips for better farming.
Running Time: 60 minutes.
Cost: On request.

Number Available: Unlimited.
Available: E.T., Tape, Live Talent.
Produced by: KLUE, Longview, Tex.

Farmer Bob

Farm editor Bob Davidson gives live interviews and farm news in 4-programettes between 5:00-6:00 A.M. Mon. thru Sat., interspersed with music and agricultural chatter.
Running Time: 60 minutes.
Cost: 1-minute rate.
Number Available: Daily, 6 times per week.
Available: Live Talent.
Produced by: KWAC, Bakersfield, Calif.

Gurney Thomas Farm Hour

Gurney Thomas with complete farm and market reports and music aimed at the farm audience. Live commercials available.
Running Time: 2 hours.
Cost: Per rate card.
Available: Tape, Live Talent.
Produced by: WCGG, Belmont, N. C.

The Farm News

A condensed program on matters of farm interest, particularly legislation, with some quoted editorial matter. Also agricultural news of current interest with reference to crops and livestock. Often includes pretaped USDA releases from Washington. 12:30 P.M., Mon.-Sat.
Running Time: 5 to 8 mins.
Cost: On request.
Number Available: 312 per year.
Available: Live Talent.
Produced by: KFAL, Fulton, Mo.

Rural Report with Rollie

Editorializes on farm news both on local and national scene, featuring Rollie Lake.
Running Time: 5 minutes.
Cost: Spot carrier only.
Available: Tape.
Produced by: KOTE, Fergus Falls, Minn.

All Systems Go, 5-7-0

Wake up music and informational material slanted toward rural listeners

including news, weather, sports and farm features.

Running Time: 60 minutes.
Cost: Rate card.
Available: Live Talent.
Produced by: WNAX, Yankton, S. D.

Town and Country Show

Ed Slusarczyk does a commentary comprised of current agricultural problems, farm legislation, events, interviews with farm personalities, farm management advice . . . balanced with appropriate music.
Running Time: 60 minutes.
Cost: Per rate card.
Available: Live Talent.
Produced by: WREM, Remsen-Utica, N. Y.

The Radio Farmer

The radio farmer, George Blatchford, broadcasts every morning, Mon. thru Sat., 5:30 to 6:30. Current hit music standards, album selections, and complete farm news.
Running Time: 60 minutes.
Cost: On request.
Available: Live Talent.
Produced by: WRTA, Altoona, Pa.

Madison Livestock Report

A daily live report direct from the Madison, Wisconsin stockyards, featuring Phil Campbell. 12:40-12:45 p.m.
Running Time: 5 minutes.
Cost: Per rate card.
Number Available: 260.
Available: Live Talent.
Produced by: WIBU, Poynette, Wis.

MBS Farm World with Norman Kraeft

Three times each morning at 6:30, 7:30 and 8:15. Norman Kraeft shows how the farmer is affected by politics, national issues and international problems. He interviews Washington officials.
Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Available: Live Talent.
Produced by: Mutual Radio, N. Y.

COUNTRY & WESTERN

All Night Music Spectacular

Remote from a variety of central Virginia locations, Dave Lyman and Tom Martin combine recorded country music with live music by Virginia bands. As many as 15 bands and 4,000 spectators attend each broadcast. Sat. mornings, 12-5:30 A.M.
Running Time: 5½ hours.
Cost: Rate card.
Produced by: WLEE, Richmond, Va.

The Western Show

Features "Waco" Williams, Hollywood stunt man and fast-draw artist, produces and emcees, featuring songs of the west, celebrity guests and philosophical tidbits. Also, he writes and delivers his own commercials.
Running Time: 60 minutes.
Cost: \$5 per minute announcement.
Number Available: 5.
Available: E.T., Live Talent.
Produced by: WEAD, Atlanta, Ga.
Distributed by: Frank Lokey Enterprises, Atlanta, Ga.

Tennessee Ramblers

Group of four local artists singing and playing country and western

music, each Sat. 6:30-7:00 A.M.
Running Time: 30 minutes.
Cost: On request.
Number Available: 13 weeks or longer.
Available: Live Talent.
Produced by: WPRS, Paris, Ill.

Red Foley Show

Red Foley with the Grady Martin band, announcer Joe Slattery and country-music recording favorites as daily guests.
Running Time: 15 minutes.
Cost: On request.
Number Available: 156.
Available: E.T.
Produced by: RadiOzark Enterprises, Springfield, Mo.
Distributed by: RadiOzark Enterprises, Springfield, Mo.

Red Gordon Show

A six day a week program, featuring Red Gordon, playing country and western music.
Running Time: 15 minutes.
Cost: \$12.00 per program.
Number Available: 1 per week.
Available: Tape.
Produced by: KGAF, Gainesville, Tex.

Bobby Hodge Show

Hodge has several records on the market, and is a regular performer on the Grand Ole Opry from Nashville, Tenn. He also will be doing a 20-minute weekly show on our television station.
Running Time: 5 minutes.
Cost: Rate card.
Number Available: 10 per week.
Available: Live Talent.
Produced by: WKOW, Madison, Wis.

Skeets Yaney Show

Two and one half hours daily Mon. through Fri., 3:00 P.M. to 5:30 P.M. Country and western music and talk.
Running Time: 150 minutes.
Cost: \$90.00 per hour.
Number Available: 1.
Available: E.T., Tape, Live Talent.
Produced by: KSTL, St. Louis, Mo.

Colonel Green Show

Mon. through Fri., consisting of country and western music and chatter times. Colonel Green also gives live stock, grain and poultry markets direct live from Miss. Valley stockyards.

Running Time: 120 minutes.
Cost: \$90.00 per hour.
Number Available: 1.
Available: E.T., Tape, Live Talent.
Produced by: KSTL, St. Louis, Mo.

Billy Starr Show

Billy Starr, recording artist and former Grand Ole Opry star, and guests with live music and records. Mon.-Sat., 6-7 A.M.
Running Time: 60 minutes.
Cost: \$30 per day.
Number Available: 6.
Available: Live Talent.
Produced by: Billy Starr & Co., c/o WIOI, Portsmouth, O.

Ron's Ranch

Down-to-earth approach, often ad-libbed commercials, and a fine selection of country and western music. Ron Lutz as MC.
Running Time: 60 minutes.
Cost: On request.
Number Available: 260 Pgms. per year.
Available: Live Talent.
Produced by: KFAL, Fulton, Mo.

COUNTRY & WESTERN

COMEDY

Country & Western "Drummers" Package

Versatile sounds for the country and western broadcaster. Production aids, themes and sales starters including station promotions, commercials, weather, time, themes, news and sports intros, featuring Roy Drusky, Flatt & Scruggs, Darrell McCall, The Willis Brothers, The Statesmen.

Running Time: from 5 seconds to 1 minute and 14 seconds.

Cost: On request.

Number Available: 100.

Available: E.T.

Produced by: SESAC Inc., New York.

The Slim Willet Show

A disc jockey type show, featuring Slim Willet as DJ.

Running Time: 1 minute or 30 minute.

Cost: On request.

Number Available: 5 per week.

Available: Tape.

Produced by: Slim Willet, Abilene, Tex.

Dick Dewitt Show

Country and Western hits. Dick keeps the homeward bound amused with quips between tunes. News on the hour and half hour, weather on the quarter hour. Mon.-Sat. 4-7 p.m.

Running Time: 3 hours.

Cost: Per rate card.

Available: Live Talent.

Produced by: KCKN, Kansas City, Kan.

Happy Harry Becker

"Happy Harry," mother's little helper, is heard from 9 a.m. till noon. Mon. thru Sat. Format is Country and Western. Newscasts on the hour and

half hour. Weather on the quarter hour.

Running Time: 3 hours.

Cost: Per rate card.

Available: Live Talent.

Produced by: KCKN, Kansas City, Kan.

Don Rhea Show

6 till 9 a.m., Mon. through Sat.; features Country and Western hits and favorites of the past. Newscasts on the hour and half hour plus weather on the quarter hour.

Running Time: 3 hours.

Cost: Per rate card.

Available: Live Talent.

Produced by: KCKN, Kansas City, Kan.

Jamboree Highlights

From each Saturday night's WWVA Jamboree, the comedy highlights are featured against a background of the artists who were a part of the stage show. Lee Sutton is production man and MC.

Running Time: 25 minutes.

Cost: Card rate plus production.

Available: Tape.

Produced by: WWVA, Wheeling, West Va.

Mountain Jamboree

Tommy Joye is heard from 11:00 A.M. to 2:00 P.M. Mon. thru Sat. with top hits in C&W music. News on the hour and news headlines on half hour.

Running Time: 3 hours.

Cost: Rate card.

Available: Tape.

Produced by: WDKD, Kingstree, S. C.

Monitor Comedy Time

Vignettes of comedy spread throughout the 15 hours of Monitor weekend programming. Among the regulars are the team of Elaine May and Mike Nichols, the Kuklapolitans of Burr Tillstrom, doubletalk wizard Al Kelly and Bill Adler, author of "Kids' Letters to President Kennedy."

Running Time: 3-5 minutes.

Available: Tape.

Produced by: NBC Radio, New York.

George Jessel Show

Little sayings, anecdotes and conversation with one ingredient in common—they're good listening.

Running Time: 40 to 60 seconds.

Cost: On request.

Number Available: 180.

Available: Tape.

Distributed by: Harry S. Goodman Prod. Inc., New York, N. Y.

Comedy Carnival

A weekend blending of the brightest names in comedy with the top names in music, alternating every ten minutes. News, sports, traffic and weather woven into format.

Running Time: 2½ hours.

Cost: On request.

Available: Live Talent.

Produced by: WJRZ, Newark, N. J.

Comedy Corner

At quarter past the hour during each of the music personality shows, we spend 3 minutes in Comedy Corner with the brightest names of recorded comedy. Aired 61 times a week.

Running Time: 3 minutes.

Cost: On request.

Produced by: WJRZ, Newark, N. J.

House Party

Art Linkletter conducts fun interviews with adults from the studio audience and a panel of youngsters chosen from nearby schools. Daily guests, plus occasional quizzes.

Running Time: 20 minutes.

Cost: On request.

Number Available: 5 per week.

Available: Live Talent.

Produced by: CBS Radio Network, New York, N. Y.

Nichols and May

Comedy team in original vignettes featured as a part of NBC Radio's weekend radio service Monitor.

Running Time: 5 minutes.

Cost: On request.

Number Available: On request.

Produced by: NBC Radio Network, New York, N. Y.

Original Bad Boy of Radio

Zany comic disc jockey! Flexible format can be used on any station (records not included). Bad Boy fills in and cues the records.

Running Time: Can be adapted to any length.

Number Available: 52.

Available: Tape.

Produced by: Ken Berryhill, WNAG, Grenada, Miss.

Fred Pettijohn Says

Round-up of the humor in the news, bringing to modern radio a touch reminiscent of the late Will Rogers.

Running Time: 5 minutes.

Cost: \$75.00 net weekly.

Available: Tape.

Produced by: WFTL, Ft. Lauderdale, Fla.

NO SUBSTITUTE for PUBLIC SERVICE!

Ever alert and in tune with public affairs of the communities in which they are privileged to serve . . . the Rahall Radio Stations listed below have during the first quarter of 1962 (January thru March) . . . given **FREE** a total of

40,576

Public Service Minutes of program time in their respective communities. The total cost of these **FREE** public service announcements would approximate \$147,066.75 in station time.

WKAP

Radio/132
Allentown-
Bethlehem-
Easton, Pa.

WLCY

Radio/138
St. Petersburg-Tampa
Florida

WNAR

Radio/111
Philadelphia Area

WWNR

Radio/62
Beckley, W. Virginia

WQTY

Radio/122
Jacksonville, Florida

Represented Nationally by H-R New York

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SESAC



PAUL HEINECKE, PRESIDENT

Licensing the performance, mechanical or synchronization rights in a repertory of distinction to the entire entertainment industry...radio, television, theaters, concert halls, hotels, transcription and record companies.

PROGRAM SERVICES



Broadcasting's newest big-sound musical sales and production aids; station promos, themes, sales starters, time, weather, news and sports intros, offered in pop and C&W form.



LP albums, the best in modern hi-fi sound, featuring top artists from every major record label performing new songs and standards in all musical categories.



Exciting 60-second show stoppers, big in sound, impact, programming variety. Perfect for themes, heavy spot schedules and many other uses.



Widely-acclaimed, 45 rpm albums, endorsed by stations everywhere as outstanding program material, provided gratis by SESAC to the broadcasting industry.



"INSTANT SPORTS MUSIC"
"A GOSPEL SING"
"CHRISTMAS SONGS AND SYMBOLS"
"MOOD MAGIC"

*TRADEMARKS

SESAC INC. THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • N.Y. 19, N.Y.

EDUCATIONAL

A Heap O'Livin'

Program is named for a book of poems by Edgar A. Guest and is broadcast by Bud Guest (E. A., Jr.), combining Bud's whimsical reflections with his father's verse, 11:15 A.M., Mon. through Sat.
Running Time: 5 minutes.
Cost: Per rate card (plus talent).
Number Available: 6 per week.
Available: Tape.
Produced by: WJR, Detroit, Mich.

The Best from Interlochen

Best performance of the national high school orchestra and choruses at the Interlochen Arts Academy with comments by the leading musical educators and conductors.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: NBC Radio Network, New York, N. Y.

Man Around the House

Roger Whitman, noted columnist and writer, with hints to make daily household chores easy and interesting.
Cost: No-cash-cost.
Number Available: 20 per month.
Available: E.T.
Produced by: Al Petker/Personality Scope, Beverly Hills, Calif.
Distributed by: AP Management Corp., Beverly Hills, Calif.

From A to Z

"Capsule" programs covering the broadcast range of educational subjects—from A to Z! Mon.-Sat., 9:30 A.M. and 10:30 P.M.; Sundays, 11:30 A.M., 6:15 and 10:30 P.M.
Running Time: 5 minutes.
Cost: On request.
Available: Live Talent.
Produced by: WHN, N. Y. C.
Distributed by: WHN, N. Y. C.

The Living Constitution of the United States

The award-winning record, "The Living Constitution of the U. S.", brings to life the Constitution, makes it understandable and shows its application to the great issues of the day. A vocal reading with nine voices and a musical score.
Running Time: 39 minutes.
Number Available: 1.
Available: E.T.
Produced by: Stacy Keach Prods., Studio City Calif.

Strangest of All

Author Frank Edwards presents the fantastic-but-true stories he has researched in 30-odd years as a newsman.
Running Time: 5 minutes.
Cost: On request.
Number Available: 260, another 260 in preparation.
Available: E.T.
Produced by: RadiOzark Enterprises, Springfield, Mo.
Distributed by: RadiOzark Enterprises, Springfield, Mo.

Science Beat

Dallas Townsend chooses a development from the world of medicine, chemistry, space, highlighting both the accomplishment and the scientist each Sunday.
Running Time: 5 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Live Talent.
Produced by: CBS Radio Network, N. Y. C.

Better Living

Douglas Edwards reports the newest and most useful information for the maintenance of health.
Running Time: 5 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Live Talent.
Produced by: CBS Radio Network, N. Y. C.

Add-A-Word

The Sportsmen Quartet in rhyme giving a new word each day to be added to the listeners' vocabulary.
Cost: No-cash-cost.
Number Available: 20 per month.
Available: E.T.
Produced by: Al Petker/Personality Scope, Beverly Hills, Calif.
Distributed by: AP Management Corp., Beverly Hills, Calif.

Editorially Speaking

Editorials are given daily before our noon news mainly on subjects of local interest, city and parish governing bodies, etc.
Running Time: 5 minutes.
Cost: \$5.75 each program.
Produced by: KCIL, Houma, La.

At Your Leisure

Bill Leonard reports on films, places, books, magazine articles to guide listeners to the best entertainment fare.
Running Time: 5 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Live Talent.
Produced by: CBS Radio Network, N. Y. C.

Home Selector Guide

Series of integrated announcements, within "Great Albums of Musical." New homes, which highlight various features, inspected and commented on by the Home Selector. Builders and building supply companies participate and cooperate.
Running Time: 15 minutes.
Cost: On request.
Available: Live Talent.
Produced by: Savage Network Prod., New York, N. Y.
Distributed by: Savage Network Prod., New York, N. Y.

The Psychic Desk

Everything new in the world of psychic matters, extra-sensory perception, etc. will be offered in interview and commentary form by Henry C. Roberts, president of the Nostradamus Publishing Co., who will have guests from the world of psychic events.
Running Time: 30 minutes.
Cost: \$750.
Number Available: 52.
Available: Live Talent.
Produced by: Roffman Associates, N. Y. C.
Distributed by: Roffman Associates, N. Y. C.

Radio 100

Newscast of events of the Civil War, as they happened exactly 100 years prior to broadcast date. Mon. thru Sat. Open and close for announcer, with appropriate music.
Running Time: 5 minutes.
Cost: \$1.50 per show on 13-week contract.
Number Available: 6 per week.
Available: Tape.
Produced by: VBC Productions, Station WELK, Charlottesville, Va.

RADIO-TELEVISION DAILY

FORUMS, INTERVIEW, PANEL

KCBS Viewpoint

Listeners telephone host Fred Wilcox giving their views, on the air, on timely subjects. Wilcox does not engage in dialogue with callers, who talk for three minutes and can, within reason, say anything they wish about a subject. Mon. thru Fri., 7:30 P.M. to 8:30 P.M.

Running Time: 60 minutes.

Cost: Per rate card.

Available: Live Talent.

Produced by: KCBS, San Francisco, Calif.

Opportunities

A discussion show to help those seeking careers or changing from one career to another. Prominent people will be guests and give advise. This show has appeal and interest for ages from 16 to 60, both men and women.

Running Time: 30 mins. and 15 mins.

Cost: On request.

Number Available: 13 plus.

Available: Tape, Live Talent.

Produced by: V. S. Becker Production, N. Y. C.

Trends

Interviews and discussions of new trends in business, education, professions, etc., with the experts in the various fields.

Running Time: 5 minutes.

Cost: On request.

Available: Tape, Live Talent. If desired it can be made on E.T.

Produced by: V. S. Booker Productions, N. Y. C.

WINS Open Mike with Barry Farber

Barry Farber heard every Mon. thru Fri., 11-11:30 P.M. broadcasting

from Leone's Restaurant, with interviews of prominent figures of local political, entertainment, literary standing.

Running Time: 30 minutes.

Cost: Per rate card.

Available: Live Talent.

Produced by: WINS, N. Y. C.

Reaction

Weekly presentation of topics of current interest through a forum type program. Distinguished guests will appear to discuss political, economic, social and international views and philosophies. When more than one side is needed to give the listener a well rounded knowledge of the topic, the opposition will be given a chance to be heard from in the following weeks.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Available: E.T., Tape.

Produced by: WGBS, Miami, Fla.

From the People

Weekly half-hour panel show, featuring prominent public figures. Incorporates material from RPI's tape library, interviews, taped questions from listeners. Also features questions and comments from RPI's international staff. Moderator is Harry Clarkson. Broadcast Friday morning for weekend use. Suggested press release and commercial cueing information included.

Running Time: 30 minutes.

Cost: On request.

Available: Tape.

Produced by: Radio Press International, New York, N. Y.

Distributed by: Radio Press International.

Community Affair

A remote program from a local department store where guests answer telephoned questions. Mrs. Ethel Kweskin is hostess. Monday evenings, 8-9 P.M.

Running Time: 60 minutes.

Cost: On request.

Available: Live Talent.

Produced by: WSTC, Stamford, Conn.

Opinion Please

Radio and beeper-telephone program during which Louis Freeman accepts calls from listeners who wish to express opinions on any subject. First half-hour of program devoted to discussion of topic chosen by station and moderated by Mr. Freeman. Sundays, 4-5 P.M.

Running Time: 60 minutes.

Cost: Per rate card.

Available: Live Talent.

Produced by: KDIA, Oakland, Calif.

Spectrum 74

Consists of over 50 program features, all talk. On Ask The Expert, listeners phone in, and receive answers to, questions to guest expert. Other segments: "Ask" shows with lawyers, clergymen etc. 1:00 P.M. to 5:00 P.M., Mon. thru Fri. Hosts: Scott Beach, Fred Goerner.

Running Time: 4 hours.

Cost: Per rate card.

Available: Live Talent.

Produced by: KCBS, San Francisco, Calif.

Ideas and Issues

Panel program consisting of 4 panelists plus guest. Questions are spontaneous, atmosphere informal, unrehearsed. Guests are chosen from any

area of public life in local, statewide and national interests, panelists are business and professional men.

Running Time: 50 minutes.

Cost: \$45.00

Available: Live Talent.

Produced by: WTOG, Savannah, Ga.

Chattertime

Interview program featuring local people and when available, celebrities. Shirley Vanderwerf is M.C.

Running Time: 30 minutes.

Cost: \$30.00 per show.

Available: Live Talent.

Produced by: KOTE, Fergus Falls, Minn.

Open Mike

A telephone conversation program hosted by Jim Parker, every weekday afternoon from 12:30 to 2:00. Jim talks with all callers and interviews men and women from every walk of life.

Running Time: 90 minutes.

Cost: Participating 1 minute spots at \$11.50.

Available: Live Talent.

Produced by: KIRL, Wichita, Kans.

Perspective

A round table discussion program of the top news stories and events of the week by WGBS newsmen and representatives of the editorial staffs of two leading South Florida newspapers. An informal but highly informative news and events program.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Available: E.T., Tape.

Produced by: WGBS, Miami, Fla.

NOTHING
OUTSHOUTS
QUALITY AND
INTEGRITY

THE ASSOCIATED PRESS

FORUMS, INTERVIEW, PANEL

In Our Day

Weekly news interview program with prominent people from all walks of life, conducted by Jeanne Anderson. Guests discuss topical subjects of interest to radio listeners.

Running Time: 5 minutes.
Cost: Free.
Number Available: 30.
Available: E.T.
Produced by: Radio & TV Roundup Productions, Maplewood, N. J.

Radio USA

Package of assorted news interview programs that include, science and news, 1962, medical press conference and brief capsule interviews on education, nutrition, religion, safety, books and better living.

Running Time: 5 minutes.
Cost: Free.
Number Available: 52.
Available: E.T., Tape.
Distributed by: Radio & TV Roundup Productions, Maplewood, N. J.

Coffee Talk

Mon. thru Fri. at 6:30 P.M. Local guests are featured three times each week.

Running Time: 15 minutes.
Cost: \$15.00 per program.
Number Available: 5 per week.
Available: Tape.
Produced by: KEUN, Eunice, La.

WCOS Comments

Conducted by Dennis Waldrop. Listeners phone in and air their comments on world, national and local affairs; their comments are broadcast live on-the-air.

Running Time: 60 minutes.
Cost: \$40.00.
Number Available: 5 per week.
Available: Live Talent.
Produced by: WCOS, Columbia, S. C.

KARRadio Party Line

Listeners are given opportunity to phone in comments on any local, state or national subject. Their voices are aired directly from telephone. Has city-wide interest and is sounding board for many issues.

Running Time: 60 minutes.
Cost: Participating.
Number Available: 10 per program 5 days a week.
Produced by: KARR, Great Falls, Mont.

Information Central

Behind-the-scenes information, feature and dateline, on just about everything from A to Z, with Gregg Oliver, newsman, features writer, producer, director, etc., telling the story and asking questions. The unusual is commonplace. Exclusive interviews with famous names in the news.

Running Time: 60 minutes.
Cost: Participation (rate card).
Number Available: Mon. thru Fri., maximum participation is nine spots.
Available: Tape.
Produced by: WTOP, Washington, D. C.

Face the People

Don Decker invites civic leaders, government officials, experts in many fields to answer questions telephoned in by listeners.

Running Time: 60 minutes.
Cost: Per rate card.
Available: Live Talent.
Produced by: WTRY, N. Y.

Personality Spotlight

Phil Pummill conducts relaxed interviews with visitors to, and residents of the area. Mon. thru Sat. at 12:30 P.M.

Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Available: Live Talent.
Produced by: WLSI, Pikeville, Ky.

Comments

This is a UPI daily program highlighting top news, personalities, or events in the making.

Running Time: 5 minutes.
Available: Live Talent.
Produced by: WMIK, Middleboro, Ky.

Party Line

Moderated by Hal Crater, offers listeners the opportunity to express an opinion on a current topic of discussion around town. Broadcast 5 days weekly and conducted via live telephone conversation with callers.

Running Time: 60 minutes.
Cost: Per rate card.
Available: Live Talent.
Produced by: WSJM, St. Joseph, Mich.

Viewpoint

Weekly interviews by the Rev. Dana Forrest Kennedy. Topics cover every phase of American life and are keyed to attract all interests. Listeners receive complimentary transcripts of each broadcast.

Running Time: 15 minutes.
Cost: Through Mutual Network or on tape for delayed broadcast.
Number Available: 250.
Available: Tape.
Produced by: Episcopal Church, New York City.
Distributed by: Episcopal Church, New York City.

What's Your Problem?

Mon. thru Fri. show, 9:45-10 A.M., handled by Bob Shellady; on telephone call-in and answer by listeners.

Running Time: 15 minutes.
Cost: \$20 per show.
Available: Tape.
Distributed: KXIC, Iowa City, Iowa.

Coffee An'

Four staff members meet daily at 8:45 A.M. and, over coffee and doughnuts, discuss topics of the day. Phone calls accepted while on the air.

Running Time: 15 minutes.
Cost: \$26 per program—sold only on year's contract.
Number Available: 52.
Available: Live Talent.
Produced by: WWON, Woonsocket, R. I.

Alfred U. Forum of the Air

Panel discussion featuring members of the faculty of Alfred University. Program divided into two sections: during the first half hour, faculty members discuss the question of the day; during the second half hour they answer questions posed by local high school students. Sundays 2:00 to 3:00 P.M.

Running Time: 60 minutes.
Cost: \$50.

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Join the MARS Promotion of the Month Club **NOW**
and Receive **YOUR CHOICE**
of AMERICA'S MOST EXCITING PROMOTIONS

("Greatest stuff we've ever run — what an amazing reaction!")

Completely Custom Produced (Your Choice if you hurry!)

No. 1

SECRET AGENT

(He's after your audience—and they love it.)

No. 2

SAVE THE DAY

(Creates more talk than you've ever heard.)

No. 3

CALL YOUR SHOT

(Pull the trigger and watch the ratings climb.)

No. 4

EXTRA SENSORY PERCEPTION (E. S. P.)

(Just try and turn it off — you CAN'T!)

Don't Wait — Call Mars NOW!

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Broadcasters Serving Broadcasting

'Imagination Theatre'

The Dramatic Show Returns to Radio

By Jack R. Wagner

Program Manager, KNBC, San Francisco, Calif.

FOR some time we have been answering queries from listeners as to what happened to the dramatic shows that were so popular on radio in years past.



This is a little difficult to explain to a loyal listener who is not directly concerned with television competition, cost per thousand, and other factors that modern radio must contend with. However, we finally came to the conclusion that if these people felt so strongly about radio drama, there must be others and perhaps they would total up to a very sizable audience.

In December, 1961, we decided to bring our listeners something besides music and news during the evening hours. At the time, we instituted a Monday through Fri-

day segment, which we called "The KNBC Mystery-Adventure Theatre."

After approximately two weeks on the air, we asked the audience for their reaction. We might add that we only used but a few one-minute requests, and did not offer any prize or incentive other than to ask the person to kindly send in their reaction as to whether or not they wanted us to continue with dramatic shows.

Almost immediately, we received 590 letters and postcards and innumerable phone calls. These continued to dribble in a few each day, and the results were so impressive that we were convinced that dramatic programs were much desired. We then decided to continue this type of radio.

Recently, after six months of radio drama, we, once again, asked for an expression of interest. Again the mail return was immediate and overwhelmingly in favor of our continuing dramas. We now have over 700 cards and letters from this second request.

From all over the West, letters and postcards came in saying, "Yes, by all means, please continue the radio dramas." A careful analysis of the mail told us many things, such as:

The audience we acquired was a loyal and steady audience. In fact, many of them had responded to our first call for mail, six months ago.

They were hungry for mystery and adventure shows, in fact, dramas of any kind.

Many did not have television sets or were situated in locations with poor reception. These people were happy to learn that radio drama had returned.

Many of the listeners had finished their television viewing by 10 o'clock and turned to their radio for a pleasant way to end the day.

While much of the mail came from adult listeners who remembered the "old days of radio," mail was also received from young people who had grown up during the music and news era of radio. These youngsters felt that they had discovered a whole new art form.

Now, after our first 26-week test, we have scheduled mystery and dramatic half-hour programs for another 26 weeks. The dramatic shows will be broadcast Monday, Wednesday and Friday, and mystery and adventure programs Tuesday and Thursday. According to our most recent mail survey, 99 9/10 per cent are in favor of radio drama.

The success of our experiment with radio drama may well contribute to the gradual return to this unique form of entertainment—"The Theatre of Imagination."

We are sure that other radio stations have also found that they have received persistent inquiries regarding the return of radio drama. Without any question, it has been missed.

A Forgotten Principle

Give AM Listeners Good Selection

By Al Petker

Chairman, A P Management Corporation

ANY of radio's financial plights in recent years usually have been blamed on competition from the birth of television. This is probably the greatest broadcasting myth in existence today. Radio is not competing with TV. It is competing with more radio.

No other medium, which depends on advertisers' dollars for its success, has faced the acute self-competition radio has.

Let's take a mythical city—Xville. Probably it has two newspapers, rarely four or five. It has from three to seven TV stations. The number of each depends on a healthy competitive factor—how many can the city support? If a community cannot support three newspapers, the one that's hurting most will close up shop. This is healthy competition based on the only workable standard in any business—supply and demand.

The citizens of Xville choose between their two newspapers and handful of TV stations and all can thrive. But when the man in Xville turns his radio dial, he is confronted suddenly with an abundance of riches that numbs his mind. Every 16th-inch flick of his wrist may bring him yet another radio station beaming in at him from a radius of 100 miles in all directions—all sounding alike, with the same music and the same news.

The cardinal rule of salesmanship which radio, as an industry, forgot is one that any good salesman knows. Never give the customer too many varieties of almost the same item from which to choose. At the crucial moment when he should make a selection he will only become confused. When confused, he will walk out without buying. You will find him tomorrow making a purchase in a store where he's only had to decide between two or three varieties. With this kind of unnatural competitive situation in radio, all radio stations are weakened. Less profits mean a smaller budget. A smaller budget means even less programming effort.

The vicious circle continues and, radio programming goes into a further decline until the FCC looks closely at the mad scramble of the air waves and announces that this non-programming is irresponsible and stresses its point with a few exemplary license suspensions.

The FCC, though concerned with moral responsibility, is actually forcing good health and financial success onto the radio industry. For as soon as radio develops its communications potential again, with programs of fiction, variety shows, education, editorial comment, human interest and all the personalized elements that can be found in newspapers or magazines, there will also be individual identification for radio stations.

This is the purpose of A P Management and its United Stations Network. We are lifting radio stations in each city and town in the United States into a position of programming and station identification that will make them truly competitive with the city's other media, bring top profits to them and set a standard that will restore constructive competition through better programming.

To accomplish this, we have devised a service package for our stations: a variety of quality, star-name daily programming, station-identity building materials, motion picture trailers and celebrity-personalized station breaks. Most important of all, our service is provided in a way that any station in the country can afford it.

It won't be long before the old "TV competition" myth will fade away. Our thinking is obviously shared by the many stations which are profiting from our plan.



FORUMS, INTERVIEW, PANEL

Did you know that

WHLI Island*

MARKET
IS THE NATION'S
4th BIGGEST
in retail sales?

What's more,
the people
who live there,
shop there
and work there
are loyal listeners
of WHLI

That's why
WHLI IS
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The independent Long Island (Nassau-Suffolk) market — 4th largest in the U.S. — where over 2 million customers live and shop.

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LONG ISLAND, N. Y.

the voice of
long island

PAUL GODOFFSKY, Pres., Gen. Mgr.
JOSEPH A. LEVIN, Exec. Vice Pres., Sales

Represented by Gill-Perna

Number Available: 26.
Available: Live Talent.
Produced by: WWHG, Hornell, N. Y.

Pioneers Days of Arizona

Weekly interview show with pioneer residents of Arizona, relating their experiences in those early days. Many residents of the Arizona Pioneer's Home at Prescott are featured on the show.

Running Time: 30 minutes.
Cost: On request.
Available: Tape.
Produced by: Roger Anderson, c/o KNOT, Prescott, Ariz.

Interaction

Public officials from national, state, and local politics and government, as well as recognized spokesmen on civic, social, and moral issues of the day, appear as guests, to answer questions telephoned in on-the-air by listeners, and to discuss their points of view with the program's moderator, news director Frank Imburg.

Running Time: 60 minutes.
Cost: On request.
Number Available: 6 days weekly.
Available: Live Talent.
Produced by: WLAV, Grand Rapids, Mich.

Tally Ho Show

9:05-9:45 A.M., Mon. thru Fri., from Tally Ho Coffee Shop, Eugene Hotel. Local persons discuss topics and events; frequent interviews with prominent or interesting visitors to our City.

Running Time: 40 minutes.
Cost: Daily participation basis: \$75.00 per week.
Available: Tape.
Produced by: KORE, Eugene, Ore.

Listen to the Mrs.

Don Andrews hosts, each weekday from 9:10-10:00 and accepts telephone calls from listeners on recipes, household problems, child care. Don edits and publishes a monthly bulletin sent to two thousand listeners each month.

Running Time: 60 minutes.
Produced by: WSGW, Saginaw, Mich.

West Virginia Speaks

Both sides of questions are heard and discussed by panel groups made up of citizens from central West Virginia. Aired weekly.

Running Time: 30 minutes.
Number Available: On request.
Produced by: WVWV, Grafton, Fairmont, West Va.

You're On the Air

Featuring Bill Dommer, on which people call in and discuss interesting topics of the day. Bill also has community leaders as guests to discuss subjects. 11 A.M.-12 noon.

Running Time: 60 minutes.
Cost: Per rate card.
Available: Live Talent.
Produced by: WBEL, Beloit, Wisc.

What's On Your Mind

News director Howard Sharp runs this program. Listeners phone with their likes and dislikes about almost everything.

Running Time: 25 minutes.
Cost: Per rate card.
Available: Live Talent.
Produced by: WARN, Ft. Pierce, Fla.

Candid Opinion

Interviewed by news director of local personality involved in current events. One guest each night, 7:45-7:55 P.M. Subject discussed with guest in advance, but not specific questions, thus adding a spontaneous touch on the air.

Running Time: 10 minutes.
Cost: \$60 per week.
Number Available: Continuous.
Available: Live Talent.
Produced by: WSAV, Savannah, Ga.

WDOR-Party Line

Ed Allen and Dizzy Dan Kuskabar interview personalities and discuss public issues, give fishing reports and tourist information, 11:35 to 12:15 P.M., Mon. thru Fri.

Running Time: 40 minutes.
Cost: Rate card Class "A."
Number Available: 5 per week.
Produced by: WDOR, Sturgeon Bay, Wisc.

The Swap Shop

With Les Fox as M.C., swappers phone the station and calls are taken on the air for swap items. Weekly and daily prizes offered for the most unusual swap items, prizes being merchandise items advertised on WMMW. Advertisers obtain the advantages of built-in prize giveaways, plus cash extras provided by the station. Mon.-Sat., 11:45-12 Noon.

Running Time: 15 minutes.
Cost: On request.
Produced by: WMMW, Meriden-Wallingford, Conn.

Miss America Pageant Reports

Interviews with state queens and others affiliated with The Miss America Pageant. Produced during Pageant Week following Labor Day; made by beeper phone; designed for a five minute package for sponsors.

Running Time: 2½ minutes.
Cost: On request.
Available: On request.
Number Available: 12.
Produced by: Ken Gaughran & Assoc.
Distributed by: Ken Gaughran, Waterbury, Conn.

Wonderful World of John David Griffin

John David Griffin, nationally syndicated columnist, conducts an informative show, interviewing the top names in show business.

Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Available: Live Talent.
Produced by: Mutual Radio, New York, N. Y.

Free For All

Current controversial subject discussed pro & con by man & woman team. Public invited to express views by phone.

Running Time: 60 minutes.
Cost: Rate card plus 5%.
Number Available: 5 per week.
Available: Tape & Live Talent.
Produced by: KATI, Casper, Wyo.

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5 MIN. — ½ HOURS — FULL HOURS

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Harry S. Goodman

PRODUCTIONS, INC.
19 EAST 53RD STREET, AT MADISON AVENUE, NEW YORK

WBEE Sportscope

Gerald Butler, coach at Chicago's Tilden Technical High School, with the latest college and prep sports scores, interviews with coaches and players. Special award is made to the high school "Athlete of the Week" each Friday.

Running Time: 5 minutes.

Cost: Per rate card.

Number Available: 1 per day.

Available: Live Talent.

Produced by: WBEE, Chicago, Ill.

KDIA Deadline Exclusive

A special Negro news service, stemming from International Negro Radio Service, with correspondents in 18 major cities who cover the national Negro news in all fields. Mon.-Fri., 6:30-6:40 P.M.

Running Time: 10 minutes.

Cost: Per rate card.

Number Available: Mon. thru Fri.

Available: Tape.

Produced by: KDIA, (INRS), Oakland, Calif.

Distributed by: INRS, Philadelphia.

Gospel Caravan

The tops in spiritual and gospel music with "Doc" Wheeler as host. Community social and church news and thought for the day. News — 5 minutes on half-hour and headlines on-the-hour. 9 to 11 A.M., Mon. thru Fri.

Running Time: 120 minutes.

Cost: On request.

Available: Live Talent.

Produced by: WWRL, New York.

Holy Hour

Rev. Anna Tuell presents soulful gospel and spiritual music, devoting periods to the sick and shut-in and to the reading of letters from listeners. Mon.-Fri., 10-11 P.M.

Running Time: 60 minutes.

Cost: On request.

Available: Live Talent.

Produced by: WWRL, New York.

One Woman's Opinion

Dr. Anna Arnold Hedgeman, noted lecturer and traveller, gives her own views on current issues of the day. Material is always of specific Negro interest. Mon., 11:35-midnight.

Running Time: 25 minutes.

Cost: On request.

Available: Live Talent.

Produced by: WWRL, New York.

Sports Roundup

Art Rust covers the sports beat. He takes his tape recorder ringside to ball games and wherever sports news of Negro interest is being made. 3 5-minute shows daily, Mon. thru Fri. at 5:55, 6:55 and 7:55 P.M.

Running Time: 5 minutes.

Cost: On request.

Available: Live Talent.

Produced by: WWRL, New York.

Special Report

Negro newscast, offering comprehensive and immediate news coverage based on regular local news production. Reporter Louis Freeman covers important local events. Also includes news from International Negro Radio Service and KDIA's Mobile Unit, Mon.-Fri., 12:55 P.M., 5:25 P.M., 8:55 P.M., 11:55 P.M.

Running Time: 5 minutes.

Cost: Per rate card.

Available: Live Talent.

Produced by: KDIA, Oakland, Calif.

Deadline Exclusive

Negro newsmen Art Peters and Lee Fischer report world news of interest

to this audience thru the facilities of I.N.R.S. in a nationally syndicated program. On WBEE, Chicago.

Running Time: 10 minutes.

Available: Tape.

Produced by: The International News & Radio Service, Philadelphia.

Distributed by: Metropolitan Broadcasting Co., Philadelphia, Pa.

Hotsy Totsy Show

Current and past rhythm, blues and pop hits. Mon.-Sat., 6:30 A.M. to 8:30 A.M., & 11 A.M. to 1 P.M.

Number Available: 12 partic. spots per hour.

Available: E.T., Tape, Live Talent.

Produced by: KYOK, Houston, Tex.

Homemaker's Club with Alma John

News, views and interviews of special interest to the Negro homemaker. Show is broadcast live from Sach's Auditorium and the Palm Cafe, both in Harlem. Alma John features top guests from all walks of life. Mon. thru Fri., 1-2 P.M.

Running Time: 60 minutes.

Cost: On request.

Available: Live Talent.

Produced by: WWRL, New York.

Zing Zang Show

Zing Zang is heard 4:00 P.M. to 7:00 P.M. and 10:00 P.M. to 12 Midnight, Mon. thru Sat.

Cost: Per rate card.

Number Available: 12 partic. spots per hour.

Available: E.T., Tape, Live Talent.

Produced by: KYOK, Houston, Tex.

Major Robinson at the Palm Cafe

Major Robinson of Jet Magazine interviews guests from all professions at the Palm Cafe in the heart of Harlem. This interview-discussion show is generously spiced with the best in modern jazz music. Mon. thru Fri., midnight to 3 P.M.

Running Time: 3 hours.

Cost: On request.

Available: Live Talent.

Produced by: WWRL, New York.

Songs of Faith

Mary Dee, one of the first Negro women in radio, hosts a show of the great gospel songs of her people. Mon. thru Sat., 10:00 A.M. to 2:00 P.M.

Running Time: 4 hours.

Cost: Per rate card.

Produced by: WHAT, Philadelphia, Pa.

The Acappells

A 13-voice group of singers who perform spirituals and folk songs with a style that has gained them much recognition. Tues., 7:30-7:45 P.M.

Running Time: 15 minutes.

Cost: Per rate card plus talent.

Number Available: 1 per week.

Produced by: WJR, Detroit, Mich.

House That Jack Built

Host Hal Jackson spins the latest in rhythm 'n blues, interviews recording artists, and encourages embryo disc spinners by presenting "guest DJ of the day." Mon. thru Fri., 2-3 P.M.

Running Time: 60 minutes.

Cost: On request.

Available: Live Talent.

Produced by: WWRL, New York.

Color of the News

Dr. Milton A. Galamison, president of the Parents Workshop for Equality in New York City Schools and WWRL newsmen Herb Norman discuss sub-

Community Involvement

Reaps Benefits For Negro Radio

By Harry Novik

President, Station WLIB, New York

DURING the past decade no ethnic group in America has grown faster, stronger, or more articulate than the Negro Community. And the pace of its progress increases every year. Proof of this is evidenced in practically every field of endeavor. Whether it be music or medicine, technology or the theatre, jurisprudence or just about any area you can think of, more and more Negroes are taking their places in ever increasing positions of importance. They are fulfilling their duties to the fullest demands of the challenges involved.

This is a matter of general knowledge. What is perhaps not so well known is that radio station operators, serving many of these communities, have sensed their burgeoning power more acutely than the average man. And in those states where freedom of expression does not bring with it the immediate retaliatory powers of economic boycott, they have done something about it. To the articulate they are allowing more voice than ever before. To those who wish to be informed, they are supplying more avenues of truth with each passing day. This "involvement" with the Negro Community and its needs is now as much a part of the program schedule as the entertainment factors as well.



'Involvement' Is Special

The "involvement" is, of itself, something special because the demand for equality must bring in its train subconscious resentments that are not a part of general broadcast procedure. They must be handled delicately, yet without fear. There must be a stand for progress yet there must be a balance which does not infringe too much upon incitement. How to accomplish both is the true challenge. For it is in this area that the progressive Negro radio station will provide the leadership for the Community it serves. To those who seek this leadership the opportunities are great. The rewards should be equally so.

Community Sounding Board

Out of this thinking has come several types of programming specifically designed for the Negro Community. Under the broad heading of "Community Sounding Board" at WLIB, for example, they include programs at the local, national and international level, covering every possible subject where its listener's interests or aspirations are involved. Political conventions are covered from the Negro's point of view. So is housing, education and the host of other areas where room for progress is evident and demands a voice to utter them. Editorials in this vein are now regular standard features. A number of them have been quoted in the press throughout America.

Add Stature to your Station

This excitement is something new and electric in the field. It lends a meaning and depth to broadcasting that popular music alone can never hope to attain. It adds a stature to a station that nothing else can quite achieve. And from a practical point of view, it really pays out in audience. Those stations that find the secret that "unlocks this flavor" will ride the crest of a kind of loyalty that will pay out for every advertiser involved. We have felt this pulse at WLIB. From sign-on to sign-off it is now the most listened to Negro station in New York. Proof enough, we believe, that he who truly gives shall receive.



*the
great
growing
voice
in
the land*

... has a voice of its own in New York

That voice is WLIB — now operating from its new expanded quarters at Lenox Avenue & 125th St., in the heart of the Negro Community of New York.

Dedicated to Community Service from sign-on to sign-off, WLIB has become one of the great Negro stations in America — truly representing the thoughts and aspirations of the roughly 1,600,000 listeners it serves. It features more “Negro” news, more interviews with outstanding leaders from all over the world, more Community Interest programs and more editorials than all other competitive stations in the market combined.

But over and beyond that, it's a truly great station to listen to for sheer pleasure as well. Some of its shows

have become “classics” in their field. No wonder it has more audience than any other Negro station in New York and more national advertisers as well.

If you want to reach all of this great market, WLIB is a must on your schedule.

WLIB
Harlem Radio Center

310 LENOX AVE. AT 125th ST. NEW YORK 27, NEW YORK

jects of interest to the Negro Community, often taking opposite sides to make for a provocative presentation. Wed., 11:35-Midnight.
Running Time: 35 minutes.
Cost: On request.
Available: Live Talent.
Produced by: WWRL, New York.

Sunday Morning

Spirituals, news and L.P.'s.
Running Time: 60 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Tape.
Produced by: WDUL, Vineland, N. J.

Kitchen Korner

"Wilhelmina" broadcasts household hints, recipes and homely philosophy. Offers free samples, booklets, cooking pamphlets, etc. Personal appearances and various merchandising plans are available.
Running Time: 5 minutes.
Cost: On request.
Available: Live Talent.
Produced by: WAMO, Pittsburgh, Pa.

Bandwagon Bulletin Board

Negro news from the Ark-La-Tex. area presented daily. Covers church services, social news and other events of interest to a specialized market.
Running Time: 5 minutes.
Cost: On request.
Number Available: 365.
Available: E.T., Tape, Live Talent.
Produced by: KMHT, Marshall, Tex.

Behind the Headlines

Presenting both sides of controversial issues that affect the Negroes in the Philadelphia area. Presents the people who are making the news discussing their activities with listeners. Mon. thru Fri., 10:00 P.M. to 10:30 P.M.
Running Time: 30 minutes.
Cost: Per rate card.
Produced by: WHAT, Philadelphia, Pa.

Wake Up, New York

Hal Jackson, host, waking the town with bright rhythm 'n blues music, time signals, traffic and transit reports, weather, job opportunities, sports in season, community social notes. News (5 minutes) on the half-hour. Headlines on-the-hour. 6 to 9 A.M., Mon. thru Fri.
Running Time: 180 minutes.
Cost: On request.
Available: Live Talent.
Produced by: WWRL, New York.

Gracy's Pantry

Willie Mae Gracy appears on the "Gracy's Pantry" feature every Mon.-Sat. at 2:30-3:00 P.M. Gracy also calls personally on not less than 30 households a week, conducting a continuing pantry survey covering her sponsors' products and others. Program is available to five participants only, and is reserved for use by national and regional clients.
Running Time: 30 minutes.
Cost: On request.
Produced by: KATZ, St. Louis, Mo.

The Editor Speaks

A news in depth analysis show, it consists of a weekly report to the community by Negro newspaper executives on stories and news events of the preceding week and their potential influence on the lives and living conditions of the people in the area.
Running Time: 30 minutes.
Cost: On request.

Number Available: 1 per week.
Produced by: George W. Goodman.
Distributed by: WLIB, New York.

Community News

Covers the community, the country and the world through a network of Negro News Stations and the WWRL mobile unit touring the Negro communities. Each segment contains items of specific Negro interest and direct feeds from out-of-town Negro stations. 24 times daily Mon. thru Fri.
Running Time: 5 minutes.
Cost: On request.
Available: Live Talent.
Produced by: WWRL, New York.

Jim Reese Show

Jim Reese presents current top tunes and new pop releases Mon. thru Fri., 2:00 P.M. til approximately 6:00 P.M. (or sign-off). Five-minute newscasts on the hour and three minutes news summaries on the half-hour.
Running Time: 4 hours.
Cost: Per rate card.
Available: Live Talent.
Produced by: WBEE, Chicago, Ill.

Women's World

Marlene Moore conducts daily shows discussing the latest beauty hints, fashion news and current items of interest to women only. Personal appearances and merchandising plans available to support campaigns.
Running Time: 5 minutes.
Available: Live Talent.
Produced by: WAMO, Pittsburgh, Pa.

Gospel Time

The best in good gospel music and spirituals with Fred Barr as host. Fred plays the organ in the background and features daily scripture readings and church and social news. 11 A.M. to 1 P.M., Mon. thru Fri.
Running Time: 120 minutes.
Cost: On request.
Available: Live Talent.
Produced by: WWRL, New York.

Dr. Jive Show

Reggie Iavong is host for this afternoon rhythm 'n blues show. Features new releases, segment devoted to country blues and "music for Mom and Dad." 3 to 7 P.M., Mon. thru Fri.
Running Time: 4 hours.
Cost: On request.
Available: Live Talent.
Produced by: WWRL, New York.

Harlem Serenade

Presided over by Jack Walker, veteran broadcaster and DJ, the program offers music, including new releases, old favorites and standard pop tunes.
Running Time: 3½ hours.
Cost: On request.
Number Available: 14 quarter hours daily, 6 days per week.
Distributed by: WLIB, New York.

Live Wire

Listeners phone WHAT and their requests are put on tape. Later, their actual voices are broadcast with their request following immediately. Bill Curtis is host. Mon.-Sat., 6:00-10:00 P.M.
Running Time: 4 hours.
Cost: Per rate card.
Produced by: WHAT, Phila., Pa.

Hotrod

Hotrod breezes through a fast-moving rhythm 'n blues and pop music show. Uses unique "space-language" ad-lib. Talks to listeners on the telephone. Even reads off-beat poetry. Mon. thru Fri., 7-10 P.M.
Cost: On request.

Available: Live Talent.
Produced by: WWRL, New York.

Night Beat

Frank "Bongo" Graham caters to the all-night audience with modern jazz, accented by his own effects on the bongo drum. Mon. thru Fri., 3 to 6 A.M.
Running Time: 180 minutes.
Cost: On request.
Produced by: WWRL, New York.

Controversy

Leon Lewis moderates a discussion program probing deeply into the basic issues of our time. These range in scope from integration and equal public education to local Negro community problem. Thurs., 11 P.M.-Midnight.
Running Time: 60 minutes.
Cost: On request.
Available: Live Talent.
Produced by: WWRL, New York.

Jimmy Barr Show

The only Negro disc jockey program in our five county coverage. Jimmy plays the top R&B, pop & jazz singles. Mon. thru Sat.
Running Time: 60 minutes.
Cost: Per rate card plus talent.
Available: Live Talent.
Produced by: WARN, Ft. Pierce, Fla.

Billy Taylor Jazz Show

Presided over by Billy Taylor, pianist, composer, arranger and author. Billy offers authoritative comments as well as a balanced selection of music.
Running Time: 4 hours.
Cost: On request.
Number Available: 6 days per week.
Produced by: Billy Taylor.
Distributed by: WLIB, New York.

Music for You

Interlude of music designed especially for your listening pleasure. Two quarter hours daily feature music of Latin America; favorite male vocal; big band; favorite female vocal; jazz; music of the theatre; folk music; blues; memories and picks of the week.
Running Time: 30 minutes.
Cost: On request.
Number Available: 2 quarter hours, 5 days per week.
Distributed by: WLIB, New York.

WLIB Gospel Train

The Gospel Train is conducted by Joe Bostic. The format combines recorded gospel music with organ music.
Running Time: 3 hours.
Cost: On request.
Number Available: 12 quarter hours daily, 6 times per week.
Produced by: Joe Bostic.
Distributed by: WLIB, New York.

Concert Showcase

Musicologist Nora Holte presents a weekly recital by two of the community's up-and-coming serious music artists. Mrs. Holte offers a showcase for talented Negro concert recitalists. Many of the musicians heard on this program in their recital debut have gone on to Town Hall and Carnegie Recital Hall Concerts.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52 per year.
Produced by: Nora Holte.
Distributed by: WLIB, New York.

Your Legislature Speaks

Weekly reports by the elected officials of our community. Each week there is a report by a local legislator, the area representative in the House

of Representatives and a bi-weekly report from each of New York State's two senators.
Running Time: 30 minutes.
Cost: On request.
Number Available: 1 per week—52 weeks per year.
Available: Tape.
Produced by: WLIB, New York, N.Y.
Distributed by: WLIB, New York, N.Y.

Peaceful Valley

Brother George is heard 5:00 A.M. to 6:30 A.M.; 9:30 A.M. to 11:00 A.M.; and 7:00 P.M. to 9:00 P.M., Mon. through Sat. with spiritual and gospel music, highlighted by a 50-voice all-Negro choir which he organized.
Cost: Per rate card.
Number Available: 12 partic. spots per hour.
Available: E.T., Tape, Live Talent.
Produced by: KYOK, Houston, Tex.

Harlem Frolics

The star of Harlem Frolics, Lorenzo "Larry Fuller," sings, plays the piano and organ.
Running Time: 1½ hours.
Cost: On request.
Number Available: 6 quarter hours, 5 days per week.
Produced by: Larry Fuller.
Distributed by: WLIB, New York.

At Home with Evelyn Cunningham

Information in which women are interested. Household hints, recipes, fashion hints are woven together. The program also features live interviews with community and civic personalities.
Running Time: 30 minutes.
Cost: On request.
Number Available: 2 quarter hours, 5 days per week.
Distributed by: WLIB, New York.

Rhythm Express

Conducted by Rocky Groce. He is a veteran broadcaster who does a program comprised of listener's requests for jazz, pop tunes, bop, rhythm and blues.
Running Time: 2½ hours.
Cost: On request.
Number Available: 10 quarter hours, 5 days per week.
Produced by: Rocky Groce.
Distributed by: WLIB, New York.

Africa Speaks

Presents the new voices of new nations and the nations seeking their independence. Each week there is an interview with a leader of one of the nations of Africa and a frank discussion of their aims, aspirations and problems as discussed with WLIB's United Nations correspondent.
Running Time: 30 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Tape.
Produced by: WLIB, New York, N.Y.
Distributed by: WLIB, New York, N.Y.

WLIB Community News

Newscasts every hour on the half-hour and news capsules every hour on the hour produced by the station's news and special events staff headed by George W. Goodman.
Running Time: 5 minutes.
Cost: On request.
Number Available: 30 per day.
Produced by: George W. Goodman.
Distributed by: WLIB, New York.

FOREIGN LANGUAGE

Spanish Newscast

National, international, and area news in Spanish aired every Wed. at 7 P.M. and Sat. at 1 P.M., July 4th thru Sept. 1, for the migrant workers in the area. Produced and aired by Dr. Courtney Wilson, Cuban refugee. Music and interviews are also used in the half hour.

Running Time: 30 minutes.

Cost: \$3.60 per spot.

Number Available: 2 per program.

Available: Tape.

Produced by: KWPC, Muscatine, Iowa.

El Debate Musical with Juan Rodriguez Diaz

Aired daily, Mon. thru Sat. between 4 & 4:30 P.M. with top Spanish singing stars. Two artists are chosen daily to compete and audience must call in to vote. Public is notified as to who wins and the amount of calls for each.

Running Time: 30 minutes.

Cost: Per rate card.

Number Available: 6 per week.

Available: Live Talent.

Produced by: WHOM, N. Y. C.

El Correo Del Amor with El Duque De Casalta

This advice to the lovelorn program conducted by El Duque De Casalta is broadcast daily, Mon. thru Fri. between 10:15 A.M. and 10:30 A.M. The program's conductor does not reveal his identity. He does not use his real name or submit photos to the newspapers. He receives hundreds of pieces of mail daily.

Running Time: 15 minutes.

Cost: Per rate card.

Number Available: 5 per week.

Available: Live Talent.

Produced by: WHOM, N. Y. C.

Spanish-American Program

Host Salvador Luna presents Spanish-Mexican music news, and sports, along with interviews, to the vast Spanish speaking population in the North-East Michigan area. Copy and announcements in Spanish.

Running Time: 1 hour and 30 mins.

Cost: Per rate card.

Produced by: WBCM, Bay City, Mich.

KCRT

Latin American Hour

Spanish language and music D.J. type show featuring Lesli Abeyta. 4:00 to 5:30 P.M., Mon. thru Sat.

Running Time: 90 minutes.

Cost: Participating spots.

Number Available: 4 spots.

Available: Tape.

Produced by: KCRF, Trinidad, Colo.

KTW

Latin American Hour

Roy Vela provides the Latin American flavor for this hour south-of-the-border. Authentic Spanish and Mexican songs are interspersed with bilingual commentary and commercial continuity.

Running Time: 60 minutes.

Cost: On request.

Number Available: 52 per year.

Available: Live Talent.

Produced by: KTW, Seattle, Wash.

Radio Teatre WHOM

WHOM broadcasts eight dramatic stories in serial form daily Mon. thru Fri. Participation sponsorship available.

Running Time: 30 minutes.

Cost: Per rate card.

Number Available: 5 per week.

Available: Tape.

Produced by: WHOM, New York

La Fiesta

Saturdays, 9:00-11:00 in Spanish by Senor Oviedo with commercials in both Spanish and English. Two hour deejay show featuring rancheras, polkas, boleros, cha cha chas, and album music.

Running Time: 2 hours.

Cost: On request.

Number Available: On request.

Produced by: WSGW, Saginaw, Mich.

French in the Air

Informal lessons in French conversation; facets of French language discussed by American "student" and two Parisians, one a charming female.

Running Time: 15 minutes.

Cost: Free.

Number Available: 4 per month.

Available: E.T.

Produced by: Radiodiffusion-Télévision Française, Paris, France.

Distributed by: French Broadcasting System, New York, N. Y.

Imaginary Trip to Mexico

Al Velaguez is heard from 1:00 P.M. to 4:00 P.M. every day of the week with popular Mexican music. Two 15-minute newscasts daily in Spanish.

Running Time: 3 hours.

Cost: On request.

Produced by: KIBL, Beeville, Texas.

Telefono Dela Suerte

A telephone party line program in Spanish. Spot inserts available. Pro-

gram has won the Texas Assoc. of Broadcasters Award as the best Public Discussion Program in the State.

Running Time: 30 minutes.

Available: Live Talent.

Produced by: KSOX, Raymondville, Tex.

KICO Spanish Program

Spanish music and news aimed at the 380,000 Spanish-speaking people in the station's area.

Cost: On request.

Available: E.T., Tape, Live Talent.

Produced by: KICO, El Centro, Calif.

El Cuadro Deportivo de la Hora (The Latest Sports Picture)

Conducted by Heriberto Marin, sports editor of the Spanish language daily, La Prensa. Mr. Marin is well known in New York and in Puerto Rico as a prominent sports figure. 12 Noon-12:05.

Running Time: 5 minutes.

Cost: Per rate card.

Number Available: 6-Mon.-Sat.

Available: Live Talent.

Produced by: WHOM, N. Y. C.

El Suceso De Hoy (It Happened Today)

6:35 to 7:00 P.M. Wednesday. This show, done with a live cast from our studios, is a dramatization of an important news story of the week of interest to the Spanish-speaking people.

Running Time: 30 minutes.

Cost: Per rate card.

Number Available: 1 per week.

Available: Live Talent.

Produced by: WHOM, N. Y. C.

NEW YORK'S ONLY FULL-TIME SPANISH STATION

WHOM

NEW YORK, N. Y.

PARA EL PRESTIGIO DE LOS HISPANOS



N.Y.C. Spanish Market

A Million Strong & Still Growing

By Fortune Pope
President, WHOM, New York

FIFTEEN years ago the Spanish-speaking population of New York constituted a rather small segment of the city's total population. Today, it consists of a large, vibrant, active and ambitious concentration numbering about 1,000,000 and the growth pattern continues at a remarkable rate. In a decade and half, the Puerto Rican-Spanish people have become an integral and vital part of the metropolitan scene and promise to play an even greater role in the years ahead.



We have been a good friend of these people since they began to come here from the Caribbean following World War II. We serve them with 19 hours a day of programs designed to meet both their tastes and their needs. Frequently, we are asked how we manage to attract an average audience share of 61%. We believe the answer lies in the quality of the programs we present, the type of talent we employ, and most important of all, the kind of service we offer.

We maintain a fully-staffed Social Service Department on our premises. Every week hundreds of listeners come to us to receive direction and assistance on scores of problems.

Because of the tremendous interest in the Spanish market on the part of agencies and advertisers, we commissioned Pulse to do a qualitative study in order to up-date the information in our files. However, the data shown here is only fractional since the study covers thirty-four specific tables of information.

There are 240,000 Spanish homes in New York, averaging 4.2 persons per family. The median age of the Spanish household head is 38 years for males and 34 years for females. Almost 3 out of 4 children are 12 years of age or younger.

In the last 2 years, while graduation from elementary school has remained at about the same level—about 60% for male heads and 54% for female heads—high school graduation, or better, has increased.

Occupational status of the male head indicates that most heads are in the blue collar classification of skilled, semi-skilled, service or unskilled work. The employed housewife approximates about one out of three, equal to what it was previously.

Median annual family income is \$4,300 and somewhat over one in ten reported \$6,000 or more. These families spend \$28.70 a week on food and groceries—up \$4.00 from July, 1959.

Radio ownership is almost universal while 60% own TV and about two out of three households have a record player. Telephone penetration is better than four in ten. Other appliances owned in substantial numbers include laundry washing machine, electric iron, toaster and sewing machine.

The influence of American living is indicated by the fact that about 60% of the households report grocery shopping mostly at supermarkets. The Spanish household is learning to use banking facilities, such as checking accounts, savings accounts, and time payments. Just over half of the male and female heads have lived between five and 15 years in New York. The others are about equally divided under and over these years.

While all the households do have some member who speaks Spanish, a small number, 7.8% report speaking only English at home. This indicates the extent of dependence this market has upon the Spanish language.

About three in four consider that advertising in Spanish has more meaning to them. Our station significantly leads the other Spanish stations as the one listened to most. These families spend a considerable amount of time at the radio, and half of them listen 3 hours or more per day.

FOREIGN LANGUAGE

Who Am I?

Mobile units in radio contact with the studio interview Spanish-speaking men and women in detail, but do not reveal their name or exact address. Listeners who phone the station within ten minutes of the interview are winners of cash prizes. Interviews conducted throughout the day. Participants are awarded prizes.

Running Time: 5 minutes.

Cost: On request.

Produced by: KCOR, San Antonio, Tex.

La Vallonera (The Jukebox)

11 to 11:30 A.M., 12:05 to 12:30 P.M., and 11:00 to midnight, Mon. through Fri. Features disc jockey Jose Ramon Diaz with popular Spanish records. In order to activate the jukebox with all its sound effects, listeners are asked to send in postcards.

Running Time: 60 minutes & 30 minutes.

Cost: Per rate card.

Number Available: 15 per week.

Available: Live Talent.

Produced by: WHOM, N. Y. C.

WEATHER

KNIT Weather Vane

Regular weathercast, present and forecast. Every hour on the half hour, 5:30 A.M. to local sunset.

Running Time: 5 minutes.

Cost: Per card rate.

Number Available: 1, 2 or 3 daily.

Available: Live Talent.

Produced by: KNIT, Abilene, Tex.

KLUE Weatherama

Details on area weather reported from the weather station atop KLUE's signal hill.

Running Time: 3 minutes.

Cost: On request.

Number Available: E.T., Tape, Live Talent.

Produced by: KLUE, Longview, Tex.

John Cameron Swayze and the Weather

Monday-Friday, 6:50-6:55 P.M.

Running Time: 5 minutes.

Cost: On request.

Number Available: Unlimited.

Available: Live Talent.

Produced by: ABC Radio Network, N. Y. C.

Weather News

Local and state weather, carried each Mon. through Sat. Runs between two five-minute newscasts. TSN News at 8:00, and five minutes of local news at 8:10 P.M.

Running Time: 5 minutes.

Cost: \$7.75 each (13 week basis).

Number Available: 4 per week.

Available: Tape.

Produced by: KLUE, Gainesville, Tex.

Ski Alert

Series of weekend ski reports feature on-the-spot road, snow and skiing conditions direct from the mountain passes. Friday nite, all day Sat. & Sun.

Running Time: 1½ minutes.

Cost: On request.

Number Available: 30 reports weekly.

Available: Live Talent.

Produced by: KING, Seattle, Wash.

What's the Weather?

Three daily capsule summaries of area weather conditions and forecasts. Scheduled at 8:45 A.M., 12:45 P.M. and 5:45 P.M. Capsules are integrated into the overall music programming.

Running Time: 5 minutes.

Cost: Per rate card.

Number Available: 3 per day.

Available: Live Talent.

Produced by: WBCK, Battle Creek, Mich.

Sky Harbor Weather Cast

A direct report from the U. S. Weather Bureau covering a summary of national, statewide and local forecasts and temperatures. Daily, Mon. through Sat. at 7:10 A.M.

Running Time: 5 minutes.

Cost: Per rate card.

Available: Live Talent.

Produced by: KPIN, Casa Grande, Ariz.

Weatherette

Frequent weather capsules presented on the half hour; brief report for Broward County; beach conditions.

Running Time: 2 minutes.

Cost: \$72.00 (net) a strip . . . six days.

Available: Live Talent.

Produced by: WFTL, Ft. Lauderdale, Fla.

Weatherscope

Jack Ravis will be doing four, 5-minute weatherscopes each day between 7:00-9:00 A.M. Also available for sponsorship will be a five minute wrap-up of the day's weather by Davis at 6:05 P.M., Mon. through Fri.

Running Time: 5 minutes.

Cost: See rate card.

Number Available: 4 per day.

Available: Live Talent.

Produced by: WKOW, Madison, Wisc.

Weather Roundup

Local, regional and state weather forecast and temperatures by Bruce Saunders. 4:55 P.M.

Running Time: 5 minutes.

Cost: \$19 per show, \$57 per week.

Number Available: 3 per week,

M.W.F.

Available: E.T., Tape, Live Talent.

Produced by: WSBT, So. Bend, Tex.

KCAR Weather News

A complete rundown of local, regional, and national weather news, presented from 7:05 A.M. until 7:10 A.M. Monday through Saturday.

Running Time: 5 minutes.

Cost: 312 @ \$4 per show.

Number Available: 312.

Available: Live Talent.

Produced by: KCAR, Clarksville, Tex.

PUBLIC SERVICE

Your Money and You

Written and narrated by Donald I. Rogers, business and financial editor, N. Y. Herald Tribune, this series has been sponsored by banking institutions in almost 100 markets. Covers subjects such as housing, clothes, goods, insurance, health, budgeting, taxes, etc.

Running Time: 5-minute or 40 to 60 seconds.

Available: Tape.

Produced by: Harry S. Goodman, Productions, Inc., New York.

Your Guide to Good Health

Features Dr. Lester Coleman, practicing physician and author of "Freedom from Fear." Presents medical facts in language layman can understand. It debunks (no cure for hereditary baldness), it advises (preparing child for surgery) and it informs (what medical science knows, and what it is seeking to learn).

Running Time: 40 to 60 seconds.

Cost: On request.

Number Available: 390.

Available: Tape.

Produced by: Harry S. Goodman Productions, Inc., New York.

New York Speaks Out

A panel dissection of news and/or feature interests, with Ted Brown as host-moderator.

Running Time: 30 minutes.

Available: Live Talent.

Produced by: WHN, N. Y. C.

Distributed by: WHN, N. Y. C.

Democracy in America

Dramatizations of the writing of Alexis de Tocqueville in the Jackson-

ian era of American history, starring Barry Morse and Alan King. Lauded by critics and educators at its debut, the series ponders the problems and promises of freedom in an emerging nation. On WHN, New York.

Running Time: 30 minutes.

Available: Tape.

Produced by: NYU Div. of Gen. Ed., N. Y. C.

Distributed by: Nat. Ed. TV-R Ctr., N. Y. C.

Pro and Con

Featuring a top authority on the subject of current events in the news in debate and opposing newsmen Aime Gauvin and Dick DeFreitas. Dick Shepard is host-provocateur.

Running Time: 30 minutes.

Available: Live Talent.

Produced by: WHN, N. Y. C.

Distributed by: WHN, N. Y. C.

You and Your Health

Featuring Dr. Joseph G. Molner, nationally syndicated columnist, answering letters on health problems. No diagnosis or cures are broadcast, but health information is given in a clear, authoritative manner, endorsed by the American Medical Association. Mon-Fri., 11:05 A.M.

Running Time: 10 minutes.

Cost: Per rate card plus talent.

Number Available: Five per week.

Available: Tape.

Produced by: WJR, Detroit, Mich.

Distributed by: WJR, Detroit, Mich.

The Shopping Center

To assist people in the skills of buying in order to get full value for their money. Helps people become familiar with brand names, trademarks, seals, labels etc.

Running Time: 15 minutes.

Cost: On request.

Number Available: Unlimited.

Available: E.T., Tape, Live Talent.

Produced by: V. S. Becker Productions, N. Y. C.

Your Neighbor Line

Listeners call in and are put on the air via a six second tape delay system with any personal or domestic problem they feel can be solved by announcer Les Baer or other listeners. 11:05-11:30 A.M., Mon-Fri.

Running Time: 30 minutes.

Cost: On request.

Available: Tape.

Produced by: WKAP, Allentown, Pa.

Project Information

Winner of two George Washington Honor Medals, series presents various phases of the American way of life and the plea to pass on the way to future generations. Broadcast in the South for the last six years under full sponsorship, it is now available for syndication.

Running Time: 60 minutes.

Cost: On request.

Number Available: 12.

Available: Tape.

Produced by: Dixie Productions, Tallahassee, Fla.

Distributed by: Dixie Productions, Tallahassee, Fla.

Issue

Solicits listener reaction to the issues of the day and airs these points of view in five-minute broadcasts, 12 times a week. 8:30 P.M. and 2:30

A.M. daily, except Sunday P.M. and Monday A.M.

Running Time: 5 minutes.

Available: Live Talent.

Produced by: WHN, N. Y. C.
Distributed by: WHN, N. Y. C.

WBLG Presents

WBLG's reporter-at-large, Elliott Peel, interviews local personages on subjects of local interest.

Running Time: 60 minutes.

Cost: \$48.

Number Available: On request.

Produced by: WBLG, Lexington, Ky.

Your Home Handyman

Bernard Gladstone, home improvement editor, New York Times, writes and narrates this series. It explains how to make simple home repairs until professional help arrives.

Running Time: 40 to 60 seconds.

Cost: On request.

Number Available: 260.

Available: Tape.

Produced by: Harry S. Goodman Prod., Inc., New York.

WMIK Community News

Community News, broadcast twice daily, consists of local and community events, church announcements, and announcements for civic organizations.

Running Time: Approximately 5 minutes.

Cost: On request.

Number Available: On request.

Available: Live Talent.

Produced by: WMIK, Middlesboro, Ky.

DRAMA

The Silver Eagle MOUNTY

The dangers, thrills and suspense of America's last frontier for adventure—the great Northwest. Action-dramas of the great Lone Land, Canada, patrolled by Sgt. Jim West and his giant trailmate, Joe Bideaux.

Running Time: 25 & 30 minutes.

Cost: On request.

Number Available: 175.

Available: E.T., Tape.

Produced by: James E. Jewell, Chicago, Ill.

Distributed by: Jewell Radio and Television Prod., Chicago, Ill.

Letters of Fate

In each program, a letter affects the destiny of those involved. Most programs are based on actual facts.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Available: Tape.

Produced by: Harry S. Goodman Productions, Inc., New York, N. Y.

Hospital Doctor

The setting is a large city hospital. The stories are of pathos, romance, comedy and suspense, all involving the patients and staff. Written by Robert Newman and based on his famous "City Hospital" series.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Available: Tape.

Produced by: Harry S. Goodman Productions, Inc., New York, N. Y.

The Con Man

George Raft exposing a different confidence game perpetrated on the public each day.

Running Time: 5 minutes.

Cost: No-cash-cost.

Number Available: 65 each 13 week period.

Available: E.T.

Produced by: Al Petker/Personality Scope, Beverly Hills, Calif.

Distributed by: AP Management Corp., Beverly Hills, Calif.

Love Letters

Famous love letters are re-edited and delivered by Jacques Bergerac as if that personality were writing them today.

Running Time: 5 minutes.

Cost: No-cash-cost.

Number Available: 65 each 13 week period.

Available: E.T.

Produced by: Al Petker/Personality Scope, Beverly Hills, Calif.

Distributed by: AP Management Corp., Beverly Hills, Calif.

Radio Novels

An anthology consisting of original stories and stories adapted from well-known motion pictures and novels.

Running Time: 60 minutes and 30 minutes.

Cost: On request.

Number Available: 130 half-hours, 65 hours.

Available: Tape.

Distributed by: Harry S. Goodman Productions, Inc., New York.

Fact or Fantasy

Stories of mental and physical phenomena, investigated and confirmed. In narrative, dramatic technique and voiced by Frances Scott.

Running Time: 5 minutes.

Cost: On request.

the trend is to talk...about

People pay attention to KABC because KABC pays attention to people. How? By broadcasting what people are thinking, saying, doing. By programming stimulating conversations, informed opinions, and bona fide news-in-depth. Talk creates attention. And what does attention mean to you? One prominent advertising man put it this way: "...for my money, the station that is doing the best selling job for its advertisers is not necessarily the station with the largest audience, it is the station with the *attentive* audience. Attention attentive time-liners. Buy the Conversation Station of Los Angeles.

RADIO 79
Los Angeles

Owned and Operated by American Broadcasting-Paramount Theatres, Inc.
Represented Nationally by the KABC Agency

DRAMA

Number Available: 100.
Available: E.T.
Produced by: Basch Radio & TV
 Prdn., N. Y. C.
Distributed by: Basch Radio & TV
 Prdn., N. Y. C.

Johnny Dollar

Insurance investigator Johnny Dollar keeps close tabs on his expense account, while tracking down unusual and sometimes dangerous insurance

claims every Sunday.
Running Time: 25 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Live Talent.
Produced by: CBS Radio Network,
 N. Y. C.

Story Time

A new type of "Soaps." Each story complete in 10-20-40 quarter-hour programs. Can also be broadcast as

half-hours.
Running Time: 30 mins. and 15 mins.
Cost: On request.
Number Available: 520.
Available: Tape.
Produced by: Ram Inc.
Distributed by: Harry S. Goodman
 Productions, Inc., New York.

The Clyde Beatty Show

Adventure with Clyde Beatty, famous wild animal trainer. Stories take

him on safari in the jungles of Africa & India. There are also stories of adventure and excitement in the circus.
Running Time: 30 minutes.
Cost: On request.
Number Available: 156.
Available: E.T., Tape.
Produced by: Commodore Productions, Los Angeles, Calif.
Distributed by: Commodore Productions, Los Angeles, Calif.

DISC JOCKEY (Musicasters)

The Sound of Music with Ted Brown

New York's early morning "bright chatterbox," according to Jack O'Brian, whose bright and breezy style has made him a favorite with critics and audience alike. Mon.-Sat., 6:00-10:00 A.M.
Running Time: 4 hours.
Available: Live Talent.
Produced by: WHN, New York City.
Distributed by: WHN, New York City.

WPDQ

Good Morning Show

Featuring Jack Hayward, the good morning show is a montage, of wit, up-tempo music, traffic reports, news, and weather.
Cost: Per rate card.
Number Available: 6 per week.
Available: Live Talent.
Produced by: WPDQ, Jacksonville, Fla.

Homeward Bound

Drive-time program, 3:30-5:30, Mon. thru Fri. afternoon. Jim Roberts with good music, traffic conditions, and many featurettes which he produces including tips on do-it-yourself, visits to local industry.
Running Time: 2 hours.
Cost: On request.
Available: Live Talent.
Produced by: WHBC, Canton, Ohio.

The Bruce Morrow Show

"Cousin Bruce" Morrow's listeners tune in never knowing what he will be doing, but they do know he'll be playing their favorite records in his own, inimitable style. WABC News rounds out the show. Mon.-Sat., 10:00 P.M.-12 midnight.
Running Time: 2 hours.
Cost: Per rate card.
Number Available: 6 shows per week.
Available: Live Talent.
Produced by: WABC, New York City.

All Night Satellite with Fred Hall

A show for people who are awake all night long. Fred plays the same popular music featured during the daylight hours in the belief that people's tastes are similar whether they work by day or by night. Frequent time and weather checks and news. Mon.-Sun., 12 midnight-6:00 A.M.
Running Time: 6 hours.
Cost: Per rate card.
Number Available: 7 shows per week.
Available: Live Talent.
Produced by: WABC, N. Y. C.

1540 Morning Club

Variety of music, news, weather reports, time checks. Mon.-Sat., 7:00-10:00 A.M.
Running Time: 120 minutes.
Cost: \$225.00.
Number Available: Mon. thru Sat.
Available: E.T., Tape, Live Talent.
Produced by: WPTS, Duryea, Pa.

Traveler's Delight

A musical travelogue with dialogue on places of interest. Excellent for travel agencies, air-lines, railroads, hotels or resort places.
Running Time: 5 minutes and 15 minutes.
Cost: On request.
Number Available: Unlimited.
Available: E.T., Tape, Live Talent.
Produced by: V. S. Becker Productions, New York, N. Y.

The Sound of Music with Aime Gauvin

Mood music that bridges night to dawn, from 4:00 to 6:00 A.M.
Running Time: 2 hours.
Available: Live Talent.
Produced by: WHN, New York City.
Distributed by: WHN, New York City.

Fred Gale Show

Highlights the top thirty tunes in the Washington area, along with biggest sellers of past and predicted hits. WWDC dollars announced throughout show. Sunday, 12 noon-4 P.M.
Running Time: 4 hours.
Cost: On request.
Number Available: Participating.
Available: E.T., Live Talent.
Produced by: WWDC, Washington, D. C.

The Herb Oscar Anderson Show

Herb is New York's "Morning Mayor." His A.M. listeners receive the latest road and traffic information from a staff of volunteer "correspondents"; the best in popular music, frequent time and weather checks and news. Mon.-Sat., 6:00-10:00 A.M.
Running Time: 4 hours.
Cost: Per rate card.
Number Available: Mon. thru Sat.
Available: Live Talent.
Produced by: WABC, N. Y. C.

The Sound of Music with John Connelly

Music of romance through the night and into the morning. Mon.-Sat., 11:00 P.M.-4:00 A.M.
Running Time: 5 hours.
Available: Live Talent.
Produced by: WHN, New York City.
Distributed by: WHN, New York City.

Fram and Fortune

Ed Fram and Don Fortune are a pair of zany waker uppers who turn Northern New Jerseyites out of bed Mon.-Sat. mornings. Humor, oddball characters, important services. Adult music, news, sports, complete North Jersey traffic and commuter reports.
Running Time: 3 hours and 45 minutes.
Cost: On request.
Available: Live Talent.
Produced by: WJRZ, Newark, N. J.

Paul Brenner Show

Paul plays the best of standards, show tunes, and better pops. Special

features: The Golden Year Book, hits and headlines of a Golden Year of the past; Salute, a musical tribute to a composer, artist or event. Mon.-Sat., 10:00 A.M.-2 P.M.
Running Time: 4 hours.
Cost: On request.
Available: Live Talent.
Produced by: WJRZ, Newark, N. J.

The Larry Keene Show

Sound of nation's top hits, million sellers, hits of the past, exclusive new releases all combined. Larry Keene keeps audience interested and involved with contests and show projects. Interviews with top recording stars.
Running Time: 4 hours or segment.
Cost: Per station rate, plus talent.
Available: Live Talent.
Produced by: Keene Productions, Brigantine, N. J.
Distributed by: WMID, Atlantic City, N. J.

Bob Hough Show

Features the top 50 newcomers, old hits, plus feature of 3 hottest new records in pick of tomorrow. Also

driving conditions, etc. 3 P.M.-7 P.M., Mon. thru Sat.
Running Time: 4 hours.
Cost: Rate card.
Available: Live Talent.
Produced by: KNEW, Spokane, Wash.

Nite Watch

A new nite-time show from 9:00-12:00 with Bob Lewis. No rock 'n' roll or rhythm and blues. Mostly standards. In 15 minute segments.
Running Time: 3 hours.
Number Available: 5 per week.
Available: Live Talent.
Produced by: WTRC, Elkhart, Ind.

The Sky Castle

Emanates from actual studio built on stilts at a popular outlying restaurant and drive-in theatre. Mixes standards and teen-type tunes. Certain 15-minute segments only for sale.
Running Time: 5 hours.
Number Available: 5-15-minute segments.
Available: Live Talent.
Produced by: WBOY, Clarksburg, W. Va.

THE BEST


IN RECORDED ENTERTAINMENT

MONAURAL & STEREO

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RECORDS

•

CHOREO
RECORDS



•

VESUVIUS RECORDS

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RECORDS

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CHARLIE
PARKER
RECORDS

HIT SINGLES

•

HIT ALBUMS

DISC JOCKEYS (Musicasters)

Flight 14

Minimum of chatter keeps listeners informed about special events, weather, driving conditions, backed with easy-listening music. Local news each hour on the half-hour also available for sale. Mon.-Fri. mornings.

Running Time: 3 hours.
Available: E.T., Live Talent.
Produced by: WBOY, Clarksburg, W. Va.

McElhatton in the Morning

Humorist Dave McElhatton, piano-playing Friendly Clyde both can tell jokes and, occasionally, lay an egg. Offers time checks, weather reports, news (on the hour and the half-hour) and both live and recorded music. Mon. through Fri., 6:05 A.M. to 10:00 A.M.

Running Time: 4 hours (approx.).
Cost: Per rate card.
Available: Live Talent.
Produced by: KCBS, San Francisco, Calif.

Earl Mann Show

Recorded music, local news, guest interviews. Program is carried "live" each day from a different town in our coverage area—total of six towns.

Running Time: 60 minutes.
Number Available: 312.
Available: Tape.
Produced by: KDIX, Dickinson, N. D.

Fred Hall Show

A musical marathon punctuated with frequent time and temperature checks, news and special Sunday features like traffic information for motorists. Fred keeps the pace up all day long. Sundays, 11:30 A.M.-7:30 P.M.

Cost: Per rate card.
Running Time: 8½ hours.
Number Available: One a week.
Available: Live Talent.
Produced by: WABC, N. Y. C.

Music for Mom

Lee Hixson hosts a program of easy-going music designed especially for Moms. Each Sunday morning at 7 A.M.

Running Time: 4 hours.
Available: Live Talent.
Produced by: WNDU, South Bend, Indiana.

Wonderful World of Music

Hosted early mornings (5:00-8:00 and 11:00-1:00) by Bill Carrigan; mid-mornings (8:00-11:00) and early afternoons (1:00-2:00) by Bernard Zuccaro. Ralph Gernhardt featured from 2:00-6:00 P.M., and Jim Erwin from 6:00-8:00 P.M.

Cost: \$18. per quarter hour.
Available: Live Talent.
Produced by: WBR, Baton Rouge, La.

Early in Erie

Bill Babcock is heard with hummable, bright-tempoed standards, time, weather, news and a wide variety of jokes, interesting hits, both straight and in dialect. 5:30 to 9 A.M.

Running Time: 3½ hours.
Cost: On request.
Available: Live Talent.
Produced by: WLEU, Erie, Pa.

Charlie Greer Show

Brings the musical message of WABC Radio home to the housewife as she does her mid-day chores. Charlie's humor helps her smile away her troubles, and frequent time and temperature announcements keep her informed. Mon.-Fri., 11:00 A.M.-1:00 P.M.; Sat., 10:00 A.M.-12:00 Noon.

Running Time: 2 hours.

Cost: Per rate card.
Number Available: 6 shows per week.
Available: Live Talent.
Produced by: WABC, N. Y. C.

Traffic Jam

The drive time in Jacksonville with Roger West. News, music (pop), weather, driving reports, wit, and personality.

Cost: Per rate card.
Number Available: 5 per week.
Available: Live Talent.
Produced by: WPDQ, Jacksonville, Fla.

Early Bird Show

Dan Hunter is heard from 4:45 A.M. to 9:00 A.M., Mon. through Fri., with wake-up music and information important to the early morning listener. Sport shorts are included every hour.

Running Time: 4 hours.
Cost: Per rate card.
Produced by: WFDF, Flint, Mich.

The Sound of Music with Dean Hunter

Morning and afternoon mood music for milady encompassing the myriad songs and rhythms of Manhattan. Mon.-Sat., 10:00 A.M.-12 Noon and 1:00-4:00 P.M.

Available: Live Talent.
Produced by: WHN, New York City.
Distributed by: WHN, New York City.

Fred Grady Show

Fred Grady, a specialist for big band and jazz sounds, with a late evening show. 9:00 P.M.-1:00 A.M.

Running Time: 4 hours.
Cost: Per rate card.
Available: Live Talent.
Produced by: WXTR, Providence, Pawtucket, R. I.

The Sam Holman Show

A fast two hours (three hours on Saturday) with the best in popular music, time and temperature checks, news and the world of Flair. Mon.-Fri., 1:00-3:00 P.M.; 3 hours, Sat.

Cost: Per rate card.
Available: Live Talent.
Produced by: WABC, N. Y. C.

Don Ross Show

Don Ross is "air-born" from 10:00 A.M. to 1:00 P.M., Mon. thru Sat., with the pops, old standards and show tunes. News headlines on the half-hour and 5-minute summaries on the hour.

Running Time: 3 hours.
Cost: Per rate card.
Available: E.T., Tape, Live Talent.
Produced by: WEEX, Easton, Pa.

Drummers Package

Big-sound musical sales and production aids: station promos, themes, sales starters, time, weather, news and sports intros, offered in pop and C&W form.

Running Time: From 3 seconds to 1 minute and 57 seconds.
Cost: On request.
Number Available: 359.
Available: E.T.
Produced by: SESAC Inc., N. Y. C.

Paul King Show

Paul King is heard daily from noon to 4 P.M. Current music with memories from the past. News on the hour (local) and news half past the hour (network).

Running Time: 4 hours.
Cost: Per rate card.
Available: Live Talent.
Produced by: KLEO, Wichita, Kansas.

The Dan Ingram Show

Dan is a friend to all — housewives cooking the evening meal, motorists

on their way home at night, kids out of school all with one ear on "Big Dan" and his music, time and weather checks, news and his fast-talking stream of gags and information. Mon.-Fri., 3:00-6:15 P.M.; Sat., 3:00-7:00 P.M.

Running Time: 3 hours, 15 minutes.
Cost: Per rate card.
Number Available: 6 shows per week.
Available: Live Talent.
Produced by: WABC, Radio, N. Y. C.

Bob Adkins Show

Mon. thru Sat., 6:00 A.M.-9:00 A.M. with the current top hits, plus the new records, and hits of the past 5 years. News 5 mins. to hour, headlines on half hour.

Running Time: 3 hours.
Cost: Per rate card.
Available: Live Talent.
Produced by: KNEW, Spokane, Wash.

The w-HI-h 'Hi-line'

A telephone dedication show, emceed by Jeff Andrews, nightly, Mon. through Sat. Pop records 7 P.M. to 10 P.M.

Running Time: 3 hours.
Cost: Per rate card.
Produced by: WHIH, Norfolk, Va.

The Sound of Music with Hans Andersen

Music from the world of show business: premieres, prevues, production numbers, spectaculars. Mon.-Sat., 7:00-11:00 P.M.

Running Time: 4 hours.
Available: Live Talent.
Produced by: WHN, New York City.
Distributed by: WHN, New York City.

The Good Morning Show

Mon. through Sat. from 6:00 A.M. til 9:00 A.M. Roy West plays good music, today's, yesterday's, and with a generous sprinkling of tunes for the teenagers.

Running Time: 3 hours.
Cost: Per rate card.
Available: Live Talent.
Produced by: WWVA, Wheeling, W. Va.

Alarm Clock

Chuck Parmelee is heard 6:00-10:00 A.M. Mon. through Sat. Adult-type music from hits and albums. Frequent weather and other features. News on the hour. Headlines on the half hour.

Running Time: 4 hours.
Cost: Per rate card.
Available: E.T., Tape, Live Talent.
Produced by: WSPD, Toledo, Ohio.

Ollie Schell Show

Better top 50 records of day, plus old favorites, newcomers, aimed at young adults, housewives. 9:00 A.M.-12 Noon. Mon. thru Fri.

Running Time: 3 hours.
Cost: Per rate card.
Available: Live Talent.
Produced by: KNEW, Spokane, Wash.

Nick Charles Show

Musical, with news, sports and weather, accenting the local scene and aimed at the audiences going to and from the Cape Canaveral Missile Test Center at this early morning hour.

Running Time: 60 minutes.
Number Available: 12.
Available: E.T., Tape, Live Talent.
Produced by: WRMF, Titusville, Fla.

The Scott Muni Show

The popularity of Scott Muni's "Scotland's Yard" is no mystery. His stack of pop records, informal conversation and Action Central News make the show a "must listen" for thousands of New Yorkers. Mon.-Fri., 7:15-10:00

P.M.; Sat., 7:00-10:00 P.M.
Running Time: 2 hours, 45 minutes.
Cost: Per rate card.
Number Available: 6 shows per week.
Available: Live Talent.
Produced by: WABC, N. Y. C.

Hi-Fi House

Carl Barger sets a youthful pace for good listening, and yet keeps the mature touch in both the choice of music and the handling of the show. Mon.-Fri., 2:30-6:00 P.M.

Running Time: 3½ hours.
Produced by: WFDF, Flint, Mich.

John Grimes Show

Five hours a day Mon. thru Fri. from 9:00 A.M. till noon & 2:00-4:00 P.M., with all the tops in pops.

Running Time: 60 minutes.
Number Available: 5.
Available: E.T., Tape, Live Talent.
Produced by: WIOI, Portsmouth, Ohio.

Stan Roberts Show

Clever use of recorded cut-ins combined with quality popular music. Six to ten A.M. daily.

Running Time: 4 hours.
Cost: Per rate card.
Produced by: WTRY, Troy, N. Y.

The Sound of Music with Dick Shepard

Music from motion pictures and television at midday, and brisk, cheerful traveling music at day's end complete with full service information for the harried commuter. Mon.-Sat., 12:00-1:00 P.M. and 4:00-7:00 P.M.

Available: Live Talent.
Produced by: WHN, New York City.
Distributed by: WHN, New York City.

KMHT Rush Hour

A capsule of the day's news events plus up tempo music, weekdays during afternoons drive time.

Running Time: 120 minutes.
Cost: On request.
Number Available: 260.
Available: E.T., Tape, Live Talent.
Produced by: KMHT, Marshall, Tex.

Earl Robbin Show

7:35 P.M. to 9:00 P.M., Mon. thru Fri. featuring top tunes, with a special House of Homework exchange of questions and answers. WWDC Dollars announced during show.

Running Time: 1 hour and 25 mins.
Cost: On request.
Number Available: Participating.
Available: E.T., Live Talent.
Produced by: WWDC, Washington, D. C.

Distributed by: WWDC, Washington, D. C.

Harry Scott Show

Mon. through Fri., 2:00 to 6:00 P.M. Features a modern music format, current album hits and the greats from the past.

Running Time: 60 minutes.
Cost: See SRDS.
Available: E.T., Tape, Live Talent.
Produced by: WOKW, Brockton, Mass.

Strictly Music

Listenable sounds presented by "The Smiling Irishman," Dave Clancy. Variety of music is featured as well as news on the hour, calendar of community events, time, temperature & weather etc. Mon.-Sat., 2:00 to 6:00 P.M.

Running Time: 4 hours.
Cost: Per rate card.
Available: Live Talent.
Produced by: WWHG, Hornell, N. Y.

NEWS PROGRAMS

Ralph Story Show

Ralph Story, host and newscaster, answering questions covering today's news, by telephone. Also discussion and analysis of various subject matter.

Running Time: 60 minutes.
Produced by: Premiere Artists & Productions Agency, Hollywood, Cal.

WJR Newscope

Heard at 11 A.M., 1, 2, and 3 P.M., Mon. thru Sat. Reports in depth on the news story of the hour, complementing the nine major 15-minute newscasts scheduled daily. Reported by regular members of the station's 5-man, full-time news staff.

Running Time: 5 minutes.
Cost: Per rate card plus talent.
Number Available: 24 per week.
Available: Live Talent.
Produced by: WJR, Detroit, Mich.

Focus

A weekly summation of news, commentaries, reports and documentaries which serve to clarify and evaluate developments of importance. Sunday, 2:05-2:30 P.M.

Running Time: 25 minutes.
Cost: \$81 per broadcast.
Number Available: 1 per week.
Available: Live Talent.
Produced by: WCKY, Cincinnati, O.

The Headliner

Douglas Edwards profiles the headliner of the week every Sunday, analyzing not only his contribution to the week's news, but his personal characteristics.

Running Time: 5 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

News Around the World

Mon. thru Sat., 7:55-8:10 A.M., Domestic and foreign news from correspondents throughout the world. Don Gardiner anchorman Mon. thru Fri. Dave Nichols on Saturday.

Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: ABC News, N. Y. C.

Sunday Impact

15 minutes world, national, local, and sports news; 15 minutes of commentary; 15 minutes of local news in depth; 10 minutes of behind-the-scenes news, and a 5-minute news wrapup. 6 'til 7 P.M. Sundays.

Running Time: 60 minutes.
Cost: Rate card.
Available: Live Talent.
Produced by: WLEE, Richmond, Va.

Documentary V

A series of news-documentary programs analyzing a topical problem or issue in a four-times-a-day, seven-day period or schedule. Broadcast one-a-month, the week's programs are preceded by a week's promotion and followed by a week of reactions and conclusions.

Running Time: 5 minutes plus 25-minute weekly re-cap.
Available: Live Talent.
Produced by: WHN, N. Y. C.
Distributed by: WHN, N. Y. C.

Comment

Feature capsules delivered by various newsmen on subjects ranging from the Bronx Zoo to the Berlin crisis.

Running Time: 5 minutes.
Available: Live Talent.
Produced by: WHN, N. Y. C.
Produced by: WHN, N. Y. C.

One Woman's Washington

Nancy Hanschman Dickerson offers Mon. thru Fri. report on people, places and events in the nation's capital.

Running Time: 5 minutes.
Cost: On request.
Number Available: 5 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

WSJM Radio News

Headed by Tom Taube, broadcast at 7:45 A.M., 12:15 P.M. and 6:00 P.M., utilizing mobile remote unit for on the spot coverage. At 10:00 P.M. "Nite Desk" is broadcast, summarizing the day's happenings.

Running Time: 15 minutes.
Cost: Per rate card.
Number Available: 28 weekly.
Available: Live Talent.
Produced by: WSJM, St. Joseph, Mich.

News Specials

News specials will be presented in prime evening time periods whenever major events in the news warrant.

Running Time: 30 minutes.
Produced by: NBC Radio Network, New York, N. Y.

On the Local Scene

During morning hours, Paul Ellison presents entirely local news each hour on the half-hour. Shows are enlivened with beeped reports and on-the-scene tapes. A limited number of segments are still for sale.

Running Time: 5 minutes.
Cost: Per rate card.
Number Available: 10 per week.
Available: Live Talent.
Produced by: WBOY, Clarksburg, W. Va.

Voice of the Editors

Newspaper editors in 8 surrounding towns do daily broadcasts of their own local news, direct from newspaper offices.

Running Time: 10 minutes.
Cost: From \$5.00 to \$7.50.
Number Available: Approximately 6 per week.
Available: Live Talent.
Produced by: KROX, Crookston, Minn.

Jimmy Fidler News Flashes

Jimmy Fidler news flashes are well known. Sponsor receives opening and closing credits with personal tapes made by Jimmy Fidler. Mon.-Sat.

Running Time: 3 minutes.
Cost: \$4.25 per program.
Number Available: 10 daily.
Available: Tape.
Produced by: Jimmy Fidler in Hollywood, Hollywood, Calif.
Distributed by: KDRO, Sedalia, Mo.

Lowell Thomas

This noted traveler, biographer, reporter continues to deliver his unique brand of news reporting, mixed with wit and human interest, every week-day evening.

Running Time: 10 minutes.
Cost: On request.
Number Available: 5 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

News Closeup with Reid Collins

News-and-feature review of the week hosted by Reid Collins, and features the voices of the men and women who make the news. Sun., 7:35-8 P.M.

Running Time: 25 minutes.
Cost: Per rate card.
Available: Live Talent.

Produced by: WNEW, N. Y. C.

Distributed by: WNEW, N. Y. C.

Sidelights

Charles Collingwood adds perspective to each day's news events by highlighting the background and issues that make them important.

Running Time: 5 minutes.
Cost: On request.
Number Available: 5 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

WMNI Special Report

An editorial analysis of local, national, and international controversial subjects by news director, Bob Sherman. He expounds the conservative point of view in all the analyses on the program. Mon.-Fri.

Running Time: 5 minutes.
Cost: \$22.50 per show.
Number Available: 10 per week.
Available: Live Talent.
Produced by: WMNI, Columbus, O.

Paul Harvey News

Mon.-Fri., 8:55-9:00 A.M. and 6-6:05 P.M., Mon.-Sat., 12-12:15 P.M. ABC Radio's award-winning commentator Paul Harvey presents the news and comments on it.

Running Time: 5 minutes and 15 minutes.
Cost: On request.
Number Available: Unlimited.
Available: Live Talent.
Produced by: ABC Radio Network, Chicago, Ill.

Edward P. Morgan and the News

Mon. thru Fri., 7-7:15 P.M., Edward P. Morgan reports the news and comments on it.

Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Available: Live Talent.
Produced by: ABC Radio Network, Washington.

Newsreel

Mon. thru Fri., 6-9 A.M., 11 AM-1 PM., and 5-7:30 P.M. provides southern New Englanders with up-to-the-minute news, weather, sports, and time.

Running Time: 7½ hours.
Cost: Per rate card.
Available: Live Talent.
Produced by: WXTR, Providence-Pawtucket, R. I.

The Sound Story

Dallas Townsend explores The Sound Story through the sound medium every Saturday, dramatizing some of life's most intriguing sounds.

Running Time: 5 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

Quotes of the Week

Remarks worth noting, gleaned from the margin of the news, presented Saturdays by Larry LeSueur.

Running Time: 5 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

WEEX News

Every hour on the hour—5-minute summary—from the editorial department of the "Easton Express." Capsule 3-minute reports on the half-hour.

Running Time: 5 and 3 minutes.
Cost: Per rate card.

Available: E.T., Tape, Live Talent.

Produced by: WEEX, Easton, Pa.

The Week in Space

In layman's terms, Charles Von Fremd reports every Saturday on the latest happenings in the race-for-space.

Running Time: 5 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Live Talent.
Produced by: CBS Radio Network.

In Hollywood

Ralph Story goes behind the scenes in the nation's film capital, Mon. thru Fri., revealing the day-to-day activities of real people in an unreal world.

Running Time: 5 minutes.
Cost: On request.
Number Available: 5 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

Chicago News Roundup

Dinner hour news roundup, with emphasis on local events and utilizing every technical advance of broadcast journalism — tape pickups, beeper phone interviews, and an experienced crew of newsmen. Conducted by newsman Dick Applegate.

Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Available: Live Talent.
Produced by: WMAQ, Chicago, Ill.

Week's News in Review

Gives those who are too busy to keep in touch with the times, a way to get the week's news in one capsule program. Sunday, 10:15 A.M.

Running Time: 15 minutes.
Available: Tape, or Live Talent.
Produced by: KMRC, Morgan City, La.

5:00 P.M. News

A full report of all the news of the day with Bob Rubin as the basic newscaster, but featuring Ron Palmquist with the top local story and Ed Ruetz with a 3-minute "in depth" report.

Running Time: 15 minutes.
Cost: Per rate card.
Produced by: KMOR, Littleton, Colo.

Noon News Roundup

Comprehensive coverage of local, national, and international news 5 minutes before the hour. News director, Jim Erwin, reports.

Running Time: 15 minutes.
Available: Live Talent.
Produced by: WIBR, Baton Rouge, La.

Current

Reflects the activity of the day, combining actualities of local, national, and world reports. Ends with 45-minute network summary.

Running Time: 1 hour, 45 minutes.
Cost: "A" rates — limited to 15 per hour.
Produced by: WAME, Miami, Fla.

Ring Around the World

Featuring NBC news commentators from around-the-globe, these programs present commentaries on world developments each weekend on "Monitor."

Running Time: 5 minutes.
Produced by: NBC Radio Network, New York, N. Y.

Wall Street Report

A Mon. thru Fri. one-minute capsule of the day's activities direct from the New York Stock Exchange.

Running Time: 1 minute.
Cost: On request.
Available: Tape.
Produced by: Radio Press International, New York.
Distributed by: RPI.

NEWS PROGRAMS MUSICAL

people, events and the times, these 5 minute programs are presented between 9 A.M. New York Time and 4:05 P.M. New York Time each day.
Running Time: 5 minutes.
Produced by: NBC Radio Network, New York, N. Y.

Observations U.S.A.

From New York, Chicago, Los Angeles, Atlanta, Dallas, CBS Radio news correspondents chronicle the American scene. These are the stories that surround the news: off-beat stories, human interest features and amusing vignettes which point up our regional differences and our similarities. Broadcast in the early evening Mon. through Fri.
Running Time: 5 minutes.
Cost: On request.
Number Available: 5 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

Scope

News report covering all phases of local and world news. 7 man staff plus network newsmen provide complete news, fully covered with integrity.
Running Time: 90 minutes.
Cost: "A" rate.
Number Available: 22.
Available: Live Talent.
Produced by: WAME, Miami, Fla.

KWAC-A-Matic News

Modern format of four news reports hourly, 24 hours a day; includes local, national, and international every fifteen minutes around the clock; sold on saturation basis by week, including all costs, remote units, wire services, and local coverage.
Running Time: 2½ minutes.
Cost: \$250 per week for 168 newscasts.
Number Available: On request.
Available: Live Talent.
Produced by: KWAC, Bakersfield, Calif.

Calling America

CBS News' Far East correspondent, Peter Kalischer, provides insights into exotic places in the Orient, each Saturday.
Running Time: 5 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

Traffic Alert

Traffic reports are aired from helicopter Mon. thru Fri., between 7:00 A.M. and 8:10 A.M. All areas of greater Seattle are covered.
Running Time: 1½ minutes.
Cost: On request.
Number Available: 5 per day.
Available: Live Talent.
Produced by: KING, Seattle, Wash.

Space Capitol of the World

Weekly, Ray Starr presents the stories and the people who are making news in the "Space Capitol of the World," with editorial comment crowded into 15 news packed minutes and produced for one station in each market.
Running Time: 15 minutes.
Cost: On request.
Number Available: 52.
Available: Tape.
Produced by: WRFB, Tallahassee, Fla.

News Analysis

CBS news correspondents Paul Niven in Washington and Alexander Kendrick in London alternate Mon. through Fri. evenings in providing "depth of focus" to the news stories of the day.
Running Time: 5 minutes.
Cost: On request.
Number Available: 5 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

NBC News on the Hour

NBC's roster of news commentators report on the up-to-the-minute news daily in each time zone across-the-country from 7 A.M. New York Time through 2 A.M. New York Time.
Running Time: 5 minutes.
Cost: On request.
Produced by: NBC Radio Network, New York, N. Y.

Montana News & Weather

7:45 to 7:55 A.M., Mon. thru Sat. Features UPI and local news of Montana, with a 3 minute direct report of state weather from weather bureau at International Airport.
Running Time: 10 minutes.
Cost: \$5.50 per program, 6 or 12 month basis.
Number Available: 6 per week.
Available: Live Talent.
Produced by: KARR, Great Falls, Mont.

Moscow Scene

Marvin Kalb, CBS News correspondent in Moscow, heard each Sunday with a report on the off-beat, human interest stories of the Soviet capital.
Running Time: 5 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

White House Correspondent

CBS News White House Correspondent, George Herman, tells of the human interest details in the daily life of the President. Sundays.
Running Time: 5 minutes.
Cost: On request.
Number Available: 1 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

The World Today

Daily news feature that takes the top event of the day and gives an "in-depth" report of it. Tony Marvin is the narrator.
Running Time: 25 minutes.
Cost: On request.
Number Available: On request.
Available: Tape & Live Talent.
Produced by: Norman Baer.
Distributed by: MBS, New York.

By-Line, U.S.A.

One minute specials by top columnists and celebrities. Roster at the moment consists of Hy Gardner, Lee Mortimer, Sidney Skolsky, Leo Durocher, and Dorese Bell.
Running Time: 1 minute.
Available: Live Talent.
Produced by: Mutual Radio, N. Y.

Starr and the News

Ray Starr delivers the local, state, national and international news. Not only the news, but also the voices of the people who make the news.
Running Time: 15 minutes.
Number Available: Weekly or daily.
Produced by: WRFB, Tallahassee, Fla.

Ed Toby's Polka Party

Polkas and other native Eastern Europe music played by Ed Toby on records, Sunday afternoons.
Running Time: 2 hours.
Available: E.T., Live Talent.
Produced by: Ed Toby, N. Y. C.
Distributed by: WBFM, N. Y. C.

Monthly

Musical Spectacular

An hour and a half of the world's finest music from pops to jazz, recorded by the world's foremost musicians. Each month another great name of the past and present is featured.
Running Time: 90 minutes.
Cost: On request.
Number Available: 12.
Available: E.T., Tape.
Produced by: WGBS, Miami, Fla.

Mood Magic

10 SESAC recordings LP albums of mood music, featuring Bobby Hackett, Richard Hayman, Elliot Lawrence, Jose Melis, Bill Snyder, the Anita Kerr Singers, Alfredo Antonini, Emanuel Vardi, Nathaniel Shilkret and the San Remo Orchestra.
Running Time: Unlimited.
Cost: \$19.95.
Available: E.T.
Produced by: SESAC Inc., New York.

WHN Spectaculars

Spectaculars were introduced with a four-hour salute to "The Sound of Richard Rodgers," a cross-section of his 42-years of show business successes. Many top stars participated; show was lauded by critics and is the forerunner of many similar shows.
Running Time: 4 hours.
Available: Live Talent.
Produced by: WHN, N. Y. C.

New York Philharmonic

The 32nd consecutive season of the weekly New York Philharmonic concerts originates live from Lincoln Center.
Running Time: 2 hours.
Cost: On request.
Number Available: 1 per week.
Available: Live Talent.
Produced by: CBS Radio, N. Y.

Paris Star Time

Variety show featuring popular French entertainers and recent song hits; three top artists presented in four consecutive weeks; English dialogue.
Running Time: 30 minutes.
Cost: Free.
Number Available: 4 per month.
Available: E.T.
Produced by: Radiodiffusion-Télévision Francaise, Paris, France.
Distributed by: French Broadcasting System, New York.

Command Performance

Each week, Mon. thru Fri., 8 P.M.-conclusion we broadcast a top Broadway musical in its entirety and with the original cast. Narration is injected between selections. Show recently won first place award in "Entertainment" category from the Milwaukee County Radio and Television Council.
Running Time: 60 minutes, approx.
Cost: \$300 per week, or \$60 per night individually.
Number Available: Currently, two shows per week on WRIT; entire package of 60 shows available for sale in other markets.
Available: Tape.
Produced by: WRIT, Milwaukee, Wisc.
Distributed by: The Balaban Stations, St. Louis, Mo.

The World of Jazz

Jazz is approached as a truly American art form in this series with a weekly theme around which host John S. Wilson chooses his music. Wilson's jazz background is an important attraction.
Running Time: 54 minutes.
Cost: On request.
Produced by: WQXR, New York.

Music That Lives

Presentation of the world's greatest music. Each day the spotlight veers from the "Great Symphonies" to "Music For The Ballet" etc., in chronological order.
Running Time: 55 minutes.
Cost: On request.
Number Available: 7 per week.
Available: Tape.
Produced by: WHLL, Hempstead, N.Y.

Pathways of Melody

The highways and byways of recorded music, with the melodies of Kern, Foster, Rodgers, Friml, Herbert, Romberg and others.
Running Time: 30 minutes.
Cost: On request.
Number Available: 7 per week.
Available: Tape.
Produced by: WHLL, Hempstead, New York.

Masterworks from France

Works of French composers drawn from five centuries of French music, played by national orchestras and artists especially for this series; many compositions not otherwise available on recordings; emphasis on early and modern works, commentary in English.
Running Time: 30 minutes.
Cost: Free.
Number Available: 4 per month.
Available: E.T.
Produced by: Radiodiffusion-Télévision Francaise, Paris, France.
Distributed by: French Broadcasting System, New York.

Music From Around the World

Music from around the world on tape and recording played by Erwin Frankel. Sunday, 4 to 6 P.M.
Running Time: 2 hours.
Number Available: 100.
Available: Tape.
Produced by: Erwin Frankel, N. Y. C.
Distributed by: Programatic-WBFM, N. Y. C.

Marji's Ballad Book

Local ethnic folksinger of outstanding talent, Marji Hazen handles entire show in story and song.
Running Time: 15 minutes.
Cost: \$26.58.
Number Available: 52.
Produced by: WMAN, Mansfield, O.

WNAX

Lawrence Welk Show

Evening program of Welk recordings introduced by Barry Richards. Champagne Music in the familiar Welk style. 9:30-9:55 P.M., Mon. thru Fri.
Running Time: 25 minutes.
Produced by: WNAX, Yankton, S. D.

Bing Crosby-

Rosemary Clooney Show

Bing and Rosie sing new and old favorites weekday mornings assisted by Buddy Cole's orchestra. Songs are interspersed with chatter by the two stars and Ken Carpenter, the show's announcer.
Running Time: 20 minutes.
Number Available: 5 per week.
Produced by: CBS Radio Network

MUSICAL

Stereo Cavalcade

A showcase of the latest classical works released in stereophonic sound and broadcast in the newsworthy and popular three dimensional sound.
Running Time: 54 minutes.
Cost: On request.
Produced by: WQXR, New York.

Adventures in Sound

Designed to acquaint listeners with the progress made in the reproduction of sound, series is transmitted in FM Stereo. It may, however, be heard with equal fidelity on FM or AM by listeners whose sets are not equipped to receive stereo transmission.
Running Time: 54 minutes.
Cost: On request.
Produced by: WQXR, New York.

Tom Ferren Show

Tom Ferren conducts a recorded as well as live musical program daily.
Running Time: 3 hours.
Cost: Per rate card.
Number Available: 5 times weekly.
Available: Live Talent.
Produced by: Tom Ferren, WSJM, St. Joseph, Mich.

Melody Caravan

Featuring music "of yesterday and today, songs treasured through the years." Herbert, Kern, Gershwin, et al representation. Show typifies the good music policy of the station.
Running Time: 60 minutes.
Cost: On request.
Number Available: 7 per week—Unlimited.
Available: E.T.
Produced by: WHLI, Hempstead, New York.

KXIC Music Hall

Two-hour Sunday show, 1-3 P.M., including complete Broadway musicals with original casts and "Pops" concerts and documentaries, complete without commercial interruption until finish.
Running Time: 2 hours.
Cost: Rate card/1 hour or 30 mins.
Number Available: On request.
Distributed by: KXIC, Iowa City, Ia.

The Morning Show

Marvin Peters is heard from 8:15 to 9 A.M. weekdays, playing requests, especially for anniversary and birthday dedications—plus a variety of other music.
Running Time: 45 minutes.
Cost: Per rate card.
Available: Tape.

Produced by: KNEX, McPherson, Kansas.

Johnny Green's World of Music

Interviews and discussions with guests prominent in all areas of show business. Host Johnny Green adds occasional piano interlude.
Running Time: 60 minutes.
Number Available: 200.
Available: Tape.

Produced by: Bedford Music Co., Inc., Beverly Hills, Calif.
Distributed by: Programatic Broadcasting, N. Y. C.

Songs of France

Folk music of the French provinces and Paris performed by national artists with background commentary in English.
Running Time: 15 minutes.
Cost: Free.

Number Available: 4 a month.
Available: E.T.
Produced by: Radiodiffusion-Télévision Francaise, Paris, France.
Distributed by: French Broadcasting System, New York.

Jazz on a Sunday Evening

Carroll Hardy plays all jazz types, 6:30 to 8 program, frequently building around conversations with a jazz artist appearing in Buffalo.
Running Time: 90 minutes.
Cost: On request.
Available: Live Talent.
Produced by: WEBR, Buffalo, N. Y.

Best of Broadway

Once each week on Wed. evening, two Broadway show albums in their entirety; and fill with instrumental selections from Broadway shows. 8:05 P.M. to 10:00 P.M.
Running Time: 2 hours.
Cost: \$24 per program.
Number Available: 1 each week.
Available: Tape.
Produced by: KGAF-FM, Gainesville, Tex.

Dick Lewis Show

From 1 to 4 P.M., Mon. thru Fri., Dick Lewis spins good music, talks to the housewife and sells for the advertiser. News on the hour included.
Running Time: 3 hours.
Cost: Per rate card.
Available: Live Talent.
Produced by: KMOR, Littleton, Colo.

Tennessee Ernie Ford Show

The ol' pea-picker himself, singin' and telling back-home happenings,

with the Billy Liebert orchestra and a different girl-singer guest each day.

Running Time: 15 minutes.
Cost: On request.
Number Available: 260.
Available: E.T.
Produced by: RadiOzark Enterprises, Springfield, Mo.
Distributed by: RadiOzark Enterprises, Springfield, Mo.

Clifford and Clark

Live piano-organ duo for early morning listening. Chatter mixed with old and new favorites. Eddy Clifford and Tubby Clark, who handle all commercial continuity.
Running Time: 30 minutes.
Cost: On request.
Available: Live Talent.
Produced by: KTW, Seattle, Wash.

Precious Memories Time

Gospel music, poetry and narration conducted by Marshall Pack, disc jockey, poet, composer and writer who has a number of albums, songs and books to his credit.
Running Time: 60 minutes.
Cost: \$125 time and talent.
Number Available: 6 per week.
Available: Tape, Live Talent.
Produced by: WPIK, Alexandria, Va.

Old Record Shop

Actual collector-item recordings and interviews with recording artists of by-gone days. Encores from the stars of yesteryear, golden recordings from out of the past.
Running Time: 25 minutes.
Cost: \$1.00 per program (no minimum).
Number Available: 52.
Available: Tape.

Produced by: Ken Berryhill, WNAG, Grenada, Mississippi.
Distributed by: Ken Berryhill, Grenada, Mississippi.

Night at the Opera

Sat. evenings from 8 P.M. until completion, complete operas in FM stereo.
Running Time: 2 to 4 hours.
Cost: On request.
Number Available: 52.
Available: Tape.
Produced by: WVCG-FM, Coral Gables, Florida.

Concert Hall

Concert Hall in FM Stereophonic Sound broadcast on AM and FM in high fidelity and on FM in stereo.
Running Time: 60 minutes.
Cost: On request.

Number Available: 1 to 5 days a week.
Available: Tape.
Produced by: WVCG, Coral Gables, Florida.

The Sunday Band Concert

Patterned to sound like the old Band Concert in the park. Music of Sousa, and other famous band masters. Programmed on Sunday morning. Host of program is Bob Irwin.
Running Time: 30 minutes.
Cost: Per rate card.
Produced by: WBCM, Bay City, Mich.

WTRC

Adventures in Sound

In the main, a classical show. Some nights jazz or the spoken word. Caters to FM type audience, carried on AM and FM.
Running Time: 55 minutes.
Cost: \$35 per show.
Available: Tape, Live Talent.
Produced by: WTRC, Elkhart, Ind.

Bill Dezell Show

6 to 9 A.M., Mon. thru Sat., features light and liting show tunes, instrumentals and vocals, bits of wit and wisdom, and news every half hour.
Running Time: 3 hours.
Cost: Per rate card.
Produced by: KMEQ, Omaha, Neb.

Patterns in Music

10:00-11:30 A.M., Sun. mornings, hosted by Larry Jones, who sets moods, then musically illustrates his themes with instrumentals and selected vocal groups.
Running Time: 90 minutes.
Cost: Per rate card plus talent.
Number Available: On request.
Available: Live Talent.
Produced by: WJR, Detroit, Mich.

Mario Lanza Show

Songs by Mario Lanza that have been identified with his colorful career in radio and films. Sun., 200-3:00 P.M.
Running Time: 60 minutes.
Cost: \$65.00.
Available: E.T., Tape, Live Talent.
Produced by: WPTS, Duryea, Pa.

Classics and Jazz

Each evening at 6:15-6:45 featuring classics and jazz music. Program is scripted by music majors at the local college for the classical portion, while our staff announcer does the scripting for the jazz portion.
Running Time: 30 minutes.
Cost: On request.
Number Available: 312.
Available: Tape.
Produced by: KDIX, Dickinson, N. D.

RELIGIOUS

Christmas Songs and Symbols

Script shows about the carols and customs of Christmas, with 4 SESAC Recordings LP albums featuring traditional religious Christmas music.
Running Time: 5 minutes.
Cost: \$35.00.
Number Available: 26.
Available: E.T.
Produced by: SESAC, Inc., New York.

Something to Think About

Lee Bristol, Jr., noted layman of the Episcopal Church and president of Westminster Choir College, delivers a daily non-sectarian "thought for the day."
Cost: No-cash-cost.
Number Available: 20 per month.
Available: E.T.
Produced by: Al Petker Personality Scope, Beverly Hills, Cal.

Distributed by: AP Management Corp., Beverly Hills, Cal.

Faith to Live By

A new series of inspirational spot announcements designed for listeners of all faiths. For use as sign on or sign off in daily broadcasting.
Running Time: 1 minute.
Cost: Free to radio stations.
Number Available: 22.
Produced by: Episcopal Church, N. Y. C.
Distributed by: Episcopal Church, N. Y. C.

A Gospel Sing

10 SESAC Recording LP albums of gospel music by the Blackwood Brothers, the Chuck Wagon Gang, the Speer Family, the Jordanaires, the Anita Kerr Singers, Faron Young, Jack Scott, Webb Pierce, Vep Ellis, the Statesmen and the Stamps Quartet.

Running Time: Unlimited.
Cost: \$39.95.
Available: E.T.
Produced by: SESAC, Inc., New York.

Interfaith on the Air

Presents religious leaders of all groups and faiths to discuss common problems and mutual questions on interview. Rev. Richard E. Evans, interfaith leader, to be forum moderator.
Running Time: 30 minutes.
Cost: \$700.
Number Available: 52.
Available: Live Talent.
Produced by: Roffman Associates, New York.

Quartet Time

Hymns and quartets featured daily and Sunday. Touring quartets and local talent are presented as a regular feature.
Running Time: 15 minutes.

Cost: On request.
Number Available: 365.
Available: E.T., Tape, Live Talent.
Produced by: KMHT, Marshall, Tex.

Inspiration

Favorite hymns and Gospel songs, no western or country music. Interspersed with Bible selection, thought-for-the-day, hymn story, etc. Strictly inter-denominational.
Running Time: 30 minutes.
Cost: \$10 per program plus station time charges.
Number Available: 260 per year.
Available: Tape.
Produced by: KTW, Seattle, Wash.

Hymn Time

Aired daily at 10 P.M., in cooperation with all the churches.
Running Time: 2 hours.
Cost: On request.
Available: E.T., Tape, Live Talent.
Produced by: KICO, El Centro, Cal.

VARIETY

Nightscene

Music, interviews and special features. MC'd by Chuck Craig along with Tom Morrison and Jack Peterson.
Running Time: 7:15-Midnight.
Cost: On request.
Available: Live Talent.
Produced by: WHBC, Canton, Ohio.

On Stage

Showcasing new talent but not amateurs. The talent must have a good background, experience and be star material.
Running Time: 15 minutes.
Cost: On request.
Number Available: 13 plus.
Available: Tape, Live Talent.
Produced by: V. S. Becker Productions, N. Y. C.

Ask Eddie Cantor

Eddie Cantor answers letters received from his public on all subjects interspersed with songs of yesterday.
Running Time: 5 minutes.
Cost: No-cash-cost.
Number Available: 65 each 13 week period.
Available: E.T.

Produced by: Al Petker Personality Scope, Beverly Hills, Calif.
Distributed by: AP Management Corp., Beverly Hills, Calif.

Anybody Home?

Jim Parker's show is a personal visit into each home via the air waves. Weekday mornings, 9:30 A.M.
Running Time: 30 minutes.
Cost: \$65.00 per show.
Available: Live Talent.

Produced by: KIRL, Wichita, Kansas.

Jones Evans Show

Broadcast remote from the Carousel Restaurant in Wilkes-Barre. Features a variety of music, interviews, Public service news. Mon.-Sat., 1-3:00 P.M.
Running Time: 2 hours.
Cost: \$175.

Number Available: Mon. thru Sat.
Available: E.T., Tape, Live Talent.
Produced by: WPTS, Duryea, Pa.

Breakfast Club

Mon. through Fri., 9-9:55 A.M. Based in Chicago. Don McNeill has been host for 29 years. Program consists of humor, conversation and good

music. Its stars include Fran Allison, comedian Sam Cowling, vocalist Mary Anne Luckett and the orchestra of Eddie Ballentine.

Running Time: 55 minutes.
Cost: Per rate card.
Number Available: Unlimited.
Available: Live Talent.
Produced by: ABC Radio Network, Chicago.

Flair

Mon. through Fri., 1-1:55 P.M. Consists of entertaining and humorous vignettes by some of the biggest names in show business and by authorities in their respective fields. Aimed at the intelligent young adult, subject matter ranges from baby care to discussions about medical progress to humor. Also features popular (standards) music, can be carried in 55-minute form or may be segmented.

Running Time: 55 minutes.
Cost: Per rate card.
Number Available: Unlimited.
Available: Live Talent.
Produced by: ABC Radio Network, N. Y. C.

The Kameo Koffee Klub

Bill Delzell hosts each weekday morning, 10-11. Shoppers enjoy prizes, interviews, free coffee and do-nuts and fashions.

Running Time: 60 minutes.
Cost: On request.
Number Available: 5 per week for 52 weeks.

Available: E.T., Tape, Live Talent.
Produced by: KMEQ, Omaha, Neb.

Sunday Fan-Fare

A weekend afternoon show featuring news, music, sports, highway and resort information and miscellany. Host—Jimmy Lontz, 1:00-4:00 P.M.
Running Time: 3 hours.
Cost: Per rate card plus talent.
Number Available: In segments or complete program.

Available: Live Talent.
Produced by: WJR, Detroit, Mich.

Monitor

Features "Monitor News On-The-Hour," sports, weather, special events, music, personalities and comedy—all woven into a varied format. Well-known personalities — Bill Hayes,

Frank McGee, Jim Lowe, Mel Allen, Gene Rayburn—are hosts. Saturdays and Sundays.

Running Time: 15 hours.
Produced by: NBC Radio Network, New York, N. Y.

At Home with the Skinner's

Music, interviews, and chatter. Taped from the home of George and Betty Skinner. Mon. through Fri., 11-12 Noon.

Running Time: 60 minutes.
Cost: On request.
Available: Tape.
Produced by: George Skinner, WSTC, Stamford, Conn.
Distributed by: WSTC, Stamford, Conn.

Garry Moore Radio Show

A 10-minute conversation piece between Garry and his associate Durdward Kirby every weekday morning.
Running Time: 10 minutes.
Cost: On request.

Number Available: 5 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

Arthur Godfrey Time

Arthur Godfrey presents a variety of music, guests, conversation, comments and observations, Mon. through Fri. morning.

Running Time: 50 minutes.
Cost: On request.
Number Available: 5 per week.

Available: Live Talent.
Produced by: CBS Radio Network, New York.

Vignettes by Vincent

Haywood Vincent's work as a roving journalist provides the background for his "wonderful world of words" narrative. Originally test-marketed as part of CBS Radio's Dimensions series.

Running Time: 5 minutes.
Cost: On request.
Number Available: 5 per week.
Distributed by: Forbes & Assoc., Inc., Boston, Mass.

Strictly for Men

Bert Bacharach narrates items of interest to men about sports, food,

dress, travel. He is author of "Stag Lines," a daily column appearing in 84 newspapers coast-to-coast.

Running Time: 1 minute.
Cost: On request.
Number Available: 130.
Available: E.T.
Produced by: George Skinner, Hempstead, L. I., N. Y.
Distributed by: Lang-Worth, Hempstead, L. I., N. Y.

Kay Barth Show

Recorded music, interviews with local personalities and comments from Kay Barth. Mon. and Wed. at 8:40.
Running Time: 15 minutes.
Cost: On request.
Available: Tape.
Produced by: WNDU, South Bend, Ind.

All-Day Remote Show Spectacular

Interviews with celebrities, customers, live and recorded music, pony and helicopter rides, western cowboy show, twist contests, and parades with high school bands.

Running Time: 8½ hours.
Cost: On request.
Number Available: One per day.
Available: Live Talent.
Produced by: WEAD, Atlanta, Ga.
Distributed by: Frank Lokey Enterprises, Atlanta, Ga.

King At Surfside Six

Hosted by Larry King from the Houseboat "Surfside Six." Features guests and gab from 10:00 P.M. to 1:00 A.M. nightly.

Running Time: 3 hours.
Cost: \$80.00 per hour—\$12.00 per announcement.
Number Available: Max. limit. 8 announcements per hour.
Available: Live Talent.
Produced by: WAME, Miami, Fla.

Teen D. J. Club

Area youngsters compete for the weekly title of Teen D.J. in the framework of a live talent and record show.

Running Time: 60 minutes.
Cost: On request.
Number Available: 52 per year.
Available: E.T., Tape, Live Talent.
Produced by: KLUE, Longview, Tex.

WOMEN

Bonjour Mesdames

Marjorie Dunton in Paris comments on latest fashions, interviews international celebrities; advises on cooking and homemaking.

Running Time: 15 minutes.
Cost: Free.
Number Available: 4 a month.
Available: E.T.

Produced by: Radiodiffusion-Télévision Française, Paris, France.
Distributed by: French Broadcasting System, New York, N. Y.

Brides' Programs

Brides Forum, Brides School, Brides Shower. School and training for brides in cooking, dressmaking and home-keeping.

Cost: On request.
Available: E.T., Tape, Live Talent.
Produced by: KICO, El Centro, Cal.

What's New

Mon. through Fri., 10:30 A.M.-10:45 A.M., composite of interest to women. Beauty hints, fashions, cooking tips, happenings in the community, interviews, celebrities. Jean Larkin, host.

Running Time: 15 minutes.
Produced by: WVVW, Grafton-Fairmont, West Va.

Here's Rory

News of interest to women, fashions—fun—food—flowers, discussed daily, Mon. through Fri., by women's editor. Guests welcomed.

Running Time: 30 minutes.
Available: Live Talent.
Produced by: WWON, Woonsocket, R. I.

Around the Country

Includes daily reports from county police and fire departments and interviews of local and national interest, hosted by Marilyn Helms.

Running Time: 15 minutes.
Cost: Regular rates.
Available: Tape, Live Talent.
Produced by: WCGC, Belmont, N. C.

International Kitchen

Chit-chat about the many cuisines of the world by Vicki Pigeon.

Running Time: 5 minutes.
Cost: 26 weeks or more, \$125. Fully commissionable.
Number Available: 5 per week, M-F.
Available: Live Talent.
Produced by: WCKY, Cincinnati, O.

Baby Talk

Edna Aders congratulates the parents of babies born in the area hospi-

tals and also gives helpful hints to new mothers. Mon. through Sat. at 1:55 P.M.

Running Time: 5 minutes.
Cost: Per rate card.
Number Available: Unlimited.
Available: Live Talent.
Produced by: WLSI, Pikeville, Ky.

Glamor Girl

Information and advice on styles, grooming, how to buy, and fashion forecasts. Includes a contest.

Running Time: 5 mins. and 15 mins.
Cost: On request.
Number Available: Unlimited.
Available: Tape, Live Talent.
Produced by: V. S. Becker Productions, N. Y. C.

Recipe Round-up

Listeners may either telephone program or write cards to request special recipes or give new recipes. Mon.-Fri., 1:40-2:00 P.M.

Running Time: 20 minutes.
Cost: \$3.60 per spot.
Number Available: Tape.
Produced by: KWPC, Muscatine, La.

WFDF Party Line

Betty Clarke with a telephone exchange of household information.

Homemakers call to help solve their household problems, or to pass along helpful information to others. Mon-Fri., 2-2:30 P.M.

Running Time: 30 minutes.
Cost: On request.
Produced by: WFDF, Flint, Mich.

Martha Bohlsen Show

Martha Bohlsen with food ideas, household hints and child-care ideas. Mon. through Fri., 11-11:15.

Running Time: 15 minutes.
Cost: On request.
Number Available: 5 per week for 52 weeks.
Available: Tape.
Produced by: Martha Bohlsen Prod., Omaha, Neb.

Distributed by: Harold Soderlund Adv. Omaha, Neb.

Women's Club of the Air

Weekdays featuring household and homemaking hints fan mail, recipes, items about new products, guest interviews, fashion and beauty tips, poems, jokes, etc.

Running Time: 15 minutes.
Cost: On request.
Number Available: 260.
Available: Tape.
Produced by: KDIX, Dickinson, N. D.



RADIO TELEVISION DAILY

The
INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



Presents

the

**EIGHTH
ANNIVERSARY**

of

COLOR

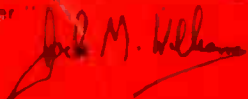
Television



**PROGRAM BUYER'S GUIDE
SHOWS OF TOMORROW**

**YOU CAN
QUOTE ME...**

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation with their Color TV engineering skills, wonderful Color programming, and Color selling power."



Jack M. Williams, Vice Pres
Advertising and
Sales Promotion
RCA Sales Corporation

I'LL SAY THIS...

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"



Raymond W. Saxon, Vice Pres
Marketing
RCA Sales Corporation

COLOR TV



Call your WLW Representative . . . you'll be glad you did!
the dynamic Crosley Stations

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton



Crosley Broadcasting Corporation

Three Hours of Color on NBC Each Night

Indie Stations Add To Prestige Locally

Independent stations around the country have enhanced their station images through a vigorous policy of colorcast leadership.

Among these local color leaders, WFIL-TV, the first station in Philadelphia to broadcast color, has continually expanded its programming. Station management prefers color to black-and-white TV not only because of sponsor and viewer enthusiasm, but also because "Color permits WFIL-TV to demonstrate its telecasting abilities to best advantage."

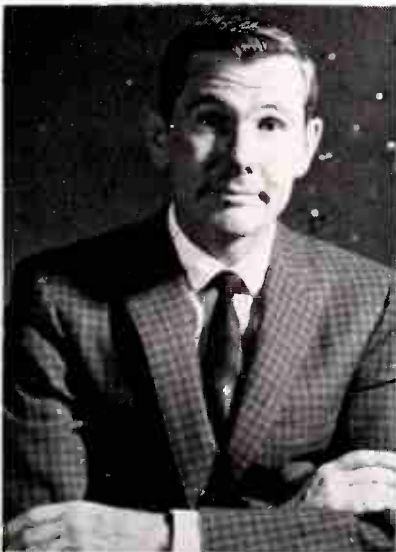
Boston's WHDH-TV, has so impressed its clients and their advertising agencies with color, that only a lack of more color programming prevents the station from switching over completely to color casting. The station is now fully equipped for live and film color originations.

Color Clinics a Feature

"Color clinics" are a regular feature of KOMO-TV in Seattle, Washington, one of a number of stations which uses closed-circuit color equipment. These clinics for advertisers begin with breakfast, and then move to a studio for two-hour demonstrations. Response has been so favorable, many attendees return several times, often with business associates.

Since its first telecast in 1957, WFGA-TV, Jacksonville, Fla., has steadily increased its color pro-

(Continued on Page 76)



Johnny Carson leads the new "Tonight Show, starring Johnny Carson," one of the '62-'63 season highlights to be seen on the NBC-TV network.



RCA's well-traveled Color Mobile Unit — 70,000 miles in nine years — was recently rebuilt and modernized with the latest-developed color equipment.

RCA Chronology Of A Great Advance In Colorcasting

July, 1930

General Sarnoff predicts color TV for home use, and RCA scientists begin examining the problems of transmitting and receiving acceptable color.

February 6, 1940

First demonstration of electronic and optical color TV receivers before the FCC.

1941

First successful colorcast with experimental transmissions from the Empire State Building.

1945

Demonstration of field sequential color TV and 3-D color TV to the industry. Start of post-war evaluation of color TV.

October 30, 1946

Public demonstration of an all-electronic projection type color TV receiver with a 15x20" screen.

April 30, 1947

Color TV reception on 10-foot theatre screen is demonstrated.

July 16, 1947

All-electronic color TV camera demonstrated.

1950

Tests with color TV transmissions over experimental UHF stations in Washington, D. C. and Bridgeport, Conn. are begun. RCA informs FCC that it has developed a color TV system operating on a 6 megacycle channel completely compatible with the existing black and white system.

April 6, 1950

Three-gun direct view color TV picture tube and a compatible color TV system is shown to the FCC.

May, 1950

General Sarnoff requests FCC to approve color TV standards based on RCA's all-electronic compatible system, but later this year FCC approves incompatible standards.

June, 1951

RCA invites competing tube and set (Continued on Page 81)

Roger Clipp Attests To Value of Color

Philadelphia — WFIL-TV currently airs some 17 hours of local color each week, with cartoons, color films and local news, weather and sports programs. This color schedule will expand even more this fall as ABC-TV begins colorcasting.



CLIPP

Roger W. Clipp, vice president of the Triangle Stations, and general manager of WFIL-TV, looks on color as the most important TV development of the past decade.

The initial impact of monochrome TV on the American public has set the basis for even more impressive performance using color TV as an entertainment and advertising plus.

Reaction to the station's colorcasts parallels that obtained in surveys conducted throughout the nation: color programs draw more viewers per set, and families with color reception select color programs over those in black-and-white by a wide margin.

Taking advantage of this interest in color, WFIL-TV has promoted its colorcasts using billboards, car cards, newspaper advertising, and heavy on-the-air campaigns.

The Triangle station was first with colorcasts here, in 1954. A

(Continued on Page 76)

It's Diversity, Depth, Quality on Schedule Of Network in Fall

In the upcoming broadcast season, NBC will be airing more than two-thirds of its nighttime schedule in color. Out of a total of 32¼ hours of network programming, 22¼ or 68% of the regular weekly schedule will be in color, an average of more than three hours of color every night.

The 1962-63 color schedule offers not only considerably more color but in addition, greater diversity, depth and quality; both in the areas of color film and live color programming.

Particularly significant in the new schedule is the tremendous amount of filmed shows which will be in color. Film has become an increasingly important tool in network television, offering tremendous scope and flexibility to the kind of programming that can be done. In keeping with the increasing demand for color by stations, advertisers and consumers, a considerably enlarged color film lineup has been planned.

Over the past three seasons, the number of color film shows on the network has increased dramatically. Last season, only one regularly scheduled color film show was carried; this season NBC carried four. In 1962-63, seven regular color film series will be seen on NBC: "Bonanza," "Disney," "Laramie," "Empire," "The Virginian," "Hazel," "Joey Bishop," plus the majority of the films on "Saturday Night at the Movies" and "Brinkley's Journal" which utilizes only color news

(Continued on Page 78)



Sunday evenings, Donald Duck entertains on NBC-TV's "Walt Disney's Wonderful World of Color."

'Hue Chip' Sponsors

Show Color TV's New Ad Dimension

By Don Durgin

Vice President, NBC Television Network Sales

PERHAPS the clearest example of the impact of color TV is the impressive roster of "hue chip" advertisers sponsoring color programs. It includes Bell Telephone, Douglas Fir Plywood Association, Kraft, Kodak, Hallmark, Chevrolet, Ford, Liggett & Myers, GM, General Foods, Nabisco, Chrysler, RCA, American Tobacco and P. Lorillard. Virtually all of the automobile and tobacco industries, — advertising's biggest spenders, are enthusiastic supporters of color. They are represented by the keenest media judges in America; their advertising philosophy regarding color is almost unanimous.



Albert Stevens, advertising manager of American Tobacco, which first used color commercials in "Your Hit Parade," and which will sponsor in color our new western, "Empire," says: "We feel on the basis of studies, that the impact of color commercials is much greater. It emphasizes our packages and helps to register them with the viewer."

John Bowers, car advertising manager of Ford, says: "If you're selling a product which has style appeal or appetite appeal, color is a natural. We know for a fact that styling is an important motivation for buying a new car and color is a very valuable thing for us here. Anything we can do within reason to encourage it, we will."

For many advertisers, color commercials have become an indispensable part of their selling message. Hallmark, Eastman Kodak, Bell Telephone and Kraft Foods are examples. Greeting cards, color film, color telephone instruments and food products are infinitely more appealing when presented in color.

Perhaps the most important element in the surge of color sponsorship has been our high quality of color productions. In 1962-63 more than two-thirds of our total nighttime schedule will be in color, and four bright new color shows have been added. Also, two former black-and-white programs will be presented in color regularly for the first time next season.

In the areas of entertainment and actuality specials there have been a sharp increase in color production.

"Mr. Magoo's Christmas Carol," sponsored by Timex, and "Peter Pan," starring Mary Martin, are a few of the distinguished color entertainment specials to be offered next season.

Three news specials — already sold — will be among the many actuality specials to be telecast in color during the 1962-63 season: "The 44th National Automobile Show," "Shakespeare" and an hour program about California.

In sports, the post-football season classics, championship football games, and, the World Series, all-star baseball games and many golf tournaments are broadcast in color. Two new sport series — "Shell's Wonderful World of Golf" and "Bud Palmer's Sport Specials"—will be televised in color, as well as "All-Star Golf," sponsored by Reynolds Metals, which returns for its second season.

Daytime programming will again be replete with color. Added to the lineup is the new, "Merv Griffin Show."

Children's programs will again provide a spectrum of color for young viewers with shows including "The Shari Lewis Show," "King Leonardo" and "Ruff and Reddy."

Color programming appeals to audiences, with its excitement and beauty. It appeals to sponsors since it enhances the presentation of products. Color has added a new dimension to TV advertising.

Sales Barometer Up

More Investing In Color Equipment

By C. H. Colledge

V. P. & General Mgr., RCA Broadcast & Communications Div.

ANY nagging doubts that the roster of color broadcasters is on the rise can be quickly dispelled by a look at the brisk market for color TV equipment. The record for the first half of this year shows bookings for RCA color equipment up by nearly three times compared with the same period in 1961.

While all of the major items of color equipment share in this strong upward trend, color film camera chains are showing the most impressive gains. Bookings during the first six months were more than three times those received during all of last year. This reflects the current pattern of broadcasters entering color via filmed programming.

Reading this equipment barometer, it comes abundantly clear that broadcasters are not just talking color; more of them are investing in color. And since the step is not one to be taken lightly, you can be certain that station management has explored color's prospects from every conceivable angle before committing itself.

In view of the current high demand for color receivers and the portents of future growth, the strong market for color broadcast equipment comes as no surprise. Market studies indicate a close correlation between the two. Moreover, ABC's plans to offer color programming this fall have, of course, served to stimulate the equipment market.

Looking beyond these factors, the broadcaster considering whether to "go color" has the assurance that color equipment today has more built-in dependability than ever before. Nowhere is this more apparent than in live and film cameras which have been constantly improved and refined as color TV pushed forward.

One example is RCA's TK-41C, a studio camera which has proved itself during years of field service. Now in its third generation, the current version of the camera is known for its high reliability and stability and is generally regarded as "the workhorse of the industry."

On the film camera side, the RCA TK-26 recently has been improved with the addition of stabilizing circuits so that fewer camera adjustments are required during operation. Electrical changes also have contributed to the camera's improved performance.

What will the color cameras of the future be like? RCA has put its own design ideas on view in the form of a long-range developmental camera using a fourth pickup tube for a separate monochrome channel. When the experimental color camera was displayed for the first time at the recent NAB convention, the reaction among broadcasters was immediate and enthusiastic. The interest shown, questions asked and compliments received were well beyond our expectations.

In a questionnaire circulated at the NAB meeting, we asked the broadcasters themselves for their suggestions for this camera of the future. These suggestions are being considered by our engineering staff and, when the commercial version of the camera is ready for introduction, it will contain those features most wanted by the industry.

This kind of pulse-taking was implicit in the development of our first commercial TV tape recorder, introduced in 1959, which was built for color from the ground up. The industry's response to this forethought has been highly gratifying and, as sales figures indicate, the designed-for-color concept was the correct one.



N. Y., Burbank Facilities Augmented for Colorcasts

13 Studios Ready For Big Push in Fall

The continued expansion of NBC-TV's color programming has been marked by more than just a parallel increase in the development of color facilities at production centers in New York and Burbank.

To meet the color demands of the public, advertisers and programmers, growth of NBC-TV's color facilities are rapidly approaching a color TV milestone—all-color facilities for all-color programming.

At the start of the 1962-63 season in September, 83 per cent of NBC-TV's studios in New York and Burbank will be equipped for broadcasting color programs. The four major studios in the network's Burbank, Calif., production center are equipped for color and seven of its nine studios in New York will be capable of presenting color shows in the Fall.

8-H Set To Go

The expansion of color facilities this year has been highlighted by the rebuilding of Peacock Theatre (formerly 8-H). When completed in September, it will be equipped with the latest-developed color facilities, plush seating and ultra-modern decor. Work began May 2 in the 10,000 square foot studio which is the largest in the RCA Building.

The theatre will have facilities for the color broadcasting of such programs as the "Bell Telephone Hour," "Du Pont Show of the Week" and other dramatic and

variety productions either live or taped.

Another studio in the same building, Studio 6-A, which was originally a radio studio and then renovated as a black-and-white TV facility last year, is also being equipped with color broadcast facilities. Colorization will be completed by the end of July.

Other NBC-TV color studios in New York are the Colonial Theatre, Brooklyn 1, and Brooklyn 2, and studios 6-B and 3-K in the RCA Building.

Another production "studio" which has no permanent home but is maintained with all the latest-developed color facilities, is the Color Mobile Unit. The studio on wheels was recently rebuilt and modernized and operated with its new equipment for the first time at the baseball All-Star game in Washington, D. C., July 10. In the nine-year history of the mobile unit, it has traveled 70,000 miles while covering nation-wide events.

New Image Orthicon Tube

One of the most important recent technical advances in color TV broadcasting is the development of a new image orthicon camera tube which operates at a low light level which increases the sensitivity of the color camera and provides greater depth of focus. Prior to this new tube, the production of color programs required five times the amount of light as black-and-white productions needed.

The new tube, however, picks up the highest quality color picture with only slightly more light than that needed for black-and-

(Continued on Page 72)



Terry Moore, Richard Egan and Ryan O'Neal lead the "Empire" cast. The new color series debuts this fall on NBC-TV on Tuesday nights.

GE Chief Charts Growth

There are definite indications that color television is assuming a more important role in the overall domestic television market, reported William E. Davidson, general manager of GE's television receiver department, in an exclusive statement to RADIO-TELEVISION DAILY. The fact that ABC has announced plans to supplement existing color programming with a schedule of its own, with NBC planning a substantial increase in its color programming and with more and more manufacturers planning active color TV promotions for the Fall, sales of color TV sets should be stimulated.

Some of the color TV impetus is derived from the public becoming more and more color conscious in everyday life. This color consciousness, in turn, is softening consumer resistance to the premium that quality, high performance color TV demands.

NBC's television receiver department will market, this Fall, a line of eight console, console and Lo-Boy color TV receivers. Its marketing effort will be supported by a factory-sponsored national advertising schedule. The Company's TV distributors are expected to do extensive local advertising and promotion planned jointly with the factory. Special merchandising and point of sale material is being made available for retail use.

Tentatively, the TV receiver department is scheduling color TV advertising in two mass circulation magazines—TV Digest and Look. In addition, schedules in Holiday and The New Yorker are being planned. Also available as a national advertising media is a new network TV program, "General Electric True" with Jack Webb. "True" will premier in September and will be telecast Sunday night on CBS.

Key Role for Color: Military to Medicine

Color continues to play a key role beyond the home in such areas as our Armed Forces Defense System, medicine and education.

At SAC's Offutt Air Force Base headquarters outside Omaha, Neb. five color cameras and a complete color system use six program channels to send information to various receiving locations. The system is used by SAC to brief its staff on deployment of aircraft, weather conditions, and other information required for prompt command decisions. Eventually, a closed-circuit system will permit immediate TV contact with all SAC bases around the world.

At Walter Reed Army Medical Center, color plays an integral part in medical instruction and demonstration. The Reed system includes the first medical TV camera designed for ceiling installation in operating and autopsy rooms. Several color TV projectors have also been installed to show detailed pictures to large audiences.

Smith, Kline, and French laboratories employ a color studio on wheels to bring live surgical and clinical demonstrations before audiences of doctors attending meetings of the AMA.

An increasing number of educational programs carried by commercial TV stations and networks now make use of color television. "Continental Classroom," one of the best known of these programs, is a regular morning feature over NBC.



New on NBC-TV this fall is "The Virginian," a color film series based on Owen Wister's classic western novel. Featured in the cast (l. to r.) are Doug McClure, Gary Clarke and James Drury.

Set Sales Still Accelerating Admiral's Lantz Reports

Color television sales have been exhibiting steady growth for the past two years and will increase at an even faster pace in the months ahead. This is the opinion of Carl E. Lantz, president, Admiral Sales Corp., in a special statement to RADIO-TELEVISION DAILY. "Color sets have been in short supply since the fourth quarter of 1961 and will continue in a back-ordered condition throughout the year.

Projected Sales

"We envision the sale of nearly 400,000 color sets this year," said Lantz, "compared with an estimated 150,000 in 1961. For 1963, color sales probably will rise to 750,000 units, equal in dollar volume to 2,000,000 black and white receivers."

The new color television line, which will be introduced early in September, will be the strongest Admiral has ever had. These sets will be promoted with four color insertions in consumer and trade

publications, and in newspapers.

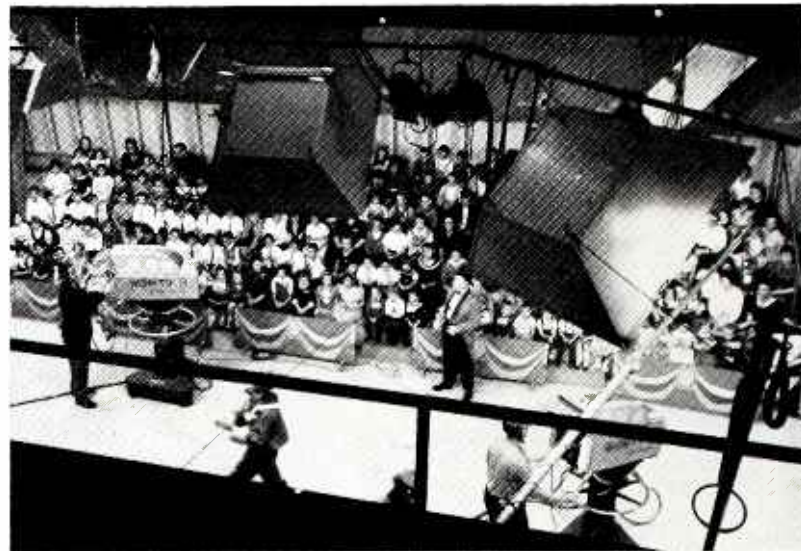
Color TV represents a sizeable volume. It is profitable business and Admiral is urging all its dealers to be ready for the big push in the second half of the year.

ARB's Omaha Survey Highlights Advantage

The tremendous advantage of color over black-and-white television was highlighted in a recent rating study conducted by the American Research Bureau in Omaha, Neb.

Evening color programs aired on KMTV, the only one of three stations in the market which uses color, received 82 per cent higher average ratings in color homes than the same programs viewed by black-and-white set owners.

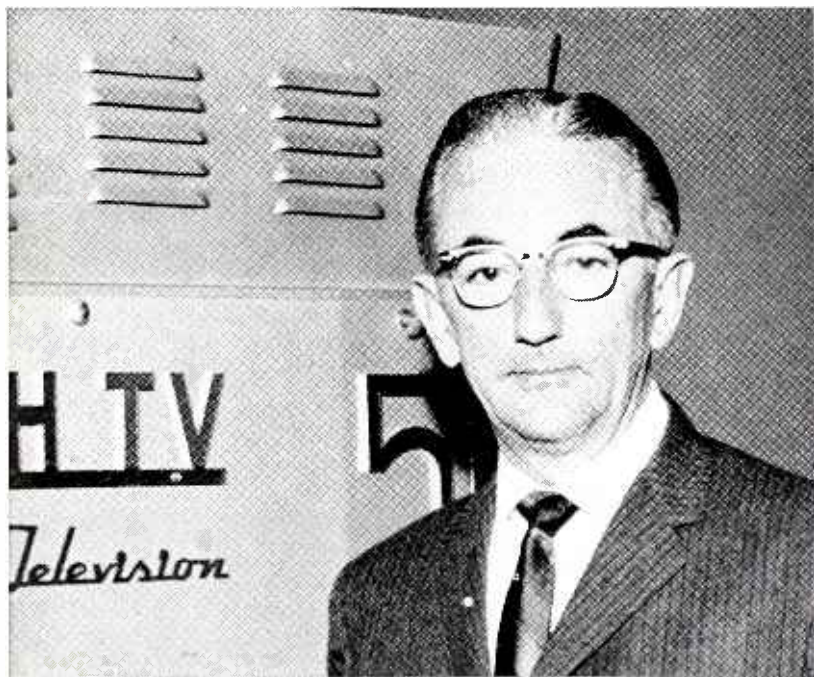
The study also showed that color set owners overwhelmingly watch KMTV, even when black-



Chicago—Tots and moms view "Bozo Circus," one of the many shows colorcast by WGN-TV in the Windy City area.

and-white shows are scheduled on the station. When KMTV airs black - and - white programs, only six per cent more black-and-white set owners prefer to watch these programs than shows on the other two channels.

However, the situation is drastically different in color homes. The rating study noted that twice the number of color set owners prefer black and white shows on KMTV, than watch these shows on the colorcaster's rival stations.



WHDH-TV REAPING REWARDS OF FULL-COLOR SHOWMANSHIP

William B. McGrath, WHDH-TV General Manager: "Color TV enthusiasm in Boston has never been higher. Color set sales are excellent, which means a fast-growing audience for WHDH. We give everything the showmanship of full color, and our great experience in Color TV has substantially enhanced our reputation as New England's most modern TV facility." Color TV can pay off for you, too. Get the full-color picture today from B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.

N. Y., Burbank Facilities Augmented for Colorcasts

(Continued from Page 71)

white broadcasts.

But studios and cameras are not the only facilities required to broadcast NBC-TV's color programs.

Centers Have 36 Tape Machines

Transmitting centers in New York and Burbank contain a total of 36 color tape machines. By using these machines, all time zones in the country receive quality color throughout the year via delayed transmissions. Additionally, tape machines have helped increase the range of creative possibility for color programs and made possible far more efficient scheduling of color studios, which in effect serve to increase the number of color studios available.

No Mitch if no Machines

Without color tape and color tape machines, programs like "Sing Along with Mitch," which must be taped to obtain a high quality production, could not be presented in color.

Just as the network has special color tape facilities, it also has special facilities to present color film. In the 1960-61 season NBC-TV broadcast one regular scheduled color film show. In the coming season, seven regular color film series will be presented, plus the majority of films on "Saturday Night at the Movies." In addition, "David Brinkley's Journal" will utilize only color news film.

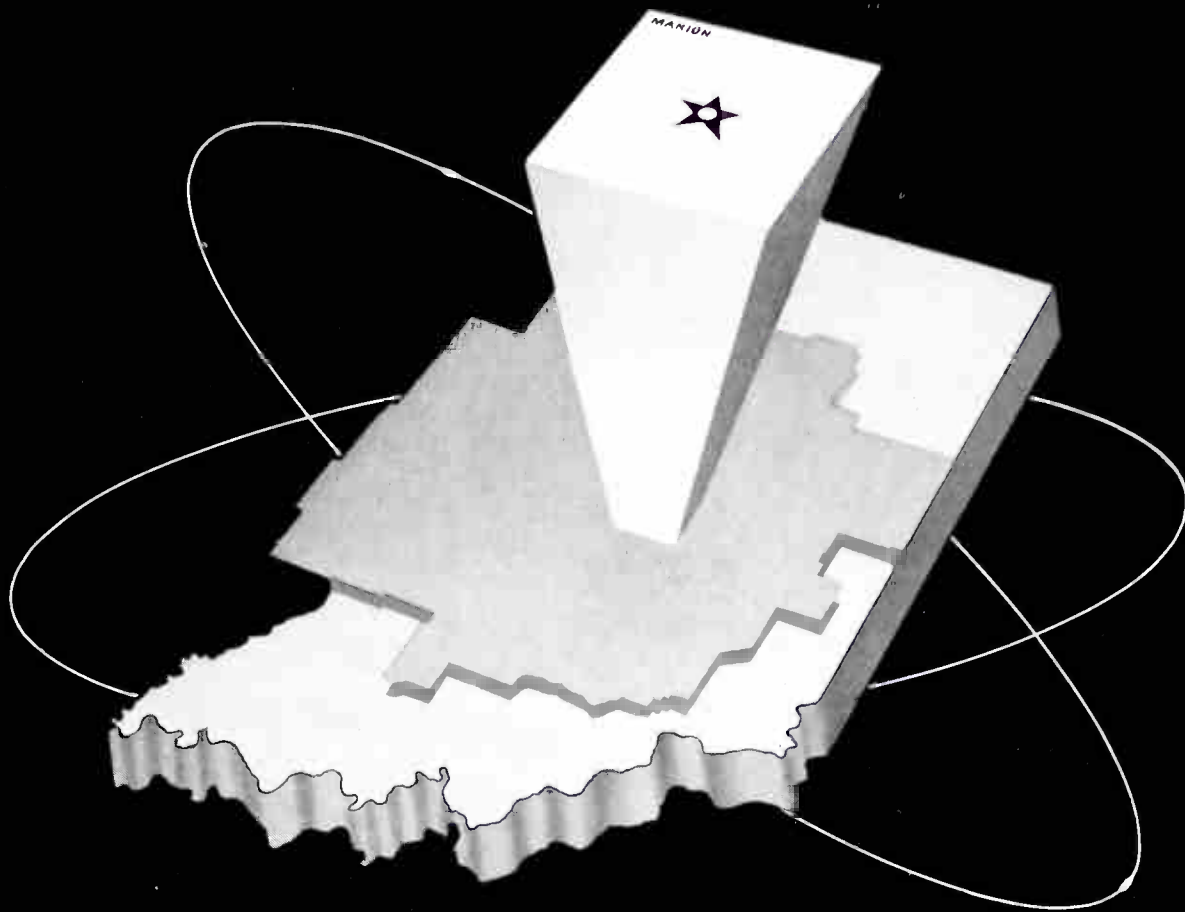
Color film cannot be broadcast via the same means as tape or black-and-white film. NBC has, therefore, increased its number of color film chains to 16 in New York and Burbank. Color film chains are projection equipment, plus all the necessary controls, needed to broadcast color film with the same high quality as live or taped color programs.

98% of Homes Covered

Color broadcasts—either live, tape or film—are transmitted via color facilities in New York and Burbank, and network affiliates equipped to pick up and transmit network color covers 98 per cent of all TV homes in the United States. Of 201 NBC affiliates, 181 are equipped for network color broadcasts, and the number equipped with color is increasing each year.

Telstar's Accomplishments

Since the successful launching of Telstar by AT&T, Trans-Atlantic color TV has become a reality. At the current rate of growth of NBC-TV's color facilities, live color television in Europe transmitted from the United States is a reality—and the color facilities to broadcast the historic event will be available.



Are Your Sales Keeping Up With Indianapolis?

Marion County — 43% faster growth rate, 1950-1960, than the nation . . . plus WFBM-TV's unmatched area coverage in mid-Indiana to double your sales potential!

This vital central market economically controls many specific areas that are retail trading centers in their own right. In fact, these satellite markets total 15% richer and 30% bigger than the 18-county Metropolitan trading area itself. Where else will you find such a rich, fast-growing and widespread marketing area covered from one central point . . . with no overlapping penetration in the area by basic affiliates of the same network?

America's 13th TV Market
with the only basic NBC coverage of 760,000 TV set owning families. ARB Nov., 1961. Nationwide Sweep.

Only on WFBM-TV, the only basic NBC coverage for 760,000 TV set owning families. Call for the facts. Let us show you how to test regional marketing ideas in Mid-Indiana with amazing results!

Represented Nationally by The KATZ Agency



TIME-LIFE BROADCAST INC.



roses are red,

***Roses are red, violets are blue, programs and products
are every color of the rainbow as NBC gets ready
for the big fall season—our most colorful season yet.
More than two-thirds of our regular nighttime pro-***



violets are blue,

grams are scheduled in color (a record 2,000 hours in all), and more and more advertisers are selling with color. Come to think of it, going color makes a lot of sense. You know what they say about rainbows.



Indie Stations Add Prestige Thru Local Colorcasting

(Continued from Page 69)

gramming. Viewer and sponsor reaction has been most favorable and encouraging.

WBAP-TV promotes color with color advertising in Fort Worth newspapers, color ads in trade publications and color-direct mail. The Texas station began to "color everything that moves" in September, 1960, when it turned off all its black-and-white cameras. Station Manager Roy Bacus points out that only color capitalizes on the fine packaging that is now so important to modern merchandising.

In Cincinnati, Ohio, WLW is now programming 41 per cent of its regular schedule in color, including 20 hours of local colorcasts each week. All local sports and special events, station breaks and station promotional spots are in color. Sales have increased 34 per cent since 1954, and a recent survey showed that five per cent of the local TV homes have color sets.

Over 1,700 hours of color are

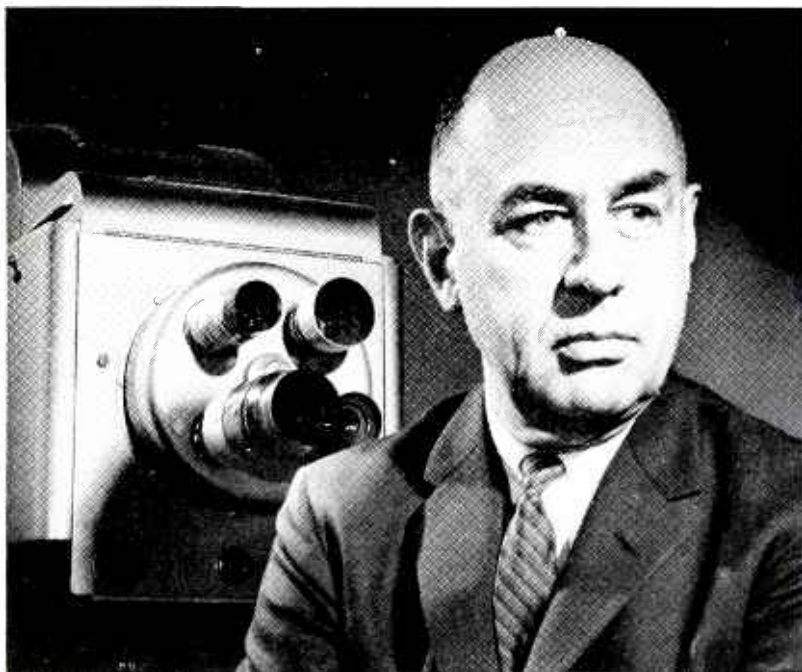
scheduled for 1962 at WGN-TV in Chicago. This is an increase of 300 more hours of colorcasting over 1961's total. The station's new Mid-America Broadcast Center will eventually become an all-color outlet.

Roger Clipp Attests To Value of Color

(Continued from Page 69)

most important "first" in July, 1956, was the area's initial color show, "Bandstand," with Dick Clark. While the number of color sets at that time was slightly less than 50 thousand, the response was vocal and enthusiastic.

The current color schedule is, Monday through Friday, "RCA Color Television Newsreel," the "Bell Telephone Hour," "WFIL-TV Sports," "True Adventure" (Wednesdays), and "Clutch Cargo."



WTMJ-TV FAMOUS AS THE PIONEER THAT MADE MILWAUKEE COLOR-FULL

George Comte, WTMJ-TV General Manager: "Color TV set saturation in Milwaukee is now becoming a real factor in terms of viewership. Starting with our first Colorcast in 1953, WTMJ-TV's progressive policies in Color TV have brought us a great deal of prestige. Our reputation for fine-color programming has also resulted in a considerable competitive advantage." Color TV is a snowballing success. Better get the facts today from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.

Cincinnati Reports

Further Growth in 'Colortown U.S.A.'

By Robert E. Dunville

President, Crosley Broadcasting Corporation

A YEAR ago in these pages I had the privilege of expressing the opinion that the increased manufacture of color television receivers was bound to create more interest on the part of the public in color; and that with several set manufacturers entering the field and RCA announcing a price of under \$500 for a set installed, color programming would become a major factor.

I am happy, but not surprised, that these forecasts have proved out, and I am ready to make another concerning the future of color television: Eventually there will be 100% conversion of television to color. I believe this because I see the motivating force of color television paralleling that of the early days of monochrome in sales growth, in programming, and in that intangible excitement reflected in the attention to color given in the trade press and entertainment magazines, and, simply, in the growing interest of the public as it is exposed to color.

I believe that when color set homes reach a point of 15 or 20 per cent of the total number of television sets, it will be a matter of only a year, or possibly a little less, until the conversion is complete.

I should like to emphasize a number of points which induce this confident belief in the future of color television.

As the ABC Television Network goes into color this fall, and with the NBC Television Network's declared policy of presenting more color shows, the effect will be to stimulate an even greater interest in color by the public and advertisers. This growing competition in the color television field, both in manufacturing and programming, is most encouraging to us who have been color-orientated from the very beginning.

On the local color scene, as far as WLW Television is concerned, the immediate future holds two important color developments: Plans are under way now at Crosley Broadcasting to organize a subsidiary for processing color prints, both film and stills, in a matter of hours. This will permit infinitely greater flexibility in local programming, and as a beginning, shortly after the first of the year all of WLW-TV's local news shows will be done in color.

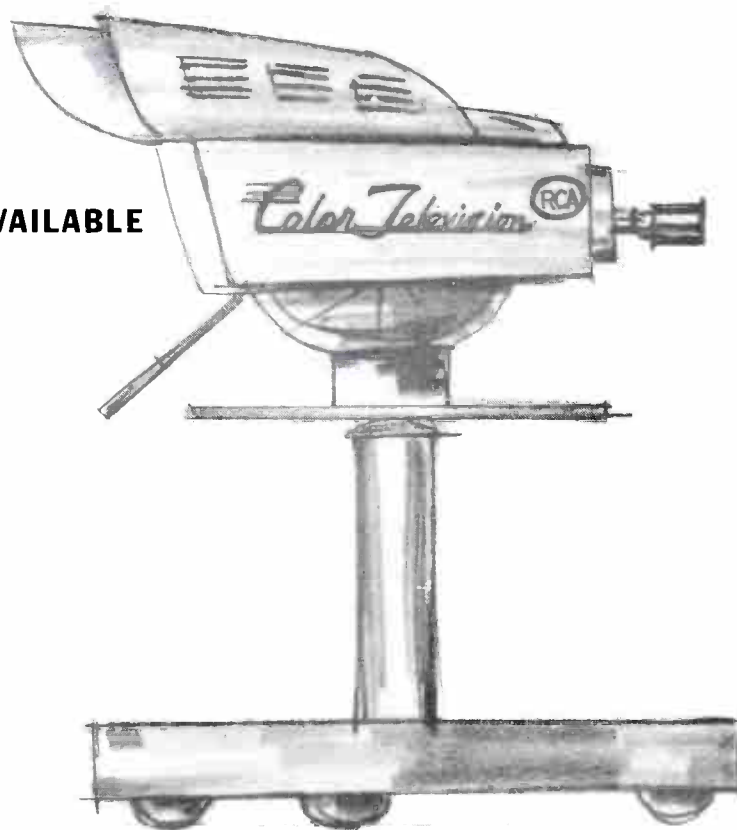
Secondly, our fall programming plans on the local basis call for an increase in local, live color by four or five half-hours per week. This is in addition to the present color schedule now carried which is more than 20 hours of local, live color programs (color movies, syndicated features and specials such as baseball bring our local color programs to more than 30 hours a week). Already all our weekend sustaining public service programs are in color, as well as all station breaks and ID's. Commercially, approximately 80% of the local commercials on our station are in color.

Color set sales in the Cincinnati area (while down in the summer months like all TV sales) indicate a healthy movement and greater interest than ever before, and we anticipate that in the fall and winter season of 1962-63 we will see an increase of some 50% more color sets in our area.

With these most recent developments in the color field, added to other advances previously noted (the low-light camera tube which Crosley Broadcasting was instrumental in developing, and color videotape, to mention just two), I don't think I am being rash in forecasting 100% conversion to color television in the foreseeable future.



SPORTS NETWORK FACILITIES ARE NOW AVAILABLE



IN COLOR

ON-THE-SPOT COLOR COVERAGE WHEREVER AND WHENEVER YOU NEED IT

Sports Network's mobile color unit and color trained personnel are available to add new flexibility and scope to your color planning.

- Complete or partial service available for remote coverage of sports and other events, or for use in your own studios.
- RCA color facilities; Ampex color tape.
- Write or call Charlie Voso for full details.

SPORTS  **NETWORK, INC.**

36 West 44th Street, New York 36, N. Y. • MUrray Hill 2-0117

Three Hours of Colorcasts Set on NBC-TV Each Night

(Continued from Page 69)

film.

The expansion of color film programming on NBC has made it possible for additional advertisers to take advantage of color television. For the coming season, NBC has more big three auto business than the other two networks combined—and four of the five color programs purchased by automotive advertisers are film: A C Spark Plug, "Laramie;" Chevrolet, "Bonanza;" Ford, "Hazel;" Chrysler, "Empire."

Many of the top production outfits on the Coast will be in color, some for the first time: Walt Disney Productions—"Disney's Wonderful World of Color;" Revue—"Laramie" and "The Virginian;" Screen Gems—"Empire" and "Hazel;" NBC—"Bonanza;" Lou Edelman—"The Joey Bishop Show;" plus the majority of movies from the "Saturday Night at the Movies" package of post-1950 20th Century-Fox films.

In addition, some films will be colorized on an occasional basis during special Color Nights and/or Color Weeks. Tentatively scheduled for extra Color Nights during the coming season are the following properties which will be done in color, on a one-time only basis, for the first time: Revue—"It's a Man's World" and "The Wide Country;" Four Star—"The Saints and Sinners;" MGM—"Dr. Kildare" and "Sam Benedict;" and Grandes-Scenes—"International Showtime."

"International Showtime" shot entirely in Europe, will be done for the first time in color for this one time only, using 16mm color film rather than black-and-white tape which they use on a regular basis.

In addition, NBC News has been making greater and greater use of color film in various news specials and on the regularly scheduled "Brinkley's Journal." Bill



The Sing Along Gang joins with Mitch Miller in another old favorite number, on "Sing Along with Mitch," colorcast Fridays, on NBC-TV.

McAndrew, executive vice president of NBC News, recently estimated that this year some 750,000 feet of news film was shot in color, contributing to shows like: "Van Gogh: A Self Portrait," "Japan, East Is West," "The Coming of Christ," "He Is Risen," "Man in Vienna," "The Land," "US Route #1." "Mrs. Kennedy's Trip to India." On April 9th, the special films of John Glenn's orbital flight in Friendship Seven was shown in color, only on NBC. NBC News plans even greater use of color film for the coming season.

Sports Colorcasts

Film was used for the first time to cover sporting events on a regular basis—"All Star Golf" which returns January, 1962 again on color film. In addition, "Shell's Wonderful World of Golf" will be shown in color starting in January on NBC. Also starting in January, "Sports Specials With Bud Palmer," which will be filmed all over the world, in color wherever facilities permit.

In addition to film colorcasts, NBC rounds out its schedule with a full lineup of live-TV programming. For the 1962-63 season, in addition to many programs brought back by popular demand, the network is expanding its live TV shows by adding four new shows.

Live TV Color

The daytime color schedule, with popular shows like "Play Your Hunch," "Price Is Right," and "Your First Impression," is augmented by a new series, "The Merv Griffin Show." This variety show will offer a wide range of entertainment—conversation, music and a measure of the unusual and the unexpected. Saturday mornings, the "Shari Lewis Show" and "King Leonardo" will continue to delight the small fry. This fall, "Ruff 'N Ruddy" will al-

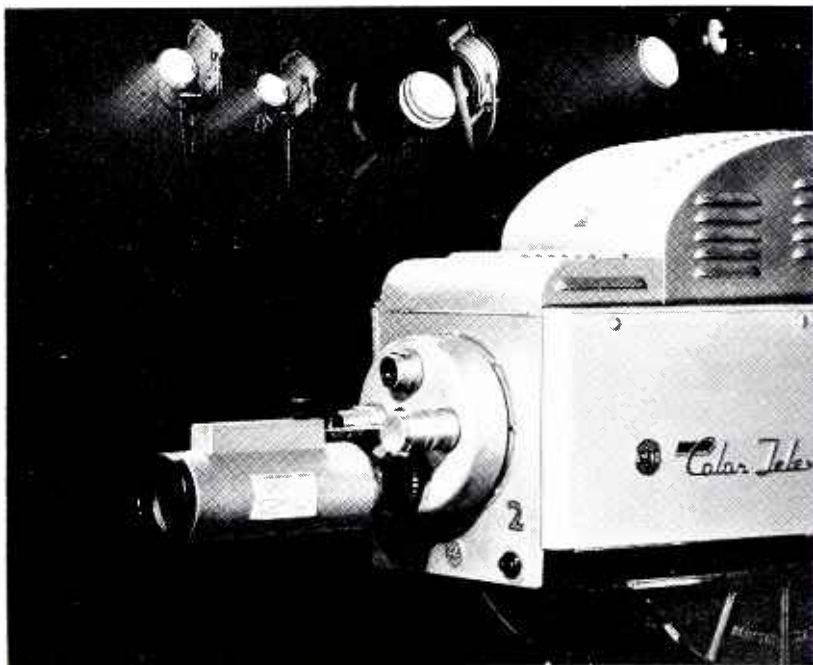
so return.

The nighttime live color programs scheduled for the new season add to the scope, diversity and quality of the color schedule. "The DuPont Show of the Week," on Sunday, will have a top-flight production team headed by recent Emmy winner, Franklin Shaffner. "The Dinah Shore Specials" will also be seen on Sundays on a once-a-month basis.

New Shows

In addition to "The Price Is Right" on Monday and "The Perry Como Show" on Wednesday, "The Andy Williams Show," an hour-long musical variety produced by the same team responsible for the award-winning Fred Astaire color specials, will be colorcast. "Sing Along With Mitch" and the new "Jack Paar Show," in a prime time slot, will appear on Fridays.

NBC's schedule of sports and specials in color is not yet complete, but color, in most cases, was the deciding factor for programs coming to or staying with the network.



Great majority of Nation's TV stations are already equipped to telecast color

Now, nearly 75% of the TV stations coast-to-coast are equipped to rebroadcast network color . . . giving color coverage to areas with 98% of the TV homes in the country! Almost 30% are equipped to originate color on a local basis, and are adding hundreds more hours weekly to total color programming. Color TV is growing every day, and it pays. Find out how it can pay off for you from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.



Shirley Booth serves up her special brand of comedy as "Hazel." To be colorcast on NBC-TV each Thursday night.

COLOR TV

How soon will it be the No. 1 broadcasting medium?

Don't guess now—because it's coming sooner than you think—coming so fast that the trend to color TV is turning into a stampede! Look what's happened since you took a look!

- Color TV set sales are zooming—UP 139% for RCA Victor for the first six months of '62 compared to '61—and *still* going up!
- 11 other major TV set manufacturers have jumped on the Color TV bandwagon, and are *pushing* color with millions of dollars of their own advertising funds.
- Demand for RCA color picture tubes has forced two new plant additions since January.
- ABC announces plans to start color-casting, and NBC increases '62-'63 nighttime schedule to more than two-thirds color—colorful, top show entertainment is growing fast.
- Nearly 75% of the nation's TV stations are already equipped for network color. Almost 30% are equipped to originate local color—adding hundreds more hours weekly to total color programming.
- 140 major American Companies are already sponsoring Color TV—plus many other companies on a local basis.
- Color programs outscore black and white—as much as 82% higher rating and impact in color homes! (ARB, Omaha, March, 1962).
- More and more top advertising agencies are recommending and selling color to their clients.

Color TV pays. The broadcasters and advertisers who have moved aggressively in Color TV are already reaping the rewards. Color TV can pay off for you, *too*. And it will pay you to get the full-color television picture today from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel.: CO 5-5900.



The Most Trusted Name
in Television

Tmk(s)®

Color's \$ Volume

Challenges B & W In Many Areas

By W. Walter Watts

Group Executive V. P., Radio Corp. of America

WITH an increasing frequency these days, we are asked "just how big is this color TV surge we keep reading about?"



After eight long hard years, color TV has now reached the spot where its dollar volume is challenging that of black-and-white in many areas of the country. Color TV receiver sales for us in the first half of this year were 139 per cent ahead of the same period in 1961. Color was a tremendous help in enabling RCA home instruments to achieve its best sales volume in history. What's more, the trade press reports that other manufacturers marketing color sets are also coming up with excellent sales results.

This booming demand for color receivers has been building up month after month since the start of the 1961-62 TV season last September. Dealer and distributor orders for our 1963 line of color receivers are nearly triple those of last year.

Until recently broadcasters, advertisers and TV writers were emphasizing the desirability and urgency of increasing the color television audience. Now that audience is mounting by leaps and bounds, there is hardly a section of the country that is not becoming "color conscious."

What has caused this exciting color TV take-off? Those of us close to the situation believe that the gathering momentum is due to the combination of vital elements that began converging late fall. Among these elements are the following:

There are millions of people in America who have enjoyed the pleasure of watching TV in color.

All major TV manufacturing companies with the exception of one now have announced plans to have color sets on the market this season. Until last fall, we did the pioneering spadework virtually alone.

Color sets require about the same amount of servicing as black-and-white and the cost of service has been reduced.

There have been steady improvements in picture quality on color sets, so that the picture is as much as 50 per cent brighter; tuning has been simplified and other refinements have made the sets much more attractive to the consumer.

Color programming has advanced in major proportions—both on the network and local levels.

In 1960, color TV became a \$100 million a year industry, counting sales of sets and transmitting equipment, broadcasting revenue and servicing. This was a major news event.

Only last fall, we estimated that the color TV industry would reach a \$200 million going rate before the end of 1962. That going rate already has been reached. Now, we are aiming higher.

We believe that color is destined to go on to far greater achievements. The road ahead appears to be marked by sign posts that eventually will lead to billions of dollars in returns and greater enjoyment for the public.

Now, what about the color receiver itself? Will new technological inventions or a scientific discovery soon lead to a drastic change in color TV sets? From where we sit, the answer is an emphatic "No!" We see no great technological breakthrough on the horizon at this time or for several years ahead. Anyone waiting for such a breakthrough before he either gets into color or buys a color set is making a serious mistake.

Dreams In Color

Coming True Through Colorcasting

By Ward L. Quaal

Executive Vice President and General Manager, WGN, Inc.

IT wasn't too long ago that Larry Wolters, radio-TV editor of the Chicago Tribune, wrote: "People used to talk about having dreams in technicolor. These dreams are coming true for millions by way of color television."

Since its introduction almost a decade ago, color television has taken great strides. Today, tint TV has entered the second and decisive phase of its development as a mass entertainment medium and a profitable business venture.

In Chicago, WGN television has played a major role in the introduction and successful marketings of color, the quality reception of which has been enormously enhanced through improvements in cameras, lighting techniques, tape recording, circuitry and receivers.

Chicagoland is in the forefront of the color television market, with an estimated 120,000 sets. We salute NBC's pioneering efforts in colorcasting and welcome with enthusiasm the entrance of ABC to the color field and hope that CBS will join the "fold" shortly.

It is almost incredible that our industry, which has thrived on the three matchless dimensions of television—sight, sound and motion—is so tardy in espousing the fourth greatest dimension—COLOR!

Failure to see color's potential

The failure to see the potential of color as an advertising medium is one of the shortcomings of broadcasters. At WGN-TV, we made our entry in colorcasting in November, 1957, with a modest 30 hours.

Since then, WGN-TV has telecast more than 400 hours of color in 1958; an impressive total of 1,070 hours in 1959; 1,200 in 1960; 1,400 hours in 1961 and, on a projected basis 1,700 hours minimum in 1962.

As a broadcaster, I cannot stress too strongly my feelings on color — that it must "blossom" across the length and breadth of this land if television is to continue the amazing growth of its first 14 commercial years. No business connected with our field, or in any other field, ever has succeeded unless it has been "fed" the ingredients for constant improvement.

Color will stimulate new TV advertisers

In my opinion, color will create a greater tune-in, more interest in the medium and, above all, stimulate the entry of new advertisers to television. The list of those who would use television for their advertising, if enough of it were in color, is limitless.

Think of the thousands of firms in the home furnishings and ready-to-wear field alone who never have given much more than a passing thought to this exciting industry of ours. As color development continues and we hope it will be on a much more rapid basis in the near future, millions of dollars in "new money" will pour into the coffers of the television industry.





Perry Como chats with Kaye Ballard on "Perry Como's Kraft Music Hall," Wednesdays, on the NBC Television Network. Looking on with Kaye and Perry are (l. to r.) Sandy Stewart and Jack Duffy.

RCA Chronology of Color

(Continued from Page 69)

manufacturers to a demonstration and makes available to them without cost, samples of the tri-color tube and kits of circuit components. This action insures the ultimate introduction of color TV on the widest possible basis.

July 9, 1951

WNBT, an NBC station, starts all-electronic colorcasts with first pickup from Palisades Park, N. J.

1952

NBC conducts compatible color TV tests during regular broadcasting hours from the Colonial Theatre, in New York, which becomes America's first studio for large scale color programs.

Spring, 1953

Tri-color TV camera tube is demonstrated to FCC.

June 25, 1953

RCA and NBC petition the FCC to adopt the compatible technical signal specifications as standards for commercial color TV.

October 15, 1953

RCA and NBC join with other members of the industry in a final demonstration held by the NTSC (National Television Systems Committee) at the request of the FCC. The compatible system is now ready for the American people.

December 17, 1953

FCC adopts all-electronic compatible color TV standards.

January 1, 1954

NBC makes first national network colorcast; the Tournament Of Roses Parade in Pasadena, Calif.

March 17, 1954

RCA's Bloomington, Ind., plant starts a limited commercial production of a color TV receiver; NBC announces that 31 stations are equipped for colorcasting.

November 15, 1954

Announcement of #21ANP22 color picture tube.

December 6, 1954

RCA demonstrates 21-inch color picture tube.

December 31, 1954

NBC reports a total of 68 hours of colorcast for 1954 as against 46 hours for CBS and no colorcasts by ABC.

January, 1955

RCA introduces two color TV receivers using the new 21-inch round color picture tube.

March 27, 1955

NBC opens "Color City" at Burbank, Cal., a \$7-million project and the first studio built for color TV.

May, 1955

NBC transmits first color TV pro-

gram on tape.

December, 1955

RCA offers first complete line of color TV receivers. NBC reports a total of 215 hours of color for 1955.

December, 1956

NBC reports a total of 186 hours of colorcasts for 1956.

December, 1957

NBC reports a total of 647 hours of colorcasts for 1957.

1958

NBC reports a total of 668 hours of colorcasts for 1958; 324 of 515 TV stations are equipped for network color transmission.

December, 1959

NBC reports a total of 721 hours of colorcasts for 1959.

May 6, 1960

RCA introduces #1101 color camera tube which requires no greater lighting than a black and white camera. Later, WGN, Chicago, uses new tube to colorcast daytime baseball games, and WHDH, Boston, makes night baseball colorcasts.

December, 1960

Color TV industry reached annual volume of \$100,000,000 in 1960, reports RCA. A total of 1,034 hours of colorcasts for 1960 is reported by NBC.

December 15, 1960

RCA introduces all-sulfide color pic-

ture tube that produces color pictures up to 50 per cent brighter.

December, 1961

NBC reports 140 advertisers using network color TV during 1961 and a total of 1,650 hours of colorcasts for the year. Of 520 TV stations, 369 are now equipped for network color transmission.

February 7, 1962

Color TV industry has reached an annual going rate of \$200 million, RCA reports.

April 1, 1962

RCA demonstrates an experimental color TV camera which, for the first time, produces four signals, three in color and one in black and white.

April 15, 1962

NBC reports 68 per cent of its nighttime schedule will be colorcast in 1962-63 with an average of three hours of color programming each night. ABC plans to start regularly-scheduled colorcasts in September, 1962.

May 1, 1962

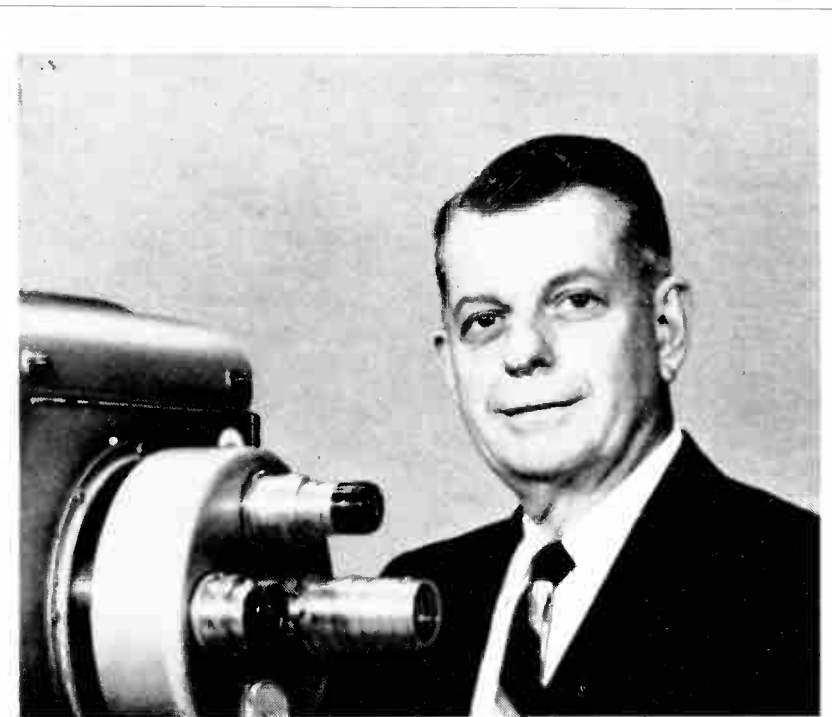
NBC announces plans to colorize studio 8-H in Rockefeller Center, tripling its color studio space there.

June 13, 1962

RCA announces color TV sales for first five months of 1962 were 110 per cent ahead of the same period in 1961.



"Broken Lance," one of many full-length feature films to be shown in color on NBC-TV's "Saturday Night At the Movies," will be aired September 29. Left to right are stars Spencer Tracy, Katy Jurado and Richard Widmark.



KMTV COLOR PIONEERING PAYS OFF IN PRESTIGE, PROMOTION, PROGRAMMING

Owen Saddler, KMTV General Manager: "Color TV is a cornerstone of our reputation for being first with the best in Omaha. Color is a consistently valuable promotion tool. Most important, Color translates into extra rating points. In short, Color is a valuable part of our present and the inevitable future of TV." Color TV can pay off for you, too. Find out how today from: B. I. French, RCA, 30 Rockefeller Plaza, New York 20, N. Y., Tel: CO 5-5900.



RCA MATCHED

...with Many

YOU SELECT A COMPLETE COLOR PACKAGE . . . DESIGNED TO FINEST SYSTEM SPECIFICATIONS

RCA COLOR STUDIO CAMERA—Fifth generation model of the first practical color camera—now featuring stabilized circuits for simplified operation . . . precision yokes for pin-point registration . . . prism optics for sharp, clear pictures.

RCA TV SWITCHING SYSTEM—The brains of the color system . . . key to program flexibility . . . and protector of system specifications—there's an RCA switching system to ideally match every program need.

RCA COLOR MONITOR—The professional color monitor for quality control of color performance—with new circuitry and improved capacity for evaluating color pictures.

RCA COLOR TV TAPE RECORDER—Designed from the

beginning for color operation . . . new solid-state recorder is the ultimate choice for the finest color systems.

RCA 3-VIDICON COLOR FILM SYSTEM—The practical solution to color film programming—now featuring the same optical and stabilization features found in studio cameras.

RCA TRANSMITTER-ANTENNA COMBINATIONS—Built-in color capability . . . at all powers . . . at all frequencies—produce highly reliable, full-fidelity color transmissions—tailored to individual requirements.

RCA COLOR MOBILE UNITS—Custom designed to put the matched color system "on-the-road"—provide color studio performance on-location.



COLOR TV LINE

New Features

Your Only Source for a Matched System

RCA is the only manufacturer that builds a complete line of matched color TV equipment. Proved in color operations for the past nine years, RCA color equipment is matched—electrically, mechanically and operationally—to work as a smoothly functioning TV system with finest color performance. The equipment shown above includes new features and technical refinements. Many use transistors and other solid state devices to gain compactness, long term reliability, and low maintenance cost. All are designed with the RCA brand of operating ease, convenient access to components, and real ruggedness. Set an RCA matched system as your goal, and you will be assured of achieving the easiest, most flexible, most reliable color operation.

See your RCA Broadcast Representative for the complete story. Or write RCA, Broadcast and Television Equipment, Dept. KE-372, Building 15-5, Camden, N. J.



The Most Trusted Name in Television

LIVE COLOR TV CHILDREN'S PROGRAMS

WJAC-TV Romper Room

Children's Kindergarten of the Air. For pre-school-age children. Mon.-Fri. Running Time: 60 minutes. Cost Black & White: On request. Cost Color: On request. Number Available: Continuing.

Produced by: WJAC-TV, Johnstown, Pa.

Distributed by: Bert Claster, Baltimore, Md.

The Shari Lewis Show

Featuring Shari Lewis as ventriloquist, puppeteer, storyteller, dancer and musician. Each program is complete with Miss Lewis' unusual puppet characters among the regular performers involved in various humorous situations. Shown on NBC-TV Network. Running Time: 30 minutes.

Produced by: Tarcher Productions, N. Y. C.

Junior Musicomedies

Original musical comedies, starring talented tots and teens. Costumed and in elaborate setting, these children dance and sing all the most popular songs, all worked into original story lines, with chorus-lines and kid comedians. 26 weeks on CBS-TV & ABC-TV. Kinescopes available.

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: Unlimited.

Produced by: Basch Radio & TV Prods., N. Y. C.

Distributed by: Basch Radio & TV

King Leonardo and His Short Subjects

Color cartoon series about the adventures of "King Leonardo" com-

pleted in two weekly episodes. Actors provide voices for the cartoon characters. Shown on NBC-TV.

Running Time: 30 minutes.

Produced by: Leonardo Productions, N. Y. C.

Hi Fella

A children's participation show including film comic strips, games, and comedy. A popular entertainer carries the show. Appeals to ages from 6 to 16. Also there is a tie-in with schools.

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: Unlimited.

Produced by: V. S. Becker Prods., N. Y. C.

Distributed by: V. S. Becker Prods., N. Y. C.

Lee Dexter Show

Lee Dexter and his puppets with a full hour children's fantasy, Sun. mornings, and a 20-minute Mon. through Fri. series of fun and games for the kiddies.

Running Time: 60 minutes and 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Produced by: WRCV-TV, Philadelphia, Pa.

The Ruff and Reddy Show

Each program features three or four Ruff and Reddy cartoons. Between showings, Captain Bob Cottle spins yarns, draws amusing and instructive sketches and entertains the youngsters with his puppets, Jasper and Gramps. Shown on NBC-TV Network.

Running Time: 30 minutes.

Produced by: Hanna-Barbera, Hollywood, Calif.

Color TV Maturity Creates Big Picture Tube Demand

By D. Y. Smith

V.P. & General Manager, RCA Electron Tube Div.

WITH distributor orders for color TV sets nearly triple that of last year, the demand for color picture tubes has sky-rocketed. A combination of many factors is responsible for this situation. Tremendous enthusiasm created a color TV boom that exceeded the most optimistic forecast of our market analysts. New sales records are set nearly every month. Broadcasters and advertisers are constantly enlarging the variety and number of color programs on the air.



Although two other manufacturers have announced plans to make color picture tubes, we are still the only mass-producer of this product. Our famous three-gun, shadow-mask-type tube has proven to be the most economical and technically sound

approach for color receivers.

The color sets marketed by over ten major electronic manufacturers now use color tubes made by RCA. As color TV has moved from the "growing pains" stage to maturity, the tube orders from manufacturers have continued upward.

Besides producing more tubes, our engineers are hard at work on various technical projects designed to further improve the present color tube.

Even before color TV was "off-and-running," preparations were being made for a vastly accelerated output of color tubes. In January of this year, we announced plans for a \$1.5 million expansion of our color tube plant at Lancaster. This step was taken to meet an anticipated 250 per cent increase in industry demand for color tubes this year. The additional facilities at Lancaster are now nearing the final stages of completion and will be in full swing during the months ahead.

Our second major addition to our color tube production facilities was revealed only three months ago. At that time, RCA disclosed plans to spend \$1.7 million to inaugurate color tube production at its plant in Marion, Indiana. Work on the installation of new color equipment here is progressing on schedule.

Last year we introduced a newer version of our color picture tube which provides up to 50 per cent brighter pictures with greater sharpness and contrast. This milestone has been regarded as a tremendous advance in the history of color TV. Foremost among its many advantages is the greatly improved brightness and contrast when viewed in brightly lighted rooms.

Now, what new developments are on the horizon for color tubes?

Modern trends in styling for black-and-white TV sets have been toward slimmer and more compact cabinets. For several years, our engineers have wrestled with the problem of how to reduce the size of color television sets. One obvious answer was a shorter picture tube. However, to design a shorter tube that would provide the same high picture quality and technical perfection of the current tube presented a challenge.

A 90-degree version of the three-gun shadow-mask tube has just emerged from our advanced engineering laboratories and passed its final testing with flying colors. This tube will be approximately six inches shorter than the 70-degree color tube now in use throughout the industry. The viewing end of the new tube will be round, as in the present tube. It will also provide the same high level of picture brightness and contrast.

Color sets using this new shorter tube will probably make their debut around the middle of next year. We believe this tube will remain the "heart" of color sets for many years.

W P T R No. 1

*in the
Albany
Troy
Schenectady
Market**

**6 A. M. to Midnight
MONDAY thru FRIDAY**

*Sources: Pulse April 1962, Hooper May-June 1962

W P T R 50,000 WATTS

ALBANY, TROY, SCHENECTADY

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JOIN THE GREATEST TEAM FOR PERSONALITY-PRESTIGE PROGRAMMING AT NO-CASH-COST

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- ★ **Star Station Idents**
- ★ **Custom Motion Picture Trailers**

AL PETKER/Personality Scope

Beverly Hills, California

World's Largest Radio Station Service Organization



LIVE COLOR TV CHILDREN'S PROGRAMS

Garfield Goose

Frazier Thomas, Garfield's human prime minister, talks to the puppet character of Gar Goose and entertains children while teaching them manners and showing them short educational films.

Running Time: 45 minutes.
Cost Color: On request.
Number Available: 1 per week.
Produced by: WGN-TV, Chicago, Ill.

Bozo Circus

Bozo the Clown presides over a big-top circus featuring a circus band, animal acts and cartoons for an hour daily.

Running Time: 60 minutes.
Cost Color: On request.
Number Available: 5 per week.
Produced by: WGN-TV, Chicago, Ill.

WGN-TV Dick Tracy

Interspersed with five-minute color episodes of the cartoon adventures of Dick Tracy, a live host tells stories of police work aimed at family interest.

Running Time: 30 minutes.
Number Available: 6 per week.
Produced by: WGN-TV, Chicago, Ill.

Treetop House

A young lady entertains the at-home child with a daily round of games, songs, stories and educational features designed to develop an awareness of the world in youngsters, stimulate a child's imagination and present a world of reality.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 5 per week.
Produced by: WGN-TV, Chicago, Ill.

LIVE TV VARIETY

The Andy Williams Show

Musical-variety starring Andy Williams with guest stars. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: Tandem Enterprises and Barnaby Prods.

Du Pont Show of the Week

Panorama of diversified quality entertainment programs embracing musical variety, dramatic actualities and special projects. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: NBC-TV, N. Y. C.

Frances Farmer Presents

Hostess Frances Farmer, who was associated with Hollywood for many years, makes this afternoon movie presentation a big drawing card. Miss Farmer supplies pertinent, enlightening background information on the feature films she presents. The top-rated feature film presentation in the Indianapolis area.

Running Time: 1 hr. 45 min.
Cost Black & White: On request.
Cost Color: On request.
Number Available: Unlimited.
Produced by: WFBM-TV, Indianapolis, Ind.

All-Network Push

Color Industry Cries for United Action

By Mort Farr

Bd. Chairman, National Appliance & Radio-TV Dealers Assn.

PRESIDENT JOHN F. KENNEDY, Secretary of Commerce Hodges and Secretary of the Treasury Dillon have all been calling for an acceleration in the rate of expansion of our national economy. Regardless of our political affiliation, we all agree that this is a desirable objective.



In the music, appliance and television fields, which I represent, there are many product lines which lend themselves to accelerated growth. This stepped-up growth rate can be attained, if the combined resources of the manufacturers, wholesalers, retailers, service and other affected groups are put behind these product lines.

The product line in our field of activity which probably offers the opportunity for the most spectacular growth is color TV. During the past eight years color has proved its worth to the consumer, as demonstrated by solid, and in most cases, enthusiastic consumer satisfaction. In this, I am speaking not only from the personal experience of a retailer, but from the knowledge and experience of other retailers.

Recently I completed a coast-to-coast survey of color TV retailers who, on the average, have been selling color TV six-and-a-half years and for whom, again, on the average, color TV represents 32 per cent of their total TV dollar sales. Among the questions asked were:

"What has been your experience with respect to customer satisfaction with color TV?" Seventy per cent answered excellent, 30 per cent, good. None said fair or poor — even though these classifications were on the questionnaire. Similarly, when asked, "What has been your service experience on color TV?", 55 per cent answered excellent, 45 per cent good. Again none replied fair or poor.

These dealers reported an average growth in color TV sales of 49 per cent for the first five months in 1962, and anticipated an average increase of 55 per cent in sales for the balance of the year.

When these dealers were asked: "If all three TV networks programmed and promoted color as heavily as NBC, what percentage increase in color TV sales would you anticipate?" The composite answer was 90 per cent—or a whopping 64 per cent more than presently forecasted.

This estimated 90 per cent increase in sales should be truly significant to all industry leaders. Industry leaders should stop talking about the Utopia of substantially lower prices for color TV, single gun and rectangular color TV tubes, and, through united industry effort, tremendously accelerate color's growth.

Now that all TV manufacturers, except one, are in the color manufacturing business, there is only one missing ingredient. This ingredient, if put to work, would cause color sales to grow at a really spectacular rate. That vital element is placing the combined resources of all the networks and the principal TV stations behind color.

As a radio and television retailer with 40 years experience, it is impossible for me to understand how two television networks, owning valuable TV broadcasting licenses, have been able to sit by and do nothing to promote the great technological color revolution.

As New York Times TV columnist, Jack Gould wrote, reviewing the recent CBS presentation of "The Merchant of Venice": "And how the evening cried for color TV." I would like to paraphrase Jack Gould by saying, "And how the industry cries for united action on color TV!"

*It's still
our birthday*

**ONE YEAR OLD
AND SOME BABY !**

PRIME T.V. FILMS, INC. THANKS
T.V. STATIONS ALL OVER THE
WORLD FOR MAKING OUR FIRST
YEAR A HEALTHY ONE

*Michael Hyams
Alec Campbell Jr.
Lillian Hoffman*

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OUR FAMILY

WEST COAST Ettlinger Associates 6000 Sunset Blvd. Hollywood, California	MID-WEST Ben Barry Associates 203 No. Wabash Ave. Chicago, Ill.	NEW ENGLAND Ted Swift Northeast Telepix Associates 80 Baylston St. Boston, Mass.	CANADA Telefilm of Canada 130 Carlton St. Toronto, Ontario
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Sporting Events

A Natural Outlet for Colorcasting

By Richard E. Bailey

President, Sports Network, Inc.

THERE is nothing more spectacular than a sports color telecast. A horse race presented in color is a good example. The jockeys in their multi-colored silks, the lush green turf of the infield, even the shiny bay, black and brown "coats" of the horses, are transmitted beautifully by the medium of color.

The same applies to college and professional football games. Only color television can capture the charm and excitement of the colorful uniforms, the marching bands, the highstepping majorettes and the leggy, enthusiastic cheer-leaders.

We feel that the "breakthrough" in sports color television already has arrived. More and more major league baseball teams are televising their games in color. Football teams—both college and professional—are fast recognizing the advantages inherent in these color telecasts. And color telecasts of golf matches will become quite common.

Colorcasts of Racing Events

Recognizing the great potential in color television, especially in the field of sports, Sports Network, Inc. purchased a four-camera color television mobile unit earlier this year. We have already presented horse racing telecasts in color from New Jersey tracks and the response, both from track officials and viewers, was quite encouraging. Later this summer, we will be equipped with the latest video tape recorders, which will permit us to tape our color telecasts on-the-spot. This equipment will also be made available to agencies, stations and independent producers for the recording of programs and commercials. Looking ahead to next winter, our color television mobile unit will present remote pickups of horse racing, golf and football classics from Florida.

Baseball, football, and other sports that take from one or more hours to perform, have been a tower of strength in placing color television sets in the home. The average television color set organization's installation men in the past have had a difficult problem in tuning the color to the set. This problem has now been overcome, thanks to the regular telecasting of afternoon sports events, especially baseball games.

The changeover from black-and-white to color TV is progressing fast. The reason, of course, is obvious. Viewers, and especially sports fans, want to watch their favorites perform in their natural surroundings. And as I pointed out earlier, sports is the most natural outlet for color television presentations.

New in the Family

We have added to our family of engineers, Mr. E. T. Brown of Baton Rouge, Louisiana, who is recognized as one of the nation's foremost color specialists. He received his first formal color training under Dr. John Wentworth of Radio Corporation of America in 1952, and he toured the country with an RCA color demonstration team for 10 years before joining SNI.

The "breakthrough" in color telecasting, to repeat, is here, and the time is not too distant when perhaps two-thirds of all sports shows will be presented in color, enhancing the panoramic scope of sports colorcasting. We are proud to be a part of this progress.

LIVE TV VARIETY

The Tonight Show Starring Johnny Carson

With Johnny Carson acting as host, guest stars appear to chat, to perform as singers or dancers, but mostly to bat the breeze around. Johnny Carson becomes permanent host Oct. 8. Shown on NBC-TV Network.

Running Time: 105 minutes.
Produced by: NBC-TV, N. Y. C.

Dinah Shore Show

Musical-variety starring Dinah Shore with guests. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: Henry Jaffe Enterprises, N. Y. C.

On Stage

A musical variety show using the most talented new faces.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 13 plus.
Produced by: V. S. Becker Prods., N. Y. C.
Distributed by: V. S. Becker Prods., N. Y. C.

Walt Disney's Wonderful World of Color

Ranges over a wide field of subjects and treatments, from true-to-life

nature stories, to animated cartoons, tales of adventure to drama, musical extravaganzas to classical tales. Shown on NBC-TV Network.
Running Time: 60 minutes.
Produced by: Walt Disney, Hollywood, Calif.

Perry Como's Kraft Music Hall

Musical-variety starring Perry Como with guest stars. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: Roncom, N. Y. C.

Versatile Varieties

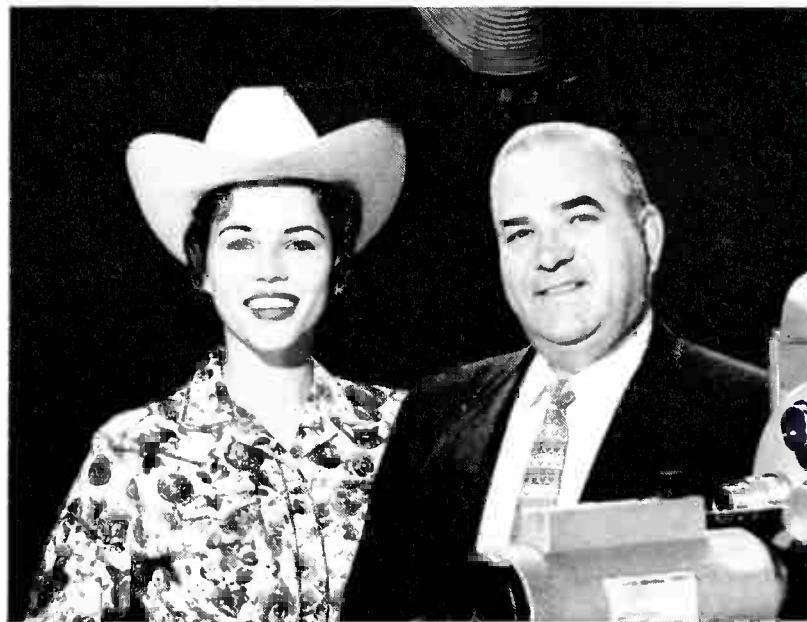
Variety show, previously on networks, with name guests, variety acts and name MC. Kinescope available.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: Unlimited.
Produced by: Basch Radio & Television Prods., N. Y. C.
Distributed by: Basch Radio & TV

The Jack Paar Show

Musical-variety starring Jack Paar with guest stars. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: Jack Paar Prods.



WBAP-TV RIDING HIGH AS COLOR ENTHUSIASM GROWS TEXAS-SIZED

Roy Bacus, WBAP-TV Station Manager (with Linda Loftis, Miss Texas): "Color TV is the ultimate in home entertainment, education and advertising, and the Dallas-Fort Worth market is enthusiastic. Our Color shows are scoring high ratings, and we plan increases to our 42-hour Color week. More and more advertisers are enjoying Color TV's advantages and prestige." Color TV can do Texas-sized things for you, too. Find out how today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

MISC. LIVE TV COLOR

Your First Impression

Panelists attempt to identify show business celebrities and other notables through the initial reaction of the guests to single words and incomplete sentences submitted to them by the panelists. Shown on NBC-TV.

Running Time: 30 minutes.
Produced by: Stark-Hall Productions, Inc., Hollywood, Calif.

Play Your Hunch

Game show in which two pairs of panelists try to guess which of three persons or things is the authentic one. The first team to win three matches wins the game. Shown on NBC-TV Network.

Running Time: 30 minutes.
Produced by: Goodson - Todman, N. Y. C.

Hang It All

Fast-moving, with lots of visual appeal, "gimmicks" with build-up of interest and prizes, as contestant "stays and plays" until defeated by any number of opponents.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: Unlimited.
Produced by: Basch Radio & Television Productions, N. Y. C.
Distributed by: Basch Radio & TV

The Jan Murray Show

Game show in which two contestants "buy" a prize on their "charge account" and then play a word game in order to make money with which to pay for the merchandise. Shown on NBC-TV Network.

Running Time: 30 minutes.
Produced by: Jantone Productions, N. Y. C.

The Price Is Right

Game show in which four panelists try to guess the retail value of displayed merchandise. Closest bid, without going over actual retail price, wins. Shown on NBC-TV Network.

Running Time: 30 minutes.
Produced by: Goodson - Todman, N. Y. C.

Sportsman's Friend

Harold Ensley, 1960 World Champion Fresh Water Fisherman, and hunting and fishing authority, in a program of fishing and hunting news, information, and tips, with film clips, interviews, and live studio demonstration. Mon., 9:30-10:00 P.M.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: One per week.
Produced by: KCMO-TV, Kansas City, Mo.

Color Unlocks Door

To A More Profitable TV Industry

By Richard Feiner

President, The Teledynamics Corporation

"WHERE are we going to get the (color) advertisers to sponsor the (color) programs when there is not a (color) audience because there are no (color) sets?" This is, as we all know, the same question minus (color) that was asked after the war about black-and-white television.



Our American sense of progress and enterprise, inherent in our system of government and economics, provided the obvious answer. Sponsors invested, first at a loss and now at a profit, in the meteor that is television, because of the powerful, early-day programs, the "Milton Berle Show," the big fights, the World Series, the Kefauver hearings, the significant news events.

But now, television history is repeating itself; color is repeating this historic pattern. And it's no test pattern; it's the real thing. More color programming of stand-out quality is being offered by more U. S. stations, and outside America, too, the march has begun. More color sets are being sold than ever before. The audience, no longer "significant," is now "decisive." There is no longer any doubt that color is an aid to ratings, to the "sell" of commercials, to the sizzle of station and network promotions and to the impact of program publicity.

Happily, production in color no longer presents the same problems that the pioneers in the medium faced five or so years ago. There have been genuinely dramatic advances in the technical quality of color films. "True Adventure," for example, is filmed in Hong Kong, Viet Nam, Corregidor, Ceylon, Madagascar—on every continent of the world—without the control conditions existing in studios where lighting and other production requirements are strictly regulated. Color presents double program values, the advantage of being able to see such faraway places the way they actually look and the inherent news values existing in these areas where authentic drama and crisis are the order of the day.

The benefits that color programming provide are interwoven ones. Advertisers are enabled to capture larger audiences and viewers per set (surveys prove) and they are also able to add appreciable punch and variety to their sales messages. And the cost of this now pays its own way. The color station, with all the prestige attendant upon it in its home community, has a powerful promotion plus. The producer of color programming has a more valuable property and one with a greater longevity built into it. This assures him of his money back with reasonable celerity—money for additional, future production—and a steadier, more orderly profit over the years. Thus, color improved competition within the business and outside it.

ARB and Nielsen ratings across the country, from Los Angeles to New York, for "True Adventure" are particularly revealing. Essentially, they show that the Bill Burrud color series, which we distribute throughout most of the world, is actually going upsteam in the summer hiatus period. Most other shows, reflecting traditional summer viewing slumps, are barely holding their own or are going downstream. We are witnessing an extraordinary achievement, a summer audience build-up and we credit much of this success with "True Adventure" to color.

We believe that color is the key today to a healthier television industry, and the hope for tomorrow, too. We think color is good business for all who are in this business, that it is a bonanza for the viewer as well.



"COLOR IS KEY TO MARKET LEADERSHIP," SAYS WSAZ-TV

C. Thomas Garten, WSAZ-TV General Manager: "Color TV enthusiasm is growing fast in the Charleston-Huntington area. Color is greatly influencing program selectivity. It has proven promotional advantages. We're the leader in this market, and one sure way to stay in the lead is with more and more Color." Have you looked into Color TV? It pays. Find out how it can pay off for you from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

A Profitable Promise

Color TV Industry Glows Brightly

By L. C. Truesdell

President, Zenith Sales Corporation

COLOR adds an exciting, new dimension to home TV. As a sales item, however, color television should be regarded as a segment of our market that will grow alongside black-and-white TV — rather than a booming sky-rocket that will replace it.

Last year we introduced a complete line of color receivers, manufactured at our plant and engineered to give superior performance and dependability comparable to our black-and-white units. These new sets were the result of years of extensive research and development work in both color broadcasting and reception, and sales exceeded even our expectations. In May, we expanded our color line from nine to 15 basic models that include compact console-ettes and a complete "home theatre" fine-furniture piece.

To apply a powerful spotlight on this new family of sets, Zenith is co-sponsoring live, and in color, nationally over the NBC-TV network telecasts of the "World Series of Golf" on September 8 and 9 from the Firestone Country Club course, Akron, Ohio. The final six holes will be televised each of the two days.

This match brings together Arnold Palmer, 1962 Masters champion; Jack Nicklaus, 1962 National Open champion, and the winners of this year's British Open and PGA tournaments. First prize is \$50,000, richest single purse in professional golf. Second prize is \$15,000, with \$5,000 each going to the third and fourth place finishers.

We expect to reach 9½ to 10 million viewers during the 90 minutes this competition is on the air each day, and will divide advertising between our color TV sets and our phonographs with the Micro-Touch two gram tone arm.

During 1962, we estimate the industry will sell 350,000 to 400,000 color receivers, if the necessary components are available. We also estimate that we will account for some 100,000 of these sets. In 1963, the production limiting factor will be removed when our subsidiary, The Rauland Corp., begins making color picture tubes in its enlarged plant on Chicago's northwest side.

Currently, color TV's market penetration is following a normal growth pattern. The new 90° color tube, which will be ready for the 1964 lines, is a logical "state of the art" improvement that will allow greater flexibility and freedom in cabinetry design.

While continuing improvements in the performance of color sets will be made, and some costs will be taken out in time, we visualize no near-term breakthrough which would permit a color TV set to be sold at a reasonable profit for under two or three times the price of a black-and-white set.

There is a real market ahead for color and we look forward to the possibility of a million color sets a year being sold by 1967. If industry leaders exercise sound judgment in their approach to this burgeoning market and give more than lip service to quality, dependability and features rather than mass production of cheap goods for the lowest price, color TV may well become the business bonanza of the current decade.



MISC. LIVE TV COLOR

Speak Up

An unrehearsed pro-and-con discussion of current topics and controversies of national and local interest, moderated by Marciarose and featuring authorities from theatre, business, politics, government, welfare, diplomacy and education. Sundays.

Running Time: 30 minutes.

Cost Color: On request.

Produced by: WRCV-TV, Philadelphia, Pa.

Hobby Happy

Hobbies are submitted by viewing audience. Hobbies of famous people in the entertainment and business world will be shown. Audience participates.

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: 13 plus.

Produced by: V. S. Becker Prods., N. Y. C.

Distributed by: V. S. Becker Prods., N. Y. C.

Heirs to Fame

"Name" panel show, with guests whose ancestors were famous. Panel tries to identify famous predecessor, while guests build up their own present-day fortunes for each clue missed. Home participation too.

Running Time: 30 minutes.

Cost Black & White: On request.

Cost Color: On request.

Number Available: Unlimited.

Produced by: Basch Radio & TV Prods., N. Y. C.

Distributed by: Basch Radio & TV Prods., N. Y. C.

Meet the Press

Interviews with people prominent in the news by a panel of news correspondents. Shown on NBC-TV Network.

Running Time: 30 minutes.

Produced by: NBC News, NBC-TV, N. Y. C.

Exercise with Gloria

Program of exercise and posture conducted by Gloria Roeder. 9:30-10:00 A.M., Mon. through Fri.

Running Time: 30 minutes.

Cost Color: On request.

Produced by: WRCV-TV, Philadelphia, Pa.

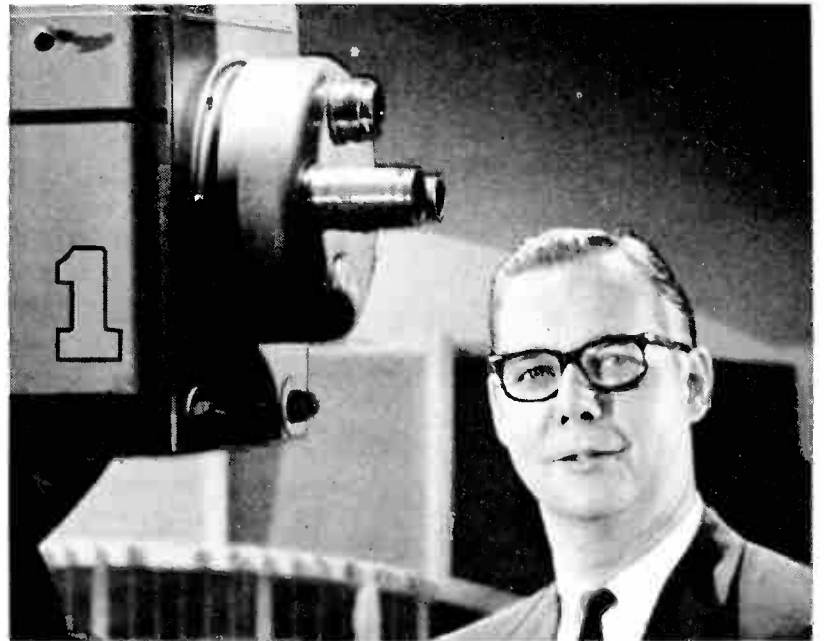
Kitchen Magic

Brings the latest in cooking know-how to viewers, and follows up with a printed recipe folder available on request. A rotating group of home economists from an area utility gives a continuing fresh approach.

Running Time: 25 minutes.

Number Available: No limit.

Produced by: WBRE-TV, Wilkes-Barre, Pa.



COLOR TV PICTURE IN FLORIDA BIG AND BRIGHT FOR WFGA-TV

Jesse Cripe, WFGA-TV General Manager: "Color TV is paying off with the rapid growth of Color sets and viewer interest in Jacksonville. Climbing circulation has brought more and more advertiser requests for Color, and our revenue is growing. Added prestige and audience loyalty are two more WFGA benefits from Color. Now, we're adding to our Color facilities and programming." Color TV can pay off for you, too. Find out how today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

MISC. LIVE TV COLOR PROGRAMS

Glamor Girl

Fashions, beauty, balanced diets and forecasts on coming trends of interest to women. Also what to wear to business, socials and vacations. Interviews with experts; suggestions on travel.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: V. S. Becker Prods., N. Y. C.
Distributed by: V. S. Becker Prods., N. Y. C.

Fashion Firsts

Julie Dane, MC, introduces latest in fashions with news-format similar to fashion magazine. Glamorous models, famous designers, international stars and performers offer a different theme each week.

Running Time: 30 minutes.
Cost Black & White: \$4,500.
Cost Color: \$5,000.
Number Available: Samples of previous 39 shows from Boston Market.
Produced by: Frith Corp., Boston, Mass.
Distributed by: Frith Corp., Boston, Mass.

Sunday Night News

Latest local, regional, national and world news report. Much local film coverage, and UPI facsimile service. Sports and weather information.

Running Time: 15 minutes.
Number Available: No limit.
Produced by: WBRF-TV, Walkers-Barre, Pa.

Midwestern Hayride

Dean Richards M.C.'s rollicking Country Western entertainment, featuring Bonnie Lou, the Hometowners, the Lucky Pennies and Nancy Dawn. 6:30-7:00 P.M. Saturdays. Program originates in studios of our sister station WLW-T, Cincinnati and is fed live to WLW-I, Indianapolis.

Running Time: 30 minutes.
Cost Color: Class "B" rate per spot.
Number Available: 5 spots per program.
Produced by: WLW-I, Cincinnati, O.

Sing Along with Mitch

A male chorus of 25 voices, conducted by Mitch Miller, sings a variety of American popular songs. Eight girl dancers are used in the production numbers, each of which centers about a theme — life in a small town, a county fair, or some such setting. Guest stars appear to do two or three solo numbers. Shown on NBC-TV.

Running Time: 60 minutes.
Produced by: All America Productions, N. Y. C.

Bell Telephone Hour

Music featuring stars of the music world. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: Henry Jaffe Enterprises, N. Y. C.

Big Tiny Little

Big Tiny Little, recording and television star, emcee's, plays piano, along with 6-piece musical combo of musicians and singers. Regular name guest stars.

Running Time: 30 minutes.
Produced by: Premiere Artists & Production Agency, Hollywood, Cal.

Notes to You

Four members of audience act as participants. They select the notes on a piano and the host immediately improvises a melody. Members of audience also select a title and audience applause decides selection.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: Unlimited.
Produced by: Commodore Productions, Los Angeles, Calif.

Down You Go

Bergen Evans is moderator as a panel of four try to guess a well-known phrase or expression by first guessing the letters that exist in the word.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 1 per week.
Produced by: WGN-TV, Chicago, Ill.

Outdoorsman

Jim Thomas hosts a program featuring interviews and tips for the sportsman. Thomas and guests show color films illustrating many fishing and hunting adventures.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 1 per week.
Produced by: WGN-TV, Chicago, Ill.

Holiday Firsts

Camera follows a family through visa procedures, changing of currencies, traveling and sightseeing to a different country each week. MC explains details of travel, pertinent tourist information, price ranges and supplies commentary.

Running Time: 30 minutes.
Cost Black & White: \$4,500.
Cost Color: \$6,500.
Number Available: Pilot.
Produced by: Frith Corp., Boston, Mass.
Distributed by: Frith Corp., Boston, Mass.

Crime Prevented!

Prof. Grell is the only character on the air who prevents crimes—instead of merely capturing offenders. Grell's psychological approach forestalls the completion of a crime.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: Unlimited.
Produced by: Basch Radio & TV Prods. in co-op. with Ronald Dawson, N. Y. C.
Distributed by: Basch Radio & TV Prods., N. Y. C.

Saturday Night News

A complete report of all local, regional, national and world-wide news. Also includes complete, sports report and weather information.

Running Time: 15 minutes.
Number Available: No limit.
Produced by: WBRE-TV, Wilkes-Barre, Pa.

COLOR FILM PROGRAMS

FILM CARTOONS

Warner Bros. Cartoons

Fun-filled adventures involving Bugs Bunny, Porky Pig, Elmer Fudd, Daffy Duck and many other favorite cartoon characters, originally produced for theatrical showing.

Running Time: 7 to 10 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 337, 304 in color.
Produced by: Warner Bros., Hollywood, Calif.
Distributed by: U.A.A., Inc., N. Y. C.

Popeye Cartoons

The spinach-eatin' sailor man and his actionful adventures with Olive Oyl, Bluto, Wimpy and assorted characters, originally shown in theatres.

Running Time: 7 to 10 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 234, 114 in color.
Produced by: Paramount Pictures, Hollywood, Calif.
Distributed by: U.A.A., Inc., N. Y. C.

Popeye

The adventures of Popeye and all his friends.

Running Time: 5½ minutes.
Cost Black & White: According to market.
Cost Color: According to market.
Number Available: 220.
Produced by: King Features Syndicate, N. Y. C.
Distributed by: King Features Syndicate, N. Y. C.

The Shrimp

The world of children shown through the eyes of a ten year old boy as he is saddled with a younger brother, who follows him wherever he goes. Their adventures as the older brothers tries to get away to be with the gang.

Color Film Cartoons
Running Time: 30 minutes.
Cost Color: Open.
Number Available: Pilot only.
Produced by: Format Films, Inc., No. Hollywood, Calif.

Felix the Cat

Animated color cartoon series starring the world-famous Felix the Cat.

Running Time: 7½ minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 130.
Produced by: Felix the Cat Prod., Inc.
Distributed by: Trans-Lux Television Corp., New York.

Out of the Inkwell

100 brand new animated, complete cartoons, created by Max Fleischer, produced by Hal Seeger. Main characters—Koko the clown, Kokette, Kikonut and Mean Moe. Featuring real photographic background. Available on library basis.

Running Time: 5 minutes.
Cost Black & White: On request.

Cost Color: On request.
Number Available: 100.
Produced by: Hal Seeger Productions, New York, N. Y.
Distributed by: Video House, Inc., New York, N. Y.

Mister Magoo

Starring "Oscar" winning Mister Magoo along with nephew Waldo, Mother Magoo, Uncle Tyecon and others.

Running Time: 5 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 130.
Produced by: Television Personalities, Burbank, Calif.
Distributed by: Television Personalities, New York City.

Casper the Friendly Ghost and Company

Casper and all his friends—Baby Huey, Little Audrey, Herman and Katnip, Buzzy the Crow, etc.—provide hi-jinks and merriment. Originally produced for theatrical distribution, features full animation and scoring, openings, closings and bridges.

Running Time: 6 to 8 mins. each.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 170.
Produced by: Harvey Cartoons, N. Y.
Distributed by: ABC Films, Inc., New York.

Clutch Cargo

A humorous adventure and suspense filled series featuring the new medium "Syncrovox," patented TV production technique. 52 adventure stories, 260 four minute episodes for a five minute program. Merchandising, toys, sponsor tie-in.

Running Time: 4½ minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 260 episodes.
Produced by: Cambria Studios, Los Angeles, Calif.
Distributed by: Geo. Bagnall & Assoc., Inc., Beverly Hills.

The Alvin Show

A musical variety show directed to children and starring David Seville and the three Chipmunks, Alvin, Simon and Theodore, of record fame.

Running Time: 30 minutes.
Number Available: 26.
Produced by: Format Films, Inc., No. Hollywood, Calif.
Distributed by: CBS-TV, New York.

Space Angel

TV comic strip. Cast: Scott McCloid, Taurus, Crystal, time is foreseeable future, place solar system. When orders flash in from the Chief of the FBI, Scott boards his super spaceship starduster, blasts off from his secret space station evening star, and in a matter of second is streaking

COLOR FILM CARTOONS

towards his objective, etc.

Running Time: 5 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 130 episodes.
Produced by: TV Comic Strips, Los Angeles, Calif.
Distributed by: Cartoon Dist. Corp., Beverly Hills, Calif.

Captain Sailor Bird

Series which presents delightful Captain Sailor Bird in situations with a subtle moral and without violence.
Running Time: 5 minutes.
Cost Color: On request.
Number Available: 187.
Produced by: Sterling Television, New York.
Distributed by: Sterling TV, N. Y.

The Dick Tracy Show

Based on Chester Gould comic strip characters and introducing new Tracy lieutenants, Joe Jitsu, Hemlock Holmes, Heap O'Callory and Go-Go Gomez. Each episode complete.
Running Time: 5 minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Television Personalities, Burbank, Calif.
Distributed by: Television Personalities, New York City.

Bozo the Clown

5½-minute cartoon library consisting of 208 cartoons.
Running Time: 5½ minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Larry Harmon Prod., Hollywood, Cal.
Distributed by: Jayark Films, N. Y. C.

The Jetsons

Animated situation comedy series of a youngish family with all the trials, tribulations and worries of an average suburban family, except they live 100 years from today. On ABC-TV Network.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: On request.
Produced by: Hanna-Barbera Prod., Hollywood, Calif.
Distributed by: Screen Gems, Inc., New York, N. Y.

Mighty Hercules, The

A new cartoon series based on the adventures of the legendary mythological hero Hercules, the strongest man in the universe.

Running Time: 5½ minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 130.
Produced by: Adventure Cartoon for TV, Inc.
Distributed by: Trans-Lux TV Corp., New York.

Heckle and Jeckle

Two know-it-all magpies who almost always get the better of their opponents join in a series of misadventures with such popular cartoon favorites as the Terry Bears, Little Roquefort and Dinky Duck.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 26 half-hours (208 cartoons).
Produced by: Terrytoons, New Rochelle, N. Y.
Distributed by: CBS Films Inc., New York City.

The Flintstones

Animated comedy series featuring a suburban couple with all the woes and worries of today's suburbanites, except these people live in pre-historic times. On ABC-TV Network.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: On request.
Produced by: Hanna-Barbera Prod., Hollywood.
Distributed by: Screen Gems, Inc., New York.

Keemar, The Invisible Boy

A children's adventure show based on the adventures of Keemar and his side kick, Pete Platypus, and their fight against evil throughout the world.

Running Time: 15 minutes.
Cost Color: Open.
Number Available: Pilot only.
Produced by: Format Films, Inc., No. Hollywood, Calif.

Mel-O-Toons

Cartoons based on RCA, Columbia, Capitol, etc. recordings of classics, folk stories, novelty tune, and famous music. All these new animated cartoons uses as its sound track the actual record on which it was based. In color.

Running Time: 6 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 52.
Produced by: Mel-O-Toons, Inc., Newbury Park, Calif.
Distributed by: Mel-O-Toons, Inc., Boston, Mass.

Little Pedro

Based on the syndicated newspaper

comic strip, the adventures of Little Pedro in the Latin Americas. Legend, music, humor and pathos—and romance, of course, with Rosita.
Running Time: 15 min.-½ hr.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Jack Kinney Prod., Inc., Hollywood, Calif.

Chandu, The Magician

Based on the popular radio series, adventure, intrigue, suspense, coupled with the knowledge of the supernatural given only to a few, like Chandu, The Magician.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Jack Kinney Prod., Inc., Hollywood, Calif.

Cause for Alarm

Presentation of on-the-spot live action and cartoon characters. These episodes, although dedicated to the subject of fire prevention and control, are nevertheless entertaining and educational.

Running Time: 5 minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Jack Kinney Prod., Inc., Hollywood, Calif.

Foibles of Man

The average man, as a statistic, never sees himself as others see him. Here is a chance to see yourself. There is humor even in facts—and you will enjoy laughing at yourself.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Jack Kinney Prod., Inc., Hollywood, Calif.

COLOR FEATURE FILMS

MGM 30 '62 Features

Another group of 30 MGM post-'48 features, including "Mogambo, Don't Go Near the Water, The Last Time I Saw Paris, All the Brothers Were Valiant, Scaramouche, with stars like Elizabeth Taylor, Grace Kelly, Ava Gardner, Robert Taylor, Clark Gable and Judy Garland.
Running Time: Various.
Number Available: 30.
Produced by: MGM, New York.
Distributed by: MGM Television, New York.

MGM 30 '61 Features

Thirty of MGM's top post-'48 features, including such outstanding hits as The Bad and the Beautiful, Battle Circus, Carbine Williams, and Lone Star, with performers like Clark Gable, James Stewart, Lana Turner, Kirk Douglas, Humphrey Bogart and others.
Running Time: Various.
Number Available: 30.
Produced by: MGM, New York.
Distributed by: MGM Television, New York.

22-post '48

Paramount Pictures

Contains such movies as "Lucy Gallant," "Jivaro," "Hong Kong," "Passage West," "El Paso," etc. 19 in color.
Running Time: Various.
Number Available: 22.
Produced by: Paramount Pictures, New York.
Distributed by: Colorama Features, Inc., New York.

Seven Arts' Films of the 50's, Vol. 1

Warner Bros. post-50 features including such titles as: High and the Mighty, John Wayne, Claire Trevor, Laraine Day, Rebel Without A Cause, James Dean, Natalie Wood; Star Is Born, Judy Garland, James Mason; Dial M For Murder, Ray Milland, Grace Kelly, Robert Cummings; Tea For Two, Doris Day, Gordon MacRae.

Running Time: Various.
Number Available: 39.
Produced by: Warner Bros.
Distributed by: Seven Arts Associated Corp., N. Y. C.

Seven Arts' Films of the 50's, Vol. 2

Warner Bros. post-50 features including such titles as: East of Eden, Julie Harris, James Dean; Young At Heart, Doris Day, Frank Sinatra; Jim Thorpe, All American, Burt Lancaster, Charles Bickford; Captain Horatio Hornblower, Gregory Peck, Virginia Mayo; I'll See You In My Dreams, Doris Day, Danny Thomas.

Running Time: Various.
Number Available: 41.
Produced by: Warner Bros.
Distributed by: Seven Arts Associated Corp., N. Y. C.

Seven Arts' Films of the 50's, Vol. 3

Warner Bros. post-50 features including such titles as: Mister Roberts, Henry Fonda, James Cagney; Battle

Cry, Van Heflin, Aldo Ray; April in Paris, Doris Day, Ray Bolger; House of Wax, Vincent Price, Frank Lovejoy; The Miracle Of Our Lady Of Fatima, Filbert Roland, Angela Clark.
Running Time: Various.
Number Available: 41.
Produced by: Warner Bros.
Distributed by: Seven Arts Associated Corp., N. Y. C.

Hollywood Special

Series of first-time-on-TV feature films spotlighting motion pictures released from 1954 to the present. On ABC-TV Network.
Running Time: 2 hours.
Cost Black & White: On request.
Cost Color: On request.
Number Available: On request.
Produced by: Al Suddington.

Cavalcade of the '60's, Group I

Post-'48 features consisting of Friendly Persuasion, starring Gary Cooper; Al Capone, starring Rod Steiger; Pay Or Die, starring Ernest Borgnine, and Dondi, with Patti Page.
Running Time: Over 70 minutes.
Number Available: 40.
Produced by: Allied Artists Pictures, New York.
Distributed by: Allied Artists TV Corp., New York.

32 Features, Group II

Post-'48 features, consisting of Love In The Afternoon, starring Gary Cooper and Audrey Hepburn; Look

In Any Window, starring Paul Anka, and The Big Circus, starring Victor Mature, etc.
Running Time: Over 70 minutes.
Number Available: 32.
Produced by: Allied Artists Pictures, New York.
Distributed by: Allied Artists TV, New York.

Walter Reade-Sterling Feature Package

Eighty-eight major films.
Running Time: Various.
Number Available: 88.
Distributed by: Sterling Television, New York.

Jayark Blockbuster Features

Post-50 features starring Gregory Peck, James Cagney, Ray Milland, Audrey Hepburn, Barbara Stanwyck, Natalie Wood, among others.
Running Time: Various.
Number Available: 57.
Distributed by: Jayark Films, N. Y. C.

Science Fiction

Post-48 features, consisting of House On Haunted Hill, starring Vincent Price; Frankenstein—1970, starring Boris Karloff, and Queen Of Outer Space, starring Zsa Zsa Gabor.
Running Time: Over 60 minutes.
Number Available: 20.
Produced by: Allied Artists Pictures, New York.
Distributed by: Allied Artists TV Corp., New York.

COLOR FEATURE FILMS

UAA'S Showcase for the Sixties

Group of thirty-three theatrical features recently released to TV. Eight films are in color, including such titles as "Indian Fighter," "Pride and the Passion" and "Man of the West."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 33.
Distributed by: United Artists Associated, N. Y. C.

UAA Award Group

Group of forty-seven theatrical features. Twenty-three films are in color including such titles as "Beachhead," "Moulin Rouge," and "Return to Paradise."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 47.
Distributed by: United Artists Associated, N. Y. C.

UAA Top 35

Group of thirty-five theatrical features, with ten films in color including "Bwana Devil" and "Sabre Jet."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 35.
Distributed by: United Artists Associated, N. Y. C.

UAA Box Office 26

Group of twenty-six theatrical features, three of which are in color such as "The Barefoot Contessa" and "Running Target."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 26.
Distributed by: United Artists Associated, Inc., N. Y. C.

UAA 65 Group

Group of sixty-five theatrical features, nine films of which are in color including such titles as "Summertime" and "Foreign Intrigue."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 65.
Distributed by: United Artists Associated, N. Y. C.

UAA A-Okays

Group of thirty-two theatrical features. Seven titles are in color including "Paris Holiday," "Alexander the Great" and "Legend of the Lost."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 32.
Distributed by: U.A.A., Inc., N. Y. C.

UAA Lucky Seven

Group of seven theatrical features including two in color, "Destination Moon" and "Happy Go Lovely."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 7.
Distributed by: United Artists Associated, N. Y. C.

Warner Bros. Features

Group of seven hundred sixty-six theatrical features. Twenty-four are in color, including such titles as "Adventures of Robin Hood," "My Wild Irish Rose" and "Dodge City."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 766.
Produced by: Warner Bros., Hollywood, Calif.
Distributed by: U.A.A., Inc., N. Y. C.

RKO Features

Group of seven hundred and twenty-eight theatrical features, with nineteen titles in color including "Flying Leath-

erneck." "Two Tickets to Broadway" and "She Wore a Yellow Ribbon."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 728.
Produced by: RKO, Hollywood, Calif.
Distributed by: U.A.A., Inc., N. Y. C.

Lopert Features

Group of sixty-two theatrical features. Twenty-four titles are in color including such films as "La Parisienne," "Horse's Mouth" and "Richard III."
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 62.
Distributed by: U.A.A., Inc., N. Y. C.

Movieland Features

Group of thirty-four theatrical features, which includes one title in color "Babes in Bagdad" with Paulette Goddard and Gypsy Rose Lee.
Running Time: Feature-length.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 34.
Distributed by: U.A.A., Inc., N. Y. C.

MISCELLANEOUS COLOR FILM CARTOONS

The Adventures of Sir Lancelot

William Russell stars as Sir Lancelot in stories adapted from the classic "King Arthur." 14 episodes in color.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 30.
Produced by: Sapphire Films, Ltd., London, England.
Distributed by: Official Films, Inc., N. Y. C.

Across the Seven Seas

Three unusual formats combined into one unique travel and adventure series, all made possible by the pioneer in this field, Jack Douglas.
Running Time: 25 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 39.
Produced by: Jackit Productions, Hollywood, Calif.
Distributed by: Jack Douglas Org., Hollywood, Calif.

True Adventure

A world of adventure, excitement and daring that seeks thrills and suspense in far off lands. Follow Bill Burrud beneath the sea, with the sky divers, and ride the giant waves on Hawaiian beaches. Circles the globe with thrills in every episode.
Running Time: 30 minutes.
Number Available: 78.
Produced by: Bill Burrud Productions, Hollywood, Calif.
Distributed by: The Teledynamics Corp., New York, N. Y.

The Adventures of Long John Silver

Based on the characters created by Robert Louis Stevenson in his memorable story, "Treasure Island," starring Robert Newton as Long John Silver. Directed by Bryon Haskin, written by Martin Rackin, who is now head of

productions for Paramount Studios.
Running Time: 30 minutes.
Number Available: 26.
Produced by: Joseph Kautman.
Distributed by: The Teledynamics Corp., New York.

Vagabond

Explores off-the-beaten paths of North America from Canada to Mexico, photographing the strange, the beautiful and the exciting wherever it exists, for those who love travel, the unusual or the dangerous.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 39.
Produced by: Bill Burrud Prods., Hollywood, Calif.
Distributed by: Wiljon Corp., Hollywood.

Tongaloo

A jungle series, starring John Carroll, Wayne Preston, Jill Jarmyn and introduces Aba. Shot on location in Central and South America. Available for distribution in the fall of 1962.
Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 39.
Produced by: Colorvision Corp., Hollywood, Calif.
Distributed by: CBS Films, Inc., New York City.

Diver Dan

Live and puppet undersea exploits of the fearless explorer, Diver Dan, and the beautiful mermaid. Also featuring the puppet-fish, Skipper Kipper, Finley Haddock, Baron Barracuda, Killer Squid and others.
Running Time: 7 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 104.
Produced by: Brian Cartoons, Inc., Philadelphia, Pa.
Distributed by: ITC, N. Y. C.



WOR-TV OFFERS MORE AND MORE COLOR AS NEW YORK GOES BIG FOR TINT TV

Robert J. Leder, WOR-TV General Manager: "Color has played an important part in gaining increased stature for WOR-TV. We believe Color TV will continue to grow, and that our experience as a Color pioneer will be invaluable. That's why we telecast more Color than any other independent in the nation, and why we're planning even more next season." More and more, the trend is to Color. Get the facts today from: J. K. Sauter, RCA, 600 N. Sherman Dr., Indianapolis 1, Ind., Tel: ME 6-5311.

MISCELLANEOUS COLOR FILM PROGRAMS

The Virginian

Suggested by stories from Owen Wister's classic American Western novel, "The Virginian" has seven continuing roles and is set in the vast regions of the Wyoming Territory in the 1890's. Shown on NBC-TV Network.

Running Time: 90 minutes.
Produced by: Revue Productions, Hollywood, Calif.

The Lone Ranger

The Lone Ranger and Tonto have been assigned by the Governor of a western territory to investigate the state of unrest between the Indians and the settlers. On their way to the town of Bransada, the seat of the trouble, they rescue a cow-puncher, Pete Ramirez from a band of Indians.

Running Time: 86 minutes.
Number Available: 1.
Produced by: Jack Wrather, Beverly Hills, Calif.

Distributed by: Telesynd, N. Y. C.

Laramie

Centers around the action at the Sherman ranch, a stageline way station near Laramie, Wyoming, during the pioneer days of the West. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: Revue Productions, Hollywood, Calif.

Hazel

Shirley Booth stars in this series based on the Tey Key cartoon panel in the Saturday Evening Post. As Hazel, she's domestic to the Baxter family, consisting of Don DeFore, Whitney Blake and Bobby Buntrock.

Running Time: 30 minutes.
Produced by: Screen Gems, N. Y.
Distributed by: Screen Gems, N. Y.

The Joey Bishop Show

Starring Joey Bishop as television comedian Joey Barnes. Features guest stars. Shown on NBC-TV Network.

Running Time: 30 minutes.
Produced by: Belmar Productions, Hollywood, Calif.

Big Mac Show

Group of two hundred and ten reels, originally distributed theatrically, arranged for children's TV programming, including Keystone Kops and Edgar Bergen and Charlie McCarthy. Forty-nine reels are in color.

Running Time: 7 to 22 minutes.
Cost Black & White: On request.
Cost Color: On request.
Produced by: Warner Bros., Hollywood, Calif.

Distributed by: United Artists Associated, N. Y. C.

Encyclopaedia Britannica Films

Hundreds of subjects from atomic fission to zoology.
Running Time: Various.
Cost: Black & White: On request.
Cost Color: On request.
Number Available: 800.

Produced by: E. B. F., Wilmette, Ill.
Distributed by: Trans-Lux TV Corp., New York.

David Brinkley's Journal

David Brinkley commenting on the news and on the current scene in art, entertainment, home life and other aspects of the world today. Shown on NBC-TV Network.

Running Time: 30 minutes.
Produced by: NBC News, NBC-TV, New York, N. Y.

The Golden World of Opera

Famous operas presented with fidelity to the music and vocal expression protected, while the pictorial beauty of the opera is presented in realistic locales. Librettos in English.

Number Available: 29.
Distributed by: Sterling Television, New York.

Guest Shot

A new look at some of the entertainment world's most fabulous personalities (Jayne Mansfield, Keenan Wynn, Jerry Lewis, and more).

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.
Number Available: 26.

Produced by: Rick Spalla Video Prod.
Distributed by: Trans-Lux Corp., New York.

The Special of the Week

Episodes including documentaries on sports and space exploration, the history of Hollywood movies, Red China. Narrators include Chet Huntley, Gene Kelly, Mike Wallace.

Running Time: 60 minutes.
Number Available: 26.

Distributed by: Sterling Television, New York.

Speedway International

Lets you sit behind the wheel of racing, sports and stock cars at the world's most famous speedways, including, Indianapolis, Daytona, Sebring, Darlington.

Running Time: 30 minutes.
Number Available: 39.
Distributed by: Banner Films, N. Y.

Ski with Skitch

M.C. Skitch Henderson entertains, interviews guest personalities, reviews ski fashions, features and events, with Peter Estin, Sugarbush Valley, Vt., ski school director, conducting weekly lesson. Also provides for drop-in of local ski reports.

Running Time: 15 minutes.
Cost Black & White: On request.
Cost Color: On request.

Number Available: 26 (weekly, Oct.-Apr.).
Produced by: Telemark Productions, N. Y.

Distributed by: Heritage Productions, Inc., N. Y.

Best of the Post

From the pages of The Saturday Evening Post, its editors have selected its "best" stories for dramatization in this all-new series. The best known names star in the works of Pulitzer Prize winners Stephen Vincent Benet, MacKinlay Kantor, Conrad Richter and many more.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.

Number Available: 26.
Produced by: Robert J. Enders Prod., Hollywood, Calif.

Distributed by: ITC, N. Y. C.

Empire

Stars Richard Egan and Terry Moore, telecast this fall in color on NBC. Fully sponsored, show deals with drama inherent in running a huge, million-acre ranch. Set in present day, will take in aspects of mining, ranching, cattle, industry, etc. Filmed entirely on location in New Mexico.

Running Time: 30 minutes.
Producer: by: Screen Gems, N. Y.
Distributed by: Screen Gems, N. Y.

Bonanza

The excitement and struggle of the

gold and silver rush in and around the scenic Lake Tahoe country of California and Nevada. Presented through the eyes of the fictional Cartwright family. Shown on NBC-TV Network.

Running Time: 60 minutes.
Produced by: NBC-TV Network, New York, N. Y.

Judge Roy Bean

Family western based on authentic frontier history. With Edgar Buchanan, Russell Hayden, Jackie Loughery, Jack Beutel.

Running Time: 30 minutes.
Number Available: 39.
Distributed by: Banner Films, Inc., New York.

The Silver Eagle—Mounty

The dangers, thrills and suspense of America's last frontier for adventure—the great North West, with all the horse-appeal of the Westerns—plus the dangers of the great Lone Land, Canada, patrolled by Sgt. Jim West and his giant trailmate, Joe Bideaux.

Running Time: 30 minutes.
Cost Black & White: On request.
Cost Color: On request.

Number Available: Pilot — 39 in preparation.
Produced by: James E. Jewell, Chicago, Ill.

Distributed by: Jewell Radio and Television Productions, Chicago, Ill.

The Hallmark Hall of Fame

Producer-Director George Schaefer will present a mixture of classics, musical drama and original dramatic works. Usually, six "Hallmark" shows are presented each season. They are dramatic works of high quality, with name stars heading the casts. Shown on NBC-TV Network.

Running Time: 90 minutes.
Produced by: Compass Productions, New York, N. Y.

Saturday Night at the Movies

Full-length feature films, made in Hollywood post-1950. Thirty different motion pictures. Shown on NBC-TV Network.

Running Time: Approx. 120 minutes.
Produced by: NBC-TV, New York, N. Y.

TELEVISION STATIONS EQUIPPED TO TRANSMIT COLOR PROGRAMMING

ABC TELEVISION

City	Station	Network Rebroadcast	Local Origination		
			Live	Film	Slide
Aberdeen, S. D.	KXAB-TV	X			
Ada, Okla.	KTEN	X			
Albany, Ga.	WALB-TV	X			
Altoona, Pa.	WFBG-TV	X			
Asheville, N. C. Greenville-Spartanburg, S. C.	WLOS-TV	X			
Augusta, Ga.	WJBF	X			
Austin, Tex.	KTBC-TV	X			
Bangor, Me.	WABI-TV	X			
Bangor, Me.	WLBZ-TV	X			
Baton Rouge, La.	WBRZ	X			
Beaumont, Tex.	KFDM-TV	X			
Big Springs, Tex.	KEDY-TV	X			
Birmingham, N. Y.	WNBF-TV	X			
Birmingham, Ala.	WBRC-TV	X			
Boston, Ill.	KTVB	X			
Boston, Mass.	WNAO-TV	X			

X indicates station has facility.

City	Station	Network Rebroadcast	Local Origination		
			Live	Film	Slide
Bristol, Va. Johnson City, Tenn.	WCYB-TV	X			X
Buffalo, N. Y.	WKBW-TV	X			
Casper, Wyo.	KTWO-TV	X			
Charleston, S. C.	WFSN-TV	X			
Charleston, W. Va.	WCHS-TV	X			
Charlotte, N. C.	WSOC-TV	X			
Charlotte, N. C.	WBTV	X	X	X	X
Chicago, Ill.	WBKB	X			
Cincinnati, O.	WKRC-TV	X			
Cleveland, O.	WEWS	X			
Colorado Springs, Colo.	KRDO-TV	X			
Columbia, S. C.	WIS-TV	X			
Columbus, Ga.	WTVM	X			
Corpus Christi, Tex.	KRIS-TV	X			
Corpus Christi, Tex.	KZTV	X			
Dallas-Fort Worth, Tex.	WFAA-TV	X			X
Dayton, O.	WLWD	X			
Des Moines, Ia.	WOIT-TV	X			
Detroit, Mich.	WXYZ-TV	X			X
Duluth, Minn. Superior, Wis.	KDAL-TV	X			
Duluth Superior, Wis.	WDSM-TV	X			
Durham-Raleigh, N. C.	WTVD	X			

City	Station	Network Rebroadcast	Local Origination Live	Film	Slide
Eau Claire, Wis.	WEAU-TV	X	—	—	—
El Dorado, Ark.	KTVE	X	—	—	—
Eric, Pa.	WICU-TV	X	—	—	—
Eugene, Ore.	KEZL-TV	X	—	—	—
Evansville, Ind.	WTVV	X	—	X	X
Fairmont, W. Va.	WJPR	X	—	—	—
Flint, Mich.	WJRT	X	—	—	—
Fresno, Cal.	KJEO-TV	X	X	—	—
Grand Forks, N. D.	KNOX-TV	X	—	—	—
Grand Rapids, Mich.	WOOD-TV	X	—	—	—
Green Bay-Marquette, Wis.	WLUK-TV	X	—	—	—
Greensboro, N. C.	WFMY-TV	X	—	—	—
Greenville, N. C.	WNCT	X	—	—	—
Harrisburg, Pa.	WTPA	X	—	—	—
Harrisonburg, Va.	WSVA-TV	X	—	—	—
Hattiesburg, Miss.	WDAI-TV	X	—	—	—
Honolulu, Hawaii	KHVV-TV	X	—	X	X
Houston, Tex.	KTRK-TV	X	X	X	X
Indianapolis, Ind.	WLW-I	X	—	X	X
Jackson, Miss.	WLBT	X	—	—	—
Jacksonville, Fla.	WFGA-TV	X	X	X	X
Jacksonville, Fla.	WJXT	X	—	—	—
Joplin, Mo.	KODE-TV	X	—	—	—
Kalamazoo, Mich.	WKZO-TV	X	—	X	X
Kansas City, Mo.	KMBC-TV	X	—	—	—
Kearney, Neb.	KHOL-TV	X	—	—	—
Lake Charles, La.	KPLC-TV	X	—	—	—
Lebanon, Pa.	WLYH-TV	X	—	—	—
Lima, O.	WIMA-TV	X	—	—	—
Los Angeles, Cal.	KABC-TV	X	—	X	X
Louisville, Ky.	WAVE-TV	X	—	—	—
Lubbock, Tex.	KDUB-TV	X	—	—	—
Macon, Ga.	WMAZ-TV	X	—	—	—
Madison, Wis.	WKOW-TV	X	—	—	—
Meridian, Miss.	WTOK-TV	X	—	—	—
Milwaukee, Wis.	WITI-TV	X	—	—	—
Monroe, La.	KNOE-TV	X	—	—	—
Montgomery, Ala.	WSFA-TV	X	—	—	—
Muncie, Ind.	WLBC-TV	X	—	—	—
New Haven, Conn.	WNHC-TV	X	—	X	X
New York, N. Y.	WABC-TV	X	—	X	X
Norfolk, Va.	WVEC-TV	X	—	—	—
Oklahoma City-Enid, Okla.	KOCO-TV	X	—	—	—
Omaha, Neb.	WETA-TV	X	—	—	—
Parkersburg, W. Va.	WTAP-TV	X	—	—	—
Peoria, Ill.	WTVH	X	—	—	—
Philadelphia, Pa.	WPHI-TV	X	X	X	X
Phoenix, Ariz.	KTAK	X	—	X	X
Pittsburgh, Kan.	KOAM-TV	X	—	—	—
Pittsburg, Pa.	WTAE	X	—	—	—
Plattsburgh, N. Y.	—	—	—	—	—
Burlington, Vt.	WPTZ	X	—	—	—
Providence, R. I.	WJAR-TV	X	—	—	—
Providence, R. I.	WPRO-TV	X	—	—	—
Quincy, Ill.	WGEM-TV	X	—	X	X
Quincy, Ill.-Hamilton, Mo.	KHQI-TV	X	—	—	—
Raleigh, N. C.	WRAL-TV	X	—	X	X
Redding, Cal.	KVIB-TV	X	—	—	—
Reno, Nev.	KOLO-TV	X	—	—	—
Richmond, Va.	WRVA-TV	X	—	X	X
Rochester, N. Y.	WHIC-TV	X	—	—	—
Rochester, N. Y.	WROC-TV	X	—	—	—
Rockford, Ill.	WREX-TV	X	—	X	X
Rock Island, Ill.	WHBF-TV	X	—	—	—
Roswell, N. M.	KSWB-TV	X	—	—	—
Sacramento-Stockton, Cal.	KOVR	X	—	—	—
Salisbury, Md.	WBOC-TV	X	—	—	—
Salt Lake City, Utah	KCPX	X	—	—	—
San Antonio, Tex.	KONO-TV	X	—	—	—
San Diego, Cal.-Tijuana, Mex.	XETV	X	—	—	—
San Francisco, Cal.	KGO-TV	X	—	X	X
San Jose, Cal.	KNTV	X	—	—	—
Santa Barbara, Cal.	KEY-TV	X	—	—	—
Savannah, Ga.	WTOG-TV	X	—	—	—
Savannah, Ga.	WSAV-TV	X	—	—	—
Scranton-Wilkes-Barre, Pa.	WNEP-TV	X	—	—	—
Seattle, Wash.	KOMO-TV	X	—	—	—
Shreveport, La.	KSLA-TV	X	X	X	X
Shreveport, La.	KTBS-TV	X	X	X	X
Sioux City, Ia.	KTIW	X	—	—	—
Sioux City, Ia.	KYTV	X	—	—	—
Sioux Falls, S. D.	KELO-TV	X	—	—	—
Sioux Falls, S. D.	KSOO-TV	X	—	—	—
Spokane, Wash.	KREM-TV	X	—	X	X
Springfield, Mo.	KYTV	X	—	—	—
Steubenville, O.	WSTV-TV	X	—	—	—
Sweetwater, Abilene, Tex.	KPAR-TV	X	—	X	X
Syracuse, N. Y.	WSYR-TV	X	—	X	X
Terre Haute, Ind.	WTHI-TV	X	—	—	—
Texarkana, Ark.-Tex.	KTAL-TV	X	—	—	—
Thomasville, Ga.	WCTV	X	—	—	—
Toledo, O.	WSPD-TV	X	—	—	—
Traverse City, Mich.	WDBN-TV	X	—	—	—
Utica, N. Y.	WKTV	X	—	—	—
Washington, D. C.	WMAL-TV	X	—	—	—
Wichita, Kan.	KAKE-TV	X	—	—	—
Wichita Falls, Tex.	KSWO-TV	X	—	X	X
Wilmington, N. C.	WECT	X	—	—	—
Winston-Salem, N. C.	WSJS-TV	X	—	—	—
Zanesville, O.	WHIZ-TV	X	—	—	—

CBS TELEVISION

Eastern Time Zone

City	Station	Network Rebroadcast	Local Origination Live	Film	Slide
New York	WCBS-TV	X	X	X	X
Albany	W-TEN	X	—	—	—
Altoona	WFBG-TV	X	—	—	—
Anderson	WAIM-TV	X	—	—	—
Atlanta	WAGA-TV	X	—	X	X
Augusta	WRDW-TV	X	—	—	—
Baltimore	WMAR-TV	X	—	X	X
Bangor	WABI-TV	X	—	—	—
Binghamton	WNBH-TV	X	—	—	—
Boston	WHDH-TV	X	X	X	X
Buffalo	WBEN-TV	X	X	X	X
Burlington	WCAX-TV	X	—	—	—
Cadillac	WWTW	X	—	—	—
Charleston, S. C.	WCSC-TV	X	—	—	—
Charlotte	WBTV	X	X	X	X
Chattanooga	WDEF-TV	X	—	—	—
Cincinnati	WCPO-TV	X	—	—	—
Clarksburg, W. Va.	WBOY-TV	X	—	—	—
Cleveland	WJW-TV	X	—	—	—
Columbia, S. C.	WNOK-TV	X	—	—	—
Columbus, Ga.	WRBL-TV	X	—	—	—
Columbus, Ohio	WBNS-TV	X	—	—	—
Dayton	WHIO-TV	X	—	—	—
Detroit	WJLB-TV	X	X	X	X
Durham	WTVD	X	—	—	—
Erie	WSEE	X	—	—	—
Florence, S. C.	WBTW	X	—	—	—
Greensboro	WFMY-TV	X	—	—	—
Greenville, N. C.	WNCT	X	—	—	—
Harrisburg	WHP-TV	X	—	—	—
Harrisonburg	WSVA-TV	X	—	—	—
Hartford	WTIC	X	—	—	—
Huntington, W. Va.	WHTN-TV	X	—	—	—
Indianapolis	WISH-TV	X	—	X	X
Jacksonville	WJXT-TV	X	—	—	—
Johnson City	WJHL-TV	X	—	—	—
Johnstown	WARD-TV	X	—	—	—
Kalamazoo	WKZO-TV	X	—	X	X
Knoxville	WBRN-TV	X	—	—	—
Lancaster	WGAL-TV	X	X	X	X
Lansing	WJIM-TV	X	—	X	X
Macon	WMAZ-TV	X	—	X	X
Miami	WTVJ	X	X	X	X
Norfolk	WTAR-TV	X	—	X	X
Onk Hill, W. Va.	WOAY-TV	X	—	—	—
Orlando	WDBO-TV	X	—	—	—
Philadelphia	WCAU-TV	X	—	X	X
Pittsburgh	KDKA-TV	X	—	—	—
Portland, Me.	WGAT-TV	X	—	—	—
Providence	WPRO-TV	X	—	—	—
Richmond	WTVR	X	—	X	X
Roanoke	WDBI-TV	X	—	X	X
Rochester	WHIC-TV	X	—	—	—
Saginaw	WKXX-TV	X	—	—	—
Savannah	WTOG-TV	X	—	—	—
Scranton	WDAU-TV	X	—	—	—
Spartanburg	WSPA-TV	X	—	—	—
Springfield, Mass.	WHYN-TV	X	—	—	—
Steubenville	WSTV	X	—	—	—
Syracuse	WHEN-TV	X	—	—	—
Tampa	WTVT	X	—	X	X
Thomasville	WCTV	X	—	—	—
Toledo	WTOL-TV	X	—	—	—
Washington, D. C.	WTOP-TV	X	—	X	X
Watertown	WCNY-TV	X	—	—	—
Youngstown	WKBN-TV	X	—	—	—

Central Time Zone

City	Station	Network Rebroadcast	Local Origination Live	Film	Slide
Amarillo	KFDA-TV	X	—	—	—
Austin	KTBC-TV	X	—	—	—
Baton Rouge	WAFB-TV	X	—	—	—
Beaumont	KFDM-TV	X	—	—	—
Cape Girardeau	KFVS-TV	X	—	—	—
Cedar Rapids	WMT-TV	X	—	—	—
Champaign	WCIA	X	—	—	—
Chicago	WBBM-TV	X	—	—	—
Corpus Christi	KZTV	X	—	—	—
Dallas	KRLD-TV	X	—	X	X
Des Moines	KRNT-TV	X	—	—	—
Dothan	WTAY	X	—	—	—
Duluth	KDAL-TV	X	—	—	—
Evansville	WEHT	X	—	—	—
Fort Smith	KFSA-TV	X	—	—	—

City	Station	Network Rebroadcast	Local Origination			City	Station	Network Rebroadcast	Local Origination		
			Live	Film	Slide				Live	Film	Slide
Fort Wayne	WANE-TV	X	—	—	—	Salinas	KSBW-TV	X	—	—	—
Green Bay	WBAY-TV	X	—	—	—	San Diego	KFMB-TV	X	—	—	—
Houston	KGBT-TV	X	—	—	—	San Francisco	KPIX-TV	X	—	—	—
Harlingen	KHOU-TV	X	—	—	—	Seattle	KIRO-TV	X	—	X	X
Jackson, Miss.	WJTV	—	—	X	X	Spokane	KXLY-TV	X	—	—	—
Jefferson City	KRCG-TV	X	—	—	—	Yakima	KIMA-TV	X	—	—	—
Joplin	KODE	X	—	—	—						
Kansas City	KCMO-TV	X	X	X	X	Emp Network					
La Crosse	WKBT-TV	—	—	—	—	Belling, Wash.	KVOS-TV	—	—	—	—
Lafayette, La.	KLFY-TV	X	—	—	—	Bismarck, N. D.	KXMB-TV	—	—	—	—
Lincoln	KOLN-TV	X	—	—	—	Bryan, Texas	KBTX	—	—	—	—
Little Rock	KTHV	X	—	—	—	Carlsbad*	KAVE-TV	—	—	—	—
Louisville	WHAS-TV	X	—	—	—	Columbus, Miss.	WCBI-TV	—	—	—	—
Lubbock	KDUB-TV	X	—	X	X	Decatur, Ala.	WMSL-TV	X	—	—	—
Madison	WISC-TV	X	X	X	X	Dickinson	KDIX-TV	—	—	—	—
Marquette	WLUC-TV	X	—	—	—	Ensign	KTVC	—	—	—	—
Mason City	KCLO-TV	X	—	—	—	Ephrata	KBAST-TV	X	—	—	—
Memphis	WREC-TV	X	—	—	—	Florence, Ala.	WOWL-TV	—	—	—	—
Meridian	WTOK-TV	X	—	—	—	Fort Myers, Fla.	WINK-TV	—	—	—	—
Milwaukee	WISN-TV	X	—	X	X	Fort Pierce	WTVI	—	—	—	—
Minneapolis	WCCO-TV	X	—	—	—	Glendive, Mont.	KXGN-TV	—	—	—	—
Minot	KXMC-TV	X	—	—	—	Goodland, Kan.	KBRL-TV	X	—	—	—
Mobile	WKRQ-TV	X	—	—	—	Grand Junction, Colo.	KREX-TV	—	—	—	—
Monroe	KNOE-TV	X	—	—	—	Greenwood, Miss.	WABG-TV	—	—	—	—
Montgomery	WCOV-TV	X	—	—	—	Helena	KBLL-TV	—	—	—	—
Nashville	WLAC-TV	X	—	—	—	Jackson, Tenn.	WDXI-TV	—	—	—	—
New Orleans	WWL-TV	X	—	X	X	Juneau*	KINY-TV	—	—	—	—
Odessa	KOSA-TV	—	—	—	—	Klamath Falls	KOTI-TV	—	—	—	—
Oklahoma City	KWTU	X	—	—	—	Lafayette, Ind.	WFAM-TV	—	—	—	—
Omaha	WOW-TV	X	—	—	—	Laredo	KGNS-TV	X	—	—	—
Ottumwa	KTVO	X	—	—	—	Las Vegas, Nev.	KLAS-TV	X	—	—	—
Peoria	WMBD-TV	X	—	—	—	Lewiston	KLEW-TV	X	—	—	—
Quincy	KHQA-TV	X	—	—	—	Lexington	WKYT	—	—	—	—
Rapid City, S. D.	KOTA-TV	X	—	—	—	Lufkin, Texas	KTRE-TV	X	—	—	—
Rock Island	WHBF-TV	X	—	—	—	Missoula, Mont.	KMSO-TV	—	—	—	—
Rockford	WREX-TV	X	—	X	X	Parkersburg	WTAP	X	—	—	—
San Angelo	KCTV	—	—	—	—	Pasco	KEPR-TV	X	—	—	—
San Antonio	KENS-TV	X	—	—	—	Presque Isle	WAGM-TV	—	—	—	—
Shreveport	KSLA-TV	X	—	—	—	Riverton, Wyo.	KWRB-TV	—	—	—	—
Sioux City	KTVU	X	—	—	—	Salisbury, Md.	WBOC-TV	—	—	—	—
Sioux Falls	KELO-TV	X	—	—	—	Twin Falls, Idaho	KLIN-TV	—	—	—	—
South Bend	WSBT-TV	X	—	—	—	Yuma	KIVA-TV	—	—	—	—
Springfield, Mo.	KTTT-TV	X	—	—	—						
St. Joseph	KFEQ-TV	—	—	—	—	Non-Interconnected					
St. Louis	KMOX-TV	X	—	—	—	Anchorage, Alaska	KTVA	—	—	—	—
Sweetwater	KPAR-TV	X	—	X	X	Fairbanks, Alaska	KTVE	—	—	—	—
Terre Haute	WTHI-TV	X	—	—	—	Honolulu	KGMB-TV	—	—	—	—
Tonka	WIBW-TV	X	—	—	—						
Tulsa	KOTV	X	—	—	—						
Valley City	KXJB-TV	X	—	X	X						
Waco	KWTX-TV	X	—	—	—						
Wausau	WSAU-TV	X	—	—	—						
Wichita	KTVH	X	—	—	—						
Wichita Falls	KSYD-TV	X	—	—	—						

Mountain Time Zone

Albuquerque	KGGM-TV	X	—	—	—
Billings	KOOK-TV	—	—	—	—
Butte	KBOT-TV	—	—	—	—
	KXLF-TV	—	—	—	—
Casper	KTWO-TV	X	—	—	—
Cheyenne	KFBC-TV	X	—	—	—
Colorado Springs	KKTU	—	—	—	—
Denver	KLZ-TV	X	—	—	—
El Paso	KROD-TV	X	—	—	—
Great Falls	KFBB-TV	—	—	—	—
Idaho Falls	KID-TV	—	—	—	—
Phoenix	KOOL-TV	X	—	—	—
Roswell*	KSWB-TV	X	—	—	—
Salt Lake City	KSL-TV	X	—	—	—
Tucson	KOLD-TV	X	—	—	—

Pacific Time Zone

Bakersfield	KBAK-TV	—	—	—	—
Chico	KHSL-TV	X	—	—	—
Eureka	KIEM-TV	X	—	—	—
Fresno	KFRE-TV	X	—	—	—
Los Angeles	KNXT	X	X	X	X
Medford	KHES-TV	—	—	—	—
Portland, Ore.	KOIN-TV	X	—	—	—
Reno	KOLD-TV	X	—	—	—
Sacramento	KXTV	X	—	X	X

Aberdeen, S. D.	KXAB-TV	X	—	—	—
Ablene, Tex.	KRBC-TV	X	—	—	—
San Angelo, Tex. (S)	KACB-TV	—	—	—	—
Albany, Ga.	WALB-TV	X	—	—	—
Albuquerque, N. M.	KOB-TV	X	—	—	—
Alexandria, La.	KALB-TV	X	—	—	—
Alexandria, Minn.	KCMT	—	—	—	—
Amarillo, Tex.	KGXC-TV	X	—	—	—
Anchorage, Alaska	KENI-TV	—	—	—	—
Ardmore, Okla.	KXII-TV	X	—	—	—
Atlanta, Ga.	WSB-TV	X	—	X	X
Austin, Tex.	WJBF	X	—	—	—
	KTBC-TV	X	—	—	—
Bakersfield, Cal.	KERO-TV	X	—	—	—
Baltimore, Md.	WBAL-TV	X	X	X	X
Bangor, Me.	WLHZ-TV	X	—	—	—
Baton Rouge, La.	WBRZ	X	—	—	—
Beaumont Pt. Arthur, Tex.	KPAC-TV	X	—	—	—
Billings, Mont.	KGHL-TV	X	—	—	—
Binghamton, N. Y.	WINK-TV	X	—	—	—
Birmingham, Ala.	WAPI-TV	X	—	—	—
Bismarck, N. D.	KFYR-TV	X	—	—	—
Bluefield, W. Va.	WHIS-TV	X	—	—	—
Boise, Idaho	KTVB	X	—	—	—
Boston, Mass.	WBZ-TV	X	—	—	—
Bristol, Va. Johnson City, Tenn.	WCYB-TV	X	—	X	X
Buffalo, N. Y.	WGR-TV	X	—	—	—
Butte, Mont.	KXLF-TV	—	—	—	—
Helena, Mont. (S)	KBLL-TV	—	—	—	—
Casper, Wyo.	KTWO-TV	X	—	—	—
Champaign-Urbana, Ill.	WCHU-TV	—	—	—	—
Danville, Ill. (S)	WICD	—	—	—	—
Charleston, S. C.	WCIV-TV	X	—	—	—
Charlotte, N. C.	WSOC-TV	X	—	—	—
Chattanooga, Tenn.	WRGP-TV	X	—	—	—
Cheyenne, Wyo.	KFBC-TV	X	—	—	—

City	Station	Network Rebroadcast	Local Origination Live	Film	Slide
Scottsbluff, Neb. (S)	KSTF				
Chicago, Ill.	WNRQ	X	X	X	X
Cincinnati, O.	WLWT	X	X	X	X
Clarksburg, W. Va.	WBOY-TV	X			
Cleveland, O.	KYW-TV	X			
Columbia, Mo.	KOMU-TV	X			
Columbia, S. C.	WIS-TV	X			
Columbus, O.	WLW-TV	X			
Corpus Christi, Tex.	KRIS-TV	X			
Dayton, Ohio	WOC-TV	X			
Dayton, O.	WLWD	X			
Daytona Beach, Orlando, Fla.	WESH-TV	X			
Decatur, Ala.	WMSL-TV	X			
Denver, Colo.	KOA-TV	X			
Des Moines, Iowa	WHO-TV	X			
Detroit, Mich.	WWJ-TV	X			
Duluth, Minn. Superior, Wisc.	WDSM-TV	X			
Durham-Raleigh, N. C.	WTVD	X			
Earl Clark, Wisc.	WFAT-TV	X			
El Dorado, Ark. Monroe, La.	KTYE	X			
El Paso, Tex.	KFSM-TV	X			
Engene, Ore.	KVAL-TV	X			
Rosburg, Ore. (S)	KPIC-TV	X			
Coos Bay, Ore.	KCBY-TV	X			
Evansville, Ind.	WFIE-TV	X			
Fairbanks, Alaska	KFAR-TV				
Fargo, N. D.	WDAY-TV	X			
Florence, Ala.	WOWT-TV	X			
Fort Dodge, Ia.	KOTV	X			
Fort Smith, Ark.	KFSA-TV	X			
Fort Wayne, Ind.	WKJG-TV	X			
Fort Worth-Dallas, Tex.	WBAP-TV	X	X	X	X
Fresno, Cal.	KMJJ-TV	X	X	X	X
Grand Junction, Colo.	KRFK-TV	X			
Montrose, Colo. (S)	KREY-TV	X			
Grand Rapids, Mich.	WOOD-TV	X			
Great Bend, Kans.	KCKT-TV	X			
Garden City, Kans. (S)	KGLD-TV	X			
McCook, Neb. (S)	KOMC-TV	X			
Great Falls, Mont.	KRTV	X			
Green Bay, Wisc.	WFRV-TV	X			
Greenville-Spartanburg, S. C.	WFBC-TV	X			
Harrisonburg, Va.	WSVA-TV	X			
Hartford-New Britain, Conn.	WHNB-TV	X			
Hastings-Kearney, Neb.	KHLA-TV	X			
Hattiesburg-Lumbert, Miss.	WDAM-TV	X			
Honolulu, Hawaii	KONA	X			
Honolulu, Hawaii (S)	KALA-TV	X			
Hilo, Hawaii (S)	KALU-TV	X			
Houston, Tex.	KPRC-TV	X			
Huntington-Charleston, W. Va.	WSAZ-TV	X	X	X	X
Idaho Falls, Idaho	KIFI-TV				
Indianapolis, Ind.	WFBM-TV	X	X	X	X
Jackson, Miss.	WLBT	X			
Jacksonville, Fla.	WFGA-TV	X	X	X	X
Johnstown, Pa.	WJAC-TV	X	X	X	X
Kansas City, Mo.	WDAY-TV	X	X	X	X
Knoxville, Tenn.	WATE-TV	X			
Lake Charles, La.	KPLC-TV	X			
Lancaster-Harrisburg-York, Pa.	WGAL-TV	X	X	X	X
Lansing-Onondaga, Mich.	WLIX-TV	X			
Laredo, Tex.	KGNS-TV	X			
Las Vegas-Henderson, Nev.	KLRJ-TV	X			
Lexington, Ky.	WLEX-TV	X			
Lima, O.	WIMA-TV	X			
Little Rock, Ark.	KARK-TV	X			
Hot Springs, Ark. (S)	KFOY-TV	X			
Los Angeles, Cal.	KRCA	X	X	X	X
Louisville, Ky.	WAVE-TV	X	X	X	X
Lubbock, Tex.	KCBD-TV	X			
Lufkin, Tex.	KITRE-TV	X			
Madison, Wisc.	WMTV	X			
Medford, Ore.	KMF-D-TV	X			
Memphis, Tenn.	WMCT	X			
Miami, Fla.	WKCF	X	X	X	X
Midland-Odessa, Tex.	KMID-TV	X			
Milwaukee, Wisc.	WTMJ-TV	X	X	X	X
Minneapolis-St. Paul, Minn.	KSTP-TV	X	X	X	X
Minot, N. D.	KMOI-TV	X			
Mobile, Ala. Pensacola, Fla.	WALA-TV	X			
Montgomery, Ala.	WSEF-TV	X			
Muncie, Ind.	WLBC-TV	X			
Nashville, Tenn.	WSM-TV	X	X	X	X
New Orleans, La.	WDSU-TV	X	X	X	X
New York, N. Y.	WNBC-TV	X	X	X	X
Norfolk-Portsmouth, Va.	WAVY-TV	X	X	X	X
North Platte, Neb.	KNOP-TV	X			
Oklahoma City, Okla.	WKY-TV	X	X	X	X
Omaha, Neb.	KMTV	X	X	X	X
Paducah-Cape Girardeau-Harrisburg, Ky.	WPSD-TV	X			
Palm Beach, Fla.	WPTV	X			
Panama City, Fla.	WJHG-TV	X			
Parkersburg, W. Va.	WTAP-TV	X			
Peoria, Ill.	WEEK-TV	X			
La Salle, Ill. (S)	WEEQ-TV	X			
Philadelphia, Pa.	WRCV-TV	X	X	X	X
Phoenix-Mesa, Ariz.	KTAZ	X			
Pittsburgh, Kan. Joplin, Mo.	KOAM-TV	X			
Pittsburgh, Pa.	WHIC	X			

City	Station	Network Rebroadcast	Local Origination Live	Film	Slide
Plattsburgh, N. Y.-Burlington, Vt.	WPTZ	X			
Portland, Me.	WCSH-TV	X			
Portland, Ore.	KGW-TV	X	X	X	X
Providence, R. I.	WJAR-TV	X			
Pueblo Colo. Springs, Colo.	KOAA-TV	X			
Quincy, Ill. Hannibal, Mo.	WGEM-TV	X		X	X
Rapid City, S. D.	KRSD-TV				
Lead-Deadwood, S. D. (S)	KDSJ				
Reno, Nev.	KCRL	X		X	X
Richmond-Petersburg, Va.	WXEX-TV	X		X	X
Roanoke, Va.	WSLS-TV	X		X	X
Rochester, Minn.	KROC-TV	X			
Rochester, N. Y.	WRQC-TV	X			
Rockford, Ill.	WTVO	X			
Roswell, N. M.	KSWB-TV	X			
Sacramento, Cal.	KCRA-TV	X		X	X
Saginaw Bay City, Mich.	WNEM-TV	X		X	X
Salinas-Monterey, Cal.	KSBW-TV	X			
San Luis Obispo (S)	KSBY-TV	X			
Salt Lake City, Utah	KUTV	X		X	X
San Antonio, Tex.	WOAI-TV	X	X	X	X
San Diego, Cal.	KOGO-TV	X		X	X
San Francisco, Cal.	KRON-TV	X	X	X	X
Santa Barbara, Cal.	KEY-TV	X			
Savannah, Ga.	WSAV-TV	X			
Schenectady, N. Y.	WRGB	X		X	X
Seattle-Tacoma, Wash.	KING-TV	X		X	X
Shreveport, Texarkana, La.	KTAL-TV	X			
Sioux City, Ia.	KTIY	X			
Sioux Falls, S. D.	KSOO-TV	X			
Mitchell, S. D. (S)	KORN-TV	X			
South Bend-Elkhart, Ind.	WNDU-TV	X			
Spokane, Wash.	KHQ-TV	X			
Springfield-Decatur, Ill.	WICS	X			
Springfield-Holyoke, Mass.	WWLP	X		X	X
Greenfield, Mass. (S)	WRLP	X			
Springfield, Mo.	KYTV	X			
St. Louis, Mo.	KSD-TV	X		X	X
Syracuse, N. Y.	WSYR-TV	X		X	X
Elmira, N. Y. (S)	WSYE-TV	X			
Tampa-St. Petersburg, Fla.	WFLA-TV	X		X	X
Tempe-Waco, Tex.	KCFN-TV	X			
Traverse City, Mich.	WFBX-TV	X			
Cheboygan, Mich. (S)	WTOM-TV	X			
Tucson, Ariz.	KVOA-TV	X		X	X
Tulsa, Okla.	KTVU-TV	X			
Twin Falls, Idaho	KLIX-TV	X			
Tyler, Tex.	KLTV	X			
Utica, N. Y.	WKTV	X			
Washington, D. C.	WRC-TV	X	X	X	X
Washington-Greenville, N. C.	WITN-TV	X			
Waterloo-Cedar Rapids, Ia.	KWWL-TV	X			
Weslaco, Tex.	KRGV-TV	X			
Wheeling, W. Va.	WTRF-TV	X			
Wichita, Kans.	KARD-TV	X	X	X	X
Wichita Falls, Tex.	KFDX-TV	X			
Wilkes-Barre-Scranton, Pa.	WBRE-TV	X	X	X	X
Williston, N. D.	KUMY-TV	X			
Wilmington, N. C.	WECL	X			
Winston-Salem-Greensboro, N. C.	WSJS-TV	X			
Yakima, Wash.	KIMA-TV	X			
Lewiston, Idaho (S)	KLEW-TV	X			
Pasco, Wash. (S)	KFPR-TV	X			
Youngstown, Ohio	WFMJ-TV	X			
Yuma, Ariz.	KIVA-TV	X			
Zanesville, Ohio	WHIZ-TV	X			

(S) Satellite Station

INDEPENDENT STATIONS

Chicago, Ill.	WGN-TV		X	X	X
Detroit, Mich.	CKLW-TV				
Hartford, Conn.	WHCT	X			
Indianapolis, Ind.	WTTV				
Los Angeles, Cal.	KCOPTV	X			
Los Angeles, Cal.	KHJ-TV	X			
Los Angeles, Cal.	KTLA	X	X	X	X
Los Angeles, Cal.	KTTV	X			
Minneapolis, Minn.	KMSP-TV	X			
New York, N. Y.	WNEW-TV				
New York, N. Y.	WOR-TV	X	X	X	X
New York, N. Y.	WPIX	X			
Phoenix, Ariz.	KPHO-TV	X			
St. Louis, Mo.	KPLR-TV	X		X	X
San Francisco, Cal.	KTVU	X		X	X
Tupelo, Miss.	WTWV	X			
Washington, D. C.	WTTG-TV	X			

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KCOP * LOS ANGELES
WNHC * NEW HAVEN

WPIX NEW YORK
WFIL * PHILADELPHIA
KTAR * PHOENIX
KGW * PORTLAND
WCSH PORTLAND
WNEM * SAGINAW-FLINT

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Walt Disney in his feature film created the role of Long John Silver for the talents of Robert Newton now starring as Long John Silver in Robert Louis Stevenson's immortal book Treasure Island with his young friend Jim Hawkins. Our standard for printing "balanced" transmission prints resulted from the research conducted by the engineering departments of the NBC Television Network and WNBC-TV.

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WOMEN

Faith Fortune — Your Confidential Counselor

Advice column dealing with problems of love and life. Letters from men and women, all ages, are answered by Faith from her own vast experience and after consultation with doctors, clergy, psychologists, etc.
Running Time: 5 or 15 minutes.
Cost: On request.
Number Available: Unlimited.
Available: E.T., Tape, Live Talent.
Produced by: Basch Radio & TV Prod'n, N. Y. C.
Distributed by: Basch Radio & TV Prod'n, N. Y. C.

What's New with Billie Durand

Current trends in fashion, etiquette, local events and personalities. Material delivered in a light and friendly fashion. Tues. and Thurs., 9:35 A.M.
Running Time: 5 minutes.
Cost: \$31.76 per week for 13 weeks.
Number Available: Live Talent.
Produced by: WTTM, Trenton, N. J.

Beth Megelin Program

Mon. through Fri., Beth asks a question, next day she answers it. Broadcast in the mornings on AM, evenings on FM. Same sponsors both programs.
Running Time: 15 minutes.
Cost: Per rate card plus talent.
Produced by: WARN, Ft. Pierce, Fla.

WLEE's

Ladies' Hall of Hits

Lud Sterling and Juanita Hove com-

bine top tunes and familiar standards with women's news and local club
Running Time: 2 hours.
Cost: Rate card.
Available: Live Talent.
Produced by: WLEE, Richmond, Va. news.

It Takes a Woman

Stories of the average woman who did somethings important for her family, community, nation. Each a complete "soap opera." Narrated by Frances Scott.
Running Time: 5 minutes.
Cost: On request.
Number Available: 208.
Available: E.T.
Produced by: Basch Radio & TV Prod'n, N. Y. C.
Distributed by: Basch Radio & TV Prod'n, N. Y. C.

Dimension of a Woman's World

Betty Furness discusses anything and everything of interest in the world of women today — husbands, children, fashions, food, investments and ideas of all sorts. Three times per day in the early afternoon. Mon. through Fri.
Running Time: 5 minutes.
Cost: On request.
Number Available: 15 per week.
Available: Live Talent.
Produced by: CBS Radio Network, New York.

Peekin' Through the Looking Glass

Written and voiced by Helen Peikin,

adept in teaching charm, beauty, and health techniques to women and girls across the country.
Running Time: 1 minute.
Cost: On request.
Number Available: 130.
Available: E.T.
Produced by: Friendly Frost, Inc., Babylon, L. I., N. Y.
Distributed by: Lang-Worth, Hempstead, L. I., N. Y.

Tips to Young Mothers

Charlotte Heimann and Betsy Pearson voice sensible and unusual tips on amusing and outwitting important people under ten.
Running Time: 35 seconds.
Cost: On request.
Number Available: 130.
Available: E.T.
Produced by: George Skinner, Hempstead, L. I., N. Y.
Distributed by: Lang-Worth, Hempstead, L. I., N. Y.

Inside Fashion

Weekly interviews with experts in the world of fashion from New York, Hollywood, Wilmington, Detroit and Chicago. Fashion information on home furnishings, apparel and beauty.
Running Time: 5 minutes.
Cost: Available to radio stations in top 150 markets at no cost.
Produced by: Radio & TV Roundup Productions, Maplewood, N. J.

Marriage, Before & After

A recorded series of programs on marital and pre-marital relations by

Dr. Paul Popenoe, founder of The American Institute of Family Relations, columnist on marital relations for Ladies Home Journal.
Running Time: 1 minute.
Cost: On request.
Number Available: 260 episodes.
Available: Tape.
Produced by: Alan Sands Productions, New York.
Distributed by: Alan Sands Productions, New York.

Minute Tips

On Your Child and You

A recorded series of 260 minute programs on all phases of baby and child care from infancy to the age of 10. On the air since 1955.
Running Time: 1 minute.
Cost: On request.
Number Available: 260 episodes.
Available: Tape.
Produced by: Alan Sands Productions, New York.
Distributed by: Alan Sands Productions, New York.

Kitty Kwac

Complete full time home economist; six three-hour in-store demonstrations weekly in supermarkets; civic and social group speeches; exclusive for products; on-the-air promotion, printed schedules; weekly newsletters; demonstration reports.
Cost: \$125 per week for 40 1-minute "AA" announcements.
Number Available: Continuous.
Available: Live Talent.
Produced by: KWAC, Bakersfield, Cal.

MISCELLANEOUS RADIO SHOWS

Number's Up

A broadcast sales promotion campaign, which includes contests, plus a mailing for every home throughout the entire coverage area of a station. This program includes jingles, as well as materials necessary to get under way and continue with a 13-week program designed specifically to increase ratings with a profitable show that is self-liquidating.
Number Available: To be run throughout the day (13 weeks).
Produced by: Broadcast House Enterprises, Inc., Manchester, N. H.

Mystery Theatre of the Air

Address Unknown, Big City, Crime Files, Danger-Deadline, House of Mystery, Crime, Minutes To Go, T-Men, Big Squeeze, The Key, Private Eye, and many more.
Running Time: 30 minutes.
Cost: On request.
Number Available: 52 each series.
Available: Tape.
Distributed by: Harry S. Goodman Productions, Inc., New York.

Mystery Desk

All kinds of information to be covered concerning mysteries and crimes, factual and fictional — with experts, authorities and specialists, writers, and scientists. Richard H. Roffman as M.C. and interviewer.
Running Time: 30 minutes.
Cost: \$1,000, complete.
Number Available: 52.
Available: Live Talent.
Produced by: Roffman Associates, New York.
Distributed by: Roffman Associates, New York.

Midget Mysteries

A challenge to listeners to test their detective skill. Actual program and

solution runs 2 minutes. Contest offering prizes is an excellent added gimmick. If a listener who is phoned gives correct solution, he wins — if not, prize is carried over.
Running Time: 5 minutes or less.
Cost: On request.
Number Available: 260.
Available: Tape.
Produced by: Harry S. Goodman Productions, Inc., New York, N. Y.

Mystery Moment

"Who-Dun-its," fast paced and fun. Average time including solution about 1:02. Commercial can be inserted before or after drama. Solution can be delayed any length of time for contest purposes.
Running Time: 60 seconds.
Cost: 26 or 44 times Station's One Minute National Rate.
Number Available: 156.
Available: E.T., Tape.
Produced by: Kay-Tee Productions, Inc., Clarence, N. Y.
Distributed by: Kay-Tee Productions, Clarence, N. Y.

Tarzan, Lord of the Jungle

Stories of Tarzan's adventures and experiences in the African jungle. It is packed with suspense and excitement.
Running Time: 30 minutes.
Cost: On request.
Number Available: 78.
Available: Tape.
Produced by: Commodore Productions, Los Angeles, Calif.
Distributed by: Commodore Productions, Los Angeles, Calif.

Sports with Van Patrick

A series of week-end sports roundup programs featuring latest sports information and interviews by Van Patrick, plus reminiscences, anecdotes. Commentaries by Leo Durocher on each broadcast.
Running Time: 25 minutes.

Cost: (Prices available from MBS affiliates selling same as coops.)
Number Available: 2 per week.
Available: Live Talent.
Produced by: Mutual Radio, N. Y.
Distributed by: MBS, New York, N. Y.

Mutual Commentaries

Commentaries by various newsmen: Fulton Lewis, Jr.; George Hamilton Combs; Richard Rendell; Cedric Foster. Ten - Minute Commentaries following five-minute newscasts, with the exception of the week-day commentary by George Hamilton Combs. Mon.-through-Fri. feature (7:15 to 7:30 p.m., EDT).
Running time: 1 @ 15 minutes. 3 @ 10 minutes.
Cost: (Prices available from MBS affiliates selling same as coops.)
Number Available: 5-per-week for each.
Available: Live Talent.
Produced by: Mutual Radio, N. Y.
Distributed by: MBS, New York.

Report From Wall Street

Two editions daily — one five minutes long the other ten — aired Mon. through Fri. Voiced and written by Frank Singiser and Whitney Bolton. Noon-time program with Bolton, spotlights mid-day stock prices. Later-afternoon show (5:45 p.m.) with Singiser, provides roundups plus business and financial news interviews.
Cost: (Prices available from MBS affiliates selling it as a coop.)
Number Available: 5-per-week @ 10-minutes.
Available: Live Talent.
Produced by: Mutual Radio, N. Y.
Distributed by: MBS, New York.

Fulton Lewis, Jr.

Fulton Lewis, Jr. and the news delivers a large Charlotte, N. C. audience on various account tests. Commercials can be made by Mr. Lewis.

Running Time: 15 minutes.
Cost: \$150. per month complete.
Number Available: Five per week.
Available: Tape, Live Talent.
Produced by: MBS, & WCGC, Belmont, N. C.

World News for Children

World news interpreted for young people's listening by Elsie Farrell. Saturday morning, 9-9:10 A.M.
Running Time: 10 minutes.
Cost: On request.
Available: Tape.
Produced by: Elsie Farrell, WSTC, Stamford, Conn.

The Story Corner

Designed for the younger children and aired around bedtime. Miss DeLores narrates the story and the voices of the characters are portrayed by Dick Stuart.
Running Time: 15 minutes.
Cost: \$40.00 per show.
Number Available: 5 per week, 260 total.
Available: Live Talent.
Produced by: WJBC, Bloomington, Ill.

Story Window

Children's show—story time, birthday announcements, poetry, children's records.
Running Time: 30 minutes.
Cost: \$35.00.
Number Available: 52.
Available: Tape.
Produced by: WDWL, Vineland, N. J.

The Storybook Hour

Short stories for the 5 to 8 year age bracket. Selected and produced by Miss Carol of KVOE Staff. Tuesday and Thursday.
Running Time: 15 minutes.
Cost: Regular 15 minute rate.
Number Available: 2 per week, 52 weeks per year.
Available: Live Talent.
Produced by: KVOE, Emporia, Kans.

MISCELLANEOUS RADIO SHOWS

Larry LaVerne Show

Music and news show, with featurettes interspersed. Personality uses comedy voices. Short telephone quizzes also.

Running Time: 90 minutes.
Cost: On request.
Number Available: Mon. thru Fri.
Available: Live Talent.
Produced by: KATI, Casper, Wyo.

Meet Your Neighbor

Bernard Zuccaro is featured from 1:00 to 2:00 P.M. weekdays. Seven listeners are telephoned at random, and asked to name the last sponsor mentioned. If the answer is correct, the listener wins the jackpot. If not, another dollar is added.

Running Time: 60 minutes.
Cost: 8 per spot participating.
Number Available: 3 per day.
Available: Live Talent.
Produced by: WBRB, Baton Rouge, La.

WPRS You're on the Air

Listeners phone in household hints or home problems and answers to others' problems, offer pets or household items to give away, comment on local problems, etc. 9:45-10:30, Tues., Thurs. and Sat. mornings.

Running Time: 45 minutes.
Cost: On request.
Number Available: Up to one year.
Available: Live Talent.
Produced by: WPRS, Paris, Ill.

Happy Home

Host Bob Cole presents an hour of music, interviews with experts in fields of fashion, fabrics, food, furniture, etc. Community activities for women in the area get full exposure.

Running Time: 60 minutes.
Cost: Per rate card.
Produced by: WBCM, Bay City, Mich.

The Storybook Hour

Short stories for the 5 to 8 year age bracket. Selected and produced by Miss Carol of KVOE Staff. Tuesday and Thursday.

Running Time: 15 minutes.
Cost: Regular 15 minute rate.
Number Available: 2 per week, 52 weeks per year.
Available: Live Talent.
Produced by: KVOE, Emporia, Kans.

Smorgasboard

Fran Froeschle concentrates on subjects including fashion, cooking, home decoration, home economics, etc.

Running Time: 15 minutes.
Cost: Rate card.
Number Available: 5 weekly.
Available: Tape, Live Talent.
Produced by: KXGO, Fargo, N. D.

Woman's World

Household hints, beauty tips, women in the news, news features, Bible quiz, interviews, special features, and music.

Running Time: 60 minutes.
Cost: Rate card.
Available: Live Talent.
Produced by: WKLE, Washington, Ga.

Sports Talk

Lew Clawson and Bob Roe Wheeling have been a regular Friday night sports feature for over seven years.

Running Time: 15 minutes.
Cost: Card rate plus talent.
Available: Tape, Live Talent.
Produced by: WWVA, Wheeling, W. Va.

Fashion Desk

Fashion experts, designers, and others report the latest trends and developments, news events and shows under the auspices of The Fashion Coordinators Institute. Dorothy Bachman interviews the guests.

Running Time: 30 minutes.
Cost: \$450.
Number Available: 52.
Available: Live Talent.
Produced by: Roffman Associates, New York.
Distributed by: Roffman Associates, New York.

Decorating Desk

News about art, interior decorating, design, home furnishings with guests to report latest trends. Malvina Cohn is mistress of ceremonies.

Running Time: 30 minutes.
Cost: \$350.
Number Available: 52.
Available: Live Talent.
Produced by: Roffman Associates, New York.
Distributed by: Roffman Associates, New York.

Marc Alan Show

Current music plus new ones to know and golden oldies from the past. Nine news casts daily in the Alan Show, five network and four local. Farm news featured from 5:00 A.M. to 6:00 A.M. daily Mon.-Fri., 5:00 A.M. to 9:00 A.M.

Running Time: 4 hours.
Cost: Per rate card.
Available: Live Talent.
Produced by: KLEO, Wichita, Kans.

Shelley The Playboy Show

Shelley "The Playboy" Stewart conducts a fast-moving show of Rock 'N' Roll, latest tunes five hours a day, Mon. thru Fri., six hours on Saturday morning.

Cost: \$10.00 to \$5.00 based on frequency.
Available: E.T., Tape, Live Talent.
Produced by: WJLD, Birmingham, Ala.

Music You Want

The best in classical and semi-classical music presented every evening at 9:25.

Running Time: 3 hours.
Cost: On request.
Available: Live Talent.
Produced by: WNDU, South Bend, Indiana.

Hubcap Caravan

Daily, 2:00-5:00, features Dick Coette, with music and information for people on the move. News, weather, traffic reports.

Running Time: 3 hours.
Cost: On request.
Number Available: On request.
Produced by: WSGW, Saginaw, Mich.

Turntable Terrace

John Luther spices standard pops with witty items on local level, plus CBS news and features on the hour and half hour; also features Lake Erie boating and swimming conditions direct from Erie Coast Guard Tower.

Running Time: 2 hours, 45 minutes.
Cost: On request.
Number Available: Unlimited.
Available: Live Talent.
Produced by: WLEU, Erie, Pa.

Night Watchman

Bob Eaton voices his comments on modern music and mores, while playing standard pops—7:30-10:00 P.M.

Running Time: 2½ and 3 hours.
Cost: On request.
Number Available: Unlimited.
Available: Live Talent.
Produced by: WLEU, Erie, Pa.

W-HI-H Star Beat

Broadcast seven nights weekly from 10 P.M. to 1 A.M., direct from J. B.'s Dance Palace, Tidewater, Virginia. Emceed by Johnny Stevens. Live pickups of name bands; pop records during intermission. Some audience participation.

Running Time: 3 hours.
Cost: 15-minute strips, seven nights available at \$100 per week.
Produced by: WHIH Radio, Norfolk, Va.

Lynn Stanton Beach Party

Lynn Stanton conducts from the shores of Fourth Lake in the Adirondacks. Her vocal travelogue and personality interviews are showcased in music from current albums, pop hits, and standards.

Running Time: 60 minutes.
Cost: Per rate card.
Number Available: 3 per week.
Available: Live Talent.
Produced by: WREM, Remsen-Utica, N. Y.

Showtime

A summary of what's happening in the world of the theater and Hollywood. Designed with the housewife in mind. Daily at 9:30 A.M.

Running Time: 5 minutes.
Cost: 312 @ \$4.
Number Available: 312.
Available: Tape.
Produced by: KCAR, Clarksville, Tex.

Coach Adolph Rupp

Earl Boardman, interviews U. of Kentucky basketball coach, Adolph Rupp. 25 programs available on tape December 1962 through March 1963.

Running Time: 10 minutes.
Cost: On request.
Number Available: 25.
Available: Tape.
Produced by: WBLG, Lexington, Ky.

Sports Specialty Shop

Nationally known sports celebrities, local coaches, etc., on an interview show. 5:45-6:00 P.M., Mon.-Sat.

Running Time: 15 minutes.
Cost: Per rate card.
Number Available: 312 per year.
Available: Tape, Live Talent.
Produced by: WBEL, Beloit, Wisc.

Round Robin of The Country Clubs

Devoted exclusively to local golf. Features run-down on best cards turned in to pros of 12 local country clubs each day. Produced and aired by Nat Allbright, 6:00-6:10 P.M.

Running Time: 10 minutes.
Cost: \$120 per week.
Number Available: 5 per week, Mon.-Fri.
Available: Live Talent.
Produced by: WPIK, Alexandria, Va.

Sports News

A look at the happenings in the world of sports. Mon. through Sat.

Running Time: 5 minutes.
Cost: 312 @ \$4.
Number Available: 312.
Available: Live Talent.
Produced by: KCAR, Clarksville, Tex.

'Tis Me . . . J. B.

J. B. Eckert indulges in the best of the big bands, 9:30 to 12:30 P.M.

Running Time: 3 hours.
Cost: Per rate card.
Number Available: Mon. thru Fri.
Available: Live Talent.
Produced by: KXGO, Fargo, N. Dak.
Distributed by: KXGO, Fargo, N. Dak.

Jim Dougherty Show

Jim Dougherty is featured from 1:00 P.M. to 5:00 P.M., Mon. thru Fri., with the tops of the non-frantic pops—current hits, standards and album selection. News every half hour.

Running Time: 4 hours.
Cost: Per rate card.
Available: Live Talent.
Produced by: WHOL, Allentown, Pa.

Dick Bell Show

Features a better modern music format, with standards, album hits and the greats from the past. Mon.-Sat., 10:00 A.M.-2:00 P.M.

Running Time: 60 minutes.
Cost: See SRDS.
Available: E.T., Tape, Live Talent.
Produced by: WOKW, Brockton, Mass.

Joe Stamper Show

Joe Stamper and the tops in pops. From noon-2:00 P.M. and 4:00-8:00 P.M.

Running Time: 60 minutes.
Cost: \$180 total per day.
Number Available: 5.
Available: E.T., Tape, Live Talent.
Produced by: WIOI, Portsmouth, O.

Tom Brown Show

Mon. thru Sat., 6:00 A.M. to 10:00 A.M. Features the better modern music format, as well as standards, current album hits and the hits of the past.

Running Time: 60 minutes.
Cost: See SRDS.
Available: E.T., Tape, Live Talent.
Produced by: WOKW, Brockton, Mass.

Chuck Stevens Show

The amiable, comical, yet controversial Chuck Stevens provides good music, news information and sports result throughout the afternoon. 1:00 P.M.-5:00 P.M.

Running Time: 4 hours.
Cost: Per rate card.
Available: Live Talent.
Produced by: WXTR, Providence-Pawtucket, R. I.

Billy Dee

Top tunes, with twist contests, etc. worked into the summer's programming. Aimed at the younger audience, in the early afternoon.

Running Time: 60 minutes.
Cost: \$4.00 per ann.
Number Available: 10.
Available: E.T., Tape, Live Talent.
Produced by: WRMF, Titusville, Fla.

Indie TV Packagers

Set Creative Programming Pace

By Bill Todman

Partner, Goodson-Todman Productions

WHAT happened in motion pictures is now happening in television. Independent packagers are taking over production. In fact, there is no more major network production, outside the field of news and public affairs. In TV today, the independent packager creates 70 per cent of your top entertainment.



It is far easier to list the shows not created by packagers than to list those that are. But you have only to consider the source of such programs as "Ben Casey," "The Defenders," the Danny Thomas, Andy Griffith, Perry Como and Garry Moore shows, "The U. S. Steel Hour," "Alcoa Premiere," the "Dick Powell Theatre," the "Hallmark Hall of Fame," all of the Goodson-Todman

shows and 90 per cent—or more—of the specials, to realize the role of the independent in network programming.

Each of these shows is produced by an independent "in association with" the ABC, CBS or NBC TV Network. This means that the network probably invested money in the production, and either owns the property partly or outright. Network contributions also include the right of script approval, and the right not to put a show on the air—once it's completed—for one reason or another.

But why are the TV independents in the driver's seat? Where is the independent vehicle headed? And, finally—will, or should, the independent remain at the wheel?

The TV independents find themselves in the driver's seat because so little creative talent is still under network control. Most of the independents worked originally at a network, and left only when they ran into a creative dead end. They took the only course open to them. They went out on their own. The networks subsequently could not—or did not—replace these creative people, and the result was inevitable: the networks had no choice but to fill their air time with independent packages.

To the second question—where is the independent vehicle headed? I would say that it is largely up to the networks. We proved long ago that we could pilot our vehicle without major network directions. The networks—and we do business with all of them—would, I'm sure, be the first to confirm this statement. And we are not unique in this respect.

So I say to the networks: give us, the independents, the chance, the freedom and, above all else, give us the encouragement we so vitally need to create further for TV.

The independent is better equipped to develop many types of programs than is a network. The independents are dedicated to better programs for an increasingly larger audience. "So are we," say the networks. But when I consider their attitude toward the independent, sometimes I wonder.

There is a precedent for independent success in the creative area. Since they took over in Hollywood, movies are better than ever. There is every reason to believe that the same thing would happen in TV—should the independent opportunity, freedom and encouragement to create exist.

Finally, will, or should, the independent continue at the wheel?

Yes, I believe the independent will continue in his present position of power and authority—at least in the foreseeable future. The new fall product is still predominantly pre-packaged entertainment.

But should the independent continue to dominate network programming? Yes, he is doing what the networks cannot do. If he doesn't create for TV, who is going to?

New Program Approach

Highlights Fall Television Schedule

By Thomas W. Moore

Vice President in Charge of ABC-TV Network

OUR network's 1962-63 schedule appears to be the finest in our history. It combines the best of already popular shows with new, imaginative programming.

On Monday night, two of TV's popular shows of the past several years, "Cheyenne" and "The Rifleman," along with the 1961-62 show of the year, "Ben Casey," will be joined by "Stoney Burke." "Stoney Burke" is a new kind of show. Its background is rodeo, but it is not a western in the classic sense. The program dramatizes the possibility of achieving success in modern life without compromise of personal integrity.



On Tuesday, we will present "Combat," one of two original dramatic war series on our schedule next season. The other is "The Gallant Men," which will be seen Friday evenings.

World War II ended 17 years ago, and most of its scars, personal and geographic, have faded. But many lessons in human nobility were taught us by the men in our armed forces during that period, lessons that can stand us in good stead when retold in these troublesome days and which will be unfolded in dramatic form on "Combat" and "The Gallant Men."

On Wednesday night, we will introduce two new programs which have created much excitement in the industry during the planning period of the past months. In "Going My Way," we believe we have a fine human dramatic series. Gene Kelly, Leo G. Carroll, Dick York and the rest of the cast are bringing true portrayals to this story, making a screen favorite into top-flight TV entertainment. And in "Our Man Higgins," Stanley Holloway is creating a character that should be a favorite in American households.

Thursday nights, a strong comedy line-up of "Ozzie & Harriet," "Donna Reed," "Leave It To Beaver," and "My Three Sons," will be strengthened by the addition of "McHale's Men," a comedy of men at sea which stars award winner Ernest Borgnine.

Another bright comedy will be introduced Fridays in "I'm Dickens . . . He's Fenster." John Astin and Marty Ingels are fresh comedians with a flair for sparking hilarity. They will follow "The Flintstones."

Another American family, but this one live, will be an important part of our schedule on Saturday nights. Roy Rogers and Dale Evans will star in a one-hour variety program combining music and humor each Saturday at 7:30 P.M. Also new on Saturday nights will be a half-hour comedy following Roy and Dale. Fess Parker, who used to tackle Indians and villains as Davey Crockett, takes on Washington as a rising young Senator in "Mr. Smith Goes to Washington."

Sunday nights, "The Jetsons," inhabitants of the world of the future, will bring their animated fun to ABC-TV at 7:30, followed by "Hollywood Special," a fine series of feature films. At 10:30 P.M. on Sundays, ABC-TV brings back "The Voice of Firestone," and at 11:00 P.M. continues with "Howard K. Smith—News & Analysis."

Add to these shows "Wide World of Sports," "The Fight of the Week" and the other sports exclusives; other established favorites as the "Lawrence Welk Show," "Hawaiian Eye" and "The Untouchables"; also the penetrating "Bell & Howell Close-Up!" series, and our news coverage, and 1962-63 on our network is sure to be an entertaining, informative, imaginative and original season.

16 Years of Creative Programming



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AGRICULTURAL, GARDENING

Oregon Farm Journal

Agricultural news and information. Host "Doc" Boyles gives news of interest to Willamette Valley farmers, interviews farm experts and exhibits agricultural films. Tues. and Thurs., 1:45 P.M.

Running Time: 15 minutes.

Cost: \$48 per show OTO.

Produced by: KEZI-TV, Eugene, Ore.

Sunday in the Country

Farm director Harry Martin hosts this Sunday morning program featuring hints on homemaking, gardening, cooking and farming.

Running Time: 60 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: WFBM-TV, Indianapolis, Ind.

Country Fare

Carl Meyerdirk keeps farm topics seasonal and features area home demonstration, FFA and 4-H groups and their activities. Sat., 7:00-7:30 A.M.

Running Time: 30 minutes.

Cost: \$143.

Number Available: 1 per week.

Produced by: KVOO-TV, Tulsa, Okla.

Farm Digest

With studios in both Shreveport and Texarkana, our farm director can call on agricultural specialists from throughout the Ark., La., and Tex. area to present features on this program.

Running Time: 15 minutes.

Cost: On request.

Produced by: KTAL-TV, Texarkana, Tex.

Carolinas' Farm Beat

Agricultural news, interviews and weather. Mon.-Fri., 6:30-7:00 A.M.

Running Time: 30 minutes.

Cost: Per rate card.

Number Available: Monday-Friday.

Produced by: WECT, Wilmington, N. C.

Extension News and Views

County agents from the surrounding 22 counties with the latest farm news and information in cooperation with the agricultural department of the U. of Minnesota.

Running Time: 10 minutes.

Cost: On request.

Number Available: 2 per week.

Produced by: KCMT, Alexandria, Minn.

Mid-Day Report

Glenn Webber brings viewers up to date with the latest news. Harry Martin follows with latest markets and crop reports, short and long range weather forecasts and agricultural news.

Running Time: 30 minutes.

Cost: Time plus \$55 net.

Number Available: Unlimited.

Produced by: WFBM-TV, Indianapolis, Ind.

Northwest Farm Summary

Special reports from members of the area's County Extension offices. Weekly.

Running Time: 30 minutes.

Produced by: KREM-TV, Spokane, Wash.

Northwest Farmer

Steve Wade interviews farm leaders and newsmakers of the area. Daily grain and livestock local market reports, regular interviews with agricultural workers of the Spokane and market area. Weekdays.

Running Time: 30 minutes.

Produced by: KREM-TV, Spokane, Wash.

Farm Forum

A panel program dealing with local and regional farm problems; information presented on an alternate week basis with film programs of farm advancement and developments.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Produced by: KIRO-TV, Seattle, Wash.

Distributed by: Washington State Grange Association, Seattle, Wash.

Gardener's Guide

Paul Brown directs seasonal information to the Northwest. Demonstrations, guest experts and films of special events in horticulture are featured.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Produced by: KIRO-TV, Seattle, Wash.

Morning Farm News

Carl Collin and guests survey the entire agriculture scene, with markets, prices, stock quotations, and news of interest to farmers. On WKZO-TV, Kalamazoo, Mich.

Running Time: 15 minutes.

Cost: On request.

Number Available: Mon. through Fri.

Produced by: Fetzer Broadcasting, Kalamazoo, Mich.

RFD Mid-Florida

Gus Schmidt, host, Saturday at 12:30 P.M. Interviews with local county agents, latest produce market prices, 4-H club members, etc.

Running Time: 30 minutes.

Cost: Rate card.

Number Available: Once weekly.

Produced by: WLOF-TV, Orlando, Fla.

WTVH-TV Farm Report

Dick Herm Mon. through Fri. at 12:30 P.M. with the latest in farm market reports and activities. Each Sat. a half-hour wrap-up features happenings of the week past and the week to come.

Running Time: 15 minutes.

Cost: Per rate card.

Number Available: 5 15 min. shows, 1 30 min. show.

Produced by: WTVH-TV, Peoria, Ill.

Your County Agent

State Department county agents from some 16 parishes are featured in rotation. Emphasizes all phases of agriculture, animal husbandry, etc. Live animal and actual crop experiments are shown. Fri. 12 Noon-12:15 P.M.

Running Time: 15 minutes.

Number Available: Continuous.

Produced by: KNOE-TV, Monroe, La.

Farmer Gray

"Farmer Gray" has U.S.D.A. agents with farm news and information, home demonstration agents, latest crop reports, farm market report, and fills in with local talent with country and

hillbilly music. Saturdays at Noon.

Running Time: 60 minutes.

Cost: Rate card.

Produced by: WSPA-TV, Spartanburg, S. C.

Glen Howell Show

Farm director Howell covers all aspects of agriculture. Homemakers get advice about flowers and gardening. Weekly salutes to various communities, plus music supplied by local entertainers. Mon. through Sat.

Running Time: 60 minutes.

Produced by: WSLS-TV, Roanoke, Va.

Livestock and Market Reports

Views the midwest and southwest livestock markets as part of a 30-min. news block. Aimed at the livestock ranchers in the Highland cattle country of Texas.

Running Time: 5 minutes.

Cost: Per rate card.

Number Available: 5 times a week.

Produced by: KVLB-TV, Alpine, Tex.

Farm Facts

Five days a week 12:15 P.M. Round-up of farm and agricultural activity, feature interviews and market information daily. Talent — Wilbur Levering, Charles Ross, Don Edson.

Running Time: 15 minutes.

Cost: Per rate card.

Number Available: Five a week.

Produced by: WIBW-TV, Topeka, Kan.

Bob Bailey's Farm Report

Bob Bailey gives the latest crop reports, plus bulletins from the U.S. Dept. of Agriculture. In reply to queries on agricultural problems, he calls in a guest expert for an interview.

Running Time: 15 minutes.

Cost: Per rate card.

Number Available: Five per week.

Produced by: WIS-TV, Columbia, S. C.

Frank Curto Show

Local horticulturist gives gardening tips. Saturday, 9:30 A.M.

Running Time: 30 minutes.

Produced by: WTAE, Pittsburgh, Pa. Cost: Per rate card.

COUNTRY & WESTERN

Saturday Night Jamboree

Utilizes special scenic design, rear screen projector and constantly changing props. Emcee and producer Dean Sturm is joined by singer Norma Lee; the Haylofters, and Dean Porter's Country Rhythm Boys in weekly programs.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Produced by: WSAZ-TV, Huntington, W. Va.

Shorty Barnhill Show

Shorty Barnhill and his western band are featured singing and playing western music.

Running Time: 30 minutes.

Produced by: KREM-TV, Spokane, Wash.

Country Music Jubilee

Presented Sat. nights at 8:00 P.M.. Stars up-and-comers. Hosted by Jimmy Floyd.

Running Time: 90 minutes.

Number Available: Unlimited.

Produced by: WLTV, Bowling Green, Ky.

Odis Blanton and the Blue Sky Rangers

A weekly show featuring one of the top area groups, the Blue Sky Rangers. Country music artists appear as guests.

Running Time: 30 minutes.

Produced by: WLTV, Bowling Green, Ky.

Top o' the Morning

Early morning "wake-up" show with local, regional, national and sports news presented in three five-minute segments. Weather reports, time checks and temperature given at intervals. Country music by Don Reno, Red Smiley and the Tennessee Cut-ups.

Running Time: 90 minutes.

Cost: On request.

Number Available: 5 days a week.

Produced by: WDBJ-TV, Roanoke, Va.

Country Cousins

Country and western music done by top-rated local group. Saturdays, 6:00-6:30 P.M.

Running Time: 30 minutes.

Cost: Per rate card.

Produced by: WECT, Wilmington, N. C.

Country Show

Music of the Grand Ole Opry with farm news, interviews, market reports and news. Emcee, Bill Wilson. Mon.-Fri., 7:00 A.M.

Running Time: 30 minutes.

Cost: On request.

Produced by: WDEF-TV, Chattanooga, Tenn.

Hayloft Jamboree

Bill Haney, Ken Meggs, and all the Dixie Buddies in a full hour of hoe-down country and Western music. Gospel quartets and the home-spun humor of Buzzlesnaps. Saturday night at 6:00.

Running Time: 60 minutes.

Cost: \$85.

Number Available: Unlimited.

Produced by: WCCA-TV, Columbia, S. C.

Green Valley Jamboree

Rem Wall and his Green Valley Jamboree with C & W music. Rem's recording band invites guests to liven-up proceedings. On WKZO-TV, Kalamazoo, Mich.

Running Time: 30 minutes.

Cost: On request.

Number Available: Once weekly.

Produced by: Fetzer Broadcasting, Kalamazoo, Mich.

Mickie Evans Show

Mickie Evans sings country music and plays the guitar. Mon. through Fri., 8:00 to 8:30 A.M. Requests from listeners played.

Running Time: 30 minutes.

Cost: Per rate card.

Number Available: 5 times weekly.

Produced by: WLOF-TV, Orlando, Fla.

Dixie Farm Show or the Dixie Partners

Gospel, hillbilly, folk music and numbers from country store set.

Running Time: 30 minutes.

Number Available: 5 (Mon.-Fri.) 1 Sat.

Produced by: WJHG-TV, Panama City, Fla.

Possam Holler Opry

Weekly, starring Toby (Dick Ellis) and a cast of 20 people; before live studio audience, featuring country western orchestra, weekly guest vocal and instrumental soloists, Ray Thyson square dancers. Also stars Ron Peterson and Lee Ellis.

Running Time: 30 minutes.

Produced by: WGEM-TV, Quincy, Ill.

EDUCATIONAL

Trimmer Vue

Jackie Bell, local YWCA instructor, assisted by Bob Lobertini, announcer. Mon. through Fri., 9:00 A.M. Diet and calorie guidance encourages proper eating habits and pre-school and school age children are featured to encourage children to exercise properly.

Running Time: 30 minutes.
Produced by: WLAC-TV, Nashville, Tenn.

Meet the Professor

Features each week an outstanding instructor from a different college or university. It is designed to give the public a clear picture of teachers in action. The instructors are seen lecturing, working with students, and explaining aspects of their particular fields. On tape.

Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: ABC Public Affairs, N. Y. C.

Books and Brent

Stuart Brent, who owns Brents Book store, discusses a best-selling book or a particular problem current in literature today.

Running Time: 30 minutes.
Produced by: WBKB-TV, Chicago, Ill.

Concept

Range and scope of college education from scientific investigation to cultural exploration is examined through on-location visits to laboratories and classrooms of leading colleges and universities in the Philadelphia area. 7:00-7:30 P.M., Tuesdays.

Running Time: 30 minutes.

Cost: On request.
Produced by: WRCV-TV, Philadelphia, Pa.

Artie Levin Show

Artie Levin brings better health through physical fitness each weekday morning. He demonstrates simple yet effective exercises urging audience participation.

Running Time: 30 minutes.
Cost: On request.
Number Available: 5 a week.
Produced by: WDBJ-TV, Roanoke, Va.

Project 62

Program is handled by instructors from local State College, and are scheduled 13 to a series, two times per year. Each series deals with a different topic. Courses may be taken for college credit if registered and tests are completed. Guests.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: KDIX-TV, Dickinson, N. D.

Directions '62

Offers the viewing public an examination of the theories, precepts and interests currently motivating the three major denominations—Catholic, Protestant, Jewish. Music, drama, opera and classical works have served as subjects on the program. On tape.

Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: ABC-TV Network, N. Y. C.

College Televisit

Alternate weekly program under the direction of the local State Teachers

College. Emceed by President O. A. DeLong. Contains news from the local college, guest performers from the student body, occasional musical numbers by the music department. Guests.

Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: KDIX-TV, Dickinson, N. D.

Columbia Lectures in International Studies

The faculty members of the Columbia U. Graduate School on International Affairs, and its regional institutes, present a comprehensive and authoritative view of the world we live in. On tape.

Running Time: 30 minutes.
Number Available: 100.
Distributed by: Banner Films, Inc., N. Y. C.

Improvement

The Greater New York Citizens Forum, director Herman Jaffe, presents a civic improvement program. People come up with new suggestions for what should be done to benefit the community and its citizens, and experts on hand "kick the idea around."

Running Time: 30 minutes.
Cost: \$2,750.
Number Available: 52.
Produced by: Roffman Associates, N. Y. C.
Distributed by: Roffman Associates, N. Y. C.

Dr. Ichabod

A weekly program produced by Washburn University of Topeka. Campus Activities, etc.

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

Produced by: WIBW-TV, Topeka, Kan.

Project XXVIII

An irregularly scheduled series produced by the various colleges in the station's coverage area. Format is completely open; past programs have included drama, debates, panels, forums.

Running Time: 30 minutes.
Cost: On request.
Number Available: No limit.
Produced by: Various colleges.
Distributed by: WBRE-TV, Wilkes-Barre, Pa.

The Port That Built A City and State

The Sunday afternoon television program is based on world trade and shipping, designed to emphasize to the audience how important this trade is to each person, regardless of how he makes his livelihood. It is co-sponsored and, where possible, a show is built around a sponsor, providing there is a direct trade tie-in.

Running Time: 30 minutes.
Cost: \$1,500 co-sponsor.
Produced by: WMAR-TV, Baltimore, Md.

"The Magic Room" with Marc Cramer

An informational-exposure program keyed to the Jr-Sr high level, treating great moments and personalities in literature. Program available on tape.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: KHOU-TV, Houston, Texas.
Distributed by: Trans-Lux, N.Y.C.

WHEN YOU CAN
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WHY BE SATISFIED
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AUDIENCE PARTICIPATION (Quiz)

The Big Payoff

Three couples along with homew-viewer "Payoff Partners" compete daily for fashions shown in fashion-musical-variety vignettes. They also have opportunity to win choice of five major prizes such as a mink coat, trip for two, car, boat-trailer comb., or complete kitchen group, every two weeks. Daily fashion show.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52 week contracts for 260 shows, pretaped live on location.

Produced by: Walt Frammer Prod., N. Y. C.

Distributed by: The Frammer Corp., N. Y. C.

Destination—Jackpot

A fast-moving quiz show. Background—The World.

Running Time: 30 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: V. S. Becker Productions, N. Y. C.

One O'Clock Show

Features games and fun for a host of women, both studio contestants and participants at home. Jay Grayson and Bob Jones host. Features the Glockenspiel Wheel game and the Quiz Club. Mon.-Fri.

Running Time: 60 minutes.

Cost: On request.

Produced by: WBAL-TV, Baltimore, Md.

Distributed by: Henry Otto Enterprises, Baltimore, Md.

Lunch 'n' Fun

Approximately 15 lady guests are entertained by chatter, quiz and game ideas for prize awards. Contests are currently running for home audiences. Emcee, Jim Garner; sidekick, Jean McNice. Mon. through Fri., 1:00 P.M.

Cost: On request.

Produced by: WDEF-TV, Chattanooga, Tenn.

Time Out

Two-member panel teams representing civic groups compete on current events and history questions for cash award of \$25 a week. Viewers submit questions for token cash award when used.

Running Time: 30 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: WRAL-TV, Raleigh, N. C.

Young People

Versus the Experts

Young people under the age of 25 test their knowledge of various subjects with authorities, experts, specialists; prizes awarded.

Running Time: 30 minutes.

Cost: \$2,000.

Number Available: 52.

Produced by: Richard H. Roffman Associates, N. Y. C.

Distributed by: Roffman Associates, N. Y. C.

Treasure Chest

Prizes awarded players for ability in games of skill or chance. Home audience may also participate in some games. Prizes: money and/or merchandise. Mon. through Fri. 3:00 P.M. Emcee, Gordon Sanders.

Running Time: 30 minutes.

Cost: Spot rate plus \$3. Talent per announcement.

Number Available: 3 mins. per show, five days per week.

Produced by: KOB-TV, Albuquerque, N. M.

Stoo Hample Time

Personality, artist and author M.C., presides over children's show with music and literary highlights.

Running Time: 30 minutes.

Produced by: VBS Associates, N. Y. C.

Turf Club

Game show based on films of horse races with time wheel determining winners.

Running Time: 30 minutes.

Produced by: VBS Associates, N. Y. C.

What's Going On?

Game show. Contestants eavesdrop on dialogue and try to guess action from unseen drama taking place. Home viewer gimmick worked in.

Running Time: 30 minutes.

Produced by: VBS Associates, N. Y. C.

Counter Attack

Studio contestants test skills in games based on merchandise values.

Running Time: 30 minutes.

Produced by: VBS Associates, N. Y. C.

A Penny Saved

Two 3-man teams compete on question and answer games. Unique prize gimmick based on penny awards.

Running Time: 30 minutes.

Produced by: VBS Associates, N. Y. C.

Sense & Nonsense

Teams compete in games where questions are based on the five senses.

Running Time: 30 minutes.

Produced by: VBS Associates, N. Y. C.

Number's Up

A broadcast sales promotion campaign, which includes contests, plus a mailing for every home throughout the entire coverage area of a station. This program includes jingles, as well as materials necessary to get under way and continue with a 13-week program designed specifically to increase ratings with a profitable show that is self-liquidating.

Number Available: To be run throughout the day (13 weeks).

Produced by: Broadcast House Enterprises, Inc., Manchester, N. H.

CHILDREN'S PROGRAMS

Make Your Mark

A program testing the physical skills and abilities of youngsters. Hosted by Al Herndon; studio audience participation; also permits youngsters at home to participate as "home buddies." Prizes awarded to youngsters performing feats of physical activity.

Running Time: 30 minutes.

Cost: On request.

Produced by: WBAL-TV, Baltimore, Md.

Distributed by: Henry Otto Enterprises, Baltimore, Md.

J. P. Patches

Skits performed by J. P. Patches, a retired clown. J. P.'s humorous friends drop in to see him at his city dump shack. Cartoon segments are included.

Running Time: 60 minutes, 30 minutes or 15 minutes.

Cost: On request.

Number Available: 260

Produced by: KIRO-TV, Seattle, Wash.

Ho Ho and Popeye

Ho Ho the Clown entertains his studio and home audience with magical tricks and is assisted by his dog Jeannie. Popeye cartoons used on the program. 5:00 to 5:30 P.M., Mon. through Fri.

Running Time: 30 minutes.

Produced by: KOCO-TV, Okla. City, Okla.

Discovery

Designed to explore and participate in every aspect of a child's interest and imagination. Program will cover such diverse subjects as science, history, art, music, current events, travel and hobbies. Jules Power, ABC Director of Children's Programming, will serve as executive producer.

Running Time: 25 minutes.

Cost: On request.

Number Available: On request.

Produced by: ABC-TV Network, N. Y. C.

Storyland

Bill Black, host, charms pre-school children and their parents with talk of animals, Indian folklore, illustrated stories, and cartoons.

Running Time: 30 minutes.

Cost: Spot Part. — \$35 min.

Number Available: 5 per week.

Produced by: WAFB-TV, Baton Rouge, La.

Cactus Joe Show

Cactus Joe, six feet tall cowboy and Little Bidy Pete, four feet tall cowboy, show cartoons, read the mail, dance, draw pictures, play harmonicas and engage in a general run of nonsense and Western talk. Mon. thru Sat.

Running Time: 30 minutes.

Produced by: WSLS-TV, Roanoke, Va.

Cartoon Manor

Children are interviewed by show personality Jack Crowley and are shown cartoons and served refreshments.

Running Time: 1 hr., 30 minutes.

Cost: Rate Card (spot).

Produced by: WMTV, Madison, Wisc.

WTVH-TV Romper Room

Follows the standard Romper Room format with the talented "Miss Lois" at the helm. Mon. thru Fri. at 9:30 A.M.

Running Time: 30 minutes.

Cost: Per Rate Card.

Number Available: Participations.

Produced by: WTVH-TV, Peoria, Ill.

Dick Bills'

K-Circle-B Time

Designed for 4 to 12 year old group. Star is cowboy. Motif carried through show. Films shown, audience interviews, special features such as: summer safety club. Monday through Friday 4:00. Star: Dick Bills.

Running Time: 90 minutes.

Cost: Spot Rate.

Number Available: Approx. 12 spots per show.

Produced by: KOB-TV, Albuquerque, N. M.

Cousin Cal's Comedy Time

Cousin Cal, genial host, shows cartoons and chats with small studio guests about their hobbies. Invites participation by birthday groups, cub scouts, kindergartens, etc.

Running Time: 60 minutes.

Cost: Rate Card.

Produced by: WABG-TV, Greenwood, Miss.

Safari

Bwana Don (Riggs) takes the youngsters on an imaginary safari to visit exotic lands and animals. With the aid of jungle animals from zoos and selected jungle film this program provides adventure and thrills.

Running Time: Fri: 30 minutes and Sat.: 2 hours.

Cost: ½ hr. \$200. per/2 hr. \$400. per.

Number Available: 1 each per week.

Produced by: KDKA-TV, Pittsburgh, Pa.

WPSD-TV Romper Room

Kindergarten-of-the-air with five children as pupils of Miss Emily.

Running Time: 30 minutes.

Cost: Station Rates.

Number Available: 52 weeks.

Produced by: WPSD-TV, Paducah, Ky.

Distributed by: Romper Room, Inc., Baltimore, Md.

Carnival of Youth

Juvenile and teen-age talent of Chicago in a variety show, not in the amateur category. Complete show staged, costumed and presented to a live audience.

Running Time: 30 minutes.

Number Available: Unlimited.

Produced by: James E. Jewell, Chicago, Ill.

Distributed by: Jewell Radio and Television Productions, Chicago.

Pete's Gang

An hour of fun, film, cartoons, drawings and children's guests, with veteran TV personality and artist, Pete Boyle.

Running Time: 60 minutes.

Cost: On request.

Produced by: WRCV-TV, Philadelphia, Pa.

Tommy Seven Show

Featuring music, skits, cartoons, games and the Billy Bang Bang series of old-time western silent films. Ed Bakey hosts.

Running Time: 60 minutes.

Cost: \$15,000 per quarter.

Number Available: 5 hour segments per week.

Produced by: WABC-TV, N. Y. C.

Curley's Cowboy Theatre

Curley Myers is host for this Saturday morning program. His experience as a former ranch owner combined with his talents as singer and guitarist help set the mood for the weekly western films seen on the show. Frequent guest performers.

Running Time: 60 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: WFBM-TV, Indianapolis, Ind.

Popeye and Mr. Magoo with Cap'n Cy

Sea shanty host has 40 youngsters in his "cabin" while he shows Popeye, Warner Bros. and Mr. Magoo cartoons. Features include prizes for home viewers as well as special prize contests for studio participants. Weekdays.

Running Time: 60 minutes.

Produced by: KREM-TV, Spokane, Wash.

Tim's Cartoons

Features René Royaards with his hand puppets. Tim is a squirrel living in a magical forest and his friends all have the Dutch accent that comes from

CHILDREN'S PROGRAMS

Rene's Holland background. Cartoons are added for variety appeal. Mon.-Fri., 9 A.M.
Running Time: 30 minutes.
Cost: Rate card.
Produced by: WSPA-TV, Spartanburg, S. C.

Happiness Exchange

Jack Hill as MC entertains 3-4 hundred children and parents weekly. Live variety acts — prepared and presented by other children. Sat. 10:30-11:30 A.M.
Running Time: 60 minutes.
Number Available: Continuous.
Produced by: KNOE-TV, Monroe, La.

Barney Bean Show

Barney Bean and his wooden-headed sidekick, Sherwood the City Slicker, team up with Deputy Dawg, The Little Rascals, Heckle and Jeckyl and other cartoon characters. Mon. through Fri. at 5:30.
Running Time: 60 minutes.
Cost: Per rate card.
Number Available: 5 per week.
Produced by: WKST-TV, Youngstown, O.

Popeye

Tony the Fireman as M.C. at Pier 10. Children are served treats and are led in group singing and given tablets for drawing pictures.
Running Time: 30 minutes.
Cost: 1-Min. Class "B" rate.
Number Available: Six 1-minute spots.
Produced by: WGEM-TV, Quincy, Ill.

Jolly Jim

Jolly Jim, proprietor of the General Store, and his adventures with a most villainous character named J. P. (Judas

Pilate) Sidewinder and the Sidewinder clan. A feature is Dick Tracy cartoons.
Running Times: 60 minutes and 30 minutes.

Cost: Per rate card.
Number Available: Two 30-minute shows, one 60-minute show per week.
Produced by: WIS-TV, Columbia, S. C.

Here's Geraldine

Centers around a hand puppet named Geraldine. A husband and wife team. Jim and Bud Stewart, conceived the idea. Jim stays in front of the cameras while his wife, Bud, manipulates the puppets. Material consists of small patter, and at the same time offers hints to boys and girls regarding health and character building.
Running Time: 30 minutes.
Produced by: WBKB-TV, Chicago, Ill.

WOAY-TV Bozo the Clown

Features local personality in Bozo the Clown costume. Film integration includes Bozo cartoons and Hopalong Cassidy half-hour syndicated film. Includes periodic contests with prize awards for winners. Mon. thru Fri. 5:00 to 6:00 P.M.
Running Time: 60 minutes.
Cost: On request.
Produced by: WOAY-TV, Oak Hill, West Va.

Harlow and the Three Stooges

Harlow Hickenlooper (Hal Fryar) and the adventures of the Three Stooges. Saturday mornings.
Running Time: 90 minutes.
Cost: On request.
Number Available: Unlimited.

Produced by: WFBM-TV, Indianapolis, Ind.

Magic Toy Shop

Songs, stories, film trips via the Abracadabra Book, cartoons plus underlying teaching threads in terms of the larger world about us. Cast includes Merrily, Eddie FlumNum, Twinkle, Mr. Trolley and The Playlady from Toyland.
Running Time: 30 minutes.
Cost: On request.
Number Available: 260 per year.
Produced by: WHEN-TV, Syracuse, N. Y.

WSJS Children's Show

In addition to hobbies, games and cartoons, emphasis is placed on educational features such as "In-Dog School Television," a dog obedience training course; "Symphony Instruments," which explores the use and variety of musical instruments; features on horseback riding, Judo and ceramic instructions.
Running Time: 30 minutes.
Cost: On request.
Produced by: WSJS-TV, Winston-Salem, N. C.

Wonderful World

An educational-entertainment series aimed at children 6-12 years old. Bobbie Boyd is the hostess. Regular features include: a brief period of devotions; physical fitness; a news segment for children and Encyclopaedia Britannica Films.
Running Time: 60 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: WDBJ-TV, Roanoke, Va.

Kaptain TAltower

Kaptain TAltower is the skipper of the ship "Showboat" which navigates the Red River between Shreveport, La. and Texarkana, Tex. Cartoon features plus live studio guests. Cartoon features include first run from Mr. Magoo, Harvey Cartoons, Our Gang & Little Rascals & Clutch Cargo.
Running Time: 60 minutes.
Cost: On request.
Produced by: KTAL-TV, Shreveport, La.

The Early Riser

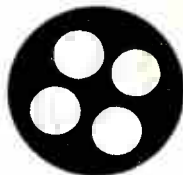
Maryland's favorite janitor, a role created by comedian Stu Kerr, entertains 7-8 A.M. Mon. through Fri. A medley of music, pantomime and mirth.
Running Time: 60 minutes.
Cost: \$530.
Produced by: WMAR-TV, Baltimore, Md.

Barnaby & Tish

Hand puppets (dog types) and their animal friends introduce cartoons, birthday wishes, items of interest to children, discuss natural sciences. Lowell Fenner, talent. Every morning from 8:30-9:45 A.M., weekdays.
Running Time: 75 minutes.
Cost: Rate card.
Number Available: 5 times weekly.
Produced by: WLOF-TV, Orlando, Fla.

Clock-A-Doodle-Day Show

Hosted by Dale Young, and directed to the 8-12 age group. Formatted for a highly mobile audience comprised of youngsters on-the-go, preparing for school.
Running Time: 60 minutes.
Produced by: WBKB-TV, Chicago, Ill.



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CHILDREN'S PROGRAMS

Ranger Hal's Birthday Party

Approximately 25 children each week who are celebrating their birthdays are invited by "Ranger Hal" Shaw to attend a studio birthday party on TV. They are entertained, play games, and are served refreshments.

Running Time: 60 minutes.
Produced by: WTOP-TV, Washington, D. C.

Channel 3 Clubhouse

Rubart and his studio guests play games, draw pictures, discuss school activities, and watch cartoons and short subjects. On WKZO-TV, Kalamazoo, Mich.

Running Time: 30 minutes.
Cost: On request.
Produced by: Fetzer Broadcasting, Kalamazoo, Mich.

All Hands on Deck

Leaving their TV port daily, Cap'n Star, Hariow Hickenlooper and Curley Myers capture the imagination of the small-fry with their adventures of life upon the sea. A story theme is supplemented with children's films.

Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: WFBM-TV, Indianapolis, Ind.

Skipper Jack

Skipper Jack hosts cartoons for the children. He will also occasionally have interviews with maritime guests, such as yacht skippers, Sea Scouts, and authorities on marine-life. Mon.-Fri. 7:00-8:00 A.M., Mon.-Fri. 4:00-4:30 P.M., Sat. 8:30-9:00 A.M.

Running Time: 60 and 30 minutes.
Cost: Per rate card.
Number Available: 8 Participating Announcements.
Produced by: KGMB-TV, Honolulu, Hawaii.

Mr. Thatch & I

Don Moore plays the station master of the mythical railroad station Kayvoo. Mr. Thatch is his scarecrow companion. Mother Goose stories, visiting pets and cartoons are weekly features of the show each Sat. at 8:00 A.M.

Running Time: 30 minutes.
Cost: \$143.
Number Available: 1 per week.
Produced by: KVOO-TV, Tulsa, Okla.

Buckskin Bill

Buckskin is an Indian Scout, complete with fringed buckskin outfit and a typical frontier cabin. Boy Scouts, Cub Scouts, and Recreation and Park Commission each have special days for participating. Supplements such as Dick Tracy, Mr. Magoo, Our Gang, etc. are used.

Running Time: 60 minutes.
Cost: Part. — \$45.00 minute.
Number Available: Five days a week.
Produced by: WAFB-TV, Baton Rouge, La.

Breakfast with Muzo

Muzo the Clown hosts an early morning cartoon show featuring Three Stooges and Bozo the Clown cartoons. He conducts special contests for home viewers. Weekdays.

Running Time: 30 minutes.
Produced by: KREM-TV, Spokane, Wash.

Popeye Theatre

Three puppets, Cap'n Pliny, Homer Horse and Barney A. Cat. Puppet bits interspersed with Popeye and Warner Bros. Cartoons plus "Space Angel" cliff-hanger series. 4:00 P.M. to 5:00 P.M., Mon.-Fri.

Running Time: 60 minutes.
Produced by: WSBT-TV, South Bend, Ind.

WTRF-TV Romper Room

One-hour children's educational program encompassing games, songs, manners, etc.

Running Time: 60 minutes.
Cost: On request.
Produced by: Bert Claster & WTRF-TV, Wheeling, W. Va.
Distributed by: Bert Claster, Baltimore, Md.

Buckaroo Rodeo

On-the-air rodeo with youngsters participating in roping, fast drawing and buckin' bronco events.

Running Time: 30 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: WOOD-TV, Grand Rapids, Mich.

Hobo Kelly

Live wrap-arounds starring "Hobo Kelly," an Irish speaking hobo who loves and, is loved by everyone. Portrayed by Sally Baker, Mon., Wed. and Fri. at 6:00 P.M.

Running Time: 30 minutes.
Cost: Per rate card.
Number Available: Partic. inside available.
Produced by: WTVH-TV, Peoria, Ill.

Uncle Pete

Daily storyteller from rocking chair with live studio audience, 25-75 children daily ages four to 13; cartoons; emcee Pete Culbertson. Children recite and sing. Top children's program by Nielsen, Mar. '62, in area. 4:30 P.M. daily, 30 min.

Running Time: 30 minutes.
Number Available: 5 Per week.
Produced by: WJHG-TV, Panama City, Fla.

Uncle Bob

Children write station advising of birthdate, and appear during week of birthday. They are interviewed, and receive birthday gifts. A cartoon or two-reel comedy is shown, and a story or fairy-tale is told.

Running Time: 60 minutes.
Cost: Participating.
Number Available: Tues. & Thurs., 7 one-minute commercials.
Produced by: KREX-TV, Grand Junction, Colo.

Romper Room

An educational and entertaining kindergarten on television teaching good health, safety and social habits to pre-school children. Features a "Teacher" and youngsters from the local area. Currently being televised "local and live" in 95 cities in the U.S.A., Canada and Puerto Rico.

Running Time: 60 minutes, 30 minutes, 45 minutes.
Produced by: Romper Room, Inc., Baltimore, Md.
Distributed by: Romper Room, Inc.,

Morning in Funsville

Josie Carey leads the pre-school viewer to Funsville where they meet Mr. Wrinkle, the goofy inventor, Ludwig, the piano playing lion, and all of

the little puppet Funsville Folk. Provides for two cartoon inserts. Starring Josie Carey, Sterling Yates, and Johnny Costa. Mon.-Fri., 9:00-9:30 A.M.

Running Time: 30 minutes.
Cost: Approx. \$1,200 per wk.
Number Available: 5 per week.
Produced by: KDKA-TV, Pittsburgh, Pa.

Albert's General Store

Setting is an old country general store. George Albert invites local youngsters to visit him. They enjoy refreshments, play games and watch Roy Rogers or Gene Autry in western adventures.

Running Time: 60 minutes.
Produced by: WLTV, Bowling Green, Ky.

Jobblewocky Place

Stars ventriloquist Terry Bennett, his mischievous wooden-headed sidekick, Red Flannels, and Terry's wife, Joy, as Pamela Puppet.

Running Time: 30 minutes.
Produced by: WBKB-TV, Chicago, Ill.

Starmaker Theater

James Jewell presents a show of today with featured performers of tomorrow. A long-range program designed to provide talent for TV. Chicago's outstanding young performers presented in a variety program.

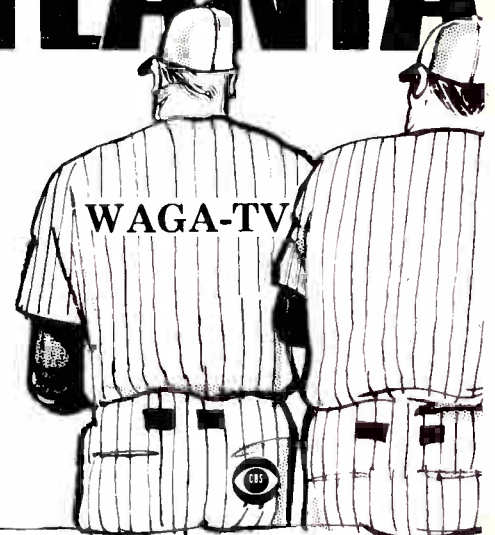
Running Time: 30 minutes.
Number Available: Unlimited.
Produced by: James E. Jewell
Distributed by: Jewell Radio and Television Productions, Chicago, Ill.

Funsville

Mr. Cupples, the postman, Josie Carey, and Indian Mary entertain the older children viewers with their adventures in Funsville. Provides for two cartoon inserts. Starring Josie Carey, Sterling Yates and Johnny Costa. Mon.-Fri., 4:30-5:00 P.M.

Cost: Approx. \$1,200 per wk.
Number Available: 5 per week.
Produced by: KDKA-TV, Pittsburgh

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CHILDREN'S PROGRAMS

Popeye and Friends

Cap'n Bob Lobertini and his gang—Popeye, Sylvester, Daffy Duck, Tweety Bird, and Porkly Pig—greet children each weekday at 5:10 P.M. Puppets Bobo and Mrs. Bobo live the proceedings.

Running Time: 20 minutes.
Produced by: WLAC-TV, Nashville, Tenn.

Jack's Kartoon Klubhouse

Hosted by Jack Boone. Cartoons, contests, birthday parties. Public service announcements for kids, local talent and chatter with guests on the show.

Running Time: 60 minutes and 30 minutes.

Cost: \$108 per ½ hr. OTO.
Number Available: 1 hr. M-W-F, ½ hr. Tu-Th.

Produced by: KEZI-TV, Eugene, Ore.

Children's Theatre Specials

Children's fantasies presented by staff actors from the Pittsburgh Playhouse. Ideal holiday programming with fairy tale plays such as Beauty and the Beast and the Pied Piper.

Running Time: 60 minutes.
Cost: On request.

Number Available: Four in 1962.
Produced by: KDKA-TV, Pittsburgh, Pa.

Cousin Larry and the 3 Stooges

Cousin Larry hosts, reading mail, announcements, occasional guests, and three stooges comedies. Mon. and Sat.

Running Time: 30 minutes.
Produced by: WSLV-TV, Roanoke, Va.

Big Bill Matinee

Big Bill Blair hosts a daily studio audience from 4:30-5:00 P.M. Hand puppets: Partial Post and Mail Pooch are featured, as well as the home audience on the sick list.

Running Time: 30 minutes.
Cost: \$25 per spot.
Produced by: KVOO-TV, Tulsa, Okla.

WRAL-TV Bozo the Clown

Paul Montgomery plays a live Bozo the Clown who entertains with studio stunts and games and introduces cartoon features that include Bozo the Clown, Bozo's Storybook, Popeye, Mr. Magoo, and Casper the Friendly Ghost. Studio guests participate.

Running Time: 60 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: WRAL-TV, Raleigh, N. C.

Cactus Quave

Mon.-Fri. at 10:00 A.M. and Sat. at 11:00 A.M., the sheriff of Dry Gulch County conducts a pre-school frolic in his office at the jail. J. P. Sidewinder, local badman heckles the kids and hero until he gets thrown in jail. Local kids put on musicals and brief plays. Educational short films.

Running Time: 30 minutes.
Cost: \$75.
Number Available: Unlimited.
Produced by: WCCA-TV, Columbia, S. C.

KREM-TV Romper Room

Hostess is Miss Florence. A kindergarten-type program with several studio children participating. Also participation projects for the home viewers. Weekdays.

Running Time: 30 minutes.
Produced by: KREM-TV, Spokane, Wash.

Distributed by: Claster Enterprises, Baltimore, Md.

The Three Stooges and the Great MacNutt

Wayne Mack, as The Great MacNutt, is the personality-host. Comedy (provided by MacNutt and The Stooges) and adventure (provided by a daily chapter from a "cliff-hanging" film serial). Youngsters in the audience participate.

Running Time: 30 minutes.
Cost: On request.
Number Available: Mon.-Fri. & Sun.
Produced by: WDSU-TV, New Orleans, La.

Casper the Ghost & Company

Cartoon half-hour featuring Casper the Ghost, Baby Huey, Little Audrey, Heckle and Jeckle and others, fronted by a "live" host—Casper's Uncle Friendly Freddie. Freddie pops out of walls, doors, pictures, etc. He lives in a haunted house like a good ghost, and it is Freddie who gave Casper his "friendly" lessons. Mon.-Fri., 5-5:30 P.M.

Running Time: 30 minutes.
Cost: \$100 per 60 sec. partic.
Number Available: 5 minutes per program.

Produced by: WLW-I, Indianapolis, Ind.

Happy Raine Show

Warner Bros. and Mr. Magoo Cartoons, contests, interviews with guests (children), public service announcements, promotion spots, sponsor giveaways with female MC portraying Indian maiden. 5:15-6:00 P.M. Mon. and Fri., 5:15-5:30. Tues, Wed., and Thurs., and 10 A.M. on Sat.

Running Time: 45 minutes.
Cost: On request.
Produced by: WCSC-TV, Charleston, S. C.

Breakfast with Cap'n Ken

Hosted by Cap'n Ken Wagner, includes cartoons and live puppets. Main feature is teaching art to the children and including local and national news on the pre-school level. Mon. through Fri., 8:00-9:00 A.M.

Running Time: 60 minutes.
Cost: \$400.
Number Available: 5.
Produced by: KMSP-TV, Minneapolis, Minn.

Tinytown

A little old lady beside the road from her little candy house, entertains and reads; mythical toy village, Tinytown; live audience, instructional, games, cartoons, contests. Emcee Beth Christensen.

Running Time: 30 minutes.
Number Available: 5 Per week.
Produced by: WJHG-TV, Panama City, Fla.

Menehune Playhouse

Glen Cargyle presents "Buffo the Frog," "Kohole the Mynah Bird," and their Menehune friends, hosting cartoon adventures for children.

Running Time: 30 minutes.
Cost: Per rate card.
Number Available: 5 participating announcements.
Produced by: KGMB-TV, Honolulu, Hawaii.

Mr. Toyman

Mr. Toyman operates from his toyshop, delighting children with his magic glasses, toy machine and entertaining cartoons. Tues., Thurs., 6:00 P.M.

Running Time: 30 minutes.
Cost: Rate card.

Number Available: Partic. spots.
Produced by: WTVH-TV, Peoria, Ill.

Miss Rhea and Sunshine

Miss Rhea entertains youngsters of pre-school and early-school age with games, stories and fun and work activities. Assisting Miss Rhea are her three puppet friends, manipulated by puppeteer Cal Schumann. Mon.-Fri., 9:00 A.M.

Running Time: 30 minutes.
Cost: On request.
Produced by: WBAL-TV Baltimore, Md.

Kindergarten College

Designed to appeal to the pre-school and half-day kindergarten youngsters who are available from 9-10 A.M., Mon. through Fri. Teacher is personable Barbara Kay. Segments are done in cooperation with the Indianapolis Public Schools and follow, in general terms, the kindergarten curriculum. Also features Casper the Ghost, Heckle and Jeckle and other cartoon favorites.

Running Time: 60 minutes.
Cost: Time plus \$175 per program.
Number Available: 5 per week.
Produced by: WLW-I, Indianapolis, Ind.

Ranger Hal Show

"Ranger Hal" portrays a forest ranger who promotes conservation and safety. Cartoons, educational and information films are shown. Hal also conducts contests and guest interviews when they relate to children's activities.

Running Time: 45 minutes.
Number Available: Mon. through Friday.
Produced by: WTOP-TV, Washington, D.C.

WPIX's Bozo the Clown

Bozo the Clown works in a circus set with a live audience of approximately 50 children to emcee "Bozo the Clown" film episodes.

Running Times: 30 minutes.
Produced by: WPIX, N. Y. C.

WPIX's Dick Tracy

Captain Joe Bolton hosts, showing Dick Tracy film episodes. The setting is a local Police Precinct.

Running Time: 30 minutes.
Produced by: WPIX, N. Y. C.

Let's Have Fun

Chuck McCann and Paul Ashley puppets emcee and offer a running commentary about a wide variety of children's cartoons and features in this weekly Sunday morning program.

Running Time: 3 hours.
Produced by: WPIX, N. Y. C.

The Merry Mailman's Funhouse

Ray Heatherton hosts this weekday afternoon show. The Merry Mailman pauses along his route to entertain the children with cartoons, stories and occasional songs.

Running Time: 45 minutes.
Produced by: WPIX, N. Y. C.

Three Stooges Fire House

Fireman Todd Russell emcees the film episodes of "The Three Stooges." Setting is a firehouse and action takes place at the wheel of a fire engine.

Running Time: 30 minutes.
Produced by: WPIX, N. Y. C.

Laurel & Hardy & Chuck

Chuck McCann, with puppet caricatures of Laurel & Hardy, emcees Laurel & Hardy film shorts each weekday afternoon.

Running Time: 30 minutes.
Produced by: WPIX, N. Y. C.

WPIX's Popeye

Captin Jack McCarthy hosts. Action takes place on the deck of the SS Popeye with pertinent ship's fittings and other nautical gear. Film episodes of "Popeye" are shown.

Running Time: 30 minutes.
Produced by: WPIX, N. Y. C.

Ricki and Copper

Features Ricki Wertz and her Irish Setter, Copper. There are approximately 6 children as guests daily, who attend on or close to their birthday. Each is interviewed, sings a song and tells a joke. Ricki and Copper handle commercials and all activity between guests and the Popeye cartoons that are featured. Mon.-Fri., 9:30-10:00 A.M.

Running Time: 30 minutes.
Cost: Per rate card.
Number Available: Mon. thru Fri.
Produced by: WTAE, Pittsburgh, Pa.

WTAE Romper Room

Pre-school children's program handled by Janey Vance. Local children (6) appear for a period of two weeks and participate in all kindergarten level games, reading and movement.

Running Time: 45 minutes.
Cost: Per rate card.
Number Available: Mon. thru Fri.
Produced by: WTAE, Pittsburgh, Pa.

Paul Shannon's Adventure Time

Paul Shannon and cartoon features such as Three Stooges, Deputy Dawg, Mr. Magoo and Dick Tracy. Paul Shannon himself participates in various skits. Mon.-Fri., 5:00-6:15 P.M.

Running Time: 1 hour 15 minutes.
Cost: Per rate card.
Number Available: Mon. thru Fri.
Produced by: WTAE, Pittsburgh, Pa.

Popeye 'N Knish

Puppet show hosted by Hank Stohl who is also the puppeteer. Show features his characters, Knish, Rodney, Connie and Miss B. who do their bits in between Popeye cartoons. Mon.-Fri., 4:30-5:00 P.M.

Running Time: 30 minutes.
Cost: Per rate card.
Number Available: Mon. thru Fri.
Produced by: WTAE, Pittsburgh, Pa.

Looney Tunes

"Chubby" Jackson and his talking bass fiddle entertain the children each weekday afternoon from 4:30 to 5:30 P.M. "Chubby" shows cartoons for the kids and talks to them about many subjects.

Running Time: 60 minutes.
Cost: On request.
Number Available: 39.
Produced by: WOR-TV, N. Y. C.

Merrytoon Circus

Claude Kirchner shows cartoons for the kids each weekday from 7:00 to 7:30 P.M. He supplements these cartoons with chatter from his ventriloquist, Clowny, and a general circus atmosphere.

Running Time: 30 minutes.
Cost: On request.
Number Available: 39.
Produced by: WOR-TV, N. Y. C.

Uncle Looney

"Uncle Looney" is the proprietor of a backwoods country store, and his props consist of his rocking chair, potbelly stove, etc. Shows cartoons, acknowledges birthdays and spreads homespun humor. Mon. through Fri.

Running Time: 30 minutes.
Produced by: WSLV-TV, Roanoke, Va.

FORUMS, INTERVIEW, PANEL

Ruth Goodman Show

Interviews with local and visiting personalities connected with organizations of interest to the community.
Running Time: 15 minutes.
Cost: \$58.50.
Number Available: 2 per week.
Produced by: WTOG-TV, Savannah, Ga.

Your Question, Please

Every 4th week on Thursday, 9:30 to 10:00 P.M., prominent public officials appear to answer questions from viewers either submitted in writing or called in by telephone. Ray Clark relays questions.
Running Time: 30 minutes.
Cost: \$675 full sponsorship.
Number Available: One monthly.
Produced by: WOW-TV, Omaha, Neb.

TV News Conference

11:30 to Noon. Sundays, prominent officials, leaders and personalities are interviewed by a panel consisting of three radio newsmen.
Running Time: 30 minutes.
Cost: \$250 full sponsorship.
Number Available: One weekly.
Produced by: WOW-TV, Omaha, Neb.

Teen Topics

Sundays, 10:30 to 11:00 A.M. High school youths select topic to talk about and discuss it on this show.
Running Time: 30 minutes.
Cost: \$250 full sponsorship.
Number Available: One weekly.
Produced by: WOW-TV, Omaha, Neb.

Press Internationale

Major news events as reviewed by the foreign press are discussed by various newspapermen. The newspapermen specialize in reading foreign newspapers and reporting on them for their own newspapers.
Running Time: 30 minutes.
Produced by: WBKB-TV, Chicago, Ill.

Off the Cuff

In-depth discussion of specific subjects featuring national and international-recognized authorities from related fields. On WBKB-TV, Chicago.
Running Time: 2 hours.
Produced by: Ross-McElroy Productions, Chicago, Ill.

Pinpoint

Unrehearsed press conference dealing with topical issues of local and world importance. Newsmen interview a local or national political personality or "name in the news." Moderated by Vince Leonard. Sundays.
Running Time: 30 minutes.
Cost: On request.
Produced by: WRCV-TV, Philadelphia, Pa.

Sounding Board

Man-on-the-street is questioned about his opinions, usually local top-

ics. Since, Bill Gribben. Mon. through Fri., 6:25 P.M.
Running Time: 5 minutes.
Cost: On request.
Number Available: Continuous.
Produced by: WDEF-TV, Chattanooga, Tenn.

March Wilson Show

Marc Wilson each day interviews one of the numerous personalities who are living or visiting in Hawaii.
Running Time: 15 minutes.
Cost: Per rate card.
Number Available: 2 partic. announcements.
Produced by: KGMB-TV, Honolulu, Hawaii.

How to Succeed

Advice to those who are starting a new career or changing to a different line of endeavor. Listeners submit problems and ask for guidance. Successful persons will be guests.
Running Time: 30 minutes.
Cost: On request.
Number Available: 13 plus.
Produced by: V. S. Becker Productions, N. Y. C.

In My Opinion

Controversial topics in ethics and politics are discussed by prominent personalities. Station executive and local attorney moderate.
Running Time: 60 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: WRAL-TV, Raleigh, N. C.

On Camera

A panorama of people and happenings of the eastern Carolinas, featuring national and local individuals. Hosted by Carroll Godwin since its beginning four years ago. 1:00-1:30 P.M., Mon. through Fri.
Running Time: 30 minutes.
Cost: On request.
Produced by: WCSC-TV, Charleston, S. C.

Byline—Mel Leavitt

Mel Leavitt, New Orleans' TV personality, is host. Guests are visitors and residents, top show business and sports world personalities and civic dignitaries and officials.
Running Time: 10 minutes.
Cost: On request.
Number Available: Monday-Friday.
Produced by: WDSU-TV, New Orleans, La.

Random

Interview show hosted by Mary Jo Tierney, three-time local Emmy Winner, and Bob Allard. Consists of interviews, news, fashions and entertainment. Mon. through Fri., 10:00-10:30 A.M.
Running Time: 30 minutes.

Cost: \$300.
Number Available: 5.
Produced by: KMSP-TV, Minneapolis, Minn.

Know Your Law

Under the direction of local members of the State Bar Association. Discuss topics pertaining to law that are directed to them by mail, explain methods and procedures used by the lawyer, interpret laws for the laymen. Guests. Program airs alternate weeks.
Running Time: 30 minutes.
Cost: On request.
Number Available: 26.
Produced by: KDIX-TV, Dickinson, N. D.

TV M.D.

Under the direction of members of the local medical profession. They answer questions mailed to them, explain methods and procedures for treating ailments, in layman's terms, discuss issues pertaining to the medical profession. Aired alternate weeks. Guests.
Running Time: 15 minutes.
Cost: On request.
Number Available: 26.
Produced by: KDIX-TV, Dickinson, N. D.

Camera Conference

A guest from the business, civic, professional and/or political scene is interviewed by a news media panel. Completely unrehearsed. Every 4th Thurs., 9:30 P.M.
Running Time: 30 minutes.
Number Available: Continuous.
Produced by: KNOE-TV, Monroe, La.

Space Age Report

Interviews with scientists or other personnel concerned with the space age . . . occasionally films or demonstration of advanced technological material supplied by NASA, Martin-Marietta Co. and others. Fridays at 6:45 P.M., Lowell Fenner is host.
Running Time: 15 minutes.
Cost: Per rate card.
Number Available: 1 weekly.
Produced by: WLOF-TV, Orlando, Fla.

City Side

Three newsmen question a person prominent in the news about a topic of interest in the Washington, D.C. community. They range from the Commissioners of the District of Columbia to prominent sports figures in the area.
Running Time: 30 minutes.
Produced by: WTOP, Washington, D. C.

Piedmont News Conference

Program attempts to show both

sides of given issues in the area, and delves into the "whys" of each situation.
Running Time: 30 minutes.
Cost: Per rate card.
Produced by: WSPA-TV, Spartanburg, S. C.

Voice of the Piedmont

A panel show with subjects ranging from library programs and interests, through historical points of the community, to new industries and their purpose. Aired Sundays.
Running Time: 15 minutes.
Cost: Per rate card.
Produced by: WSPA-TV, Spartanburg, S. C.

Footnote

Produced in cooperation with the Agricultural Extension Service of Ohio State U. local 4H members discuss problems of current interest. Moderator: Howard C. Aley. Saturday afternoons at 4:45.
Running Time: 15 minutes.
Cost: On request.
Number Available: On request.
Produced by: WKST-TV, Youngstown, O.

Youngstown, USA

Civic leaders, businessmen and visiting dignitaries discuss subjects of substance and controversy. Station manager Philip J. Richtscheidt and news director Don Parcher moderate. Wed. at 11:25 P.M. Program resumes Sept. 12.
Running Time: Open end 2 hour average.
Cost: On request.
Number Available: On request.
Produced by: WKST-TV, Youngstown, O.

Sam Hall Show

Daily, Mon. through Fri., 1:30 to 2:00 P.M. Visiting dignitaries, authors, lecturers, politicians, sports personalities and show business luminaries who visit South Bend appear "live" or are video taped for future use on the program.
Running Time: 30 minutes.
Cost: On request.
Produced by: WSJV-TV, South Bend, Ind.

The Hy Gardner Show

Each Sunday from 8:00 to 9:00 P.M. Hy Gardner, N. Y. Herald Tribune columnist, chats with famous people from all walks of life including entertainers, sports figures, political personalities. An hour of candid talk revealing the personalities, ideas and accomplishments of the people at hand.
Running Time: 60 minutes.
Cost: On request.
Number Available: 39.
Produced by: WOR-TV, N. Y. C.

MUSICAL

Hymns at Home

Hymns, spirituals, and contemporary religious music, featuring the Maurice Thompson Singers.
Running Time: 30 minutes.
Number Available: 13.
Produced by: WLBT-TV, Jackson, Miss.
Distributed by: Deposit Guaranty Bank, Jackson, Miss.

Voice of Firestone

Program of opera, operetta and popular music, featuring outstanding musical performers, dancers and conductors.
Running Time: 30 minutes.
Cost: On request.
Number Available: On request.
Produced by: ABC-TV Network, N. Y. C.

American Bandstand

Dick Clark hosts musical program in which teenagers dance to popular recordings. Prominent guest stars appear daily to entertain and be interviewed by Clark. On ABC-TV Network.
Running Time: 50 minutes.
Cost: On request.
Produced by: WFIL-TV, Philadelphia, Pa.

Vignettes in Sound

Students and faculty members in the Dept. of Music at East Carolina College, Greenville, appear in a series devoted to serious music, both classical and modern. Mixed chorus, male soloists.
Running Time: 60 minutes.
Cost: On request.
Number Available: 13.
Produced by: WRAL-TV, Raleigh, N. C.

MUSICAL

Hamilton Brothers Quartet

Program features gospel singers who performed on radio for many years before TV. Sundays from 9:15 to 9:30 A.M.
Running Time: 15 minutes.
Cost: \$60.
Number Available: 52.
Produced by: WPSD-TV, Paducah, Ky.

Time, Tunes, & Cartoons

Audio composed of good music, cut-ins for time and weather with cartoons.
Running Time: 60 minutes.
Cost: Spot participation, \$35.

Produced by: WAFB-TV, Baton Rouge, La.

Patty Griffis Show

Features Miss Griffis in a wide range of musical selections. The star is under contract to a recording firm. David Runner, guitarist.
Running Time: 15 minutes.
Number Available: Unlimited.
Produced by: John W. Utley, Bowling Green, Ky.
Distributed by: WLTV, Bowling Green, Ky.

Old Time Singing Convention

Weekdays, 12:05-12:30 P.M., song-fest. Ronnie Page welcomes the vari-

ous groups who sing familiar religious standards.

Running Time: 25 minutes.

Produced by: WLAC-TV, Nashville, Tenn.

Teen Beat

Record hop hosted by Phil Boyer. Latest popular records with school news from area high schools. Tues. and Thurs., 5:00-5:30 P.M.
Running Time: 30 minutes.
Cost: \$108 per show OTO.

Produced by: KEZI-TV, Eugene, Ore.

Charlie Flener's

Dancy Party

Dance contests, salutes to area schools, visiting recording artists.

Hosted by recording star Charlie Flener. Friday, 7:30 P.M.

Running Time: 60 minutes.

Number Available: Unlimited.

Produced by: WLTV, Bowling Green, Ky.

Lawrence Welk Show

Maestro Lawrence Welk leads his musical family in a weekly hour of music, old and new, in the famous Champagne Music style. On ABC-TV Network.

Running Time: 60 minutes.

Cost: On request.

Number Available: On request.

Produced by: ABC-TV Network, N. Y. C.

PUBLIC SERVICE

WLW-C-TV Viewpoint

Each Friday from 7:00 P.M. to 7:30 P.M. Narrated by Hugh DeMoss and covers a wide variety of topics from segregation to radio-active fallout. Outstanding viewpoints have appeared, such as Senator Stephen Young, Senator Barry Goldwater, etc.
Running Time: 30 minutes.
Cost: On request.

Produced by: WLWC-TV, Columbus, O.

Today's Calendar

A thrice-weekly program of upcoming social, fraternal and community events in the station's coverage area. Mail is solicited, and program also uses other sources to give wide appeal and coverage.

Running Time: 5 minutes.

Number Available: No limit.

Produced by: WBRE-TV, Wilkes-Barre, Pa.

Milestones of the Century

A composite of short films illustrating one aspect of the achievements of our age in science, sports, politics and the arts.

Running Time: 30 minutes.

Cost: Per rate card.

Produced by: WABC-TV, N. Y. C.

The College Door?

Aimed towards relaxing the panic surrounding college admissions. Show follows two high school students as they tour 12 small college campuses seeking answers to major questions facing parents and students about college admissions and eligibility.

Running Time: 30 minutes.

Cost: On request.

Number Available: Seven half-hours.

Produced by: KDKA-TV, Pittsburgh, Pa.

Focal Point

A continuing series dealing with the problems of Baltimore. Aired 18 times a month, and enters into such subjects as politics, racial tension, park spaces, urban renewal, mass transportation, etc. Viewer participation is encouraged through viewer groups. Program is a joint effort of WJZ-TV and The Greater Baltimore Committee.

Running Time: 30 minutes.

Cost: On request.

Produced by: WJZ-TV, Baltimore, Md.

Expedition Boston

This award-winning series is written and produced by Bob Ferrante and hosted and narrated by newscaster Victor Best. It is featured once a month, and highlights the positive assets of the Greater Boston area.

Running Time: 30 minutes.

Number Available: 13.

Produced by: WNAC-TV, Boston, Mass.

Two About Town

Carl Meyerdirk is host of this daily tour about Tulsa featuring cultural and entertainment events around town. Show regularly features special interest features.

Running Time: 15 minutes.

Cost: \$97.

Number Available: 5 per week.

Produced by: KVOO-TV, Tulsa, Okla.

Issues and Answers

Congressmen, cabinet members, ambassadors, under-secretaries and the like, debate or are interviewed.

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Produced by: ABC News, Washington.

Point of View

A complete airing of local issues and controversy. Moderator Dr. August Eberle, Provost of U. of Chattanooga. Guest and two selected questioners. Sundays, 5:00 P.M.

Running Time: 30 minutes.

Cost: On request.

Number Available: Continuous.

Produced by: WDEF-TV, Chattanooga, Tenn.

Editor's Choice

The editor, Fendall Yerxa, has done programs about heart surgery, teenage dating, atoms, baseball, opera, foreign trade, Castro, Africa, etc. Good film for interviews and features.

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Produced by: ABC News, N. Y. C.

Assignment: Northwest

In-depth treatment of current headlines or panel discussions of public affairs relating to the Pacific Northwest. News director Don Brice is editor on the film programs and moderates.

Running Time: 30 minutes.

Cost: On request.

Number Available: 13.

Produced by: KIRO-TV, Seattle, Wash.

Pursuit

Jim McGovern, public service director, produced these programs of local interest.

Running Time: 60 minutes and 30 minutes.

Cost: Open.

Number Available: 6-8.

Produced by: KMSP-TV, Minneapolis, Minn.

Columbia Today

Three-man team of reporters/interviewers conduct news, weather, sports, and interview show of Columbia's personalities and activities.

Running Time: 30 minutes.

Cost: \$35.

Number Available: Unlimited.

Produced by: WCCA-TV, Columbia, S. C.

Open House

Hostess Mary Krenk interviews local citizens and visitors of the area. Show includes book reviews, club notes, fashion news, public service announcements of local interest, local talent. Mon.-Fri., 3:30 P.M.

Running Time: 30 minutes.

Cost: \$72 per show OTO.

Produced by: KEZI-TV, Eugene, Ore.

Kansas Panorama

Weekly, devoted to specific coverage of Kansas activities, industry, civic affairs, etc. Format flexible enough to cover news specials.

Running Time: 15 minutes.

Cost: Per rate card.

Number Available: One per week.

Produced by: WIBW-TV, Topeka, Kan.

Time for Decision

Locally produced documentary on local, national and international issues.

Running Time: 30 minutes.

Cost: Rate card.

Number Available: Irregularly scheduled.

Produced by: WTAE, Pittsburgh, Pa.

RELIGIOUS

To Promote Good Will

Award-winning panel show produced in cooperation with the American Legion, consists of panelists representing the three faiths. David Brigham of the U. of Maryland is panel moderator. Each week, a panel of four college students ask questions of the panel members.

Running Time: 30 minutes.

Cost: On request.

Produced by: WBAL-TV, Baltimore, Md.

Retrospect

Church laymen and community leaders discuss family unit problems and their relation to the community.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Produced by: KIRO-TV, Seattle, Wash.

Chapel of the Air

A religious program in connection with the local Council of Churches.

Running Time: 5 minutes.

Cost: Open.

Number Available: 10.

Produced by: KMSP-TV, Minneapolis, Minn.

From the Pastor's Study

Reverend Leslie W. Edwards delves into pressing and sometimes suppressed family problems with guests from society, industry, government, and military. Frank discussion of the role of religion in our society.

Running Time: 30 minutes.

Cost: \$50.

Number Available: Unlimited.

Produced by: WCCA-TV, Columbia, S. C.

Blue Ridge Quartet

Half-hour program of gospel sing-

ing by a leading gospel quartet. Sometimes guest singers and other quartets make appearances. Tues. & Thurs., 7:30 P.M.

Running Time: 30 minutes.

Cost: Per rate card.

Produced by: WSPA-TV, Spartanburg, S. C.

Gospel Music Sing

Features top recording gospel quartets. Wed., 6:00 P.M.

Running Time: 60 minutes.

Number Available: Unlimited.

Produced by: WLTV, Bowling Green, Ky.

A Light Unto My Path

A special program for the deaf and the blind. Ordained ministers interpret in voice and dactylology readings from The Holy Bible, hymns, sermons, and simple expositions of Bible lessons.

Running Time: 60 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: WFMY-TV, Raleigh, N. C.

Morning Worship

Religious services originating from a sanctuary. Produced from the city's largest Presbyterian Church.

Running Time: 60 minutes.

Cost: On request.

Number Available: 52.

Produced by: KIRO-TV, Seattle, Wash.

Distributed by: University Presbyterian Church, Seattle, Wash.

Bill's Creek Gospel Chair

Half-hour of spirituals, hymns, gospel songs, Sunday, 10:00 A.M.

Running Time: 30 minutes.

Cost: Per rate card.

Produced by: WSPA-TV, Spartanburg, S. C.

NEWS PROGRAMS

Stateline

Two on-the-air personalities report news of N. C. in a daily summary. Complete coverage of state news from capital city. Format is lead-in to NBC-TV Huntley-Brinkley Report.
Running Time: 15 minutes.
Cost: On request.
Number Available: Unlimited.
Produced by: WRAL-TV, Raleigh, N. C.

TV 11 Soap Box

Evenings from 7:10-7:15 P.M., Bob Jones interviews the man-on-the-street on a variety of subjects.
Running Time: 5 minutes.
Cost: On request.
Produced by: WBAL-TV, Baltimore, Md.

Bob Jones's Daybook

Evenings at 11:25 P.M. Bob Jones discusses a wide variety of subjects.
Running Time: 5 minutes.
Cost: On request.
Produced by: WBAL-TV, Baltimore, Md.

News Nine

Five minutes local and regional news, 5 minutes business news and 5 minutes weather news with Jack Craig, Don Brown, and Marlan Holland respectively.
Running Time: 15 minutes.
Cost: \$75 per 5 minute segment.
Produced by: KEZI-TV, Eugene, Ore.

The News at 2:20

Summary of local, national, and international events in addition to late hour sports reports. Reporter Tom Finn is supported by news staff and CBS tape news service.
Running Time: 10 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: KDKA-TV, Pittsburgh, Pa.

Daybreak News

Al McDowell at 7:05 and 7:35 with the first morning news reports; Paul Long at 8:00 with a comprehensive summary of events of the morning and night.
Cost: On request.
Number Available: 15 per week.
Produced by: KDKA-TV, Pittsburgh, Pa.

WLTV News, Sports, Weather

Twice daily, a complete look at Kentucky news, weather and sports.
Running Time: 30 minutes.
Number Available: Unlimited.
Produced by: WLTV, Bowling Green, Ky.

News Nine Mid-day

Summary of national, world and local news. Ron Ogle, newscaster.
Running Time: 15 minutes.
Cost: \$48 per show OTO.
Number Available: Mon. through Fri., 1:30 P.M., summer; 12:00 Noon, winter.
Produced by: KEZI-TV, Eugene, Ore.

Norman Ross News and Commentary

Norman Ross provides in-depth analyses of current national and international affairs.
Produced by: WBKB-TV, Chicago, Ill.

Alex Dreier News and Features

The program will review the local, international and national news in depth with Mr. Dreier presenting commentaries on latest news events.
Running Time: 15 minutes.
Produced by: WBKB-TV, Chicago, Ill.

Today in Philadelphia

Newscasts at 7:25 A.M., 8:25 A.M., and 9:25 A.M. featuring news of local, national and international importance. Mon. through Fri.
Running Time: 5 minutes.
Cost: On request.
Produced by: WRCV-TV, Philadelphia, Pa.

Profile '62

Studies of issues, events and conditions of importance to the Philadelphia area are surveyed in this documentary series.
Running Time: 30 minutes.
Cost: On request.
Produced by: WRCV-TV, Philadelphia, Pa.

Report to New York

Scott Vincent presents local news, followed by Jan Crockett with weather news and forecast, and Howard Cosell with news in the world of sports.
Running Time: 15 minutes.
Cost: \$25,000 per 5 minute segment per week.
Produced by: WABC-TV, N. Y. C.

Sat. & Sun. News Final

Scott Vincent presents a summary of world, national, and local news as well as weather and sports information.
Running Time: 15 minutes.
Cost: \$2,125 per program.
Produced by: WABC-TV, N. Y. C.

The World Tonight

A Saturday and Sunday night summary of the weekend's major local, national and international news developments.
Running Time: 10 minutes.
Cost: On request.
Produced by: WDSU-TV, New Orleans, La.

Esso Reporter

Ken Klyce and the news at 6:45. This report consists of news from United Press, Movietone News and local news and film.
Running Time: 15 minutes.
Produced by: WCSC-TV, Charleston, S. C.

Bob Allard News

Bob Allard highlighting the local scene, using the facilities of KMSP-TV's roving cameramen reporters. Mon. through Fri., 6:15-6:25 P.M.
Running Time: 10 minutes.
Cost: \$250.
Number Available: 5.
Produced by: KMSP-TV, Minneapolis, Minn.

Late News

Mon. through Fri. from 11:00-11:10 P.M., Leif Jensen gives latest local, national and world news. Sat. and Sun., 11:00 to 11:10 P.M., Jim Dixon gives latest weekend events locally, nationally and internationally.
Running Time: 10 minutes.
Produced by: WNAC-TV, Boston, Mass.

Early News

Victor Best from 6:15-6:25 P.M. gives latest local, national and international news.
Running Time: 10 minutes.
Produced by: WNAC-TV, Boston, Mass.

Tom Atkins—News

Tom Atkins, news director, reports on the local and regional news Mon. through Fri. at 6:00 P.M.
Running Time: 10 minutes.
Cost: Time plus \$60 per program.
Number Available: 5 per week.
Produced by: WLW-I, Indianapolis, Ind.

Sunday Evening Report

Round-up of the top stories in the week's news as well as up-to-the-minute reports on national, international, regional and local events, including sports.
Running Time: 25 minutes.
Cost: On request.
Number Available: Sundays, 6:30-7:00 P.M.
Produced by: WRDW-TV, Augusta, Ga.

Jack Belt Reports

Roundup of state and local news. Mon.-Fri., 6:15-6:20 P.M.; Mon.-Sat., 11:00-11:15 P.M.
Running Time: 5 and 15 minutes.
Cost: On request.
Produced by: WRDW-TV, Augusta, Ga.

Weekend Report

Dale Hawkinson, news director, moderates current news, editorial comments and reviews of weeks filmed news.
Running Time: 30 minutes.
Cost: \$45.
Produced by: WCCA-TV, Columbia, S. C.

Newscope

Don Law reports, 11:15-11:25 Mon.-Fri. on news, sports and weather. This is the late evening report with filmed highlights of the evening news.
Running Time: 10 minutes.
Cost: \$25.
Produced by: WCCA-TV, Columbia, S. C.

6:30 Report

Local and area news reported by News Director Ray Owens, and complete sports coverage by Sports Director Arnie D'Angelo. Mon. through Fri. at 6:30 P.M.
Running Time: 15 minutes.
Cost: On request.
Number Available: Monday-Friday.
Produced by: WHEN-TV, Syracuse, N. Y.

Niteline

Late wrap-up of news, weather and sports. Mon.-Fri., 11:00-11:15 P.M.
Running Time: 15 minutes.
Cost: Per rate card.
Number Available: Monday-Friday.
Produced by: WECT, Wilmington, N. C.

7 O'Clock Reporter

News of state, national, and international interest including film and video tape coverage.
Running Time: 15 minutes.
Cost: Per rate card.
Number Available: Monday - Friday, alternate days.
Produced by: WECT, Wilmington, N. C.

KTAL-TV News

Six local news programs per day. All but one of these is made up exclusively of local news.
Running Time: 15 minutes and 5 minutes.
Cost: On request.
Produced by: KTAL-TV, Shreveport, La.

Local News-Final

Through the co-operation of the Honolulu Star-Bulletin, our 10-man news team, combined with UPI and CBS News, Bob Barker presents a round-up of local and late national news following CBS News with Walter Cronkite.
Running Time: 15 minutes.
Cost: Per rate card.
Number Available: 2 partic. announcements.

Produced by: KGMB-TV, Honolulu, Hawaii.

Hawaii and the World

Richard Whitcomb and George Kerster presents the local and national news, along with editorial comments from William Ewing, editor of the Honolulu Star-Bulletin.
Running Time: 30 minutes.
Cost: Per rate card.
Number Available: 5 partic. announcements.
Produced by: KGMB-TV, Honolulu, Hawaii.

Jim Neal News

Jim Neal presents 10 minutes of news each night at 10:00. Weatherman Bill Blair follows at 10:10 with latest weather forecasts and a round-up of the weather picture across the state.
Running Time: 15 minutes.
Cost: \$220.
Number Available: 3 per week.
Produced by: KVOO-TV, Tulsa, Okla.

6 O'Clock Report

Daily weather-sports-news round-up leading into Huntley-Brinkley Report, at 6:00 P.M. Bill Blair presents five minutes of weather, followed by five minutes of sports with Len Morton, and five minutes of local, regional and state news with Budd Dailey.
Running Time: 15 minutes.
Cost: \$236.
Produced by: KVOO-TV, Tulsa, Okla.

Noon Report

Budd Dailey presents a round-up of local and regional news. Close-out of show is a daily area weather report by Bill Blair. Six days per week, Mon. through Sat.
Running Time: 15 minutes.
Cost: \$97.
Number Available: 5 per week.
Produced by: KVOO-TV, Tulsa, Okla.

Early Report

Ted Biggs at 7:25 and 8:25 A.M. daily. Segments feature headline news to catch the office worker before he leaves for the day.
Running Time: 5 minutes.
Cost: \$75.
Number Available: 10 per week.
Produced by: KVOO-TV, Tulsa, Okla.

News Final

Complete round-up of local, regional, national news and weather. Reporter, Harve Bradley. Monday through Friday 11:00 P.M.
Running Time: 15 minutes.
Cost: On request.
Number Available: Continuous.
Produced by: WDEF-TV, Chattanooga, Tenn.

6:30 News

Local news with News editor, Steve Conrad. Monday through Friday, 6:30 P.M.
Running Time: 10 minutes.
Cost: On request.
Produced by: WDEF-TV, Chattanooga, Tenn.

The Latest News

National, international, regional and local news with pictures by press service and KCMT photographer. Noon-time newscasts include farm market reports.
Running Time: 10 minutes.
Cost: On request.
Number Available: 1 early evening; 5 noontime.
Produced by: KCMT, Alexandria, Minn.

NEWS PROGRAMS

Business News Final

News and information of new businesses starting within coverage area; remodeling of present locations, grand openings or changes of managership or ownership.

Running Time: 10 minutes.

Cost: On request.

Produced by: KCMT, Alexandria, Minn.

Business News

Stories of new businesses in the area, information about new products or their improvement, film clips, Associated Press business items, local items as gathered by our news staff.

Running Time: 15 minutes.

Cost: On request.

Number Available: 52.

Produced by: KDIX-TV, Dickinson, N. D.

News, Sports, Weather

Late news program, sports round-up and weather combined for a 10-minute program at 11:05 P.M., Mon. through Fri.

Running Time: 15 minutes.

Cost: Participation—\$55.

Produced by: WAFB-TV, Baton Rouge, La.

United States

Hearing Highlights

A condensation of important governmental hearings conducted by the United States Senate and other governmental agencies. The watch dogs of American liberties are the people who are in charge and conduct these investigations.

Running Time: 60 minutes.

Cost: Depends on markets.

Number Available: 13—for a once a month release.

Produced by: Washington, D.C. Radio & Television Program Services, Inc., Los Angeles, Calif

Nightbeat

News editor Bill Denton rounds up the late evening news of the area. Weekdays.

Running Time: 15 minutes.

Cost: On request.

Produced by: KREM-TV, Spokane, Wash.

Newsbeat

News director Dick Hoover reports the local news of the area. Weekdays.

Running Time: 15 minutes.

Cost: On request.

Produced by: KREM-TV, Spokane, Wash.

Howard K. Smith— News and Comment

ABC news commentator Howard K. Smith leads off with the late news developments, then concentrates on a specific story for most of the program. He interviews partisans of both sides, but then goes on to explore the "how" and the "why," not only the "what happened."

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Produced by: ABC-TV Network, Bill Kalein, N. Y. C.

American Newsstand

Hard news of day with features directed at the late-afternoon teenage viewers. On air anchorman and reporters all in their twenties; anchorman Roger Sharp, reporters Dave Jayne, Bill Lord and Ann Morrissey.

Running Time: 10 minutes.

Cost: On request.

Number Available: On request.

Produced by: ABC News, N. Y. C.

ABC Evening Report with Ron Cochran

Ron Cochran is anchorman with dry humorous style. Filmed and taped reports from ABC newsmen around country and world used whenever news warrants. Live pick-up from Washington, usually from White House correspondent Bill Lawrence or State Department man John Scali nightly.

Running Time: 15 minutes.

Cost: On request.

Number Available: On request.

Produced by: ABC News, N. Y. C.

ABC Midday Report with Alex Dreier

A quick wrap-up at midday from Chicago by Alex Dreier.

Running Time: 5 minutes.

Cost: On request.

Number Available: On request.

Produced by: ABC News, N. Y. C.

ABC News Final

First network late-night weekday news program. Veteran Bill Shadel is anchorman, and every ABC reporter who has covered a hot story at home or abroad gets on-the-air treatment.

Running Time: 10 minutes.

Cost: On request.

Number Available: On request.

Produced by: ABC News, N. Y. C.

Adlai Stevenson Reports

The U.S. Ambassador to the United Nations, in conversation with host-producer Arnold Michaelis, interviews world leaders—who tell the American people what they do and hope to do through the United Nations. Taped at the United States Mission to the United Nations in New York.

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Produced by: ABC News, N. Y. C.

Saturday News Review

A review of the week's news by Ron Forsell including film clips and stills. A weekly law enforcement segment, hosted by Frank Ramon, chief of the Seattle police department, features special projects and duties of specific officers and equipment.

Running Time: 30 minutes.

Cost: On request.

Number Available: 52.

Produced by: KIRO-TV, Seattle, Wash.

6 P.M. Report

Northwest news and weather covered in an opening quarter-hour followed by a half-hour of special features, editorials and sports.

Running Time: 30 minutes and 15 minutes.

Cost: On request.

Number Available: 266.

Produced by: KIRO-TV, Seattle, Wash.

Channel 6 News

A predominantly local newscast, compiled by the award-winning ten-man Channel 6 news team.

Running Time: 10 minutes.

Cost: On request.

Number Available: Monday-Friday.

Produced by: WDSU-TV, New Orleans, La.

WDSU-TV News Report

Complete, up-to-the-minute local, national and world news, compiled by award-winning news staff (with the world-wide cooperation of the Associated Press, UPI and NBC-TV News.)

Running Time: 10 minutes.

Cost: On request.

Number Available: Monday-Friday.

Produced by: WDSU-TV, New Orleans, La.

WSPA Reporter

Ten-minute summary with film, Unifax, sound-on-film shot locally and morgue collection of international, national, local and regional news. Dave Handy, newsman. 6:30 P.M., Mon.-Fri.

Running Time: 10 minutes.

Cost: Per rate card.

Produced by: WSPA-TV, Spartanburg, S. C.

Eyewitness News

Eight times daily, presented with major emphasis on local area coverage. Four mobile units report local news, and WBC News Bureau, UPI, AP and film services are also used.

Running Time: 15 minutes.

Cost: On request.

Produced by: WJZ-TV, Baltimore, Md.

Mid-Florida Evening Report

Mid-Florida news under direction of Ray Ruester. Latest news, local films of top stories, editorial, filmed sidewalk survey—question of the day. 6:15-6:30 P.M.

Running Time: 15 minutes.

Cost: Per rate card.

Produced by: WLOF-TV, Orlando, Fla.

Mid-Florida Mid-Day Report

Mid-Florida news, consisting of stories, film, slides, with Ray Ruester, news director. Also includes daily editorial and weather highlights.

Running Time: 10 minutes.

Cost: Per rate card.

Number Available: 5 times weekly.

Produced by: WLOF-TV, Orlando, Fla.

Mid-Florida Countdown

Half-hour once weekly (Saturday at 6:00) with review of top local news stories, latest stories of the day, news repeats, films and sidewalk surveys of the week.

Running Time: 30 minutes.

Cost: Per rate card.

Number Available: 1 weekly.

Produced by: WLOF-TV, Orlando, Fla.

Saturday Night Report

News and sports program concentrating on local news, local and national sports. Each Saturday evening at 6:00-6:15 P.M.

Running Time: 15 minutes.

Cost: On request.

Produced by: WTRF-TV, Wheeling, W. Va.

Mid-Florida Final Report

Mid-Florida news under direction of Ray Ruester. Latest Florida news, local films of top stories, editorial comment segment, filmed sidewalk survey containing question of the day. 11:15-11:30 P.M., Mon. through Fri.

Running Time: 15 minutes.

Cost: Per rate card.

Produced by: WLOF-TV, Orlando, Fla.

Newsbeat 19

Wrap-up of local news, weather and sports hosted by George Ray, news director, Sally Baker, weather girl, and Stretch Miller, sports director. Show uses film coverage of local happenings. Mon. through Fri. at 5:30 P.M.

Running Time: 15 minutes.

Cost: Per rate card.

Number Available: 5 (can be bought in 5-minute segments).

Produced by: WTVH-TV, Peoria, Ill.

Channel 33 Early News

News director Don Parcher with film and picture stories on the days local and area news. 6:30 P.M., Monday-Friday.

Running Time: 10 minutes.

Cost: Per rate card.

Number Available: On request.

Produced by: WKST-TV, Youngstown, O.

Home Edition

Mon. through Fri., 6:25-6:45 P.M. Incorporates news, weather, and sports, utilizing the services of our news director, sports director and weatherman.

Running Time: 20 minutes.

Cost: On request.

Produced by: WLW-C-TV, Columbus, O.

11 P.M. Report

11:00 P.M. to 11:10 P.M., Sun. through Sat., covers both local, national and international news. Features Hugh DeMoss, news director.

Running Time: 10 minutes.

Cost: On request.

Number Available: On request.

Produced by: WLW-C-TV, Columbus, O.

6 o'Clock News

Local, world and national news with newsman Harry Kevorkian. News and video tape spot and feature coverage. 6:00 P.M., Saturdays.

Running Time: 15 minutes.

Cost: Per rate card.

Number Available: On request.

Produced by: WSBT-TV, South Bend, Ind.

Today's News

The latest local and regional news augmented by locally shot news film with occasional guests of newsworthy importance. Mon.-Fri., 9 A.M.

Running Time: 5 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: WBRE-TV, Wilkes-Barre, Pa.

Channel 33 News Final

News director Don Parcher with wrap-up of local and area news with pix and film. 11:15 P.M., Mon.-Fri.

Running Time: 15 minutes.

Number Available: 5 a week.

Produced by: WKST-TV, Youngstown, O.

Three Star News

Kevin Kennedy opens with 10-minutes of national news, John Tillman with 15-minutes of local news coverage covered personally in on-the-spot interviews and Gloria Okon finishes up with 5-minutes of weather.

Running Time: 30 minutes.

Produced by: WPIX, N. Y. C.

Your Reporter

News director Bob Hickman gives the day's headlines, with emphasis on regional news, illustrated with film and video tape reports.

Running Time: 15 minutes.

Cost: Per rate card.

Number Available: 5 per week.

Produced by: WIS-TV, Columbia, S. C.

WKST-TV Saturday News Final

Dick Van Sice with survey of local and area news, sports and weather, 11:00 P.M.

Running Time: 15 minutes.

Cost: Per rate card.

Number Available: 1 per week.

Produced by: WKST-TV, Youngstown, O.

SPORTS

Junior Championship Bowling

Weekly locally produced kids bowling show. Bowlers divided into three age groups—7-10, 11-14 and 15-17. Sat., 12:30-1:30 P.M.

Running Time: 60 minutes.
Cost: Per rate card.
Number Available: 1 per week.
Produced by: WTAE, Pittsburgh, Pa.

KREM-TV Pin Busters

Bowling matches featuring youngsters from 10-18 years of age. Six 4-frame matches per week with winners returning each week until defeated. Host is Gary DeFreese. Weekly. **Running Time:** 60 minutes.

Produced by: KREM-TV, Spokane, Wash.
Distributed by: Claster Enterprises, Baltimore, Md.

Make That Spare

Two professional bowlers shoot for a series of five classic spares. Bowlers are given points for each spare made with high scorer winning \$1,000 and getting a chance to make the Sweepstake Spare which is worth \$5,000 with \$1,000 added each week it is missed. On ABC-TV Network.

Running Time: Approx. 15 minutes.
Cost: On request.
Number Available: On request.
Produced by: Sports Programs, Inc., N. Y. C.

Weekend Sports

A Sat. and Sun. night report on the weekend's top sports scores and stories.

Running Time: 10 minutes.
Cost: On request.
Number Available: Sat., Sun.
Produced by: WDSU-TV, New Orleans, La.

Charlie Brockman—Sports

Charlie Brockman keeps his audience posted on the latest in the world of sports and the significance of each event in the total sports picture. Local and national film coverage as well as interviews.

Running Time: 10 minutes.
Cost: Time plus \$40.
Number Available: 5 per week.
Produced by: WLW-I, Indianapolis, Ind.

Sports with Joe Croghan

Joe Croghan presents a round-up of sports activities and interviews top sports figures. Mon.-Fri., 7:25 P.M.

Running Time: 5 minutes.
Cost: On request.
Produced by: WBAL-TV, Baltimore, Md.

Behind the Eight Ball

Features best pool players in the area. Current champ meets challenger selected by a weekly elimination tournament. \$25 top prize weekly. \$500 grand championship prize at the end of every 13 program matches. Sat. afternoons.

Running Time: 30 minutes.
Cost: 1 minute participation \$70 ea.
Number Available: One weekly.
Produced by: WOW-TV, Omaha, Neb.

Rolla-Bowla

New bowling game played in approximately half the time as regulation ten pins. Has many novel innovations. Can be played on any lane with manual or automatic equipment.

Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot: 39 in preparation.
Produced by: James E. Jewell, Chicago, Ill.

Distributed by: Jewell Radio and Television Productions, Chicago, Ill.

Sports Showcase

Fred Everett hosts. Guests include experts in all fields of sports. Films encompassing all phases of athletics.

Running Time: Varies.
Cost: On request.
Number Available: Unlimited.
Produced by: WFBM-TV, Indianapolis, Ind.

Big 8 Football

Head coaches Jack Mitchell, U. of Kansas, and Dan Devine, U. of Missouri, in informal discussion of each week's games in Big 8 Conference. Film clips of last week's games and next week's opponents, chalk talks, interviews. Tues., 6:30-7:00 P.M., Sept. 11-Dec. 4.

Running Time: 30 minutes.
Cost: On request.
Number Available: 13.
Produced by: KCMO-TV, Kansas City, Mo.

Spare Time

Five women's bowling teams, each with five members, compete Mon. through Fri., with the winning team being awarded cash prizes. Each day, one member from each team bowls and the team with the highest aggregate score at the end of Friday's program is declared the winner.

Running Time: 30 minutes.
Cost: On request.
Produced by: Claster Enterprises, Baltimore, Md.

Distributed by: Claster Enterprises, Baltimore, Md.

Sunday Sports Report

Sunday, 11:15 P.M. to 11:25 P.M., features Phil Samp. The week-end "sports in review."

Running Time: 10 minutes.
Cost: On request.
Produced by: WLW-C-TV, Columbus, O.

Sports in Sight

Headline report of day's action in sports. Emphasis put on local college and professional teams. Sportscaster: Phil Eakins. Mon. through Fri., 10:20 P.M.

Running Time: 5 minutes.
Cost: Applicable program rate plus \$10 production & talent per show.
Number Available: 5 per week.
Produced by: KOB-TV, Albuquerque, N. M.

Outdoors Calling

Information and entertainment on fishing in the Wisconsin lakes, ice fishing in the winter, boating and hunting. M.C. Stan Bran; guests.

Running Time: 45 minutes.
Cost: \$30 per participation.
Produced by: WMTV, Madison, Wisc.

Sports Spotlight

Presented by Gene Upright. Up-to-the-minute sports news, in pictures, plus live, filmed, or video tape interviews.

Running Time: 15 minutes.
Cost: Per rate card.
Number Available: 6 per week.
Produced by: WIS-TV, Columbia, S. C.

Sports Hi-Lights

Complete round-up of the latest sports happenings of national, regional and local interest. With Fritz Wey Erts.

Running Time: 5 minutes.
Cost: Per rate card.
Number Available: 5 times a week.
Produced by: KVLV-TV, Alpine, Tex.

World of Sports

Sporting events from kids' softball

to deep-sea fishing. Guest experts and participants appear frequently for interviews and discussions. Local and regional events covered.

Running Time: 5 minutes.
Cost: \$87.50.
Number Available: 4 per week.
Produced by: WAFB-TV, Baton Rouge, La.

ABC's Wide World of Sports

A diversified series presenting sporting events from all over the world. Series has traveled as far as Moscow to cover events.

Running Time: 90 minutes.
Cost: On request.
Number Available: On request.
Produced by: Sports Programs, Inc., N. Y. C.

Parker on Sports

Tony Parker, local Emmy Winner, reporting on local, national and international sports attractions. Mon. through Fri., 10:20-10:30 P.M.

Running Time: 10 minutes.
Cost: \$250.
Number Available: 6.
Produced by: KMSP-TV, Minneapolis, Minn.

Biddy Boxing

Three-bout show in the studio ring, with 7 to 12-year-olds. Rounds are 1-minute each, 3 to a bout. Sports director, Frank Valenti, provides commentary.

Running Time: 30 minutes.
Cost: Per rate card.
Number Available: 4 partic. announcements.
Produced by: KGMB-TV, Honolulu, Hawaii.

Tenpins (Duckpins) for Dollars

Three men and three women attempt to break the Jackpot by bowling two strikes in a row. If successful, they receive half the money in the Jackpot and their "home partner" receives half. When a bowler is unsuccessful, additional money is put into the Jackpot.

Running Time: 30 minutes.
Cost: On request.
Produced by: Claster Enterprises, Baltimore, Md.

Distributed by: Claster Enterprises, Baltimore, Md.

Sports Desk

Mon. through Fri., from 11:15 P.M. to 11:20 P.M. Features sports director, Jimmy Crum.

Running Time: 5 minutes.
Cost: On request.
Produced by: WLW-C-TV, Columbus, O.

Your Sports Reporter

The day's top stories and scores reported by Tiger Flowers.

Running Time: 10 minutes.
Cost: On request.
Number Available: Mon.-Fri.
Produced by: WDSU-TV, New Orleans, La.

Sportsview

A pictorial factual review of all the sports news of the day. Mon.-Fri., 6:20-6:25 P.M.

Running Time: 5 minutes.
Cost: On request.
Number Available: Mon. through Fri.
Produced by: WRDW-TV, Augusta, Ga.

Sports Highlights

Complete report of who's who and what's what in the world of sports with Sportscaster Lee Sheridan. Mon.-Fri., 11:15-11:25 P.M.

Running Time: 10 minutes.

Cost: On request.
Number Available: Mon. through Fri.
Produced by: WRDW-TV, Augusta, Ga.

Sports Book

Daily summary of sports news, sports director, Bruce Rice. Interviews with local and visiting sports personalities. Mon.-Sat., 6:15-6:25 P.M.

Running Time: 10 minutes.
Cost: \$295, subj. frequency disc.
Produced by: KCMO-TV, Kansas City, Mo.

Strikes 'n Spares

Teams composed of a man and a woman compete in 3-frame bowling matches for prize money. The teams, of which there is a champion and a challenger, are balanced by averages. Each program features 2 matches. The champion team continues until defeated, increasing their prize winnings with each triumph.

Running Time: 30 minutes.
Cost: On request.
Produced by: Claster Enterprises, Baltimore, Md.

Distributed by: Claster Enterprises, Baltimore, Md.

The Fight of the Week

Weekly series of professional boxing matches with the best American and foreign fighters meeting in 10-round contests. On the average of every six weeks a 15-round championship contest is presented. Don Dunphy, commentator. On ABC-TV Network.

Running Time: 45 minutes.
Cost: On request.
Number Available: On request.
Produced by: Sports Programs, Inc., N. Y. C.

The Sportsman

Every Thursday from 7:00 P.M. to 7:30 P.M., hosted by sports director, Jimmy Crum, covers a vast array of sporting events such as boating, fishing, hunting, racing, etc. Outstanding sportsmen appear as guests.

Running Time: 30 minutes.
Cost: On request.
Produced by: WLW-C-TV, Columbus, O.

Pin Busters

Boys and girls between the ages of 10 and 18 compete in 4-frame bowling matches for trophies. Youngsters are grouped into Bantam, Junior, Senior Divisions, based on ages.

Running Time: 60 minutes.
Cost: On request.
Produced by: Claster Enterprises, Baltimore, Md.

Distributed by: Claster Enterprises, Baltimore, Md.

International Pro Soccer

Games of the International Soccer League are recorded live each Sun afternoon at Randall's Island Stadium in New York and edited to one hour for presentation later the same day. Narrated by Win Elliot.

Running Time: 60 minutes.
Produced by: WPIX, N. Y. C.

New York Yankees Baseball

81 home and 50 road games of the champion New York Yankees baseball team are covered by WPIX television remote crew headed by Jack Murphy. Announcers are Mel Allen, Red Barber and Phil Rizzuto.

Running Time: 3 hours.
Produced by: WPIX, N. Y. C.

VARIETY

Steve Allen Show

Steve has returned many of his old features with some new exciting additions. 11:30 P.M. every Mon.-Fri. night on WLW-I. Program is carried on video tape from Westinghouse Broadcasting.

Running Time: 90 minutes.

Cost: Class "C" spot rate.

Number Available: 12 minutes per program.

Produced by: Westinghouse Productions, N. Y. C.

Starlight Terrace

Betsy Weinberg is hostess to talent and personalities from the world of government, industry, and show business. Plus, her own piano and song styles.

Running Time: 30 minutes.

Cost: \$80.

Number Available: Unlimited.

Produced by: WCCA-TV, Columbia, S. C.

Roy Rogers-Dale Evans Variety Hour

Starring Roy Rogers and his wife, Dale Evans, in a family musical entertainment series. Music and variety with a western flavor will be supplied by a cast of regulars plus name guest stars. On ABC-TV Network.

Running Time: 60 minutes.

Cost: On request.

Number Available: On request.

Produced by: Frontier, Inc., North Hollywood, Calif.

Carolina in the Morning

Features Jim Kingman and Sue Teel in an hour-long show of news, weather, sports, guests, films, etc.

Running Time: 60 minutes.

Cost: Rate card.

Produced by: WSPA-TV, Spartanburg, S. C.

Almanac

Featuring Jack Wells, Claire Beach and George Baumann, gives the Baltimore area a morning look at itself, past, present and future, through film, interviews, historical pictures, news of yesterday and today. Features, news, weather, sports, interviews.

Running Time: 60 minutes.

Cost: On request.

Produced by: WJZ-TV, Baltimore, Md.

It's in the Name

A word game in which contestants make as many words as they can from letters in a famous name. Two compete at the same time and the one with the highest point score is the winner. Features a master of ceremonies and a word judge, usually a college professor.

Running Time: 30 minutes.

Cost: On request.

Produced by: Claster Enterprises, Baltimore, Md.

Distributed by: Claster Enterprises, Baltimore, Md.

Afternoon Show

News, weather and special "Stork Report" feature which has pictures and reports of new babies in town. Also piano music by WSBT-TV music director. Hosted by Bruce Saunders and Ruth Anderson. 12:00 noon to 12:30 P.M., Mon.-Fri.

Running Time: 30 minutes.

Cost: Per rate card.

Produced by: WSBT-TV, South Bend, Ind.

Jack Denton Show

9:00 A.M. to 10:30 A.M., Mon. through Fri. basis. Utilizes the services of host and emcee, Jack Denton; the Al Waslon Quintet, male and female vocalist and a live studio audience. Also features celebrities.

Running Time: 1 hour 30 minutes.

Cost: On request.

Produced by: WLW-C-TV, Columbus, O.

Daybreak

Features songs and music, news and weather, celebrity guests and chatter, puppets for the children in addition to feature stories filmed on location. Hosted by Don Riggs, with songstress Marcy Lynn and pianist John Costa. News reports by Al McDowell at 7:05 and 7:35 and Paul Long at 8 to 8:10.

Running Time: 85 minutes.

Cost: Approx. \$1,100 per wk.

Number Available: 5 per week.

Produced by: KDKA-TV, Pittsburgh, Pa.

Breakfast with Tommy

9:30 to 10 A.M. Thurs. mornings. Host, Thompson Holtz with live audience of about 100 ladies, interviewing visiting personalities. Audience participation games, fashion shows, local entertainment talent. On WOW-TV, Omaha.

Running Time: 30 minutes.

Cost: \$110 per min. partic.

Number Available: One weekly.

Distributed by: True Value Productions, Omaha, Neb.

Talent Showcase

1961 local award winner. Effective Sept. 2nd, 12:00 to 12:30 P.M., Sundays. Area youths (8 to 18 years) sing, play musical instruments, dance, etc. Non-competitive.

Running Time: 30 minutes.

Cost: \$290 complete.

Produced by: WOW-TV, Omaha, Neb.

John Reed King Show

Music, fun and prizes, and guest stars with studio audience participation. Hosted by John Reed King with Judy Knaiz and the Joe Negri Trio.

Running Time: 30 minutes.

Cost: Approx. \$2,300 per wk.

Number Available: 5 per week.

Produced by: KDKA-TV, Pittsburgh, Pa.

Marty Faye Show

Features guests and topics which have included areas of interest to viewers, from politics to religion.

Running Time: 1 hour 10 minutes.

Produced by: WBKB-TV, Chicago, Ill.

Joe Franklin's Memory Lane

Joe Franklin hosts. Features celebrity guests discussing show business, past, present and future. Vintage films and old records add to Mr. Franklin's memories of the good old days.

Running Time: 30 minutes.

Cost: \$1,000 per ten minute.

Number Available: 5 segments per week.

Produced by: WABC-TV, N. Y. C.

Movie Party

Bernie Herman, host, does research on each film to provide his audience with a background on the stars and the shows themselves. Frequent visits from celebrities, dignitaries and others.

Running Time: 90 minutes.

Cost: On request.

Number Available: Unlimited.

Produced by: WFBM-TV, Indianapolis, Ind.

Welcome Inn

Women's fashions and cooking with items of interest for the male, too. Organ music, interviews, how-to-do-its, recipes, golden wedding anniversaries, news.

Running Time: 60 minutes.

Cost: On request.

Number Available: 1 per week

Produced by: KCMT, Alexandria, Minn.

Tennessee Ernie Ford

Musical variety series with guest stars and featured musical cast. On ABC-TV Network.

Running Time: 30 minutes.

Cost: On request.

Number Available: On request.

Produced by: Bill Barch.

Distributed by: ABC-TV Network, N. Y. C.

The Rush Hour

Daily, devoted to news, weather, farm, interviews, music (live), variety.

Running Time: 60 minutes.

Cost: Per rate card.

Number Available: Five per week.

Produced by: WIBW-TV, Topeka, Kan.

By George

Each Sat. night, 11:30 P.M. to 12 Midnight, George Willeford hosts fun-filled entertainment. Stars drop in as guests; music by the Carroll DeCamp Trio.

Running Time: 30 minutes.

Cost: Time plus \$200.

Number Available: 1 per week.

Produced by: WLW-I, Indianapolis, Ind.

WEATHER

Radar Weather

11:10 P.M. to 11:15 P.M., Sun. through Sat. Utilizes the latest in radar weather detection.

Running Time: 5 minutes.

Cost: On request.

Produced by: WLW-C-TV, Columbus, Ohio.

Willeford's Weather

George Willeford and his Weather Machine friend "Clyde" do everything they can to keep the weather the way the viewers would like it, but the forecast goes the way the Weather Bureau sees it rather than by popular demand. 6:10-6:15 P.M., Mon.-Fri.

Running Time: 5 minutes.

Cost: Time plus \$40 per program.

Number Available: 5 per week.

Produced by: WLW-I, Indianapolis, Ind.

Eyewitness Weather

Baltimore meteorologist three times daily. Authentic, complete forecasts for area through U.S. Weather Bureau and up-to-date weather instruments.

Running Time: 5 minutes.

Cost: On request.

Produced by: WJZ-TV, Baltimore, Md.

Weather with Johnny Yates

National and area weather summary and forecast, Tues., Sat., Sun., 10:10-10:15 P.M.

Running Time: 5 minutes.

Cost: \$338, subj. frequency disc.

Number Available: Tues., Sat., Sun.

Produced by: KCMO-TV, Kansas City, Mo.

Join Jan for Weather

Jan Crockett presents weather news and forecast as well as musical entertainment, accompanied by her uke.

Running Time: 4 minutes.

Cost: \$825 per program.

Produced by: WABC-TV, N. Y. C.

Weather by Radar

Meteorologist Warren Culbertson gives the weather utilizing a radar screen on camera to view approaching weather storms.

Running Time: 5 minutes.

Produced by: WBKB-TV, Chicago, Ill.

Your Weather Reporter

Ep Roberts, meteorologist, reports the day's weather data and the fore-

cast for the following day.

Running Time: 5 minutes.

Cost: On request.

Number Available: Monday-Friday.

Produced by: WDSU-TV, New Orleans, La.

Early Weather

Gus Saunders gives the latest weather information from the U.S. Weather Bureau—Mon. through Fri., 6:25 to 6:30 P.M.

Running Time: 5 minutes.

Produced by: WNAC-TV, Boston, Mass.

TV Weatherfacts

An explanation of the weather elements and prevailing weather conditions. Two reports daily at 10:00 P.M.

Running Time: 5 minutes.

Cost: \$87.50.

Produced by: WAFB-TV, Baton Rouge, La.

Weather Picture

Local and national weather program hosted by Jere Smith. Mon. through Fri., 6:25-6:30 P.M. and 10:15-10:20 P.M.

Running Time: 5 minutes.

Cost: \$175.

Number Available: 6.

Produced by: KMSP-TV, Minneapolis, Minn.

A Look at the Weather

A complete roundup of the nation's weather and a closer look at the two state area, with Jack Overman, weatherman. Mon.-Fri., 6:25-6:30 P.M.; Sun., 6:55-7:00 P.M.

Running Time: 5 minutes.

Cost: On request.

Number Available: Mon. through Fri.

Produced by: WRDW-TV, Augusta, Ga.

KTAL-TV

Weather Window

Cy Spicer presents the weather news three times daily. In addition to operating instruments at the studios, we also use the Weather Bureau's wire service and the facilities of Long Range Weather Forecasters, Inc.

Running Time: 5 minutes.

Cost: On request.

Produced by: KTAL-TV, Shreveport, La.

WEATHER

Weather Report

Complete report of local and regional weather conditions. Driving, fishing advisories, etc. Reporter, Harve Bradley. Mon.-Fri., 6:40 P.M.
Running Time: 5 minutes.
Cost: On request.
Number Available: Continuous.
Produced by: WDEF-TV, Chattanooga, Tenn.

Weathervane

Complete weather summary. 6:40 P.M., Mon.-Fri.
Running Time: 5 minutes.
Cost: Per rate card.
Number Available: 5 per week.
Produced by: WKST-TV, Youngstown, O.

Professor Fluttervane and the Weather

Weather and tides information by the old fuddy-duddy rain-maker from his weather laboratory, Fluttervane (Donnell Prookins).
Running Time: 5 minutes.
Number Available: 2 per day, Mon.-Fri.
Produced by: WJHG-TV, Panama City, Fla.

Late Weather

The latest weather reports, trends and temperatures for New England and the rest of the country. 11:10-11:15 P.M., Mon.-Fri. with Jane Day; Sat.-Sun. with Joyce Holden.
Running Time: 5 minutes.
Produced by: WNAC-TV, Boston, Mass.

WOMEN

Midday

Daily features are two newscasts, weather report, fashions, interviews, audience participation and children's segment. Weekly features are the Mayor's Press Conference, briefing by Better Business Bureau, book and theatre reviews. Terry Flettrich is hostess.
Running Time: 30 minutes.
Cost: On request.
Number Available: Mon.-Fri.
Produced by: WDSU-TV, New Orleans, La.

Louise Morgan Show

Louise Morgan is hostess to a wide variety of guests from such women's worlds as interior decorating, fashion, food, health, education. Daily from 9:30 to 9:55 A.M. Movie, TV stars, artists, authors, drop by for a friendly visit.
Running Time: 25 minutes.
Produced by: WNAC-TV, Boston, Mass.

Jean Connelly Show

Locally-produced show featuring guests, filmed interviews, civic interest material, fashions, household hints and top visiting personalities. Hosted by Jean Connelly. Mon.-Fri., 10:00 A.M.-10:30 A.M.
Running Time: 30 minutes.
Cost: Per rate card.
Number Available: Mon. through Fri.
Produced by: WTAE, Pittsburgh, Pa.

Colonial Cookbook

June Aiken prepares a new recipe, in easy steps, and gives hints on shopping for family meals. She also has a guest on each program.
Running Time: 30 minutes.
Cost: Per rate card.
Number Available: 1 per week.
Produced by: WIS-TV, Columbia, S. C.

The Woman's Angle

A daily chapter on beauty, fashion and cooking for milady, conducted by Sylvia Scott. The series has been on the air for better than a decade.
Running Time: 30 minutes.
Cost: \$550.
Number Available: 5 a week, indefinitely.
Produced by: WMAR-TV, Baltimore, Md.

Koffee Klatch

Entertains and informs female viewers Mon. through Fri., 12:45. News, weather, interviews and entertainment of local interest. George Ray, Sally Baker, and Roland Keith are hosts.
Running Time: 15 minutes.
Cost: Per rate card.

Number Available: Participations.
Produced by: WTVH-TV, Peoria, Ill.

Second Cup

Bob and Jan Carr are hosts. Program features news, interviews, a combination weather-fashion report, and special filmed local features.
Running Time: 30 minutes.
Cost: On request.
Number Available: Mon.-Fri.
Produced by: WDSU-TV, New Orleans, La.

Tel-All

National, international, regional and local news, sports and weather. Ad-lib discussions, beauty, fashion and cooking tips for the ladies. Interviews with who's who in the world of women. Mon.-Fri., 1:00-1:30 P.M.
Running Time: 30 minutes.
Cost: On request.
Number Available: Mon.-Fri.
Produced by: WRDW-TV, Augusta, Ga.

Morning Stretch

News, interviews, group participation, pageantry, demonstrations. Exercise for milady at home conducted by Mrs. Gwynn Burgner. Mon.-Fri., 9:15 A.M.
Running Time: 45 minutes.
Cost: On request.
Number Available: Continuous.
Produced by: WDEF-TV, Chattanooga, Tenn.

Reliable Gossip

Events and happenings in and around the area, from news items to helpful household hints.
Running Time: 30 minutes.
Cost: Part.—\$35.
Number Available: Mon. through Fri.
Produced by: WAFB-TV, Baton Rouge, La.

Take 30

Jennings Martin and Kay Bullard bring the women of the Ohio Valley up to date on the latest in fashion-cooking, beauty aids, etc.
Running Time: 30 minutes.
Cost: On request.
Number Available: Weekdays.
Produced by: WTRF-TV, Wheeling, W. Va.

For the Women

Hosted by Lois Claypool, features local personalities. Offers an intimate glance into the social lives of area citizens. Child care, beauty hints, fashions, and cooking demonstrations are featured.
Running Time: 15 minutes.
Produced by: WLTV, Bowling Green, Ky.

WOMEN

Panorama

Ann Howard covers subjects ranging from fine arts to travel to sports to events of civic importance, of interest to the modern woman.
Running Time: 30 minutes.
Cost: On request.
Number Available: 5 days weekly—unlimited.
Produced by: WDBJ-TV, Roanoke, Va.

Outlook

News, both local, regional and national, from the woman's angle. Woman reporter, Mrs. Bobbie Marcroft. Mon.-Fri., 9:25-9:30 A.M.
Running Time: 5 minutes.
Cost: "C" rate.
Produced by: WECT, Wilmington, N. C.

Kay Tall Calling

Flo Alexander and Cy Spicer are hosts. Included are daily variety, music, beauty and fashion and community features.
Running Time: 30 minutes.
Cost: On request.
Produced by: KTAL-TV, Shreveport, La.

Napua Stevens Show

Napua presents new recipes for a variety of international dishes prepared in her studio kitchen. She also gives hints on sewing and new ideas in homemaking, and interviews guests.
Running Time: 30 minutes.
Cost: Per rate card.
Number Available: 6 partic. announcements.
Produced by: KGMB-TV, Honolulu, Hawaii.

Open House

Mildred Swift runs the gambit of women's interest: cooking, marketing, gardening, fashion shows, etc. 12:15 P.M., Mon.-Fri.
Running Time: 15 minutes.
Number Available: Continuous.
Produced by: KNOE-TV, Monroe, La.

Feminine Fancies

Louise Carver and her guests talk about hobbies, churches, schools, politics, government, etc. on WKZO-TV, Kalamazoo, Mich.

MISC. LIVE TV

Day in Court

Re-creations of courtroom dramas based upon actual cases in California courts, with real attorneys.
Running Time: 30 minutes.
Produced by: Selmur Productions, Inc., Hollywood, Calif.
Distributed by: ABC-TV Network, N. Y. C.

Pressure

Dramas based on the pressures motivating the important decisions of men in all walks of life.
Running Time: 30 minutes.
Cost: On request.
Number Available: Pilot—39 in preparation.
Produced by: James E. Jewell, Chicago, Ill.
Distributed by: Jewell Radio and Television Productions, Chicago, Ill.

Bandstand

Del Taylor hosts weekly dance show for teen-agers from area schools. Features top name recording artists who are in Pittsburgh. Sat., 2:30-3:30 P.M.
Running Time: 60 minutes.
Cost: Per rate card.
Produced by: WTAE, Pittsburgh, Pa.

Running Time: 20 minutes.
Cost: On request.
Number Available: Mon. through Fri.
Produced by: Fetzer Broadcasting, Kalamazoo, Mich.

Televisit

Woman's homemaker show, club news, public service, interviews, hints, and general news for women, Emcee Ruby Faircloth. Mon.-Fri., at 12:30 P.M.
Running Time: 30 minutes.
Number Available: 5 per week.
Produced by: WJHG-TV, Panama City, Fla.

Homemakers' Time

Women's program featuring cooking, sewing and general household hints. Ruth Anderson is hostess. Topical interviews featured. 9:00 A.M. Mon.-Fri.
Running Time: 30 minutes.
Cost: Per rate card.
Produced by: WSBT-TV, South Bend, Ind.

Fern Fowler Show

Shows exactly how to create articles for home decoration, hobbies, children's activities, occupational therapy projects. Some cooking and fashion in a commercial way is included.
Running Time: 30 minutes.
Cost: \$30 per partic.
Number Available: 1/2 Mon., 1/2 Wed.
Produced by: WMTV, Madison, Wisc.

Profile

Two hostesses, Kit Johnson and Priscilla Young. Features people, places and projects. Won Virginia AP Award for best women's program in Virginia TV. Aired daily.
Running Time: 30 minutes.
Produced by: WSLV-TV, Roanoke, Va.

Visit with Hazel

About to begin its fourth year of telecasting. Includes recipes, fashion shows, homemaking tips, etc., as well as guests. Mon. thru Fri., 1:00-1:30 P.M.
Running Time: 30 minutes.
Cost: On request.
Number Available: 5 per week.
Produced by: WOAY-TV, Oak Hill, West Va.

TV Platter Palace

Recorded music, film clips, guest interviews, Hollywood and TV star news, recording artist news items. Emceed by Mr. Lauren Haacke.
Running Time: 15 minutes.
Cost: On request.
Number Available: 260.
Produced by: KDIX-TV, Dickinson, N. D.

Saturday Session

Dancing party for teenagers which originates "live" with a capacity crowd of approximately 100. In addition show features top semi-professional talent.
Running Time: 60 minutes.
Cost: On request.
Number Available: Once weekly.
Produced by: WDBJ-TV, Roanoke, Va.

Buddy Dean Show

Pop recordings of today with featured guest artists. A committee of teen-agers governs participants in the show. Buddy was recently selected as the Number One TV Disc Jockey (Bill Gavin).
Cost: On request.
Number Available: On request.
Produced by: WJZ-TV, Baltimore, Md.

UNITED HAS ADDED

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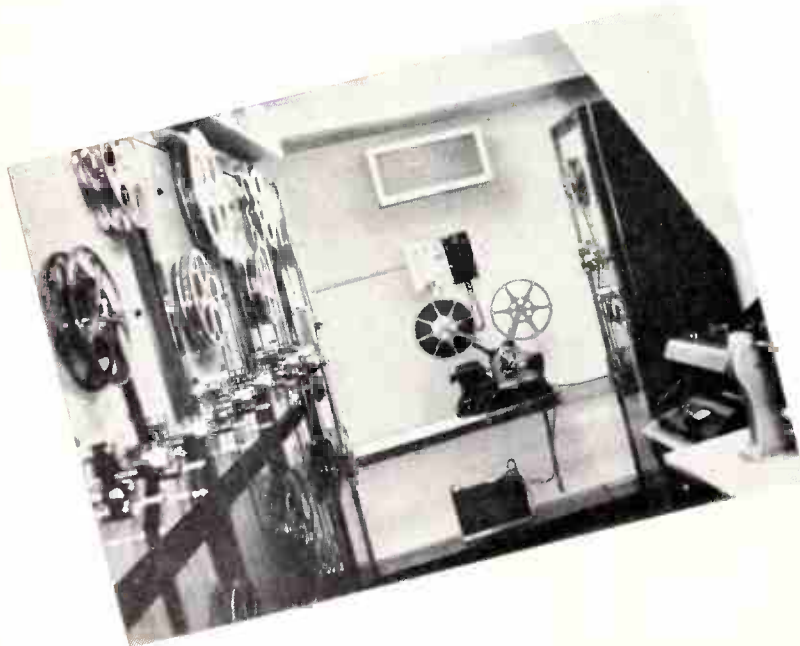


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UNITED RECORDING LABORATORIES, INC.

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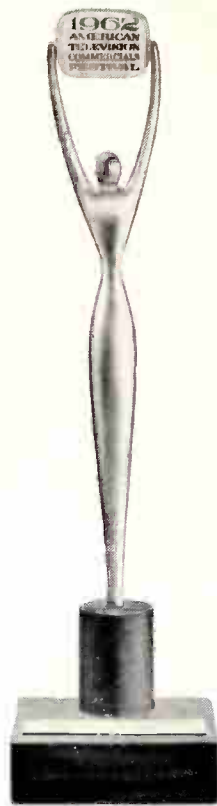
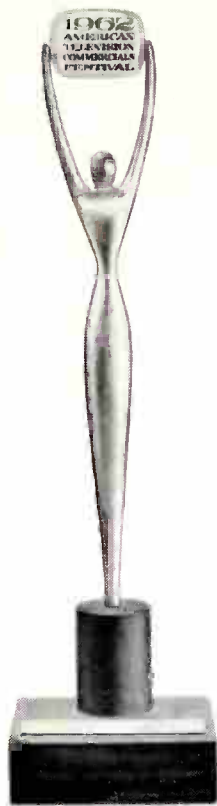
PLaza 1-4660



23rd
Annual Edition

COMMERCIALS

1962-1963



THANK YOU

Robert Swanson and staff would like to express their sincere thanks to the 1962 American TV Commercials Festival for the two Best of Category Awards and the Special Citation which were awarded on May 4th.

As talent:

Best of Category, Utilities Division, for AT&T, "Gee, But It's Great To Phone," N. W. Ayer, New York.

For musical scoring:

Best of Category, Apparel Division, for DuPont Sweaters of Orlon, BBDO, New York.

As arranger and talent:

A Special Citation for Adapted Music and Lyrics again for AT & T, "Gee, But It's Great To Phone."

Robert Swanson Productions



689 FIFTH AVENUE, NEW YORK 22, N. Y.

Telephone: MUrray Hill 8-4355

COMMERCIAL & JINGLE PRODUCERS

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.
Phone: Michigan 2-5877

President Bernard Howard
General Manager Patti Wilkus
Services Offered—Complete creation, writing, production of radio and TV programs, commercials, either on transcription, film or live. Studio and full motion picture and recording equipment.

Ad-Staff

9122 Sunset Blvd., Hollywood, Calif.
Phone: BR 2-2671

Owner Martin Sperzel
Business Manager ... Helen Henricks
Services Offered—Creation & production of radio-TV commercials; music, copy, humor; Complete recording facilities.

Advertising Radio & Television Services, Inc.

421 West 54th St., New York 19, N. Y.

Phone: PLaza 7-2125

President Gerald Auerbach
Exec. V.P. Alfred DiPietro
Vice Pres., Sales ... John W. Holbrook
V.P., Comptroller ... Samuel Auerbach
Prod. Distrib. Mgr. ... Ervin Rosenfeld
Services Offered—Laboratory procurement, booking and distribution of film for TV, theatrical & special purpose exhibition; editing; consultants to sponsors & agencies.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WA 2-1800

Manager Ben Harris
Services Offered—Selling, renting, booking, inspection, shipping, storage and producing any subject on special order.

Animation, Inc.

736 N. Seward St., Hollywood 38, Calif.

Phone: HOllwood 4-1117
N. Y. Phone: PLaza 3-9240

President Earl Klein
Sales Rep.-Midwest ... Joe W. Edwards
Sales Rep.-Western ... Barney Mackall
Services offered—Animated and live action commercials, business films, cartoon entertainment films. Complete production facilities.

Audio Productions, Inc.

630 Ninth Ave., N. Y. C. 36
Phone: PL 7-0760

President Frank K. Speidell
Vice Pres., Treas. P. J. Mooney
Vice President ... T. H. Westermann
TV Dept. Mgr. ... Harold R. Lipman
Secretary Alexander Gansell
Services Offered—Producers of all types of TV commercials and sponsored films. Production facilities. Live action, animation, opticals, etc.

Austin Productions, Inc.

P.O. Box 713, Lima, Ohio
Phone: 229-7881

President B. Otto Austin, Jr.
V. President C. Butturff
Secretary N. F. Austin
Services Offered—Industrial & business films, TV commercials.

Thos. J. Barbre Productions

2130 So. Bellaire St., Denver 22, Colo.
Phone: 756-8383

Owner-Manager ... Thos. J. Barbre
Asst. Manager ... Paul F. Emrich
Services Offered—All or any part of motion pictures and TV spots. Sound stage. Complete recording facilities. All production facilities.

Basch Radio & Television Productions

17 E. 45th St., New York 17, N. Y.
Phone: MU 2-8877

Partner Charles J. Basch, Jr.
Partner Frances Scott Basch
Producer Ronald Dawson
Services Offered—Musical & gimmick commercials for radio & films; live talent TV commercials; animation; public relations; industrial & training films in black & white and color.

Productions: Pfaff Sewing Machine, American Legion Auxiliary, Playtex Bras, Wildrick, "Four to One," Red Cheeck Appleberry.

V. S. Becker Productions

55 E. 43rd St., New York 17, N. Y.
Phone: MU 2-0777

Executive Producer ... Viola S. Becker
Services Offered—Produces all types of commercials for TV and radio. Radio shows, TV shows, industrial films.

Biever & Stein Productions, Inc.

527 Madison Ave., New York 22, New York

Phone: PL 3-1147

President Curtis Biever
Secretary-Treas. Lou Stein
Exec. Secretary ... Esther G. Beitchman
Services Offered—Radio-TV commercials, film backgrounds, musical jingles.

Bray Studios, Inc.

729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-4582

Chm. Board J. R. Bray
President Paul A. Bray
Vice-Prest. Sales Mgr. ... Paul Bray, Jr.
Services Offered—Produce & distribute all types of films for TV, including technical animation and cartoons. Specialize in industrial training and sales films.

Broadcast House Enterprises, Inc.

45 Market St. Manchester, N. H.
Phone: NA 7-7669

President Norman Gittleson
Services Offered—Number's Up is a broadcast sales promotion campaign, which includes contests, plus a mailing for every home throughout the entire coverage area of a station. This complete program includes jingles, as well as all materials necessary to get underway and continue with a 13-week program designed specifically to increase ratings with a profitable show that is self-liquidating.

CBS Animations

38 Centre Ave., New Rochelle, N. Y.
Phone: NE 2-3466

V.P., Gen. Mgr. ... William M. Weiss
Services Offered—Network commercials, animated.

Productions: Associates Investment, Cadillac Dog Food, Town Talk Bread, Colgate.

Hu Chain Associates

15 E. 48th St., New York 17, N. Y.
Phone: PLaza 5-5240

Owner Hubert V. Chain
Services Offered—Radio commercials and dramatic shows, TV commercials, industrial films, animated commercials.

Thomas Craven Film Corp.

330 E. 56th St., New York 22, N. Y.
Phone: MU 8-1585

President Thomas Craven
Vice President ... Joseph McDonough
Sales Director ... Beverly O'Reilly
Services Offered—Production of

TV commercials, worldwide special events programs, and TV series and specials.

Cummings Productions, Inc.

35 W. 53rd St., New York 19, N. Y.
Phone: PLaza 7-6452

President ... Ralph Waldo Cummings
Services Offered—Creators and producers of musical commercials, backgrounds, special material, and scores for promotional and entertainment projects.

Phil Davis Musical Enterprises, Inc.

59 E. 54th St., N. Y. C. 22
Phone: MU 8-3950

President Phil Davis
Creative Dir. ... Edward C. Redding
V.P., Mus. Dir. Earl Paul Secy., Treas. Loretta H. Davis
Production Mgr. Joe Rhodes
Film Score Dir. Hale Rood
Music Dev. Mgr. ... Corky Robbins
P.R. Dir. Frances B. O'Brien
Exec. Secretary ... Renee Strum
Services Offered—Creators and producers of custom-built musical commercials for TV film soundtracks and radio transcriptions. Musical consultants to advertising agencies & film producers; composition of original music and copy approaches for spot campaigns. Facilities to handle any service or complete packages.

Dephoure Film Studios, Inc.

56 Elmwood St., Newton 58, Mass.
Phone: Woodward 9-7770

Pres., Treas. Joseph Dephoure
Vice Pres. Milton L. Levy
Account Director ... Douglas Rideout
Services Offered—16mm and 35mm film production. Script writing, animation, sound recording, editorial services, film printing, laboratory.

Dolphin Productions, Inc.

Dolphin Station ID's, Inc.

37 W. 57th St., New York 19, N. Y.
Phone: PLaza 3-5892

President Allan Stanley
Services Offered—Producers of live action and animated motion pictures for TV and industry. Producers of station ID's for TV stations, radio stations, networks.

Productions: Honeydew Preserves; Holland House Coffee, Bourjois, Inc.-Satin Finish Cosmetics. Peter Pan Bra-Peter Pan Foundation, Ward Baking Co.-Tip Top Bread, U.S. Air Force, Capitol Cities Broadcasting, American Broadcasting, Westinghouse Broadcasting.

Dudley Pictures Corp.

666 N. Robertson Blvd.,
W. Hollywood, Calif.
Phone: OL 7-0801

President Carl Dudley
Sec., Treasurer ... R. W. Barnes
Editorial Supervisor ... Ernest Flook
Services Offered—Producers of TV programs and commercials.

Eastern Effects, Inc.

333 W. 52nd St., N. Y. 19, N. Y.
Phone: CI 5-5280-4

President Maurice Levy
Vice President ... Samuel Levy
Services Offered—Complete services art to film—black & white and color. Commercials, industrials, features in 16mm and 35mm. Optical effects, animation, titles and inserts.

Elektra Film Prod., Inc.

33 W. 46th St., N. Y., N. Y.
Phone: JU 2-3606

Pres. & Creative Dir. Abe Liss

V.P.-Bus. Mgr. Sam Magdoff
Vice President ... Robert Yung
Vice President ... Jack Goodford

Services Offered—Creation & production of entertainment programs, public relations films, TV commercials.
Charles Elms Productions, Inc.

5 East 40th St., New York 16, N. Y.
Phone: MU 6-8877

President Charles D. Elms
Vice President ... Charles D. Elms, Jr.
Secretary-Treas. ... Ruth M. Elms
Services Offered—Production of 16mm, 35mm motion picture, sound slide films, training manuals for sales promotion, sales training and education.

Empire Production Corp.

480 Lexington Ave., N. Y. C. 17
Phone: YUkon 6-5700

President Arthur Lubo
V.P., Production ... L. H. Holton
V.P., Sales C. A. Love
Services Offered—TV commercials, industrial films, studio & editing facilities, closed circuit projection.

Era Productions

3459 Cahuenga Blvd., Hollywood 28, Calif.

Phone: HO 2-2251

President Brice H. Mack
V.P., Exec. Prod. ... Robert C. Mack
V.P., Art Director ... Milton Schaffer
Services Offered—Complete creative and production service, live action and animation film. TV commercials, industrials and entertainment film.

Faillace Productions, Inc.

1270 Ave. of Americas,
New York 20, N. Y.

Phone: Circle 6-7676

President Tony Faillace
V.P., Creative Dir. ... Len Mackenzie
V.P., Musical Dir. ... Bob Haggart
V.P., Program Dir. ... Chick Vincent
Sec., Office Manager ... J. B. Zedig
Services Offered—Creation and production of musical commercials, TV scoring, arrangements & production of agency created jingles; creation, development & production of program material.

Don Fedderson

Commercial Productions

780 No. Gower St., Hollywood 38, Calif.

Phone: HO 9-5911

President Jack W. Minor
V.P., Gen. Mgr. Peck Prior
V.P., Prod. Dir. ... Tom Armistead
Prod. Supvsr. Robt. Chenault
Services Offered—Production of TV film & tape commercial spots & industrial film subjects. Live film & animation processing.

Productions: Chevrolet, Schmidt's Beer (Phila.), Vel Soap, Rainier Beer, Volkswagen, Zee Paper Napkins, Buick, "Wildcat", Goodyear Tires, Hunt's Tomato Paste, Hills Brother Coffee (Opening & Closing Billboard).

Ferro, Mogubgub and Schwartz, Inc.

249 E. 49th St., New York 17, N. Y.
Phone: PLaza 2-0720

Executive Producers
Pablo Ferro, Fred Mogubgub,
Lew Schwartz

Services Offered—Film direction for visual marketing and communication. Producers of film for TV commercials, industry, theatre, sales promotion and training, government, slide films, titles and education. Specialists in graphic design, animation and live action. Film consultants.

COMMERCIAL & JINGLE PRODUCERS

Film Graphics, Inc.

369 Lexington Ave., N. Y. C.
Phone: TN 7-3330

President Lee E. Blair
Treasurer Bernard Rubin
Services Offered — Producers of motion picture films, industrial, educational, government and institutional. Animation, live action, stop motion in both 35mm color and black & white—also 16mm.

Filmex, Inc.

300 East 46th St., New York 17, N. Y.
Phone: OXford 7-6655

President Robert Bergmann
Vice President Wylie Adams
Completion Spvrs. Richard Jacobs
Prod. Coordinator ... Dorothy Klein
Services Offered — Film commercial production, TV programming, industrial film production.

Filmways, Inc.

18 E. 50th St., New York 22, N. Y.
Phone: PL 1-2500

Chair. of Bd. Martin Ransohoff
President Rodney Erickson
Exec. V.P., Gen. Mgr. . Fred Raphael
Senior V.P. Mickey Dubin
Services Offered — Subsidiary, Filmways TV Productions, produces and packages TV shows. Produces commercials, industrial and documentary films.

Productions: Commercials; industrial films for Glenmore Distilleries; Mr. Ed; Shell's Wonderful World of Golf; The Beverly Hillbillies; Make A Face.

Fine Arts Prod., Inc.

7417 Sunset, L. A. 46, Calif.
Phone: HO 7-7107

President John Wilson
Assoc. Prod. Bernie Cooper
Manager John Holmstrom
Services Offered — Complete animation including 35mm and 16mm cameras, storyboards and script. Live action facilities with sound stage and recording facilities.

Flagg Films, Inc.

1427 No. La Brea,
Hollywood 28, Calif.
Phone: HOLlywood 2-0902

President Don Flagg
Vice-President Toni Flagg
Sec. Treas. Anne Schwartz
Services Offered—TV commercials, industrial films, sales films, and medical films in black & white, color, and animation.

Format Films, Inc.

4741 Laurel Canyon Blvd.,
N. Hollywood, Calif.
Phone: POplar 9-3610

President Herbert Klynn
Exec. V. P.-Treas. ... Melvin Getzler
Vice Pres. Jules Engel
V.P., Midwest Sales ... Jerry Abbott
V.P., West Coast Sales

Henrietta Jordan
Vice Pres. Leo Salkin
Secretary Julie Boyer
Services Offered — Producers of animated films for TV commercials, TV programming, theatrical shorts, feature and industrial films. Facilities: self-contained animated film studio including creative departments, camera, editing, sound recording and dubbing.

Productions: Post Cereals, Carling Brewing Co., Jell-O Gelatin, Standard Oil Co.

Forrell, Thomas & Polack Associates, Inc.

157 W. 57th St., New York 19, N. Y.
Phone: LT 1-0910

Chair. of Bd. James P. Polack
President Edward Thomas
Exec. Vice-Pres. Gene Forell

V.P., Sales & Prod.

Richard M. Bradshaw
Sec.-Treas. Eleanor Fogelson
Services Offered — Consultants in music to advertising agencies and film producers for creation and production of radio and TV commercials. Jingles, premium records; original film scoring for TV, industry and institutions.

Productions: TWA, GE, Alcoa, Instant Maxwell House, Rambler, Kiwi, Jane Parker Baked Foods, Alberto VO-5, Gulf Tires, Jax Beer, Old Briar Tobacco, Whitehouse Milk, Koehler Beer.

Forum Films

6 E. 46th St., New York 17, N. Y.
Phone: YUkon 6-2230

President Allen Spikol
Services Offered — Producers of animated films for commercials, industrials and theatrical films.

Charles Fuller Productions

P.O. Box 10513, Tampa 9, Fla.
Phone: 838-8081

Owner Charles Fuller
Gen. Mgr. Charles F. Hunt
Sales Mgr. R. H. Steck
Services Offered—Creation and production of commercials and programs for radio and TV. Talent, music, films, art, animation, complete production facilities. Model agency service. Jingles.

Gerald Productions, Inc.

421 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-2125

President Gerald Auerbach
Exec. V.P.-Exec. Prod.

Louis Mucciolo
Gen. Mgr. Henry Traiman
V.P., Sales Robert Rawson
Services Offered — Film, live and tape, for TV. Sound stages, rear screen projection, recording and mixing, 35mm and 16mm theatres with interlock. Complete editing facilities.

Harold R. Gingrich Prod.

111 Marion St., Oak Park 1, Ill.
Phone: VIlIage 8-9444

Owner Harold R. Gingrich
Musical Director... Grace McCarthy
Services Offered—Research, themes, scripts and productions on films and transcriptions.

Chuck Goldstein Productions, Inc.

730 Fifth Ave., New York, N. Y.
Phone: JU 6-7477

11 Yorkville Ave.
Toronto, Ontario, Canada
Phone: 924-6241
President Chuck Goldstein
Vice-President Norman Richards
Sec'y-Treas. Ruth Goldstein
Services Offered—Creation and production of radio and TV commercials. Original music and film underscoring.
Productions — Alpine Cigarettes, Kent Cigarettes, Lustercreme Shampoo, Goodyear Tires, Hamm's Beer, Noilly-Pratt Vermouth, Chaphands, Alcoa.

Hap Music, Inc.

200 W. 57th St., New York 19, N. Y.
Phone: CI 6-5548

President Howard Plummer
Services Offered—Music and lyrics and productions for advertising, from selling concept to final tapes.

Harris-Tuchman Productions, Inc.

751 N. Highland Ave.
Hollywood 38, Calif.
Phone: WE 6-7189

Pres., Gen. Mgr. ... Ralph G. Tuchman
V.P., Creative Director... Fran Harris
Services Offered—Commercials and

business films in motion picture or slide film form. 16mm or 35mm. Live action or animation.

Productions — Red-E-Crete, Acme Hardware Manufacturing Co., Kleen King.

Hollywood Film Enterprises, Inc.

6060 Sunset Blvd.
Hollywood 28, Calif.
Phone: HO 4-2181

President Mickey Kaplan
Vice President Robert Warde
Sales Manager T. H. Emmett
Services Offered — Complete 16mm motion picture film laboratory.

International Video Tape

5907 W. Pico Blvd.
Los Angeles 35, Calif.
Phone: WEBster 7-2323

President William F. Wallace
Vice President... Richard Rosenbloom
Director, Prog. Dev. ... Henry Colman
Mgr., Tech. Opera. ... John F. Heller
Services Offered—Video tape services, complete tape facilities.

Riley Jackson Prods.

6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HO 3-2324

President Riley Jackson
Services Offered — Creation and production of commercials and programs, TV and radio.

Productions — 7-Up, and Jersey Maid.

Jenfred, Inc.

36 W. 57th St., New York 19, N. Y.
Phone: CI 7-1429

President Claude Frederick
Vice President... William Harnisch
Secy. & Treas. Grace Frederick
Services Offered—Pictures for backgrounds for rear or front projection.

Jerry Jerome Productions, Inc.

1 Snapdragon Lane, Roslyn Heights
L. I., N. Y.
Phone: MAYfair 1-4567

President Eve Jerome
Vice President Jerry Jerome
Secretary Alan Nordlinger
Services Offered—Creator and producer of musical commercials for radio and television, spots, film backgrounds, industrials. Advertising agency consultant on preparation and production of commercials.

Jewell Radio and TV Productions

612 N. Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-5757

President James E. Jewell
Vice President... W. Ralph Jewell
Secretary M. P. Casey
Services Offered — Produce industrial, educational & TV films; radio & TV programs; commercial sales tunes, spots & jingles. Consultants to agencies & sponsors; package-production services: writing, editing, directing, musical arrangements, supervision, casting.

Jingle Fabrications, Inc.

420 Broadway, Nashville 3, Tenn.
Phone: 255-7645

President, Treas. ... James F. Maxwell
V.P., Secy. Glenna M. Maxwell
Director William T. Connor
Services Offered — Production of radio jingles: station promotion programming packages (popular and country-western); advertising products and services; disc jockey and program themes.

Productions — 35 jingle pop music station promo. package; 20 jingle country music sta. promos, etc.

K & S Films, Inc.

5819 Wooster Pike,
Cincinnati 27, Ohio
Phone: 271-3700

President Jack R. Rabius
Vice President... S. Harry Wilmiak
Secretary-Treas. Roma Rabius
Services Offered—Producers of industrial motion pictures, TV commercials (live and animated), and syndicated shows for TV.

Stacy Keach Productions

12240 Ventura Blvd.
Studio City, Calif.
Phone: POplar 2-0966

Pres., Exec. Producer... Stacy Keach
Associate Producer... Ernest Newton
Sec.-Treas. Frankie Newton
Services Offered—Producers of theatrical, commercial and industrial shows for stage, motion pictures, television and radio. Producer of the award-winning, "The Living Constitution of the United States" record.

Keitz & Herndon, Inc.

3601 Oak Grove, Dallas 4, Texas
Phone: LA 6-5268

President L. F. Herndon
Exec. Vice Pres. R. K. Keitz
V.P., Art Director... Tom Young

Services Offered—All phases of motion picture production, including animation, optical printing and sound recording.

Jack Kinney Prods., Inc.

3349 Cahuenga Blvd.
Hollywood 28, Calif.
Phone: HO 6-3296

President Jack Kinney
Vice President... Carlton Sand
Sec.-Treas. E. J. Kinney

Services Offered—Producers of live action and animation films; theatrical & TV: commercials; entertainment, documentary, industrial & educational.

Lance Productions, Inc.

353 W. 57th St., New York 19, N. Y.
Phone: PL 7-6167

President Lorren Lester
Treasurer Samuel H. Evans
Vice President... George Lessner
Services Offered — Motion picture production of all type films, including commercials, industrials, features, sound recordings. Fully equipped studio.

Lang-Worth Feature Programs, Inc.

151 North Franklin St.
Hempstead, L. I., N. Y.
Phone: 516 IV 5-2400

President John D. Langlois
V.P., Secy. C. O. Langlois, Jr.
Sales Mgr. Robert O. Boehmer
Services Offered — Producers of Radio Hucksters and Airlifts—musical commercials plus Airlifts for station sound and individuality. Commercials and special local station promotion. Transcribed music service for radio and TV stations.

Lou Lilly Prods., Inc.

5746 Sunset, Los Angeles 49, Calif.
Phone: HO 6-6484

Exec. Producer Lou Lilly
Production Assist. Ken Clark
Production Assist. Lee Lacy
Services Offered — Television commercials and industrial film.

James Love Prods., Inc.

2 W. 46th St., New York 36, N. Y.
Phone: JU 2-4633

President James A. Love
V.P., Sales Hal Friedman
Creative Director... Stan Popko
Account Supervisor ... Tom Farrell
Services Offered—Creation, production, and consultation relative to com-

COMMERCIAL & JINGLE PRODUCERS

mercial, industrial and public relation films.

Productions—Ideal Toy Sales Film, Bell Telephone Automation Film, Richard Hudnut Commercial, Coty Commercial, General Theological Seminary Film, Alcoa Automotive Trim, Chevrolet Commercial, Ideal Toy Roadway Film.

C. P. MacGregor Co.

729 S. Western Ave.

Los Angeles 5, Calif.

Phone: DUmkirk 4-4191

General Manager E. H. Lowry
Services Offered—Complete recording, processing and pressing.

Mills Music, Inc.

1619 Broadway, New York 19, N. Y.

Phone: CO 5-6347

President Jack Mills
Vice President Irving Mills
Secretary Samuel Jesse Buzzell
Services Offered—Musical copyrights available for themes. Commercial jingles for radio and TV.

Milner-Fenwick, Inc.

3800 Liberty Heights Ave.

Baltimore 15, Md.

Phone: MO 4-4221

President Ervin M. Milner
V.P., Production Robert T. Fenwick
V.P., Sales Hoby Wolf
Services Offered—Live and animated motion pictures, TV commercials, strip films, brochures, slides, sound recording, script and storyboard service, audio-visual aids, sales and service.

MPO Videotronics, Inc.

15 E. 53rd St., New York 22, N. Y.

Phone: TR 3-7000

President Judd L. Pollock
V.P., Prod.-Director

Marvin Rothenberg

Vice President Arnold Kaiser
Services Offered—Complete production of television commercials.

Productions—Kellogg's Corn Flakes, Dash, VO5 Hair Spray, Ivory Flakes, Downy, Command, S&H Stamps, Winston, RCA Victor, Motorola, Brecks, Falstaff, Rheingold, Top Value Stamps, Wildroot, Brylcream, All, Readers Digest, Chesterfield, Westinghouse.

Music Makers, Inc.

6 W. 57th St., New York 19, N. Y.

Phone: CIrcle 5-3737

Pres., Creative Dir. Mitch Leigh
Exec. Vice President Herman Edel
Prod. Vice President Bill Schwartzau
Services Offered—Creation and production of musical advertising programs, musical merchandising packages; original music for industrial shows and industrial films. Recording studio.

Productions—Chesterfield, Rambler, Rheingold Beer, American Airlines, Thom McAn Shoes, Paper-Mate Pen, Alcoa, Five-Day Roll-On, Lux Soap, Utica Club Beer, Timex, Toni, Alberto VO5, Irish Airlines, Campbells Soup, Band-Aids, J&J, Sinclair Gasoline, Minute Maid, American Cyanamid, Beechnut Coffee, Colombian Coffee.

Music Productions of America, Inc.

25 W. 56th St., New York 19, N. Y.

Phone: PL 7-8589

Musical Dir. Elliot Lawrence
Technical Dir. Harold P. Dreeben
Services Offered—Writing, arranging and recording of music for radio, television, motion pictures and records.

Fred Niles Communications Centers, Inc.

1058 W. Washington Blvd.

Chicago 7, Ill.

Phone: SE 8-4181

President Fred A. Niles
V.P., Sales Norman C. Lindquist
V.P., Production William E. Harder
Services Offered—Motion picture production for TV, spots and shows, animated and live action, creative services, research script writing and storyboards; jingles, business development programs, complete packages of audio visual aids; business theatre; closed circuit TV.

Productions—Ed Allen Time; Light Time; TV spots: Standard Oil of New Jersey; General Mills; Humble Oil; Procter & Gamble.

Olmsted Sound Studios, Inc.

1 E. 54th St., New York 22, N. Y.

Phone: PL 1-0890

President Richard B. Olmsted
Vice President Arthur Shaer
Services Offered—Five studios, complete facilities for recording on film, tape or disc. Multi-track recording and mastering.

On Film, Inc.

315 E. 55th St., New York 22, N. Y.

Phone: PL 9-0920

President James W. Ramey
V.P., Chairman of Board

Robert Bell
Treas., Sec. Fred E. Johnston, Jr.
Services Offered—Producers of TV commercials and non-fiction films.

Productions—TV commercials; Alcoa, Anso, General Foods, Chevrolet, Grapenuts Flakes, Texaco, Cue, Post Tens, Orafix, Buitoni, Unguentine, Coca Cola, Sealtest, Sanka, Downey, General Mills.

Sam Orleans Film Productions, Inc.

211 W. Cumberland Ave.

Knoxville 2, Tenn.

Phone: 523-8098

N. Y. Phone: ENright 9-2002
Pres., Exec. Producer

Samuel P. Orleans
Assoc. Producer Lawrence Mollot
Dir., Pub. Rel. Vivian LaValle
Services Offered—16mm and 35mm motion pictures for government, industry, and TV. Community service motion pictures for public relations usage.

Paramount Television Productions, Inc.

5800 Sunset Blvd.

Los Angeles 28, Calif.

Phone: HO 9-3181

N. Y. Phone: BRyant 9-8700
President Paul Raibourn
V.P., Gen. Mgr. S. L. Adler
Asst. Gen. Mgr., Prog. Dir.

Robert Quinlan
Services Offered—Producers and distributors of tape and film TV programs and commercials.

Ray Patin Productions

3425 Cahuenga Blvd.

Hollywood 38, Calif.

Phone: HO 2-1147

Creative Director Ray Patin
Producer, Supervisor John Dunn
Services Offered: Animation for TV commercials, industrials, etc. Live action inserts, creation of storyboards, direction of sound tracks etc.

Productions—Sara Lee Cakes; Rex-all, One Cent Sale; Bounty Brands—Campbell Soup Co.; Pure Oil Co.

PFO Radio and Television Productions, Inc.

3000 Turtle Creek Plaza

Dallas 19, Tex.

Phone: RT 2-3653

President Peter Frank
Vice President Tom Merriman
Vice President Rod Kinder
Services Offered—Creators and producers of commercial and station jingles.

Productions—Hit intro package; golden era jingles; one-derful radio; jingles in concert; Velvet Touch; country and western jingles; active jingles; welcome jingles.

P. G. L. Productions, Inc.

6 E. 46th St., New York 17, N. Y.

Phone: YUkon 6-4530

President John Palmer
Producer-Director Frank Herman
Producer-Director Henry Trettin
Services Offered—Producers of TV shows, documentary and industrial films and TV commercials.

Productions—CBS Sports Spectaculars, Care, Herald Tribune, National Aeronautics and Space Administration.

Playhouse Pictures

1401 N. La Brea Ave.

Hollywood 28, Calif.

Phone: HO 5-2193

President Adrian Woolery
Producer-Director Bill Melendez
Public Rel. Dir. George Woolery
Services Offered—Animation specialists in TV commercials, entertainment, business, educational films with complete studio facilities from storyboard through camera.

Preview Theatres, Inc.

1600 Broadway, New York, N. Y.

Phone: CI 6-0865

President William B. Gullette
Services Offered—16 and 35mm; magnetic or optical; all interlock combinations. Editing eqpt. and facilities. Film storage vaults.

Radio Television Spots Productions, Inc.

2 W. 46th St., New York 36, N. Y.

Phone: PLaza 7-9260-1-2

President John Gart
Acct. Execs. Roger White,
Merrill Staton

Services Offered—Radio and TV musical and singing commercials.

Bob Reichenbach

81 Buckeye Ave., Oakland 18, Calif.

Phone: OLYmpic 3-0703

General Mgr. Bob Reichenbach
Services Offered—Transcribed programs, commercials and jingles, for radio and TV.

Republic Television Features

64 E. Lake St., Chicago 1, Ill.

Phone: 275-3199

President Capico Kapps
Vice President Albert Kapps
Services Offered—Producers, representatives, and distributors of live and filmed TV programs. Tape and film commercials.

Robert Yarnall Richie Productions, Inc.

666 Fifth Ave., N. Y. 19, N. Y.

Phone: CI 6-0191

President Robert Yarnall Richie
Assoc. Producer James A. Petrie
Prod. Supervisor Michael E. Ross
Services Offered—Motion picture production, TV, industrial, documentary, 16mm and 35mm b&w and color; slide-motion; filmstrips; scripts and storyboard treatments.

PHOTOGENIC FOOD

Settings—Displays

for

TV Commercials

AILEEN PAUL ASSOCIATES

(201) Windsor 7-1541

Leonia, N. J.

COMMERCIAL & JINGLE PRODUCERS

F. K. Rockett Productions

6063 Sunset Blvd.
Hollywood 28, Calif.
Phone: HO 4-3183

President A. J. Sowers
Vice President Stanton Webb
Exec. Producer John Hennessy
Services Offered—Producers of motion pictures for industry and TV. All 35mm and 16mm production services. 85 x 55 sound stage. Set design and construction.

Rolab Studios

Sandy Hook, Conn.
Phone: 426-2466

Owner-Director Henry Roger
Secretary-Treas. E. H. Roger
Services Offered—Motion picture and film strip productions, rent of large sound stage, technical camera work (time-lapse, cinemicrography, photomicrography, photo-engineering); consulting; complete laboratory facilities.

Romanis & Messner

189 Linwood Ave., Bogota, N. J.
Phone: HU 8-8540

Partner George Romanis
Partner Johnny Messner
Services Offered—Music consultants to advertising agencies for TV and radio commercials; composing, underscoring and creation of new jingles on a personal basis.

Productions—U.S. Steel, Schaefer Beer, R. J. Reynolds, Brandon Cigarettes and Carter Hall Tobacco, Q. T., Sunoco, Chesebrough-Ponds Groom & Clean, Campbell Soup, Prestone, Philco.

Cy Roth Productions

1148 S. Shendoah St.
Los Angeles 35, Calif.
Phone: 272-6884

President N. Schneider
Producer Cy Roth
Gen. Sales Mgr. P. L. Leavitt
V.P. & Treas. S. K. Leavitt
Services Offered—All types of film production—overseas and local, commercial, industrial and theatrical films and TV films.

Danny Rouzer Studio

7022 Melrose Ave.
Hollywood 38, Calif.
Phone: WEBster 6-2494

Owner Danny Rouzer
Services Offered—Complete 35mm and 16mm production service for features, TV, education, industry, and sales; kinescopes, newsreels, and pilots; stage rentals.

Sande & Greene, Inc.

1777 N. Vine St., Hollywood 28, Calif.
Phone: HO 6-5103

President & Treas. Robert L. Sande
Exec. V.P. & Sec. Larry Greene
Asst. Sec. Pat Carson
Services Offered—Producers of music and film for advertising and entertainment, "Musical Images" for radio and TV stations.

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.
Phone: MU 8-0085

President Valentino Sarra
Exec. V.P., Gen. Mgr. Morris D. Behrend
TV Sales Mgr. N. Y. John Henderson, III

Head Creative Dept. Rex Cox
Services Offered—Production of TV commercials, motion pictures, sound slide films, black & white and color.

Productions—Rheingold Beer, Reynolds Wrap, Drano, Nabisco Cookies, 7-Up, Elgin Watches, St. Joseph Aspirin, Musterole, Drake's Cakes,

Johnson & Johnson, General Foods, R. T. French, S. C. Johnson & Son, Kellogg, Corn Products.

Raymond Scott Enterprises, Inc.

140 W. 57th St., New York 19, N. Y.
Phone: PL 7-5685

V.P., Gen. Mgr. Charles Barclay
V.P., Office Mgr. Robert F. Briody
Musical Contractor

Abraham Schneider
Services Offered—Create and produce music and special effects for radio and TV commercials; jingles; TV scoring; industrial films. The Jingle Workshop; Sound Electronique.

Productions—Autolite; Alka-Seltzer; Vicks Medicated Cough Drops; Gulf Lite; Thermofax; County Fair Bread; Farmhouse Frozen Dough Nuts; Salada Tea (Canada); Scott Tissue.

Scott-Textor Prods., Inc.

333 E. 46th St., New York 17, N. Y.
Phone: YU 6-3850

President Keith V. Textor
Treasurer Alan R. Scott
General Manager Victor Sack
Services Offered—Creation and production of music, lyrics, jingles, animation tracks and all forms of radio and TV commercials.

Productions—L&M. Oasis, Savarin, Fritos, Irish Airlines, Gillette, Cheerios, Falstaff Beer, Minute Maid, General Mills, Country Corn Flakes, Hires, Old Vienna Beer, Peter Paul.

Selling Thru Sound

141 E. 55th St., New York, N. Y.
Phone: PL 8-2470

President, Treas. Louis A. Garisto
Vice Pres., Sec. Sonny Hayes
Services Offered—Write, create, produce and direct musical commercials for TV and radio, background music for filmed TV commercials, talent.

John Seely Associates

Suite 613, First Federal Bldg.
Hollywood 28, Calif.
Phone: HO 6-6141

President John Seely
Sales Mgr. Don Teeters
Repertoire Dir. Bill Loose
Recording Mgr. Doug Nelson
Secretary Pat Seely

Services Offered—Music supervision, program theme composition and development, arranging, A&R, music publication. Recording services include client or JSA supervised, voice recording, voice overdubbing, tape transfer, re-recording, mixing, tape editing and assembly.

Sy Shaffer Enterprises, Inc.

342 Madison Ave.
New York 17, N. Y.
Phone: YUkon 6-3045

President Sy Shaffer
Head, Sales & Creative Svcs. James McMenemy

Services Offered—Production of music for radio and TV commercials; jingles, underscoring, commercial and institutional films.

Signature Music, Inc.

240 E. 53rd St., New York 22, N. Y.
Phone: JU 2-8800

Pres., Creative Dir. Hank Sylvern
Business Mgr. George H. Fried
Services Offered—Creation and production of musical commercials; jingles; originals scoring for animation and live action film; words and music custom-combined.

Productions—Plaid Stamps, Silvrin, Royal Crown Cola, Studebaker Lark, IBM, Blatz, Halo TV Track,

New Bosco, RCA, Squibb.

Stammco, Inc.

291 S. La Cienega
Beverly Hills, Calif.

President J. Harry Ebbert
Vice President .. Kenneth H. Bennett
Services Offered—Creators of sales, training, advertising, marketing, merchandising, counseling, organizational programs. 16mm films—commercial, industrial, theatrical. Sound slide film productions.

Wilbur Streech Productions, Inc.

135 W. 52nd St., New York 19, N. Y.
Phone: JU 2-3816

President Wilbur J. Streech
V.P., Musical Dir. Jack Atherton
Assoc. Producer John Hazard
Services Offered—Producer of film commercials for TV, industrial films and radio and TV jingles.

Stock Shots to Order, Inc.

550 5th Ave., New York 36, N. Y.
Phone: Circle 6-0690

President R. A. Pheelan
Vice President H. C. Miller
Secretary Victor Peters
Services Offered—Stock film library of recent 16/35mm footage—color, b&w. Also produces-to-order background and insert film—silent/sound.

Robert Swanson Prods.

689 Fifth Ave., New York 22, N. Y.
Phone: MU 8-4355

President Robert Swanson
V.P., Sales Rolf Johnson
Services Offered—Creates and produces musical commercials for radio and TV. Staff of vocalists and musicians to meet needs for commercial.

Productions—AT&T "Gee, But It's Great To Phone," DuPont Sweaters of Orton, Lucky Strike, Coca Cola, Dodge, Schaefer Beer, Heinz Cheese Soup, Royal Gelatin, Chevrolet Trucks, Nestea, Marathon Gasoline.

Tele-Sound Prods., Inc.

523 Pennsylvania Bldg.
Washington 4, D.C.
Phone: 347-8810

V.P., Sales Bill Devries
Treasurer Jack Vance
Services Offered—Recorded aids to advertising. Production aids and sales aids for radio and television stations.

Productions—Top Dog Service, Audio Adventures Sales Plan, animated color TV spots, station identification jingles, sound effects.

Tele-Tape Prods., Inc.

434 W. Chicago Ave.
Chicago 10, Ill.
Phone: SU 7-4919

N. Y. Phone: SU 7-8068
President Richard E. Riedel
V.P., Exec. Producer Phil Bodwell
General Mgr. James E. Witte

Services Offered—Studio and location video taping, packaging, producing, and complete below-the-line facilities and services for TV shows, commercials, industrials, and closed circuit.

Telecine Film Studios, Inc.

100 S. Northwest Highway
Park Ridge, Ill.
Phone: 823-1418

President Byron L. Friend
Services Offered—Complete motion picture and video tape production services, sound stage, location, silent, sound, stock footage, high speed photography, syndicated and live shows.

Telemark Prods., Inc.

673 Fifth Ave., New York 22, N. Y.

Phone: PLaza 1-3013

President Ronald K. Guzik
V.P., Production Richard Lerner
Vice President Peter G. Estin
Services Offered—Producers of live, filmed, taped and transcribed programs and commercials for radio, TV and motion pictures.

Telemat

433 S. Fairfax, Los Angeles 36, Calif.
Phone: WE 3-5731

Gen. Sales Mgr. Sidney V. Freeman
Production Manager Alan Wain
Services Offered—Syndicated line of animated commercials for stations and advertisers. 200 spots for syndication.

Telemated Motion Pictures

415 Lexington Ave., New York 17, N. Y.

Phone: YUkon 6-1242
Producer-Director Saul S. Taffet
Services Offered—Production of TV film commercials in animation and live action, color and black & white. Exclusive color control equipment.

Television Broadcasting Service, Inc.

91 Central Pk. W., New York 23
Phone: TRafalgar 7-2372

President William R. Riddle
V.P., Sec. Edith L. Riddle
Treasurer William K. Riddle
Services Offered—Commercials, package shows, live programs, slides, animation, industrials, training films, etc., color & B&W.

Television Graphics, Inc.

369 Lexington Ave., N. Y. C.
Phone: TN 7-3330

President Bernard Rubin
Treasurer Lee Blair
Secretary Leon Levy
Production Mgr. Sid Greenhaus
Controller Stanley Turitz
Sales Howard Linkoff
Services Offered—TV film commercials; animation, optical effects; two live action sound stages equipped with 35mm Mitchell rear screen process projector.

Television Screen Prods.

17 E. 45th St., New York 17, N. Y.
Phone: MU 2-8877

President Charles J. Basch, Jr.
Treas., Studio Mgr. Clarence Schmidt
V.P., Sec'y. Frances Scott Basch
Services Offered—Live talent and animation film commercials, training, public relations and industrial films.

Productions: Pfaff, American Legion Auxiliary, Playtex.

Trans Radio Prods., Inc.

683 Boylston St., Boston 16, Mass.
Phone: COpley 7-5760

N. Y. Phone: Circle 7-7565
Pres., Gen. Mgr. Oscar H. Cheses
Prod. Mgr. Alfred D. Benjamin
Sales Mgr. Edward B. Shaw

Services Offered—Producers of motion pictures and sound slidefilms for industry, television, government and education; radio and TV commercials, kinescopes. Editorial and animation services, scripts.

TV & Motion Picture Productions, Inc.

117 E. Main St., Richmond 19, Va.
Phone: MIllton 3-4444

President John C. Wood
Sec., Treas. Susanne D. Wood
Services Offered—Industrial, public relations, advertising, training and sports films, sound slidefilms, slide presentations; TV commercials, slides.

COMMERCIAL & JINGLE PRODUCERS

Richard H. Ullman, Inc.

5420 Melrose Ave.,
Hollywood 38, Calif.
Phone: HO 2-6027
1271 Ave. of the Americas,
New York 20, N. Y.
Phone: PL 7-2197

President Peter Frank
Exec. V.P. Marvin A. Kempner
Vice President ... Richard Morrison
Services Offered — Distributors of syndicated radio program and production aid packages produced by Stars International; distributors of commercial and station jingles.

Productions: The Big Sound; Formatic Radio; Dimensional Radio; Country and Western Program and Production Aid Package; Hit Intro Package; Golden Era Jingles; One-Derful Radio; Jingles in Concert; Velvet Touch; Country and Western Jingles; Active Jingles; Welcome Jingles.

United Film & Recording Studios

301 E. Erie St., Chicago 11, Ill.
Phone: Superior 7-9114

President Wm. L. Klein
Secretary Joseph Klein
Treasurer Erwin Kreisky
Exec. Vice Pres. John Hutchings

Branch Offices

17 E. 45th St., New York, N. Y.
Phone: OX 7-0725

Eastern Rep. Herbert Rosen
425 13th St., Washington, N.W., D.C.
Phone: ST 3-2951

Washington Rep. Ken Buchanan
Services Offered — Creators and

producers of custom made musical jingles, spot announcements, and filmed series for television and radio. Complete film, tape, and disc recording and reproduction services.

Universal Recording Corp.

46 E. Walton St., Chicago 11, Ill.
Phone: MI 2-6465

President A. B. Clapper
V.P., Chief Eng. M. B. Coppinger
Secretary, Treas. R. A. Weber
Services Offered — Recording (monaural and stereophonic) record sessions, spot, radio programs, TV-motion picture sound tracks, mastering (monaural & stereophonic), slide film, pressings, high speed duplicating, 16 and 35mm screening & interlock magnetic re-recording.

VB S Associates, Inc.

41 East 42nd St., New York City 17
Phone: OX 7-1120

Partner Geoffrey Selden
Partner Victor Borge
Services Offered — Radio & TV producers, commercial producers, film producers.

Productions: Outdoor Sportsman, Freedom From Fear, Stoo Hample Time, Festival.

Thomas J. Valentino, Inc.

150 W. 46th St., N. Y. 36, N. Y.
Phone: CI 6-4675

President Thomas J. Valentino
Vice Pres. Michael T. Valentino
Secretary Elsie F. Valentino
Services Offered — Mood music for TV, sound effects of all types, miscellaneous recordings.

Videart, Inc.

480 Lexington Ave., New York 17,
N. Y.

Phone: MU 2-2363-4

President Albert J. Zuckerman
Secretary Florence Hartman
Services Offered — Motion picture producers' aid for animation, optical effects, titles and slide films.

Video Films Incorporated

1004 E. Jefferson Ave.,
Detroit 7, Mich.

Phone: Woodward 2-3400

President Clifford Hanna
V.P., William R. Witherell, Jr.
Sec., Treasurer William E. Lane
Services Offered — Motion pictures for TV and industry; editing and recording services; music library.

Video Tape Unlimited, Inc.

341 Madison Ave., New York 17,
N. Y.

Phone: MU 6-8066

President Henry R. Alexander
V.P. in Charge of Sales

Paul L. Jacobson
Chief Engineer Joe DiGiovanna
Services Offered — Mobile TV studio on wheels. Producers of pilots. Programs and commercials; studio facilities: transfers; dubs; video tape editing.

Videotape Productions of New York, Inc.

101 W. 67th St., New York 23, N. Y.
Phone: TRafalgar 3-5800

President Howard S. Meighan
V.P. & Gen. Mgr. John B. Lanigan

Treasurer Nathan H. Weiss
Sales Mgr. Herbert W. Hobler
Services Offered — Complete 3-studio TV production and video-tape recording facilities; permanent creative production and technical staff; mobile taping for location production. TV shows and commercials.

WGN, INC., Syndication Div.

2501 W. Bradley Pl., Chicago 18, Ill.
Phone: LA 8-2311

General Sales Manager
Bradley R. Eidmann
Asst. to Gen. Sales Mgr.

Harry B. Miller
Services Offered — Production facilities for videotape commercials, audio recordings, programs for TV and radio. Syndicators of Great Music From Chicago Series II and III. Producers of radio shows for individual clients.

Productions: Great Music From Chicago Series II for television; Great Music From Chicago Series III for television; Conn Melody Lane for radio; International Showroom for radio.

Wonderland Productions

7934 Santa Monica Blvd.,
Hollywood 46, Calif.

Phone: OL 4-8342

Exec. Producer M. L. Bryan
Services Offered — TV films of all types, color industrial and public-relations motion pictures, 35mm and 16mm. Soundproof studio, complete production from script to screen.

TV FILM PRODUCERS AND DISTRIBUTORS

ABC Films, Inc.

1501 Broadway, New York 36, N. Y.
LA 4-5050

Acme Film Laboratories

1161 North Highland Ave., Hollywood
38, Calif.
Hollywood 4-7471

Acus Pictures Corp.

165 W. 46th St., New York 36, N. Y.
PLaza 7-2265

M&A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Cal.
Hollywood 4-7571

All-Canada Radio & TV Ltd.

1000 Yonge St., Toronto, Ont., Can.
WAlnut 5-9361

Allied Artists Television Corp.

165 W. 46th St., New York 36, N. Y.
PL 7-8530

Leonard Anderson Associates, Inc.

200 W. 57th St., New York 19, N. Y.
PLaza 7-4162

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.
MURray Hill 5-2242

Astor Pictures, Inc.

625 Madison Ave., New York, N. Y.
PL 2-7766

ATACO, Inc.

9121 1/2 Sunset Blvd., Los Angeles 39
BR 2-4271

Atlantic Television, Inc.

130 W. 46th St., New York 36, N. Y.
JUdson 2-1287

Adas Television Corp.

209 E. 56th St., New York 22, N. Y.
ELdorado 5-7943

Audio Master Corp.

17 E. 45th St., New York 17, N. Y.
OXford 7-0725

George Bagnall & Associates, Inc.

8827 Olympic Blvd., Beverly Hills, Cal.
OL 2-8050

Jerome Balsam Films, Inc.

165 W. 46th St., New York 36, N. Y.
CI 7-4220

Banner Films, Inc.

527 Madison Ave., New York 22, N. Y.
PLaza 5-4811

Banner Productions, Inc.

5420 Melrose Ave., Hollywood 38, Cal.
HO 9-8366

Thomas J. Barbre Productions

2130 S. Bellaire St., Denver 22, Colo.
SKYline 6-8383

B.C.G. Films, Inc.

405 Lexington Ave., N. Y. 17, N. Y.
MU 7-0870

Biograph Studios, Inc.

807 E. 175th St., Bronx 60, N. Y.
CYprus 9-4400

Fritz Blocki Productions

1343 N. Fuller Ave., Hollywood 46, Cal.
Hollywood 2-8971

Bonded TV Film Service

630 Ninth Ave., New York 36, N. Y.
JUdson 6-1030

Brandon Films, Inc.

200 W. 57th St., New York 19, N. Y.
CI 6-4868

British Broadcasting Corp.

630 Fifth Ave., New York 20, N. Y.
CI 7-0656

Bernard S. Brody & Associates

1228 N. LaCienega Blvd., Los Angeles
60, Calif.
OL 2-8289

Butterfield Productions

527 Madison Ave., New York, N. Y.
PL 2-8690

S. W. Caldwell, Ltd.

447 Jarvis St., Toronto 5, Ont., Can.
WAlnut 2-2103

Carla Productions, Inc.

245 W. 55th St., New York 19, N. Y.
JUdson 2-4477

Carousel Films, Inc.

1501 Broadway, New York 36, N. Y.
BRyant 9-5634

Carson-Stempel Enterprises

9034 Sunset Blvd., Los Angeles, Calif.
CRestview 4-8343

Carthay Sound Stage

5907 W. Pico Blvd., Los Angeles 35
WEbster 8-2101

Cavalcade Television Programs

7904 Santa Monica Blvd., Hollywood
46, Calif.
OLdfield 4-4144

CBS Films

485 Madison Ave., New York 22, N. Y.
PLaza 1-2345

Champion Enterprises, Inc.

10000 Riverside Dr., N. Hollywood,
Calif.
POplar 9-1451

Bruce Chapman Co.

125 W. 41st St., New York 36, N. Y.
WE 7-9244

Cheryl TV Corp.

3084 Motor Ave., Los Angeles 64, Cal.
UPTon 0-6136

Cinema Research Corp.

716 N. LaBrea Ave., Hollywood 38
WEbster 3-9301

Cinema Service Corp.

106 West End Ave., N. Y. 23, N. Y.
TRafalgar 3-1411

Cinema-Vue Corporation

245 W. 55th St., New York 19, N. Y.
JUdson 6-1336

Cluster Enterprises, Inc.

2229 N. Charles St., Baltimore 18, Md.
CHesapeake 3-3630

Color Telefilms of America

9 Wood Road, Great Neck, N. Y.
HUnter 2-1967

Colorama Features, Inc.

1501 Broadway, New York 36, N. Y.
LONgacre 4-5592

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
CircLe 5-6456

Confession, Inc.

1501 Broadway, New York 36, N. Y.
LONgacre 4-5592

Frank Cooper Associates

680 Fifth Ave., New York 19, N. Y.
PL 7-1100

Coronet Films

65 E. South Water St., Chicago 1, Ill.
DEarborn 2-7676

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28, Cal.
Hollywood 2-4448

Cristal Animation, Inc.

17 E. 45th St., New York 17, N. Y.
TN 7-3480

Criterion Film Laboratories, Inc.

33 W. 60th St., New York 23, N. Y.
COLumbus 5-2180

Daystar Productions, Inc.

8506 Sunset Blvd., Los Angeles 69
OL 2-7651

Peter DeMet Productions

1317 W. Belmont Ave., Chicago 13, Ill.
WELLington 5-3737

Jack Denove Productions, Inc.

6611 Santa Monica Blvd., Hollywood
HO 4-8331

DereI Producing Associates, Inc.

375 Park Ave., New York, N. Y.
PL 9-4343

Louis deRochemont Associates, Inc.

389 Madison Ave., New York 9, N. Y.
OXford 7-0350

Desilu Productions, Inc.

780 N. Gower, Hollywood 38, Calif.
HO 9-4911

Desilu Sales, Inc.

780 N. Gower, Hollywood 38, Calif.
HO 9-4911

Walt Disney Studio

500 S. Buena Vista, Burbank, Calif.
TH 5-3141

Douglair Corporation

6772 Hollywood Blvd., Los Angeles 38
Hollywood 5-6164

Sherman H. Dryer Productions

667 Madison Ave., New York 21, N. Y.
TEmpleton 8-5690

TV FILM PRODUCERS AND DISTRIBUTORS

Economee Television Programs

488 Madison Ave., New York 22, N. Y.
Murray Hill 8-4700

Educational Films Corp. of America

1501 Broadway, New York 36, N. Y.
Pennsylvania 6-1780

ERA, International Film and Recording Enterprises, Inc.

219 Security Trust Bldg., Miami 32
Franklin 3-8729

Espana Mexico Argentina, S.A. de C.V.

Cordoba #48, Mexico, D.F.
24-91-53

Excelsior Pictures Corp.

1564 Broadway, New York 36, N. Y.
Circle 5-6157

Explorers Pictures Corp.

1501 Broadway, New York, N. Y.
LO 4-5592

Fairview Films, Inc.

120 W. 57th St., New York 19, N. Y.
Columbus 5-7480

Family Theater, Inc.

7201 Sunset Blvd., Hollywood 46, Cal.
HO 2-1317

Don Feddersen Productions

780 N. Gower St., Hollywood 38, Calif.
Hollywood 9-5911

Film Classic Exchange

1977 S. Vermont Ave., Los Angeles 7
REpublic 1-3854

Filmcraft Productions

P. O. Box 60045, Los Angeles 60, Cal.
HO 5-3675

Film Effects of Hollywood, Inc.

1153 N. Highland Ave., Hollywood 38
Hollywood 9-5808

Film Images, Inc.

1860 Broadway, New York, N. Y.
Circle 7-1877

Film Originals

6536 Robertson Drive, Boise, Idaho
4-3602

The Filmmaker Group International, Inc.

4924 Radford Ave., N. Hollywood,
Calif.
TRiangle 7-9589

Filmaster, Inc.

659 N. Bronson, Hollywood 4, Calif.
HO 6-1681

Films of the Nations Distributors, Inc.

62 W. 45th St., New York 36, N. Y.
MU 2-0040

Filmvideo Releasing Corporation

333 W. 52nd St., New York 19, N. Y.
Judson 2-6185

Film Vision Corp.

M.C. Pictures, Inc.
165 W. 46th St., New York, N. Y.
CI 7-4220

Filmways, TV Productions Inc.

1040 N. Las Palmas Ave., Hollywood
38, Calif.
Hollywood 9-9011

F. K. B. Enterprises

9134 Sunset Blvd., Hollywood, Calif.
CR 4-6174

Flamingo Films, Inc.

16 East 34th St., New York, N. Y.
LE 2-8270

Flying A Productions & Flying A Pictures, Inc.

10000 Riverside Dr., N. Hollywood,
Calif.
POplar 9-1451

Forbes and Associates, Inc.

802 Statler Office Bldg., Boston 16
Hubbard 2-1221

Format Films, Inc.

4741 Laurel Canyon Blvd., N. Holly-
wood, Calif.
POplar 9-3610

Fortune Features, Inc.

1501 Broadway, New York, N. Y.
Lengacre 4-5592

Forum Films

6 E. 46th St., New York 17, N. Y.
YUkon 6-2230

Foundation Films Corporation

303 Citizens Bank Bldg., Pasadena,
Calif.

SYcamore 6-2649

Four Star Television

4030 Radford Ave., N. Hollywood
POplar 6-4151

Peter Frank Organization

5420 Melrose Ave., Hollywood 38
HO 2-6027

Fremantle de Mexico S.A.

Niza 6-205, Mexico 6, D.F., Mexico
11-55-00

Fremantle International, Inc.

366 Madison Ave., New York 17, N. Y.
Murray Hill 7-4343

Fremantle of Canada, Ltd.

17 Dundonald St., Toronto, Ont., Can.
924-9635

Galaxy Management Corp.

375 Park Ave., New York 22, N. Y.
PL 1-0330

William J. Ganz Co., Inc.

(Div. of Inst. of Visual Comm. Inc.)
40 E. 49th St., New York 17, N. Y.
EL 5-1443

Gateway Productions, Inc.

1859 Powell St., San Francisco, Calif.
SUtter 1-8464

General Film Laboratories

1546 N. Argyle Ave., Hollywood 38
Hollywood 2-6171

W. J. German, Inc.

Jane St., Fort Lee, N. J.
Windsor 4-4100

W. J. German, Inc., of California

6677 Santa Monica Blvd., Hollywood,
Calif.
Hollywood 4-6131

Jack Goetz

1148 San Ysidro, Beverly Hills, Calif.
CRestview 4-4049

Harry S. Goodman Productions, Inc.

19 E. 53rd St., New York 22, N. Y.
PLaza 5-6131

Gotham Releasing Corp.

630 Ninth Ave., New York 36, N. Y.
Judson 6-2187

John Guedel Productions

8321 Beverly Blvd., Los Angeles 48
Oldfield 3-8000

Harriscope, Inc.

1122 S. LaCienega Blvd., Los Angeles
35, Calif.
OLympia 2-4171

Hartley Productions, Inc.

339 E. 48th St., New York 17, N. Y.
EL 5-7762

Harvey Cartoon Studios, Inc.

1860 Broadway, New York 23, N. Y.
Judson 2-2244

Hoffberg Productions Inc.

362 W. 44th St., New York 36, N. Y.
Circle 6-9031

Hollywood Television Service, Inc.

(Div. of Republic Corp.)
4924 Radford Ave., N. Hollywood,
Calif.
POplar 3-8411

Sandy Howard Productions Inc.

8544 Sunset Blvd., Los Angeles 46
OLympia 2-4290

Ideal Pictures, Inc.

58 East South Water St., Chicago 1
Financial 6-5480

Independent Television Corp.

488 Madison Ave., New York 22, N. Y.
PLaza 5-2100

Institute of Visual Communication, Inc.

40 E. 49th St., New York 17, N. Y.
ELdorado 5-1443

Intercontinental Television, Inc.

(Affiliate of the Walter Reade Group)
1776 Broadway, New York 19, N. Y.
PLaza 7-2593

Intercontinental Television, S.A.

551 Fifth Ave., New York 17, N. Y.
Murray Hill 2-3495

International Film Distributors, Inc.

375 Park Ave., New York 22, N. Y.
PL 3-8256

International Film Foundation, Inc.

1 E. 42nd St., New York 17, N. Y.

OX 7-6820

International 16mm Corp.

165 W. 46th St., New York 36, N. Y.
PLaza 7-2265

International TV Programs, Inc.

530 Maxwell Ave., Cincinnati 19, O.
UN 1-5000

Irwin-O'Donnell Productions

1000 N. Cahuenga, Hollywood, Calif.
HO 9-2264

J & M Productions, Inc.

9908 Santa Monica Blvd., Beverly
Hills, Calif.
CRestview 3-1230

Jackit Productions

8833 Sunset Blvd., Hollywood 69, Cal.
OL 5-7790

Jayark Films Corp.

733 Third Ave., New York 17, N. Y.
TN 7-3232

Louis K. Kellman Productions

1729 Samson St., Philadelphia 3, Pa.
LOcust 3-3892

King Features TV Production

235 E. 45th St., New York, N. Y.
MU 2-5600

Jack Kinney Productions, Inc.

3349 Cahuenga Blvd., Hollywood 28
HO 6-3296

Knickerbocker Productions, Inc.

630 Ninth Ave., New York 3, N. Y.
Circle 5-6710

Lakeside TV Co., Inc.

1465 Broadway, New York, N. Y.
LO 5-4582

Jerry Layton Associates

527 Lexington Ave., N. Y. 17, N. Y.
PLaza 2-3940

Mitchell Leichter

1412 N. Gordon, Hollywood 28, Calif.
HO 7-6520

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Hollywood 4-7287

Library Films Inc.

723 Seventh Ave., New York 19, N. Y.
Circle 6-0130

Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.
Pennsylvania 6-1780

Lopert Pictures Corp.

729 7th Ave., New York, N. Y.
PLaza 7-3330

Major Programs, Inc.

136 East 57th St., New York 22, N. Y.
PL 2-1122

Glenn Mann Productions, Inc.

511 E. 84th St., New York, N. Y.
CRestview 1-2141

Marathon International Productions, Inc.

10 E. 49th St., New York 17, N. Y.
Murray Hill 8-1130

Mark VII, Ltd.

4024 Radford Ave., N. Hollywood,
Calif.
TRiangle 7-0621

Master Films Distributors, Inc.

509 Madison Ave., New York 22, N. Y.
MU 8-8227

Masterpiece Productions, Inc.

1472 Broadway, New York 36, N. Y.
BRyant 9-1647

M. C. Pictures, Inc.

165 W. 46th St., New York, N. Y.
CI 7-4220

MCA-TV Ltd.

598 Madison Ave., New York 22, N. Y.
PLaza 9-7500

Medallion TV Enterprises, Inc.

6000 Sunset Blvd., Hollywood 28, Cal.
Hollywood 2-6635

MGM-TV

1540 Broadway, New York 36, N. Y.
JU 2-2000

Charles Michelson, Inc.

45 W. 45th St., New York 36, N. Y.
PLaza 7-0695

Modern Teleservice, Inc.

219 E. 44th St., New York 17, N. Y.
OXford 7-2753

Morton Productions

64 E. Lake St., Chicago 1, Ill.
Central 6-4144

Motion Picture Advertising Service Co., Inc.

1032 Carondelet St., New Orleans 1
JA 5-2253

Motion Picture Stages, Inc.

3 East 57th St., New York, N. Y.
PL 3-4840

Movielab Color Corp.

619 W. 54th St., New York 19, N. Y.
Judson 6-0360

National Telefilm Associates, Inc.

10 Columbus Circle, N. Y. 19, N. Y.
Judson 2-7300

National Telepix, Inc.

1270 Sixth Ave., New York 20, N. Y.
CO 5-4575

NBC Films, Inc.

30 Rockefeller Plaza, New York, N. Y.
Circle 7-8300

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Circle 5-5147

News-Screen, Inc.

(Div. of Sterling Movies, U.S.A.)
375 Park Ave., New York 22, N. Y.
Judson 6-1717

Odyssey Productions

24 E. 51st St., New York 22, N. Y.
PLaza 2-1750

Official Films, Inc.

724 Fifth Ave., New York 19, N. Y.
PLaza 7-0100

Overseas Programming Companies, Ltd.

230 Park Ave., New York 17, N. Y.
MU 9-5857

P.G.L. Productions, Inc.

6 E. 47th St., New York 17, N. Y.
YUkon 6-4530

Pan Video Productions, Inc.

200 W. 57th St., New York 19, N. Y.
Circle 7-6486

Paramount Television Productions, Inc.

5800 Sunset Blvd., Los Angeles 28, Cal.
HO 9-3181

Pathe News, Inc.

245 W. 55th St., New York 19, N. Y.
Judson 6-8920

Peerless Film Processing Corp.

421 W. 54th St., New York 19, N. Y.
JU 2-0052

Al Peiker/Personality Scope

328 South Beverly Drive, Beverly
Hills, Calif.
CRestview 4-0225

Jules Power Productions, Inc.

9 E. 75th St., New York 21, N. Y.
LEhigh 5-8850

Premiere Artists & Productions Agency

1046 N. Carol Dr., Los Angeles 46
CRestview 4-5488

Premier Pictures Co.

630 Ninth Ave., New York, N. Y.
Judson 6-2187

Producers Associates of Television, Inc.

500 Fifth Ave., New York 36, N. Y.
OXford 5-0335

Producers Studio, Inc.

650 Bronson Ave., Los Angeles 4, Cal.
Hollywood 6-3111

Programs for Television, Inc.

1150 Sixth Ave., New York 36, N. Y.
YUkon 6-3650

Public Affairs Radio, Inc.

150 Broadway, New York 38, N. Y.
BA 7-6563

Reeves Sound Studios

394 E. 44th St., New York 17, N. Y.
OR 9-3350

RD-DR Corp. (Reader's Digest-deRochemont)

TV FILM PRODUCERS AND DISTRIBUTORS

- Stuart Reynolds Productions**
195 S. Beverly Dr., Beverly Hills, Cal.
CRestview 4-7863
- Dolora Ripple**
18 E. 48th St., New York, N. Y.
PL 3-5758
- Hal Roach Studios**
37 W. 57th St., New York 19, N. Y.
CI 5-4135
- Peter M. Robeck & Co., Inc.**
230 Park Ave., New York 17, N. Y.
MU 9-2687
- Roy Rogers Syndications, Inc.**
357 North Canon Drive, Beverly Hills,
Calif.
CRestview 4-5954
- Romper Room, Inc.**
2229 N. Charles St., Baltimore 18, Md.
Chesapeake 3-363
- Bernard L. Schubert, Inc.**
505 Park Ave., New York 22, N. Y.
Murray Hill 8-0940
- Walter Schwimmer, Inc.**
75 E. Wacker Dr., Chicago 1, Ill.
FRankel 2-4392
- Scope TV, Inc.**
161 W. 54th St., New York, N. Y.
- Screen Gems, Inc.**
711 Fifth Ave., New York 22, N. Y.
PLaza 1-4432
- Seven Arts Associated Corp.**
270 Park Ave., New York 17, N. Y.
YUkon 6-1717
- 7 League Productions, Inc.**
550 Fifth Ave., New York 36, N. Y.
PLaza 7-3638
- Show Corp. of America**
45 Rockefeller Plaza, New York, N. Y.
PL 7-9820
- Signal Productions, Inc.**
6223 Selma Ave., Hollywood 38, Calif.
HO 3-4173
- Skelton Studio & Research Laboratories**
1416 N. LeBrea Ave., Hollywood 38
HO 9-2731
- Skibo Productions, Inc.**
165 W. 46th St., New York 36, N. Y.
PL 7-2265
- Stephen Slesinger, Inc.**
247 Park Ave., New York 17, N. Y.
YUkon 6-8166
- Walter Harrison Smith Associates, Inc.**
222 E. 44th St., New York 17, N. Y.
OXford 7-9174
- Specialty Television Films, Inc.**
1501 Broadway, New York 36, N. Y.
LO 4-5592
- Sports Publicity Institute Inc.**
817 W. Grace St., Chicago 13, Ill.
WE 5-2218
- Square Deal Pictures Co.**
317 Winthrop Ave., New Haven, Conn.
UN 5-4464
- Stage 5 Productions, Inc.**
1040 N. Las Palmas, Hollywood, Cal.
HOLlywood 9-9011
- Star Entertainment Corp.**
211 W. 53rd St., New York 19, N. Y.
JUdson 2-0770
- Wilbur Stark**
10202 W. Washington, Culver City,
Calif.
UPTon 0-3311
- Sterling-Movies U.S.A., Inc.**
375 Park Ave., New York 22, N. Y.
JUdson 6-1717
- Sterling Television Co., Inc.**
6 E. 39th St., New York 16, N. Y.
MU 3-6300
- Stone Film Library**
310 W. 73rd St., New York 23, N. Y.
ENdicott 2-6494
- Storer Programs, Inc.**
500 Park Ave., New York 22, N. Y.
PLaza 2-7525
- Superman, Inc.**
7324 Santa Monica Blvd., Los
Angeles, Calif.
OLDfield 4-8000
- Talbot Television Ltd.**
Axtell Hs., 4th Fl., Warwick St.,
London W. 1, England
GERard 2673
- Tel National Inc.**
5880 Hollywood Blvd., Hollywood 38
HO 2-1133
- Teledynamics Corporation**
729 Seventh Ave., New York 19, N. Y.
JUdson 6-6052
- Teledynamics International, Inc.**
729 Seventh Ave., New York 19, N. Y.
JUdson 6-6052
- Tele Features, Inc.**
15 W. 44th St., New York, N. Y.
YUkon 6-4979
- Teleprogramas de Mexico, S.A.**
Telecentro, Chapultec 18, Mexico 1,
D.F., Mexico
- Telescene Film Productions Co.**
287 10th Ave., New York, N. Y.
CH 4-0122
- Telesynd**
(Div. of Wrath Organization)
136 E. 57th St., New York 22, N. Y.
PLaza 2-4242
- Television Broadcasting Service, Inc.**
91 Central Park West, N. Y. 23, N. Y.
TR 7-2372
- Television Industries, Inc.**
400 Park Ave., New York 22, N. Y.
PLaza 1-6800
- Television International Co.**
723 7th Ave., New York, N. Y.
CI 6-0130
- Television Library, Inc.**
3 E. 57th St., New York, N. Y.
PL 3-4840
- Television Personalities, Inc.**
527 Madison Ave., New York 22, N. Y.
PL 2-3630
- Tempo Enterprise, S.A.**
780 Gower, Los Angeles, Calif.
HO 9-5911
- Time-Life Broadcast, Inc.**
Time & Life Bldg., Rockefeller Center,
New York 20, N. Y.
JU 6-1212
- Toddy Pictures Company**
148 Walton St., N.W., Atlanta 1, Ga.
MU 8-3117
- Toreto Films, Inc.**
9885 Charleville Blvd., Beverly Hills,
Calif.
CR 4-6023
- Trans Artists Prods., Inc.**
731 N. La Brea, Los Angeles, Calif.
WEBster 1-1639
- Trans-Lux Television Corp.**
625 Madison Ave., New York 22, N. Y.
PLaza 1-3110
- Tribune Films, Inc.**
141 E. 44th St., New York 17, N. Y.
MURray Hill 7-2590
- TV Marketeers, Inc.**
Suite 1120, 41 E. 42nd St., New York
17, N. Y.
YUkon 6-2553
- Twentieth Century-Fox Television, Inc.**
Box 900, Beverly Hills, Calif.
CRestview 6-2211
- Twentieth Century-Fox TV International**
444 W. 56th St., New York, N. Y.
CO 5-3320
- United Artists Associated, Inc.**
247 Park Ave., New York 17, N. Y.
MU 7-7800
- Universal Entertainment Corp.**
20 East 53rd St., New York, N. Y.
CI 5-7020
- Univision, Inc.**
1450 Broadway, New York, N. Y.
LONgacre 5-6300
- UPI Movietonews, Inc.**
460 W. 54th St., New York 19, N. Y.
COLUMbus 5-7200
- Vavin, Inc.**
236 E. 46th St., New York 17, N. Y.
MURray Hill 2-4624
- Victor Corporation**
8721 Sunset Blvd., Los Angeles 69
OLYmpia 2-7106
- Video House, Inc.**
48 West 48th St., New York 36, N. Y.
Circle 6-2425
- Video Varieties, Inc.**
2 Gateway Center, Pittsburgh 22, Pa.
EXpress 1-3450
- Vid-Ex Film Distributing Corp.**
Hotel Mayflower, 15 Central Park W.,
New York, N. Y.
CO 5-0060
- Vision Associates, Inc.**
680 Fifth Ave., New York 19, N. Y.
Circle 5-2611
- Warner Bros. Pictures, Inc. TV Div.**
4000 W. Warner Blvd., Burbank, Cal.
HO 9-1251
- Weiss Productions**
655 North Fairfax Ave., Los Angeles
36, Calif.
OLive 3-5350
- WGN Syndication Sales**
2501 Bradley Place, Chicago 18, Ill.
LAkeview 8-2311
- Wolper Productions**
8720 Sunset Blvd., Hollywood 69, Cal.
OLYmpia 2-7075
- Ziv-United Artists, Inc.**
488 Madison Ave., New York 22, N. Y.
MURray Hill 8-4700
- Maurice H. Zouary TV-Film Productions**
333 W. 52nd St., New York 19, N. Y.
JUdson 2-6185

RADIO AND TV PROGRAM PRODUCERS

- Advertisers' Broadcasting Company**
117 W. 46th St., New York 36, N. Y.
PLaza 7-3560
- Agnea Agency**
1270 6th Ave., New York 20, N. Y.
COLUMbus 5-9232
- Aladdin Television Productions, Inc.**
346 N. Larchmont, Los Angeles 4, Cal.
HOLlywood 2-6686
- Allend'or Productions**
607 N. La Brea Ave., Los Angeles 36
WEBster 2-4191
- Ray Anthony Enterprises, Inc.**
9155 Sunset Blvd., Hollywood, Calif.
CRestview 4-5473
- A.P.S., Inc.**
6 E. 46th St., New York 17, N. Y.
MURray Hill 7-0944
- Arrowhead Productions**
1122 S. La Cienega Blvd., Los
Angeles 35, Calif.
OLYmpia 2-4171
- Associated Broadcast Advertising Co.**
1188 South Muirfield Road, Los
Angeles 19, Calif.
WEBster 6-5564
- Associated Press**
50 Rockefeller Plaza, N. Y. 20, N. Y.
PLaza 7-1111
- Frank Atlas Productions, Inc.**
8831 Sunset Blvd., Los Angeles 46
OL 2-3226
- Audio Visual Program Services**
878 Hillside Manor, New Hyde Park,
N. Y.
Pioneer 2-0500
- Auslander Productions, Inc.**
807 N. Rexford Dr., Beverly Hills, Cal.
CRestview 3-0570
- Basch Radio & Television Productions**
17 E. 45 St., New York 17, N. Y.
MURray Hill 2-8877
- V. S. Becker Productions**
551 Fifth Ave., New York 17, N. Y.
MURray Hill 2-0777
- Walter Biddick Co.**
1046 S. Olive St., Los Angeles 15, Cal.
RI 9-8800
- Robert A. Borjes Co.**
501 Madison Ave., N. Y. 22, N. Y.
PLaza 3-0800
- Brass Dolphin Production Associates, Inc.**
146 E. 57th St., New York, N. Y.
PL 2-2468
- British Information Services**
45 Rockefeller Plaza, N. Y. 20, N. Y.
Circle 6-5100
- Broadcast Editorial Reports, Inc.**
54 W. 40th St., New York 18, N. Y.
LO 3-3942
- Cavalier Productions, Inc.**
780 Gower, Los Angeles, Calif.
HO 9-5911
- C. F. Productions, Inc.**
1 Park Ave., New York 16, N. Y.
MU 5-8757
- Bruce Chapman Company**
125 W. 41st St., New York, N. Y.
Wisconsin 7-0244
- Cinesound Productions Pty. Ltd.**
541 Darling St., Rozelle, N.S.W.,
Aus.
- Ted Collins Corp.**
500 Fifth Ave., New York, N. Y.
CH 4-5036
- Commodore Productions & Artists, Inc.**
6646 Hollywood Blvd., Hollywood 28
HO 9-7502
- Co-Ordinated Marketing Agency**
575 Lexington Ave., N. Y. 22, N. Y.
PLaza 2-1700
- Community Club Awards, Inc.**
Westport, Conn.
CLearwater 6-1075
- Compass Productions, Inc.**
1841 Broadway, New York 23, N. Y.
JU 6-3815
- Frank Cooper Associates Agency, Inc.**
680 Fifth Ave., New York 19, N. Y.
PLaza 7-1100
- Cramer Productions**
Box 75872, Sanford Station, Los
Angeles 5, Calif.
DUNkirk 7-4708
- Bing Crosby Productions**
City National Bank Bldg., 9229
Sunset Blvd., Los Angeles, Calif.
CR 1-1171
- Frederic Damrau, M.D.**
2 Tudor City Place, N. Y. 17, N. Y.
YUkon 6-9484
- Demby Productions, Inc.**
Hotel Plaza, 1 W. 58th St. N. Y. 19
PLaza 9-2495
- Alfred Dixon Productions**
138 E. 36th St., New York, N. Y.
MURray Hill 5-6415
- Harry S. Dube**
10 Rocketeller Plaza, N. Y. 20, N. Y.
COLUMbus 5-7035
- Durgom-Katz Associates**
40 W. 55th St., New York 19, N. Y.
JU 2-4900
- Dynamic Films, Inc.**
405 Park Ave., New York 22, N. Y.
PL 1-7447
- Eade Enterprises, Inc.**
1742 Church St., N.W., Washington
6, D. C.
ADams 2-5548
- Educational Film Enterprises, Inc.**
6770 Hollywood Blvd., Hollywood 28
HO 7-2806
- Robert J. Enders, Inc.**
MGM Studios, Culver City, Calif.
UPTon 0-3311
- Endorsements, Inc.**
440 Madison Ave., New York 17, N. Y.
CO 5-5385
- ERA. International Film & Recording
Enterprises, Inc.**
219 Security Trust Bldg., Miami 32, Fla.
FRanklin 3-8729
- Estes Newsfeatures**
530 E. 23rd St., New York 10, N. Y.
SPring 7-5766

RADIO AND TV PROGRAM PRODUCERS

- Fadiman Associates, Ltd.**
1501 Broadway, New York 36, N. Y.
Lackawanna 4-3544
- Jerry Fairbanks Productions Of Calif.**
1330 North Vine St., Hollywood 28
HO 2-1101
- Famous Artists Corp.**
9441 Wilshire Blvd., Beverly Hills, Cal.
CR 4-7433
- Freddie Fields Associates, Ltd.**
410 Park Ave., New York 22, N. Y.
- FKB Enterprises**
780 Gower, Los Angeles, Calif.
HO 9-5911
- Format Films, Inc.**
4741 Laurel Canyon Blvd.,
N. Hollywood, Calif.
POplar 9-3610
- Forrell, Thomas & Polack Associates, Inc.**
157 W. 57th St., New York 19, N. Y.
Circle 6-9131
- Walt Framer Productions**
1150 Ave. of Americas, N. Y. 36, N. Y.
OXford 7-3322
- The French Broadcasting System In
North America**
972 Fifth Ave., New York 21, N. Y.
REgent 4-1501
- The Frith Corporation**
69 Newbury St., Boston 16, Mass.
Clark 7-7934
- Ken Gaughran Productions**
P.O. Box 4, Waterbury 20, Conn.
Plaza 4-5141
- GBA Productions**
Lake Rd., East Hampton, Conn.
ANdrew 7-9092
- General Artists Corp.**
640 Fifth Ave., New York 19, N. Y.
Circle 7-7543
- Girard-Lewis Productions, Inc.**
8833 Sunset Blvd., Los Angeles, Calif.
OL 2-2810
- Gold Medal Enterprises, Inc.**
550 Fifth Ave., New York, N. Y.
Plaza 7-5636
- Gomalco Enterprises**
404 N. Roxbury, Beverly Hills, Calif.
CR 5-6131
- Harry S. Goodman Productions, Inc.**
19 E. 53rd St., New York 22, N. Y.
Plaza 5-6131
- Martin Goodman Prod., Inc.**
36 Central Park South, N. Y. 19, N. Y.
Plaza 1-3555
- Goodson-Todman Productions**
375 Park Ave., New York 22, N. Y.
Plaza 1-0600
- Gotham Recording Corp.**
2 W. 46th St., New York 36, N. Y.
JUdson 6-5577
- Gotham Recording Prod., Inc.**
2 West 46th St., New York 36, N. Y.
JU 6-5577
- Abner J. Greshler**
Sunset Towers W., 8400 Sunset,
Hollywood 46, Calif.
OL 4-5960
- Grey Music Productions**
108 E. 96th St., New York 28, N. Y.
Enright 9-7777
- Byron Harriott Radio & TV Sound Films
Prods.**
5075 37th St., N., St. Petersburg 14,
Fla.
HE 6-8411
- Arthur Henly Productions**
Shelton Towers, 523 Lexington Ave.,
New York 17, N. Y.
PLaza 5-7145
- Herts-Lion International Corp.**
845 N. Seward St., Hollywood, Calif.
HO 4-6121
- Holbrook Productions**
521 Fifth Ave., New York 17, N. Y.
MU 7-3080
- Hollis Productions, Ltd.**
5800 Sunset Blvd., Hollywood 28, Cal.
HO 2-6282
- Sandy Howard Productions**
8544 Sunset Blvd., Hollywood, Calif.
OL 2-4290
- Howard Radio-TV Productions**
123 W. Chestnut St., Chicago 10, Ill.
Michigan 2-5877
- H-R Productions, Inc.**
17 E. 45th St., New York 17, N. Y.
OXford 7-0725
- Idees Grandes, Inc.**
524 W. 57th St., New York, N. Y.
Circle 5-1612
- Impa Productions, Ltd.**
660 Madison Ave., New York 21, N. Y.
TEmpleton 2-9200
- International Community Club Awards,
Inc.**
Westport, Conn.
CLEARwater 6-1075
- International Good Music, Inc.**
1610 Home Road, Bellingham, Wash.
REgent 3-4567
- The Jaffe Agency, Inc.**
8555 Sunset Blvd., Los Angeles 69, Cal.
Olympia 7-2711
- Henry Jaffe Enterprises, Inc.**
200 W. 57th St., New York 19, N. Y.
Circle 5-2400
- Jewell Radio and Television Productions**
612 N. Michigan, Chicago 11, Ill.
MOhawk 4-5757
- Stacy Keach Productions**
12240 Ventura Blvd., Studio City, Cal.
POplar 2-0966
- Robert Keeshan Assoc., Inc.**
680 Fifth Ave., New York 19, N. Y.
PLaza 7-8618
- Maxine Keith Agency**
234 W. 44th St., New York, N. Y.
LA 4-4228
- Sonny Kendis, Inc.**
509 Fifth Ave., New York 17, N. Y.
MUrray Hill 7-0890
- Lang-Worth Feature Programs, Inc.**
151 N. Franklin St., Hempstead, L. I.,
N. Y.
IV 5-2400
- Leonardo Television Prod. Inc.**
500 Fifth Ave., New York 36, N. Y.
OXford 5-0335
- Lester Lewis Associates**
15 E. 48th St., New York 17, N. Y.
PLaza 3-5083
- Max Liebman Productions, Inc.**
130 W. 56th St., New York, N. Y.
PLaza 7-6533
- Jack Lloyd**
1445 Miller Way, Hollywood 69, Calif.
Oldfield 6-4607
- Jack London Productions, Inc.**
1776 Broadway, New York 19, N. Y.
JUdson 2-4077
- C. P. McGregor**
729 S. Western Ave., Hollywood 5,
Calif.
DUnkirk 4-4191
- Madison Productions, Inc.**
60 E. 56th St., New York 22, N. Y.
PLaza 8-2780
- Magic Circle Productions
(Magic Circle Theatre)**
7027 Pacific View Dr., Hollywood 38
Hollywood 4-0818
- Magna Film Productions, Inc.**
55 Berkeley St., Boston, Mass.
HUbbard 2-5580
- Marathon International Productions, Inc.**
10 E. 49th St., New York 17, N. Y.
MUrray Hill 8-1130
- Mars Broadcasting, Inc.**
575 Hope St., Stamford, Conn.
327-2700
- The Marshall Organization, Inc.**
750 Third Ave., New York 17, N. Y.
MUrray Hill 7-2722
- MCA-TV**
598 Madison Ave., New York 22, N. Y.
Plaza 9-7500
- Medical Television Productions, Inc.**
247 Park Ave., New York 17, N. Y.
YUkon 6-9230
- Charles Michelson, Inc.**
45 W. 45th St., New York 36, N. Y.
PLaza 7-0695
- Miller-Shaw Productions, Inc.**
527 Madison Ave., New York 22, N. Y.
MU 8-1242
- William Morris Agency, Inc.**
1740 Broadway, New York 19, N. Y.
JUdson 6-5100
- Morton Productions**
64 E. Lake St., Chicago 1, Ill.
CENTral 6-4144
- Mundell Productions, Corp.**
417-1416 Commerce, Dallas 1, Texas
Riverside 8-3021
- National Film Studios, Inc.**
105 Eleventh St., SE, Washington 3,
D. C.
LINcoln 6-8822
- The National Research Bureau, Inc.**
415 N. Dearborn St., Chicago 10, Ill.
SUperior 7-5080
- National Time Sales**
122 E. 42nd St., New York, N. Y.
MU 2-4500
- New Merritt Enterprises, Inc.**
500 Fifth Ave., New York 36, N. Y.
BR 9-4288
- Oliver Nicoll Productions**
37 W. 46th St., New York 36, N. Y.
JUdson 2-5130
- Northeastern Inc., Motion Pictures &
Recording**
411 Southwest 13th Ave., Portland,
Oregon
CApitol 3-4107
- Omar Music Company**
5420 Melrose Ave., Hollywood 38, Cal.
HO 2-6027
- Orbit Productions, Inc.**
630 Ninth Ave., New York 36, N. Y.
PLaza 7-3890
- Pan American Broadcasting Co.**
380 Lexington Ave., N. Y. 17, N. Y.
MUrray Hill 2-4500
- Parrot Productions**
550 Fifth Ave., New York, N. Y.
CI 5-1431
- Philip J. Perlman Associates**
141 E. 55th St., New York 22, N. Y.
MU 8-4831
- Picture Productions Corp.**
527 Lexington Ave., New York, N. Y.
PLaza 2-3940
- Pioneer Productions**
619 W. 54th St., New York, N. Y.
JU 6-7633
- Piper Television, Inc.**
500 Fifth Ave., New York 36, N. Y.
OXford 5-0335
- Jules Power Productions, Inc.**
9 E. 75th St., New York 21, N. Y.
LEhigh 5-8850
- Chuck Prager Radio Syndications, Inc.**
441 West End Ave., N. Y. 24, N. Y.
TR 7-8402
- Premiere Artists and Productions Agency**
1046 N. Carol Dr., Los Angeles 46
CR 4-5488
- Project-O-Fex, Inc.**
60 E. 42nd St., New York 17, N. Y.
MUrray Hill 7-1881
- Public Affairs Radio, Inc.**
150 Broadway, New York 38, N. Y.
BARclay 7-6563
- Public Service Radio Network**
743 Fifth Ave., New York 22, N. Y.
PLaza 3-7410
- Pyramid Productions, Inc.**
445 Park Ave., New York, N. Y.
PL 2-4100
- QM Productions**
1041 N. Formosa, Hollywood, Calif.
HO 7-5111
- RTN Broadcast Features, Inc.**
(Subsidiary of Taylor/Nodland Ltd)
75 E. Wacker Drive, Chicago 1, Ill.
CE 6-0221
- Radio & TV Packers, Inc.**
11 E. 40th St., New York 16, N. Y.
LEXington 2-1717
- Radio & TV Roundup Productions**
111 Maplewood Ave., Maplewood, N. J.
SO 3-1044
- Radio Broadcast Service**
Box 3081, Glendale 1, Calif.
CHapman 5-3296
- Radio Concepts, Inc.**
236 W. 55th St., New York 19, N. Y.
PL 7-5300
- Radiozark Enterprises, Inc.**
1121 S. Glenstone, Springfield, Mo.
UNiversity 2-4422
- Reemark Enterprises, Inc.**
1270 6th Ave., New York 20, N. Y.
CI 6-7300
- Rembrandt Films, Inc.**
59 East 54th St., New York, N. Y.
PL 8-1024
- Richard S. Robbins Co., Ltd.**
163 Bleecker St., New York 12, N. Y.
SP 7-2568
- Rockhill Productions, Inc.**
18 E. 50th St., New York 22, N. Y.
PLaza 9-7979
- Rodney Young Enterprises**
780 Gower, Los Angeles, Calif.
HO 9-5911
- Richard H. Roffman Associates**
675 West End Ave., N. Y. 25, N. Y.
Riverside 9-3647
- Ross-Danzig TV, Inc.**
6331 Hollywood Blvd., Hollywood 28
Hollywood 2-6464
- R-TV Enterprises**
225 W. 86th St., New York 24, N. Y.
SUSquehanna 7-2161
- Alan Sands Productions**
565 Fifth Ave., New York 17, N. Y.
OXford 7-6135
- James L. Saphier Agency, Inc.**
9229 Sunset Blvd., Los Angeles 46
CREstview 1-7231
- Allen Savage Network Productions**
1 E. 57th St., New York 22, N. Y.
EL 5-1434
- Walter Schwimmer Inc.**
75 E. Wacker Drive, Chicago 1, Ill.
FRanklin 2-4392
- Selmur Productions, Inc.**
4151 Prospect Ave., Hollywood 27
NO 3-3311
- SESAC, Inc.**
10 Columbus Circle, N. Y. 19, N. Y.
JUdson 6-3450
- Shiffrin-Hyland Agency**
315 S. Beverly Dr., Beverly Hills, Cal.
CR 4-7641
- Fletcher Smith Studios, Inc.**
259 S.W. 21st Terrace, Ft. Lauderdale,
Fla.
LU 1-7300
- Southhill Productions, Inc.**
425 E. 63rd St., New York, N. Y.
PLaza 3-1228
- The Souvaine Associates Inc.**
135 Central Park West, N. Y. 23, N. Y.
TR 3-1158
- Spencer Productions, Inc.**
507 Fifth Ave., New York 17, N. Y.
OX 7-5895
- Sports Network, Inc.**
36 W. 44th St., New York 36, N. Y.
MUrray Hill 2-0117
- Sports Programs, Inc.**
Time & Life Bldg., Rockefeller Center,
New York, N. Y.
CI 6-3730
- Wilbur Stark**
10202 W. Washington, Culver City,
Calif.
UPTon 0-3311
- Stars International, Inc.**
5420 Melrose Ave., Hollywood 38, Cal.
Hollywood 2-6027
- Mike Stokey Enterprises**
1445 N. Las Palmas, Hollywood, Calif.
HO 6-7304
- Talent Associates—Paramount Ltd.**
444 Madison Ave., New York 22, N. Y.
PLaza 3-1030
- Taylor/Nodland Ltd.**
75 East Wacker Drive, Chicago, Ill.
CE 6-0221

RADIO AND TV PROGRAM PRODUCERS

Teldon Productions
2 W. 46th St., New York 36, N. Y.
COlumbus 5-4111

Televenture, Inc.
285 Madison Ave., New York 17, N. Y.
ORegion 9-6220

Television and Radio Features Of America
37 W. 46th St., New York 36, N. Y.
JUdson 2-5130

Television Broadcasting Service, Inc.
91 Central Park West, N. Y. 23, N. Y.
TRafalgar 7-2372

Troubadour Productions, Inc.
200 W. 57th St., New York 19, N. Y.
PL 7-1880

Richard H. Ullman, Inc.
1271 Ave. of the Americas, N. Y. 20
PLaza 7-2197

Thomas J. Valentino, Inc.
150 W. 46th St., New York 36, N. Y.
CIRcle 6-4675

VHF, Inc.
300 E. 46th St., New York, N. Y.
MU 7-4505

Victor & Richards, Inc.
7 E. 48th St., New York, N. Y.
PL 2-7755

Video Enterprises, Inc.
667 Madison Ave., New York, N. Y.
PLaza 3-0327

Videocraft Productions, Inc.
116 E. 30th St., New York 16, N. Y.
ORegion 9-6030

Viking Films, Inc.
45 W. 45th St., New York 19, N. Y.
CIRcle 5-8858

V.I.P.
720 Fifth Ave., New York 19, N. Y.
PLaza 7-0130

Jay Ward Productions, Inc.
8218 Sunset Blvd., Hollywood, Calif.
OLdfield 4-3050

Washington, D. C. Television & Radio Program Service, Inc.
1200 16th St., N.W., Washington 6,
D. C.
DIsTrict 7-4707

WBC Productions, Inc.
205 E. 67th St., New York, N. Y.
UN 1-3000

Wolf Productions
420 Madison Ave., New York 17, N. Y.
PLaza 5-2050

Wolper Productions, Inc.
8720 Sunset Blvd., Hollywood 69, Cal.
OL 2-7075

Ziv United Artists, Inc.
488 Madison Ave., New York 22, N. Y.
MUrray Hill 8-4700

Maurice H. Zouary TV-Film Prod.
333 W. 52nd St., New York 19, N. Y.
JUdson 2-6185

RADIO & TV JINGLE PRODUCERS

Ad-Staff, Inc.
9122 Sunset Blvd., Hollywood 69, Cal.
CR 5-5219

Advertisers' Broadcasting Co.
117 W. 46th St., New York 36, N. Y.
PL 7-3560

Associated Broadcast Advertising Co.
1188 S. Muirfield Rd., Los Angeles 19,
Calif.
WEbster 6-5564

Associated Program Service (Div. of Muzak Corp.)
229 Park Ave. S., New York 3, N. Y.
ORegion 4-7400

Audio Visual Associates
1459 N. Seward, Hollywood 28, Calif.
HOLlywood 5-8444

Basch Radio & TV Productions
17 E. 45th St., New York, N. Y.
MUrray Hill 2-8877

Belasco-Davis Associates
25 Central Park West, N. Y. 23, N. Y.
CI 5-6890

Biever & Stein Productions
527 Madison Ave., New York 22, N. Y.
PLaza 3-1147

The Big 3 Music Corporation
1540 Broadway, New York 36, N. Y.
JUdson 2-2000

C/Hear Services Inc.
210 East 47th St., New York 17, N. Y.
EL 5-7212

Commercial Recording Corp.
P.O. Box 6726, Dallas 19, Texas
RI 8-8004

Creative Features, Inc.
527 Lexington Ave., N. Y. 17, N. Y.
PLaza 3-8632

Cummings Productions, Inc.
35 W. 53rd St., New York 19, N. Y.
PLaza 7-6452

Phil Davis Musical Enterprises, Inc.
59 E. 54th St., New York 22, N. Y.
MUrray Hill 8-3950

Gordon M. Day Productions
15 W. 46th St., New York 36, N. Y.
MUrray Hill 2-5299

Demby Productions, Inc.
Hotel Plaza, 1 W. 58th St., N. Y. 19
PLaza 9-2495

Dolphin-Ross, Inc.
37 W. 57th St., New York 19, N. Y.
PLaza 3-5892

The Eiseman Music Co.
5420 Melrose Ave., Hollywood 38, Cal.
HOLlywood 2-6027
1271 Ave. of Americas, N. Y. 20, N. Y.
PLaza 7-2197

Faillace Productions, Inc.
1270 Ave. of Americas, N. Y. 20, N. Y.
CIRcle 6-7676

Joe Feagins Productions
104 E. 30th St., New York 16, N. Y.
MU 5-3384

Forrell, Thomas & Polack Associates, Inc.
157 W. 57th St., New York 19, N. Y.
CIRcle 6-9132

Futuresonic Productions, Inc.
3103 Route St., Dallas, Texas

Chuck Goldstein Productions, Inc.
730 Fifth Ave., New York 19, N. Y.
JUdson 6-7477

Harry S. Goodman Productions
19 E. 53rd St., New York 22, N. Y.
PLaza 5-6131

Lewis G. Green Productions
520 N. Michigan Ave., Chicago 11, Ill.
WHitehall 4-7440

Grey Music Productions (Lanny & Ginger Grey)
108 E. 96th St., New York 28, N. Y.
EN 9-7777

Hap Music, Inc.
Suite 1501, 200 W. 57th St., N. Y. 19
CIRcle 6-5548

Jerry Jerome Productions, Inc.
1 Snappdragon Lane, Roslyn Heights,
L. I.
MAYfair 1-4567

Jewell Radio & TV Productions
612 N. Michigan Ave., Chicago 11, Ill.
MOhawk 4-5757
933 Roscomare Rd., Los Angeles 24,
Calif.
GRanite 2-4024

Jingle Fabrications, Inc.
420 Broadway, Nashville 3, Tenn.
ALPine 5-7645

Jingles By Keva Marcus
12114 Hoffman St., Studio City, Calif.
POplar 6-7769

Croom-Johnson, Inc.
340 E. 58th St., New York, N. Y.
PLaza 1-5575

Sonny Kendis, Inc.
509 Fifth Ave., New York 17, N. Y.
MUrray Hill 7-0890

Lang-Worth Feature Programs, Inc.
151 N. Franklin St., Hempstead, L. I.
516 IV 5-2400

Jack Lloyd
1445 Miller Way, Hollywood 69, Calif.
OLdfield 6-4607

Richard Maltby Music Productions
Suite 267, Park-Sheraton Hotel, New
York, N. Y.
CO 5-0851

Milner-Fenwick, Inc.
3800 Liberty Heights Ave., Baltimore
15, Md.
MOhawk 4-4221

Mills Music, Inc.
1619 Broadway, New York 19, N. Y.
COlumbus 5-6347
6533 Hollywood Blvd., Hollywood 28
HOLlywood 4-8296

Modern Sound, Inc.
312 W. 58th St., New York, N. Y.
LT 1-0495

Music Makers, Inc.
6 W. 57th St., New York 19, N. Y.
CIRcle 5-3737
9015 Wilshire Blvd., Beverly Hills, Cal.
CRestview 1-4747

Radio Television Spots Productions, Inc.
2 W. 46th St., New York 36, N. Y.
PLaza 7-9260

Romanis & Messner
189 Linwood Ave., Bogota, N. J.
HUbbard 8-8540

Jack Rourke Productions
6331 Hollywood Blvd., Hollywood 28
HOLlywood 3-7178

Sande And Greene Productions
1777 North Vine, Hollywood 28, Calif.
HO 6-5103

Raymond Scott Enter. Inc.
140 W. 57th St., New York 19, N. Y.
PLaza 7-5685

Scott-Textor Prod. Inc.
333 E. 46th St., New York 17, N. Y.
YUkon 6-3850

Selling Thru Sound
141 E. 55th St., New York 22, N. Y.
PLaza 8-2470

Sy Shaffer Enterprises, Inc.
342 Madison Ave., New York 17, N. Y.
YUkon 6-3045

Signature Music, Inc.
240 E. 53rd St., New York 22, N. Y.
JU 2-8800

Soundtracks
333 W. 52nd St., New York 19, N. Y.
CIRcle 7-6444

Wilbur Streech Productions, Inc.
135 W. 52nd St., New York 19, N. Y.
JUdson 2-3816

Robert Swanson Productions, Inc.
689 Fifth Ave., New York, N. Y.
MUrray Hill 8-4355

Tele-Sound Productions, Inc.
523 Pennsylvania Bldg., Washington
4, D. C.
DIsTrict 7-8810

TRANSCRIPTION COMPANIES

All-Canada Radio & Television Ltd.
1000 Yonge St., Toronto 5, Ont., Can.
WALnut 5-9361

Arizona Recording Productions
834 N. Seventh Ave., Phoenix, Ariz.
ALPine 2-1718

Artists Record Studios
8718 E. 77th Terrace, Kansas City 33
FL 3-6767

Associated Program Service (Div. of Muzak Corp.)
229 Park Ave. S., New York 3, N. Y.
ORegion 4-7400

Audio-Master Corp.
17 E. 45th St., New York 17, N. Y.
OXford 7-0725

Audio Techniques, Inc.
247 W. 46th St., New York 36, N. Y.
JUdson 6-2619

Audio-Video Recording Service (Div. of Capitol Transcriptions, Inc.)
620 Eleventh St., N.W., Washington 1
(202) 393-1246

Aura Recording, Inc.
136 W. 52nd St., New York 19, N. Y.
JU 2-8105

Bell Sound Studios, Inc.
237 W. 54th St., New York 19, N. Y.
JU 2-4812

British Broadcasting Corp.
630 Fifth Ave., New York 20, N. Y.
CI 7-0656

Broadcast Services, Inc.
206 San Francisco St., El Paso, Tex.
KEystone 2-6978

S. W. Caldwell, Ltd.
447 Jarvis St., Toronto 5, Ont., Can.
WALnut 2-2103

Capitol Transcriptions, Inc.
620 Eleventh St., N.W., Washington 1
(202) 393-1246

Coast Sound Service, Inc. (Sub. of Trans Artists Prod. Inc.)
1223 N. Highland Ave., Hollywood,
Calif.
WEbster 1-1639

Corelli-Jacobs Film Music, Inc.
723 Seventh Ave., New York 19, N. Y.
JUdson 6-6673

Cue Recording, Inc.
117 W. 46th St., New York 36, N. Y.
PLaza 7-3641

Phil Davis Musical Enterprises, Inc.
59 E. 54th St., New York 22, N. Y.
MU 8-3950

Deryck Waring Recordings
37 E. 49th St., New York 17, N. Y.
PLaza 8-2910

Eastern Sound Studios, Inc.
411 Fifth Ave., New York, N. Y.
MU 3-1838

Electro-Vox Recording Studios
5546 Melrose Ave., Hollywood 38
HO 5-2189

Electronic Memory Reporting Service (Div. of Capitol Transcriptions, Inc.)
620 Eleventh St., N.W., Washington 1
(202) 393-1246

Bruce Ellis Company
Box 2067-D, 305 S. Fair Oaks Ave.,
Pasadena, Calif.
MU 1-6909

Empire Broadcasting Corp.
480 Lexington Ave., New York, N. Y.
YUkon 6-5700

Fidelity Sound Inc.
1427 Landon Ave., Jacksonville 7, Fla.
FL 9-6084

The French Broadcasting System in North America
972 Fifth Ave., New York 21, N. Y.
REgent 4-1501

Harry S. Goodman Productions, Inc.
19 E. 53rd St., New York 22, N. Y.
PLaza 5-6131

Gotham Recording Corp.
2 W. 46th St., New York 36, N. Y.
JU 6-5577

TRANSCRIPTION COMPANIES

Grayhill Recording Studio
1223 S. Harvard, Tulsa 12, Okla.
WE 2-1224

Kay-Tee Productions, Inc.
5035 Brookfield Lane, Clarence
(Buffalo), N. Y.
NF 3-5132

Lang Electronics, Inc.
507 Fifth Ave., New York, N. Y.
Murray Hill 2-7147

Lang-Worth Feature Programs, Inc.
151 N. Franklin St., Hempstead, L. I.,
N. Y.

Jack Lloyd
1445 Miller Way, Hollywood 69, Calif.
OLdfield 6-4607

C. P. MacGregor
729 S. Western Ave., Hollywood 5
DUUnkirk 4-4191

Magne-Tronics, Inc.
49 W. 45th St., New York, N. Y.
CI 7-0210

Magno Sound, Inc.
723 Seventh Ave., New York 19, N. Y.
CI 7-2320

Mastertone Recording Studios, Inc.
130 W. 42nd St., New York 36, N. Y.
WI 7-2940

Metropolitan Sound Service, Inc.
120 W. 42nd St., New York 36, N. Y.
WIsconsin 7-9907

Charles Michelson, Inc.
45 W. 45th St., New York 36, N. Y.
PLaza 7-0695

M-J Productions
2899 Templeton Rd., Columbus 9, O.

BElmont 5-8043

Muzak Corporation
229 Park Ave. S., New York 3, N. Y.
ORegion 4-7400

National Musitime Corp.
770 Lexington Ave., N. Y. 21, N. Y.
TE 8-8483

National Video Tape Prod., Inc.
36 W. 44th St., New York 36, N. Y.
MU 2-3627

NBC Radio Recording Division
30 Rockefeller Plaza, N. Y. 20, N. Y.
Circle 7-8300

Nola Penthouse Sound Studios
111 W. 57th St., New York 19, N. Y.
JUdson 2-1417

Olmsted Sound Studios, Inc.
1 E. 54th St., New York 22, N. Y.
PLaza 1-0890

Plaza Sound Studios
55 W. 50th St., New York, N. Y.
PLaza 7-6111

George Logan Price, Inc.
20828 Pacific Highway, Malibu, Cal.
GLobe 6-2135

Programatic Broadcasting Service
(Div. of Muzak Corp.)
229 Park Ave. S., New York 3, N. Y.
ORegion 4-7400

Que Recording Co.
6233 Hollywood Blvd., Hollywood 28
HO 4-8351

Radio Features of America
37 W. 46th St., New York 36, N. Y.
JUdson 2-5130

Radio TV Reports, Inc.
16 W. 46th St., New York 36, N. Y.

COlumbus 5-7650

Recording Studios, Inc.
1639 Broadway, New York, N. Y.
PL 7-8855

Reeves Sound Studios
(Div. of Reeves Bcstg. & Devel. Corp.)
304 E. 44th St., New York 17, N. Y.
ORegion 9-3550

Request Records, Inc.
43 W. 49th St., New York 19, N. Y.
CI 7-3632

RKO Sound Studios
(Div. of RKO General, Inc.)
1440 Broadway, New York 18, N. Y.
LOngacre 4-8000

Rockhill Recordings
18 E. 50th St., New York 22, N. Y.
PL 9-7979

John Seely Associates
Suite 613, 1st Federal Bldg., Holly-
wood Highland, Hollywood 28, Calif.
HOllywood 6-6141

SESAC, Inc.
10 Columbus Circle, N. Y. 19, N. Y.
JUdson 6-3450

Sonocraft Corp.
115 W. 45th St., New York, N. Y.
JUdson 2-1750

Stars International, Inc.
5420 Melrose Ave., Hollywood 38
HOllywood 2-6027
1271 Avenue of the Americas, New
York 20, N. Y.
PLaza 7-2197

Robert Swanson Productions
689 Fifth Ave., New York, N. Y.
MUrray Hill 8-4355

Thunderbird Film Sound Center, Inc.
1833 Bay Road, Miami Beach 39, Fla.
JE 1-0355

Transcription Sales, Inc.
128 W. First St., Dayton 2, O.
BAldwin 2-3773

Richard H. Ullman, Inc.
1271 Avenue of the Americas, New
York 20, N. Y.
PLaza 7-2197

United Recording Laboratories, Inc.
681 Fifth Ave., New York 22, N. Y.
PLaza 1-4660

United States Recording Co.
1121 Vermont Ave., N.W., Washing-
ton 5, D. C.
LIncoln 3-2705

Universal Recording Corp.
46 E. Walton St., Chicago 11, Ill.
MI 2-6465

Thomas J. Valentino, Inc.
150 W. 46th St., New York 36, N. Y.
Circle 6-4675

J. Vincent Recording
200 Park Ave. S., New York 3, N. Y.
GR 5-0684

Webb Recording Co.
55 W. Wacker Drive, Chicago, Ill.
FInancial 6-4183

Western Recorders
6000 Sunset Blvd., Hollywood 28, Cal.
HO 3-6811

World Broadcasting System Inc.
258 Suburban Sta. Bldg., Philadelphia
3, Pa.
LOcust 8-4100

RECORDING COMPANIES AND RECORD DISTRIBUTORS

ABC-Paramount Records, Inc.
1501 Broadway, New York 36, N. Y.
LOngacre 3-4222

Accent Records
6533 Hollywood Blvd., Hollywood 28
HOllywood 9-5052

Allied Record Mfg. Co.
(Div. of Precision Instruments, Inc.)
5810 S. Normandie, Los Angeles 44
PL 3-3501

Atlas-Angletone Records, Inc.
1697 Broadway, Suite 203, N. Y. 19
CI 5-2857

Bethlehem Music Corp.
1540 Brewster Ave., Cincinnati 37, O.
PLaza 1-2211

Cadence Records, Inc.
119 W. 57th St., New York 19, N. Y.
Circle 5-1550

Caedman Records, Inc.
461 Eighth Ave., New York 1, N. Y.
LW 4-3122

Capitol Records, Inc.
(Custom Services Dept.)
1750 North Vine St., Hollywood 28, Cal.
HOllywood 2-6252
151 W. 46th St., New York 36, N. Y.
JUdson 2-8040

Caprice Records
1674 Broadway, New York 19, N. Y.
Circle 5-1249

Carlton Record Corp.
345 W. 58th St., New York 19, N. Y.
Circle 5-1240

Coed Records, Inc.
1619 Broadway, New York 19, N. Y.
JUdson 2-3050

Columbia Records
799 Seventh Ave., New York 19, N. Y.
Circle 5-7300

Columbia Record Productions
(A Custom Service of Columbia
Records)
799 Seventh Ave., New York 19, N. Y.
Circle 5-7300

Cook Laboratories, Inc.
101 Second St., Stamford, Conn.
Flreside 8-7578

Decca Records
(Also Coral Records & Brunswick
Records)
445 Park Ave., New York 22, N. Y.
PLaza 2-1600

Disneyland Records
(Also Buena Vista Records)
500 S. Buena Vista St., Burbank, Calif.
VICTORIA 9-3411

Dot Records, Inc.
1507 North Vine, Hollywood 28, Calif.
HO 2-3141
N. Y.—JU 6-1177

Global Records Co.
(Subsidiary-Stereotone Records)
Box 423, Bakersfield, Calif.
EM 6-3477

Grauer Productions, Inc.
235 W. 46th St., New York 36, N. Y.
JUdson 6-1410

Imperial Records, Inc.
6425 Hollywood Blvd., Los Angeles
HO 9-2135

Jay-Gee Record Co., Inc.
318 W. 48th St., New York 19, N. Y.
PLaza 7-8570

Kapp Records, Inc.
136 E. 57th St., New York 22, N. Y.
PLaza 9-8500

Kenco Records
1650 Broadway, New York 19, N. Y.
CI 6-9245

Liberty Records, Inc.

6920 Sunset Blvd., Los Angeles, Calif.
HOllywood 4-8101

MGM Records
1540 Broadway, New York 36, N. Y.
JUdson 2-2000

Mercury Record Productions
35 E. Wacker Dr., Chicago 1, Ill.
DEarborn 2-5788
745 Fifth Ave., New York, N. Y.
PL 9-2727

Original Sound Record Co., Inc.
7120 Sunset Blvd., Hollywood 46, Calif.
HO 6-6255

Pacific Enterprises, Inc.
8715 W. 3rd St., Los Angeles 48, Calif.
BR 2-4483

Personality Productions Inc.
30 W. 60th St., New York 23, N. Y.
CO 5-3413

Pickwick International, Inc.
Pickwick Bldg., L. I. C., N. Y.
EMpire 1-8811

Prestige Records, Inc.
203 S. Washington Ave., Bergenfield,
N. J.
DUmont 4-6900

RCA Victor Custom Record Sales Dept.
155 E. 24th St., New York 10, N. Y.
MUrray Hill 9-7200

Record Source, Inc.
333 E. 46th St., New York 17, N. Y.
YUkon 6-0155

Recording of Nashville
115-B Third Ave., N., Nashville 3, Tenn.
ALpine 5-3828

Request Records, Inc.
66 Mechanic St., New Rochelle, N. Y.
(914) NE 3-6055

Roulette Records
1631 Broadway, New York, N. Y.
PL 7-9880

Savoy Record Co. Inc.
56 Ferry St., Newark 1, N. J.
OM 3-7470
N. Y.—WO 2-3354

SESAC, Inc.
10 Columbus Cir. New York 19, N. Y.
JUdson 6-3450

Specialty Records, Inc.
8300 Santa Monica Blvd., Hollywood
69, Calif.
OLEander 6-7711

Time Records, Inc.
2 W. 45th St., New York 36, N. Y.
OXford 7-0757

Titanic Records
1310 S. New Hampshire St., Los
Angeles 6, Calif.
DUUnkirk 5-2543

20th Fox Record Corp.
1721 Broadway, New York 19, N. Y.
JU 2-2790

United Artists Records
729 Seventh Ave., New York 19, N. Y.
Circle 5-6000

Vassar Records, Inc.
1619 Broadway, New York, N. Y.
CI 6-2271

Warner Bros. Records, Inc.
4000 Warner Bldg., Burbank, Calif.
HOllywood 9-1251
N. Y.—Circle 6-1400

Westminster Recording Co.
1501 Broadway, New York 36, N. Y.
LOngacre 3-4220

Françis T. Williamson Co.
"I" & Schiller Sts., Philadelphia 34, Pa.
GA 3-6018

WORD Records, Inc.
5030 W. Waco Dr., Waco, Texas
PLaza 6-5331

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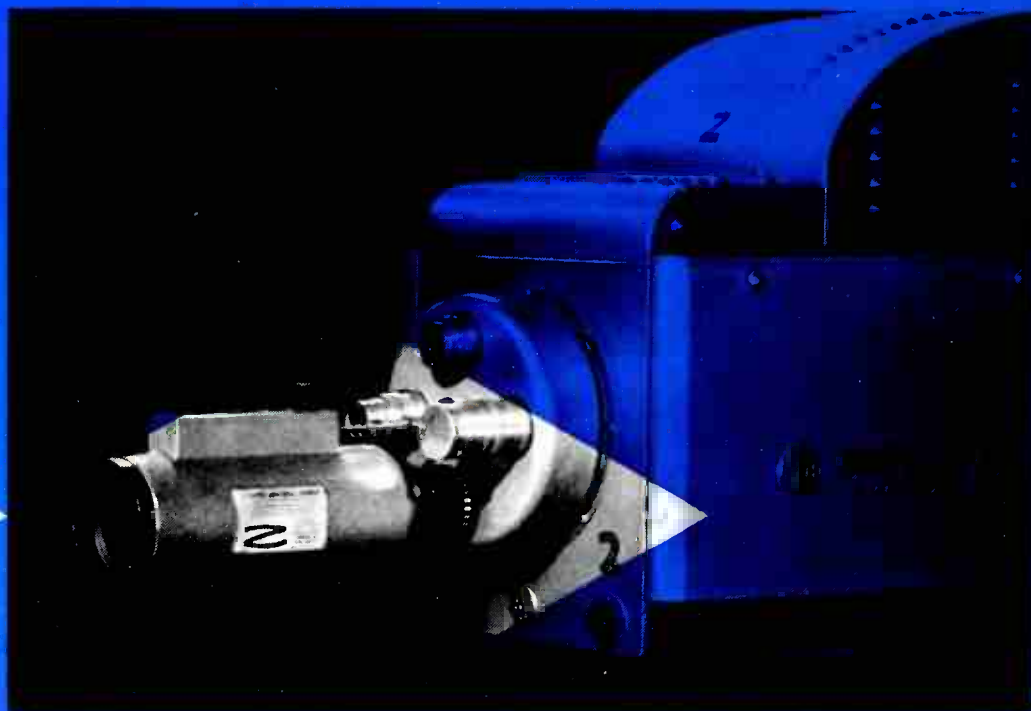
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