

AWARDS

Folsom Gets Catholic Honor

RCA President Frank Folsom has been selected as co-winner of the 1956 James J. Hoey Award for Interracial Justice by the Catholic Interracial Council, New York, it was announced last week. Mr. Folsom was cited for his work in behalf of F.E.P.C. legislation. The Catholic layman also has been awarded the Catholic Action Medal of St. Bonaventure U. He is a Knight of Malta and a Knight of the Holy Sepulchre.

AWARD SHORTS

Todd Storz, owner, Mid-Continent Broadcasting Co., named by Omaha Chamber of Commerce as one of 10 outstanding young men of year.

Gladys Liggett, sales manager, packaged drugs and foods divisions, American Home Products Corp., N. Y., cited as 1956 Business Woman of Achievement by Business & Professional Woman's Clubs of New York State.

Randall S. Jessee, news-special events director, WDAF-AM-TV, Kansas City, Mo., is to be given William Jewell Citation for his service to industry in covering Kansas floods, political conventions and for his seniority in Kansas City area broadcasting. Mr. Jessee to be cited at dinner honoring several alumni of Jewell College, Liberty, Mo.

Stanley Bell, WRC Washington sales representative and 30-year broadcasting veteran, honored by Washington Advertising Club Oct. 16 at luncheon observing B*TV's 25th anniversary.

Carl de Suze, WBZ Boston disc jockey, cited by Massachusetts United Nations Day Committee for "significant contributions to public understanding of the principle and purposes of the United Nations."

WRCV-TV Philadelphia, cited by Lutheran Church, Missouri Synod, on commencement of fifth year of *This Is the Life* series. Plaque presented to Lloyd Yoder, NBC vice president and general manager of WRCV-AM-TV, praised WRCV-TV's "outstanding public service to the religious life of Philadelphia."

Arthur C. King, director of public affairs, WEEI Boston, has received certificate of appreciation from Boston Aid to the Blind Inc., for his efforts in that group's behalf.

WICS (TV) Springfield, Ill., awarded plaque on behalf of Lutheran Church-Missouri Synod for outstanding public service contributing to religious life of community.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58th STREET EL 5-0405
 NEW YORK 22, N. Y.

All Inquiries Confidential

PROGRAMS & PROMOTIONS

WOODBURY OFFERS ALLEN ALBUM

A NEW Steve Allen album, entitled "The Best of Steve Allen," which features four of his top hits, will be offered as a premium for three soap wrappers and 25 cents by Woodbury soap. The album will be promoted on the *Steve Allen Show* (Sundays, 8-9 p.m. on NBC-TV). Agency for Woodbury is Robert W. Orr & Assoc., N. Y.

WGN-TV COVERS FARM TOPICS

NEW weekly half-hour program, designed to serve agriculture in the midwest farm area, has been launched by WGN-TV Chicago, with Norman Kraeft, farm service supervisor of WGN-AM-TV that city, as moderator. Titled *RFD Chicagoland*, show concentrates on agricultural news of general interest and a resume of livestock, grain, poultry and eggs market. Participating in the weekly program are land-grant colleges, commodity organizations and the U. S. Dept. of Agriculture. Different commodities are covered in each week's telecast.

NEW NAT (KING) COLE SHOW

NAT (KING) COLE, song stylist and pianist, will be featured as host on his own weekly NBC-TV program starting Nov. 5, it has been announced by Harold Kemp, NBC Pacific Div. program executive. The singer will be supported by 16-piece orchestra and five-member vocal group. The show is set for Monday 7:30-7:45 p.m.

WTTW (TV) RELIGIOUS SERIES

SERIES of three special telecasts designed to aid newcomers to Chicago in selecting a church of their choice has been conducted by the Church Federation of Greater Chicago (Religious Radio-TV Center) on WTTW (TV), educational station in that city. Titled *Time for Religion*, the program features a panel of speakers moderated by the Rev. E. Jerry Walker, the Methodist minister and one-time WLS Chicago personality before he entered the ministry. Series is offered on the theory that there are 30,000 newcomers (mostly Protestants) to Chicago each year.



TOMMY MONT (l), U. of Maryland head football coach, signs with WTOP Washington for a twice-a-week series of sports programs entitled *Sports With Tommy Mont*. With him are Ed Ryan, WTOP director of news and public affairs, and Patti Searight, the station's program director. The program is being presented on Monday and Friday nights.



**Your BEST
 SALES
 FORCE
 in
 BUFFALO**

WGR-TV

BUFFALO

National Representatives

PETERS, GRIFFIN, WOODWARD, INC.

BMI

Stories
 from the
Sports Record

Continuities for November

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the winter sports scene.

November's continuity package contains 12 fifteen minute programs featuring the sports of the winter season . . . the Olympics, football, boxing, along with some of the great anecdotes of the world of sports.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 17, N.Y.
 NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL