



"GEE! I'm going to try that candy!"

Commercials on WGN-TV have a way of getting results—because WGN-TV programming keeps folks wide-awake, interested—and watching. For proof, let our specialists fill you in on some surprising WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with **WGN-TV** Channel 9 Chicago

The Crest of Good Living in
New York City

HOTEL New Yorker
34th Street at 8th Avenue

Manhattan's largest and most conveniently located hotel. 2500 outside rooms, all with bath and free radio, television in many. Direct tunnel connection to Pennsylvania Station. All transportation facilities at door. Three air-conditioned restaurants

LAMP POST CORNER . . . COFFEE HOUSE . . . GOLDEN THREAD CAFE

Singles from \$7 | Doubles from \$11 | Suites from \$23

JOSEPH MASSAGLIA, JR., President
CHARLES W. COLE, Gen. Mgr.

Other MASSAGLIA HOTELS

- SANTA MONICA, CALIF. Hotel Miramar
- SAN JOSE, CALIF. Hotel Sainte Claire
- LONG BEACH, CALIF. Hotel Wilton
- GALLUP, N.M. Hotel El Rancho
- ALBUQUERQUE, Hotel Franciscan
- DENVER, COLO. Hotel Park Lane
- WASHINGTON, D.C. Hotel Raleigh
- HARTFORD, CONN. Hotel Bond
- PITTSBURGH, PA. Hotel Sherwyn
- CINCINNATI, O. Hotel Sinton
- NEW YORK CITY Hotel New Yorker
- HONOLULU Hotel Waikiki Biltmore

World-famed hotels
Teletype service—Family Plan

INTERNATIONAL CONTINUED

pressing over the past year for commercial tv. Until now the Swiss television service has been operating on a non-commercial, interim basis, only partially supported by a tax on sets. But the commercial-non-commercial question should be resolved by the end of 1956, when the three-year experimental period authorized by law expires. Sets in Switzerland number about 25,000 now and are expected to reach 36,000 by the end of the year.

INTERNATIONAL SHORTS

Screen Gems Ltd., announces sale of Byron Nelson *Let's Go Golfing* series to four Canadian tv stations: CKNX-TV Wingham, Ont.; CFRN-TV Edmonton, Alta.; CKGN-TV North Bay, Ont., and CFCL-TV Timmons, Ont.

Canadian Labor Relations Board has certified National Association of Broadcast Employees and Technicians as bargaining agent for 80 employes of CFCM-TV and CKMI-TV Quebec City, Que.

Canadian Assn. of Radio-Tv Broadcasters' new rate cards for all member stations have been distributed to advertising agencies in Canada and U. S.

National Broadcast Sales Ltd., Toronto and Montreal, appointed exclusive representative of CKSA Lloydminster, Sask.; CKRD Red Deer, Alta.; CKDM Dauphin, Man.; and CFSL Weyburn, Sask.

Radio Nord Inc., Rouyn, Que., operating four stations in northwestern Quebec, has appointed Jos. A. Hardy & Co., Montreal and Toronto, as exclusive representative. Stations are CKRN-AM-TV Rouyn, CKVD Val d'Or, CKLS La Sarre, and CHAD Amos.

Hoechst Pharmaceuticals of Canada Ltd., Montreal, appoints MacManus, John & Adams of Canada Ltd.

CHUM Toronto, Ont., has received Ontario Safety League award for public service.

CHAT-TV Medicine Hat, Alta., due to go on air Sept. 1, to be represented by H. N. Stovin & Co., Toronto.

CJON-AM-TV St. John's Nfld., and CJOX-TV Argentia, Nfld., have appointed H. N. Stovin & Co., Toronto, Ont.

CKVR-TV Barrie, Ont., has doubled its power to 27 kw video and 13½ kw audio.

CFPA-TV Port Arthur, Ont., has changed its call letters to CFCJ-TV.

VOCM St. John's, Nfld., appoints Radio & Tv Sales Inc., Toronto and Montreal.

CHBC-TV Kelowna, B. C., ch. 2, begins telecasting on Sept. 1, as three station operation, with satellite transmitters at Vernon, B. C., ch. 7, and Penticton, B. C., ch. 13. Roy Chapman is general manager and All-Canada Television, Toronto, is representative.

CHUC Cobourg, Ont., is new radio station scheduled to go on air Aug. 18 on 1500 kc with 1 kw power.

MILESTONES



TODD STORZ (l) and George W. Armstrong, general manager of WHB Kansas City, survey the scene at the Storz station's 35th birthday party. More than 1,000 guests came to the WHB celebration.

► KCBS San Francisco's *Point of Law* program celebrates 1,000th broadcast.

► H. V. KALTENBORN, newscaster, observed his 80th birthday.

► CBS RADIO's *Romance of Helen Trent* starts silver anniversary year.

► MUTUAL DON LEE's *Hawaii Calls* program celebrates 22d year as coast-to-coast radio feature.

► KVOA Tucson, Ariz., celebrates its 29th birthday.

► RADIO FREE EUROPE marked its seventh anniversary.

► WCBI-TV Columbus, Miss., celebrates first anniversary.

► ANNOUNCER Russ Naughton observes his 15th anniversary with WDRC Hartford this month.

► C. A. ROWLAND SR. celebrated the 1000th straight broadcast of his weekly religious show on WGAU-AM-FM Athens, Ga.

THE COMMUNITY NEWS VOICE

RADIO WSRS

GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS