there's something special about...

**ADVERTISERS**

Pepsi-Cola's Pepsi-Please promotion is now hitting the smaller markets.

Latest to air the "identify your voice" gimmick is WFIW, Fairfield, Ill., with a potential audience of 6,000. Previously 33,000 was the smallest market used.

During the 18 February-9 March period a total of 8,513 voices were recorded, the majority by telephone; 109 people were able to identify their own voices broadcast on WFIW. Fairfield is the sixth town in the U.S. to stage the Pepsi promotion.

Eagle Pencil Co. is entering TV to underscore the quality difference in pencils. Commercials, both live and animated, are being screened in two test markets (see Spot Buys, page 54).

**NAVAL BROADCASTING-TELECASTING ADVISORY BOARD MEETS** (1 to r) Rear Admiral Kenneth Craig, D. W. Thornburgh (WCAU), R. E. Dunville (Crosley), J. S. Hayes (Washington Post), Vice Admiral J. L. Holloway, Jr., E. M. Sanger, (WQXR), Harry Novik (WLIR), G. B. Larson (KDYL & KVT), Todd Storz (Mid-Continental), Capt. M. J. Lousey