

## The of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the July-December, 1956 audit period averaged a paid weekly circulation of 16,959. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 26 years of loyal readership and *paid* circulation to back it up.



## FILM

### Syndicators Feeling Impact of Movies—Cole

ACKNOWLEDGMENT that the volume of Hollywood feature film product available to television has tended to “dry up a considerable amount” of stations’ playing time was made by John Cole, Guild Films’ vice president in charge of sales, at a national sales conference of that company.

He asserted, however, that Guild’s record over the past six months “proves there is no shortage of big regional sponsors for top quality half-hour shows and that they are willing to pay top prices for them.”

Mr. Cole, speaking to more than 20 Guild sales representatives in New York during the Jan. 12 weekend, charged that major studio feature films have failed to fulfill the advertiser’s demand for sponsor identification. He said that despite high ratings accumulated by individual motion pictures, many advertisers have begun to complain of this lack.

Reub Kaufman, Guild President, briefed sales representatives on the company’s prospects for this year and expressed the view that Guild, which has “grown to a \$7 million concern” in four years, will experience “its greatest year in syndicated sales.” He revealed that at least three new program series will be produced and placed into syndication during this year. Without elaborating, he said they would include another series based on Jack London’s stories (Guild has produced a series titled *Captain David Grief* based on the author’s stories of the South Seas), a series on New York’s most important police cases, and a dramatic anthology series with “a new concept.”

### TCF-TV Productions Plans Pilots on Seven New Series

PILOT films will be made by TCF-TV Productions, Hollywood, within the next three months for seven new half-hour television shows.

Irving Asher, executive in charge of production for the 20th Century-Fox subsidiary, said following conferences with officials of National Telefilm Associates’ film network and 20th Century-Fox, that four of the seven pilots will be made for the NTA Film Network, and the remaining three will be available to other networks and sponsors.

Three of the pilot films for NTA will be *How to Marry a Millionaire*, *Mother Is a Freshman*, and *Anything Inc.* NTA will choose the fourth property soon from a list submitted by TCF-TV Productions.

### LeVine Heads New Kling Unit

ALFRED LeVINE has been appointed director of the syndicated film division of Kling Film Enterprises, Chicago, with responsibility for organizing sales agencies and supervising distribution of Kling film packages, the company announced Monday. He will continue to market and distribute other properties under Sportlite Inc.

### Disney Grosses \$27.5 Million

AIDED by a \$4,444,378 increase in income from television, which totaled \$6,996,890, Walt Disney Productions for its fiscal year ended Sept. 29, 1956, reached a gross of \$27,565,394. This was up from \$24,638,652 in 1955, despite a drop of \$2,615,341 in film rentals from 1955’s all-time high of \$17,670,083. President Roy O. Disney said Wednesday in his annual report to stockholders. Disney’s consolidated net for the year reached an all-time peak of \$2,623,541, equal to \$2.01 per common share. This compared to the 1955 net of \$1,352,576, or \$1.04 a share after adjusting for the two-for-one stock split last August.

### Playhouse Production Rises 275%

PLAYHOUSE PICTURES, Hollywood, Calif., produced 232 different animated tv commercials during 1956 for a total billing of \$575,000, according to the first yearend tabulation released during its four years of operation by owner Adrian D. Woolery.

Production figures in the past year were 275% higher than those of 1955.

### Three Buy ‘Popeye’ Films

IN a transaction grossing more than \$500,000, Associated Artists Productions, New York, has sold its library of 234 *Popeye* cartoons to WHBQ-TV Memphis, CKLW-TV Windsor-Detroit and WLAC-TV Nashville. AAP’s national sales department completed sales and also arranged for sponsorship of the cartoons on three stations by Flav-R-Straws, also New York, of three one-minute commercials per week for 52 weeks. Paul Kwartin, national sales manager of AAP, negotiated sales and also arranged for Flav-R-Straw sponsorship through Ruthrauff & Ryan, and station representatives of WHBQ (TV), CKLW-TV and WLAC-TV.

## FILM SALES

**Interstate Television Corp.**, N. Y., last week announced sales of *Adventure Action* series to WHIO-TV Dayton, KNAC-TV Fort Smith, Ark., and WCKT (TV) Miami and *Public Defender* to KILT-TV El Paso, KMBC-TV Kansas City, KSYD-TV Wichita Falls, WSBA-TV York and WJAC-TV Johnstown, both Pa.

**Minot Tv Inc.**, N. Y., reports sales of *The Tracer*, half-hour tv film series, to WSBA-TV York, WHP-TV Harrisburg, WARM-TV Scranton, all Pa. and WTVW (TV) Evansville, Ind.

## FILM PEOPLE

**Marilyn Arbetter**, assistant to director of publicity, Screen Gems, N. Y., to National Telefilm Assoc., same city, promotion department, as copy supervisor.

**Jerry Dreifuss**, previously with United Feature Syndicate, *New York Post* and Fawcett Publications as editor-reporter, to William Tell Productions, N. Y., as special publicity director.

**Albert Margolies**, advertising-publicity-exploitation director, Buena Vista Film Distribution Co., Walt Disney releasing subsidiary, resigned Jan. 1.