

## WGN to syndicate TV 'Barn Dance'

Television syndication of the pioneer *National Barn Dance* of radio was announced last week by Mid-America Video Tape Productions a division of WGN Inc., licensee of WGN-AM-TV Chicago. The program marked its 40th anniversary in May and has been on WGN over three years and on WGN-TV since last September.

A package of 26 half-hour video-tape programs is being offered under the new

title of *The Barn Dance*. The shows are produced especially for the package and are not off-the-air recordings of the WGN-TV program. WGN Inc. said the package already has been sold for five markets in Illinois to Archway Cookies through Marineau Advertising, Battle Creek, Mich.

WGN Inc. said other program properties are being planned for production by its syndication division. The division's full hour *Great Music* video-tape program packages continue to be active, including use in 12 countries overseas. Series three of *Great Music* presently is running on 24 stations in the U. S., while series four is on 21 stations.

## FANFARE

## 5 babies bring big Borden's contract

The Aberdeen, S. D., baby bonanza will pay off even more handsomely this fall for Mr. and Mrs. Andrew Fischer, parents of quintuplets born Sept. 14, 1963.

The Borden Co., New York, has announced that the Fischers signed a three-year contract giving the firm "sole and exclusive worldwide license" to use the entire Fischer family in advertising, sales promotion and publicity campaigns for all Borden products. The contract includes an option for six successive three-year terms.

The quints already are signed to a Curtis Publishing Co. contract giving the firm rights to stories about the family, and to Brown & Bigelow for use of paintings of the family on calendars. Borden's rights include a long list of products—from foods to soap and glue. Curtis holds radio and TV, in addition to publishing rights.

## Bay state broadcasters have new who's who list

The Massachusetts Broadcasters Association has put out a complete, up-to-date membership roster that includes pictures of members, their addresses and phone numbers; a city/town index

listing the stations licensed to each town in the state; a listing of essential information about the stations.

Copies of the roster have been sent to many of those interested in Massachusetts broadcasting as well as to the FCC and the National Association of Broadcasters. They are available at \$1 each from Donald A. Thurston, MBA president, 466 Curran Highway, North Adams.

## Drumbeats . . .

**RAB adds colleges** ■ WEJL Scranton, Pa., has underwritten the costs for the University of Scranton and Marywood College, both Scranton, in the Radio Advertising Bureau's college plan which lets a station provide the RAB's sales material and advertising research plus 52 RAB weekly mailings for any college. The underwriting cost is \$150 per year. There are now eight colleges and universities that are participating in the RAB plan.

**Long lenses needed** ■ KGIN-TV Grand Island and KOLN-TV Lincoln, both Nebraska, in conjunction with the local newspapers are sponsoring a convention photo contest for off-the-tube convention pictures. Participating newspapers run tips on the best methods of shooting stills from the armchair convention seat and the best pictures win camera outfits.

**Gift from guests** ■ Tom Kennedy, host of NBC-TV's daytime quiz show "You Don't Say!", last week presented a check for \$6,000 to Attorney General Robert F. Kennedy as a donation to the John F. Kennedy Memorial Library. The check represented prize money won by guest celebrities during special versions of the program. NBC televised the pretaped series last week (Monday-Friday 3:30 p.m. EDT).

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