

RADIO DAILY

presents
THE SIXTH ANNUAL EDITION

of
SHOWS OF
TOMORROW

A Preview Parade of
Radio and Television
Program-Planning
For 1945-46



WCAU takes pride in Announcing
The CAREER FORUM
An Opportunity for Youth

THE PURPOSE: To be of service by helping to guide toward a successful future, the 30,000 boys and girls who will be graduated next year from High Schools in Philadelphia and the surrounding area of Eastern Pennsylvania, New Jersey and Delaware.

THE PROJECT: A series of 26 Seminars in the WCAU Auditorium, October 4 through April 25, attended by Senior students from 150 participating High Schools. Each session devoted to one of the 26 professions and occupations chosen by the 22 Educators of *The Career Forum's* Administrative Board and Advisory Committee.

THE PROCEDURE: Outstanding leaders in each field will be Guest Speakers. Students will ask questions via roving microphones. Proceedings broadcast 5 to 5:30 P. M., so thousands of their classmates can receive the same information and counsel.

ADMINISTRATIVE BOARD

DR. EDWIN W. ADAMS, *Assoc. Supt.*
Philadelphia Public Schools
MR. ALBERT M. BEAN, *Superintendent*
Camden County, N. J., Schools
RT. REV. MSGR. JOHN J. BONNER, *Supt.*
Philadelphia Catholic Schools

MISS GERTRUDE A. GOLDEN, *Chairman*
Radio Comm., Phila. Public Schools
DR. W. H. LEMMEL, *Superintendent*
Wilmington, Del., Public Schools
MR. PAUL LOSER, *Superintendent*
Trenton, N. J., Public Schools

DR. ALEXANDER J. STODDARD, *Supt.*
Philadelphia Public Schools
MISS ALLEGRA WOODWORTH, *President*
Private School Teachers' Association
of Philadelphia and Vicinity

ADVISORY COMMITTEE

DR. ROBERT C. DISQUE, *Acting President*
Drexel Institute
REV. FRANCIS J. FUREY, *President*
Immaculata College
DR. THOMAS S. GATES, *Chairman*
University of Pennsylvania
COL. FRANK K. HYATT, *President*
Pennsylvania Military College
BROTHER EMILIAN JAMES, *President*
La Salle College

DR. ROBERT L. JOHNSON, *President*
Temple University
DR. RAYMOND KISTLER, *President*
Beaver College
SISTER MARIA KOSTKA, *President*
Chestnut Hill College
REV. JOHN J. LONG, S.J., *President*
St. Joseph's College
DR. HARRY V. MASTERS, *President*
Albright College

DR. NORMAN E. MCCLURE, *President*
Ursinus College
DR. PHILIP M. PALMER, *Chairman*
Administrative Committee
Lehigh University
DR. CHARLES S. SWOPE, *President*
West Chester State Teachers' College
DR. LEVERING TYSON, *President*
Muhlenberg College

CO-OPERATING

THE CHAMBER OF COMMERCE and BOARD OF TRADE of PHILADELPHIA
PHILADELPHIA COMMITTEE for ECONOMIC DEVELOPMENT

ANOTHER PUBLIC SERVICE OF

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

RADIO DAILY

*Presents The Sixth
Annual Edition of*

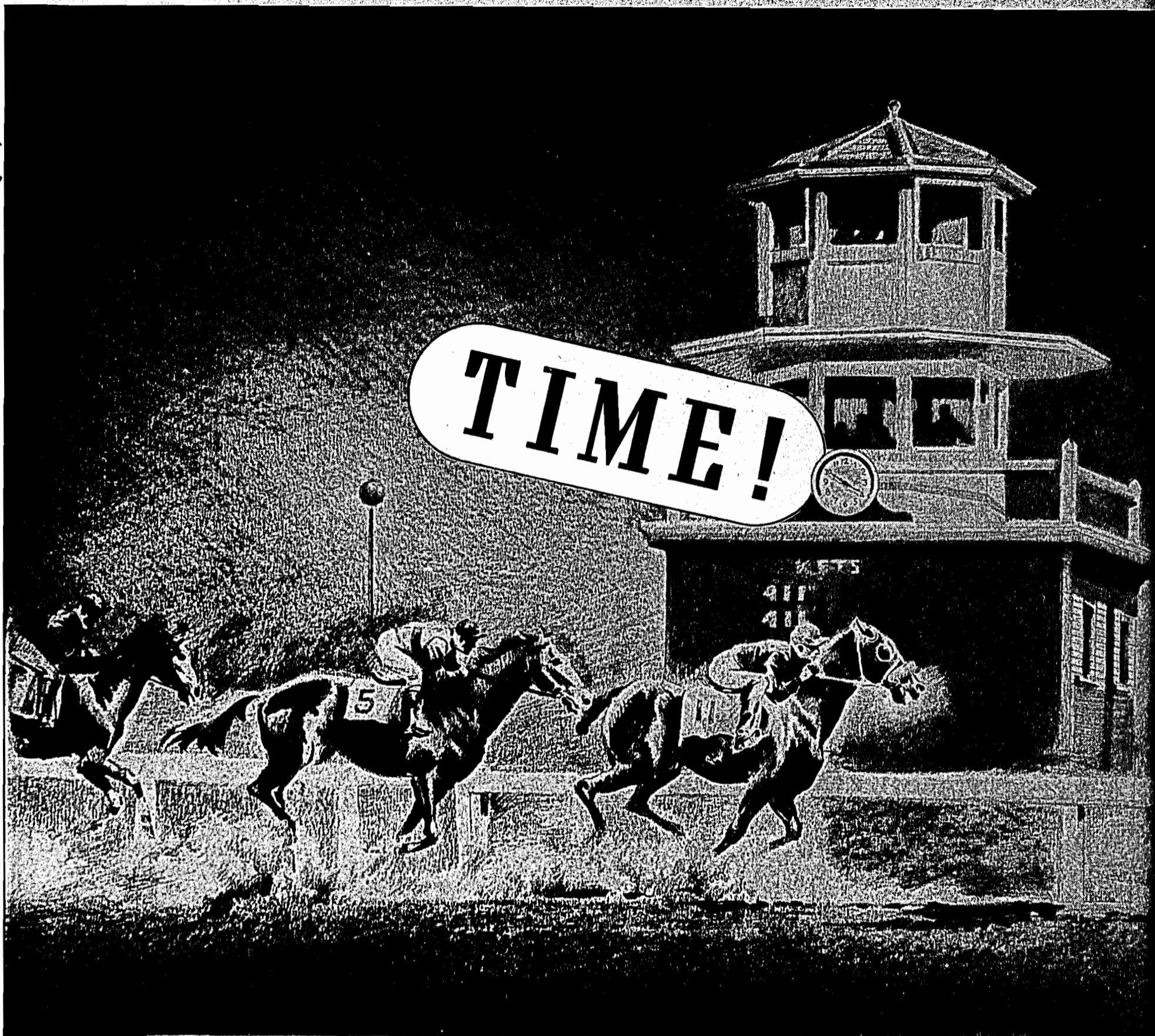
SHOWS OF TO-MORROW

With the coming of V-E Day, Radio, the gigantic force that made its brilliant and ceaseless contribution to the downfall of Nazi Germany, closed its most eventful year. The war with Japan will be won. The only uncertain element is time. Each tick of the clock brings final victory nearer. It may be this year. Certainly next. Great new innovations of both Radio and Television are already casting a faint glow upon the horizon of tomorrow.

At this time it is surely within bounds to point with humble pride to the magnificent contribution that radio has made to the winning of the European war—to the holding, on high, of a stimulating nation-wide morale through many trying months—to its far-flung personnel for a gigantic job, dynamically accomplished. Grateful recognition, personally, to the networks, the independent stations and the thousands of sponsors who have freely given time. To the writers, producers, artists and engineering staffs who have been at it night and day.

The world of to-morrow is just over the hill. Coming technical innovations are startling in their significance, Radio is destined to become even greater in the scheme of life and PRODUCTION will ever be the hub around which the great industry revolves. As a show window of things to come RADIO DAILY, in the pages that follow, presents its 1945 Edition of "SHOWS OF TO-MORROW." It is both timely and convenient. A market place of shows and ideas. Again our deep appreciation to the many who have helped in its preparation.

Jack Olierate
Publisher



To make time in the race for consumer sales dollars, radio advertisers need prompt, complete information on availabilities. Time that will put a product out in front is the full-time business of Weed & Company.

Weed men lose no time in giving real meaning to "Nationally Represented by Weed & Company"—the letter-head line that means more business for sales-able stations. "Time will sell" when handled through Weed.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

POSTWAR PROGRAMMING—

—tempo and topics

By Frank Burke

Editor, RADIO DAILY

ACING unprecedented program problems born of prosecution of the war against Japan and the rehabilitation of veterans returning from service in the European war, broadcasters approach the fall and winter program season of 1945-46 determined to present a program pattern in step with the momentum of these times.

Already the networks and stations have launched programs of post-war theme to aid returning servicemen and women and to acquaint the nation with problems of reconversion. Many of these programs are designed to assist G.I. Joes in getting jobs—to prepare the home folks for the reception of their returning servicemen and still others covering activities of governmental agencies on subjects of price control, transportation, and financing war.

Among the new network programs produced this year with the appeal to returning servicemen and their homelinks are "Road Ahead" on American; "Assignment Home," produced CBS; "Veteran's Advisor" on NBC and Mutual's "Opinion Re-vealed." Other new shows in this category are "Jones and I," "Plain Jim," "Now It Can Be Told," "Reunion, U.S.A.," "Your Air Forces" and "Return to Duty."

Post-war radio data of World War I is available for radio stations in their approach of post-war programming in relation to World War II. The first World War ended in 1918—radio did not come upon the scene until 1920.

In participating the role of radio, the Office of War Information in cooperation with the Retraining and Reemployment Administration has issued a booklet on "Veterans Information Program." Its broad aims are presented:

To inform the veteran, his family, and the public of veterans' rights, benefits, and privileges and to tell where and how the returning serviceman or woman may get them.

To make the veterans' readjustment to civilian life easier by providing the information necessary to combat possible misunderstanding between veterans and civilians.

It is pointed out that finding jobs for veterans is relatively easy but when the war ends with production cut-backs the problems of employment for returning servicemen will increase greatly. They will be asked to aid an estimated 10 million servicemen and women who will be discharged and will seek employment after the war.

Another phase of program planning is the over-all readjustment problems. Radio will undertake to make smooth the transition from military to civilian life. This includes dramatizations of understanding families helping readjustments; the rehabilitation of the man who has suffered disability and the invitation of veterans to participate in home front activities designed to contribute to the solving of his and other servicemen's readjustment problems.

Information objectives of the government's program for radio program pattern disclose other subjects that lend themselves to the 1946 program plans. These objectives, as outlined, include:

To inform the veteran, his family, and the public of the veteran's rights and privileges and where they may be obtained.

To show communities throughout the country the need for, and to organize, veterans' information committees and local information centers in co-operation with State Selective Service, and Veterans' Administration committees.

"To instruct the people at home on the treatment of the veteran whether he be disfigured, disabled, highly nervous, or in perfect physical and mental condition.

"To acquaint employers with the many virtues of employing veterans whether they are disabled, recovering from nervous conditions, or are in good health.

"To point out to the veteran his opportunity to help build a better America, reminding him that he is well qualified to do just that by reason of his military and other training, his qualities of leadership, and his respect for discipline."

With the fixing of standards for both FM and Television by the FCC, these two electronic services are also preparing to do their part with AM radio in public service programming. Already many FM stations, particularly educational ones, have taken steps toward post-war programming while television in New York, Chicago and on the West Coast has produced many such shows.

Other interests allied with radio in the furtherance of programs dealing with veteran rehabilitation include the War Advertising Council, Advertising Federation of America, American Association of Advertising Agencies and the Association of National Advertisers. They have given both time and talent to the war effort and are now planning postwar cooperative campaigns with the governmental agencies.

Armed Forces Radio Service which beams programs to G. I. Joes all over the world have also been active in programming with a rehabilitation theme. This service which sends programs both transcribed and live to the armed forces have been aided by radio artists, agencies, networks, recording company and such unions as AFRA, AFM and the Writers' Guild in their morale building activities.

Realizing the responsibilities of education in radio's program planning such organizations at the Institute for Education by Radio of Ohio State University, School Broadcast conference sponsored by the Chicago Board of Education and the Rocky Mountain Radio council are taking an active part. These educational groups are keenly aware of the role they must play in postwar education of veterans as well as the continuance of education by radio of pupils in the schools. Interchange of ideas, group meetings, and panel discussions are slated for the 1945-46 season with postwar radio programming as the topic.

Dr. John W. Studebaker, U. S. Commissioner of Education, commenting on radio's role, believes that education by radio is "still in its infancy," and predicts a tremendous post-war development in the radio educational field. He points out that to date, a total of 29 different states are considering the development of state-wide educational FM systems and 14 states have organized State planning committees to co-ordinate all educational station planning.

The National Association of Broadcasters, under its new president, Justin Miller, also is planning to assume a role of leadership in aiding the government's program. Committees representing the networks, and independent stations are now at work and will intensify their efforts with the end of the war with Japan. Pledged to victory, NAB, shelved plans for a 25th Anniversary celebration this year to devote all energies to the winning of the war.



SUCCESS STORY WITH A FUTURE

Six months ago WFIL raised the curtain on a new type of radio and stage attraction for Philadelphians—the WFIL Barn Dance Show.

Today it is a coast-to-coast network feature of the American Broadcasting Co. . . . and soon Wildroot will sponsor a local half-hour broadcast of the WFIL Barn Dance Show to help sell the 3 million people in this—the nation's third largest market.

Yes, that is the kind of success story WFIL produces with its own programs.

To the advertisers seeking a network-calibre program with an established audience and powerful promotion plusses, these WFIL-produced shows are ready to go to work in winning more and more customers for you—

- **"WITHIN OUR GATES"**
Vivid dramatizations of great benefactors of all mankind —Curie, Saroyan, Wilkie, etc.
- **"THIS WEEK IN PHILADELPHIA"**
Stirring on-the-scene coverage of important events and people making headline news in this city every week.
- **"JUNIOR MUSIC HALL"**
Top teen-age talent in a half-hour variety show appealing to children and grown-ups.

Here is an opportunity to write a success story for your future radio advertising in Philadelphia. So see how effectively and economically it is done with a WFIL-produced show by calling or wiring WFIL collect today!

WFIL 560 KC PHILADELPHIA

First ON THE DIAL—AND *First* IN PROGRAMS

RADIO PROGRAMS OF TOMORROW — —

— — a long-range viewpoint

By Douglas Coulter

Vice-President in Charge of Programs
Columbia Broadcasting System

SHORT-RANGE prophecy on radio programs to come is peculiarly difficult just now. Long-range predictions can be expressed with greater confidence. First of all, none of us know how long the United States will be at war. Then, there is inevitable uncertainty as to how swiftly or how wisely the nation can manage reconversion. We need to get rid of our national psychosis about another slump with another trail of misery through mass unemployment.

Given a bright outlook and a promise of reasonable and reasonably durable prosperity, the outlook for radio programs shapes up differently than would be the case if depressed or semi-depressed conditions develop. Either way, good times or bad times, radio will carry on. In many ways it is a fortunate business and an extraordinarily versatile medium, capable of modifying its gait. On the other hand, all radio men dread a downward slide. Our hope is to grow with a country that is growing and in a world that is finding better ways to do things.

Looking about us in the summer of 1945 we see many so-called institutional programs sponsored by firms whose products are more or less in the civilian market. These firms continue as radio advertisers in order to preserve their trademark and good will values. They are selected programs dealing with factual material about various aspects of the nation at war. What will happen to such programs and to such sponsorships in the post-war world? Undoubtedly some of the present institutionals will be dropped in favor of a more orthodox type of direct selling. And yet it is not unlikely that some of the habits and techniques developed during the war years will be carried over, and we shall see peace time institutionals concerned with pointing up America to Americans. We can think this would be a desirable, if probably minor, trend.

There should be—given nominally promising conditions—a larger number of topflight corporations that will want to be associated with topflight public service programs. Radio will certainly be better off, have better balanced and varied schedules if this proves the case. In short, I think radio can plausibly hope that the re-created trend back to more institutional motivations among radio advertisers will carry over.

Program schedules undoubtedly need an infusion of new blood and brains and the efforts of returning G.I.'s for a toehold is certain to provide both. Many of the boys have packed a wealth of experience into two or three years of service. They will have unique insights, points of view, artistic concepts. A great many of them could have "something to say." New writers in particular are probably going to emerge from the ranks. Sergeants like Arthur Hays Sulzberg, Millard Lampell, Joseph Ruscoll, Joel Hammill hint at a talent that may be available.

Long-range needs of radio are fairly evident. I would itemize some of these as follows:—

COMEDIANS: Here is a really acute need. If the Army and the Navy do not now contain within their enrollments the future talents, then, where, oh where, are they? This is a genuine headache for all of us. CBS, among others has had to hold many of

its ambitions in the comedy division in abeyance until after the war. The industry as a whole is generally considered unhealthy dependent upon a small number of oldtime comedians who cannot last forever. Danny Kaye is perhaps the only promising newcomer of recent months and it is provocative news that the agile-minded Goodman Ace will be writing Kaye's material at a slightly fabulous fee.

DIRECTORS: In the development of tomorrow's programs, directors must play a vital role. During the war the whole industry has been handicapped by the drafting of many promising young men. Some of these will be back with us in the next year or two. And that should be a plus.

WRITERS: The importance of the writing end cannot be too often stressed. A radio program, like water, cannot rise above its own source and the source of program content, by and large, is the author. This does not disparage the importance of directors, actors, musicians or sound effects. It does not deny the importance of intelligent supervision of all programming by executive showmen. To praise the function of the writer is simply to repeat the obvious—it all starts in somebody's typewriter.

PROGRAM ANALYSTS: The creative radio showman can learn much from the psychologist. Here at CBS this has been demonstrated by the highly interesting findings of the Stanton-Lazarsfeld audience analysis device. The need to know more and more about what makes programs tick with the public continues increasingly to draw the trained psychological investigator into the service of showmanship.

All of the foregoing adds up to saying that radio will need, in the next few years, new blood, new brains, new ideas in order to be prepared for new conditions which are likely to be trying. The war has made us aware of the 'one World' concept and we know the power of radio for good is very great when rightly used. Germany employed broadcasting to spread race hatred, to sow distrust and poison world-over. The consequences of that campaign of sheer evil will be felt for years to come. Democratic radio must stay on the job to help counteract the insanity of race and religious bigotry, of nations insane with hatred.

It would be naive to suppose that radio programs have revolutionized international relations as yet. But we do, presumably, understand our Latin neighbors better, and they us, thanks to the great wartime exchange of programs. This sort of hemispheric inter-communication will continue and probably increase in volume and in impact. Similarly the transatlantics will go on. America and Britain are closer now than at any time in their often troubled history. They have much to say to each other. Not news alone, but music, humor, folklore and drama should constitute a natural export trade in both directions.

There are, of course, still many barriers against the free flow of radio programs across borders and oceans: Not all nations, not all elements even in the democracies, favor a world-wide radio traffic in ideas. The political, economic and social problems standing in the way will not be solved easily or quickly. But we have the means and the will, and the trend is clear.





**This little budget went
to WORL, Boston**

TOMORROW'S RADIO PROGRAM

— will be safe and sane

By Clarence L. Menser
Vice-President in Charge of Programs
National Broadcasting Company

MOST discussions about post-war programming in radio are based on the assumption that they must concern new developments. So much has been said about the marvels of the post-war world that it, perhaps, natural for many to think, and a few to hope, that the end of the war with Japan will bring programs which will be bright and new and shiny. Since the war may be concluded within the next year, this expected post-war programming is practically upon us.

My personal feeling is that another year will see much that is new in radio programming. But I doubt whether most of it will be new in the sense that many people expect. This is not so much a fault of what is being planned as of what is expected. Both our expectations and our imaginations have been stimulated by the news of developments in many fields, which taken at their full possibilities would transform our ways of life almost over night. These imaginative discourses make excellent reading and of course they make contribution to the advancement of the various developments they envision. The fact that they seldom meet the timetable which is set up in the reader's mind, is often lost sight of in his interest in subsequent predictions.

I don't happen to believe that radio will blossom out in an entirely new programming set-up after the war. Nor do I believe it would be a good thing if it did. This may be charged off either to conservatism or to realism. Of course, there will be much that is new. In fact, I can scarcely remember a year in which this was not true. The fact that the new thing was based on an old and fundamentally sound principle has often led people into the mistaken idea that there was nothing new about it. Yet anyone who has an opportunity to compare recordings of the programs of yesterday with the programs of today will recognize that many of the latter sound extremely new by comparison. However, a surprising number of the old programs would fit comfortably into a modern schedule because their whole design and method of presentation were so fundamentally sound.

Contrary to the belief of a certain type of zealot, there is no special merit in newness in and of itself, unless it enhances other necessary qualities. Certainly it isn't worth much unless it improves on the old. The fact which a great many people fail to realize is that the transition in radio programs, like the transition in many other aspects of modern life, is so gradual and continuous that we scarcely appreciate the change. This is as it should be. I can think of nothing more gruesome than having the entire radio audience shouting at frequent intervals and with great glee during a musical program, "Listen, that's new. Isn't it wonderful?" Instead of enjoying the music as it should be enjoyed. Nor can I believe that we will be charged with anything but sound judgment if Fibber McGee and Molly return to the air this fall very much as people expect them to be. Through the years their program has been modernized. It has had new features added for the express purpose of keeping it up to date. What applies to this particular program applies to a great deal of radio. We hope NBC programming will keep abreast of the times. We hope that some of it, but not too much, will be ahead of the times. We believe radio programming should be somewhat in advance of its audience, but certainly not so far in advance that it loses contact.

When the listener shuts off his set because he can't understand what's going on, it makes little difference whether the program he turned out is old or extremely new.

So I should like to hope, first of all, that the end of the war will mean the return to radio of those fine artists and writers who have recently been unavailable to us. My guess is that they will not return as the same people they were when they went away. There

are bound to be new values in their presentations. Many of these will be deeper and more fundamental, and will emphasize human interest. This will be to the good of radio. Because, from the point of view of the interest of the individual listener, few things can compete with the human interest factors. Perhaps at no time in history have people been as interested in people as they are now. Certainly at no time in history have they ever known as much about other peoples as they know now. To this effect radio has made a great contribution. Program pickups from all over the world describing persons in great difficulty, undergoing unspeakable hardships, flushed with the ecstasy of deliverance, and jubilant with the thrill of victory have awakened and stirred a tremendous, almost personal interest with in the radio audience.

Expertly devised programs about people should serve this audience and keep this interest alive.

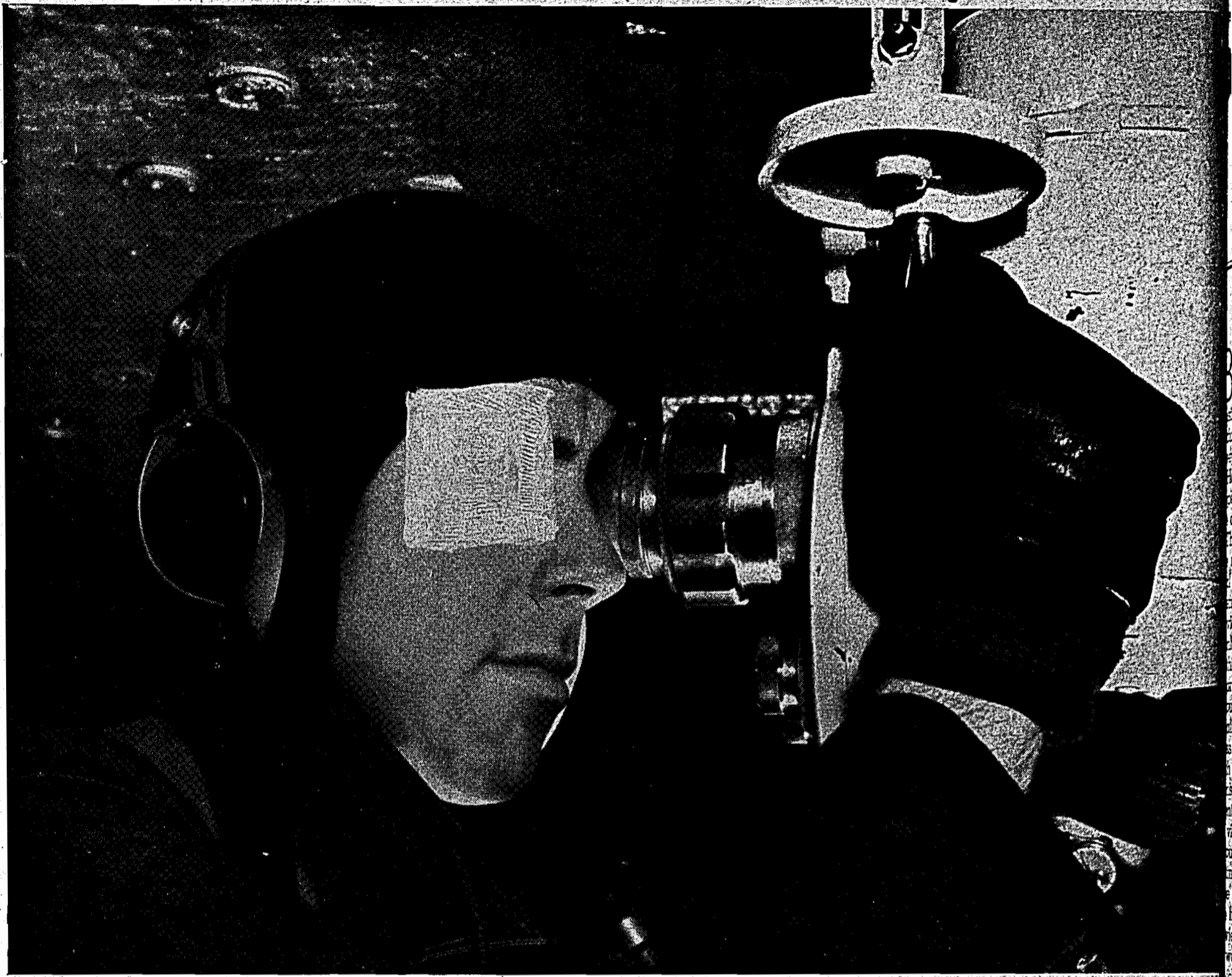
Much has been said during the past year about rehabilitation programs. There was, at one time, cause to believe that the air would be full of discussions of the returning soldier and what he should do with his family or what his family should do with him. For one reason or another the wave of programs of this type has not materialized.

And indeed in the same way we may well find programs telling Americans about other Americans. Perhaps it is more a personal hope than a prediction that radio might do in full measure the job of which it is capable in this direction. It certainly doesn't need to be done solely by drama, it can be done as well by song and interview and quiz and news and special events.

This last category should have a great revival. Because of many factors, some of which have already been mentioned, I believe the audience is ripe for more special events. They might well replace some of the news programs. There should be no question in anyone's mind that the effectiveness of frequent news broadcasts is determined by the amount of news available. News, like drama, finds ready acceptance only when the listener is asking questions.

To sum up, I see for the next year, a waning emphasis upon feverish messages and programming, a shift in the type and number of programs concerned with news, an increase in special events broadcasts, perhaps a bit more wide-spread attention given to rehabilitation, the beginnings of new talent among artists and writers and producers, of whom a few will be headed for stardom, a few new ideas, but a great many new slants given to old ideas, the probable return of a few stars who have been greatly missed, and a solid and substantial block of established programs which continue to make radio the outstanding source of information and entertainment in the American home.





Getting the range

The captain of a gun crew on a U.S. battleship looks through the periscope to get a true bearing on the target.

His work is exact, precise, searching. There's none of that firing from the hip stuff.

And that's the way radio time ought to be bought.

Searching inquiry, exact figures on cost-per-listener—these are the fundamental ways to get the radio range on a profitable market.

In Baltimore W-I-T-H has the facts to prove that this successful independent station produces more listeners-per-dollar-spent than any other station in town.

To get the range on Baltimore, the sixth largest city, get the facts on W-I-T-H.



W-I-T-H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by Headley-Reed*

PROGRAMS OF THE FUTURE — —

— — *quality is the thing*

By Hubbell Robinson, Jr.

*Vice-President in Charge of Programs and Production,
American Broadcasting Company, Inc.*

BEING asked to predict what the programs of the future are going to be like is a frightening assignment. In fact, it is so frightening that I don't intend to attempt it. Of all the businesses in the world it seems to me that the entertainment industry is the one where the crystal gazer has the odds most heavily against him.

However, I can be a lot more definite on the subject of what we see the trend of the programs of the future will be and what we are doing to try to shape that trend.

The greatest achievement radio could make in the next few years would be to step up the general level of the quality of its product. That may seem like a glittering generality and an extremely obvious objective at which to shoot. It most certainly is and just as certainly far too few people within the industry are genuinely and wholeheartedly concerned about shooting for it. Not enough of us are concerned with improving the quality of radio writing, the deftness and sharpness of radio direction, the maturity of viewpoint with which radio approaches its program operations. And it is important to recognize that fundamentally, this is a matter of viewpoint. It demands a viewpoint which is not satisfied with "good enough," which does not use radio's brutally exciting shortage of time in which to work as an excuse for second-rate work, and which does not accept "the sponsor liked it" as the final criterion of radio craftsmanship. It is, on the other hand, a viewpoint which is restless and dissatisfied, which is willing to work and work and work until a good result is produced and which takes sufficient pride in its own work so that it ends up by throwing out work of which it can be proud.

Radio, like most other forms of the entertainment business has a tendency to be repetitive. Less talented producers and performers try to repeat the successes of those with greater ability. The copy rarely lives up to the original. There have been numerous attempts to copy The Aldrich Family, Fibber McGee and Molly and there was a time when a big sales point for a comedy show was that it followed "The Benny formula."

This has been one of the things which has held back the development of new ideas and new personalities. The breaking of new ground is nearly always a thankless job and inevitably a dangerous one, but it is also the path to the biggest successes and the biggest rewards.

Radio has also suffered from those elements in the industry which attempt to reduce the processes of program building to a mathematical formula. The advent of research in radio was a healthy and desirable thing. The business is better for it and as research techniques are refined and broadened, they are going to be continually more helpful. But the business is fundamentally based on people and ideas. These cannot be reduced to a mathematical formula. Inspiration and imagination must always continue to be the two most priceless ingredients in achieving great success in entertainment. When the slap-stick becomes the master

of the producer instead of his servant, an inevitable sameness and mediocrity is going to pervade the entire program structure.

Until all of the people in the radio business who are responsible for the formulation, the selling and the production of radio programs have that kind of attitude, radio is never going to realize its full potential.

Part of that job lies in bringing to radio new people, new ideas and finding ways to bring into the medium some of the current great personalities whose radio possibilities are unexploited.

This of course, is a constantly recurring subject within the industry and the outpourings about it are practically endless. They have at least, however, served the purpose of rousing some of the people in the industry to an awareness of how acute the problem is and it is my impression that most of the people who can do something about it and are considering now what is the best way to do it. I know we are.

However, it is important to bear in mind mere newness is not a guarantee of success. It is no assurance that the business will be able to pat itself on the back. Along with newness, it needs

to improve the excellence of what it is doing now. Big success and deserved recognition can come that way too. I don't think that M-G-M's record would reveal them as particularly daring or sensational innovators, but what they do they do supremely well for the most part and because of it, they have built a reputation for quality that we can very properly envy. And if we set our standards high enough and refuse to compromise with them I think we cannot only match that record but reach millions more people in doing it.

In trying to roll up that kind of a record as well as in trying to develop new features we must have some help from the advertiser and the advertising agency. They have a notorious dislike for shows that constitute a gamble. This is understandable and as a matter of business based on perfectly sound reasoning. But I strongly suspect that some of the good programs which are not sold are still on the shelf because the salesman did not understand both the entertainment and the advertising business well enough to show, to explain, to demonstrate, exactly the opportunity that the show in question offered. It is possible to put shows together today which have never been on the air but which through the use of the proper skill in conception and in the assembling of elements can reduce the area of gamble to the minimum. But such a show requires selling by a man who can talk in the buyers terms as well as in the sellers. That is a talent all together too rare in our business.

If we had more of it I think we would find more fresh ideas making their appearance on the air and if we could harness that to an uncompromising desire for improving the over-all quality of our radio programs, I think the future would bring us the kind of show we all want and of which we could be proud.

... Serving Music and Radio

BMI is the perfect liaison between music and radio. It completely, smoothly, directly bridges the gap between source and outlet.

To music publishers and composers, BMI offers a complete guarantee of proper royalty return from every broadcast and every kind and condition of sale, thus insuring responsible control and proper use of their saleable merchandise—music.

To the radio stations, BMI offers compositions of the greatest present day composers—those whose works rate highest in radio, sheet music and record popularity. A vast source of music in good taste and the invaluable protection of performing rights.

HOW MUSIC AND RADIO ARE BEING SERVED BY BMI

- * BMI serves 992 commercial broadcasters in the U.S.A. and Canada
- * BMI owns exclusive performing rights to nearly a million titles
- * BMI covers all major radio networks
- * BMI acts as publishers' licensing agency, representing hundreds of successful and prominent music publishers.
- * BMI offers to every broadcaster not only a great variety of popular music, but also standard, educational and serious music.

All this adds up to a growing confidence among BMI's hundreds of clients which it serves in the field of music and radio.

Know Your BMI Music and Know How BMI Can Serve You!

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK

• CHICAGO

• HOLLYWOOD

BUILDING SHOWS FOR RADIO—

— first 25 years are the easiest

By Phillips Carlin

Vice-President in Charge of Programs
Mutual Broadcasting System, Inc.

ONCE upon a time musical glasses made news in radio. Many of you reading this don't know what inspiring melody sang its way from the rim of the common drinking glass. Many of you will never know the ecstatic uplift to the soul occasioned by swiss bell-ringers. Nor will you ever thrill at a succession of bird calls rendered by a beautiful blonde with piano accompaniment. She had never been to the Julliard Institute or Hollywood; instead she trilled her way into our hearts fresh from the cow pasture and ferny dells. Music then was for art's sake since AFRA was not even a gleam in anyone's eye. He was too young. But what has this to do with you impresarios who now click your way through life with stop-watches and cue music? Everything, my young friends, since without those glasses, bells and "Bob Whites" you would be lawyers, doctors, movie magnates; instead of what you are—with butterflies in your stomachs. Perhaps 'twould have been better thus?

Those acts were boffs (vaudeville) in their day. They were B. O. (also variety). Let's ponder a moment how you would present them today. First you would hire a sensational night club M.C. who had just been discovered after ten years on the boards and three years with the U.S.O. He would need five writers from \$150 to \$750 per—a terrific producer at \$300 to \$1000, a few pieces and a potential Paul Whiteman. Oh!—you would need a great girl singer! And now should we have a male crooner? Como is tied up; Haymes is in pictures, Russell is not available, Sinatra is signed—who could we get? Massey? No, he's under an exclusive. Let's call the agents! So we find a sensational young fellow who sounds like Sinatra, looks like Como, dresses like Haymes and was born in the same city as Russell. That should do it! Now we need a format. Very badly in fact. Let's kick it around with the group. We have it! Why didn't we think of it right off? A Dude Ranch! Boy cowboy, visiting girl millionaires (singers), a quartette (just added), travelling band (18 pieces—cutting six men to pay for quartette) and our acts which drop off at the ranch en route to night club dates and/or radio shows. This really looks terrific! Now we can use the musical glasses in a rural setting where they're logical. For the glass player is a neighboring rancher who amuses himself in the winter by fingering his brassware. The bells—they are played by a sheep herder who got his start with the big bell on a ram. The bird whistler needs no explanation. Our gang sits around the fire at night and the birds sing when they should have stood in bed. So—for \$8,500 or \$15,000 we have for ourselves a great variety show and if we are very smart our young comedian (discovery) will soon be mentioned with Hope, Magee and Bergen. Which is only logical with our new format, great writers, producer, potential "desas and dattas."

Yes, the first 25 years are the easiest. It gets tougher and tougher to present the same basic acts so that they sound new. Accidentally, old radio was a little screwy since with the bell-ringers we gave them Shakespeare and opera. Today no one cares Shakespeare since it has no Hooper and few producers can handle the old boy. Thinking back 25 years, I recall that we had many elements on the air that exist today with these

exceptions. There were no programs like Human Adventure, no big comedy variety shows, no daily news reports, no foreign pickups, no forums. (Audience participation was, of course, non-existent). There was drama, music—popular and classical—comedy, poetry and talk covering many fields. In the intervening years radio has encompassed all of life with its light and shade.

The next 25 years will be much tougher in a mechanical and construction sense. We are top-heavy now with format, tricks and gadgets to keep the medium fresh and intriguing. How much further these can be expanded is anyone's guess, but basically I think we can count on the same ingredients to stand the test of usage, i.e.: story, humor, music, news, information, discussion and human interest material.

Mutual has probably the most diversified schedule of any network with emphasis perhaps on drama and news. As time passes the balance will be made more perfect. Mutual also has shown initiative and has booked more new programs than any other network ever has in a comparable period. If you're still with me, let me list them.



"Father Brown," a new kind of detective; "Poirot," the Belgian sleuth; "Professor Broadway and Boitram," the hurdy crime solvers; "Calling All Detectives," capitalizing on all "who dunnits" by simultaneous phone calls in 200 cities; these are all doing nicely, thanks rating-wise. "Leave It To Mike" is a new type of comedy show that will build, I believe, into the top ranks with a lead that came out of radio—Kinsella. Dave Elman's Auction Gallery which is chock full of surprises and is flirting with sponsorship. (You should have seen the mail.) "Leave It To the Girls" is packing them in weekly to see radio's newest forum (?) on affairs of the heart and marriage. "Opinion Requested" the best approach to G.I.'s problems. "What's the Good Word" deals with words and their usage, but you like it. Ken Carson's show is a great music treat and comes from the Far West. "Now It Can Be Told" nightly is radio's best story of the war. For proven drama we added "Brownstone Theater." In top original drama meet Arch Oboler—he's really a great modern writer-producer. "House of Mystery" is a top show in the kid's bracket. "Queen For A Day" is the newest in audience participations that filled a theater daily after one week's run. What cinderellas! Elsa Maxwell and Frazier Hunt were put on the co-op list. There were ten to fifteen changes or additions which all have kept a few of us fairly active.

With a very small program unit which has been increased slowly and to good purpose we have used the free lance writer-producer method of booking. We have done business with as many brains as possible and hope they are still our friends. Things are looking up at Mutual and why not? We have some wonderful outlets and some very co-operative management. We have no inhibitions and lots of encouraging outside goodwill. We don't take ourselves too seriously but we do work like blazes. It takes time and continuous effort to build networks. Right now Mutual is Radio's best buy—some day we may be the best network. And radio will be that much stronger because of the competition.

Yesterday's CBS "Shows of Tomorrow"...

Conceived, originated and broadcast by CBS through their healthy youth, these programs are today delivering the highest quality of audience to their respective sponsors. Every single one is the recipient of one or more impartial awards.

Individually and collectively, these programs demonstrate week-in, week-out, the soundness of CBS creative radio, to a degree that requires no fancy elaboration in words.

In the CBS plans for tomorrow and on the CBS air today,* there are more programs equally promising.

Such leadership in realistic, creative radio is *not* an accident.

All times shown are EWT



SUSPENSE

(Thursday, 8:00 p m
rebroadcast 12:00 a m)

Originated by CBS June 17,
1942. Now approaching its
161st broadcast. Sponsored by
Roma Wine Co.



THEATRE OF ROMANCE

(Tuesday, 8:30 p m
rebroadcast 11:30 p m)

Originated by CBS April 19,
1943. Now approaching its 120th
broadcast. Sponsored by Colgate-
Palmolive-Peet Co.

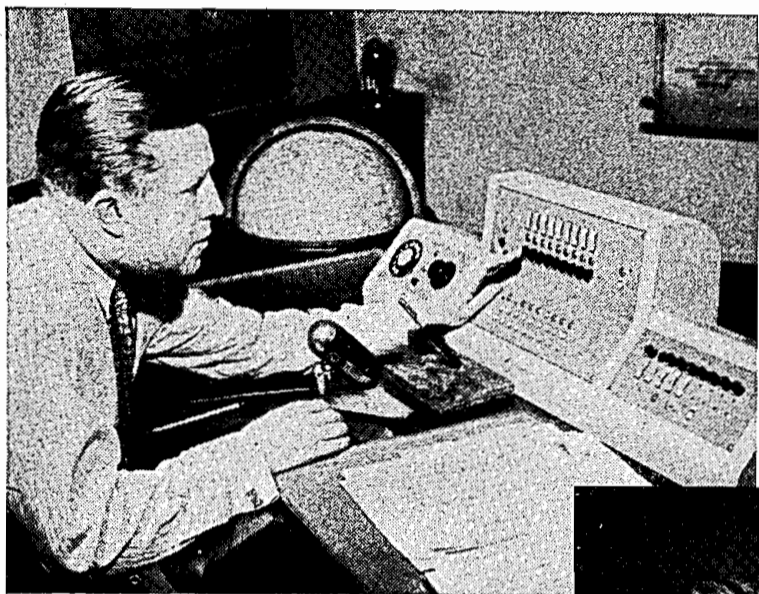
ANN BAXTER AND JOHN HODIAK



NEW YORK PHILHARMONIC-SYMPHONY (Sunday, 3:00 p m)

Originated by CBS Oct. 25, 1930. Now approaching its 586th broad-
cast. Sponsored by U. S. Rubber Co.

are now successful Shows of Today!



PAUL WHITE, CBS News Director

THE WORLD TODAY (Monday through Friday, 6:45-6:55 pm)

Originated by CBS Sept. 11, 1939. Now approaching its 1807th broadcast. Sponsored by General Electric Co.

NILA MACK, Director

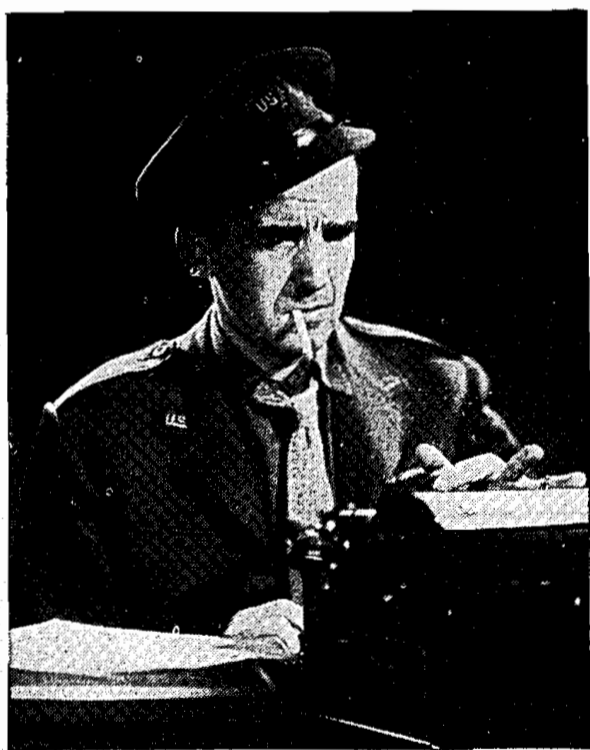


LET'S PRETEND (Saturday, 11:05 am) Originated by CBS March 24, 1934. Now approaching its 592nd broadcast. Sponsored by Cream of Wheat Corp.



JOHN DALY

REPORT TO THE NATION (Sunday, 6:30 pm) Originated by CBS Nov. 30, 1940. Now approaching its 235th broadcast. Sponsored by Continental Can Co.



EDWARD R. MURROW (Sunday, 1:45 pm) Originated by CBS Aug. 22, 1943. Now approaching its 101st broadcast. Sponsored by American Oil Co.



*As we go to press, another CBS "Show of Tomorrow" is scheduled for sponsorship on September 8—*Of Men and Books* with John Mason Brown as its chief figure, and Omnibook, Inc. as its sponsor. Originated by CBS on May 26, 1938; now approaching its 363rd broadcast.



This is CBS...the Columbia Broadcasting System

low-priced
programs
for radio's
highest-g geared
audience

wmca

570—

FIRST ON NEW YORK'S DIAL

REPRESENTATIVE: WEED & COMPANY

for the Women

ISABELLA BEACH

9:03 - 9:30 a.m. Daily

Unusual household tips, recipes; engaging stories, women's views; disarming salesmanship. Mrs. Beach is a network veteran who has sold for General Foods and others. Participation show.

THE CAPTAIN TIM HEALYS

1:30 - 2:00 p.m. Daily

Well-known for casual humor, huge barrel of tales, phenomenal success stories. Captain Tim and radio-wise Mrs. Healy combine in the last word in husband-wife teams. Exclusive *point-of-sale* food merchandising plusses, daily shopping list. Participation show.

for their Husbands

J. RAYMOND WALSH

7:30 - 7:45 p.m. Daily

Keen news commentary by a foremost political expert, economist and lecturer. Government background lends authority to analysis of events, particularly world reconstruction and reconversion. Available three or five times weekly.

LABOR ARBITRATION

9:03 - 10:00 p.m. Thursday

Four-time winner of Ohio State University Award as the finest in public discussion programs. Conducted by Samuel R. Zack, eminent arbitrator, who settles actual labor disputes on the air. Large following.

for the Youngsters

LET'S LISTEN TO A STORY

9:03 - 9:30 a.m. Sunday

Old-fashioned story-telling hour featuring Jane Evans. Delightful yarns children enjoy hearing—some very old, some just in print. Highly publicized and endorsed in local educational circles.

for the Serviceman's Family

NEW YORKERS AT WAR

7:45 - 8:00 p.m. Mon.—Wed.—Fri.

Pertinent news of local men in uniform—in Europe, from re-deployment areas, en route home or in action in the Pacific. Transcribed on-the-spot overseas interviews. Terrific prestige show for any advertiser!

PRODUCING THE RADIO PROGRAM

— with both feet on the ground

By M. H. Shapiro

Managing Editor, RADIO DAILY

FROM the overall picture of the producer, his planning and his views, it is evident he has no idea of being stampeded into some nebulous thinking about the future. Rather he is proceeding along solid ground and most important, he is keeping both feet on said turf. For it is apparent that no great revolutionary movement is expected to take hold of the radio program tomorrow, neither in its format, its presentation, nor in its general ingredient. At least not in the immediate future. True, improvement and closer effort toward perfection, will always be part of the program producers' everyday life. But the expectation that in some miraculous manner there will come about overnight, as it were, a super-special of some sort, that will sweep everything else off the boards, is something that just doesn't happen. Not that it isn't a part of many a producer's day (or night) dreams.

Both the producer and program head of a station or network, know full well that the public isn't given to ready assimilation of drastic changes; and of course the advertiser and his agency are conservative as a rule, rather than ready to gamble.

As Clarence Menser points out, newness in itself has no special merit unless it enhances other necessary qualities. Listeners who look forward to the return of their favorites in the fall, for instance, expect to get them back as they last heard them. Thus it is inconceivable that the sponsor of a Bob Hope, would suddenly bring on as a central character in a script, a la William Bendix in "Myra." It may prove sensational but whose money is willing to gamble on throwing away a proven formula for something that might be better? This applies more or less to the regular run of programs being offered for broadcasting. Experiments go on, but experiments cost money; time on the air is money, whether it is the sponsor paying it, or a network. It is not difficult to see why no radical transition is in the air. So far all branches of showbusiness have taken it in easy stages, unless an obvious out and out improvement which is fool-proof.

War-shows like war-songs, have not been too plentiful as a good commercial venture. Some of the best of these have been produced as a public service and it is doubtful that the public is prepared to take any more than is already being offered. One good rehabilitation show goes a long way, since a single series can bring out no end of the sociological problems involved. At times it is difficult to differentiate between the so-called war show and the post-war rehabilitation program. Often both are rolled into one and the need is satisfied, judging by the reaction of the average listener. Strange as it may seem, some of the most efficient of these are sponsored shows where the client is in war production and has nothing to sell but goodwill and the desire to keep his brand name before the public. Not a little credit is due the networks and stations that went to considerable expense in an effort to produce the best possible type of war show and after establishing a good audience, refused to let it go commercial.

Not to be overlooked is the fact that many first-line writers, producers, directors et al. are in the Armed Service and the pinch of talent has been felt in many places. Yet from a general point of view, the industry has managed to do an excellent job despite the loss of manpower in this direction. With the return of this temporary loss of talent, production cannot help but be

enriched by those whose experiences has given them a broader view of life and possibly, an entirely new outlook.

Perhaps they will start a new trend in radio programming, something we do not now foresee. Most certainly they will be more realistic in their attack, whether writer, director or actor.

Thus it is that producers, while injecting whatever possible that is new in their respective shows, have for the most part stuck to the legitimate type of program that will entertain the listener, and sell the sponsors' products. Adult dramatic programs have a strong spot in the hearts of producers and these have been prepared from all angles. Possibly a reflection of the desire of the listener for diversion and escape from war news or developments, the musical program shows up strongly. In fact more musical productions of quality are available than at any other time in broadcasting history.

That producers have not hewed too much along the same line, is plainly evident in the large number of programs under the "miscellaneous" classification. Quiz, sports, and those of feminine appeal, reveal many productions banking on such material while comedy and variety are close behind. Probably change of ownership in stations is responsible for the lesser number this season of foreign language fare. Several such outlets have been sold the past year. On the other hand, it must be taken into consideration that the more of a certain type of show is sold out on a station, the less the station has to offer for sale. This holds true to some extent in the foreign language field; the market has been good. It also goes for other types of shows that do not show up in large numbers as offered by stations or independent producers. Agricultural shows for instance, have a time value all their own and the more such time is sold out, the less such shows are offered for sponsorship.

News programs, not always being set down for a radical presentation, are still going strongly. Nevertheless there are many under the production classification that sport different twists.

Despite the experimental nature of so many of the television programs extant, and those offered for sponsorship, tele producers, whether independent, network or station, reveal no small advance over the same period last year. This season, tele programs are available in sufficient quantity for a prospective client to select a format or idea, at least. Also, every video outlet has programs of proven audience pull.

Knowledge gained the past year by tele producers will stand themselves and potential clients in good stead. These experimental programs, along with the wide-awake agency or sponsor who had the courage and foresight to back the commercial ones, will be the means of spearheading the big rush in the post-war era. The rush is inevitable—once receiving sets are in distribution.

Specially produced shows for FM is something producers apparently see no need for, at the present time, at least. It is indicative of the possible trend of the future. Whatever is good for AM, will be just as good and probably better on FM. Right now it appears to be purely a matter of reception in the mind of the average producer.

Reconversion per se will not materially concern the broadcaster directly. Sponsors, potential or current concerned with this future move have no reason to remain away from radio or any other advertising media. Most of them are on the air now and the reconversion period makes it a must for the product and brand-name sake.

Milady's whim packs a wham!

HOW A NEW MUTUAL DAYTIME PROGRAM CAN WHAM YOUR SALES



.....

ALL SORTS OF THINGS come to pass when this network brings the Cinderella legend to life, five days a week. Feminine whims get filled to the brim. And unusual advertising opportunities arise.

Every weekday afternoon, between 2:30 and 3:00; we ease a lady's foot into a figurative glass slipper, crown her "Queen for a Day", and devote the next 24 hours to granting practically every wish she wishes. Jewels, a hair-do, a new hat, dates with celebrities, aisle seats at hit shows, ringside tables behind the velvet rope—these and more are hers to command (and report on, during the next day's broadcast).

We're all aware of the wham that a lady's whim usually packs (TIME calls this program "The roseate daydream . . . actually materialized."). Transport that whim to various network origination points, with localized dealer and press tie-ins, and the advertising potentials

become even clearer (VARIETY credits the show with "...strong commercial possibilities."). Review the sponsor-identification assets of audience-participation-quiz shows, and apply these above average results-per-dollar to your own needs (New York DAILY NEWS: "'Queen for a Day' has a good chance of finding a sponsor whose foot will fit the glass slipper").

Press notices, mail response, waiting lines for studio tickets—all these confirm our belief that "Queen for a Day" means showmanship that sells. Yes, even our wives like it. Why not ask your women-at-home friends about *this* program? We'll bet they like it—and say "Sponsor it."

MORE MUTUAL PROGRAMS TO MAKE SALESMANAGERS HAPPY

Now It Can Be Told . . . 5-a-week documentary drama
Adventures of Father Brown . . . Chesterton's sleuth
Leave It to the Girls . . . the weaker sex speaks up
Calling All Detectives . . . a Hawkshaw in every home

.....

Mutual Broadcasting System

WHERE SHOWMANSHIP MEANS BUSINESS

NCAC RADIO SHOWS *featuring*

DEEMS TAYLOR

THE DEMARCOS

JOHN RAITT

DUNNINGER

CARLTON E. MORSE

IRVING LANDAU

ARTHUR HENLEY

FREDERICK JAGEL

OLGA COELHO

FRANK PARKER

VIVIAN DELLA CHIESA

EMIL COLEMAN

EARL WRIGHTSON

THE SOUTHERNAIRES

FRANK BUCK

JANET HUCKINS

ROC ROGERS

LEN FINGER

EARL KENNEDY

MERRYLE S. RUKEYSER

RALPH DUMKE

NATIONAL CONCERT AND ARTISTS CORPORATION

DANIEL S. TUTHILL, Vice-President and Director of Popular Division

711 FIFTH AVENUE, NEW YORK 22

PLaza 3-0820

HOLLYWOOD

CHICAGO

SAN FRANCISCO

SHOWS • OF • TOMORROW

Sixth Annual RADIO DAILY "Shows of Tomorrow," which follows, presents an alphabetical list of shows available for sponsorship. Compilation of this data has been made through the cooperation of the networks, producers, stations and other branches of the industry. Each show has been classified into one of eighteen categories. All information herein was obtained by questionnaire and in each case was signed by an accredited agent or official of the producer or station submitting the show. RADIO DAILY does not assume responsibility for possible conflict in title, idea or other contingencies that may arise in connection with the listings on succeeding pages.

1945 ★ DRAMATIC STRIP SERIAL ★ 1946

About the Life of Mary Sothorn

Outstanding success when it was on the networks for Hinds Honey and Almond Cream. Now available locally via transcriptions in single cities. Program content revolves about Mary Sothorn's life, written by well-known network writer and New York cast insures all essential ingredients for result getting daytime serial.

Availability: E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Foods, soap, women's products, household commodities
Number of Artists: 6 to 8
Cost: \$10 to \$25, based on market
Auction Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions, 67 West 44th St., New York 18, N. Y.

Adventures of Dr. Worthington

Series of weird dramas combining mystery and adventure, based on eerie and cannibal mental manifestations. Each story reveals strange behaviours, unaccountable acts, fears, prejudices resulting in common and extraordinary mental complexes. The fictitious Dr. Worthington solves these mysteries of the mind in the language of the layman. Absorbing, thrilling entertainment.

Availability: Live talent and E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Minimum 6
Cost: Available on request
Auction Facilities: Live talent
Submitted by: Radio Features of America, 37 W. 46th St., New York 19, N. Y.

"Beyond Reasonable Doubt"

"Beyond Reasonable Doubt" stars Nick Dawson, in the part of Stephen Moore, outstanding criminal lawyer, who made famous "Dangerous Paradise," in the role of Dan Gentry. Co-starring with Nick Dawson, there are: Arlene Francis, and Frank Conway, also careered on stage, screen and radio. Announcer and Narrator is David Ross, veteran CBS Announcer. Written and produced by Bill Robson; creator of many of Columbia's finest dramatic shows, as well as writing for Paramount, Universal and R.K.O. Story romantically portrayed with interjection of intrigue,

suspense and thrills to satisfy adult listening audience.

Availability: E. T.
Time Units: 78—quarter-hour shows
Audience Appeal: Female & male
Suggested for: Afternoon or evening
Client Suitability: General
Number of Artists: Four
Auction Facilities: Transcriptions
Submitted by: Exclusive Radio Features Company Limited, 14 McCaul St., Toronto, Ontario, Can.

City Girl

City girl marries country boy, whom she met at State U. and joins his family on fine but old-fashioned farm. Gradually overcomes aversion of country girls who regarded boy as their legitimate prey and stubborn resistance of old-time farmer father-in-law who thought what was good enough for his dad was good enough for him.

Availability: Live talent and E. T.
Time Units: 5 minutes, 3 to 6 weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client suitability: General store, appliance dealer, local power company, REA co-operative, appliance mfg., etc.
Number of Artists: 10 Hollywood national network stars
Cost: Minimum of \$15 to \$75 per week, depending on population primary radius
Auction Facilities: Transcriptions and will pipe live talent (Net Deal Only)
Submitted by: George Logan Price, Inc., 946 South Normandie Ave., Los Angeles 6, Calif.

Complaints Adjusted

"Innocence Threadleaf's Service: Complaints Adjusted" is an enterprise run by a spinster with a propensity for minding other people's business. Complaints vary from script to script: comic, dramatic, satirical, romantic; but Innocence Threadleaf, with her sense of humor and her understanding of human nature, adjusts them all—each and everyone—with "Satisfaction guaranteed to all."

Time Units: 15 or 30 minutes, 1, 3 or 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: All types
Number of Artists: 2 permanent; not more than 6
Submitted by: Brandt Production Service, 2063 East 23rd St., Brooklyn 29, N. Y.

"Dearest Mother"

The story of a young girl's struggle for happiness. Story revolves around Rita Morgan, who seeks to find a place for herself in the business world, without the aid of her family. The story is wrapped around letters which Rita writes to her mother every day. The happenings, heart-breaks, comedy and everyday exigencies are thus portrayed and summed up in these letters. Sponsors of "Dearest Mother" have offered in some cases, copies of these letters to their listeners, and in this way, have the opportunity of checking to the extent of their listening audience, and at the same time, creating additional sales. This series is a natural for women listeners and has been cheerfully accepted on many Canadian stations, bringing grand results.

Availability: E. T.
Time Units: 143—Quarter-hour episodes; preferably 5 weekly
Audience Appeal: Female
Suggested for: Morning or early afternoon
Client Suitability: Department stores, ladies wear, etc.
Number of Artists: 5 or 6
Auction Facilities: Transcriptions
Submitted by: Exclusive Radio Features Company Limited, 14 McCaul St., Toronto, Ontario, Can.

Hickadee's Judge

In Hickadee, a typical American town, lives the old Judge. On the bench and off it, people come to him for help, advice, and comfort, because the old Judge is a character everyone loves. (You will, too!) In this serial are stories of the folks YOU know—stories that are absorbing... stirring... heart-tugging... and gay.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon, or evening
Client Suitability: Food, drugs, cosmetics, retail stores, etc.
Number of Artists: Not more than 5
Submitted by: Brandt Production Service, 2063 East 23rd St., Brooklyn 29, New York.

Imperial Leader

The dramatized life story of Winston Spencer Churchill, England's fighting Prime Minister. Produced in Australia with an all-star Australian network cast, this show tells of Churchill's early boyhood, follows his experiences in the Army, his first political speech, throughout his colorful career, and up to the present

day in wartorn England. One of the greatest programs of all time, tying up with headlines Churchill constantly makes. Sold for broadcast throughout Canada to many big accounts, 52 quarter-hours.

Availability: E. T.
Time Units: 15 or 30 minutes, 1, 2, 3, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any kind of advertiser
Number of Artists: About 40
Cost: Based on population of market, power and rates of station used
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Just Home Folks

Intensely dramatic story of Southern family, living in small Southern town. Cast includes widowed mother with two girlhood sweethearts still in love with her, a beautiful eighteen year old daughter and a fiery-tempered small son. Program has capable cast, fine script and wide appeal. Impressive commercial background, having broadcast under same sponsorship for seven years before coming to WBT. Recent survey shows rating of 9.7, this being higher than network dramatic programs preceding and following. A natural for any type of sponsorship.

Availability: Live talent
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any type
Number of Artists: 6 regulars plus 1 and 2 bit parts
Cost: On request
Auction Facilities: Transcriptions
Submitted by: WBT, Charlotte, N. C.

Little Heaven

Little Heaven is the story of a war marriage and the inevitable adjustment when Chris, war-weary, comes back to the bride he knew but three weeks. His one idea is a home in the country. Kay, however, has become a career girl and is loathe to give up city life and exciting friends. There is a compromise, and the Little Heaven they find in its peaceful acres becomes after many misunderstandings the lodestone that draws and keeps them together through the years.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Number of Artists: Approximately 4 or 5 actors per day and organist
Submitted by: Richard Stark & company, 30 Rockefeller Plaza, New York 20, N. Y.

WHAT AMERICA'S YOUNGEST NETWORK IS DOING ABOUT

The American Broadcasting Company has its own philosophy about Television

We start out with the premise that television must be *economically sound* before it can become successful. We feel that the most important consideration in television today is *advertising economics*.

Radio succeeded because it is *practical*: because advertisers learned to team up entertainment and selling, and to do it within a sound budget. This brought *radio* from a novelty into an important part of living in 33 million homes.

America's *advertisers* made present-day radio possible. Competition among sponsors for large audiences made radio increasingly better.

Advertisers and their agencies will play just as important a part in *television*. That's why we are not planning to "take over" the building of commercial television shows. And that's why we approach television from the standpoint of *advertising economics*. Our policy, we believe, will make it *practical* for advertisers to get in and create good video shows: to utilize television more quickly. And as it did in radio, this will speed the growth of this new industry.

The People and Critics Say, "It Works"

"The American" has a regular television schedule. Our televised programs are adaptations of successful radio shows; thus, they have an assured audience interest. *And we start out by taking advantage of what we have learned about listening audiences*, rather than by trying to interest them in some experimental form of entertainment.

Costly experimental work will, we realize, play its part. But it is most important now to give television a commercially practical birth. And the televising of proven and economical radio shows is the best way to do it.

Our programs are televised on a *regular weekly schedule*—like radio programs—because we know that this is the only way to build a television habit.

Every Sunday on General Electric's WGRB in Schenectady, we are televising "Ladies, Be Seated." On DuMont's WABD in New York we presented "Quiz Kids," "On Stage, Everybody," and WJZ's John David show, "Letter to Your Serviceman."

After one month of "Ladies, Be Seated," Schenectady audiences gave this program the highest rating ever obtained by a television show.

After two weeks, "On Stage, Everybody" was the most



viewed and most popular with DuMont's New York audiences.

We got these facts from these stations' polls. But we checked up on them by talking, ourselves, to the people who have watched and heard our shows.

We have great confidence in our television plan. People *like* the programs, and they are *economically sound*.

That, we think, is the foundation of practical television development.

AMERICAN BROADCASTING COMPANY

TELEVISION



THIS is Kenneth C. Bardin and his family of Albany. They are listening to "Ladies, Be Seated." Says Mr. Bardin, "'Ladies, Be Seated' is a good radio program. Now that we can see as well as hear it, it's wonderful!"

VARIETY said—"Network (American) execs and its video department know whither they are going. Their carefully planned programming in television . . . was a success. From a commercial point of view, all signs point to peak returns . . . They have formulated a program policy of using network radio shows which have the best chance of scoring strongly when televised. Johnny Olsen and Penny as m.c.'s are boff video material."

Says **BILLBOARD**: "It's funny, it's commercial and it's inexpensively produced. If we were a sponsor and the home video audience were quadrupled, we'd buy it fast."



Mr. & Mrs. W. J. McLaughlin, family and friends, of Troy, New York.

"We always have enjoyed 'Ladies, Be Seated,' but we are very glad we have a television receiver so that we can also see it."



Mr. & Mrs. Louis F. Cordini and Family, 185 West Houston Street, New York City.

"After listening to 'The Quiz Kids' on the radio, we got an added kick out of seeing them."



Mr. & Mrs. H. J. Mandernack, with son Peter and daughter Donna, Schenectady, New York.

"The whole family gathers around and can see it as well as hear it. It's just grand."



Here in the Slutchak home, Brooklyn, New York, they are watching their first telecast of that popular radio feature—"The Quiz Kids." Says Mrs. Rose Slutchak, "We like it very much, especially Joel."



Baltimore's Big Home Town Station

A Member of

The American Broadcasting Company

The Blue Network

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO. • NEW YORK AND CHICAGO



"Miracles of Faith"

56 5-minute episodes presenting authenticated examples of faith triumphant through the ages. Robert Swan, narrator, Chauncey Haines, organist, in background. 3 spots for commercials, tied in dialog, and cued. Inspiring stories woven into the web of human existence over four thousand years.

Availability: E. T.
Time Units: 5 minutes, 3 to 6 weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon, or evening
Client Suitability: Any ethical account especially one in which confidence is an essential ingredient
Number of Artists: 3
Cost: \$3 to \$15 per episode on 156-time contract
Auction Facilities: Transcriptions
Submitted by: Fred C. Mertens & Associates, 946 South Normandie Ave., Los Angeles 6, Calif.

The O'Neills

On the air for over ten years for Peter and Gamble . . . Standard Brands Silverdust. Led the field in C.A.B. quite a spell. Has been off the air for 3 years and still averages over a hundred letters a week from fans asking for the return of that lovable O'Neill family. Same cast and writers are available.

Availability: Live talent and E. T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Household goods
Auction Facilities: Will pipe live talent
Submitted by: Wolf Associates, 420 Madison Ave., New York, N. Y.

Phenomenon, Electrifying History

Adventure of a man who goes back into the past to re-live history with those great personages making it. Very exciting. History very accurate. Excellently done. Available either vertical or lateral cut. 65 quarter-hour episodes available.

Availability: E. T.
Time Units: 15 minutes, 1 to 5 times weekly
Audience Appeal: Juvenile, female, male, entire family
Suggested for: Evening
Client Suitability: Power and light companies; banks; oil companies, etc.
Number of Artists: From 3 to 12 in each episode
Cost: On request
Auction Facilities: Transcriptions
Submitted by: Station KMBC, Pickwick Hotel, Kansas City 6, Mo.

Pop and Patsy

Pop and Patsy relates the adventures of Pop Reagan who has trouble forgetting he was once a cop, and his daughter, Patsy, who still has trouble keeping him from acting as one. They get mixed up in many amusing and exciting adventures—the program is set up so that every few weeks there's a new mystery to solve.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: About 6 actors per program and an organist
Auction Facilities: Transcriptions
Submitted by: Richard Stark & Company, 30 Rockefeller Plaza, New York 20, N. Y.

DRAMATIC STRIP SERIAL

"The Career of Alice Blair"

Starring Martha Scott in the title role. A "white collar" girl story of Alice Blair of Middleton who goes to the big city to find her career. Remarkable ratings. Proved mail-puller. Original acappello choir theme and mood music, directed by Carlton Alsop.

Availability: E. T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning, afternoon or evening
Client Suitability: Grocery or drugs
Number of Artists: 10
Cost: E. T.—based on population
Auction Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 2436 Reading Road, Cincinnati 2, Ohio

The Goldbergs

"A little music, a heart throb, humor, philosophy" in the daily life of radio's beloved family, ready for timely current and post-war episodes, starring Gertrude Berg as the homey philosopher "Mollie," "mother" to thousands of radio listeners. Scripts written and directed by Gertrude Berg. The Goldbergs appear daily as a cartoon script in The Post, and will be featured soon in a John Golden Broadway

production, written by Mrs. Berg.
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female or entire family
Suggested for: Morning or afternoon
Client Suitability: Soaps, foods, household products
Number of Artists: 3-7
Auction Facilities: Transcriptions
Submitted by: National Concert & Artists Corp., 711 Fifth Ave., New York 22, N. Y.

Real Romances

Dramatization of stories in Real Romances Magazine, offering a variety of basic themes such as intrigue, adventure, love, pathos, hate, jealousy, etc. By special arrangement with the magazine publishers, we post placards at all newsstands selling Real Romances Magazines, when a sponsor is signed. Placards mention sponsor, station, days and time of broadcast. In key markets, magazine distributors carry banners on fleets of trucks to help publicize series. Also supplied are small space newspaper ad mats, publicity stories, and transcribed advance teaser spot announcements. "Real Romances" is now clicking in dozens of markets, sponsored by advertisers whose products are slanted towards the feminine audience. 52 ¼-hour episodes in first unit, 52 more in preparation.

Availability: E. T.
Time Units: 15 minutes, 1, 2, 3 or 5 weekly
Audience Appeal: Female
Suggested for: Morning afternoon or evening
Client Suitability: Dress shops, department stores, millinery, food, drugs, cosmetics, etc.
Number of Artists: 5 to 12
Cost: Based on population of market
Auction Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

1945 ★ DRAMATIC SERIES ★ 1946

Adventures by Morse

Carlton E. Morse' imagination and craftsmanship in a series of transcribed mysteries, available throughout the country in thirteen-week series. Each series includes a ten-episode mystery followed by a three-episode story. Now available: "The City of the Dead," "A Coffin for the Lady," "The Cobra King Strikes Back," "The Girl on Shipwreck Island," "Mad Men Prowl."

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client
Auction Facilities: Transcriptions
Submitted by: National Concert & Artists Corp., 711 Fifth Ave., New York 22, N. Y.

Adventures in Sleuthing

Ashmead Jones, private detective, is featured character in series. Each crime story is dramatized from lead's viewpoint as he actually experiences events of mystery. Format tested and proven successful. Program planned for mixed audience although masculine appeal dominant.

Shampoo, hair tonic, shaving cream, tooth paste, tobacco, etc., recommended as products advertised.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon or evening 9 p.m.
Number of Artists: Varies with each show—average 5
Auction Facilities: Transcriptions
Submitted by: Cruger Radio Productions, 5800 Carlton Way, Hollywood 28, Calif.

Agatha Christie's Poirot

Dramatic-mystery series based on Agatha Christie's famous fictional sleuth, Hercula Poirot.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Family products
Number of Artists: 1 plus supporting cast
Auction Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

American Legends

"American Legends," the fascinating, more exciting than fiction stories of famous figures of the past. True Americana narrated by Bob Rees, in dramatic, versatile style. "American Legends" often has the doubly interesting asset of intimate locale. Legends whose setting is the early west, Texas, California, or the Great Lakes, or any of a hundred towns or areas visited by listeners.

Availability: Live talent and E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Any type from industrial to retail.
Number of Artists: 2 and writer
Auction Facilities: Transcriptions
Submitted by: Station KMJ, Fresno, Calif.

"Arch Oboler's Plays"

Radio's master craftsman Arch Oboler writes, produces and directs an original play weekly. Stories run the gamut of comedy, mystery, melodrama, and fantasy.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Female or male
Suggested for: Evening

Client Suitability: Institutional
Number of Artists: Principals and supporting cast
Auction Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

Best Short Stories from Liberty Magazine

163 transcribed quarter-hour programs representing the most outstanding short stories that have appeared in Liberty Magazine. Each complete in itself, each fascinating and different. Prepared by a brilliant cast of New York network artists. Series has been successfully used by Sensation Cigarettes, also various independent local advertisers.

Availability: E. T.
Time Units: 15 minutes, 1 or more times weekly
Audience Appeal: Entire family
Suggested for: Evening or Sunday
Client Suitability: Any type advertiser
Number of Artists: 8
Cost: Upon request
Auction Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions, 67 West 44th Street, New York 18, N. Y.

Boston Blackie

Based on the Boston Blackie stories appearing in Cosmopolitan Magazine and currently featured in the famous motion picture series by Columbia Pictures. Exciting robust sleuthing that has created a huge audience on the network for Rinso as well as in theaters from coast to coast. Currently sponsored via ET in larger cities from coast to coast.

Availability: E. T.

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All types who want a large audience

Number of Artists: Approximately 10 and music

Audition Facilities: Transcriptions

Submitted by: Frederic W. Ziv Co., 2436 Reading Rd., Cincinnati 2, Ohio

"Bringing Up Parents"

Appearing on each broadcast would be outstanding educators and medical authorities, psychologists and civic leaders. "Name" guests would be rotated in order to present a kaleidoscopic view of the adult delinquency problem in the light of their several experiences. Each speaker will consume about 2½ minutes of the program, the balance of which will be devoted to a dramatization of the case history they choose to discuss. Guest speaker 2½ minutes, dramatization 7 min., Angelo Patri 2½ min., open and close comm. 3 min.

Availability: Live talent

Time Units: 15 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any product that is anxious to reach a general audience

Number of Artists: 8

Cost: \$2,000.00 per show

Audition Facilities: Live talent

Submitted by: B. Ellis Associates, 11 East 44th Street New York 17, N. Y.

"Brownstone Theater"

Weekly radio adaptations of legitimate productions from years gone by. Leads are Leo Tremaine and Gertrude Warner.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Female or male

Suggested for: Evening

Client Suitability: Family appeal products

Number of Artists: 2 principals and supporting cast

Audition Facilities: Transcriptions

Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

"Calling All Detectives"

A detective story with a difference. In addition to being a fast moving and mystifying thriller, this half-hour program contains a unique audience participation angle. Each week local stations cut in three times: First to announce the week's prizes for local contestants; second, just before the criminal is revealed to ask a selected contestant by telephone who the murderer is; third, at the end of the show to tell the contestant whether he is right or wrong and wins or loses. Obviously this unusual gimmick offers unusual opportunities for merchandising either national or local products. Strong possibilities for local dealer tie-in.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Mass distribution products

Number of Artists: 1 principal plus supporting cast

Audition Facilities: Transcriptions

Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

Call Me Scoop

That's what each listener can say at getting this chance to write a headline. Any headline desired. The one selected as best (which will receive an award, of course) will be given a fictional dramatization, which will cover everything from the sublime to the ridiculous. There also will be guests from the newspaper field.

Availability: Live talent

Time Units: 15 minutes, 1, 2 or 3 times weekly

Audience Appeal: Juvenile; entire family

Suggested for: Afternoon or evening

Client Suitability: All types

Number of Artists: Not more than 5; Organist

Submitted by: Brandt Production Service, 2063 East 23rd St., Brooklyn 29, N. Y.

"Chaplain Jim"

This program has been popular with servicemen in camps throughout the country, and has enjoyed a large audience among families with a husband, brother, or son in the service. Series is built around the activities of an Army chaplain who is shown discussing problems of various types with representative servicemen, helping them in working out practical solutions. Don McLaughlin plays the title role of "Chaplain Jim."

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: Institutional

Number of Artists: 1 principal and supporting cast

Audition Facilities: Transcriptions

Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

"Confessions"

True confessions of famous men and women of history dramatized history, romance, mysteries.

Availability: Live talent and E. T.

Time Units: 15 or 30 minutes weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: Any

Number of Artists: Varies

Audition Facilities: Transcriptions and live talent

Submitted by: Associated Releases, P. O. Box 1213, Hollywood 28, Calif.

Craig Rice's Mystery Digest of the Air

Something new in the ever popular mystery field! A fast, sparkling show based upon current best-seller mysteries by top-notch authors. Can spot your new show to take advantage of the first release of the Craig Rice Mystery Digest, a 25 cents pocket type book, to go on sale in September through 27,000 newsstand and book store outlets from coast to coast. Name talent available.

Availability: Live talent

Audience Appeal: Entire family

Suggested for: Evening

Audition Facilities: Transcriptions

Submitted by: Bond-Charteris Enterprises, 314 N. Robertson Blvd., Hollywood-36, Calif.

DRAMATIC SERIES

Crime Photographer

Adventures of an inquisitive newspaper photographer, aided by a girl reporter. Comedy relief by a whimsical bartender and piano music by a well known night club player. Script by Alonzo Deen Cole. Staats Cotsworth plays title role. Orchestra does background music.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any client

Submitted by: CBS, Inc., 485 Madison Ave., New York 22, N. Y.

"Dear Botts"

This dramatic series is based on the popular Saturday Evening Post stories by William Hazlett Upson. The stories of this unique salesman has delighted coast to coast readers for several years and is currently appearing. May be done with top radio cast, or, with a Hollywood or Broadway star in the leading role.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Male or entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: Depending on individual script

Audition Facilities: Transcriptions or live talent

Submitted by: Basch Radio Productions, 17 E. 45th St., New York 17, N. Y.

"Des & Crunch"

Philip Wylie's popular series, currently running in the "Saturday Evening Post." These stories of life along the Florida coast are real he-men tales. There's high adventure, thrills and romance of every kind, taking place on Crunch's sturdy boat. Richard Arlen may be cast in the role of easy-going, lovable 'Crunch.'

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: Depending on individual script

Audition Facilities: Transcriptions or live talent

Submitted by: Basch Radio Productions, 17 E. 45th St., New York 17, N. Y.

"Easy Aces"

520 fifteen minute ETs available. Easy Aces network 15 minute show now available for local and regional sponsorship via ET. Not a continued story, rather a series of riotous comedy by America's funniest husband and wife. Same cast, theme and characters which created sensational ratings on the networks.

Availability: E. T.

Time Units: 15 minutes, 3 to 6 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All types who want a large audience

Number of Artists: 5

Audition Facilities: Transcriptions

Submitted by: Frederic W. Ziv Co., 2436 Reading Road, Cincinnati 2, Ohio

"Famous Fathers"

"America's Famous Fathers" is a dramatic-interview series starring big personalities, one on each show, such as Admiral Byrd, Lowell Thomas, Doc Taylor, Otis Skinner, Lauritz Melchior, and others. Howard Lindsay, star of "With Father" is emcee. He interviews "guest father" each week, and when interview leads up to some important event in the life of the guest, program fades into an actual dramatization of event. Stories are full of comedy, humor, interest and pathos, and all are actual fact.

Availability: E. T.

Time Units: 15 minutes, once or twice weekly

Audience Appeal: Entire family

Suggested for: Sunday afternoon or evening

Client Suitability: General

Number of Artists: 5 to 15

Cost: Based on market used and state power. From \$5 per program up

Audition Facilities: Transcriptions

Submitted by: Kermit-Raymond Radio Productions, 14 E. 52nd St., New York 22, N. Y.

Famous First Nights

Gala Premieres of the American Theatre from first opening night of the John St. Theatre through the present day with plays presented combined with the dramatic or comedy stories behind the scenes.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Class audience

Number of Artists: 6

Audition Facilities: Will pipe live talent

Submitted by: Irving Strouse, 151 W. 70th St., New York 23, N. Y.

Federal Agent

In "Federal Agent" each complete program glorifies Federal law enforcement and the unrelenting search for law breakers. Series is made up of convincing dramatic enactments that thrill old and young alike—a "crime doesn't pay" genre of varied cases and locales, solved by Federal Bureau of Investigation, Canada Royal Northwest Mounted Police, Scotland Yard, etc.

Availability: E. T.

Time Units: 15 minutes, once or more weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Number of Artists: 5 to 7

Cost: Depending upon market

Audition Facilities: Transcriptions

Submitted by: G. C. Bird & Associates, 1745 N. Gramercy Pl., Hollywood 2, Calif.

Fireside Tales

In this new World Feature of 26 open end programs Frank Graham, "the man theatre," dramatizes stories by some of today's leading authors. These are the O'Henry type of story which Graham does so well. He tells strange, exciting tales taking each part himself as he carries the story forward to a dramatic climax. It is an effective program that will appeal to younger people as well as adults.



Kermit-Raymond Radio Productions

presents

RAY GREEN'S

PRODUCTION OF

“HOLLYWOOD'S OPEN HOUSE”

(A Thirty Minute Transcribed Program)

STARRING AS GUESTS EACH WEEK

THE GREATEST STARS OF HOLLYWOOD

in Radio Adaptations of Hit Pictures

The Greatest Comedians of Stage-Screen and Radio

plus

THE MUSIC OF

ENRIC MADRIGUERA and his ORCHESTRA

THE SONGS OF

JERRY COOPER—PATRICIA GILMORE—HARRY COOL

And the Program's Genial Host

JIM AMECHE

Two More Great Half-Hour Transcribed Shows

“THE WOMAN”

Featuring as Guests Each Week Important Personalities of Stage—Screen
—Radio and Public Life

“RADIO THEATRE OF FAMOUS CLASSICS”

ADAPTATIONS OF THE WORKS OF THE IMMORTAL AUTHORS

	<p>ELSA MAXWELL and GREGORY RATOFF play "Romeo and Juliet" in a dream Elsa has. Other preposterous things happen too!</p>	
	<p>MARLENE DIETRICH — program's first guest tells dramatic war story climaxed by favorite overseas song, "Lillie Marlene."</p>	<p>JACK BENNY with Phil Harris and orchestra, Mary Livingstone, Rochester, Don Wilson and stooges dramatize "The Life of Jack Benny." Very funny!</p>
	<p>HILDEGARDE recreates her own show and sings gloriously. This program also features dramatization of "Emile Zola" with all star cast.</p>	
	<p>DICK POWELL plays the lead in the famous story of a lovable thief—and Dick sings too!</p>	<p>LUISE RAINER appears in her Academy Award winning role, "The Great Ziegfeld." The famous George Givot is guest comedian.</p>
	<p>BLOCK AND SULLY are guest comedians on show with Constance Bennett. Their wacky comedy causes audience to howl.</p>	
	<p>MILTON BERLE plays the Bob Hope lead in Goldwyn picture, "They Got Me Covered," with Joy Hodges and big cast.</p>	<p>CONSTANCE BENNETT enacts the famous Dorothy Parker monologue, "A Telephone Call." Much music and comedy on this show too!</p>
	<p>FAY WRAY and JOSEPH CALLEIA play leads in famous picture and book classic, "Crime and Punishment." Excellent dramatic fare.</p>	
	<p>RAGS RAGLAND, MGM comedian, does comedy spot on show with Hildegarde. His hilarious routine pants the audience.</p>	<p>RICHARD ARLEN re-enacts leading role in adaptation of his motion picture, "The Big Bonanza." Guy Kibbee, Erin O'Brien Moore also featured.</p>
	<p>BONITA GRANVILLE and WALTER ABEL star in special story fantasy, "The Cursed Concerto." Mary Wickes, Hollywood comedienne, supplies laughs.</p>	

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ **MORE STARS THAN** ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

IN RADIO'S GREATEST

HOLLYWOOD

Produced in cooperation with

MOTION PICTURE

"HOLLYWOOD'S OPEN HOUSE," covers a minimum series of a musical-drama-guest star-variety format. The best way to describe the programs—it is the "first" to use big Hollywood personalities and comedians in a regular comedy spot—it is the "first" to use a name as a permanent feature—it is the "first" transcribed show produced. It is the "first" to truly apply to a transcribed program the term "OPEN HOUSE," in brief, is the equivalent in all respects of a big network spot advertiser.

The format of "HOLLYWOOD'S OPEN HOUSE" allows for "WOOD'S OPEN HOUSE" presents top-notch entertainment in a host-emcee, opening the show in billboard fashion; (opening his orchestra; Act One of the dramatic story (usually a radio star; (middle commercial comes in here); Act Two of dramatic (when Madriguera plays the vocalist spot shifts to the opening humorous finish; (closing commercial); sign-off with orchestra guest comedian.

Please note all commercial spots are placed in high interest. There's a reason why all this attention, care and talent (not to mention has been lavished on the show, "HOLLYWOOD'S OPEN HOUSE" has a place for it in local programming for use by local clients, with talent and performance. There's a place for it in national spots that the product they buy as an advertising medium must match.

To place insurance on listener attention to the program, a complete set of publicity cards, truck banners, posters, etc.

Radio can sell only when people listen. People will listen to good entertainment. SO "HOLLYWOOD'S OPEN HOUSE" WILL SELL.

JUST LOOK AT WHAT

"We have explored with great thoroughness the entire transcription field of radio programs in all categories. In this short note I would merely like to state my belief that your transcribed program, "Hollywood's Open House," is easily the finest half-hour, comedy-variety series in radio today. The standard in excellence maintained consistently. The actual show material is constantly first class and the overall production job is professional in every respect. We were delighted to find this one in the great pile where most of the findings are so disappointing. This is to inform you officially that our client, Hawaiian Pineapple Company, Inc. (Dole's Pineapple Juice) has accepted our recommendation and bought the series. N. W. AYER & SON, INC.

"I just cannot refrain from dropping this note and letting you know how pleased we are with the entire 'Hollywood's Open House' series. Week by week, we have watched this program get better and better until today it is undoubtedly the best transcribed show on the air. The response from our member sponsors has been very great and we know that it is doing a real sales job in selling members' baked products."

QUALITY BAKERS OF AMERICA, COOPERATIVE, INC.
R. L. Schaus, Advertising Division.

"Thanks for your kind cooperation in helping to promote 'Hollywood's Open House.' The sponsor's happy and so are we. And, incidentally, the show is doing better than your promotion claimed it would be—and that's good since you're exactly a shrinking violet in your claims. On the strength of this, we would like to have an audition platter of 'The Woman' plus costs for this market."

WILLIAM A. EVANS
Commercial Manager, KGB-San Diego.

(WRITE FOR FILE COPIES OF



RE ARE IN HEAVEN



TRANSCRIBED SHOW!

OPEN HOUSE

most screen publication
MAGAZINE

four programs currently being produced (27 now available) in "HOLLYWOOD'S OPEN HOUSE" is as a "first" in the field of syndicated radio guest star appearances—it is the "first" to use top name standard personnel—it is the "first" to present name vocalists as well as with a live audience of more than 1,200 people—above all, the standards of production and script. "HOLLYWOOD'S OPEN HOUSE" program made available through syndication to selective local and

free commercials (opening, middle and closing). "HOLLYWOOD'S OPEN HOUSE" appearance: Theme opening by the orchestra; then Jim Ameche, opening rhythm number by maestro Enric Madriguera and (hit movie) headlined by appearance of the Hollywood guest vocal production number by vocalists or violin solo by Madriguera comedy guest spot; curtain calls for all guest stars in a bright, Jim Ameche. Every show has at least one movie guest, and one

entertainment value and "sell."

—it is the most expensive transcribed show ever produced) wide-open market for a first-class syndicated show. There's fully alert to the values of superior production and attractive use by national clients who know through network experience the commodity they present for sale.

and promotion campaign is included gratis for the client newspaper release and window display; window cards, counter

ment. "HOLLYWOOD'S OPEN HOUSE" is good entertain-

OF THE CLIENTS SAY

Now you will be interested in knowing of the amazing results we are getting with 'Hollywood's Open House' in San Francisco, Sacramento and Fresno for our client, Guittard Chocolate Company. Prior to going on the air, Guittard's Sales Manager made a survey in Fresno and took an actual inventory of stock in 20 retail stores. He found exceedingly slow movement for the product due to the fact that a competitor had recently flooded the market with a product selling for considerably less money. The competitor has mass displays in practically every store. Thirty days after the initial broadcast of 'Hollywood's Open House,' the Guittard representative re-inventoried the stores and was amazed to discover that in every case Guittard merchandise had accelerated in movement. In fact, outselling many other chocolate products in the stores. An extension of the survey figures revealed the incredible fact that something had produced a sales increase in thirty days. That 'something' had to be the radio program because that is the only advertising Guittard is doing in that market. Grocers are very much aware of the program in all three markets and speak of it in glowing terms. It all sums up to this. The most powerful medium of advertising is a half-hour, night-time radio program featuring well known stars and produced in a big-time manner. I see no reason why we should not be able to extend Guittard's activity and 'Hollywood's Open House' into many new markets."

WALTER GUILD
GARFIELD & GUILD AGENCY—San Francisco.

LETTERS AND MORE TOO!

	MARGO appears twice in series, once in original story and second time in adaptation of "Mary, Queen of Scots."	
	ENRIC MADRIGUERA, "Musical Ambassador to the Americas," his violin and his orchestra handle musical chores on "Hollywood's Open House."	
	JIM AMECHE is program's genial host and plays opposite many of the stars in dramatic features. Brother Don gets real competition.	
	WESSON BROTHERS famous young comedians appear on series twice for tremendous audience laughter with Margo and again with Kay Francis.	
	PETER LORRE does season's most dramatic role. Poe's "The Tell-Tale Heart." Peter Donald is comic relief to Lorre's stark drama.	
	ALLAN JONES relates peculiar circumstances that cause his singing of "Donkey Serenade." He sings it too! Eddie Mayehoff, guest comedian.	
	HARRY COOL and PATRICIA GILMORE are heard in many duets as program's vocalists. Jerry Cooper also appears as vocalist.	
	ANN RUTHERFORD plays title role in "Jane Eyre" to Jim Ameche's "Rochester." Henny Youngman supplies the laughs.	
	KAY FRANCIS appears in a romantic story of mistaken identity with great surprise climax. Jerry Cooper supplies romantic songs.	
	HARRINGTON and HYERS, comedians of Kate Smith show appear as guest comedians on program with Fay Wray and Joseph Calleia.	
	HENNY YOUNGMAN appears quite often as guest comedian. His comedy routines bring gales of laughter from the audience.	
	SKIPPY HOMEIER, sensational new young child star appears in special story opposite movie favorite Neil Hamilton.	
	GUY KIBBEE and STUART ERWIN with little Edith Fellows star in motion picture hit, "The Canterville Ghost." George Givot is comedian.	

• JOHN REED KING IS EMCEE • JOHN BOLES • MAYOR LAGUARDIA •

MARGO • JAY JOSTYN • JOHN ROBERT POWERS

BEATRICE KAY • VICTOR JORY • BONITA GRANVILLE

ANOTHER TOP NAME STAR SHOW FROM KERMIT-RAYMOND!

"The Woman"

FROM THE PAGES OF THE DIGEST MAGAZINE "THE WOMAN"

"THE WOMAN" is a series of half-hour programs built to appeal to the ladies (men report their approval, too, if that's important). To appeal to the distaff side a program needs a lot of variety, a change of pace and sentiment because women like a wide variety of subjects. You've got to give them LOVE, ROMANTIC ADVENTURE, HUMOR, AND, you've got to build up their importance in the world—make them think they're the *real* power in the world (well, aren't they?). All this "THE WOMAN" does. That's a lot of doings in a half-hour show but it's done by a system of "deparments," each devoted to one special subject of interest to women, each department well dramatized. The material itself is "pre-tested" for feminine appeal because it's all appeared in fiction or article form in the famous digest magazine for women, whose title is also "The Woman." The author list, whose original work is adapted for the program, is imposing, too, because "The Woman" magazine uses the services of the top fiction and fact writers in the country.

Since women like to get the low-down on other people, especially celebrities, this desire is also fulfilled in "THE WOMAN." "THE WOMAN" entertains a guest star each week. The guests are drawn from the entertainment world, from politics and from public affairs. Just take a look at the names of some of the guest stars surrounding the message.

The guest star plays the lead in a story from the magazine, or, re-enacts a story dealing with their own lives, and in addition, the guest is interviewed by Lorna Farrell, editor of "The Woman" magazine. (Interviews are dear to the ladies).

It seems almost too obvious to point out the value of a program which is custom-built for women—especially if you're thinking of using it to sell a commodity which is purchased exclusively by women. (We still say men claim they enjoy the show). But that's the "why" of the existence of "THE WOMAN." She's been created to SELL to women and she DOES.

• MILTON BERLE • TED COLLINS • VICTOR BORGE • AND OTHER GREAT STARS •

AND STILL ANOTHER HALF HOUR SHOW THAT RINGS THE BELL!

"RADIO THEATRE OF FAMOUS CLASSICS"

FROM THE WORKS OF THE IMMORTAL AUTHORS



The title, "THE RADIO THEATRE OF FAMOUS CLASSICS" sounds imposing—and it is! "CLASSICS" is the aristocrat of the syndicated program field and, as its name indicates, is a series of half-hour radio adaptations of the great plays, novels and short stories of the world. Everyone loves a good story well-told. We can safely assume that since the classics were originally written by literary masters they are "good stories, well-told." We also venture to assume

that since we've given careful attention to the writing, casting and production of the radio version, they've *remained* "good stories, well-told." Of course, only classics which are well suited to radio treatment have been chosen—and fortunately they are abundant. Some of the stories are: "A Doll's House" by Henrik Ibsen; "The Artist" by Guy de Maupassant; "The Suicide Club" by Robert Louis Stevenson; "Camille" by

Alexandre Dumas; "Dr. Jekyll and Mr. Hyde" by Stevenson; "The Importance of Being Ernest" by Oscar Wilde; "The Masterbuilder" by Ibsen and a host of others.

Dramatic radio programs stand high with radio listeners and "FAMOUS CLASSICS" is tops as a dramatic program—it is tops in the syndicated program field. Put them both together, they spell SELL.

THREE GREAT HALF HOUR SHOWS—FOR SELECTIVE LOCAL SPONSORSHIP!

Yes "HOLLYWOOD'S OPEN HOUSE"

"THE WOMAN"

RADIO THEATRE OF FAMOUS CLASSICS

WIRE—CALL OR WRITE FOR MARKET AVAILABILITIES AND COMPLETE DATA

Kermit-Raymond

C O R P O R A T I O N

14 EAST 52nd STREET, NEW YORK CITY (22)

ELDORADO 5-5511

Availability: E. T.
Units: 26 — 5 minutes, 1 to 2 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Any type
Auction Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Five Minute Mysteries

Thirty-six five minute mystery programs, each complete in itself. Has time advance at beginning and end for commercial announcements to round out a complete show in five minutes. Produced by a cast of well known artists and originally sponsored by Bigelow-Sanford Carpet with excellent results. This series is primarily for a test campaign advertiser who is interested in obtaining quick reaction for a minimum expenditure.

Availability: E. T.
Time Units: 5 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: All types
Number of Artists: 8
Cost: \$2.50 to \$15 per five minute program, based upon size of markets.
Auction Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions, 67 W. 44th St., New York 18, N. Y.

Five Star Theater

"Five Star Theater" is a footlight parade of two-act true to life dramas. Broadly glamorous, highly entertaining and absorbing plots, smart dialogue, spontaneous humor and human interest are combined to assure listener loyalty and continued following from the first airing.

Availability: E. T.
Time Units: 15 minutes, 1 or more weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: 5 to 7
Cost: Depending on market
Auction Facilities: Transcriptions
Submitted by: G. C. Bird & Associates, 1745 N. Gramercy Pl., Hollywood 28, Calif.

Footprints on the Sands of Time

Art Baker who has had his own program, "Art Baker's Notebook" on the air for many years, here recounts the life stories of outstanding celebrities, Tallulah Bankhead, William Wrigley, Madame Chiang Kai Shek, Cordell Hull, etc. Everyone is interested in hearing how "the other fellow" acquired fame and fortune. In this feature, Baker dramatically and effectively tells these life stories.

Availability: E. T. Open-end
Time Units: 104 5 minutes, 2, 4, 6 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Any type
Auction Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Hilltop House

In the air for Palm-Olive Soap for a year and a half years. Led the daytime fight on the Columbia Network for most of that time. Bess Johnson as head of Hilltop House also did the commercials and did a double job in making this an outstanding show. Hilltop House has an established audience and would bring a solid rating to any client who would bring this fine daytimer back.

Availability: Live talent and E. T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family

Suggested for: Morning or afternoon
Client Suitability: Household goods
Auction Facilities: Transcriptions or will pipe live talent
Submitted by: Wolf Associates, 420 Madison Ave., New York, N. Y.

Having Wonderful Crime

A gay mystery series based on the characters of Jake, Helene, and the little lawyer Malone, already made famous in nine best-selling books by Craig Rice, and brought to the screen in the RKO movie of the same title. Bright, fast, and sophisticated, but with a new angle on the "Mr.-&Mrs." formula.

Availability: Live talent
Time Units: 13 of 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 6-10
Auction Facilities: Transcriptions
Submitted by: Bond-Charteris Enterprises, 314 N. Robertson Blvd., Hollywood 36, Calif.

History In The Making

Thirteen ¼-hour episodes (more to follow) dramatizing outstanding events of World War II: This series covers such events as the attack on Pearl Harbor, conversion of American factories to war, the invasion of North Africa, Rommel's defeat at El Alamein, the battle for Tunisia, the landings at Salerno, the defense of Bataan, Guadalcanal, the bombing of Tokyo, Wake Island, the Normandy invasion, etc. Twenty-six programs planned, with more to follow.

Availability: E. T.
Time Units: 13 ¼-hour episodes; 1 or 2 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Banks, department stores, food products, etc.
Number of Artists: 7 to 12
Auction Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

I Love a Mystery

The high-rating Carlton E. Morse mystery series, now available in complete-in-one-episode, half-hour programs. Original and highly imaginative plots that wander the world like a Richard Halliburton adventure. Principal characters are the familiar Jack Packard, Terry Burke, and Mary Kay Brown of the A-1 Detective Agency.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Suitable for any client
Number of Artists: 3-5
Auction Facilities: Transcriptions
Submitted by: National Concert & Artists Corp., 711 Fifth Ave., New York 22, N. Y.

"In His Steps"

Dramatized from the book of the same title, which is the biggest "best seller" of all time (except the Bible)—moulded into the finest series of inspirational entertainment ever transcribed—every one of the 26 programs is crammed full of human, heartwarming, dramatic entertainment, coupled with a spiritual and moral uplift that is unmistakably compelling—full orchestral themes and backgrounds, augmented by famous St. Brendan's Boy Choir of 34 beautiful voices.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family

DRAMATIC SERIES

Suggested for: Sunday afternoon and evening

Client Suitability: Institutional
Number of Artists: 9-14
Auction Facilities: Transcriptions
Submitted by: Edward Sloman Productions, 6636 Hollywood Blvd., Hollywood 28, Calif.

If

"If" is a voice we all hear! This program will present both sides of If: the story that happened and the one that might have been, If! This is an intriguing idea, presented in an oddly fascinating manner.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Number of Artists: 1 permanent; not more than 6; music
Submitted by: Brandt Production Service, 2063 East 23rd St., Brooklyn 29, N. Y.

Judge Priest

The story of a country judge and his problems, based on Irvin S. Cobb's famous stories. This is a warm, down-to-earth, two-fisted judge, and the stories are full of his shrewdness as well as his human kindness.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Submitted by: Rockhill Radio, 18 E. 50th St., New York 22, N. Y.

Klondike

Serial complete in 39 quar. hr. episodes. Saga of Alaskan gold-rush days. Original music by Tommy Peluso. Directed by Ted Bliss. Written by Hector Chevigny. Action and adventure, plus romance. Adaptable for mdse. giveaways.

Availability: E. T.
Time Units: Quarter hours, 39 in all
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Non-luxury low-cost retail line
Number of Artists: Average 8
Auction Facilities: Transcriptions
Submitted by: Ralph L. Power, 405 I. N. Van Nuys Bldg., Los Angeles 14, Calif.

KTMS Dramatic Club

This half hour dramatic program uses Santa Barbara players and performers. Scripts deal with varied subjects, everything from fiction to fact. Dramatized history of early Santa Barbara, story of local A.W.V.S. Red Cross Chapter, etc. Also top-notch fiction stories, written by KTMS production staff to include local color, such as streets, surrounding towns...slanted specifically at KTMS listeners.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 10
Auction Facilities: Transcriptions and live talent
Submitted by: Station KTMS, Santa Barbara, Calif.

Leisure House

"A Home of Today, Fashioned for Modern Living," dramatized by an all-star Hollywood national network cast. Used by leading gas and electric companies, including Stone & Webster Engineering Co., and 200 cooperating department, general, appliance stores, including Sears and Ward's.

Availability: E. T.
Time Units: 26 episodes, 15 minutes, 1 to 2 weekly
Audience Appeal: Female or entire family
Suggested for: Morning, afternoon, or evening
Client Suitability: Public utilities, dept. stores, household appliances, home service, chain grocers, super markets, milling co's., dairies, bakeries

Number of Artists: 12
Cost: \$5 to \$40 per episode, depending on population of primary radius

Auction Facilities: Transcriptions
Submitted by: George Logan Price, Inc., 946 South Normandie Ave., Los Angeles 6, Calif.

"Living Pages from the Book of Life"

World's best known and most-loved stories from the Book of Books brought to life in a series of 52½-hour dramas by The Bible Players of Hollywood, an all-star national network group permanently incorporated for the production of bible drama. Tested 52 to 312 weeks on 100 major stations. Non-sectarian . . . approved by all races, creeds, color, classes, ages. Suitable for any ethical account and any hour of any day of the week.

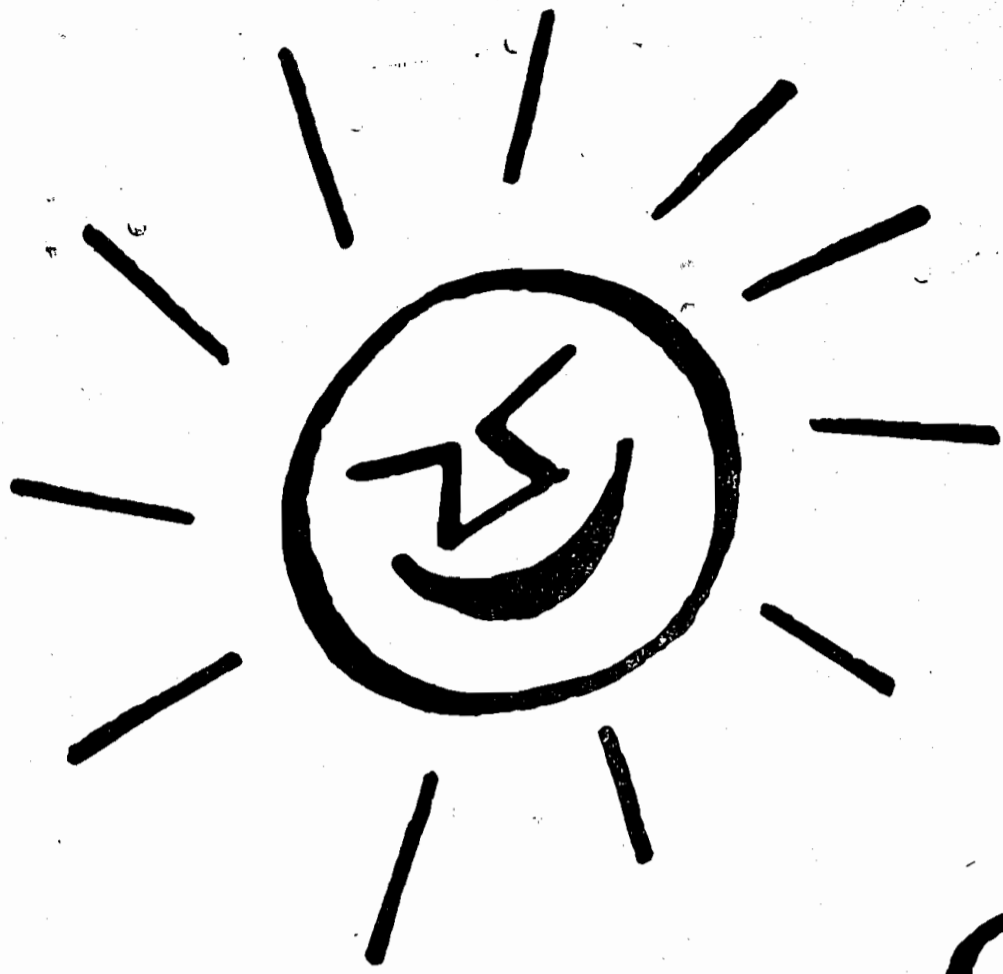
Availability: E. T.
Time Units: 1—½ hour, 2—15 minutes weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Client Suitability: Banks, trust companies, life insurance, saving and loan, finance, dept. stores, home furnishings, dairies, bakeries, milling co.'s
Number of Artists: Approximately 20 in entire cast
Cost: \$5 to \$25 per side, depending on population of primary radius
Auction Facilities: Transcriptions
Submitted by: George Logan Price, Inc., 946 South Normandie Ave., Los Angeles 6, Calif.

Matinee Theater

Just completed a successful season for Vick's Vapo Rub on the Columbia Network. Starring Victor Jory and musical background by Mark Warnow. A half hour show using top properties of stage, screen and best sellers. Series created an enviable record and would be a great buy for the coming fall season.

Availability: Live talent and E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Auction Facilities: Transcriptions
Submitted by: Wolf Associates, 420 Madison Ave., New York, N. Y.



As we



were saying . . .

Perhaps you'll recall the numerous program ads that WOR has been running. Month after month they've—ahem!—told you what very smart people we are when it comes to the creation and production of *all kinds* of local shows.

If proof were lacking, and we're not convinced that it was, proof galore, has just fluttered to our desk in the form of a small, white memo issued by our audience analysts.

Say they: According to our interpretation of the April-May "Crossley Continuing Study of Radio Listening in Greater-New York", 10 of the 13 most *highly-rated* local New York programs—excluding news—are on WOR.

Nicest thing about the report, is that these ten great WOR programs are as varied as the color pattern of one of our ace producer's shirts.

They run the gamut of everything from a tip-top woman's program to spine-tingling drama, comedy, children's show and an educational quiz.

If you're an agencyman or a sponsor with a show problem on your mind, why not call WOR today? It would seem to us that a station that can create and produce 10 of the 13 most popular shows in the most competitive radio territory in America, can whip up a show for you that will make your advertising more productive, and thus reduce a low first cost.

that power-full station

WOR

at 1440 Broadway, in New York

MUTUAL

目標 東京

OR, IN OTHER WORDS—

DESTINATION: TOKYO



BOB CONSIDINE—Co-author of the best-seller, "Thirty Seconds Over Tokyo," author of "MacArthur The Magnificent," and frequent contributor to national magazines. Considine flew eastward around the globe and is now filing from China.

CLARK LEE—Author of "They Call It Pacific." He covered the Jap thrust into China, the fall of Bataan, MacArthur's return and the B-29 raids over Tokyo. His new assignment is to cover the U. S. air force's final drive against Japan.

HOWARD HANDLEMAN—His "Bridge To Victory" was a stirring book on the recapture of Ait'u. He covered Kiska, Kwajalein, Eniwetok, Saipan, Guam, Leyte and Luzon invasions and was cited by Admiral Kinkaid. New destination: Tokyo.

PAT ROBINSON—Author of "The Fight For New Guinea." He will accompany U. S. ground forces to Tokyo. "You have added luster to the difficult and dangerous profession of war correspondent," General MacArthur recently told Robinson.

THE full strength of our armed forces is being hurled into the battle to defeat Japan quickly and decisively . . . fresh troops in countless numbers are streaming westward to add tremendously to the striking power of the Pacific veterans who themselves have done a remarkable job.

Similarly, International News Service is expanding its coverage of the vast Pacific war theater. The war-proven INS staff in the Pacific is receiving reinforcements befitting the big task which lies ahead.

Four newly assigned INS Pacific war corres-

pondents are authors of best-seller books on the war against Japan. They are distinguished and battle-tested observers, writers, reporters. Their names—*Bob Considine, Clark Lee, Howard Handleman, Pat Robinson*—are hall-marks of authentic, intelligent, forceful coverage. Their dispatches give distinction to any newscast.

These men are only four of a large and steadily increasing INS Pacific staff, but what a combination they comprise for the radio station which takes real pride in the distinction and dramatic quality of its newscasts.

INTERNATIONAL NEWS SERVICE

"Miss Marple"

Miss Marple, dramatic mystery, created by the internationally famous author, Agatha Christie. This unusual series of mystery stories features the lovable old lady who solves crimes in her own highly original manner. It's a really different crime series. Aline MacMahon, popular screen star, may be cast in the title role.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: Depending on individual script

Audition Facilities: Transcriptions and live talent

Submitted by: Basch Radio Productions, 17 E. 45th St., New York 17, N. Y.

"Prayer Was Answered"

Thirty-nine complete episodes quarter-hour programs built around true experiences. Taken from actual newspaper accounts, and letters from listeners, poignant with realism. This distinctive program is a sincere effort to present the basic human emotions in a new dramatic setting. A program by—and of the people. The program stars Hanley Stafford, better known as "Daddy" in the Maxwell House coffee program.

Availability: E. T.

Time Units: 39 quarter-hour, 15 minutes, once or more weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Client Suitability: Banks, funeral parlors, furniture stores, etc.

Number of Artists: 4 to 6

Cost: \$5 to \$25 per program, based on size of market

Audition Facilities: Transcriptions

Submitted by: Charles Michelson Radio Transcriptions, 67 W. 44th St., New York 18, N. Y.

Mystery House

Starring Bela Lugosi, John Carradine, Boris Karloff, Blanche Yurka, Simone Simon, Peter Lorre, Lon Chaney, Jr., in a series of horror mysteries based upon any of the truly fine horror plays and stories of the famous Grand Guignol as well as current star writers of the "horror" genre.

Availability: Live talent

Time Units: 30 minutes, one weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All types who want a large audience

Number of Artists: Approximately 10 and music

Audition Facilities: Live talent

Submitted by: Frederic W. Ziv Co., 2436 Reading Road, Cincinnati 2, Ohio

"Miracles of Faith"

Age-old, authenticated miracles accepted by every creed narrated by Robert H. H. in 5-minute episodes, over a background of organ by Chauncey Haines, Warner Bros. studios organist. Used on radio stations, repeated on many. Suitable for any commodity or service in which faith and confidence are vital ingredients. Particularly successful for mortuaries, memorial parks.

Availability: E. T.

Time Units: 156 of 5 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Client Suitability: Mortuaries, memorial parks, banks, insurance, savings and loan

Number of Artists: 2

Cost: \$3 to \$10 per spot, depending on size of station

Audition Facilities: Transcriptions

Submitted by: Fred C. Mertens & Associates, 1002 Pacific Mutual Finance Building, Los Angeles 14, Calif.

Mercer McLeod

A great artist is introduced to American audiences via this brilliant new dramatic series. Mercer McLeod, world traveller, actor and writer is considered by Canadian radiomen as one of the finest actors and storytellers on the air. He narrates and dramatizes his stories with convincing changes of voice and pace. McLeod and Reta play all parts and bring strange and unusual tales to life.

Availability: E. T.

Time Units: 15 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All types

Audition Facilities: Transcriptions

Submitted by: NBC, Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

One of the Finest

True stories from the files of the New York District Attorney's office and the New York Police Dept., dramatized.

Availability: Live talent and E. T.

Time Units: 15 to 30 minutes, once or more weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Number of Artists: Varies

Audition Facilities: Will pipe live talent

Submitted by: Associated Releases, P. O. Box 1213, Hollywood 28, Calif.

One Foot in Heaven

The story of a modern progressive minister (non-sectarian) and his family. These are warm human stories of family life in a Mid-Western parish, universal in their appeal, familiar and enjoyable to people of all faiths. American network sustainer at present.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Institutional, food products, etc.

Audition Facilities: Transcriptions

Submitted by: Rockhill Radio, 18 E. 50th St., New York 22, N. Y.

Patch MacNeal

Patterson MacNeal, or Patch as his friends call him, has recently been discharged from Army Intelligence. He's a provocative guy, with courage and integrity. Right now he's got the younger generation on his mind, and the juvenile delinquent problems with which he is faced make fine radio entertainment.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: Cast of about 8 per week and orchestra

Submitted by: Richard Stark & Company, 30 Rockefeller Plaza, New York 20, N. Y.

DRAMATIC SERIES

"Parents Magazine of the Radio Theater of Famous Classics"

Based on world-famous Parents Magazine, featuring the magazine's editorial board in an authentic series designed for the mothers of young children, completely merchandised for all types of sponsors: department stores, bakers, dairies, laundries, etc.

Availability: E. T.

Time Units: 15 minutes, one weekly

Audience Appeal: Female

Suggested for: Morning, afternoon and evening

Client Suitability: Department stores, bakers, dairies, laundries, etc.

Number of Artists: Approximately 10

Cost: ET—based on population

Audition Facilities: Transcriptions

Submitted by: Frederic W. Ziv Co., 2436 Reading Road, Cincinnati 2, Ohio

Miss Pinkerton Incorporated

Mary Vance operates the Vance detective agency, and her efforts to run the agency successfully lead to interesting complications; her pretty neck is saved time and again only by the timely intervention of Dennis O'Malley, a good looking young sergeant on the local police force.

Availability: Live talent and E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: Any

Number of Artists: Varies

Audition Facilities: Transcriptions

Submitted by: Associated Releases, P. O. Box 1213, Hollywood 28, Calif.

Press Club

A fifteen minute mystery show, with a newspaper editor's office as a background, each program complete in itself. Sponsored on the Pacific Coast by Packard-Bell Radio over the Don Lee Network once weekly on Friday nights.

Availability: E. T.

Time Units: 39 episodes of 15 minutes

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any type sponsor

Number of Artists: Varied

Cost: 50 per cent of the one time station rate—royalty only

Audition Facilities: Transcriptions

Submitted by: Selected Radio Features, 1583 Cross Roads of the World, Hollywood 28, Calif.

Author's Playhouse

Here is a well known frame for some of the best in radio drama. Author's Playhouse has established wide listener acceptance and popularity because of its consistently good and wide variety of dramas. It has been the springboard for single plays to develop into such popular series as "Road to Danger" and "Hot Copy." Author's Playhouse is an ideal dramatic show for overall family attention.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Audition Facilities: Transcriptions

Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

"Radio Theater of Famous Classics" is a half-hour dramatic show bringing to the air special radio adaptations of the world's most famous writers, such as, Oscar Wilde, Ibsen, Stevenson, Zola, de Maupassant and others. Each show is complete in itself, brilliantly produced and directed. An outstanding cast is featured and adaptations have been written by radio's top writers. Included at no extra cost is a complete merchandising deal. Also included is a complete press campaign book for promotion and publicity.

Availability: Live talent and E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Sunday afternoon or evening

Client Suitability: Manufacturer of trade name brand or large trade retailer

Number of Artists: 7 to 16

Cost: Transcribed show from \$10 per program up; as live network show featuring name guest star lead, \$3500 weekly

Audition Facilities: Transcriptions

Submitted by: Kermit-Raymond Radio Productions, 14 E. 52nd St., New York 22, N. Y.

Strange As It Seems

World has taken the extremely successful newspaper column by Hix, "Strange As It Seems," and made it into an effective radio program. The anecdotes most suited for radio presentation were chosen from 50,000 or more items which Hix had on file. In this Feature strange oddities are told dramatically. There are such strange stories as that of the blind and deaf news commentator, the Sing Sing death house mystery, the buried treasure which claimed nine lives, etc. It is an outstanding open-end program of this type.

Availability: E. T. Open-end

Time Units: 26—15 minutes, 1 or 2 weekly

Audience Appeal: Entire family

Suggested for: Afternoon and evening

Client Suitability: Any type

Audition Facilities: Transcriptions

Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Suspicion

"Suspicion" consists of self-contained modern detective playlets at their best presenting a challenge to the audience; somewhere in each story is a seemingly unimportant fact—a hidden clue which first pointed the finger of guilt to the culprit; it may be a single line, a sound, a scene or perhaps a complete program. Dramatized explanations completely eliminate any question as to the correct solution.

Availability: E. T.

Time Units: 15 minutes, once or more weekly

Audience Appeal: Entire family

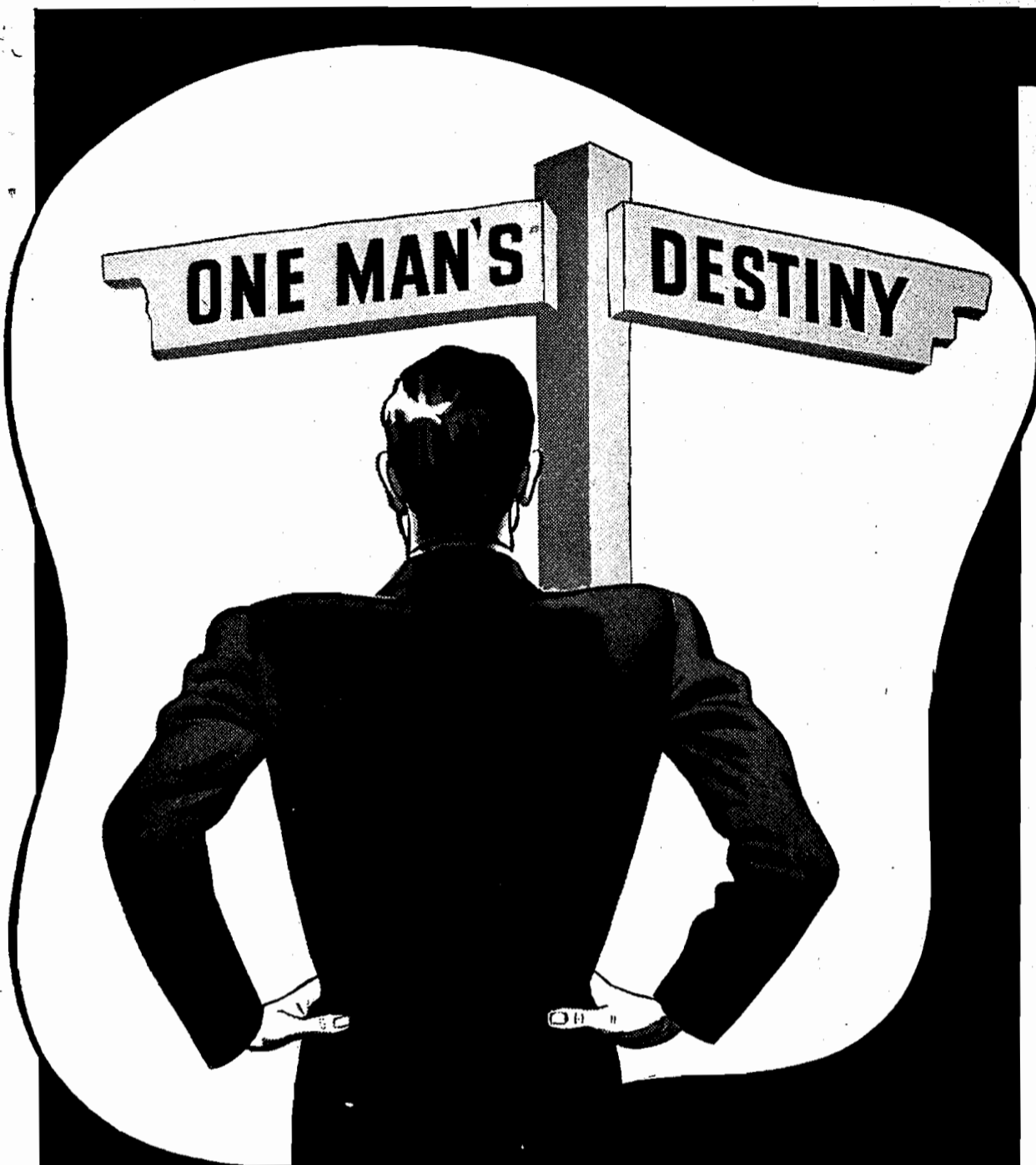
Suggested for: Afternoon; evening

Number of Artists: 5 to 7

Cost: Dependent upon market

Audition Facilities: Transcriptions

Submitted by: G. C. Bird & Associates, 1745 N. Gramercy Pl., Hollywood 28, Calif.



What are they like, the men who are big news the world over—and how did they become what they are?

What drew or drove them to their great attainment?

What brought the breaks through which they rushed toward eminence?

What was the great crisis of their lives, how did they meet it, what might have happened if they had met it otherwise? And today, what kind of persons are they?

Such questions as these "One Man's Destiny" answers—and answers in dramatic and authentic terms—in a 15-minute, ready-to-air recorded program.

This new show made by the same staff as made U.P.'s "Soldiers of the Press"—the most widely broadcast war show in the world—presents an unmatched combination of excitement and enlightenment.

"One Man's Destiny" is distributed to one station only in a city. The first station to order the feature will receive it.

For audition, samples, for terms, ask your nearest United Press bureau.

UNITED PRESS

Dynamic, authentic life-dramas of the foremost figures in the news... U. P.'s new 15-minute transcribed program



FIRST STARTERS

- | | |
|--|---|
| ALABAMA
Mobile, WMOB
Opelika, WJHO. | Warren, WRRN.
Youngstown, WFMJ |
| CALIFORNIA
San Francisco, KPO | OREGON
Bend, KBND
Corvallis, KOAC
Eugene, KORE
Pendleton, KWRC
Portland, KWJJ |
| FLORIDA
Jacksonville, WMBR
Tallahassee, WTAL | PENNSYLVANIA
Harrisburg, WKBO
New Kensington, WKPA
Sunbury, WKOK
Washington, WJPA |
| GEORGIA
Albany, WGPC
Brunswick, WMOG
Columbus, WRBL
Savannah, WTOC
Waycross, WAYX | SOUTH CAROLINA
Spartanburg, WSPA |
| ILLINOIS
Chicago, WCFL | TENNESSEE
Cookeville, WHUB
Knoxville, WNOX
Memphis, WMPS
Nashville, WLAC |
| INDIANA
Fort Wayne, WGL | TEXAS
Corsicana, KAND
Dallas, WFAA
El Paso, KTSM |
| MAINE
Portland, WCSH | UTAH
Salt Lake City, KSL |
| MARYLAND
Baltimore, WCBM
Salisbury, WBOC | WASHINGTON
Everett, KRKO
Pullman, KWSC
Seattle, KOL
Walla Walla, KUJ
Wenatchee, KPQ |
| MISSOURI
Joplin, WMBH | WEST VIRGINIA
Charleston, WGKY
Wheeling, WKWK |
| MONTANA
Butte, KGIR
Kalispell, KGEZ | WISCONSIN
Milwaukee, WISN |
| NEVADA
Reno, KOH | CANADA
Grand Prairie, Alberta, CFGP
Halifax, Nova Scotia, CHNS
Quebec City, Quebec, CHRC
Winnipeg, Manitoba, CKRC |
| NEW JERSEY
Jersey City, WHOM | |
| NEW YORK
Niagara Falls, WHLD | |
| NORTH CAROLINA
Roanoke Rapids, WCBT
Winston-Salem, WSJS | |
| OHIO
Akron, WAKR
Canton, WHBC
Steubenville, WSTV
Columbus, WHKC | |

Tales of Terror

Each week narrator describes program featuring an unusual Tale of Terror. Horror tales dramatized. Using organ, bridges, backgrounds and full cast. Scripts are original stories written by WMPS Production Director. Merchandising possibilities good, especially toward juvenile. Availability: Live talent. Time Units: 30 minutes, once weekly. Audience Appeal: Entire family. Suggested for: Evening. Client Suitability: Almost any type sponsor can fit in well with this. Number of Artists: Narrator, organist, sound effect man definitely—cast, aside from these runs from 3 to 6 artists per program. Cost: \$100 exclusive of time. Audition Facilities: Transcriptions. Submitted by: WMPS, Columbian Tower, Memphis 3, Tenn.

The Adventures of Michael Shayne

A 30-minute mystery drama written around the character created by Brett Holliday and presented on the screen by 20th Century Fox, starring Lloyd Nolan. Radio adaptation is being presently sponsored on the Pacific Coast by the Union Radio Company each Monday night. Availability: E. T. Time Units: 30 episodes of 30 minutes. Audience Appeal: Entire family. Suggested for: Evening. Client Suitability: General. Number of Artists: 16 piece orchestra—cast of approximately 10. Cost: 50 per cent of the one time station rate—royalty only. Audition Facilities: Transcriptions. Submitted by: Selected Radio Features, 1583 Cross Roads of World, Hollywood 28, Calif.

The Land Is Bright

Dramatic series of original stories of America, its people, customs, institutions and traditions. Stories concern such things as fishing in America, schools, farming, manufacturing, etc. Availability: Live talent. Time Units: 30 minutes, once weekly. Audience Appeal: Entire family. Suggested for: Afternoon. Client Suitability: Any type. Submitted by: CBS, Inc., 485 Madison Ave., New York 22, N. Y.

"The Cisco Kid"

O'Henry's famous Cisco Kid as featured in nine movies starring Warner Baxter and Caesar Romero, won the Motion Picture Academy Award. A subtle, humorous, gay romantic series with musical background and a western setting. As Robin Hood of the border, Cisco loves, wins, and fights, Cisco wins his way into every heart. Rating on Mutual coast to first proves Cisco's amazing appeal to every member of the family. Availability: Live talent. Time Units: 30 minutes, 1 or 3 weekly. Audience Appeal: Entire family. Suggested for: Evening. Client Suitability: Popular priced product. Number of Artists: 10. Cost: Available on request. Audition Facilities: Transcriptions and live talent. Submitted by: Frederic W. Ziv Co., 2436 Reading Rd., Cincinnati 2, Ohio.

The Seeing Eye

The Seeing Eye is a friendly program stressing Human Interest. It centers around the homespun philosopher who draws on his rich background of experience to befriend and advise every one

in the community who has a problem. The program is fast-moving, entertaining and full of dramatic intensity, which is enhanced by the unusual conditions of the philosopher's own life.

Availability: Live talent. Time Units: Thirty minutes, once weekly. Audience Appeal: Entire family. Suggested for: Sat. or Sun. afternoon or evening.

Client Suitability: Institutional Adv. of any product.

Number of Artists Employed: 5 to 25. Submitted By: Ann Barbinel Productions, 54 Riverside Drive, N. Y. 24, N. Y.

"The Argosy Magazine of the Air"

The magazine appealing to action loving readers is now set to become a high rating radio program. Argosy magazine is jammed with potential script material that will make it a must on anybody's listening schedule. America's top short story writers contribute their best to Argosy. Its large circulation has made the magazine known throughout America. The Argosy Magazine of the Air will sell because—outstanding material will be presented in the most appealing manner.

Availability: Line talent or E. T. Time Units: 15 minutes or half hour, 1 or 3 or 5 times weekly.

Audience Appeal: Male. Suggested for: Evening. Client Suitability: Any type of male product.

Number of Artists Employed: Varies with cast and music requirements.

Audition Facilities: Script. Submitted By: Richman-Sandford Productions, 10 E. 43rd St., N. Y., N. Y.

The Pacific Story

This program series dramatically presents the revealing story of the links that bind America's destiny to the Pacific. Week by week the Pacific Story charts its course around the great Pacific basin, along Siberia and China, into India and the Islands of the Far East. It is written by Arnold Marquis, and the action and drama of each program is set against a background of original music created by the NBC staff orchestra. Each program of the series, which originates from Hollywood, is concluded with a 5-minute talk by a distinguished guest who is particularly familiar with the current subject. This series is suited to institutional advertising.

Availability: Live talent. Time Units: 30 minutes, once weekly. Audience Appeal: Female or male. Suggested for: Evening. Client Suitability: General. Audition Facilities: Transcriptions. Submitted By: NBC, 30 Rockefeller Plaza, N. Y., N. Y.

"The Green Hornet"

A half-hour streamlined adventure with all new and timely dramas—each complete in itself—written and produced by the same top-notch staff which originates the immortal "Lone Ranger."

Availability: Live talent or E. T. Time Units: 30 minutes, once weekly. Audience Appeal: Entire family. Suggested for: Evening.

Client Suitability: Breakfast cereal, creamery or any product with mass appeal.

Number of Artists Employed: 8. Cost: Dependent upon market. Audition Facilities: Transcriptions. Submitted By: King-Trendle Broadcasting Corp, 1700 Stroh Bldg., Detroit 26, Mich.

DRAMATIC SERIES

"The Adventures of Hiram Holliday"

Paul Gallico's well-known stories, "The Adventures of Hiram Holliday, are now available for the enjoyment of the radio audience. Our hero, Hiram Holliday, is a two-fisted, romantic newspaper man who travels around the world uncovering the inside story of big news breaks. Anything ranging from Nazi and Jap spy plot to tracking down gangsters and hunting for lost tribes is Hiram's meat.

Availability: Both. Time Units: 15 minutes or half hour, 1 or 3 or 5 times weekly.

Audience Appeal: Entire family. Suggested for: Evening.

Client Suitability: Suitable for all types of clients and their products.

Number of Artists Employed: Varies with cast and music requirements.

Audition Facilities: Transcriptions. Submitted by: Richman-Sandford Productions, 10 E. 43rd St., New York, N. Y.

"The Very First"

The story of the very firsts: the first woman pirate; the first woman to run a medicine show; the first woman lawyer; the first woman naval officer.

Availability: Live talent and E. T. Time Units: 15 or 30 minutes, once or more weekly.

Audience Appeal: Entire family. Suggested for: Afternoon or evening.

Number of Artists: Varies. Audition Facilities: Live talent.

Submitted by: Associated Releases, P. O. Box 1213 Hollywood 28, Calif.

The Story of Today

The story of Today, is 15 minutes that dramatically links the past with the present. On this day 18 years ago . . . 87 years ago . . . events of tremendous importance occurred . . . a volcano spread disaster, the wireless crackled into life. The Story of Today brings into focus the most thrilling incidents of all time on the anniversary of the day they happened. Special organ music and sound effects create mood background for the small cast and narrator.

Availability: Live talent. Time Units: 15 minutes, 5 weekly.

Audience Appeal: Entire family. Suggested for: Afternoon or evening.

Client Suitability: All types. Number of Artists: 3 to 6.

Cost: Cost net not including time \$650 for 5 programs.

Audition Facilities: Transcriptions. Submitted by: Station WBBM, 410 N. Michigan Ave., Chicago 11, Illinois.

"The Story Behind the Picture"

Dramatization of the lives of the masters. Appreciation of art. All of the dramas are filled with the spice of entertainment. . . . Courage, comedy, adventure, heroism, perseverance, pathos, tragedy, for these are the stories of the world's great artists and the stories behind their great pictures. A copy of the painting will be made available through the Metropolitan Museum of Art. Reprints will be provided suitable for home framing, and Mr. Jayne of the Museum will tie-in

with the program, the 9,000 car cards which the Museum uses in the City of New York.

Availability: Live talent. Time Units: 30 minutes, once weekly.

Audience Appeal: Entire family. Suggested for: Evening.

Client Suitability: Public utilities, banks, insurance companies.

Number of Artists: From 9 to 12. Cost: \$3,500 per show.

Audition Facilities: Live talent. Submitted by: B. Ellis Associates, 11 East 44th Street, New York 17, N. Y.

"The Shadow"

The nation's best known radio character. Available on transcriptions or cooperative live sponsorship on the mutual network. Several choice cities now open for sponsored use. "Shadow Magazine," "Shadow Motion Pictures," and many other promotional items aid in presenting complete rounded out advertising campaign for local merchants as well as large concerns.

Availability: Live talent and E. T. Time Units: 5:00-5:30 p.m., 1 or 2 times weekly.

Audience Appeal: Entire family. Suggested for: Afternoon or evening.

Client Suitability: Department stores, bakers, cleaners, soft drinks, coal dealers.

Number of Artists: 10. Cost: \$10 to \$50, based on the individual city.

Audition Facilities: Transcriptions. Submitted by: Charles Michelson Radio

Transcriptions, 67 West 44th Street, New York 18, N. Y.

The Sea Has a Story

Dramatic series starring Pat O'Brien in fact and fiction tales of the sea. Examples are "Mutiny on the Bounty," "Moby Dick," the story of the chaplain of the U.S.S. Franklin, and romances and adventure stories of the past and present.

Availability: Live talent. Time Units: 30 minutes, once weekly.

Audience Appeal: Juvenile and Male. Suggested for: Evening.

Client Suitability: Any client who has a product to sell to men or boys.

Submitted by: CBS, Inc., 485 Madison Ave., New York 22, N. Y.

The Damon Runyan Show

Damon Runyan's famous stories including The Lacework Kid, The Big Street, Butch Minds the Baby, Little Pinks, Princess O'Hara, Little Miss Marker, and introducing those lovable characters Tobias the Terrible, Harry the Horse, Ropes McGonigle, Dancing Dan, the Lemon Drop Kid, Good Time Charley, Angie the Ox, From the pages of Colliers and Runyan's best selling books and top-gross pictures.

Availability: Live talent. Time Units: 30 minutes, one weekly.

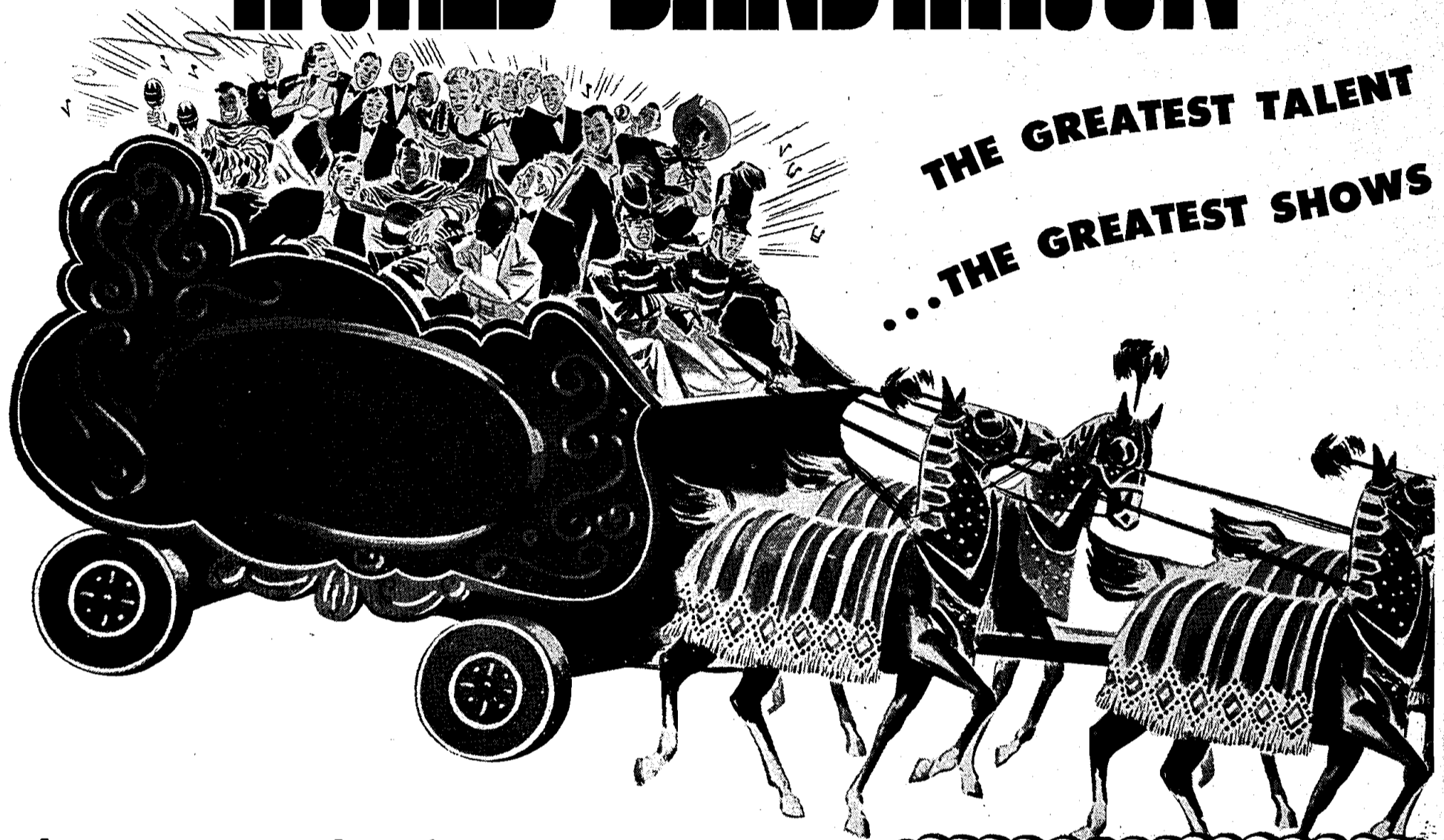
Audience Appeal: Entire family. Suggested for: Evening.

Client Suitability: All types who want a large audience.

Number of Artists: 10 plus music. Audition Facilities: Live talent.

Submitted by: Frederic W. Ziv Co., 2436 Reading Rd., Cincinnati 2, Ohio.

Get on the "WORLD BANDWAGON"



THE GREATEST TALENT
...THE GREATEST SHOWS

The greatest values in syndicated shows!

Want shows that will go to town with new sales and higher ratings? Then hop aboard the World Bandwagon. Each of the great new World Features is made with a sure-fire recipe. The ingredients? The foremost talent, the most distinguished writers, producers and directors plus World's long experience in making radio shows that *click*.

World Features are available in two types—open-end and a new and exclusive flexible form—"Audi-Flex," a combination of top-ranking scripts with music on bands. Let your local station audition the shows for you, or write us direct. Address: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

WORLD FEATURES

WORLD BROADCASTING SYSTEM, INC.
A subsidiary of *Dacca Records, Inc.*

NEW YORK

CHICAGO



HOLLYWOOD

WASHINGTON

Now Ready!

AUDI-FLEX

CASA CUGAT
156 Pgms.—15 Min.

SONGS OF PRAISE
156 Pgms.—15 Min.

JAM SESSION
156 Pgms.—15 Min.

SING, AMERICA, SING
156 Pgms.—15 Min.

SAGEBRUSH SERENADE
156 Pgms.—15 Min.

GOLDEN BANTAM REVUE
156 Pgms.—15 Min.

HERE COMES LOUIS JORDAN
156 Pgms.—15 Min.

OPEN-END

RHYTHM RANGE
26 Pgms.—15 Min.

MANDRAKE THE MAGICIAN
156 Pgms.—15 Min.

IRENE WICKER
52 Pgms.—15 Min.

STRANGE AS IT SEEMS
26 Pgms.—15 Min.

FIRESIDE TALES
26 Pgms.—5 Min.

MAUREEN O'SULLIVAN
(Once Upon A Time)
26 Pgms.—5 Min.

FOOTPRINTS ON THE SANDS OF TIME
104 Pgms.—5 Min.

The Devil to Pay

The oldest villain in the world, the devil plays pranks with man's temptations—and then thers the devil to pay!

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: Rockhill Radio, 18 E. 50th St., New York 22, N. Y.

The Haunting Hour

The Haunting Hour embodies all the features of "Mystery at its Best." This program presents original psychological mysteries, "whodunit" thrillers, crime-crude themes and weaves tales of excitement. Top-flight writers furnish imaginative scripts which offer the fullest opportunity to the network stars in The Haunting Hour. Each suspenseful half-hour story is complete in itself, capitalizes on the tremendous appeal of mystery thriller shows. An excellent vehicle to capture the imagination of young and old.

Availability: E. T.
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Audition Facilities: Transcriptions
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

This Dramatic World

"This Dramatic World" is a dramatization of subject matter of an educational nature, taking little known subjects and putting them into a highly dramatized and romanticized form. All subject material is taken from romantic episodes of history, science and literature or from the natural world. Important merchandising plan and free give-away books accompany program at no additional cost.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile or entire family
Suggested for: Late afternoon or early evening
Number of Artists: 5 (minimum) to 12
Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Productions, 14 E. 52nd St., New York 22, N. Y.

The Playhouse of Favorites

The Playhouse of Favorites rings up a curtain on the live-forever stories immortalized in novels, theatre and movies presents vivid dramatizations of the works of Dickens, Tolstoy, Melville, Stevenson and other great writers. Expert radio adaptations, fine casting of top-flight stars on screen and radio, original musical background builds a prestige program which draws excellent audience response. Publicity aids furnished; photos, mats, releases and window cards.

Availability: E. T.
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Audition Facilities: Transcriptions
Submitted by: NBC, Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

The Meal of Your Life

"The Meal of Your Life" is a dramatic variety show featuring such big name personalities as Elsa Maxwell, Gertrude

Lawrence, Ilka Chase, Burgess Meredith, George Jessel, Rosemary Lane, Ned Sparks and many others of equal name value. On each show a different guest star (in some cases more than one) appears with an outstanding supporting cast of Broadway and Hollywood talent. Each program re-enacts an important meal in the life of the guest, a meal they remember most vividly for something that happened on the occasion. A complete merchandising and publicity campaign goes with the show. Cookbooks are given away each week at no cost to sponsor.

Availability: Live talent and E. T.
Time Units: 30 or 15 minutes, once or twice weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon or evening
Client Suitability: Food products, beverages and home appliances
Number of Artists: 8 to 16
Cost: \$4,000 weekly for live network show; one-quarter of "A" one time rate of station used as syndicated transcribed show

Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Productions, 14 E. 52nd St., New York 22, N. Y.

The Vagabond Adventurer

Tom Terriss is the last remaining survivor of the 20 people present at the opening of the Tomb of Tut-unk-ahmen in 1923. Since that time he has traveled in more than 100 countries, making motion picture travelogues which have played all over the world. Tom Terriss was on the stage for more than 20 years, and in his sketch "Scrooge," gave more than 1000 performances, in the United States. He was featured in the network shows "Letters from Abroad," "This Amazing America," "We Americans" and "Our Yanks Abroad." In "The Vagabond Adventurer," Tom Terriss dramatized and appears in a collection of his most bizarre and exciting adventures. 13 stories, each consisting of three episodes to make a 3-times-weekly 13-week campaign. Stories are set in Mandalay, Singapore, Paris, Morocco, Egypt, Italy, and other far-off places in a colorful pageant of adventure.

Availability: E. T.
Time Units: 15-minutes, three weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of product
Number of Artists: 8 to 19
Cost: Based on population of market
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

The World Beyond

A program dramatizing the tense and exciting "true ghost stories" which have been recorded by people in all walks of life. These stories are eye-witness accounts and have been documented and authenticated by men and women of integrity.

Availability: Live talent and E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Cast of 10 plus orchestra
Audition Facilities: Live talent
Submitted by: Gale Associates, 48 West 48th Street, New York 19, N. Y.

This Thing Called Love

A presentation of the outstanding love scenes of history and literature—beautifully played by three of Hollywood's outstanding radio actors—produced with all the earmarks of a fine, full length production—unique, charming orchestral themes and backgrounds—a perfect "Natural" for women—a show that is pure, delightful romance—some episodes of which are funny, others dramatic, but all are authentically historical, and all charming.

DRAMATIC SERIES

Availability: E. T.
Time Units: 5 minutes, 1, 2, 3, or 5 weekly
Audience Appeal: Female
Suggested for: Morning, afternoon or evening
Client Suitability: Any commodity in which women are interested
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: Edward Sloman Productions, 6636 Hollywood Blvd., Hollywood 28, Calif.

Availability: E. T.
Time Units: 5 minutes, 1, 2, 3, or 5 weekly
Audience Appeal: Female
Suggested for: Morning, afternoon or evening
Client Suitability: Any commodity in which women are interested
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: Edward Sloman Productions, 6636 Hollywood Blvd., Hollywood 28, Calif.

This Week in Dayton

All important local news items are dramatized by live talent in the stations studios. Interviews with the persons in the news items are sometimes included on the show. Well produced, this program has met with great favor. Merchandising possibilities are unlimited.

Availability: Live talent
Time Units: 30 minutes, 1, 3, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or Evening
Client Suitability: Family product or service
Number of Artists: 7
Cost: \$50 per show
Audition Facilities: Transcriptions
Submitted by: Station WHIO, 45 So. Ludlow, Dayton, Ohio

This Generation

A timely and carefully thought-out serial dealing with the gradual healthy adjustment of a returning veteran, a girl whose husband will not come back, and the people with whom their work and play brings them into close contact. Engrossing, educational, inspirational, exciting, true. Written by Janet Huckins, writer of current show "Mysteries of Crooked Square."

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile, female or male
Suggestions for: Evening
Client Suitability: Suitable for any sponsor—especially one with a product
Number of Artists: 3-7
Submitted by: National Concert & Artists Corp., 711 Fifth Ave., New York 22, N. Y.

This Amazing World

This is a dramatic presentation of man's fight for life against the powerful forces of nature, the effect of strategic lands and bodies of water on man's progress and civilization, and the story of how seemingly insignificant events have charted the course of human fate.

Availability: Live talent and E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 10 plus orchestra
Audition Facilities: Live talent
Submitted by: Gale Associates, 48 West 48th Street, New York 19, N. Y.

This Is Magic

"This Is Magic" is a dramatic series of adventure and mystery, in which famous feats of magic are exposed. In addition, each episode features a trick which any listener can perform at home. Merchandising consists of distribution of illustrated instructions for performing these tricks. These illustrated instructions are furnished to sponsors on mats and low printing cost permits widespread distribution. Newspaper mats and suggested ads are also furnished.

Availability: E. T.
Time Units: 52 15-minutes, 1, 2 or 3 weekly
Audience Appeal: Entire family
Suggested for: Evening (early)
Client Suitability: Clothing stores, breweries, soft drinks, bakeries, dairies, etc.
Number of Artists Employed: 6 to 8
Cost: According to population
Audition Facilities: Transcriptions
Submitted By: Harry S. Goodman, Radio Productions, New York 22, N. Y.

"The Adventures of Father Brown"

Dramatic mystery built around the adventures of G. K. Chesterton's beloved priest-detective, Father Brown.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Family products
Number of Artists: 2 principals and supporting cast
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

The Bell of Doom

The "Bell of Doom" is WTAM's response to an increasing demand for a "horror series on the stroke of midnight." The scripts are ingeniously written, each one distinct in plot, characterization and treatment. The macabre presentation is one of the oldest and most sure-fire ideas in drama and flourishes simultaneously on the stage, screen and radio. Its very popularity is its best reason for its probable commercial success. Listen for "The Bell of Doom."

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client suitability: Any type
Number of Artists: Averages 8
Audition Facilities: Transcriptions
Submitted by: WTAM Cleveland, 815 Superior Ave., Cleveland 14, Ohio

"Under Fire"

Advertising the heroism of Philadelphians of every race, religion, and nationality, in the Armed Forces. This weekly series of broadcasts emphasizes that the only test "Under Fire" is how the servicemen do their jobs, and that must be the only test in the peace time as well.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Audition Facilities: Transcriptions
Submitted By: WIP, 35 S. 9th Street, Phila. 7, Penna.

"My, how you've grown!"



ONE YEAR ON WEAF, Maggi McNellis . . . and look at you now! You've sprouted almost as much in that time as you have since you posed for the portrait above.

For, today, your charm, your pace, your showmanship have made you one of the most popular women commentators who ever stepped up to a mike.

And it doesn't take any crystal-gazing to predict that your *second* year on WEAF will be even more of a hit than your first . . . bring even more listeners (both M and F) from the WEAF audience for your 12:15—12:30 program . . . and, natch (as you might put it), make more sponsors clamor to be included on your program!

★ *All of which goes to show what a terrif' job can be done . . . with a head-shrinker program like yours . . . on a super-station like ours.*

NBC's Key Station • New York

WEAF



50,000 watts • 660 KC

1945—RADIO'S 25th ANNIVERSARY—PLEGDED TO VICTORY!

Unsolved Mysteries

9 true baffling tales that combine to make one of the most remarkable mystery programs of all time. Stories such as that of the African Witch Doctor who traveled 10 miles through dense jungle in one night; 16 people vanish from a ship in the Atlantic; a man found murdered with doors and windows bolted and barred in the inside; a dead wife found working in the Haiti sugar cane fields; a wire message from a dead operator, saving a ship from collision; and others. Sponsored in more than 100 cities, including such advertisers as Texaco and Textron. Splendid Hollywood cast in each episode. Each program complete story.

Availability: E. T.
Time Units: 15 minutes, 1, 2, 3 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 5 to 15
Cost: Based on population of market
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

"Voice of the Moors of Death"

"Voice of the Moors of Death" is a series of half hour mystery dramas. The programs are given under the title "The Voice of the Moors of Death" but each weekly drama is a different story. The series does not feature gory horror but rather stresses the psychological aspects of mysteries. It is the type of program which has a very general listening audience. It is also a satisfying program for the listener because it is designed to interest instead of frighten. Each half hour, once every week, it features a story which could happen and which has a logical conclusion.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening (late)
Client Suitability: Adaptable to most any sponsor's needs as the appeal of this program extends to most adults
Number of Artists Employed: 6
Cost: Price on request
Audition Facilities: Transcriptions
Submitted by: WHK, 1311 Terminal Tower, Cleveland 13, Ohio.

"Voices Out of the Night"

"Voices Out of the Night" may be eerie voices, murderous voices, they might be voices with psychological outlook, but they are proved voices in radio appeal. Its half-hour dramatic series has been one of the most popular of the horror-arch shows in this territory; has been on the air for 33 episodes, was discontinued only its writer and director, R. Thompson Mabie, was in the Service; is now being returned by popular demand.

Availability: Live talent and E. T.
Time Units: 26 or 52 half hours
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Anything except juvenile product appeal
Number of Artists: Average 6
Audition Facilities: Transcriptions and live talent
Submitted by: Station KFEQ, Schneider Bldg., St. Joseph 8, Missouri

Voices of Yesterday

Voices of Yesterday features actual recorded voices of the world's foremost personalities, from William Gladstone to Bill Rogers. The 52 shows dramatize

highlights in their lives with the "Voices" presented as a stirring climax, with the unique feature of having history spoken by those who made it. Programs gain civic and educator co-operation, and merchandising is distribution in classrooms of question and answer sheets dealing with the personalities. Mats, press releases and posters are furnished gratis.

Availability: E. T.
Time Units: 52 15-minutes, 1, 2 or 3 weekly
Audience Appeal: Entire family
Suggested for: Evening (early)
Client Suitability: Banks, department stores, bakeries, dairies, morticians, etc.
Number of Artists Employed: 6 to 8
Cost: According to Population
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman, New York 22, N. Y.

WMAS Radio Theater

Locally produced radio plays (15 and 30 mins.) under direction of program director. Star Center Players of Springfield Jewish Community Council and selected featured players of Springfield Playhouse. War plays largely and dramas dealing with postwar world and social problems. Some historical plays.

Availability: Live talent
Time Units: One 15 or 30 minutes weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type including war plants
Number of Artists: Usually about 6 to program
Audition Facilities: Transcriptions
Submitted by: WMAS, Springfield 3, Mass.

Within Our Gates

Within Our Gates is the moving American inspiration of tolerance and racial understanding. Unknown stories of scientists, statesmen, artists, laborers. Thousands of weekly promotion mailings to churches, labor groups, community centers under auspices of Philadelphia Fellowship Commission which collaborates to produce show. Listeners write long, chatty letters. Say how program has helped solve racial or minority problems. Unusual expression of gratitude.

Availability: Live talent and E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening (or Sunday)
Client Suitability: Any type, especially institutional
Number of Artists: 6 to 12
Audition Facilities: Transcriptions
Submitted by: WFIL Broadcasting Company, Widener Bld., Philadelphia 7, Pa.

World's Great Novels

Exactly as the title implies, this is a series of dramatizations of the greatest novels of all time. The well-known characters of the world's greatest authors come to life again in these dramatizations from the works of renowned international authors who range from Tolstoi to Mark Twain. A top rank, proven production of the NBC University of the Air.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Female or male
Suggested for: Evening
Client Suitability:
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, N. Y., N. Y.

DRAMATIC SERIES

Youth Courageous

"Youth Courageous" programs are based on stories of courageous acts of youth taken from history, literature, and current events of the present day. Each program is complete in itself and is approximately eleven minutes in length. The stories are not morbid but maintain throughout "lift," achievement, and success.

Availability: E. T.
Time Units: 15 minutes, 1, 2, or 3 weekly
Audience Appeal: Juvenile
Suggested for: Evening or Sunday afternoon
Client Suitability: Banks, dairies, public service corporations
Number of Artists: 5 to 10
Audition Facilities: Transcriptions
Submitted by: Webber Radio Programs, Des Moines, Iowa

Young Man of Manhattan

This is based on the well-known novel by Katherine Brush and is adapted for radio by Edith Meiser. Les Tremayne and Alice Reinheart play the two leads. The basic story is that of two ambitious amusing people in love—the plots are semi-domestic, but are broken up by the type of melodrama and comedy in which newspaper people are apt to get involved.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Cast of approximately 8 each week, plus small orchestra
Submitted by: Richard Stark & Company, 30 Rockefeller Plaza, New York 20, N. Y.

Your Host the Ghost

A spook show with laughs, in which the Ghost (as narrator) is a genuine down-to-earth almost human being, who merely happens to have a specially privileged viewpoint in the stories which he tells—because, of course, quite a number of the characters have joined him since the stories happened. Not a horror show—not a mystery show—but something new and different.

Availability: Live talent and E. T.
Time Units: 13 of 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 4-8
Audition Facilities: Transcriptions
Submitted by: Bond-Charteris Enterprises, 314 N. Robertson Blvd., Hollywood 36, Calif.

Separation Center

Set the scene at an Army Separation Center, find a young fellow coming out of the Army, then follow him back into civilian life. There is the beginning of each dramatic story of an exciting plot... and that is the beginning of each dramatic story in the series "Separation Center." This series of fictional drama, is vital and timely... a good investment for an alert sponsor.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability:
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, N. Y.

"Radio Proudly Presents"

Here's the program which proves radio is an art by itself. Outstanding original radio plays—written by radio's leading writers and played by radio's leading actors—are produced by a combination of skills radio recognizes as its best. The material chosen for broadcast is not only the finest ever presented on the air, but is extremely commercial as well. Radio Proudly Presents is a program that will make a sponsor proud to present.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of clients and their products
Number of Artists: Varies with cast and musical requirements
Audition Facilities: Transcriptions
Submitted by: Richman-Sandford Productions, 10 E. 43rd St., New York, N. Y.

"Now It Can Be Told"

An exciting program dramatizing hitherto unreleased material from the files of U. S. Government agencies and its allies. Monday through Friday, "Now It Can Be Told" reveals the inner workings of the Board of Economic Warfare, its little known stories just released by the armed forces or details operations from the files of some 20 other U. S. Government agencies. Told compactly and directed with both subtlety and drive, this program offers excellent opportunities for merchandising any product capable of capitalizing upon newness and dramatic impact.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Natural for heavy manufacturing industries.
Number of Artists: 1 principal plus supporting cast
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

"Psychic Reporter"

On the Mystic Front with the world famous authority on the weird and uncanny, dramatizing actual happenings. Provides a new thrill for radio audiences. It will provide an audience for any sponsor. Conducted by Ed Bodin, dramatizing the incidents investigated by this internationally famous psychic researcher. Ed Bodin was recalled fourteen times to Dave Elman's Hobby Lobby program to tell of his hobby investigating psychic occurrences. Creates his own newspaper space and has a tremendous capacity for promotion.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: From 5 to 8
Cost: \$2500 per show
Audition Facilities: Will pipe live talent
Submitted by: B. Ellis Associates, 11 E. 44th St., New York 17, N. Y.

TAILORED PROGRAMS



...complete with **AUDIENCES**

An effective program must *fit*... all over! It must fit the product; it must fit the market; it must fit the time. Here at WLW, we feel a strong responsibility to our network advertisers to fill station time with highly listenable programs... programs tailored, not only to the midwest audience and to the spot on the schedule... but also to the sales messages of our spot advertisers.

WLW programs come complete with AUDIENCE. In 36 central cities, 192 intermediate towns, and in the rural districts of 336 counties in four states comprising the WLW Merchandise-able Area—PEOPLE LISTEN. On the average, 27% of *all* dialers in the 36 trading areas surrounding WLW tune The Nation's Station, *morning, noon, and night!*

WLW puts the largest and most complete program, talent, promotional and publicity facilities of any individual radio station solidly behind every production... drawing from a talent reservoir including, in part, 28 full-time musicians, 10 staff announcers, 6 orchestra leaders, 6 soloists, 7 specialized writers, 26 rural acts... plus a newsroom operated by more than a dozen specially trained radio news writers and

editors, reporters and commentators, served by 6 press services and exclusive foreign correspondents on all major battle fronts.

Annually, WLW's program expense runs nearly *four times* greater than the average annual program expenditure of 50,000 watt stations.

On WLW, the advertiser ultimately considering network time is handed a natural testing ground for his show... for in the 336 counties in four states making up the WLW coverage area, live approximately ten percent of all the people in the United States... typically and proportionately scattered throughout metropolitan areas, medium-sized and small towns, and rural districts... where WLW maintains the same dominant, second, and third place positions in listening popularity, that any single network combination would normally deliver

Many flexible, air-tested shows are available for sponsorship. Audition records of these shows, as well as of individual talent, for tailored show-building are available at the nearest WLW sales office. Phone or wire for details.

CINCINNATI
HOLLYWOOD

NEW YORK
SAN FRANCISCO

CHICAGO
ATLANTA

WLW

The Nation's Station

DIVISION OF THE CROSLY CORPORATION

**"Assault and Flattery"**

"Assault and Flattery," by B. S. Bercovici, top flight news commentator and news analyst, presents a complete panorama of analyses and interpretations by the well-known commentators and writers of the country. Bercovici may assault or flatter spoken or written opinions of radio commentators, newspaper columnists and editorial writers. Bercovici has been a notable career in the literary and newspaper fields, a graduate of Columbia University, world traveler, lecturer of note and a playwright. During the broadcast of "Assault and Flattery" Bercovici assaults or flatters various commentators and writers of the press.

Availability: Live talent

Time Units: Fifteen minutes, once weekly

Audience Appeal: Female or male

Suggested for: Evening

Client Suitability: Banks, Industry, etc.

Number of Artists Employed: One

Audition Facilities: Transcriptions

Submitted By: KFEL, Albany Hotel, Denver

2, Colo.

Morgan Beatty

A news commentator with wide listener acceptance is Morgan Beatty.... NBC's well-known Washington correspondent... former military expert whose specially prepared maps at the beginning of the war reached a circulation of 50 million. Beatty joined NBC in 1941 as military analyst and two years later was sent to London to report the war. He returned to the United States in September, 1943 and is currently reporting to radio listeners from the Capitol. In addition to Beatty's expert reporting of the war, he is a competent observer of Washington happenings and presents well-rounded commentary. Morgan Beatty provides an ideal news program for any sponsor wishing to reach the family through the housewife.

Availability: Live talent

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female or male

Suggested for: Afternoon

Client Suitability: General

Audition Facilities: Transcriptions

Submitted By: WFAF, 30 Rockefeller

Plaza, N. Y.

"City Desk"

Studio staff assembles around News Editor Glenn Condon's news desk at 7:00 A.M. Mondays thru Fridays. Discusses news of the day, international, national, state and local in informal, ad lib style. Brief human interest feature stories received by mail or phone augment regular run with dollar paid for each. Each staff member on program has turn at Mike in discussions. Program has brought enthusiastic response from listeners. Sponsored after first broadcast by Hawk's Home Town Ice cream, local.

Availability: Live talent

Time Units: Mondays thru Fridays, 15 minutes.

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Suitable for almost any type client

Number of Artists Employed: Regular staff used

Cost: No extra cost

Submitted By: KTUL, Tulsa Broadcasting

Co., Tulsa 3, Okla.

Sheelah Carter's "Views of the News"

Sheelah Carter, sister of Boake Carter, has been custom tailored for a career as a radio commentator. It includes travel, reporting, writing, advertising, research and much delving into the intricacies of government. Miss Carter presents a well-rounded daily commentator on current events and the news in general from a woman's viewpoint. Miss Carter's experiences during wartime in England and on the European continent, her travels, including Normandy in 1939, and her educational background give her a wealth of interesting facts and an unusual slant on world events. They make her an ideal woman broadcaster who can talk to men as well as other women intelligently, with a human touch that captures and holds audiences.

Availability: Live talent or E. T.

Time Units: Fifteen minutes. Five times per week.

Audience Appeal: Female or male

Suggested for: Morning

Client Suitability: Retail drug, department stores, banks and industry.

Number of Artists Employed: One

Audition Facilities: Transcriptions

Submitted By: KFEL, Albany Hotel, Denver

2, Colo.

"Editorials of the Air"

Preston Bradley enjoys the highest rating of any daytime commentator or news analyst in the City of Chicago and he has been on the air continuously for six years over WGN for the same sponsor. Dr. Bradley's commentaries are different because he gives them a long-range viewpoint treatment from analytical, philosophical and humanitarian angles. Because of this longrange viewpoint treatment, Dr. Bradley's programs can be transcribed and they are always up to date—never dated. Dr. Preston Bradley's "Editorials of the Air" will become available October 1, 1945, five times weekly.

Availability: E. T.

Time Units: Fifteen minutes, five weekly

Audience Appeal: Entire Family

Suggested for: Morning, Afternoon or Evening

Client Suitability: any

Number of Artists Employed: One

Audition Facilities: Transcriptions

Submitted By: United Broadcasting Co.,

64 East Lake St., Chicago, Ill.

Fishing News

This program gives highest total for the week of fishing catches, total nets (etc.). It tells sales of boats, and other news of interest to fishermen. Broadcast notices to mariner's from the Coast Guard, channel news. Aimed at fishermen, it has a market for all foodstuffs, fishing equipment, motor's, oils, etc.

Availability: Live talent

Time Units: One hour, once weekly

Audience Appeal: Male

Suggested for: Evening after 8

Client Suitability: Supplies for fishermen, etc.

Number of Artists Employed: Two

Audition Facilities: Transcription

Submitted By: KINY, Juneau, Alaska

Feature This

"Feature This" is a program of Feature stories taken from the United Press News Service and also local stories sent

in by listeners. At present time unusual stories of servicemen are topmost billing, but at anytime program can change to a postwar status merely by using Feature Stories of a miscellaneous nature. The program has a large listening audience and appeals to everyone.

Availability: Live talent

Time Units: 15 minutes, one time weekly

Audience Appeal: Entire family

Suggested for: Afternoon, 5:45

Client Suitability: Auto Finance Corporation or Garages or Department stores

Number of Artists Employed: Two male and female announcers who alternate stories commercials are interwoven in program. Novelty Music is used in between features

Audition Facilities: Transcriptions

Submitted By: WCED, DuBois, Pa.

Griffin Reporting

A vivid news comment program 5 times weekly at 3:00 P.M., EWT. Presently being carried by more than 110 Mutual stations, some sustaining, many on co-op basis. Alexander Griffin is a former assistant managing editor of a Philadelphia morning newspaper. He delivers a news digest prepared in collaboration with his own editorial staff, and pulls no punches when he has an opinion to state. Griffin is an accredited war correspondent and author of "A Ship To Remember."

Availability: Live talent

Time Units: 15 min. daily, 5 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon or Evening

Client Suitability: General

Number of Artists Employed: One

Cost: Available on co-op sales basis or network basis

Audition Facilities: Transcriptions

Submitted By: WIP, Phila. 7, Penn.

Here's the Late News

Here the late news is a quarter hour roundup of Associated Press news heard over the six stations of the Tobacco Network Monday thru Saturday from 7:45 to 8:00 a.m. Program has been heard for the past two years and has large consistent audience since it is first newscast heard in Eastern Carolina in the morning. Program features John Randolph, veteran newscaster with such stations at WLW, WHAS, KMOX, WJJD and WNEW. Program is currently sponsored three days weekly, but available on Tuesday, Thursday and Saturday. John Randolph is also heard over these same stations with an early morning five-minute summary at 7 a.m. Now being available for sponsorship.

Availability: Live talent

Time Units: 5 or 15 minutes, 3 or 6 times weekly

Audience Appeal: Entire family

Suggested for: Morning

Client suitability: Client appealing to entire family group. Currently selling soap three days weekly

Number of Artists Employed: 1

Audition Facilities: Transcriptions

Submitted By: The Tobacco Network, Inc.,

Raleigh, N. C.

Highlights of the Week's News in Review

A summary of the important news of the week with supplemental background.

Time Units: 15 minutes, once weekly

Audience Appeal: Entire family

Client Suitability: All types of sponsor-

ship. Banks are the main sponsors, stores and car agencies close seconds.

Number of Artists: 1 announcer

Submitted by: United Press Radio, 220 E.

42nd St., New York, N. Y.

History in the Making

This program consists of 2 parts: first part is a resume of "the news of the week that might make history;" a selected summary of most significant developments, often not in the headlines; second part is "history that has made the news"; historical background of some news development of the week. Not just another news program; unique in approach.

Availability: Live talent

Time Units: 15 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Institutional promotion

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WKZO, Kalamazoo, Mich.,

and WJEF, Grand Rapids.

"Dr. Bertram L. Hughes, News"

Dr. Hughes was born in Lancashire, England, attended St. Thomas' School in Seaforth and is a graduate of Oxford. He holds degrees from the U. of Michigan and Cornell, and has done graduate work at Harvard Law School, which reflects in his knowledge of the world's news and in his presentation to the listeners. Dr. Hughes' radio experience started in 1929 and he brings a rich and varied background of education and experience to KXOK. Since his initial appearance in radio in 1929, he has gained a large and enthusiastic following throughout the country. His delivery is extremely colorful and he has been accepted in this market with great acclaim.

Availability: Live talent

Time Units: 15 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Morning or evening

Client Suitability: Any type

Number of Artists: On request

Audition Facilities: Transcriptions

Submitted by: Station KXOK, St. Louis 1,

Mo.

William Lang

The most unusual news program in radio . . . fifteen minutes of news and views as unique as a four-leaf clover. And as lucky . . . for the sponsor that gets hold of it. The first ten minutes of this feature consists of Reuters news dispatches. The last five minutes of the quarter hour is "The Name You Will Remember." William Lang's original series of hard-hitting personality sketches of the people behind the days news. The Name You Will Remember is culled from Lang's files of over 600,000 newspaper and magazine clippings on 40,000 different personalities and is the largest of its kind in radio.

Availability: Live talent and E. T.

Time Units: 15 minutes, 5 nights weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 1

Audition Facilities: Transcriptions or live talent

Submitted by: WHN, 1540 Broadway,

New York 19, N. Y.

"THE VOICE OF ST. LOUIS"
presents...

the unpredictable
(but persuasive)

Mr. Adams...



LEE ADAMS is what makes our double-header *Housewives Protective League* and *Sunrise Salute* go 'round. You can never tell what he's likely to say—but you can be sure that whatever sponsor's product he happens to talk about is going to sell.

Adams goes on the air twice daily, Monday-through-Friday. It adds up to 85 minutes a day—6:00-6:55 A.M. with *Sunrise Salute* and 4:30-5:00 P.M. with *Housewives Protective League*. And the ladies who buy the cereals and soaps and other household goods in the rich mid-Mississippi Valley—Lord, how they listen!

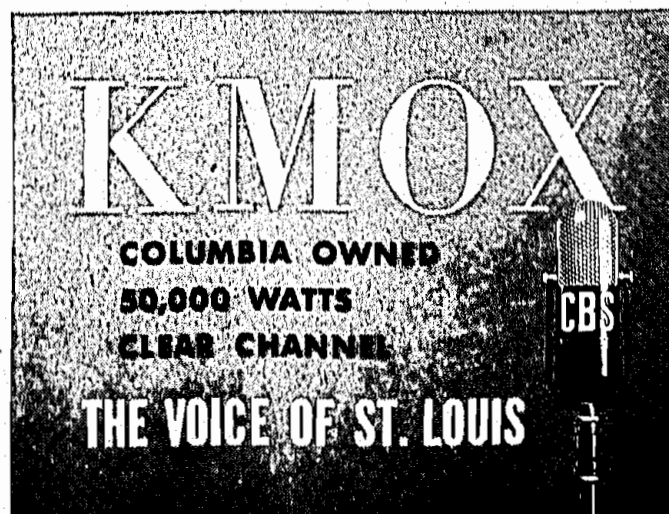
Adams knows no conversational bounds...he'll poke fun at pedestrians, the next minute eulogize the architectural beauties of the Taj Mahal. Hen-pecked husbands, penicillin, whaling ships and the story of silk are all in a day's broadcast to him. It's factual, larded with fun and poems and music that keep his housewife listeners tuning in steadily, day after day, fascinated.

Sponsors' messages get the same careful attention. First of all, every advertiser's product is carefully pretested by a housewife panel, 3,000-strong. If they endorse it, the

sponsor is in for rising sales records throughout the KMOX-covered area. Our HPL-SS stamp of approval means something—to both listeners and advertisers.

It's a unique program formula—one that has rung happy cash register bells in Los Angeles, Chicago and San Francisco for the past nine years. A few months ago we brought this tested HPL-SS combination to St. Louis and KMOX. In its first three weeks, it drew 5,000 letters.

Because it's new to St. Louis, there's still room for a few more advertisers. Better get aboard by calling us or Radio Sales this very day.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

"Maumee Valley Squire"

Maumee Valley Squire is a program in which small talk makes headlines. The Squire's only concern is the stimulation of human interest, accomplished by building his program exclusively with stories about people in the primary coverage area . . . what they are doing . . . what they are attempting . . . what they have done. Squire uses humorous, philosophical approach . . . featuring nothing morbid or sad . . . but only those stories that boost morale and civic pride.

Availability: Live talent
Time Units: 5 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Early evening
Client Suitability: Any advertiser interested in creating or preserving the local market
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WTOL, Toledo 2, Ohio

"Ken Mason's News Dramas"

"Ken Mason's News-Dramas" cut across the news picture, highlighting the dramatic facets hidden beneath the headlines. Human interest, personalities, little-known facts supplied by Mason's descriptive narratives and in-person interviews paint a comprehensive background for the most avid news listener. Ken Mason with easy manner, a discerning ear for the right word and a fine background of news-gathering projects into "News-Dramas" the ingredients making a "listenable" show.

Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of sponsor
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: KEX, 815 S.W. Yamhill, Portland, Ore.

Newspaper of the Air

Each evening, Monday through Friday, immediately following Raymond Swing from American Broadcasting Company. Local news coverage is stressed. Only a one minute summary of international news during this period. Balance of time is given to local news and editorials of local interest, also society and sports. Our voices used to give adequate change of pace. On several occasions editorial appeals have pulled remarkable results.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 4
Cost: \$150 exclusive of time
Audition Facilities: Transcriptions
Submitted by: WMPS, Inc., Memphis 3, Tenn.

News of the Day

"News of the Day" approaches the news in half commentary, half straight news style. In addition to a complete authoritative roundup of the days news, including commentary interpreting the news. Also featured are all the day's sports results, Wall Street summary, weather report. Spotted at a time when there is no other complete news report or sports roundup. It's got what they want, at the time they want it. Source:—Associated Press.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 1
Submitted by: WCAP—Asbury Park, N. J.

General Junnius Pierce

General Junnius Pierce (U. S. Army retired), veteran of World War I, and years of service in Philippines and orient, views the war news and happenings of day, through the eyes of a soldier and gives his analysis and commentary in a clear and concise manner. Because he served with the U. S. Army in the Philippines during the troubled days following our acquisition of those islands, he is able to give a vivid picture of much of the country in which fighting is now occurring.

Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Female and male
Suggested for: Afternoon or evening
Client Suitability: Suitable for any type of client
Number of Artists: 1
Submitted by: KECA, Hollywood 28, Calif.

Drew Pearson With Ben Bezoff

Drew Pearson and Behind the Headlines with Ben Bezoff, is the title.

Here is a news feature that is different and packs a wallop. The inside views of Pearson plus the brilliant presentation of Bezoff makes for something new in news programs. Bezoff is an accredited war correspondent attached to SHEAF while in the European theatre for KMYR. He is regional director of the OWI and he also covered the San Francisco Conference.

Availability: Live talent and E. T.
Time Units: 15 minutes, 6 days weekly
Audience Appeal: Entire family
Suggested for: Early evening
Client Suitability: Anyone interested in a standout program
Number of Artists: 2
Cost: Upon request
Audition Facilities: Transcriptions
Submitted by: KMYR, Denver 2, Colo.

Quoting America

Daily analysis of all sides of current controversial issues, as discussed by leading newspaper editorialists and columnists, magazine writers and radio commentators. Balanced presentation of controversial subjects guarantees interests, and the opinions of leading journalists assure mature, vigorous treatment of differences of opinion.

Availability: Live talent
Time Units: 10 minutes, 5 weekly
Audience Appeal: Female or male
Suggested for: Evening
Client Suitability: Suitable any product or service appealing to adults
Number of Artists: 1
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Cowles Broadcasting Co. (WHOM), 29 W. 57th St., New York, N. Y.

Quarteriter

This program highlights "French Quarter" personalities, with news and chatter from the "Quarteriter" herself, authoress Georgia Mitchell.

Audience Appeal: Entire family
Suggested for: Any time
Client Suitability: General
Submitted by: Station WDSU, Hotel Monteleone, New Orleans, La.

Major Robinson—News

A quarter-hour of concise commentaries on the news of the day, from the viewpoint of one who—by personal experience—is familiar with the various centers of action throughout the world. Major Robinson, formerly with British Intelligence, has a keen insight and personal knowl-

edge of affairs and people who make the news.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WSUN, Box 240, St. Petersburg, Fla.

Religious News Reporter

Weekly 15-minute script reporting factually major developments in the world of religion—Protestant, Catholic and Jewish, based upon reports of Religious News Service.

Availability: Live talent
Time Units: 15 minutes weekly
Audience Appeal: Juvenile, entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Churchgoing audience
Submitted by: Religious News Service, 381 Fourth Ave., New York 16, N. Y.

Radio's Rhyming Reporter

Newscast done in rhyme. Five minutes daily. Slated for post-war period when news will not be nearly as plentiful, and stunt newscasts should register. This show will, you might say "put glamour" into the news. And for that reason is classified as a show to sell women via the news. Caster lends himself to the idea in person, so pix and publicity can back up that angle.

Availability: Live talent and E. T.
Time Units: 5 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Afternoon or evening
Client Suitability: Anything saleable to women
Number of Artists: 1 and announcer
Audition Facilities: Transcriptions
Submitted by: WIBG, 1425 Walnut St., Philadelphia 2, Pa.

Seven O'Clock News

It is a well known fact that practically the entire country is one hundred per cent news conscious. Although we have never had a Hooper rating taken on our 7:00 a.m. news, we have queried many people as to their listening habit of this early morning period, and the result was that about eighty per cent of our listening audience tuned in. Therefore we feel that a client would have almost a one hundred per cent audience in purchasing our early morning edition of the news.

Availability: Live talent
Time Units: 15 minutes, Monday through Saturday
Audience Appeal: Entire family
Suggested for: Early morning
Client Suitability: Bread, milk, clothing, shoes, cereals, fruit juices, etc.
Number of Artists: 1
Cost: Upon request
Audition Facilities: Transcriptions
Submitted by: WCSH, Portland 3, Maine

State House Report

"State House Report" is an informal informative report weekly to the people of South Carolina from their state house in their capital city. A microphone just outside the Governor's office brings the opinion and comments from state government officials . . . and from visitors to the state house . . . on current topics of statewide interest. Listeners are invited

to be audience to the interview sessions . . . and occasionally their opinion is asked on some point an official may have made. Two announcers handle each show . . . which strives for informality and spontaneity.

Availability: Live talent
Time Units: 15 minutes, daily or weekly
Audience Appeal: Female or male
Suggested for: Noontime hour
Client Suitability: Sponsor wanting to sell printing, advertising, supplies to state government . . . or anyone wanting to promote through his advertising more information about state . . . about men and issues

Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WIS, Columbia H, S. C.

Stand By, For the States!

"Stand By, for the States" is News in action! It's Tokyo in flames! . . . Fifty delegates signing the World-Peace Charter. . . . A returned war-veteran telling his story over a WDSU mic! . . . Each afternoon at 2:15 p.m. Gulf Coast listeners hear this fast-paced, dramatic newscast direct from the home of the New Orleans "States." Program features scoop news, interviews with people in the headlines, and feature-story dramatization—presented by the States reporters—in person!

Availability: Live talent or E. T.
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Juvenile, entire family
Suggested for: Afternoon
Client Suitability: Newspaper—most any
Number of Artists: 3 to 5
Audition Facilities: Transcriptions or live talent
Submitted by: WDSU, New Orleans, La.

The 12:30 News

One of the best newscasts on the station at 12:30 noon. This was used successfully by military district number 12 throughout war as a recruiting vehicle. All appropriation was cancelled recently and MD 13 dropped the news May 31. Use British United Press and United Press and local news.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon 12:30 noon
Client Suitability: Almost any type of product or client
Number of Artists: 1 newscaster
Cost: \$350 per month
Audition Facilities: Transcriptions
Submitted by: Station CKBI, Saskatchewan, Canada

This Week in Philadelphia

How the FBI rounded up three Nazi agents, why the city government is going to execute three thousand pigeons, what distinguished visitors did and said . . . Mrs. Franklin D. Roosevelt, Russian Ambassador to the U. S. Gromyko, Eddie Rickenbacker . . . that's what happened This Week in Philadelphia. A dramatic digest of the news of the week in America's third largest city. Successful sponsorship for one year by national soft-drink, and one of nation's largest shipyards. Weekly promotion to most of city's business clubs and service groups. Philadelphians listen because it's their program.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family

BLONDIE originates at KNX...



...so does THE TODDS

THE squirreleage life of those Bumsteads—Blondie and Dagwood—is a sure bet to keep listeners from Atlantic to Pacific in storms of laughter every Sunday night when they go coast-to-coast via CBS. *Blondie* belongs to that illustrious family of KNX-originated programs—the family that also includes *The Todds*, another happy couple performing only for *local* listeners in Southern California.

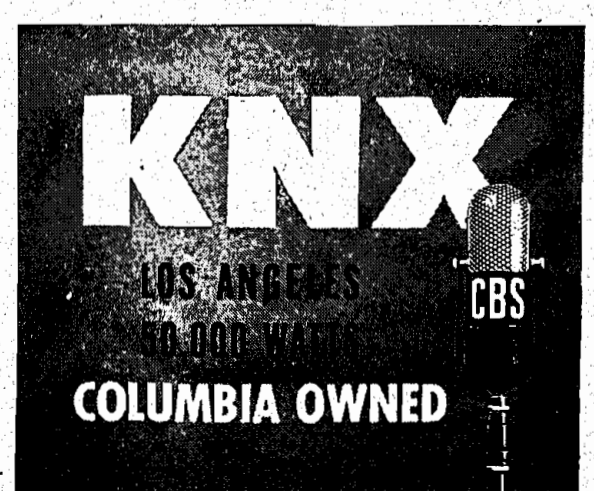
Blondie brightens the nation's Sunday. *The Todds*, with their 15 minutes of light music and fluffy conversation, brighten weekdays for KNX listeners. On the piano and guitar, *The Todds* romp through popular music, calypso tunes, folk songs. They swing old or new favorites with equal abandon—and with the same rhythmic impact as a 12-piece band.

Blondie and *The Todds* share the same unmistakable hallmark of good radio that identifies every program originating at KNX. Behind them both are the same facilities,

the same saleable showmanship, the same care and skill that make KNX programming so successful. All of them are ready to present *your* product and *your* program in proud company.

The Todds is sponsored two days a week. On other weekdays, you can be the sponsor. Or—if you prefer—we have available (or we can surely build) a program to your precise specifications. Call us or Radio Sales.

Represented by
Radio Sales,
the SPOT
Broadcasting
Division of CBS



COLUMBIA'S STAT.ON FOR ALL SOUTHERN CALIFORNIA

Suggested for: Evening or Sunday
Client Suitability: Any type
Number of Artists: 6 to 12
Auction Facilities: Transcriptions
Submitted by: WFIL, Widener Bldg., Philadelphia 7, Pa.

Time Views the News

15 minute daily news program presenting news gathered by Time's world news bureau facilities, with exclusive last-minute reports from the home front and the war fronts. Broadcast Monday through Friday at 4:00 to 4:15 p.m. Each day the editors of Time magazine give their own appraisal of the news and Time correspondents, reporting from all over the world, help make that news make sense by realistic observations on the day's happenings.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General
Number of Artists: 1
Submitted by: Radio Programs Department of Time, Inc., 9 Rockefeller Plaza, New York 20, N. Y.

Tonight on the News Fronts

Here is a top line news combination—long established daily news period plus 15 minutes of stories and interviews by Ed George, currently serving as special correspondent in the Pacific and a 15 minute highlight on the person and place most prominent in the days news presented by Tom Armstrong. Here is a work treatment locally. In Cleveland by WGAR has its own war correspondent and George's material is live, down to earth reporting about Pacific war and Cleveland fighting men. His description of the Borneo invasion was a radio exclusive. Up to the minute, carefully edited news, from WGAR's fully staffed and equipped newsroom, is handled by Arthur Hanes.

Availability: Live tale and E. T.
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening 11 p.m.
Client Suitability: General
Number of Artists: 3
Cost: \$450 weekly for 6 programs
Auction Facilities: Transcriptions
Submitted by: WGAR, Cleveland 1, Ohio

Tri State News

Has been a feature of WOWO for several years. Worked in connection with publicity department in which news-people cooperate by furnishing news of area. Station gives paper credit; paper publishes stories on WOWO talent and programs to be aired. Special feature includes news of area servicemen; lists prisoner-of-war releases, casualties, etc. The 50 papers are cooperating.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Almost any type—an area advertiser is especially suitable
Number of Artists: 1 news commentator (all material specially written)
Auction Facilities: Transcriptions
Submitted by: WOWO, Fort Wayne 2, Ind.

Under the Capitol Dome

News from and about Washington. Timely news, background, interpretation and comment.

Time Units: 5 minutes daily 6 days weekly
Audience Appeal: Entire family
Client Suitability: All types of sponsorship
Submitted by: United Press Radio, 220 E. 42nd St., New York, N. Y.

Youth Views the News

Saturday—12:15-12:30 p.m. Each week, four students from a local high school discuss the outstanding current event of the week. Program is unrehearsed and spontaneous. Transcription cut and played back the following week to assembly of students from the particular high school. Before and after newspaper publicity and pictures furnished the high school paper. Students are selected by high school principal, radio head of school board and assistant superintendent of schools.

Availability: Live talent
Time Units: One, 15 minute program, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Any type product
Number of Artists: Four guests and moderator
Submitted by: KOIL, Omaha 2, Neb.

You Were There—Remember?

This program written and delivered by WBT's popular News Editor, will have a wide audience appeal after the war. It is to be written along the recollection angle, recalling the events of a year ago; who the hero of the day was; what the events of the day meant to the course of the war; and what they mean to the future of the United States and the world.

Availability: Live talent
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Any time of day
Client Suitability: This program will appeal to any number of clients. The possibilities are unlimited
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: WBT, Wilder Building, Charlotte, N. C.

"Yesterday's Headlines"

A five-minute daily script news show, based on the news of half a century and a quarter of a century ago today. This program is suitable as a tag-on for the end of a 10-minute news show, as an independent show, or to be inserted as a feature in a daily disc program. At present is sponsored on 12 stations from coast-to-coast.

Availability: Live talent
Time Units: 5 minutes, 7 days weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Applicable to most any sponsorship
Number of Artists: Either 1 or run-of-announcers
Cost: \$1.00 per day net
Auction Facilities: Sample scripts
Submitted by: Buffalo Broadcasting Corp., WGR-WKBW, Buffalo 3, N. Y.

NEWS

World News Roundup

NBC commentator, James Stevenson, from New York, 'calls in' NBC correspondents around the globe and from Washington, D. C. This news feature presents up-to-the-minute news and commentary from world wide news sources, the news from the NBC News Room in New York and presents the latest developments from Washington. Various outstanding personalities of NBC's globe circling staff of correspondents and reporters are heard on this program in a complete, concise coverage of the latest news. This series, which reaches a large "man and woman" morning audience is suited to a wide variety of products.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General
Number of Artists: 4 or more correspondents or commentators
Auction Facilities: Transcriptions
Submitted by: WEA, 30 Rockefeller Plaza, New York, N. Y.

WHN Radio Newsreel

Each day WHN opens its broadcasting with a full hour of news (6-7 and Sundays 7 to 8 a.m.), the same twelve minute newsreel repeated five times during the hour. This successful format is based upon the same appeal and reasoning that has accorded such successful operation to thousands of newsreel theatres throughout the country. Like a newspaper it permits the listener to receive all the news at his own convenience. It also permits him to stay tuned for a second hearing of important items missed, or misinterpreted, when heard only once. The news is edited by an expert from wire reports of AP, UP and Reuters. Swing shifts and other odd time employment hours in New York area have increased the Sunday morning tune-in making this an exceptional buy.

Availability: Sunday mornings only
Time Units: 60 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday a.m. only
Client Suitability: General excepting cigarettes and vitamins
Number of Artists: 2 announcers
Auction Facilities: Live talent
Submitted by: WHN, 1540 Broadway, New York 19, N. Y.

"What's Behind It All?"

This is news commentary by the news chief of station WHAM. He does not formulate any opinion but does go into all sides of the news behind the headlines. Ross has been an educator (teacher for many years) public speaker, news analyst and public forum leader.

Availability: Live talent and E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening 6:45 p.m.
Client Suitability: Any product
Number of Artists: 1
Cost: \$210.00 per broadcast
Auction Facilities: Transcriptions, live on WHAM
Submitted by: WHAM, Rochester 4, N. Y.

Washington Report

Ray Henle, Chief of the West Virginia Network's Washington Bureau, assisted by Malvina Stephenson, prepares a quarter-hour summary of the weeks activities in the Nation's Capitol as it affects West Virginians. They give news of West Virginia's Senators and Congressmen, West Virginians at work in Washington, social activities in which West Virginians figure prominently, etc. In the year and four months the program has been aired, the West Virginia angle has never been side-tracked . . . consequently, listeners know they get W. Va. news.

Availability: E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Female, male
Suggested for: Evening
Client Suitability: Furniture, department store, etc.
Number of Artists: 2, with an occasional guest
Auction Facilities: Transcriptions
Submitted by: WCHS, Charleston 24, W. Va.

"Washington News Picture"

Roundup and commentary of Washington news in a hard hitting four and a half minute summary. Washington will be the news capitol for years to come thus a five minute spot and commentary would be in the news tempo of present and in step with the future.

Availability: Live talent
Time Units: 5 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Program suitable for any product in general use
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: WHEC, Inc., Rochester 4, N. Y.

Frazier Hunt

In spite of the momentous nature of much of what Frazier Hunt has to report, he delivers his news analysis in an easy, informal manner. He comes to the listeners' homes as a friend who has had the opportunity to travel more than most, to meet the world's famous and infamous, and to watch history in the making. He brings to the microphone a wealth of writing experience and a broad background of world affairs and passes along to his listeners the news and the meaning behind the news.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning 9-9:15 a.m.
Client Suitability: All types
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 8, N. Y.

Names in the News

The personalities who make history. Biographical material on the prominent persons in the news.

Time Units: 5 minutes a day, 6 days weekly
Audience Appeal: Entire family
Client Suitability: All types sponsors. Ready to wear stores, composed largest sponsorship group.
Submitted by: United Press Radio, 220 E. 42nd St., New York 17, N. Y.



...but he can't play a french horn!

Phil Cook (as you probably didn't know) likes to paint. One day he showed ten of his canvases to the editor of one of America's biggest-circulation magazines. No Michelangelo, Cook—but the editor bought nine of those ten canvases.

And once, when somebody told Phil he ought to try his hand at the book for a musical, he up and wrote "Molly Darling". Jack Donahue starred in it, and Broadway counted it a convincing hit so he topped it with "Plain Jane", Joe Laurie, Jr., starring.

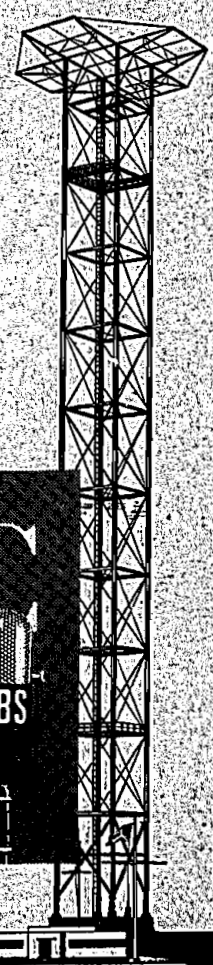
Yes, friends—this is the same Phil Cook you (and millions of other radio listeners) know as "the man of a thousand voices". His colorful "cast" of characters (all acted by Cook), his original repertoire of over 500 topical songs and recitative ballads, have been delighting expanding audiences for many a year.

Cook's unusual versatility makes remark-

able radio—and *very* healthy ratings. Sponsors like Cook because his listeners buy what their old friend Cook suggests. If you want to share in their joy, we (or Radio Sales) can tell you a lot more about that, since Phil is now doing a swell job of entertaining folks over WABC every morning at 8:15.

But no French horn fanfares for your commercials, please. Phil can't play a French horn.

Represented by
Radio Sales, the
SPOT Broadcasting
Division of CBS



WABC
Columbia's Key Station
NEW YORK - 50,000 Watts
COLUMBIA OWNED



Adventures of Archie Andrews

That typical American boy, Archie Andrews, takes form and voice in this radio series of dramatic adventures by today's young people. Archie, his dad, Jughead; feminine interests Betty Veronica are leading characters in this bright series adapted to radio from famous "Archie Comics." Each episode is complete. The series gets tremendous promotion from the Archie Comics other comic books and is a natural sponsorship by a client selling to managers.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Morning
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

America on the March

The stories of the outstanding events, places and people that have made the story of America, are enacted in a series of radio broadcasts. Each episode is a compelling dramatization based on an outstanding historical event, or on the life and career of one distinguished person, using authentic music as a background. Even if there have already been similar programs, the special value of this program is based on an unusual and attractive feature, in the form of a small booklet which is offered during the radio program as a premium, as an added impetus to listeners, especially youthful ones.

Availability: Live talent
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: All kinds
Number of Artists: One narrator and small cast
Audition Facilities: Transcriptions or will accept pipe live talent
Submitted by: Broadcasting Program Service, New York 19, N. Y.

Adventures in Christmastree Grove

"Adventures in Christmastree Grove" is perhaps the most successful Christmas program and promotion in the entire history of retailing. Almost 200 department stores have used this series successfully, and it is perennially good. Up Santa's factory; Santa makes a "Magic Whistle" which Santa Junior blows and brings a Wooden Soldier and a Mechanical Doll to life. Santa, Mrs. Claus, Dolly, Andy and Buffo the Clown load Santa's sleigh and set out for the sponsor's store. There a duplicate of Christmastree Grove has been constructed in the toy department. (Only Christmas trees are necessary for this display.) Two comic villains, the and Lobo, try to steal the whistle. He begins a series of unusual adventures in which hundreds of favorite story characters take part.

Availability: E. T.
Time Units: 15 minutes, 3 to 5 times weekly (15 episodes)
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Department store toy department
Number of Artists: 8 to 15
Cost: Based upon market, station
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., Boston 6, Mass.

"Adventures of Robin Hood"

The thrilling, exciting story of the ageless legend Robin Hood and his merry band of followers . . . the green clad heroes of Sherwood Forest. Each episode is a story in itself and is packed full of exciting adventure, comedy and sportsmanship. Here is a story that will thrill a juvenile audience and arouse equal interest among adults. The story of Robin Hood has lived in the hearts of men and women for years and each program brings back added interest. The Adventures of Robin Hood is not only entertaining but is educational as well.

Availability: E. T.
Time Units: 52 Quarter-Hour Episodes (complete) optional running
Audience Appeal: Juvenile and entire family
Suggested for: Afternoon or evening
Client Availability: Children's products
Audition Facilities: Transcriptions
Submitted by: Exclusive Radio Features Company, Limited, 14 McCaul Street, Toronto, Ontario, Can.

"Black Flame of the Amazon"

An intensely appealing program for youth, built to also hold adult listeners. Story is the adventures of explorer Harold Moice, in person, and two youths on their trip to the Black Flame country at the Amazon River headwaters. Program is exciting, fast moving and entertaining. Secondary theme is educational, endorsed by P. T. A. "Black Flame" was custom transcribed for an eleven station network and is now available for syndication. 225 serial episodes.

Availability: E. T.
Time Units: 15 minutes, 3 to 5 times weekly, 225 episodes
Audience Appeal: Juvenile
Suggested for: Morning, late afternoon or early evening
Client Suitability: Foods, gasoline and local stores
Number of Artists: 4 to 7
Cost: Dependent on market
Audition Facilities: Transcriptions
Submitted by: G. C. Bird & Associates, 1745 N. Gramercy Pl., Hollywood 28, Calif.

Buffalo Billy Bates

This is tested material. Buffalo Billy Bates is an upright character of the old west that has won great popularity in fiction since 1940. Buffalo Billy stories are published monthly in Popular Western Magazine and have well over a million fans from 8 to 80. Ideal story premise for bakeries, dairy products, beverages, cereals, confections, etc. Tie in with national magazine assured sponsor.

Availability: Live talent
Time Units: 30 minutes, 3 times weekly
Audience Appeal: Juvenile and entire family
Suggested for: 5:30 p.m.
Client Suitability: As mentioned above.
Number of Artists: Average 7
Audition Facilities: Transcriptions
Submitted by: Cruger Radio Productions, 5800 Carlton Way, Hollywood 28, Calif.

"Calling All Girls"

Designed specifically to appeal to the teen-age girl for department store sponsorship. Starring The Three Suns, Tom Shirley, Patsy Campbell, Linda Allen, Nancy Pepper (the nation's foremost teen-age fashion authority), a large network dramatic cast plus guest stars including Barry Wood, Xavier Cugat, Vaughn Monroe, Richard Himber, Jeanne Cagney, Mary Small, Virginia Weidler, etc. Currently sponsored by 123 leading department stores. Winner of a 1st prize in the CCNY Radio Program Awards.

Availability: E. T.
Time Units: 15 minutes, 1 weekly
Audience Appeal: Juvenile
Suggested for: Morning, Afternoon or evening
Client Suitability: Department stores
Number of Artists: Approximately 12 per program
Cost: ET—based on population
Audition Facilities: Transcriptions
Submitted by: Frederick W. Ziv Co., 2436 Reading Road, Cincinnati, Ohio

Chick Carter—Boy Detective

Famous juvenile network character and foster son of equally renowned Nick Carter, master detective. Just completed two full years of sustaining broadcasting over entire Mutual network preceding Superman. The Chick Carter Inner Circle Club organized for use as a merchandising tie-in with the program boasts a membership of 212,000 members representing listeners from all parts of the country who have sent in a dime for their supply of inner circle stickers and membership cards.

Availability: Live talent
Time Units: 15 minutes, 3 to 5 weekly
Audience Appeal: Juvenile
Suggested for: 5:00-6:00 p.m.
Client Suitability: Baking, cereal department store
Number of Artists: 6
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions, 67 West 44th Street, New York 18, N. Y.

"Captain" Jack's American Junior G-Man Club

Program has for its purpose the making of "better Americans of young Americans" everywhere. Continuity is series of stories; all absolutely true; called "American Heroes, Past and Present." Has been "on the air" regularly for five years. Club has a girls division. Has enrolled 55,000 members from broadcasts in 3 cities on the Pacific Coast only. Members joining must send carton top, wrapper or what have you, from sponsor's product to receive badge and all club credentials.

Availability: Live talent or E. T.
Time Units: 15 minutes, 3, 5 or 6 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Breakfast food; chewing gum; candy; milk; bread; soda pop; or other product designed for juvenile bodies
Number of Artists: 3 to 6
Audition Facilities: Transcriptions and live talent
Submitted by: Jack Goodman, 6362 Hollywood Blvd., Hollywood 28, Calif.

Dan Dunn, Secret Operative No. 48

Radio version of the newspaper cartoon strip of the same title, featured in about 125 daily and Sunday newspapers. In the first sequence, Dan Dunn discovers that a new secret airplane has been sabotaged, and then begins his search to smash a spy ring. This sequence covers first 39 shows. Next 39 episodes cover 3 different sequences, split into 13 episodes each, thus maintaining action. Many unusual merchandising tie-ups. Features an all-star Hollywood cast. Completely tested, used by large accounts.

Availability: E. T.
Time Units: 15 minutes, 3 or 5 or 6 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Dairy, bakery, food product, department store, etc.
Number of Artists: 14
Cost: Based on population of city, power and rates of stations used
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Destiny Trails

Destiny Trails is a dramatic series breathing the spirit and adventure of pioneer days. Authentic adaptations of James Fenimore Cooper's classic works. The series begins with three of the Leatherstocking tales, The Deerslayer, The Last Of The Mohicans and The Pathfinder, each novel complete in 39 programs. A colorful picture of frontier America, an imposing cast and superb production make Destiny Trails an outstanding program series to reach the teen-age group and secure attentive ears of grown-ups, too.

Availability: E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Juvenile or entire family
Suggested for: Afternoon
Client Suitability: Sporting goods, boys' clothing, food products
Audition Facilities: Transcriptions
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

Fair Exchange

This program affords an opportunity to children of all ages to exchange personal belongings and services of any and every kind. Bartering for things they want is not only exciting but entertaining. Comedy or pathos lies in the story behind the items offered. All exchanges are made in the studio. Its entertainment value is enhanced by the natural spontaneity of the participants and is particularly enjoyed by grown-ups as well as children.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Late afternoon or early evening
Client Suitability: Foods, drugs, candy, soaps, etc.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Mary D. Chase, Productions, 234 West 44th Street, New York 18, N. Y.



it's ZANY
it's TERRIFIC
it's AVAILABLE

Take a doughnut...

Select two clubwomen from a big group at lunch. Add a master of ceremonies with a reputation for hilarity. Stir 'em all together, add a dash of *showmanship* the WBBM way—and you've got WBBM's hit program, *Missus Goes to a Party*.

It's a daily 15-minute gloombuster that lowers sales resistance with a laugh in 183,045* homes a week in WBBM's area... a show with a free-and-easy format that makes an ad lib commercial sparkle.

The program, transcribed at Chicago's Food Research Institute one day and broadcast the next, gives every "amateur" a chance to hear herself on the air...and to

make certain her friends hear her, too. You can be sure they do.

For two years *Missus Goes to a Party* hasn't been without a sponsor. Right now—if you don't delay—it can be put to work for you, too, six days a week. Ask us or Radio Sales for details.

* CBS Listener Diary (Spring 1945)

WBBM
COLUMBIA OWNED
50,000 WATTS - 780 kc
CHICAGO'S *Showmanship* STATION

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS

Fairy Tales

Morning announcer on two-hour participating with great deal of local interest—show takes live to ten minutes each morning to read Fairy Tales such as Penny Penny, Three Little Pigs, Pussy and Boots and the like—doing a one-man job of voices. Fairy tales are directly opposite the World News at 8:00 a.m.—gets better than 50 per cent of the local audience and has as many adult listeners as children. Parents heartily in favor of this "surprise" children's program for morning outline—seems to help get children dressed, helps with breakfast—and off to school in gay moods. Program is now sponsored three days a week by dairy—

the other three are available.
Availability: Live talent
Time Units: 10 minutes, 6 weekly
Audience Appeal: Juvenile and entire family

Suggested for: Morning
Client Suitability: Dairy now has 3 days weekly. Also any store or department catering to juvenile—soft drink
Number of Artists: 1
Auction Facilities: Will pipe live talent
Submitted by: WRAL, 130 So. Salisbury, Raleigh, N. C.

Happy the Humbug

A rib-tickling circus of fun for children. Christmas series of 15 programs; continuation series of 39 programs. This tale of merest fantasy is a program of sophisticated modern whimsy. A cast of stellar radio artists headed by Budd Hulick makes children shout with joy at the whimsical animal antics and adults get any a chuckle from the sly tongue-in-cheek innuendos and broad satire of this radio-cartoon. Offers an excellent retail tie-in. Complete promotion aids finished.

Availability: E. T.
Time Units: 15 minutes, 2 or 3 weekly
Audience Appeal: Juvenile or entire family
Suggested for: Afternoon
Client Suitability: Department stores, toys, foods, beverages
Auction Facilities: Transcriptions
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

"House of Mystery"

Juvenile adventure series aimed at delighting in an entertaining manner, tales about ghosts and the supernatural.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Dentifrice, soft drinks—food products
Number of Artists: 1 principal and supporting cast
Auction Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York, N. Y.

"I'd Like to Be"

Primarily a show for youth guidance; gives youngsters a chance to tell us their ambition, and who they admire most. Then we would have them meet the person they name and dramatize that person's life. The subject of each dramatization would be someone whose story is filled with adventure, hardship and achievement against tremendous odds. The subject of each broadcast would be determined by the letters received from young listeners. Boys and girls would write in and tell us what they would like to be. The writer of the best letter will be interviewed on the program.

Availability: Live talent
Time Units: 15 minutes, once weekly

Audience Appeal: Juvenile and entire family

Suggested for: Evening
Client Suitability: General appeal
Number of Artists: From 6 to 8
Cost: \$1,500 per show
Auction Facilities: Live talent
Submitted by: B. Ellis Associates, 11 East 44th Street, New York 17, N. Y.

Lucky Penny

Has all the thrills without the chills. Provides the Hero worship the young ones love. Though it is designed to inspire young people, the grown folks will want to listen too, because it deals with really true American home life. Built on a definitely new slant with plenty of opportunity for publicity and promotion tie-ins.
Availability: Live talent
Time Units: 15 minutes, 2 or 3 times weekly

Audience Appeal: Juvenile
Suggested for: Morning or afternoon
Client Suitability: Any food or other product used by or for children . . . 6 to 12 years old
Number of Artists: 5 to 8
Submitted by: Ann Barbinel Productions, 54 Riverside Drive, New York 24, N. Y.

Mandrake the Magician

The exciting, hair raising episodes of Mandrake appearing in 172 King Feature Syndicate newspapers is here converted into a fast moving and exciting radio serial. Mandrake and his associate Lothar get into an exciting and perilous situation in each episode. Directed by Carlo DeAngelo this feature stars Raymond Edward Johnson as Mandrake with a fine supporting cast of radio actors.

Availability: E. T.
Time Units: 156 15 minutes, 3, 5 6 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Junior dept. of Dept. store, soft drinks, ice cream and confectionary
Auction Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Once Upon a Time

World presents in this open-end feature the charming screen actress, Maureen O'Sullivan in a series of fairy tales best beloved by children. Miss Sullivan's beautiful speaking voice and charming presentation makes this an appealing program for the very young. Many of the finer fairy tales are here, presented against a background of organ music.

Availability: E. T.
Time Units: 26 5 minutes, 1, 2 weekly
Audience Appeal: Juvenile
Suggested for: Morning or afternoon
Client Suitability: Junior dept. of Dept. stores, foods, children's specialty shop, toys
Auction Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Santa's Magic Christmas Tree

A boy and a girl rub a "Magic Lamp," dream of Santa Claus, and are transported to Santa's Magic Christmas Tree by the Genie of the Lamp. The Wicked Wizard, freed from Aladdin's spell when the lamp changed ownership, follows them and attempts to recover the wonderful lamp. In Santa's Magic Christmas Tree, every branch and limb is a different "department" where toys and Christmas Gifts are made. 8 original and clever Christ-

JUVENILE

mas songs are featured in this series, plus plenty of good, clean excitement and fun for boys and girls of all ages. This series used successfully by nearly 130 stores, and is a favorite everywhere.

Availability: E. T.
Time Units: 15 one-quarter hour episodes, 3 or 5 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Department stores, candy, juvenile shops
Number of Artists: 9 to 20
Auction Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Stories for Children

Stories for children by Aurora is distastefully voiced, pleasant, dramatic and emphatically portrayed. The stories are the time tested favorites of children and adults the world over.

Availability: E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Day or early evening
Client Suitability: Any type with merchandising through children
Number of Artists: 2
Auction Facilities: Transcriptions
Submitted by: KMJ, Fresno, Calif.

Story to Order

Story To Order, as written and told by Lydia Perera, is a new kind of children's program that strikes an original, imaginative note. The plot of each story is built around three words sent in by the listener. Story To Order is an intriguing program that has caught the fancy of listeners from coast-to-coast.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Morning, afternoon or evening
Auction Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

Streamlined Fairy Tales

Dramatizations of the fables that have lived through the ages, done in a Walt Disney-like manner, with humor, impersonations and new twists. Cast includes the Korallies, famous for choral speaking and for creating all sound effects vocally. Sensational success stories. Some sponsors have repeated the series as many as five times.

Availability: E. T.
Time Units: 77 15 minutes, 1 to 5 weekly
Audience Appeal: Juvenile or entire family
Suggested for: Late afternoon
Client Suitability: Department stores, bakeries, dairies, beverages, food products, etc.
Number of Artists: 6 to 8
Cost: According to population
Auction Facilities: Transcriptions
Submitted by: Harry S. Goodman, 19 East 53rd St., New York 22, N. Y.

The AAA Safety Man

The AAA Safety man is a 15-minute live talent broadcast of juvenile appeal, effectively using the surest of all ways to hold the interest of children, both young and old; Story telling! The stories used are especially selected and adapted from children's libraries; only juvenile literature accredited as being among the

world's finest is used. At the conclusion of the story the three AAA Safety Man signs off with what now is a by-slogan in thousands of school rooms and homes, "Always Alert—Never Hurt!"

Availability: Live talent
Time Units: 15 minutes, Mon. through Fri. weekly

Audience Appeal: Entire family
Suggested for: Early morning
Client Suitability: Bread, milk, clothing, children's shoes, breakfast foods
Number of Artists: 1
Cost: Will submit upon request
Auction Facilities: Transcriptions
Submitted by: Station WCSH, Portland 3, Maine

The Adventures of Pinocchio

Based upon the world-famous Carlo Collodi classic, "Pinocchio"—78 episodes of the amazing adventures of the world-loved, mischievous marionette—a riot of fun and fancy—deep mystery and high comedy—fantasy and charm—and all the unique, lovable characters that youngsters never tire of listening to—Full orchestral themes and backgrounds of charming music, especially written for this outstanding production.

Availability: Transcriptions
Time Units: 15 minutes, 2, 3 or 4 weekly
Audience Appeal: Juvenile and entire family
Suggested for: Evening
Client Suitability: Soft drinks, bakeries, dairies, candies, toys, juvenile wear
Number of Artists: 10 to 16
Auction Facilities: Transcriptions
Submitted by: Edward Sloman Productions, 6636 Hollywood Blvd., Hollywood 28, Calif.

"Tell Me a Story"

"Tell Me A Story" is the dramatization of the stories children have loved down through the years. Modernized and cleverly produced and directed by Burrell Smith of the WGY staff, this program draws many local children to the studio each Saturday morning at 9:30 a.m. for the fifteen-minute broadcast. Mrs. Florence Sanford, who has long been connected with children's work on the radio, acts as narrator, and the WGY Juvenile Players really put across the stories as children of the twentieth century want to hear them.

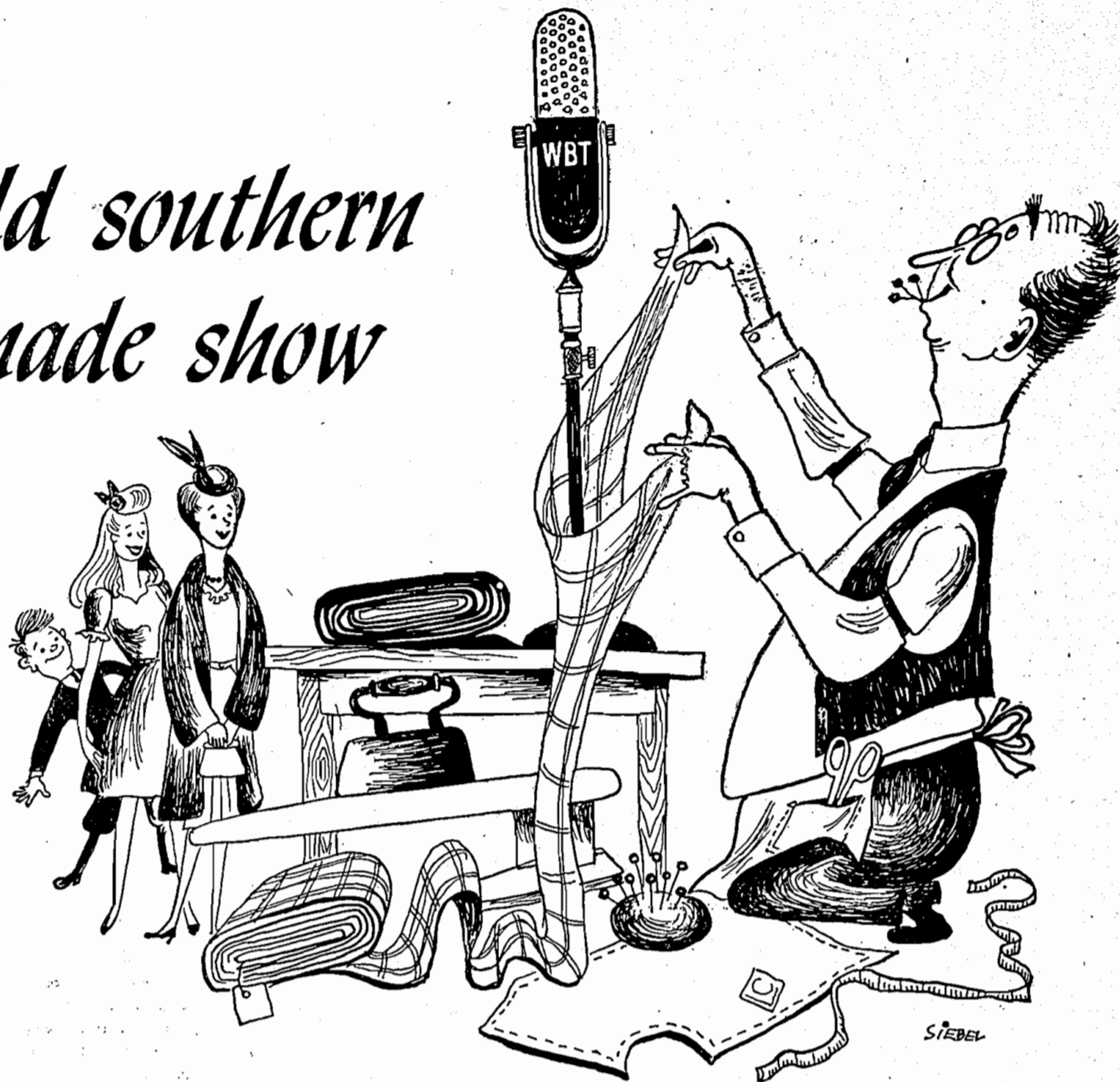
Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Morning
Client Suitability: Merchandisers of children's wear
Number of Artists: Depends upon story dramatized
Auction Facilities: Transcriptions
Submitted by: WGY, Schenectady 5, New York

"The High School Reporter"

Simulates a city room. Disseminates in this fashion, pertinent news to teenagers regarding scholarships, essay contests, high school War Bond competitions, re-

It's an old southern custom-made show

(and Carolina listeners prefer it, six to one)



You can tailor a program to fit a special time period, Or you can style it to please local tastes. But when you do both and blend them well in a moving daytime serial like WBT's *Just Home Folks*... you have no one but yourself to thank for jumbo-sized ratings.

Just Home Folks is aimed point-blank at the hearts of Carolina listeners. Written and acted by real Southerners, it's a warm story of a small-town family. It mixes romance and realism so convincingly that one Piedmont housewife, speaking the thoughts of thousands, wrote: "It sounds so homey, I feel like I'm with them in person."

Just Home Folks is smartly spotted at 10:45-11:00 A.M., Monday-through-Friday, on WBT's schedule—a period selected after a careful research study of listening habits in the 89 primary daytime counties served by WBT. This study, fortified by the program's localized flavor, has paid off with 7.9 weekly average rating—six times larger than that attained by any competing station at the same hour.*

Broadcast for ten years over stations in New

Orleans and Atlanta, *Just Home Folks* early demonstrated its hold upon critical Southern listeners. (One five-year sponsor, through a dealer survey, found every third customer of his to be a regular listener.) Its wholesome, dramatic atmosphere—the work of Amanda Barnes who writes and acts in each episode—has won the sincere friendship of Southern listeners, a friendship that can readily embrace an advertiser's product.

Just Home Folks has everything a perfect daytime serial can have—except a sponsor. You could remedy that at once by calling us or Radio Sales.

*CBS Listener Diary for Spring 1945.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

JUVENILE

recreation facilities for teen-agers. Features an "Inquiring Reporter" who interviews students in high schools on important current problems and presents 4 of them each week to give cross-section of that opinion; presents dramatically narrated salute, each week, "in name of teen-agers of America," to American hero, outstanding statesman, or holiday.
Availability: Live talent
Time Units: Every Saturday 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: 12:15 p.m.
Client Suitability: Banks
Number of Artists: 7 high school students
Submitted by: Station WPAT, Paterson 1, New Jersey

Twilight Tales

"Twilight Tales" stars talented Elinor Gene, who tells stories by Hans Christian Andersen and Jacob Grimm in a delightfully different style. Scripts have been endorsed by PTA's, Boards of Education, and are used in classrooms by teachers. Series endorsed by American Council on Education, Radio Division, and also being listed in United States Bureau of Education, Federal Radio Education Committee, FREC Monthly Service Bulletin. Many of the Hans Andersen stories

are translated direct from original Danish. Plenty of merchandising and publicity tie-ups, plus ad mats, publicity stories, etc. 52 one-quarter hours episodes.
Availability: E. T.
Time Units: 15 minutes, 1, 2, 3, 5 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Dairy, bakers, food product, department stores, etc.
Number of Artists: 2
Cost: Based on population of market, power and rates of station used
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

The Magic Christmas Window

The Magic Christmas Window fulfills by proxy the ambition of every youngster to step right into the Christmas toy display. Such favorite fairy tales as The Snow Queen, The Woodman's Luck and The Manger Story come to life when two typical youngsters press their noses against window, suddenly the glass disappears, and the children find themselves behind the window with the toys come-to-life. Each story develops into an exciting experience in the lives of make-believe characters.
Availability: E. T.

Time Units: 15 minutes, 2 or 3 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Department stores, toys, children's wear
Audition Facilities: Transcriptions
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

Irene Wicker

The Singing Lady, recently returned to the scene of her many triumphs on a new coast to coast radio program. World presents her in this open-end feature recounting, against a background of piano music by Milton Rettenberg, 26 fairy tales, 13 stories of great musicians and 13 special holiday programs. Radio stations have found this an excellent program for advertisers appealing to children.
Availability: E. T.
Time Units: 52 15 minutes 1, 2, 3 weekly
Audience Appeal: Juvenile
Suggested for: Morning or afternoon
Client Suitability: Children's dept of Dept. stores, foods, children's specialty stores

Audition Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

"Rainbow House"

Saturday morning musical variety program with emcee Bob Emery as "the big brother" for the some 150 young artists who appear regularly. There is a special children's choir, vocalists and dramatizations, with a constant flow of young talent having appeared since the show's network debut 3 years ago. The program has helped children to learn the technique of radio and the microphone.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Morning of afternoon
Client Suitability: Soft drinks—food products
Number of Artists: 1 principal and varied groups
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

1945 ☆ ☆ MISCELLANEOUS ☆ ☆ 1946

Aboard the Panama

Novel radio program bringing human interest stories and experiences of passengers using the Panama Limited the South's greatest streamlined train.... Broadcasts are conducted by Shirley Kilmore and Jim Landry via WDSU roving microphones. The Panama is of the Illinois Central R. R.
Availability: Live talent
Time Units: 15 min., 2:45 to 3:00 P.M., Mon. thru Sat.
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General
Submitted by: Station WDSU, Hotel Monteleone, New Orleans, La.

Arrowhead Goes Calling

A 15-minute salute to the communities in northern and central Minnesota and Wisconsin, with a different place honored each day, Monday through Friday. Program features local history, business, industrial and agricultural activities, prominent residents and appropriate transcribed music. A popular show in small towns and rural areas.
Availability: Live talent or E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any type
Number of Artists Employed: One
Audition Facilities: Transcriptions
Submitted by: The Arrowhead Network, WEBC Building, Duluth 2, Minn.

Between Trains

This quarter-hour shot originates at St. Joseph's Union Station, and features a "Man-on-the-Platform" approach... Questions of varied subjects are asked each person interviewed, many times the questions being of a momentarily historic, or controversial nature. Light-

ness, however, and human interest are paramount factors at all times.
Availability: Live talent or E. T.
Time Units: 15-minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists Employed: M.C. and Interviewees
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: KFEQ, St. Joseph 8, Mo.

Business Review

A review of the week's trends in the world of business prepared by the financial editor of United Press.
Time: 5 minutes, once weekly
Audience Appeal: Male
Client Suitability: Banks and insurance firms mainly
Submitted by: United Press Radio, 220 E. 42nd St., New York, N. Y.

"Dave Elman's Auction Gallery"

A real auction sale as applied to radio. Eight or ten impressive items are auctioned off to the highest bidder each week. Bidding open to both studio and radio audience. Format is flexible, permitting practical use of guest stars and unique variety treatment of stories surrounding items to be auctioned.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Mass distribution products
Number of Artists: 1 principal plus guests
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

For All Humanity

For All Humanity... a public service program that is just that—for all humanity—tracing through American Red Cross stories the countless times that organization is the "Mother of them all." In dramatic form, this Sunday night show chronicles needs in the blood bank, recruits for Motor and Canteen corps, and gives human incidents of the Family Service department. "For All Humanity" inspires one to do, and then gives practical suggestions of what to do.
Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional advertiser
Number of Artists: 5 to 7
Audition Facilities: Transcriptions
Submitted by: KEX, 815 S.W. Yamhill, Portland, Ore.

Garden Hints

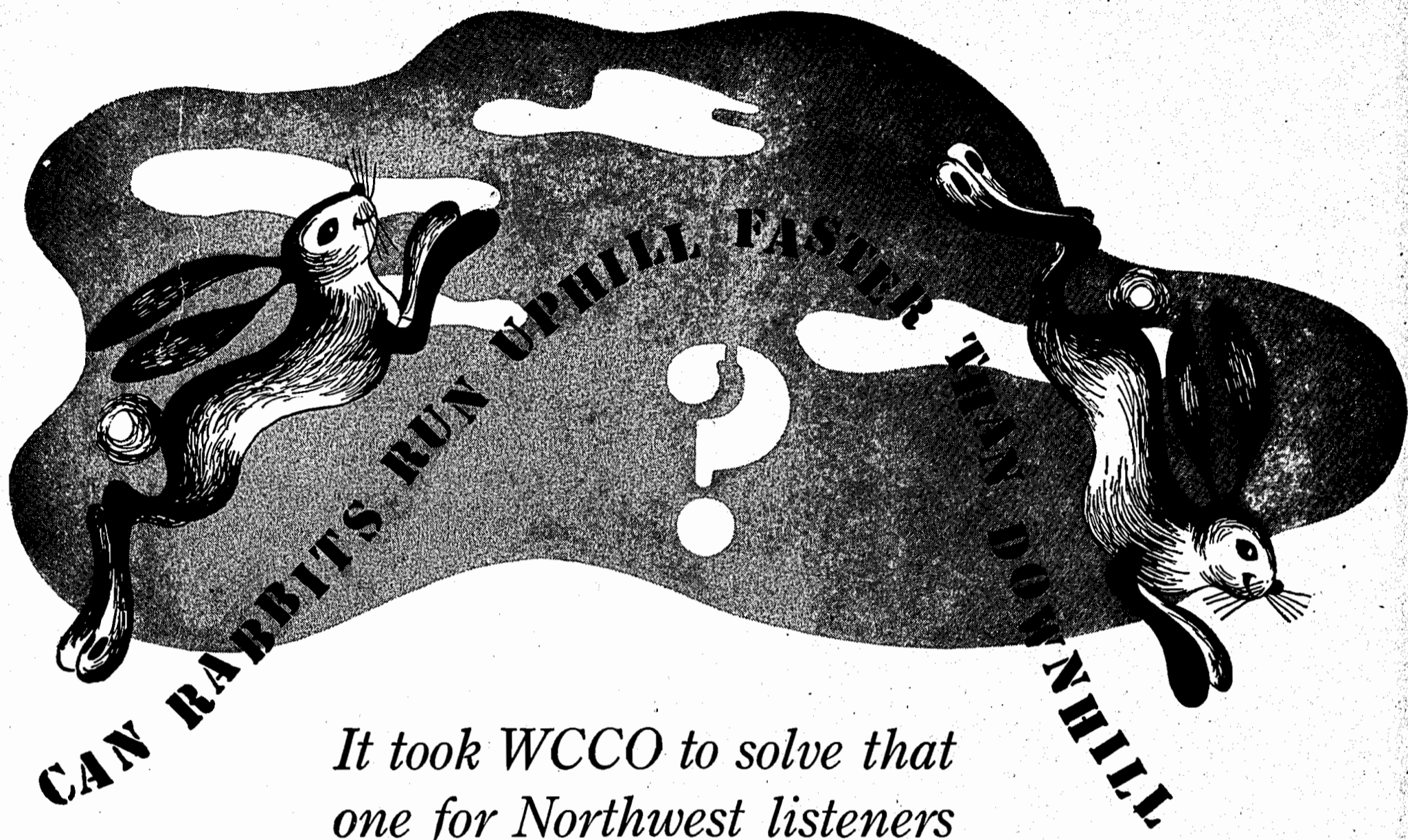
Garden Hints, is conducted by Gordon Baker Lloyd, who is the Victory Garden expert in Los Angeles. He helps various groups with their Victory Gardens by means of demonstrations, lectures, etc., and the radio program is devoted entirely to suggestions for improving gardens and helpful ideas. He has a good following, and the program is ready-made for seed companies, implement manufacturers, etc.
Availability: Live talent
Time Units: 10 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Seed companies, sprays, fertilizers, implements, etc.
Cost: Station time plus \$75 per week
Audition Facilities: Transcriptions
Submitted by: KMPC, 5939 Sunset Boulevard, Los Angeles 28, Calif.

G. I. Job Clinic

This program is designed to serve the returning men and women of the armed forces in their effort to find proper employment in a field most suited to their individual talents. Names of the G.I. participants are never given on the air, but everything of value is brought out in the air interview to aid the G.I. to make the proper connection. The interviews are conducted by the Clinic Director who is an experienced vocational advisor.
Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: General
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: Jack Parker, Box 2222, Hollywood 28, Calif.

Good Old Days

Facts and happenings of 25 and 50 years ago today—interspersed with music of the period. A view into the past covering facts and figures—economics and government—everyday life and everyday events. Brings out the customs and crazes of bygone days. It's a program that will appeal to any adult.
Availability: E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female or male
Suggested for: Evening
Client Suitability: Medicinal or department store, etc.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WKNE, Keene, New Hampshire



It took WCCO to solve that one for Northwest listeners

ORDINARILY it wouldn't be a very vital issue (unless you were actually being *chased* by a rabbit) —but there *was* a time when the great Northwest was wellnigh split into civil war over whether rabbits run faster *uphill* than they do *downhill*. WCCO's *Northwest News Parade* finally settled the dilemma for good and all.*

Northwest News Parade has its jocular touches, but it also has its gripping, dramatic moments, too —like the time WCCO presented repatriated Northwesterners who had been interned for three years in a Philippines prison camp. For a half-hour each Friday, the *Parade* graphically reenacts events and developments of the preceding week that concern 795,870 radio families within WCCO's 131 primary daytime counties. Sports, international problems, food and clothing shortages, oddities, local controversies —all these are bonded together with network caliber production, actors, music, sound effects to make 30 minutes of high human interest.

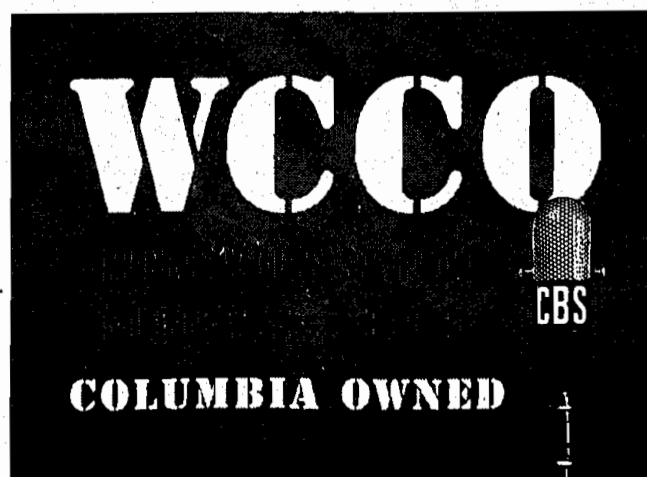
"Good Neighbor to the Northwest"

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

WCCO News Director Sigfried Mickelson produces *Northwest News Parade*, carefully choosing news items for their inherent appeal to the serious as well as lighter interests of Northwest radio listeners. Of particular significance is the program's public service contribution to the enormous agricultural and industrial populations that live in the Northwest area.

Northwest News Parade, a goodwill builder and a potential sales booster, is now available for sponsorship. Whether you have to run uphill or downhill to do so, better see us or Radio Sales *right away*.

*It depends on how much of a hurry they're in.



Cookin' With Fun

Cookin' With Fun is an inexpensive show with effective selling power. Currently doing a big sales job and dealer building action for sponsors. Successful personal appearances along with top air-rows have made this program the outstanding radio feature in this area. Jokes, songs, music, trick recipes, midget news, mystery tunes and audience interviews, plus the pay-off phone call. Cookin' With Fun proven success story available. Cookin' With Fun show features two radio veterans—Dud Mecum and Tom Parry. Availability: Live talent
Time Units: 1 half hour or 15 (units), 3 or 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Any type client
Number of Artists: 2
Cost: Submitted upon request
Audition Facilities: Transcriptions
Submitted by: Samuel R. Sague Productions, c/o WMOH, Hamilton, O.

Gospel Singing Bee

Deb Dyers famous Gospel Singing Bee. Old Time folk songs and hymns. Soloist with choir, with organ and orchestra. Availability: Live talent or E. T.
Time Units: 30 minutes, 1 to 3 weekly
Audience Appeal: Entire family
Client Suitability: General merchandise
Number of Artists: 25
Cost: Adjustable
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: W. M. Ellsworth 75 East Wacker Drive, Chicago 1, Ill.

Here's How

A program designed to bring together people who want to know how to do many things and experts who will explain "Here's How." Regardless of the subject matter of the question submitted, whether it be psychology, home economics, human relations, fashions, art, etc., a well known authority in the particular field will be on hand to discuss it with the questioner. The program will serve a vast listening audience eager for information and entertainment.

Availability: Live talent
Time Units: 30 minutes, 1 to 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Any type
Number of Artists: 5
Audition Facilities: Will pipe live talent
Submitted by: Mary D. Chase Productions, 234 W. 44th St., New York 18, N. Y.

Home Sweet Homicide

A family-mystery show based on the characters made famous by best-seller Craig Rice in the novel of the same name. A fabulous mother who combines baking with writing best-selling detective stories, and her brood of three very individualistic and very modern children, emerge as one of the most unusual and delightful family groups ever presented. As they continually become entangled in the raw material of Mother's fiction. Availability: Live talent
Time Units: As required, each of 15 minutes, 3 to 5 weekly
Audience Appeal: Juvenile or female
Suggested for: Morning or afternoon
Client Suitability: Soaps, cereals, domestic appliances
Number of Artists: 6-10
Audition Facilities: Transcriptions
Submitted by: Bond-Charteris Enterprises, 314 North Robertson Blvd., Hollywood 36, Calif.

Informally Yours

"Informally Yours" is comparatively new to WWNY, having been first aired July 16th. Program, currently broadcast Saturdays at 10:30 a.m., features philosophy in a fresh and informal style, written and narrated by Jim Higgins, with one or two well-known poems usually included. Show has post-war angle, stressing tolerance for a world at peace, and keeps tuned to the times by tying-in philosophy with current happenings. Availability: Live talent
Time Units: 15 minutes, 1, 2 or 3 times weekly
Audience Appeal: Female or male
Suggested for: Morning or afternoon
Client Suitability: Any type, including banks and war plants
Number of Artists: 1
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Station WWNY, Hotel Woodruff, Watertown, N. Y.

In Your Neighborhood

Human interest stories from the home front and battlefield.
Time Units: 5 minutes daily, 7 days a week
Audience Appeal: Entire family
Client Suitability: All types
Submitted by: United Press Radio, 220 E. 42nd St., New York, N. Y.

Just Between You and Jane Cowl

Jane Cowl, one of the theatre's distinguished actresses, comments each day on unusual stories behind news developments, stories of the theater, and often plays dramatic scenes with celebrated personalities of stage, screen and radio. Informal program with individual and personalized angle. Hank Sylvern provides music. Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female or male
Suggested for: Afternoon
Client Suitability: Life insurance companies, wine companies, cosmetics
Number of Artists: 2 plus guests
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

KMJ Goes to Town

The "Man on the Street" with a purpose. KMJ Goes to Town has a specific job of "on the spot" reporting to do whenever it goes on the air. Informal, flexible, the inquiring reporter is found wherever events occur that warrant listener interest. The roving microphone can interview traffic at the curb, the mayor in his suite, or a pilot in the Sheriff's Aero Rescue Squadron, five thousand feet in the air. KMJ Goes to Town is local in intent and interest. Events are transcribed and broadcast a regular time weekly. Availability: Live talent
Time Units: 15 minutes
Audience Appeal: Entire family
Client Suitability: Any type
Audition Facilities: Transcriptions
Submitted by: KMJ, Fresno, Calif.

Little Known Facts of Well Known People

The Alexander Wollcott touch brought back to radio by one of his former collaborators. This author, editor, collaborator and traveler knows intimately some of the greatest names in various fields of endeavor. He relates fascinating and

MISCELLANEOUS

romantic anecdotes of people known to everyone. Not press agent releases or gossip or scoops, but intimate and revealing stories which give an insight into the characters of the great and near great. Availability: Live talent and E. T.
Time Units: 5, 5, 30 minutes, 1 to 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Mary D. Chase, 234 W. 44th St., New York 18, N. Y.

Louisiana Farm and Fishing Hour

Stars Wayne Singleton, popular cowboy artist, in a full hour of hillbilly music, farm bulletins, agricultural reports and exclusive fishing news. Wayne is the composer of many original tunes sings, and plays the Spanish guitar and answers musical requests. Is WDSU's top mail getter! Availability: Live talent
Time Units: 1 hour, 5 to 6 a.m. weekly, 7 days
Audience Appeal: Entire family
Suggested for: Morning
Submitted by: Station WDSU, Hotel Monteleone, New Orleans, La.

National Radio Chapel

National Radio Chapel appeals to the person without a church home as well as to the members of all churches—the Chaplain brings a new type of religion appeal to his listeners—never crams "religion" in the ears of his "congregation" but makes his words count from the start of the program. Music plays a big part in this offering with voice and organ leading the way to a most enjoyable half-hour. Availability: Live talent or E. T.
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Sunday morning
Client Suitability: Food products—or any high class service for entire family. No cigarettes, no beer, no wine
Number of Artists: 10
Audition Facilities: Transcriptions
Submitted by: Jack Parker and Associates, Box 2222, Hollywood 28, Calif.

"One Moment Please"

Started as feature of Lincoln National Bank of Fort Wayne in which purchasers of bonds coming from the bank were interviewed. Now a man on the street with two commentators, Sam Gifford and Hilliard Gates who quiz pedestrians on current questions of the day. Cigarettes are given to anyone interviewed as token of appreciation. Repartee of glib announcers keeps program moving at terrific pace. Second day of the show it was necessary to have traffic department route traffic. Program returned to air immediately following the lifting of the ban for street broadcasts. Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Noon (12:30)
Client Suitability: Any type
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WOWO, Fort Wayne 2, Ind.

Public Service

Announcements publicizing events of non-profit organizations such as schools, lodges, and churches, are given on the program. A lost and found portion is included to enable listeners to locate lost or found belongings. Transcribed music rounds out the program. Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Public utility firm, department stores
Number of Artists: 1—the announcer
Audition Facilities: Transcriptions
Submitted by: KROS, Jacobsen Building, Clinton, Iowa

Report to Rochester

Music, drama, interviews—personalities events—all the local doings neatly wrapped up in a fast moving half hour air show. This is local reporting done with imagination. Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Practically any product with good local distribution
Number of Artists: Varies, approximately 20
Submitted by: WHEC, Inc., 40 Franklin, Rochester 4, N. Y.

Smoke Rings

Stanley Peyton, one of the original Moon River artists, reads homely, semi-romantic poetry to organ background. Peyton possesses a rich, melodic voice that is soothing and restful. Program is suited principally to late evening listening by the generation too tired for dance music. Availability: E. T.
Time Units: 15 or 30 minutes, 1, 3, 5 or 6 weekly
Audience Appeal: Female or male
Suggested for: Afternoon, but late evening preferred
Client Suitability: Varied
Number of Artists: 2
Cost: On request
Audition Facilities: Transcriptions
Submitted by: ET-SO Productions, 2901 So. Moreland, Cleveland 20, Ohio

Speak Up And Spell!

"Speak Up and Spell" is a modern version of the old-fashioned spelling bee, with contestants selected from grade schools. The program is held on the stage of one of Savannah's leading theaters, and the entire audience invited to see children's movies after the broadcast. The MC gives each contestant 10 marbles as the broadcast stars. For every question answered correctly the contestant receives another marble, for each missed a marble must be tossed in the Milk-Fund box. At the end of the program the winner receives a special award in addition to the War Stamps given each child for the marbles he has. Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Saturday morning
Client Suitability: Dairies, children's products
Number of Artists: MC ad assistant
Submitted by: WSAV, Savannah, Ga.



We vote them "most likely to succeed"

RADIO doesn't hand out laurels lightly. Neither does WEEI. But we'll bet our last watt that a lot of the talented youngsters who are today heard coast-to-coast over our own *Youth on Parade* will ride high among tomorrow's radio stars. We believe in them. That's why we've been paving their upward path for three years now.

It began when WEEI producer-writer Dolphe Martin combed Boston and New England for 'teen-age talent. He auditioned hundreds, and finally gathered under his professional wing some 50 boys and girls of genuine promise. Months of patient coaching followed. Youthful enthusiasm was moulded into a smoothly-paced program that today stands among the first in all radio. A 14-year-old M.C. guides it with experienced poise; choristers

and soloists display finely-trained voices; juvenile comedians spark the show along with real humor.

Youth on Parade is equally popular with grown-ups and children. Six months after it first went on the air, one out of every four available listening homes throughout the WEEI daytime primary area were tuning in regularly.* The Columbia Network pricked up its ears, and before the year's end, these New England youngsters were projecting their charm, via CBS, across the continent.

Only a month ago, *Youth on Parade* completed its third year on the air as one of the leading network daytime sustainers, according to C. E. Hooper ratings. In the WEEI area, it hit a 5.6—top ranking for its time period.†

You can hear these junior troupers on 77 local CBS stations each Saturday morning, 10:00-10:30, EWT. Mark their names well—among them are bigtime radio favorites of the near future. We're happy to be helping them on their way.

*CBS Listener Diary (Fall-Winter-1943)

†CBS Listener Diary (Spring-1945)

WEEI
 Columbia's Friendly Voice in
BOSTON • 590 Kc
 COLUMBIA OWNED

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Storyteller, George Bowe

George Bowe has a rare and enviable talent. . . . He can take familiar, true-to-life story and give it new meaning, a fresh approach, sparkling drama; or take fantastic, salt-water yarn from a down-east fisherman and thrill you with its realism. His stories of fact or fantasy have remarkable clarity of style—beautifully paced—and are highlighted with a background of music and sound. Ideal for Sunday or evening listening.

Availability: Live talent
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Sat.-Sun. afternoon or any evening
Client Suitability: Variety
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WTIC, 26 Grove St., Hartford, Conn.

Sunrise Salute

This "Wake Up Show" of the day including time signals and peppy tunes. It's a typically American program dealing with our legends, history, scenery and our people. It's as American as apple pie, ham 'n eggs and chewing gum. It travels the gamut of small towns and large cities . . . Saturdays at the soda fountain—Sundays in the park—the little things that make America what it is. This show presents possibilities for institutional advertising, food products, etc.

Availability: Live talent and E. T.
Time Units: 15 minutes, 7 weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Institutional, food, drugs, etc.
Number of Artists: 1 announcer
Audition Facilities: Transcriptions
Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Boulevard, Hollywood 28, Calif.

Swappers' Club

Whatever you don't need—somebody else has. What you want—somebody has. In the Swappers Club you find what you want and get rid of what you don't want. Listeners are invited to join the Swappers Club to sell—to swap—to buy. No charge made. Identification by mail address or phone number requested so that listeners may contact each other directly through the broadcast.

Availability: E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: 11-11:15 a.m.
Client Suitability: Any type
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WKNE, Keene, New Hampshire

The Adventures of Jane Arden

Jane Arden is the well known comic strip character featured in more than 100 daily and Sunday newspapers. The radio program, like Jane Arden, stands "on its own legs" and the successful use of the Jane Arden radio program is not dependent upon the comic strip being carried in the market. The Jane Arden radio program consists of 170 programs developed from ten separate stories and incidents. A variety of merchandising helps are available, including special commercials for Jane Arden.

Availability: E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening

Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: Webber Radio Programs, Des Moines 9, Iowa

The Cathedral Hour

The Cathedral Hour transports the listener from the circumstances of his surroundings to the portals of the world's great cathedrals. The beauty of organ music, the vivid story of history's magnificent cathedrals and the simple sincerity of the gospel are blended in this radio feature to produce a program orientated with the ecclesiastical year that will delight and inspire listeners of all faiths.

Availability: E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 3
Cost: Quoted on request. Sold only on 52 week basis
Audition Facilities: Transcriptions
Submitted by: Allan Miller Agency, Bell Building, Toledo 2, Ohio

This Business of Living

Friendly, interesting, varied, and generally inspirational talk by Rod Hendrickson about people, places, things, and ideas. Helps listeners face the day happily. Organ music provides a background for Rod's comments. Rod Hendrickson has had over 3,800 appearances before the mike. His present program excellently projects his mature, friendly personality. His thorough acquaintance with the radio audience insures his selection of material with a wide and popular appeal. This is shown by his mail response which has been excellent since the day he started on WEA.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female or male
Suggested for: Morning
Client Suitability: General
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WEA, 30 Rockefeller Plaza, New York, N. Y.

Toby and Suzy

Toby and Suzy is an up-to-date series of fifteen-minute programs—260 now transcribed. The program has been carried for five years in live talent form on six midwest radio stations and has been placed in approximately sixty markets in transcribed form. It has an outstanding record of success based upon ability to build an outstanding audience and achieve significant sales results.

Availability: E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Bakeries, flour, feed, beer, dairies, farm audience
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: Webber Radio Programs, Des Moines 9, Iowa

Today's American Hero

The dramatic stories of Americans on the battlefield, individual reports of heroism in war.
Time Units: 5 minutes daily, 6 days a week
Audience Appeal: Entire family
Client Suitability: All types of sponsorship
Submitted by: United Press Radio, 220 E. 42nd St., New York, N. Y.

MISCELLANEOUS

Tomorrow's Business

An analysis of the business news and the indications of business in the future.
Time Units: 5 minutes once weekly
Audience Appeal: Male
Client Suitability: Business and financial sponsorship
Number of Artists: 1 announcer
Submitted by: United Press Radio, 220 E. 42nd St., New York, N. Y.

"12 to 6 Show"

Here's an all-night show with wide-awake programming. Jack Ridge emcees with a witty, friendly mikeside manner—presenting music for every taste, five minutes of news on the half-hour, activities for swing-shifters, and the G.I. Hour for service people working on the "Yawn Patrol." Re-broadcasts of special events features are frequently included. Strictly daytime firms get tangible results from telephone answering service.
Availability: Live talent
Time Units: Spot announcements; 5 minutes or larger segments. Tuesday through Sunday a.m.
Audience Appeal: Female or male
Client Suitability: Both all-night and daytime businesses.
Number of Artists: 1
Cost: See rate card
Audition Facilities: Transcriptions
Submitted by: WWDC, Washington 6, D. C.

"The Gallup Poll"

In "The Gallup Poll" broadcast, currently heard four mornings per week at 8:15, WWNY has a unique feature, since but one other station in the country has permission to broadcast this well-known series. Here, an intense analysis of public opinion is graphically presented, immediately following the eight a.m. roundup of CBS World News, which has a tremendous following in dairy-rich Northern New York. A good bet for the wise advertiser.
Availability: Live talent
Time Units: 5 minutes, 1, 2, 3 or 4 times weekly
Audience Appeal: Female or male
Suggested for: Morning
Client Suitability: Home products
Number of Artists: 1
Cost: On request
Audition Facilities: Transcriptions
Submitted by: WWNY, Hotel Woodruff, Watertown, N. Y.

The King Of Spades

Helps local gardeners with their problems of raising flowers and crops successfully in local climate. The MC is widely known as a local authority on this subject, and listeners are invited to send in any questions pertaining to raising flowers and produce. Endorsed by the Savannah Garden Club.
Availability: Live talent
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Saturday morning
Client Suitability: Seed, fertilizer or garden tools
Number of Artists: MC and assistant
Audition Facilities: Transcriptions
Submitted by: WSAV, Savannah, Ga.

"The Man in the Street Interviews"

Each day Howard Jones, veteran announcer and expert ad-libber goes out with a microphone and the topic of the

day to see what the "Man in the Street" thinks about it. Three locations used regularly—outside of a leading department store, an outstanding hotel, and Philadelphia's city hall.
Availability: Live talent
Time Units: 15 minutes 5 times weekly
Audience Appeal: Male and female
Suggested for: Morning or afternoon
Client Suitability: General
Number of Artists: 1
Submitted by: WIP, 35 S. 9th St., Philadelphia 7, Pa.

The Northwest Bulletin Board

This program is designed for rural communities as a service. Announcements of community affairs such as school plays, dances, church socials and church programs. Lodges, clubs, etc., are given without cost. Music is used to separate various sections of the program. Farm news items are given a prominent position. A feature called the radio call of new northwest babies is very popular, current births are read on the air and each baby is awarded a free certificate for an 8 x 10 size photograph. Program is prepared entirely from mail received from listeners. Has been sponsored one year.
Availability: Live talent or E. T.
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Sponsored by farm implement dealer, could be used by department store, etc.
Cost: Station time plus talent and transcription facilities
Audition Facilities: Transcriptions
Submitted by: WDAY, Inc., Fargo, N. D.

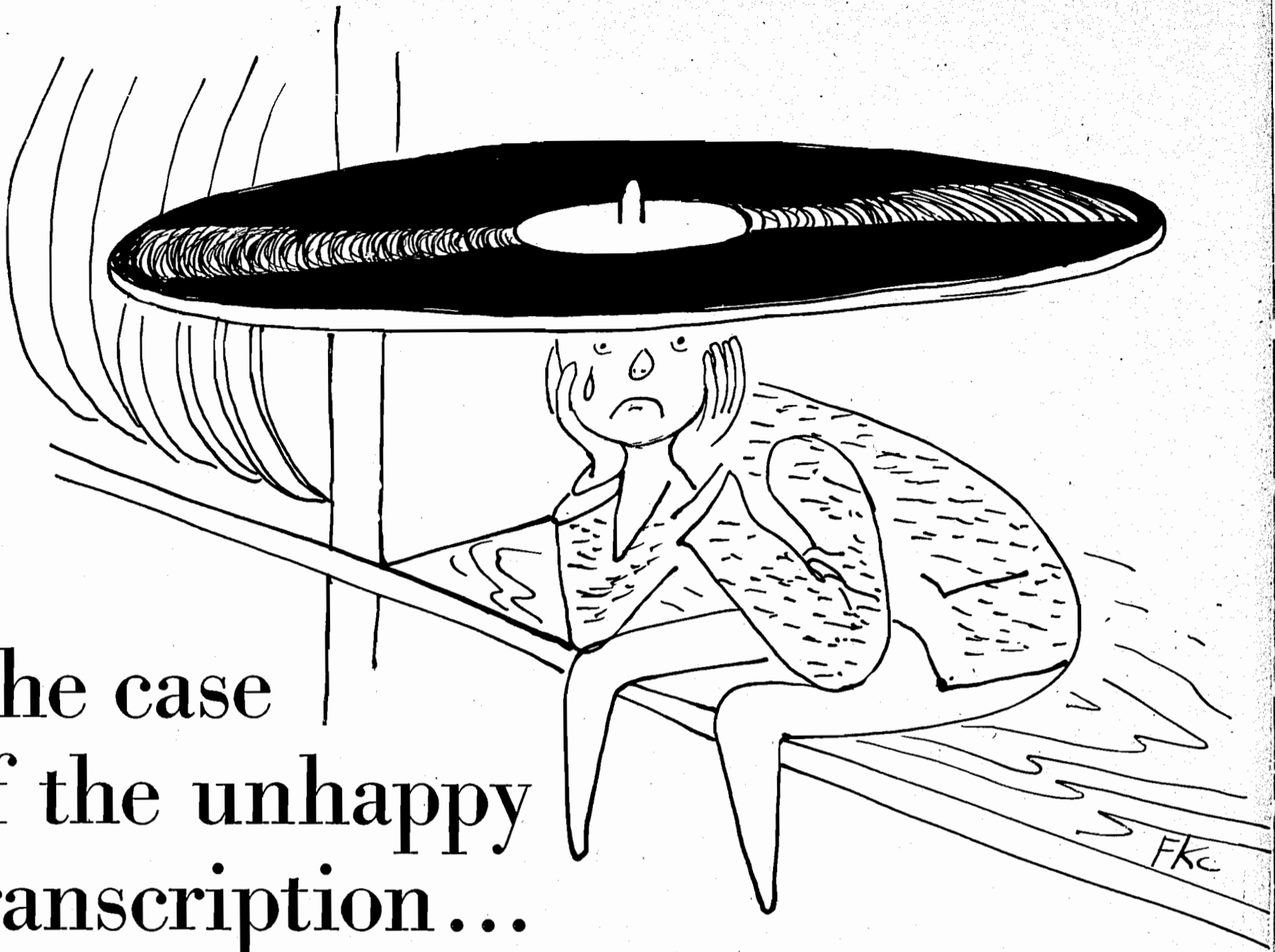
"The Tale Teller"

"The Tale Teller" brings to radio listeners famous short stories of literature in condensed fifteen minute versions. These great stories are selected as much for their literary style as for their plot and depend for listenability upon their own merit, augmented by the uncluttered interpretation and fine voice of the tale teller himself . . . Robert White-Stevens. Audience includes people who like good literature—as well as people who just like a good and generally exciting story.
Suitable for FM broadcasting.
Availability: Live talent
Time Units: 15 minutes, 1 time weekly
Audience Appeal: Entire family
Client Suitability: Any acceptable sponsor
Suggested for: Evening
Number of Artists: 1
Audition Facilities: Live talent
Submitted by: WQXR, 730 Fifth Ave., New York 19, N. Y.

The Veteran's Advisor

Lt. Commander Ty Krum, a veteran of both World Wars, presents this informative program as a service to veterans and their families. Commander Krum has long been interested in veterans' affairs. In each program he discusses current legislation and the latest news and regulations of the Veterans' Administration or other agencies, whose actions directly affect the serviceman or woman. He interviews prominent administrators and lawmakers and answers veterans' questions. It is a program well suited for an advertiser wishing to reach the veteran audience.
Availability: Live talent

The case of the unhappy transcription...



...and how *WTOP* put him back in the groove

TERENCE TRANSCRIPTION found it very depressing to sit on the third shelf of the record library, thinking of the great future all those people had predicted for him. Everyone from the agency office boy to the sponsor's mother-in-law knew that Terence was a *good* ET, that he packed more appeal than a matinee idol.

But Terence, alas, was a victim of circumstances. Just because he was able to do his own talking, most stations gave him a whirl and let it go at that. Sometimes he managed to get a word in between programs; sometimes he appeared without much enthusiasm as a participating announcement. The only people who *ever* listened to Terence *before* he went on the air were the studio engineers, and all

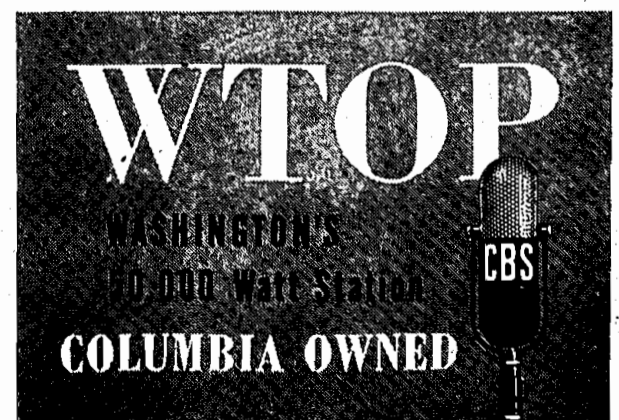
they were interested in were his cues.

It was an awful state of affairs and it made Terence most dejected. Then along came *WTOP* with *Stump Us*, a sparkling half-hour of musical quiz (5:00-5:30 P.M., Monday-thru-Friday). A top listening spot in Washington, it shows off the talents of elephant-memoried Johnny Salb and six unstarved musicians known as the "*Stump Us* Symphony." Glibly paced by Lee Vickers (who, in his more serious moments, is CBS Presidential announcer), this musical spree gives cash awards to listeners who ask for tunes the "experts" aren't able to play extemporaneously.

What makes Terence and other transcriptions so happy is that on *Stump Us* they actually become *part*

of the show. They're woven solidly and convincingly into the script—a twist that keeps *WTOP*'s writing staff working far into the night, thinking up clever entrances and ways that will make participating ET's as listenable and welcome as *Stump Us* itself.

If you know a struggling transcription with a personality, we could make room for him to bloom to his fullest on *Stump Us*. For an audition, you just come see us or Radio Sales.



REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS

Time Units: 15 minutes, once weekly
Audience Appeal: Female or male
Suggested for: Afternoon or evening
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

The World and America

The World and America is a public service educational program produced by Time Magazine. The series, covering the period from 1492 to 1942, aims to teach U. S. history by letting radio listeners eavesdrop on the conversation of two everyday Americans. Time Incorporated operates by sending press releases and letters to civic organizations. Service includes mats and posters and program is ideally suited to promotion and educator cooperation. Success stories available.
Availability: E. T.

Time Units: 52 15-minute, 1 to 3 weekly
Audience Appeal: Entire family
Suggested for: Evening preferred
Client Suitability: Unlimited
Number of Artists: 3
Cost: According to population
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman, 19 E. 53rd St., New York 22, N. Y.

Vitamins for Victory

Tips for the housewife, hints on how to keep America healthy and well-fed. Important suggestions on how to prepare interesting, healthful menus despite rationing, expert advice to the homemaker provided by government dietary experts.
Time Units: 5 minutes daily, 6 days weekly
Audience Appeal: Female

Suggested for: Morning, afternoon or evening
Client Suitability: Ready-to-wear stores also flour companies, food stores, etc.
Submitted by: United Press Radio, 220 E. 42nd St., New York 17, N. Y.

"Voices of Yesterday"

A new and unique series of programs featuring actual recorded voices of the past. These voices have been recorded through modern methods and amplified so they may be heard in true historic dramatizations at the same level as the supporting cast. Great names are featured in the show such as King George V, Woodrow Wilson, Will Rogers, P. T. Barnum, Florence Nightingale, Thomas Edison and many others. The actual voice, recorded years ago, is heard at the climax of each story. Each is complete in itself.

Availability: E. T.
Time Units: 52 quarter hour shows
Audience Appeal: Female or male
Suggested for: Evening preferable
Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: Exclusive Radio Features Company Limited, 14 McCaul St., Toronto, Ontario, Can.

Welcome Home"

Servicemen interviews and experiences, put together with studio orchestra on Spotlight Band idoc. Sponsor is clothing shop for men, and gives a new hat to each serviceman interviewed, as a token of appreciation, and for "heading" into William life! Hat firm gets plugs with each presentation of gift. Theme used is sexus effect of pop tune, "Welcome Home." Proving very satisfactory for local business in small town.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Men's wear, breweries and most male businesses

Number of Artists: 8
Cost: 40 dollars per shot
Audition Facilities: or will pipe live talent
Submitted by: Station CJKL, Kirkland Lake, Ontario

Yanks' Music Shop

Program is link between boys in the Service and loved ones at home by means of request tunes from both. Listeners are invited to write to station and have tune dedicated to loved one in Service. Service addresses requested. Emcee on show immediately sends V-Mail letter to Service man outlining program and inviting him to request tune and send names of loved ones at home to whom he wants tune dedicated—names used—portions of service men's letters read. Powerful listener appeal.

Availability: E. T.
Time Units: 60 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon—5-6 p.m.
Client Suitability: Any type
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WKNE, Keene, New Hampshire

Your Psychological Problems

A physician and psychiatrist, Dr. Frederic Damrau helps his audience solve their psychological problems. Selected letters addressed to the station (names omitted) are read by Adoline Maneery and discussed by Dr. Damrau. Letters will be selected for general interest and suitability for radio comment. Audience interest in this field is well known. Dr. Damrau, who has spoken on networks since 1933, will give authority to the program.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 2
Cost: Open
Audition Facilities: Transcriptions
Submitted by: Frederic Damrau, M. D., 247 Park Ave., New York 17, N. Y.

"Easy Does It"

A program made up of helpful hints to housewives sent in by the listeners, conducted by "Helpful Henry." It is a clearing house of ideas to make household work simpler and more efficient. Each "hint" which is sent in and used on the air is worth a cash award to the sender. Recorded musical selections are used throughout the program to break up the continuous talk.

Availability: Both live talent and E. T.
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Family
Suggested for: Morning
Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WIP, 35 S. 9th Street, Philadelphia 7, Pa.

"Eat-Itorially Speaking"

"Eat-Itorially Speaking" has been broadcast more than 1,350 times in Indianapolis. It was started because a nationally known restaurant chain wanted to know what could be done for restaurants in the way of education by radio. At that time Dick Stone was serving hotel and restaurant associations as consultant in food merchandising and business promotion. His experience is based on more than 25

MISCELLANEOUS

years of travel, study, and food research. After the initial series of broadcasts, public demand kept "Eat-Itorially Speaking" on the air for more than five years. "Eat-Itorially Speaking" is NOT a recipe program. It deals with interesting information on hundreds of foods, interestingly told. In Indianapolis it is sponsored by such advertisers as meat packers, groceries, public utilities, hardware stores, soaps, bakeries, dairies, and others—where it is used as a cooperative feature. Now "Eat-Itorially Speaking" is transcribed, and may be used by a single sponsor in a city, or also used as a cooperative show. Seventy-eight and one quarter episodes available in the first unit.

Availability: E. T.
Time Units: 15 minutes, 1, 2, 3, 5 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Foods, public utilities, groceries, etcetera
Number of Artists: 2
Cost: Based on population of market
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., 140 Boylston Street, Boston 16, Mass.

"The Old Corral"

Western stories and songs set against the background of the friendly ranch house and its adjoining corral. It's informal, easy going. Stories are mainly first person yarns told by "Pappy" Cheshire who also acts as MC. Featured singers are Sally Foster, "Skeets" Yamey and the "Bunk-house Choir." The accompanying string ensemble features the hot fiddling of Wade Ray. No. episodes available: 104.

Availability: E. T.
Time Units: 15 minutes, 2, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Sold 7-Up in Hawaii, shoes in Rochester, beer in West Virginia, candy and furniture in Missouri; literally all merchandise sold to the masses.
Number of Artists: 6 to 9
Cost: Available on request from F. W. Ziv Co.
Audition Facilities: Transcriptions
Submitted by: Disco Recording Co., Inc., 334 Arcade Bldg., St. Louis 1, Mo.

"The Sweetahots"

Freddy Mendelsohn's versatile unit covers the whole range of popular music with variety instrumentation as its keynote. In addition to the basic unit of piano, violin (doubling in sax and clarinet), accordion (doubling in sax and clarinet), bass and drums, featuring Freddie himself at the piano, the programs are made more colorful by several subdivisions of the group, such as: pipe organ (Mendelsohn), violin and vibraphone; solo-vox, violin and bass; piano, bass, drums and clarinet ("The Rhythm Four"). All arrangements are by Freddie Mendelsohn, who does the same for some of the biggest "name" bands on the air.

Availability: Live talent
Time Units: 1, 15 or 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening 5:30-6 p.m.
Client Suitability: General
Number of Artists: 6
Audition Facilities: On the Air
Submitted by: WBNX, 260 E. 161st St., New York 51, N. Y.

Top o' the Mornin'

Top o' the Mornin' on WWNC is Western North Carolina's most popular morning entertainment program. Featuring top instrumental and vocal transcriptions and records, it is interspersed with time signals and weather reports, plus commercial messages. Two of the daily newscasts immediately precede and follow Top o' the Mornin'. Conducted by same emcee six days weekly, show provides day to day continuity and interest.

Availability: Live talent
Time Units: 40 minutes, 6 days weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Virtually any product or service
Cost: Participations at card rate without extra cost
Audition Facilities: Transcriptions
Submitted by: WWNC, Asheville, N. C.

Via V-Mail

This is a musical series with continuity. A soldier overseas has a date... Via V-Mail... with his best girl. His moods vary—sometimes gay, sometimes patriotic, or Latin, or hill-billy, etc.—and are all conveyed by music.

The exploitation possibilities are unlimited.
Availability: Live talent
Time Units: 5 or 15 minutes, 1 to 5 times weekly
Audience Appeal: Juvenile, entire family
Suggested for: Morning, afternoon or evening
Client Suitability: All types
Number of Artists: 1 permanent; organist/orchestra
Submitted by: Brandt Production Service, 2063 E. 23rd St., Brooklyn 29, N. Y.

Wade Lane's "Home Folks"

Wade Lane, long-time grand opera, stage, musical comedy, Chautauqua favorite in 15 minutes of hit tunes and heart throbs, on air 7 days per week 8 years straight in Hollywood and featured on 60 representative stations throughout nation. All-time favorite songs, superbly sung; friendly philosophy, written and read by Lane; organ background.

Availability: Live talent and E. T.
Time Units: 15 minutes, 1 to 6 weekly
Audience Appeal: Entire family
Suggested for: Afternoon and evening
Client Suitability: Banks, trust co's, life insurance, saving & loan, dept. stores, home furnishings, general, seed, food, fertilizer, implements, foods, etc.
Cost: \$5 to \$30 per episode, depending on population of primary radius
Audition Facilities: Transcriptions and will pipe live talent (On network deal)
Submitted by: George Logan Price, Inc., 946 South Normandie Ave., Los Angeles 6, Calif.

In the Blue of the Evening

Program featuring chamber music "In the Blue of Evening." Suave music for sophisticates with classical arrangements of popular music. Successfully used by bottling companies and furniture stores.

Availability: Live talent
Time Units: 15 to 30 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening (late)
Number of Artists: 1
Submitted by: KGFJ, 1417 So. Flowered St., Los Angeles 15, Calif.

CREATED FOR THE COAST... by

stern



The Idea Network

Theatre of the Air™

builds a campfire in Studio B . . .

Traditions of the Old West are rooted deep in the tall tales that sourdoughs and cow-pokes swapped around their pioneer campfires. Today's West Coast sons and daughters of those first settlers have never lost their love for these typically American yarns of outdoor adventure.

That's why Pacific Coast radio audiences tune avidly to *Western Theatre of the Air*—a half-hour built upon frontier folklore, strong with dramatic intensity, spiced with a special brand of dry Western humor. Life in the lands west of the Pecos, in the shadow of the Rockies, is rich with plot material and color. Good men, bad men, just plain plainsmen have left behind them an exciting treasury of imperishable story-stuff—frontier fables and cowhand comedy of the type immortalized by the best-sellers of Gene Rhodes, Zane Grey and other western writers.

Western Theatre of the Air, created for the Coast by the IDEA Network, works a new vein in this mother lode of legendary exploits. Its stage is the prairie, its backdrop the mountains, its floodlights the Western sky. All it needs now is the right sponsor to join the circle of yarn-spinning characters around the imaginary campfire in Studio B.

To reserve it for yourself—or to see other examples of Columbia Pacific Network programming at its best—just call us or Radio Sales.

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS



COLUMBIA
Pacific
NETWORK

“AMERICAN PAGEANT” . . .

“MY COUNTRY SINGS” . . .

and

53 SPECIAL HOLIDAY PROGRAMS

ASCAP'S radio programs are now being heard over more than 500 radio stations from coast to coast.

Through correspondence and personal contact with program sales managers throughout America, the Society has developed scripts of unusual interest and entertainment value. Scores of alert broadcasters through the sale of these programs have been able to turn *music costs* into *music profits*.

Written by top-flight professional script

writers, the ASCAP radio programs fully utilize the Society's tremendous repertoire of fine music . . . music which will play as significant a part in shows of tomorrow as it does in the shows of today!

If you are an ASCAP-licensed station and have not written for this free service, there is a package of thirteen weeks' scripts reserved for you. They will be mailed immediately upon request. There is no charge or obligation to any ASCAP-licensed station.

ASCAP RADIO PROGRAMS

30 Rockefeller Plaza • New York 20, N. Y.

**A Date with Music**

A musical series starring Phil Brito, network radio singing star, and featuring piano stylings by Sammy Liner, popular pianist of the Andre Kostelanetz orchestra, specialties by Doc Whipple, noted organist and composer, and Allyn Edwards, C., regularly heard on the "Conti Treasure Hour of Song," and other network features. Series consists of all-time musical show tune favorites that have appeal audiences of all ages.

Availability: E. T.
 Time Units: 15 minutes, 1 to 6 weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: General
 Number of Artists: 4
 Cost: \$10 to \$50 based on size of market
 Audition Facilities: Transcriptions
 Submitted by: Charles Michelson Radio Transcriptions, 67 W. 44th St., New York 18, N. Y.

American Pageant

"American Pageant" is a quarter-hour series highlighting in story and song, interesting features of the American scene.

Series which presents the legends, customs and people of America, and the music which has grown with the country. This is a program both informative and inspirational and "Pageant" is a show of general audience-interest to the American audience. This is presented three times a week for a thirteen week period.

Availability: Live talent or E. T.
 Time Units: 15 minutes, 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Number of Artists: 1 (announcer—man or woman)
 Submitted by: ASCAP, 30 Rockefeller Plaza, New York, N. Y.

A Trip To Hit Land

"A Trip to Hitland" by Jack Parker, pioneer radio singer offers his listeners song hits of today and yesterday—tells a story about the songs history and information of interest on the writers of the hits he sings. Parker has long been a singing favorite, in fact since the first days of radio (1921) he has strongly appealed to both male and female listeners, this is a network or local feature of proven value.

Availability: Live talent or E. T.
 Time Units: 15 minutes, 1 to 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: Any product or service for the entire family
 Number of Artists: 2
 Audition Facilities: Transcriptions
 Submitted by: Time and Space Associates, Box 2222, Hollywood 28, Calif.

"Around the Town"

This is a record spinning program. Tells Alaska possibilities here. National sponsorship good for it is heard in northern part of United States, Canada and Alaska. Also as far as California. Chatterboxes, for the all-night workers, travelers, and out-late clients. Gives news to les, times, etc. . . . for fishermen, and other info.

Availability: Live talent or E. T.
 Time Units: 6 minutes, 6 weekly
 Audience Appeal: Entire family
 Suggested for: Evening (late)
 Client Suitability: Any kind
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: Station KINY, Juneau, Alaska

Armed Forces Mail Call

Program is all-request from servicemen dedicating numbers to loved ones back home. Dedications are handled by MC in form of musical greetings from servicemen to persons listening. Self addressed cards are mailed by station to servicemen which are used to send back musical greetings. Persons to be greeted are in turn notified by station on special card, week during which greeting will be used. Open for sponsorship. Presently used as co-op.

Availability: E. T.
 Time Units: 45 minutes, 6 weekly
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Variety of accounts
 Number of Artists: MC
 Audition Facilities: Transcriptions
 Submitted by: WEBR, 23 North St., Buffalo 2, N. Y.

Dr. Frank Black's Concert Band

The brass band is everyone's music. Dr. Frank Black has perfected the technique which now makes this universally loved music possible for radio broadcast from the studio. It is also a concert band and its range is as limitless as the type of music itself. The program will also feature a guest artist and a male chorus.

Availability: Live talent and E. T.
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General
 Number of Artists: 3 plus chorus and orchestra
 Audition Facilities: Will pipe live talent
 Submitted by: Gale Associates, 48 W. 48th St., New York 19, N. Y.

"Boston Tea Party"

Carl Moore's "Boston Tea Party" is a quarter-hour weekday matinee, musical and audience participation program starring Carl Moore with Fred Garrigus as stooge. Moore has been the top billed star in many of New England's most successful commercial programs for two decades. Teamed with Garrigus, Moore brings a rollicksome roundup of fun that delights a large audience from Maine to Cape Cod.

Availability: Live talent
 Audience Appeal: Entire family
 Suggested for: Late afternoon
 Client Suitability: Any
 Number of Artists: 2
 Cost: On request
 Audition Facilities: Transcriptions
 Submitted by: Station WEEL, 182 Tremont St., Boston 12, Mass.

Paul Byrd and His Radio Pals

Top artist group in eastern North Carolina is Paul Byrd and His Radio Pals. Featured on WGBR for the past five years, this group now has waiting list for his program...the Paul Byrd Hour. Co-featured with Paul Byrd is Leland B. Nelson, who acts as master of ceremonies and has become an important part of the program. Sales success stories are available for any type of sponsor. Program features western, pop and novelty with vocal arrangements and novelty instrumental arrangements.

Availability: Live talent
 Time Units: Quarter hour strip
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Medicine, flour or household needs

Number of Artists: 5
 Audition Facilities: Transcriptions
 Submitted by: Station WGBR, Goldsboro, N. C.

Cheerful Earful

Musical combo using Piano and Hammond Organ with female and male soloist alternating programs. Program consists of sprightly music and informal announcing. Used as co-op, announcer tying-in commercial spots with continuity.

Availability: Live talent
 Time Units: 15 minutes, 5 weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Variety of accounts
 Number of Artists: 3
 Audition Facilities: Transcriptions
 Submitted by: WEBR, 23 North St., Buffalo, 2, N. Y.

"Club 1400"

Attractive membership cards for "Club 1400" mailed by request...initial broadcast January 8, 1945...Has total membership of 2,519, has pulled 6,628 mail pieces. Members may write in, signing serial number which is on membership card, and request any musical selection. Announcer Malcolm Rast, known to his fans as "Mike," is a singing MC, and sings many songs requested, accompanied by recordings. Popular appeal to younger set, but gains much adult audience because of variety of music.

Availability: Live talent and E. T.
 Time Units: 15 or 30 minutes, 5 times weekly
 Audience Appeal: Juvenile and female
 Suggested for: Afternoon 2:30-3 p.m.
 Client Suitability: Entertainment establishments, record shops, restaurants, etc.
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: WCOS, Columbia (E), S. C.

Casa Cugat

Here's a real Cugat show—Cugat himself, his orchestra, chorus and vocalists—Carmen Castillo, Nito Rose, Del Campo, Don Rodney. Xavier Cugat is one of America's most colorful personalities. Now in this new World Feature he is made available to advertisers with limited budgets in an elaborate and expertly produced show. This is an "Audi-Flex" Feature—separate scripts by Ted Hediger, music in bands on discs, permitting introduction of commercials anywhere in show.

Availability: E. T., Audi-Flex
 Time Units: 156 15-minute programs or 78 30-minute programs; 3, 5, or 6 weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: All types
 Audition Facilities: Transcriptions
 Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

"Chicago's Theater of the Air"

Full-hour radio versions of operetta, and musical-comedy stage successes, with leading soloists, dramatic cast, and orchestra and chorus directed by Henry Weber, musical director of Mutual-WGN, Chicago.

Availability: Live talent
 Time Units: 60 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Institutional or prestige products

Number of Artists: 6 principals and supporting cast
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting System, Inc., New York 18, N. Y.

Chickory Club

This is New Orleans' favorite reveille. Program opens with snores, rooster crowing alarm clock going off and then "get up" suggestions from Jimmy Landry comic announcer of WDSU who introduces Janis George, early morning hostess of the "Chickory Club" Janis plays records on the jive side to rouse would be laggards.

Availability: Live talent
 Time Units: One hour, 6:00-7:00 A.M., Monday thru Saturday
 Suggested for: Morning
 Submitted by: WDSU, Hotel Monteleone, New Orleans, La.

Children on Parade

This program is designed for a child audience. It features talented children from the entire community. It is handled by an ex-school teacher who has a wide experience in handling children and in broadcasting. The program is designed to give an opportunity for children to appear on a program made up entirely for their pleasure. Each broadcast is balanced as to the type of acts appearing and is worked on the call basis so that the large roster can be used.

Availability: Live talent
 Time Units: 15 or 30 minutes, once weekly
 Audience Appeal: Juvenile
 Suggested for: Morning or afternoon
 Client Suitability: Soft-drink or candy dealer

Number of Artists Employed: Two professionals are employed. Mistress of ceremonies and pianist
 Cost: On request
 Audition Facilities: Transcriptions
 Submitted by: WDBJ, P. O. Box 150, Roanoke 2, Va.

Coffee Pot Parade

Coffee Pot Parade is a "personalized" record or transcription show made up entirely of requests sent in by listeners. The requests might be by servicemen training in some area, college or high school students, or just any early morning listeners. Although KWSC is a non-commercial station, the idea might appeal to sponsor who wanted to reach students or the above mentioned listeners.

Availability: Both
 Time Units: 60 minutes every morning
 Audience Appeal: Juvenile
 Suggested for: Morning, 7-8
 Client Suitability: Excellent for a record shop

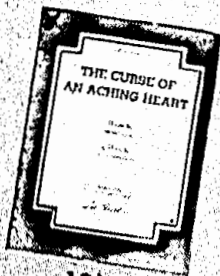
Number of Artists Employed: One preferably—possibly two
 Cost: Governed by particular conditions and set-up
 Audition Facilities: Transcriptions
 Submitted by: KWSC, Pullman, Washington

Crescent Moon

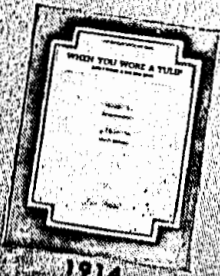
High atop the Monteleone Hotel—in the Studios of WDSU, the "moon-girl" appears nightly . . . spinning star-studded dreams and romance for late-hour listeners. It's a restful interlude of poetry and music, with Shirley Kilgore, as narrator. Designed to preface your slumber, program opens with the dreamy "Claire de Lune" of Debussy—then merges into the soft enchantment of organ music as the "moon maid" speaks. Heard nightly over WDSU from 11:30 P.M. till midnight.

Radio Producers! Program

Here are over 200 of the most popular song hits of all time
 Robbins, Feist and Miller. Songs that have lived
 indicate that only two out of every hundred



1913



1914



1915



1916



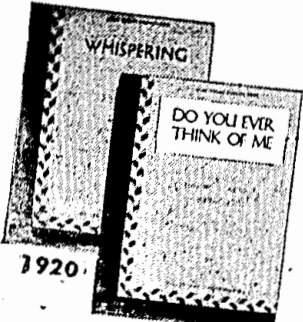
1917



1918



1919



1920

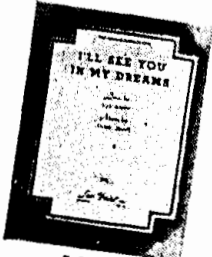
1921



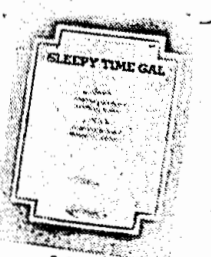
1922



1923



1924



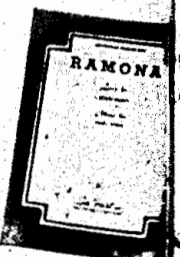
1925



1926



1927



1928

ALICE BLUE GOWN • ALL AMERICAN GIRL • ALL I DO IS DREAM OF YOU • ALONE • ANCHORS
 BLUE MOON • BROADWAY MELODY • BROADWAY RHYTHM • BY THE RIVER SAINTE MARIE
 COMIN' IN ON A WING AND A PRAYER • COQUETTE • CORAL SEA • CRAZY PEOPLE • CUBA
 OLD GIRL • DEEP PURPLE • DIANE • DID I REMEMBER • DO YOU EVER THINK OF ME •
 APPLE TREE • DOWN AMONG THE SHELTERING PALMS • DOWN ARGENTINA WAY • DRUMS
 GEORGIA • FEATHER YOUR NEST • FERRY-BOAT SERENADE • FIT AS A FIDDLE • FIVE FOOT
 MORNING, MR. ZIP-ZIP-ZIP • GOOD NIGHT SWEETHEART • GOODNIGHT MY LOVE • GOOF
 FREE • HERE COMES THE SUN • HILO HATTIE • HOLD ME • HONEST AND TRULY • HONEY •
 FOR YOU • I DON'T WANT TO GET WELL • I FEEL A SONG COMIN' ON • I GOT IT BAD • I KNOW
 I SAW STARS • I WANT MY MAMA • IF I HAD YOU • IF WE CAN'T BE THE SAME OLD SWEETHEARTS •
 RAINBOWS • I'M AN OLD COWHAND • I'M COMING VIRGINIA • I'M IN THE MOOD FOR LOVE • I'M
 OF THE WORLD • I'M SORRY I MADE YOU CRY • I'M THRU WITH LOVE • IN A LITTLE SPANISH TOWN
 AN ECHO IN THE VALLEY • JUST FRIENDS • KING KAMEHAMEHA • KING'S HORSES • K-K-K-KATY •
 LITTLE MAN WHO WASN'T THERE • LOST • LOVE HERE IS MY HEART • LOVELY LADY • MAIRZY DO
 MASQUERADE • MAYBE • M-I-S-S-I-S-S-I-P-P-I • MOON IS LOW • MOONLIGHT AND ROSES • MOO
 MY MAN • MY MOTHER'S EYES • MY REVERIE • NO! NO! A THOUSAND TIMES NO!! • NO, NO, NO
 PEG O' MY HEART • PEGGY O'NEIL • RAIN • RAMONA • RANGERS' SONG • RIO RITA • ROLL ALON
 THE OLD ACCORDION MAN • SANTA CLAUS IS COMIN' TO TOWN • SHE WAS JUST A SAILOR'S SWEET
 SLEEPY TIME GAL • SOMEBODY STOLE MY GAL • SONG OF LOVE • STAIRWAY TO THE STARS
 SWINGIN' DOWN THE LANE • TAKING A CHANCE ON LOVE • TEMPTATION • TEN LITTLE FIN
 YOU • THERE'S A LITTLE SPARK OF LOVE STILL BURNING • THEY CUT DOWN THE OLD PINE TREE
 A NEW ROMANCE • THROUGH THE YEARS • THROW ANOTHER LOG ON THE FIRE • TIGER RAG
 MARCH • VAMP • WABASH BLUES • WALTZ YOU SAVED FOR ME • WANG WANG BLUES • W
 YOU WANT TO MAKE THOSE EYES AT ME FOR? • WHEN DID YOU LEAVE HEAVEN • WHEN FRANCO
 TOO OLD TO DREAM • WHEN THE MOON COMES OVER THE MOUNTAIN • WHEN YOU LOOK IN TH
 SONG • WHISPERING • WITHOUT A SONG • WOMAN IN THE SHOE • WONDERFUL ONE • W
 YOU GOTTA BE A FOOTBALL HERO • YOU WERE MEANT FOR ME • A YOUNG MAN'S FANCY • YOU

ROBBINS MUSIC CORPORATION • LEO F

For artist copies and orchestrations, write or telephone Phil Kornheiser, Manager

Directors! Ad Agencies!

Selected from more than 25,000 copyrights in the catalogs of the years. Over a period of fifty years, statistics show that these songs survive. These have survived!

AT SUNDOWN • AT THE BALALAIKA • AURORA • BALLAD FOR AMERICANS • BIM BAM BOOM
 • CHANGES • CHARMAINE • CHATTANOOGA CHOO CHOO • CHINA BOY • CHLOE
 • CURSE OF AN ACHING HEART • DARKTOWN STRUTTERS' BALL • DAYBREAK • DEAR
 • DON'T BLAME ME • DON'T GET AROUND MUCH ANYMORE • DON'T SIT UNDER THE
 • ELMER'S TUNE • EVERYTHING I HAVE IS YOURS • EVERYTHING IS PEACHES DOWN IN
 OF BLUE • FOUR OR FIVE TIMES • GOOD-BYE BROADWAY, HELLO FRANCE • GOOD
 DAY • HAIL! HAIL! THE GANG'S ALL HERE! • HAWAIIAN WAR CHANT • A HEART THAT'S
 EYES • HONOLULU MOON • HORSES • HOT LIPS • HOW AM I TO KNOW? • I CRIED
 MEANS TO BE LONESOME • I LOVE YOU, CALIFORNIA • I MISS MY SWISS • I NEVER KNEW
 BE THE SAME • I'LL SEE YOU IN MY DREAMS • I'M A DING DONG DADDY • I'M ALWAYS CHASING
 ABOND LOVER • I'M NOBODY'S BABY • I'M ON MY WAY TO MANDALAY • I'M SITTING ON TOP
 MUST BE HEAVEN • IT'S A GREAT DAY FOR THE IRISH • JA-DA • JEANNINE • JOSEPHINE • JUST
 YOU TO-NIGHT • LIFE IS A SONG • LI'L LIZA JANE • LILACS IN THE RAIN • LINGER AWHILE
 MINI MELE • MAMMA LOVES PAPA • MANHATTAN SERENADE • MARCHING ALONG TOGETHER
 NADE • MORE THAN YOU KNOW • M-O-T-H-E-R • MY BLUE HEAVEN • MY LITTLE GRASS SHACK
 BEACH AT WAIKIKI • ONCE IN A WHILE • OVER THE RAINBOW • PAGAN LOVE SONG • PARADISE
 MOON • ROSE ROOM • 'ROUND HER NECK SHE WEARS A YELLER RIBBON • RUNNIN' WILD • SAM,
 'S FUNNY THAT WAY • SHOULD I • SIBONEY • SING, SING, SING • SINGIN' IN THE RAIN • SLEEP
 OF DREAMS • STUMBLING • SUGAR • SUNDAY • SWEET AND LOVELY • SWEET LADY
 N LITTLE TOES • THANKS FOR THE BUGGY RIDE • THAT OLD FEELING • THAT'S HOW I NEED
 G OF YOU • A THOUSAND GOOD NIGHTS • THREE O'CLOCK IN THE MORNING • THRILL OF
 MY HANDS • TI-PI-TIN • TOOT, TOOT, TOOTSIE! • TWO LOVES • UNITED NATIONS ON THE
 AND LEE SWING • WEDDING OF THE PAINTED DOLL • WEST, A NEST AND YOU • WHAT DO
 WITH ME • WHEN I DREAM OF OLD ERIN • WHEN I GET YOU ALONE TONIGHT • WHEN I GROW
 A ROSE • WHEN YOU WORE A TULIP • WHERE DO WE GO FROM HERE? • WHIFFENPOOF
 ER AND THE CHINA DOLL • WOODPECKER SONG • YOU • YES, MY DARLING DAUGHTER
 I SEE MAMMA EV'RY NIGHT



1944



1943



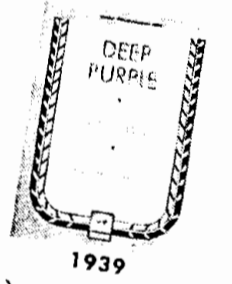
1942



1941



1940



1939



1938



1937



1930



1931



1932



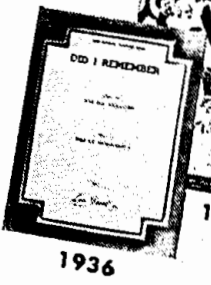
1933



1934



1935



1936

T, INC. • MILLER MUSIC CORPORATION

Standard Exploitation Department, 1619 Broadway, N. Y. 19. Circle 6-2939.

A VAST NEW POWER IN RECORDING

Yes, the rumors are true. Yesterday there were three "majors". Today there are four. For a vast new power has come into the recording industry... an organization with enormous resources and a modern 19-acre plant... an executive staff with unrivaled experience in every field of showmanship... a company with the announced intention of obtaining *permanent leadership* in recording.

Cosmopolitan
RECORDS, INC.

"THE HOUSE OF STARS"

Exclusive Cosmo Recording Stars

JOAN EDWARDS—The "Hit Parade's" one and only
Joan Edwards

JERRY WAYNE—radio's newest singing discovery,
star of "The Jerry Wayne Show"

GERTRUDE NIESEN—star of stage, screen and radio
again smashing Broadway records as
star of "Follow the Girls"

ENRIC MADRIGUERA and his orchestra—undis-
puted master of Latin-American music

BARRY WOOD—singing star of radio's "Hit Parade"
and "Million Dollar Band"

FOUR CHICKS AND CHUCK—singing stars of "The
Kate Smith Show"

DEL COURTNEY and his orchestra

COLEMAN HAWKINS—all-time, all-American saxo-
phonist and his all-star orchestra

OSCAR STRAUSS—internationally famous com-
poser and conductor, supreme master
of the waltz

HENRY BUSSE and his orchestra

*No wonder the stars are flocking
to Cosmopolitan.*

This is only a preview of the many
great names who will be making
Cosmopolitan records for you
before the end of this year. Week
after week Cosmopolitan will have
announcements to make which
will have a revolutionary effect on
the entire industry. And specific
numbers by the ten stars shown
below will be announced within the
next week or ten days.

*Hitch your wagon to "The House
of Stars"*

Harry W. Bank

Harry W. Bank,
President

COSMOPOLITAN RECORDS, INC., MASSEPEQUA, LONG ISLAND AND 745 FIFTH AVENUE, N. Y. PHONE PLaza 3-6833

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Most any—
Number of Artists Employed: Two
Audition Facilities: Transcriptions or will accept live talent
Submitted By: WDSU, New Orleans 12, La.

Dinner Dance

Not revolutionary, or new in the Dinner Dance has consistently held a good Hooper rating. No live, but the better type of popular dance and lighter classics and show tunes in slow dance mode. Although transcriptions have been used, the program is adaptable to a small combination of three to five live musicians. Chamber Music Trio or Quartet.
Availability: Live talent and E. T.
Time Units: 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General barring medicals of too plain character
Number of Artists: Now ET, but live talent available
On request
Audition Facilities: Transcriptions
Submitted by: Birmingham Broadcasting Company, Inc., WBRC, Box 2311, Birmingham 1, Ala.

Dream Bout

Fifteen minute musical, each program complete in itself. Sponsored on the Pacific Coast by Shontex Company, over the De Lee Network once weekly on Saturday nights, where it enjoyed a Hooper rating of 5.7.
Availability: E. T.
Time Units: 39 episodes of 15 minutes each

Audience Appeal: Female, male
Suggested for: Evening
Client Suitability: Product appealing to women
Number of Artists: 3
Cost: 50 per cent of the one time station rate—royalty only
Audition Facilities: Transcriptions
Submitted by: Selected Radio Features, 1583 Cross Roads of the World, Hollywood 28, Calif.

"Do-Re-Mi for You"

An easy, fast, amusing musical game that can be played by everyone. The game is a simple reverse of the "Guess the Tune" idea: only the listener submits the tunes and tries to baffle the organist. Listeners invited to send in name of well-known published song. If their song is used on broadcast and organist is not able to play it, the listener submitting song title receives a prize. During each broadcast approximately 15 songs are played. Announcer and organist set breezy, informal pace and live audience participation in enjoyment of this broadcast adds to listeners interest. When organist is "stumped," the announcer invites anyone in the audience to hum whistle, or sing the tune. If successful, audience participant is awarded a prize equalling the prize originally offered the outside-of-studio participant.
Availability: Live talent
Time Units: 15 minutes, twice weekly
Audience Appeal: Family
Suggested for: Morning or afternoon
Client Suitability: General
Number Artists Employed: Two
Audition Facilities: Transcriptions
Submitted By: WIP, 35 S. 9th Street, Philadelphia, Penna.

MUSICAL

Everybody's Music

"Everybody's Music" with Sigmund Spaeth, possesses universal appeal. In this series, the Tune Detective strikes a new note in musical programs because he selects music "everybody likes" . . . and explains why they like it. No one could be better suited to the role than the famous Dr. Spaeth who is practically a walking music encyclopedia. He has written books on music, lectured throughout the country, and is a veteran radio music-master. "Everybody's Music" will appeal to . . . everybody who likes music!
Suitable for FM broadcasting.
Availability: Live talent or E. T.
Time Units: 30 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any acceptable sponsor
Number of Artists: 1
Audition Facilities: Live talent
Submitted by: WQXR, 730 Fifth Ave., New York 9, N. Y.

Fun with Music Starring Sigmund Spaeth

Sigmund Spaeth, The Tune Detective, is known all over the world as an outstanding authority on music. Author of a score of books which have made music easy to take for the masses, he goes even further in this transcribed series of 26 shows, and demonstrates how easy it is to have fun with music, with any kind of instrument. In the series are quartettes, string groups, swing bands, toy instruments, solosists, etc. Series has been sponsored

in a score of cities with success. A special 64-page book by Sigmund Spaeth entitled "Fun with Music" is used as tie-up. Ad mats, publicity, etcetera, with series.
Availability: E. T.
Time Units: 15 minutes, 1, 2 weekly
Audience Appeal: Entire family
Client Suitability: Baker, drug, food, drug, department store, music dealer, banks
Suggested for: Afternoon; evening
Number of Artists: About 60 in series
Cost: Based on population of market, power and rates of stations used
Audition Facilities: Transcriptions
Submitted by: Kuspert Garden, Inc., Boston 16, Mass.

Gene Graves Entertains

Singing Disc Jockey Program. Sold in 15 minute periods. Gene Graves sings with records, chats about notables of stage, screen and radio, interviews them when they're in Philadelphia.
Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon
Client Suitability: Any and all
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WIBG, 1425 Walnut St., Philadelphia 2, Pa.

Gems of American Jazz

This is a truly distinctive program of solid and original jazz music selected from a private collection of over 3,000 record-

Exceptional Music COMES FROM THE FAMOUS FIRMS OF MUSIC PUBLISHERS HOLDING CORPORATION

**THE BEST OF THE STANDARDS
 THE TOP HITS OF THE POPULAR NUMBERS**

Music to suit your every need in making your programs tunefully stimulating and melodically vibrant.

**HARMS, INC.
 M. WITMARK & SONS
 REMICK MUSIC CORP.
 ADVANCED MUSIC CORP.
 RCA BLDG., ROCKEFELLER CENTER, NEW YORK 20, N. Y.**

When Programming your

SHOWS of TODAY and TOMORROW

here are some suggestions:

- "THERE'S NO YOU"
Tom Adair and Hal Hopper
- "HE'LL HAVE TO CROSS THE ATLANTIC"
(To Get To The Pacific)
Sammy Cahn and Jule Styne
- "IF YOU ARE BUT A DREAM"
Moe Jaffe, Jack Fulton, Nat Bonx
- "A TENDER WORD WILL MEND IT ALL"
Allan Roberts and Doris Fisher
- "NANCY"
(With the Laughing Face)
Jimmy Van Heusen and Phil Silvers
- "TIRED"
Allan Roberts and Doris Fisher
- "CHOO CHOO POLKA"
Zeke Manners and Mike Shore
- "PUT YOUR DREAMS AWAY"
(Frank Sinatra's Theme Song)
Ruth Lowe, Paul Mann and Stephan Weiss
- "THE LAST TIME I SAW YOU"
Edna Osser and Marjorie Goetschius
- "SATURDAY NIGHT"
(Is The Loneliest Night In The Week)
Sammy Cahn and Jule Styne
- "HOT TIME IN THE TOWN OF BERLIN"
Joe Buskin and John DeVries
- "CLOSE TO YOU"
Al Hoffman, Jerry Livingston and Carl Lampl
- "TOO MUCH IN LOVE"
Walter Kent and Kim Gannon

BARTON MUSIC CORPORATION

CHARLES ROSS, Gen. Prof. Manager

1619 BROADWAY, NEW YORK CITY

Chicago

54 W. Randolph St.
Norman Fink, Mgr.

Hollywood

6406 Sunset Blvd.
Mack Martin, Mgr.

MUSICAL

ings owned by Author George Malcolm-Smith. George presents stories and anecdotes of the jazz music immortals...illustrates them with rare and valuable recordings...and spices them with the humor and style of a true raconteur. "Gems of American Jazz" is a jewel for evening listening.

Availability: Live talent

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Afternoon, (Sat. or Sun.); Evening, Any

Client Suitability: General

Number of Artists Employed: One

Audition Facilities: Transcriptions

Submitted By: WTIC, 26 Grove St., Hartford, Conn.

Dick Gilbert

One of the nation's top disk jockies and originator of singing with recordings—a crooner with a responsive and large loyal following, Dick Gilbert, entertains 3 hours daily on WHN. He regularly interviews orchestra leaders, leading singers and celebrities of the entertainment world, previews records before they are released, and has frequent surprise "name" guests. The program is sold in 15-minute or 30-minute segments.

Availability: E. T.

Time Units: 15-min., 30- or 45-min. blocks, 6 days weekly

Audience Appeal: Female or Entire family

Suggested for: Afternoon or evening

Client Suitability: General

Number of Artists Employed: One

Audition Facilities: Transcriptions

Submitted By: WHN, 1540 Broadway, N. Y. 19, N. Y.

Golden Bantam Revue

It's corn—but good! Here are the Four Harmonizers, Freddie Fisher and his zany band, Tiny Hill and his syncopating orchestra, The Jesters, and that mellow barber shop quartet. The serenaders in a delightful and amusing World Feature. Such ancient favorites as "Fireman Save My Child," "Put On Your Old Bonnet" and others are introduced as part of the amusing story. It's the type of program that keeps a listener chuckling to himself while he enjoys the really excellent music. This is an Audi-Flex Feature—separate scripts by Lillian Pechin, music in bands on discs, permitting introduction of commercials anywhere in show.

Availability: E. T. or Audi-Flex

Time Units: 156 15-minutes or 78 30-minutes, 3, 5, 6 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All types

Audition Facilities: Transcriptions

Submitted By: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Gypsy Holiday

Gypsy Holiday brings you the adventures of a troupe of noted musicians, all seasoned network performers, as they journey through the many lands of our allies around the world. A timely new program; breezy, stimulating, refreshing, different.

Availability: Live talent

Time Units: 15 minutes, 2 or more times weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: Food, clothing, toys, goods, cosmetics

Number of Artists Employed: 4 or 5

Submitted By: Ann Barbinel Productions

54 Riverside Drive, New York 24, N. Y.

Heart of America Barn Dance

A folk music program directed and produced by Hiram Higsby, nationally known Folk Artist Master of Ceremonies and Director. Fiddle bands, yodelers, comedians, harmony singers, barber shop quartets and novelties.

Availability: Live talent and E. T.

Time Units: 30 to 60 minutes, 1 to 5 weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Number of Artists: 25

Cost: Adjustable

Audition Facilities: Transcriptions and live talent

Submitted by: W. M. Ellsworth, 75 E. Wacker Drive, Chicago 1, Ill.

Here's Everything!

One hour program broadcast nightly from 12 to 1 a.m. Bob Knox records uses two voices, and gabs, kids and clowns through the show.

Availability: Live talent

Time Units: 1 hour, 6 times weekly

Audience Appeal: Entire family

Suggested for: Late evening

Client Suitability: Varied

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WIBG, 1425 Walnut Philadelphia 2, Pa.

"High School Treasure Trove"

Salutes a high school teacher of a city each night...popular recorded music...call a high school student during program and give prizes...salute to a special class each night...one high school class is invited to attend the broadcast each night...this class is entertained with music by request after the "Treasure Trove" leaves the air...original poems written by students are read on the program, with musical background.

Availability: Live talent and E. T.

Time Units: 30 minutes, 5 times weekly

Audience Appeal: Juvenile

Suggested for: Early evening

Client Suitability: Eating establishments, clothiers, record shops

Audition Facilities: Transcriptions

Submitted by: WCOS, Columbia (E), S. C.

"Hymn Time" with Smilin' Ed McConnell

Smilin' Ed is one of the most popular and best loved characters on the radio. In this series of transcription programs he ambles along in his typical easy-going friendly way. Singing a song, telling a story. Smilin' Ed has been on the air over 15 years. His name is a household word in many parts of the land. Sponsored by Acme Paint for 5 years and A. Addin Lamp for 3 years attests to his overall appeal. 78 quarter-hour episodes.

RADIO DAILY

Sure Fire

NBC Radio-Recorded Programs

For Local, Regional and National Spot Advertisers

• NBC Radio-Recorded programs are the automatic choice of many leading advertisers. Local advertisers who want a network-calibre show at modest cost . . . regional advertisers whose distribution precludes the use of networks . . . national advertisers who wish to put extra sales pressure in certain markets. Advertisers and agencies have been quick to recognize that in this way they can be sure of programs with the NBC touch . . . expertly cast, expertly written and expertly produced . . . the best in recorded broadcasting.

So, if you're in the market for a show with outstanding talent and program ideas . . . one that you can broadcast economically . . . make an early choice from this list of proved successes . . . every one of them timely and thrilling.

These shows are attracting large audiences and stimulating sales in spot markets for many important advertisers. Write for complete data and audition records *today*.

Betty and Bob—Engrossing human-interest serial drama. 390 quarter-hours, 5-a-week.

Carson Robison and His Buckaroos—Tops in Western music and entertainment. 117 quarter-hour programs, frequency optional.

Come and Get It—Spontaneous food quiz for women. 156 quarter-hours, 3-a-week.

Destiny Trails—Exciting adventure stories of Indian days in America. 156 quarter-hours for 3-a-week broadcast.

Five-Minute Mysteries—New series of fast-moving thrillers...clever production pattern. 156 five-minute shows, 3-a-week.

Getting the Most Out of Life Today—Down-to-earth inspirational talks by Dr. William Stidger. 117 five-minute shows for 3-a-week broadcast.

Happy the Humbug—Delightfully whimsical radio-cartoon for whole family. 54 quarter-hours, 3-a-week.

The Haunting Hour—Thrilling mysteries from original scripts by top-flight writers, first-line actors. 26 half-hour shows, 1-a-week.

Modern Romances—True stories of real people taken from the popular magazine by the same name. 156 quarter-hours, 3-a-week.

Stand By for Adventure—Exciting stories of adventure in faraway places. 78 quarter-hours, 2-a-week.

Time Out for Fun and Music—Triple series of sprightly variety shows featuring good music. Stars Allen Prescott, Ted Steele, Gwen Williams and Grace Albert. 65 quarter-hours, frequency optional.

The Playhouse of Favorites—Vivid dramatizations of famous stories immortalized in novels, theatre and movies. 26 half-hours, 1-a-week.

The Name You Will Remember—William Lang's brilliant word portraits of notables in the news. 260 five-minute shows, 3-a-week.

Through the Sport Glass—Sam Hayes recounts thrilling moments in sports history. 52 quarter-hours, 2-a-week.

The Weird Circle—Dramatizations of the thrilling classics of Poe, De Maupassant, Dickens and other great storytellers. 78 half-hour shows, 1-a-week.



NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

1945—RADIO'S 25th ANNIVERSARY—PLEGGED TO VICTORY!

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

MAKING TRANSCRIPTION HISTORY!

THE NEW KENNY BAKER SHOW

Sincerely
Kenny Baker



AMERICA'S FAVORITE TENOR!

WITH



★ DONNA DAE
Famous Fred Waring
Vocalist



★ JIMMY
WALLINGTON

★ BUDDY COLE
And His Men of Music

A great new transcribed show... planned for quarter-hour frequency, day or night. Currently produced in Hollywood on a 5-per-week basis. Enjoy the lilting rhythms of Little Miss Rhythm herself, lovely Donna Dae... the colorful emceeing of Jimmy Wallington... the smart music of Buddy Cole and his men... and the glorious voice of our singing star, Kenny Baker. Setting a new high in talent and production for local and regional sponsors.

WRITE, WIRE OR PHONE

FREDERIC W. **ZIV** COMPANY

2436 READING ROAD • CINCINNATI, OHIO
NEW YORK • HOLLYWOOD

OTHER CURRENT ZIV SHOWS: BOSTON BLACKIE • EASY ACES • PLEASURE PARADE
• THE KORN KOBBLERS • CALLING ALL GIRLS • SONGS OF GOOD CHEER • MANHUNT

completely transcribed for local use.
 Availability: E. T.
 Time Units: 15 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Household goods, furniture, women's products, funeral directors or other dignified client
 Number of Artists: 3
 Cost: \$5 to \$25 depending on wattage
 Audition Facilities: Transcriptions
 Submitted by: Charles Michelson Radio Transcriptions, 67 W. 44th St., New York 18, N. Y.

Jam Session

There is a show that, till now, has been beyond the reach of even the largest advertisers! No one advertiser could dare to broadcast all these star performers in this new World Feature. Here are the jazz world's great names—Art Tatum, Roy Eldridge, Pee Wee Russell, Dizzy Gillespie, John Johnson, Miff Mole—in all, 131 top talents. The National Jazz Foundation of New Orleans writes us, "We consider 'Jam Session' a truly great production." This is an "Audi-Flex" Feature—separate spots by Robert Paul Smith, music in spots on discs permitting introduction of commercials anywhere in the show.

Availability: E. T., Audi-Flex
 Time Units: 156, 15 minutes or 78, 30 minutes; 3, 5, 6 weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: Many types—soft drinks, brewers, sporting goods, etc.
 Number of Artists: 131
 Audition Facilities: Transcriptions
 Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Jerry & Sky, The Melody Men

Jerry and Sky are from the Smoky Mountains of Tennessee—hillbillies with a "real touch." They both play guitars, fiddles, harmonicas, sing and yodel. They have been on scores of radio stations, and have won popularity and favor in every city where they appeared. 208 minute episodes available, or this series can be used as a hill-billy library, for singing one-quarter hour shows.

Availability: E. T.
 Time Units: 5 or 15 minutes, 1 to 5 weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or evening
 Client Suitability: Any type
 Number of Artists: 2 (Jerry & Sky)
 Audition Facilities: Transcriptions
 Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Juke Box Serenade

Thursday night platter session running from 10:15 p.m. to midnight and utilizing a call for requests. Music is broken up by news spots every half-hour.
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Soft drink wholesaler
 Audition Facilities: Transcriptions
 Submitted by: Station KORN, Fremont, Neb.

Keyboard and Console

Quarter-hour of melody, featuring the best arrangements of popular and semi-classical music, by Edith Ginn, as she plays the organ and the piano, simultaneously.

Availability: Live talent or E. T.
 Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: Any type
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: WSUN, Box 240, St. Petersburg, Fla.

Keystone Sunday Symphony

This program as its name suggests is a well-rounded symphonic program which presents some of the best known classics, with program notes on the composers and the music. It would tie in well for institutional advertising.

Availability: Live talent and E. T.
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or evening
 Client Suitability: Institutional advertising
 Number of Artists: 1 announcer (plus transcribed music)
 Audition Facilities: Transcriptions
 Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

"Kingham Scott at the Organ"

Kingham Scott, known as "North Carolina's Favorite Organist" is a versatile performer. He exudes wit, charm and wholesome humor. He is a "natural" emcee . . . (currently broadcasts his "Uncle Scotty" participating show 6:00-7:15 a.m., Monday through Saturday, and a quarter-hour organ program three times a week at 10:15 a.m. . . plus a half-hour Sunday serenade.)

Availability: Live talent and E. T.
 Time Units: 15 minutes or half hour, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Any
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: WPTF, Insurance Building, Raleigh, N. C.

Ladies Choice

Ladies Choice is strictly for ladies . . . a musical show with poetry, quips to the ladies, requests for mail pull . . . Poems read on show are available and station mails poem to the listener. Gave away over 1000 poems (same poem) in one month. Play requests.

Availability: Live talent
 Time Units: 15 minutes, 5 days weekly
 Audience Appeal: Female
 Suggested for: Morning
 Client Suitability: Any for ladies, department stores, breads, etc.
 Number of Artists: 1
 Cost: On request
 Audition Facilities: Transcriptions
 Submitted by: KTHH Radio Station, Houston 2, Texas

Let's Dance

Turn on the radio and roll up the rugs, the Keystone "Let's Dance" show is on the air. From waltz to jive, from tango to fox trot . . . danceable delights for everyone in the family. Each number is introduced by pithy remarks and comments on the tunes. This is a gay, light program designed to fit the needs of any and all sponsors.

Availability: Live talent and E. T.
 Time Units: 30 minutes, 7 weekly
 Audience Appeal: Entire family
 Suggested for: Evening

MUSICAL

Client Suitability: Institutions, record companies, fashion, food, drugs, etc.
 Number of Artists: 1 announcer (plus transcribed music)
 Audition Facilities: Transcriptions
 Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

"Let's Learn a Song"

Wade Lane, known to millions as radio's strolling Tom, up through the old Bostonians, Castle Square Opera Co., Thomas Wade Lane Grand Opera Co., Chautauqua, Lyceum. "Time, Place and Girl" and other musical comedies, presents current popular song on each episode and teaches studio audience and listeners to sing it, individually and chorally.

Availability: Live talent and E. T.
 Time Units: 156 15 minutes, 3 times to 6 weekly
 Audience Appeal: Juvenile, entire family
 Suggested for: Morning, afternoon or evening

Client Suitability: Any ethical account with universal audience appeal

Number of Artists: 4 to 24
 Cost: Live. \$1,250 per episode, including agency. E. T. \$15 to \$60 per episode, depending on population of primary radius.

Audition Facilities: Transcriptions or will pipe live talent
 Submitted by: George Logan Price, Inc., 946 South Normandie Ave., Los Angeles 6, Calif.

"Little Show"

This is a musical program, using 18 instruments and vocalists. The program is of fifteen minutes duration and the popular vein of music played. Special arrangements for the orchestra are used. The show has been dedicated to the American Red Cross in the interest of Blood Donors. Its success has been good. "Little Show" is the only radio program in the United States to have been given a "Certificate of Appreciation" from the American Red Cross.

Availability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Morning, evening, 7 p.m.
 Number of Artists: 18
 Cost: \$350 per program
 Audition Facilities: Transcriptions
 Submitted by: Station WHAM, 111 East Ave., Rochester 4, N. Y.

Melody USA

A panorama of America, its regions, eras and personalities in original music by Irving Landau and dramatic story by Arthur Henley. Each week a different locale, a different generation, a different hero in the tapestry of Americana, presented in colorful melody and stirring drama, specially written for the episode.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Any national advertiser
 Number of Artists: Variable
 Audition Facilities: Transcriptions
 Submitted by: National Concert and Artists Corp., 711 Fifth Ave., New York 22, N. Y.

Melodious Melodies

"Melodious Melodies" contains no vocals, no announcements; features a full semi-symphonic orchestra featuring popular and semi-classical selections, including the musical scores from famous musical comedy successes. There are many Victor Herbert, Rudolph Frimml, Oscar Hammerstein and Irving Berlin selections that are popular everywhere and that never grow old. Each number cuts into the next and in this manner the turntable needs no attention for 15 minutes. Suitable for uninterrupted musical programs or for background music.

Availability: E. T.
 Time Units: 26 15-minute programs weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or evening
 Client Suitability: General
 Audition Facilities: Transcriptions
 Submitted by: Broadcasting Program Service, New York 19, N. Y.

"Memories"

Musical-narrative program constructed to appeal simply and directly to general audience. Appeal based on the sentimental, nostalgic streak in human nature which likes to revel in romantic adventures of the past and which invariably links such adventures with music and song of the past. Narrator of the series is Margo, prominent in stage, screen and radio, using all her high dramatic abilities to express deep sentiments simply. She introduces the music by painting little word pictures around the meaning and mood of the song. Vocals would be handled by the well known singing stars, Jerry Cooper and Nan Wynn with a prominent orchestra supply the background.

Availability: Live talent or E. T.
 Time Units: 5 or 15 minutes, 3 or 5 times weekly
 Audience Appeal: Entire family
 Number of Artists: 20
 Audition Facilities: Transcriptions
 Submitted by: Kermit-Raymond Radio Productions, 14 E. 52nd St., New York 22, N. Y.

Music to Read By

A most distinctive program, this nightly feature aired from midnight to 1 a.m. has built a tremendous regular audience, a class audience during the last eight years. It is a full hour of light classical and semi-classical music with no announcements or interruptions of any kind except at beginning, middle and ending. Music is carefully selected for qualities of restfulness and melodic inspiration. Surveys show WHN ranks close to the top with this show during the midnight period. Product and copy must be in keeping with the spirit of the program. "Music to Read By" offers an exceptionally attentive, responsive audience.

Availability: E. T.
 Time Units: 60 minutes, 7 nights weekly
 Audience Appeal: Entire family
 Suggested for: Evening (late)
 Client Suitability: Books, institutional, high class prestige product
 Number of Artists: 1 announcer
 Audition Facilities: Transcriptions
 Submitted by: WHN, 1540 Broadway, New York 19, N. Y.



THE
TEXAS RANGERS
 "GOING TO TOWN"
 WORLD'S FINEST WESTERN MUSIC

AN
**ARTHUR B. CHURCH
 PRODUCTION!**

They're all Sponsors!

A whole town full of nationally known advertisers who on topflight radio stations throughout the country are sponsoring "The Texas Rangers" transcribed library of favorite western tunes. Why don't you bring them to your town? Write — better yet, wire George E. Halley, Arthur B. Church Productions, Pickwick Hotel, Kansas City 6, Missouri, for further details and exclusive rights to your town!

Music Hall Varieties

Music Hall Varieties recreates authentic of early vaudeville days. Another NBC Thesaurus program that plays the nostalgic melodies of the 1905-20 era. Rare, original scores are created by the finest musicians; bassos, quartets, instrumental novel-ty bringing to the foreground new-found. A revelation of sing to fascinate audience and turn the clock back only yesterday." Color and spice are added in the Thesaurus script service. Sponsor Patrick Ciricillo is the leader.

Availability: E. T.

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All types

Audition Facilities: Transcriptions

Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 10, N. Y.

Music for Today

"Music for Today" is a new and novel program which tells a story in music. Outstanding recorded musical compositions are tied together by a running commentary which is concerned with anything current events and trends of the day to an imaginative story. As unpredictable as a weather shower, and just as refreshing. Example: A fanciful journey through lilt-ting musical serenades takes the listener back to the romantic medieval days of a knight and fair damsel.

Availability: Live talent

Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Food products; cosmetics, ladies' apparel, breakfast foods

Number of Artists: 1—Miss Temmie Davis

Audition Facilities: Script furnished

Submitted by: WCAP, No. 4 Convention Hall, Asbury Park, N. J.

Music Makers

Features a different name band each week. A light, humorous interview explains how the maestro achieves his style, and how he employs it. What special orchestral effects are necessary for his arrangements. How these effects are achieved through the use of the various sections of the orchestra. In other words how he makes his music. Music is interspersed throughout the program and gets big set-ups via stories behind songs. Top recording of past three months receives special attention.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any ad all nationally advertised products.

Number of Artists: Band, emcee-announcer

Submitted by: Bob Shepard, 10 West 65th St., New York 23, N. Y.

"Music a La Mood"

Interrupted, finest classical music.

Availability: E. T.

Time Units: 30-60 minutes daily, Sunday

Audience Appeal: Entire family

Suggested for: Afternoon, 1:00 p.m.

Client Suitability: Wine account

Number of Artists: 1

Submitted by: Station WPAT, 7 Church St., Paterson 1, N. J.

My Country Sings

"My Country Sings" presents the popular music of America in terms of its composers. It is a quarter-hour, three times a week, program of songs. In this series each script is a story of an ASCAP composer, born into the field of music; the story of how he began and his outstanding experiences. Many of these unfold the origin of some of their most famous songs and are then included in the list of recordings for the musical breaks. In this way, we hope to better acquaint the American audience with the American composers and their famous music.

Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Number of Artists: 1 announcer

Submitted by: ASCAP, 30 Rockefeller Plaza, New York, N. Y.

Music of the Americas

This is a gay sparkling musical show featuring the brilliant, exciting rhythms of Latin America. For variety, there are also interludes of Yanks Music usually spotting two Broadway hit tunes of the day. Highlight of the broadcast is a 3 minute Spanish lesson conducted by Richard Dale Johnson linguist with Shirley Kilgore asking questions from a listener's point of view. This is all done in a carefree, casual manner typically in keeping with the "mancana" theme.

Time Units: 15 minutes, 5:45-6:00 p.m. weekly. Monday through Fridays

Audience Appeal: Entire family

Suggested for: Evening

Submitted by: WDSU, Hotel Monteleone, New Orleans, La.

Music of the New World

A series unfolding the story of music through the performance of music. It is the pageant of musical history moving against the changing background of human society. Music of the New World presents the music and the story of the lives of the men and women who have made music, the great composers of the past and present, the singers and pianists and others who have won fame by performing the music of the masters.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Female or male

Suggested for: Evening

Audition Facilities: Transcriptions

Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

Musical Mailbox

Now on the air from 11:15-11:55 p.m. nightly except Sunday. It boils down to an all request record program. Requests are acceptable only if mailed—no phone calls. Program's sponsor could easily make use of the names and addresses submitted for merchandising purposes. Publicity is natural with its wide audience appeal and participation. Late hour guarantees largely an adult audience.

Availability: Live talent and E. T.

Time Units: 40 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any type including war plants

Number of Artists: 1 to 2

Audition Facilities: Transcriptions

Submitted by: WHYH, Holyoke, Mass.

MUSICAL

NBC Concert Orchestra

One of the outstanding orchestras of the country is the NBC Concert Orchestra. Directed by H. Leopold Spitalny, this concert group is made up of the finest musicians, many of whom are distinguished soloists. Thirty-minute programs of the NBC Concert Orchestra present favorite classics and light classics, and feature guest vocalists. Since the musical numbers of the this program are selected for their general appeal and wide acceptance, it would provide an ideal program for any sponsor selling to the family or for any sponsor with an institutional sales message.

Availability: Live talent

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Afternoon (Sunday) or evening

Audition Facilities: Transcriptions

Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

Notes of Love

This program, as the title suggests, consists of songs and letters of love. The letters are actual love letters written by famous personalities and written by and to boys in service. The letters are read in character and a love ballad, sung by Joey Nash, is tied in with each. Program adapts itself to a number of contest ideas such as a prize for the best love letter submitted. Transcriptions are so arranged that they may be broadcast as 5 or 15-minute units.

Time Units: 39 15-minutes, 1 to 3 weekly

Audience Appeal: Female or Entire family

Suggested for: Morning or evening

Client Suitability: General

Number of Artists: 4 to 5

Cost: According to population

Audition Facilities: Transcriptions

Submitted by: Harry S. Goodman, 19 E. 53rd St., New York 22, N. Y.

Old Corral

Starring Pappy Cheshire, Sally Foster, Wade Ray, The Ranch Boys, The Bunkhouse Quartet and featuring a large instrumental and vocal group in an outstanding show of Western music and stories plus a thread of story and comedy that makes this Western musical different.

Availability: E. T.

Time Units: 15 minutes, 3, 5, or 6 weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Client Suitability: All

Number of Artists: Approximately 20

Cost: E. T.—based on population

Audition Facilities: Transcriptions

Submitted by: Frederic W. Ziv Co., 2436

Reading Rd., Cincinnati 2, Ohio

Danny O'Neil

Danny O'Neil, CBS' young romantic singer, in a program of popular music with Ruby Newman's orchestra. O'Neil "turns the pages of a music book"—speaks briefly about the songs he sings.

Availability: Live talent

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon late or evening

Client Suitability: Any client

Audition Facilities: Will pipe live talent

Submitted by: CBS, Inc., 485 Madison Ave., New York 22, N. Y.

On Wings of Song

This program features a girls trio, with piano and organ accompaniment plus violin solos. In addition to the musical portion of the show poetry readings are interspersed. Popular ballads and semi-classical selections are used.

Availability: Live talent

Time Units: 30 minutes, once or twice weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Client interested in strong institutional form of advertising

Cost: On request

Audition Facilities: Transcriptions

Submitted by: WDBJ, P. O. Box 150, Roanoke 2, Va.

One Man Minstrel Show

Bob Knox acts as MC and end man. Uses records and ET's for musical portions of the show. Laughter and applause are by sound effect.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Varied

Number of Artists: 4

Audition Facilities: Transcriptions

Submitted by: WIBG, 1425 Walnut St., Philadelphia 2, Pa.

Piano Stylists

Four leading pianists (popular) of city in separate quarter hours of request rhythms: Vin Breglio, Al Acorn, Lee Authier and Nick DeNucci. Occasional guest vocalists or rhythm support.

Availability: Live talent and E. T.

Time Units: 4 minutes, 15 weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon and evening

Client Suitability: Department stores, any retailers or distributors.

Number of Artists: Four, one on each program

Audition Facilities: Transcriptions

Submitted by: WMAS

Pleasure Parade

A huge cast of famous names including Jimmy Wallington and Milton Cross as emcees, Bob Kennedy (vocal star of "Oklahoma"), Kay Lorraine (diva of Basin Street and The Hit Parade), the Glenn Miller Modernaires, Irving Miller and his orchestra, in an up-to-the-minute musical that is strictly big time.

Availability: E. T.

Time Units: 15 minutes, 3 or 5 weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Client Suitability: Any

Number of Artists: 29

Cost: E. T.—based on population

Audition Facilities: Transcriptions.

Submitted by: Frederic W. Ziv Co., 2436 Reading Road, Cincinnati 2, Ohio

Prima Donna

A prestige musical-dramatic production with the musical splendor of opera and the romantic drama that surrounds its divas, starring Vivian Della Chiesa, Irving Landau's orchestra, and written by Janet Huckins. Each week another famous prima donna lives again, with Vivian

SUCCESSFUL LOCAL, REGIONAL

"IDA BAILEY ALLEN AND THE WORLD HOMEMAKERS"

2:30-3 p.m., Monday Through Friday

Since July 24, 1944

WGN, CHICAGO

A Participating Program, Starring Ida Bailey Allen and Charles Premac. Format Designed to Sell Food Products, Household Equipment and Appliances.

Sponsors And Agencies Who Have Bought This Program—

The Ward Baking Co., United Fruit Co., Bondex, Gravy Master, Mortite, New Plant Life, Globe Repair Service, Presto Cake Flour, Burpee Pressure Cooker, Burr Balm.

J. Walter Thompson, BBD & O, Arthur Kudner, Kenyon and Eckhart, Grant Advertising Agency, Weston-Barnett, Benton and Bowles, etc.

Special Merchandising Features Without Additional Charge.

Available On Five, Three and Two Day A Week Participation.

"CHARM SCHOOL OF THE AIR"---Chicago

WGN, CHICAGO

9:30-10 a.m., Monday Through Friday, Since May 4, 1945

A Participating Program Starring Virginia Clark, Forrest Lewis, Lee Bennett and Supporting Cast. Format Designed to Sell Cosmetics, Wearing Apparel, Other Products and Services of Interest to Women in Connection With Style, Fashion and Beauty.

Sponsors and Agencies Buying Program:—Evans Fur Co., Woodbury Dry Skin Cream, Bathasweet, Queen-Make Fashion Frocks, Burr Balm; Abbott-Kimball Co., Lennen and Mitchell, H. M. Kiesewetter Advertising Agency, etc.

Special Merchandising Features Without Additional Charge.

Available on Five, Three and Two Day a Week Participation.

NEW YORK
604 FIFTH AVENUE
BRyant 9-5365

GEORGE DIETRICH
Eastern Sales Mgr.

ALLEN C

AND NETWORK PROGRAMS

AVAILABLE FOR FALL and WINTER, 1945 and 1946

"PARTICIPATING NETWORK"

A Live Broadcast In 40 Major Money Markets.

Program Available On a Participating Basis Five, Three or Two Days A Week In Any One or More of the 40 Major Markets. Program Is Identical In Each Market With a Different Radio Personality Being Featured Under Trade Name and Style of "Mary Drew And The Home Planning Hour." Special Merchandising Features Identical In Each Market Without Additional Charge. Format Built Around the Sale of Food Products, Household Equipment and Appliances.

"CHARM SCHOOL OF THE AIR"

A Network Co-operative Program.

Program Patterned After the Chicago Format Will Star Two Top-Flight Hollywood Personalities and a Supporting Cast. Network and Availabilities Will Be Announced Shortly.

"CHARM SCHOOL OF THE AIR"—New York

Five Days a Week, Starring a Hollywood Personality. Time, Station to be Announced.

"THE HOME PLANNING HOUR—NEW YORK"

Participating Program Five Days Weekly. Station to be Announced. Starring Florence Brobeck, Noted Home Economist and Writer, With a Supporting Cast. Format and Special Merchandising Features Built Around an Organization Known as the HOME PLANNERS, the Home Planning News, the Home Planners Board and the Home Planners Testing Laboratory. Available on a Five, Three And Two Day A Week Basis.

"SKY RIDERS"—Network

Comedy Quiz Program Now Under Option, Starring Two Top-Flight Radio Personalities.

Available Soon

"WORLD OF ROMANCE"

Network Musical

"MYSTERY HISTORY"

Network Mystery Program

"UNLOCKING ADVENTURE"—Network

True Life Stories of an Internationally Famous Personality.

Special Programs Created and Developed in Local, Regional and Network Markets.

Write or Wire For Recordings of Presentation of These Programs

MAYE---MARTIN
PRODUCTIONS

CHICAGO
TRIBUNE TOWER
SUPERIOR 0100
RUTH NORBY
Office Manager

WPEN in Philadelphia

**is now owned and operated by
the EVENING BULLETIN,
which has the greatest circulation of
any evening newspaper in the United States.**

**In a \$2,149,036,000* annual market,
the EVENING BULLETIN has won the
loyalty of nearly four out of every
five Philadelphia families.**

WPEN intends to serve
the interests of its listeners in the
Philadelphia area as faithfully as
the **EVENING BULLETIN**
has served its readers.

*U. S. Census of Distribution

MUSICAL

Chiesa singing the arias and songs which she was best-known, and with specially selected cast enacting highlights of her life story.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Female and male
Suggested for: Evening
Client Suitability: Any prestige sponsor—especially a perfume
Number of Artists: Variable
Audition Facilities: Transcriptions
Submitted by: National Concert & Artists Corp., 711 Fifth Ave., New York 22, N. Y.

Record Room

This program is an hour and 55-minutes, conducted by Don Otis, who is known as radio's most popular master of musical comedies. It consists of music of the dance bands, latest recordings, etc. It also includes a section for listeners to suggest the name of the orchestra, composer, vocalist, etc. Answers are telephoned in immediately and the first correct answer brings the winner an album of the most popular tunes.

Availability: Live talent
Time Units: Participating—10 minutes to 55 minutes, 5 days weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any type
Submitted by: KMPC, 5939 Sunset Blvd., Los Angeles 28, Calif.

101 Ranch Boys

A western musical program of vocals, instrumental and brief skit by Radio's famous western band, the 101 Ranch Boys.

Availability: Live talent and E. T.
Time Units: 15 to 30 minutes, 1 to 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: General merchandise
Number of Artists: 6
Submitted by: W. M. Ellsworth, 75 East Wacker Drive, Chicago 1, Ill.

Revolving Bandstand

The "Revolving Bandstand" whirls around and round; and provides 30 minutes of recorded entertainment that appeals to young and old alike; to those who like their music hot, and those who like it sweet. Highlights all the top bands and vocalists of the nation—past, present and future. Just enough "solid" programming to make it easy listening—and both dancing.

Availability: Live talent
Time Units: 30 minutes, 1, 3 or 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 1
Audition Facilities: Script furnished
Submitted by: Station WCAP, No. 4 Convention Hall, Asbury Park, N. J.

Rhythm Range

Here is the popular Western entertainers who appeared recently under the name of "Riders of the Purple Sage" on the Andrews Sisters program. In this appealing open-end World Feature, Cottonseed Clark and his boys create for their lis-

teners a friendly environment characterized by good cowboy hillbilly music brilliantly played and sung. With the present demand for Western music this is a show that will appeal to many radio stations.

Availability: E. T. Open-end
Audience Appeal: Entire family
Time Units: 26—15 minutes, 1, 2 weekly
Suggested for: Afternoon or evening
Client Suitability: Any type
Audition Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Sagebrush Serenade

This is one of the greatest groups of recognized stars in Western music ever assembled—Louisiana's Governor, Jimmie Davis, Ernest Tubbs, composer of "Walking the Floor Over You," Cindy Walker, Jimmy Newill, Denver Darling, Red Foley, Jenny Lou Carson, Patsy Montana, Rex Griffin, Texas Jim Lewis and Cliff Bruner. A brilliant, thrilling and memorable show. This is an "Audi-Flex" Feature—separate scripts by Betty Hugh, music in bands on discs, permitting introduction of commercials anywhere in show.

Availability: E. T.
Time Units: 156—15-minutes or 78—30 minutes, 3, 5 or 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Audition Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Serenade to America

The early evening audience listens to "Serenade to America." A distinctive 25 minute musical heard Monday through Friday featuring music of a large concert orchestra under the baton of famous conductors, and well known vocalists, it has won popular acceptance in presenting the music America finds most enjoyable, music old and new, popular and classic, styled by the finest arrangers. Vocalists are Nan Merriman, popular mezzo-soprano, Robert Merrill, sensational young baritone. This program is an ideal family show. As a five-time-a-week, early evening show, it offers the advertiser frequency of sales messages with a "top" show.

Availability: Live talent
Time Units: 25 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists: Orchestra and soloists
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

Serenade for Smoothies

The outstanding musical show in town—a fast moving half hour of pop and standard hits, all specially arranged. Top talent in vocalist Reg Merridew and the Carol Sisters, the only femme quartette in Cleveland radio, work singly or together backed up by a 16 piece orchestra. Produced and narrated by Wayne Mack, a local veteran, Serenade has been used by Ohio Bell to reach high school graduates reemployment. Available for sponsorship in mid-July.

Availability: Live talent
Time Units: 30 minutes, optional weekly
Audience Appeal: Entire family

Suggested for: Evening
Client Suitability: General
Number of Artists: 22
Cost: \$350 plus time
Audition Facilities: Transcriptions
Submitted by: WGAR, Statler Hotel, Cleveland, Ohio

Serenata Pan Americana

Serenata Pan Americana—the ear-catching heart-warming music of our neighbors to the South. Presented with fascinating sidelights on the origins of legitimate South American songs, dances, customs and traditions. Mostly music with the in-between patter serving as a spur to interest in what follows. Conducted by an authority on the subject.

Availability: Live talent and records
Time Units: 2 — 30-minutes, weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Coffee, sugar, tobacco, nut or candy retailers. Any import of South America
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WDAS Broadcasting Station, Inc., 1211 Chestnut St., Philadelphia 7, Pa.

"Shady Valley Music"

Variety show, with star talent playing and singing songs of the West for the people of the nation. Large audiences gather weekly in the auditorium which is converted into a "barn" where hillbilly and popular music is played and enjoyed. Dramatic skits, guest stars, vocalists, trios, and comedy are featured in this talent roundup of America's leading hill-billy group acts. Deacon Moore is emcee, and Jackie Hill and Naomi Crawford sing. . .

Availability: Live talent
Time Units: 30—45 or 60 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Farm and rural products; also mass distribution products
Number of Artists: 3 principals—varied vocal and instrumental groups.
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., New York 18, N. Y.

Roy Shield & Company

For delightful musical entertainment, Roy Shield and Company, in a complete one-hour show offers one of the finest variety programs of its kind. The orchestra, under the direction of Dr. Roy Shields, presents the popular and familiar tunes of today and yesterday in colorful, different arrangements. The supporting cast of artists offers every type of musical variety. This popular program is appealing to young and old and is suitable for most any type product.

Availability: Live talent
Time Units: 60 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

Silhouettes and Cameos

Silhouettes and Cameos . . . a pleasant, refreshing program of familiar music played in the well known manner of Roy

Shields Orchestra. Each show is highlighted by a reading or a dramatic cameo presented by a distinguished guest artist, and musical support is added by a vocal chorus and soloists.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

"Sincerely Kenny Baker"

Starring Kenny Baker, Donna Dae, Jimmy Wallington and the music of Buddy Cole in quarter-hours of songs and personality. Plus, the clever rhythms of Donna Dae, in a grand personality show emceed by Jimmy Wallington. For the first time available for local and regional sponsors.

Availability: E. T.
Time Units: 15 minutes, 1 to 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 6
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Co., 2436 Reading Road, Cincinnati 2, Ohio

"Sing, Mr. Smith"

"Sing Mr. Smith" is a half-hour program featuring Wayne Smith, one of Oklahoma City's fast-growing, popular young singers, surrounded by an eight-piece combination together with a bright, informal script. It has a direct female appeal and is aimed at the younger generation of housewives and late teenagers, with ballads of romantic appeal.

Availability: Live talent and E. T.
Time Units: 30 minutes, 1 weekly
Audience Appeal: Female
Suggested for: Morning or late evening
Client Suitability: Woman's products
Number of Artists: 10
Audition Facilities: Transcriptions
Submitted by: Station WKY, Oklahoma City 1, Okla.

Sing, America, Sing

In the past 20 years America's composers have turned out probably the greatest group of popular melodies in our musical history. Here in this new World Feature Bob Grant and his orchestra, heard for many years on radio programs, presents such top hits we all remember and love as "I'm Just Wild About Harry," "Jada," "Hindustan," "River Stay Way from My Door," "Sing, America, Sing" is the type of entertainment listeners get too little of. This is an "Audi-Flex" Feature—separate scripts, music in bands on discs, permitting introduction of commercials anywhere in show. (Feature now in production—to be released soon.)

Availability: E. T.
Time Units: 156—15-minutes or 78—30 minutes; 3, 5, 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Audition Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

WHAT ARE THEY SAYING ABOUT WNEW Programs?

Here's what Ohio State University Institute for Education by Radio had to say about some of the more recent regular programs over WNEW. Most of these shows have gone on the air since VARIETY headlined "HEP INDIE DOES TOP PROGRAMMING JOB"!

<p>"THESE ARE YOUR BOYS"</p> <p><i>"Program punch" . . . "Good continuity" . . . "Series should have wide, enthusiastic, appreciative audience" . . . "Station is to be commended for giving of its time and talent to the necessary planning."</i></p>	<p>"WOMEN OF THE WORLD"</p> <p><i>"Definitely a contribution to women's radio" . . . "should be of value in establishing better international understanding" . . . "Well organized material, comprehensible, graphic."</i></p>	<p>"COMBAT CORRESPONDENT"</p> <p><i>"The honest but dramatic approach of this series to the realities of war in the Pacific is the sobering influence the American people need in these times" . . . "Entire production sensitive and unified."</i></p>
<p>"INTERNATIONAL QUIZ CONFERENCE"</p> <p><i>"A unique, thoroughly engrossing quiz show. Objective of the series is challenging, and the station is to be highly commended for the vision and idealism of planning."</i></p>	<p>"PULPIT IN A FOXHOLE"</p> <p><i>"This program has an inspirational quality which is seldom attained in religious broadcasts." . . . "If this program is a documentary, let's have more of them!" . . . "Script beautifully written."</i></p>	<p>"NEWS PARADE"</p> <p><i>"Script Beautiful" . . . "Moods are intricately built and sustained." . . . "This is a supremely effective program. There is not a single discordant element. Every feature makes for unity of effect."</i></p>
<p>"RED ROBIN PLAYHOUSE"</p> <p><i>"Very superior series" . . . "aimed at a very specialized listener-group—those children of pre-school age and first and second grades" . . . "The stories represent excellent choices, and music is very attractive."</i></p>	<p>"BEHIND THE CURTAIN"</p> <p><i>"An extremely novel and refreshing music program" . . . "There is an element of suspense in the show entirely lacking in most musical programs" . . . "Good production and engineering."</i></p>	<p>"AROUND THE WORLD IN THIRTY MINUTES"</p> <p><i>"Authoritative" . . . "Extremely well planned" . . . "Production excellent" . . . "Program important, simple, vital."</i></p>

Those are kind words. Especially to the program, script and production people who have made these shows possible. Yet it's all in a day's work, for a station is only as good as the program it offers. The many new programs now in preparation will adhere to the same high standards . . . for we are determined to enhance our reputation as—

"The station listened to by more people than any other non-network outlet in the country."

WNEW

NEW YORK 22, N. Y.

1130 ON YOUR DIAL

TEN THOUSAND WATTS - ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

Sing Out America

Sing Out America is a variety show in music featured folk songs and stories Americana and starring the three that make "The Lonesome Train"—Burl Ives, Murray, Jeff Alexander.

Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional
Audition Facilities: Transcriptions
Submitted by: Rockhill Radio, 18 E. 50th St., New York 22, N. Y.

Songs of Good Cheer

A superb chorus of outstanding voices featuring Willard Young, Kay Lorraine, Clarence Calder and Phil Ducey, Henry Ducey, Crane Calder and others in carefully selected tunes from famous operettas from the pens of Victor Herbert, Paul Sigmund Romberg, Cole Porter, George Gershwin, arranged by that brilliant young composer-arranger Gerald Fair Sears and conducted by Vladimir Ginsky.

Availability: E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire Family
Suggested for: Morning, afternoon or evening
Client Suitability: Any
Number of Artists: 15
Cost: E. T.—based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Co., 2436 Reading Road, Cincinnati 2, Ohio

Songs of Praise

There is the magnificent singing of one of America's outstanding quartets—The Milton Quartet, George Broadbent at the organ. It is a superb program of the emotional music which is so much in demand at this time. Included are famous hymns and old ballads. Celebrated pianist, George Broadbent, is also heard on organ solos. This is an "Audi-Flex" feature—separate scripts by Edna Whitton, music in bands on discs, permitting introduction of commercials anywhere in show.

Availability: Live talent, E. T.
Time Units: 15—15-minutes or 78—30-minutes, 3, 5, 6 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Mortuaries, cemeteries, banks, insurance firms, etc.
Audition Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Songs You Forgot to Remember

George Byron, who has had a long career on radio and in motion pictures, brings us in this World open-end Feature the great but almost forgotten melodies from Broadway's greatest musicals—songs by such famous composers as Gershwin, Hammerstein, Youman, Rodgers, etc. Byron is a fine baritone and uses his pleasant speaking voice effectively in these programs. Sammy Praeger, well known pianist, accompanies him. Feature now in production—to be released soon.)

Availability: E. T., Open-end
Time Units: 26—15-minutes; 1, 2 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Almost any type
Audition Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

"Songs by Elvera"

A 15-minute musical program highlighting songs by Elvera, to the accompaniment of David Cheskin and his 14-piece orchestra. Also featured is Foster Brooks as Emcee and special announcer with a news note of a returned service man.

Availability: Live talent
Time Units: 15 minutes nightly, Mon. through Fri. weekly
Audience Appeal: Entire family
Suggested for: Late afternoon or evening, early
Client Suitability: Gasoline and oils, brewers, furniture, banks, etc.
Number of Artists: 19
Cost: On request
Audition Facilities: Transcriptions
Submitted by: WGR-WKBW, Buffalo 3, N. Y.

"Southern Rivers"

"Southern Rivers" consists of Negro Spirituals that are particular favorites of the deeply-religious colored people of the South. Continuity consists of narrative, legend or folk-story or of a reminiscence of life as it was on the old plantation in the Deep South of yesterday. Musical selections vary from slow spirituals to fast-moving, rhythmic ones. Story follows tempo of music. Songs by Evelyn Pittman and her all-Negro Choir.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon or late evening
Client Suitability: Utilities, banks, institutional program
Number of Artists: 40
Audition Facilities: Transcriptions
Submitted by: Station WKY, Oklahoma City 1, Okla.

Sparky and Dud

"The scamps of the camps" . . . "The scallawags of the squad" . . . "Private Sparky and Strictly Private Dud" in fifteen minutes of songs and fun, and featuring those splendid voices of stage and networks, Happy Jim Parsons and Fred Hall. Special guest "Lazy Dan" famous for 7 years under one sponsorship on coast-to-coast Columbia network. A timely musical show with a remarkable success story. Chatter mostly about army life, songs old and new. Special tie-ins include song books, etc. 66 quarter-hours available.

Availability: E. T.
Time Units: 15 minutes, 3, 5 or 6 weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Client Suitability: Popular priced product
Number of Artists: 2
Cost: E. T.—based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Co., 2436 Reading Road, Cincinnati 2, Ohio

Starlighters

Five times a week, 15 mins. A three piece musical combo using Hammond organ, guitar, accordion with female soloist. Keynote of program is informality of MC and artists, all of whom enter into dialogue. Program has been used chiefly as co-op; spots being especially written for show, using instrumentalists and soloist to create background.

This unit with addition of Cheerful Earful also used to produce WEBR band-

MUSICAL

wagon; half hour Sunday afternoon show. Both programs open for sponsorship.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Dept. store, bank, other institutional type
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: WEBR, 23 North St., Buffalo 2, N. Y.

Stinky's Teen Time

Strictly a platter show for teen age youngsters. Teen Time pulls an average of 100 pieces mail daily. Studio audiences became so large that Teen Time is run behind closed doors. A local show that clicked with Young America. . . . A different school is honored each day requests from that school are played. MC "Stinky," weaves into his chatter various remarks about records, the requests, and wise cracks with sponsors that are on as participation. Record dealer sold 64 platters with one spot.

Availability: Live talent
Time Units: 15 or 30 minutes, 5 days weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any type that wants to build loyal listeners among teenagers.
Number of Artists: 1
Cost: On request
Audition Facilities: Transcriptions
Submitted by: KTHH, Houston 2, Texas

Special Holiday Programs

ASCAP Special Holiday Programs are half-hour scripts combining the observance of national holidays during the year and honoring the many famous men in the past and present, on their birthdays. Also in this series we combine the less serious discourses of such day as "Valentine's Day," "Spring Begins," Halloween and New Year's Eve. This usually numbers sixty during the year.

Suggested for: Afternoon or evening
Number of Artists: 1 (announcer—man or woman)
Submitted by: Ascap, 30 Rockefeller Plaza, New York, N. Y.

"Symposium of Swoon"

"Symposium of Swoon," an all request program with Peter Potter as emcee, which will present only recordings by the top swoon-crooners, such as Perry Como, Bing Crosby, Frank Sinatra, etc. A contest each week for the best reason why a favorite tune was picked, writer of the letter will appear on program, and receive an autographed album of late recordings. There'll be a guest star every week, some prominent band leader, song writers or star vocalist. The song selected weekly by the majority of people will be dubbed the "No 1 Swooneroo."

Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of client
Number of Artists: 1
Submitted by: KECA, 1440 N. Highland Ave., Hollywood 28, Calif.

The Fred Waring Show

Here is the biggest show in daytime radio, a bold innovation, a daytime musical variety show slanted straight for women's interests. Thirty minutes, five days a week . . . a full two-and-a-half hours each week of Fred Waring music, plus comedy variety and human interest. Fred Waring as a friendly, informal master of ceremonies . . . the Waring Orchestra and famed Glee Club . . . tenor Gordon Goodman; baritone, Gordon Berger; crooner, Jimmy Atkins; singers Jane Wilson and Joan Wheatley; harmonizers, Honey and the Bees; comedian, Jack Jay . . . the whole famous Waring organization. . . . All bringing America's Daytime Audience the Biggest Show in Daytime Radio.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning
Number of Artists: 60
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

The Frederick Family

The Frederick Family is composed of mother and father Frederick, and their three sons. Vocal arrangements are varied to feature two trio groups, duets and soloists. This family group has been singing together for the past eleven years, winning singing contests throughout the South. Formerly featured over state wide stations, now exclusively a WGBR feature. A wide variety of songs includes gospel, western, popular and novelty. Is featured by the Frederick Family.

Availability: E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General appeal
Number of Artists: 6
Audition Facilities: Transcriptions
Submitted by: WGBB, Goldsboro, N. C.

The First Piano Quartet

A musical program beyond comparison is the distinctively different music of "The First Piano Quartet." This original piano ensemble, which has toured the concert stage from coast-to-coast, is composed of Adam Garner, Vladimir Padwa, Frank Mittler and Edward Edson. Each man is a piano virtuoso in his own right. They make their own arrangements for four pianos and include in their half hour programs all types of music from popular songs to symphonies by composers from Irving Berlin to Beethoven. For the sponsor desiring a fine musical program of unusual distinction, the "First Piano Quartet" will offer tremendous possibilities, particularly for products of distinction or for institutional selling.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon or evening
Number of Artists: 4
Audition Facilities: Will pipe live talent
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.



COPYRIGHT 1939
THE GREEN HORNET INC.

●
A half-hour of streamlined adventure, packed into America's favorite crusade against crime.

●
Produced each week by a staff of 26 expert writers, actors and actresses, directors.

●
A great Midwestern City calls its fast squad cars "Green Hornets"—a deadly Navy torpedo boat has adopted the name . . . it's known by Americans from coast to coast.

One of radio's greatest adventure stories:

The **GREEN HORNET**

NOW AVAILABLE FOR
NATIONAL SPONSORSHIP!

- ALL NEW AND TIMELY DRAMAS—EACH COMPLETE IN ITSELF—WRITTEN AND PRODUCED BY THE SAME TOP-NOTCH STAFF WHICH ORIGINATES THE IMMORTAL "LONE RANGER"

KING-TRENDLE BROADCASTING CORPORATION

1700 STROH BUILDING

DETROIT 26, MICHIGAN

"The Mood Is Jazz"

An outstanding selection of popular jazz recordings, emceed by Bob Horn. Philadelphia's outstanding MC for such a program. Guest appearances arranged for jazz orchestra leaders, vocalists, etc. on occasion of their playing the Philadelphia band.

Availability: Live talent and E. T.
Time Units: Half hour once weekly
Audience Appeal: Entire family
Suggested for: Late evening
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WIP, 35 S. 9th St., Philadelphia 7, Pa.

The Texas Rangers Library

Individually cut selections on double-faced transcriptions by World Broadcasting System. Available either vertical or lateral. Song book for merchandising now in preparation.

Time Units: Any length desired, maximum three hours
Audience Appeal: Entire family
Suggested for: Morning, before nine. Afternoon, after 5:30; evening, any time
Client Suitability: General
Number of Artists: 8
Cost: From \$15 to \$75 weekly for three hours use, depending on size of city
Audition Facilities: Transcriptions
Submitted by: Arthur B. Church Productions, KMBC, Pickwick Hotel, Kansas City 6, Kansas City, Mo.

The Van Damme Quintet With Louise Carlyle

"The musical show you have been waiting for," featuring NBC's own Art Van Damme and his swing accordion, Louise Carlyle with her throaty styles in big and the quintet. All the elements, the talent, all the vivacity to make this the biggest little show on record. Clever pyramid opening, commercials ideally placed, ready for local sponsorship.

Availability: E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Number of Artists: 7
Audition Facilities: Transcriptions
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

The Wayfaring Stranger

Burl Ives and his songs featured in the warm human stories of a "Wayfarer" who brings happiness and comfort to all the troubled whom he meets—and then levels on.

Availability: Live talent
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Audition Facilities: Transcriptions
Submitted by: Rockhill Radio, 18 E. 50th St., New York 22, N. Y.

Tri-County School Musical of the Air

A half hour "request" program combined with weekly "live-talent" appearances, participated in by all high schools and Jr. highs in the three Northwest Washington Counties. . . . Has completed a successful year on sustaining, now ready for sponsorship. . . . Acclaimed by Washington State Supt. of Public In-

struction. . . . Required listening in school music classes. . . . Credited with giving tremendous impetus to music interest of students.

Availability: Live talent or E. T.
Time Units: 30 minutes, 3 times weekly
Audience Appeal: Juvenile or entire family
Suggested for: Afternoon 1:30 p.m.
Client Suitability: Any client with an institutional message
Number of Artists: 1 to 60
Audition Facilities: Transcriptions
Submitted by: Station KVOS, KVOS Bldg., Bellingham, Wash.

"The Mood of the Gypsy"

"The Mood of the Gypsy" is faithfully portrayed by Manzella and his violin. As in any form of art, the "unstudied" spontaneous charm characteristic of gypsy music is the result of much study. An accomplished concert violinist, Manzella went to Europe to absorb the atmosphere of the authentic gypsy music . . . of which there are no known composers. "The Mood of the Gypsy" is romance and relaxation . . . for a world weary with overwork and war. Suitable for FM broadcasting.

Availability: Live talent
Time Units: 15 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any acceptable sponsor
Number of Artists: 1
Audition Facilities: Will pipe live talent
Submitted by: WQXR, Interstate Broadcasting Co., Inc., 730 Fifth Ave., New York 19, N. Y.

The Korn Koblbers

Quarter-hour transcriptions featuring the music and comedy of the world's most unusual band, The Korn Koblbers. Master of Ceremonies: Alan Courtney. Vocalists: Charlie Wayne, Stan Fritts. Guest stars: Kay Lorraine, Redd Evans.

Availability: E. T.
Time Units: 15 minutes, 3, 5, or 6 weekly
Audience Appeal: Entire Family
Suggested for: Afternoon or evening
Client Suitability: All types
Number of Artists: 8
Cost: E. T.—based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Co., 2436 Reading Road, Cincinnati 2, Ohio

The Lonesome Train

Radio Station KFVD recently wrote us: "The Lonesome Train transcribed program is the first transcribed show that we have listened to that exceeds its advance publicity. It is one of the finest things we have ever done." Lonesome Train is a magnificent program directed by Norman Corwin with music by Earl Robinson and with such brilliant performers as Burl Ives, Richard Huey and Raymond Edward Johnson. It is probably one of the greatest radio programs ever recorded. It is especially suitable for such holidays as Lincoln's birthday, Memorial Day, 4th of July, Flag Day, Army or Navy Days, etc.

Availability: E. T.
Time Units: One half hour program
Audience Appeal: Entire family
Suggested for: Morning (Special holidays)
Client Suitability: Banks, insurance companies, etc.
Audition Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

MUSICAL

The Lone Star Quartet

The Lone Star Quartet, under management of Milton Estes (super-showman) features Gospel singing—in the Stamps-Baxter style. They have a constant listening audience, and make new friends through frequent personal appearances throughout the Carolinas and Virginia. Estes sings tenor with the quartet, and also emceeds the program. He has a pleasing voice, and can deliver the goods across the airplanes in a manner pleasing to any sponsor. . . . Would suggest type of merchandise aimed at rural consumers.

Availability: Live talent and E. T.
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Mornings
Client Suitability: General merchandise of any kind
Number of Artists: 5 (4 voices and piano)
Audition Facilities: Transcriptions
Submitted by: WPTF, Raleigh, N. C.

The Music of Manhattan

A program exclusive to NBC Thesaurus—and within the program is an all-star orchestra, popular vocalists, rhythm groups, instrumentalists and novelty combinations. 28 star network musicians play handpicked songs—unique arrangements of music that will live. The Thesaurus script service weaves these program elements into enjoyable half-hour shows—flexible, saleable, exclusive program material available in NBC Thesaurus. Norman Cloutier is the musical director. Complete promotion aids; mats, photos, releases.

Availability: E. T.
Time Units: 30 minutes, 3 weekly
Audience Appeal: Entire Family
Suggested for: Evening
Client Suitability: Department stores, institutional and others
Number of Artists: 52
Audition Facilities: Transcriptions
Submitted by: NBC, Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

Tune Factory

The right way to present a record show is The Tune Factory way. First off, we blocked out a large segment of our broadcast day—11:15 a.m. to 5:15 p.m. Then we figured out what kind of audience we wanted to appeal to. Daytime hours are monopolized by lady listeners—housewives with a yen for lots of melodious music, frequent newscasts and a minimum of chatter. Thus, The Tune Factory is five solid hours designed for "Mrs. New York"—music she likes and can recognize, carefully balanced to suit all listeners.

Availability: E. T.
Time Units: 5 hours, 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: All
Audition Facilities: Transcriptions
Submitted by: WINS, 28 W. 44th St., New York, N. Y.

Tropicanna

World has brought together in this new Feature the authentic artists associated with best in Latin-American music. In

it is heard such stars as the Mexican group Los Panchos, Wilmoth Houdini, the great Calypso singer, Louis Betencourt and his Marimba orchestra, Celso Vega, Juanita Rios, Johnny Rodriguez Trio, Carlos Molina, Noro Morales and his orchestra. It is a top show of its kind. This is an "Audi-Flex" Feature—Separate scripts, music in bands on discs, permitting introduction of commercials anywhere in show. Feature now in production—to be released soon.

Availability: E. T.
Time Units: 156—15-minutes; or 78—30-minutes, 3, 5, 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Audition Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Tune Chasers and Bonnie King Library

Individually cut selections on double-faced transcriptions by World Broadcasting System. Available either vertical or lateral.

Availability: E. T.
Time Units: Any length desired. Maximum three hours
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Any product of interest to mass audience
Number of Artists: 5
Cost: \$15 to \$75 weekly for 3 hours use, depending on size of city
Audition Facilities: Transcriptions
Submitted by: Arthur B. Church Productions, Kansas City 6, Mo.

Two Kings and a Queen

A quarter-hour of unique arrangements by a trio composed of accordion, piano and organ, and bass. An informal interlude of melody with ad lib introductions and commercials.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: WSUN, Box 240, St. Petersburg Fla.

"Uncle Ezra"

"Uncle Ezra" is an early morning live talent feature broadcast from 5:00 to 7:00 a.m. daily. Uncle Ezra is a philosophical human interest emcee. He works with hillbillies and musical unit. Program is a fast moving, hard selling feature.

Availability: Live talent
Time Units: Announcements, 15 and 30 minutes weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: All products
Number of Artists: 7 to 10
Cost: Furnished upon request
Audition Facilities: Transcriptions
Submitted by: Station KCMO, 1515 Commerce Building, Kansas City, Mo.



Transcribed Programs That **SELL!**

• As the OLDEST syndicated transcribed program producer in the United States, and the originator of the transcribed musical announcement and other highly successful radio ideas, we are prepared to cooperate with you as we do with agencies, stations and advertisers from Coast to Coast. For suggestions and program ideas for your next radio campaign — whether it be for ½-hour, ¼-hour, 5-minute, 1-minute, 100 word, or 30 word spots — write or wire us. And be sure to investigate the possibilities of these successful transcribed syndicated shows!

Program Title	Number Episodes	Synopsis On
"SONGS OF CHEER & COMFORT" <i>Starring Richard Maxwell (Gospel Songs and Philosophy)</i>	52 ¼-hour	Page 89
"THE VAGABOND ADVENTURER" <i>Starring Tom Terriss, famous world-traveler</i>	39 ¼-hour	Page 45
"REAL ROMANCES" <i>Dramatizations of Stories in REAL ROMANCES MAGAZINE</i>	52 ¼-hour	Page 31
"UNSOLVED MYSTERIES" <i>One of the most exciting programs ever produced</i>	39 ¼-hour	Page 47
"EAT-ITORIALLY SPEAKING" <i>The best food program in the country, Starring Dick Stone</i>	78 ¼-hour	Page 65
"ONE I'LL NEVER FORGET" <i>Starring Jack Stevens in unusual sports stories</i>	156 5-minute	Page 115
"FUN WITH MUSIC" <i>Starring Sigmund Spaeth, "The Tune Detective"</i>	26 ¼-hour	Page 73
"TWILIGHT TALES" <i>Starring Elinor Gene, in fairy stories for children</i>	52 ¼-hour	Page 59
"DAN DUNN, SECRET OPERATIVE #48" <i>Juvenile series based on the famous newspaper strip</i>	78 ¼-hour	Page 55
"IMPERIAL LEADER" <i>Superbly dramatized life story of Winston Churchill</i>	52 ¼-hour	Page 27
"FAMOUS MOTHERS" <i>Starring Jane Dillon</i>	78 5-minute	Page 93
"JERRY AND SKY," THE MELODY MEN <i>Real Tennessee Hillbillies</i>	208 5-minute	Page 77
"HISTORY IN THE MAKING" <i>Outstanding events in World War II</i>	52 ¼-hour	Page 37
"UNCLE JIMMY" <i>Family serial, starring William Farnum</i>	156 ¼-hour	Page 99
"FURS ON PARADE" <i>Most comprehensive Fur promotion ever produced</i>	26 ¼-hour	Page 93
"SANTA'S MAGIC CHRISTMAS TREE" <i>Sponsored successfully by more than 100 firms</i>	15 ¼-hour	Page 57
"ADVENTURES IN CHRISTMASTREE GROVE" <i>Christmas series used by more than 200 dept. stores</i>	15 ¼-hour	Page 55

Write or Wire for Audition Samples and Costs

KASPER-GORDON, Incorporated
140 Boylston Street, Boston 16, Massachusetts

One of The Country's Largest Producers of Successful Programs

MUSICAL

Your Gospel Singer

Your Gospel Singer features Edward MacHugh, America's number one Singer of Hymns. He has a large and loyal audience and is widely known for his network series, which format these transcribed episodes follow. Mr. MacHugh sings old-time hymns known and loved by everyone, in his own much-loved style, making the appeal non-sectarian and basic. A hymn and poem book is available for merchandising.

Availability: E. T.
Time Units: 420—15-minutes, 3 to 5 weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Number of Artists: 3
Cost: According to population
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman, 19 E. 53rd St., New York 22, N. Y.

Here Comes Louis Jordan

Yes, here comes the great Louis Jordan as well as the harmonizing "Delta Rhythm Boys" and one of the greatest septa quartets in radio—The Mills Bros. This is a World Feature of hot jazz, smooth rhythms and precision harmonizing. It is a program that is thoroughly in step with the times—with a wide appeal to all types of listeners. This is an "Audi-Flex" Feature—separate scripts, music in bands on discs, permitting introduction of commercials anywhere in show. (Feature now in production—to be released soon.)

Availability: E. T. Audi-Flex
Time Units: 156, 15-minutes or 78, 30 minutes; 3, 5, 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Audition Facilities: Transcriptions
Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York

Client Suitability: Any
Number of Artists: 2
Cost: Based on population of market, power and rate of station used
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Words and Music

For the daily noontime listener "Words and Music" offers a delightful half hour of organ melodies, vocal solos and readings by Harvey Hays. This program presents the finest music and excerpts from the works of great writers, beautifully woven into a highly listenable half hour of words and music.

Availability: Live talent
Time Units: 30 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Noontime
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

Wright Mackey

Artist plays Hammond Organ and two grand pianos at the same time. Offers many unusual compositions and features old songs of the past as well as popular music of the day. Has poetry as feature of each program and concludes with "Your hymn for today." Now in its fifth year.

Availability: Live talent
Time Units: 30 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any
Number of Artists: 2
Cost: On request
Audition Facilities: Transcriptions
Submitted by: WRAK, Williamsport, Pa.

Jimmie Willson Sings

Features WAPI Program Manager Jimmie Willson "with a song in his heart—for you!" This morning series is designed through listener requests for all types of music and is conducted by WAPI's Popular Baritone in an intimate and homey style. Willson is accompanied at the piano and organ by Stanleigh Malotte. Both Willson and Malotte are veteran radio and theater showmen with an amazing commercial record on stations throughout the nation.

Availability: Live talent and E. T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Any client or product interested in a woman's audience

Number of Artists: 3
Cost: Station time plus \$10.00 per program net to station
Audition Facilities: Transcriptions
Submitted by: Station WAPI, Protective Life Building, Birmingham 3, Alabama

Richard Maxwell's Songs of Cheer and Comfort

Richard Maxwell in gospel songs and hymns, plus down-to-earth philosophy which has made Dick Maxwell one of the best loved personalities in radio. Maxwell was rated 13th most popular artist in the entire country, in a 40-city poll conducted by the New York Daily News. 176 Richard Maxwell Clubs have been formed in 21 states. This recorded series now being used by bakers, drug stores, insurance company, jeweler, memorial parks, morticians, retail stores, and others. Adaptable for use by any sponsor. Each show allows for opening, middle and closing commercials. 52 episodes.

Availability: E. T.
Time Units: 15 minutes, 1 or 2 weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Western Hit Round-Up

One hour Hill-Billy program featuring five excellent musicians, all interpreters of Western music. Program is prepared once weekly and is composed of outstanding hillbilly tunes of the week. Selections are presented in the order of their popularity. Popularity is determined by requests and local record sales.

Availability: Live talent
Time Units: 60 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Soft drinks, bread, milk, etc.
Number of Artists: 5 musicians plus Master of Ceremonies
Audition Facilities: Transcriptions
Submitted by: Station KMAC, San Antonio 5, Texas. National Bank of Commerce Bldg., San Antonio 5, Texas

Don Whitney and His Rhythm Masters

This is a first class local band. They either play Hillbilly or Popular music. Most of its members are employed by this station. The band features a hot "Boogie Woogie" piano player who is definitely a star.

This is a good band which is a rarity nowadays, and they can be had for a small talent fee if allowed to mention their show dates. However the mentioning of their dates is not a must.

Availability: Live talent or E. T.
Time Units: 15 or 30 minutes, 1 or seven times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Any
Number of Artists: 5
Cost: Station time plus small talent fee.
Audition Facilities: Transcriptions
Submitted by: Station WELO, Tupelo, Miss.

1945



COMEDY



1946

"Abbie and Slats"

The adult comic strip, Abbie and Slats, known by millions through its extensive newspaper syndication. The main character and comic tragedian, Bathless Higgins, has been everywhere and done everything—so he says. His beautiful lighter is constantly striving to keep up a family honor he so successfully delivers. Abbie and Slats is situation comedy at its very best.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile, entire family
Suggested for: Evening
Client Suitability: Any type of clients and their products
Number of Artists: Varies with cast and music requirements
Audition Facilities: Transcriptions
Submitted by: Richman-Sandford Productions, 10 E. 43rd St., New York, N. Y.

The Adventures Of Topper

A series of dramatic comedies based on Ernie Smith's hilarious best-sellers and starring Roland Young and a supporting cast of well-known actors. These are the modern comedy stories.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Audition Facilities: Transcriptions
Submitted by: Rockhill Radio, 18 E. 50th St., New York 22, N. Y.

The Eric Blore Show

Features Eric Blore in a role all America knows him in, a very lovable and humorous butler. In this series he portrays a butler in a large wealthy household, who gets his employer and his respective family out of all types of embarrassing situations. Strictly comedy situation type of radio vehicle, which makes for good family radio fare. Audition record available.

Availability: Live talent
Time Units: 15 or 30 minutes, 1, 3, 5, weekly
Audience Appeal: Female and male
Suggested for: Morning, afternoon or evening
Client Suitability: Any type of household product
Number of Artists: 5 to 12 including music

Submitted by: Frederick Bros. Artists Corp., 8584 Sunset Blvd., Hollywood 46, Calif.

Follow the Leader

Audience Participation Program, with leader and followers picked from studio group. Leader receives written instructions. Best follower gets award. As does leader.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Cigarette or soft drink
Number of Artists: Varied
Submitted by: WIBG, Philadelphia 2, Pa.

G.I. Laffs

Comedy variety program, with William Gargan as master of ceremonies, in which men in the armed forces, patients in service hospitals, and service publications, supply the gags, jokes and comedy material. A \$100 war bond goes to the best 10 minute comedy sketch, and a \$25 war bond goes to the best joke.

Availability: Live talent

Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client
Audition Facilities: Live talent
Submitted by: CBS, Inc., 485 Madison Ave., New York 22, N. Y.

Go Get It

The scavenger hunt of the air. Where "Go-Getters" go out and bring back various objects, people and stuff then go on the air with them or it and tell about it. This audience participation show is unrehearsed, unrestricted and uninhibited. Anything can happen and usually does. This hilarious fun-provoking show was sponsored and topped all of its competitors.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile, entire family
Suggested for: Evening
Client Suitability: Any client or product
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Mary D. Chase Productions, 234 W. 34th St., New York 18, N. Y.

LASALLE & KOCH'S
MORE THAN A STORE - A COMMUNITY INSTITUTION

SEARS
ROEBUCK AND CO

W. T. GRANT CO.

The **LION** Store

TIEDTIKES
FOR 50 YEARS ... and Tomorrow



Walgreen
YOU'RE ALWAYS WELCOME AT WALGREEN'S
Air-Conditioned DRUG STORES

WONDER
BREAD

LANE'S
ORIGINAL CUT RATE DRUGS

JERSEY GOLD BREAD

HOLSUM
bread

Sono Bread

Taystee
BREAD

Advertising is well placed when it uses the same station that the local department stores ... drug stores ... and bread companies use!

WTOL

— TOLEDO —

A basic station of
The American Broadcasting Company

Arch Shawd... General Manager

National Representatives ... Radio Advertising Co.

c, Duke and the Colonel
 ree likeable, homespun old codgers,
 bitants of a typical, but nameless,
 town. Duke is just Duke; Doc, a
 d veterinarian; and the Colonel is
 y Colonel-by-courtesy. With their
 ter-barrel philosophy, homely humor
 small town gossip, they make a lov-
 trio of real people.

Availability: Live talent
 Units: 15 minutes, 1 weekly
 Audience Appeal: Female or male
 Suggested for: Morning or afternoon
 Number of Artists: 3
 Audition Facilities: Transcriptions
 Submitted by: NBC, 30 Rockefeller Plaza,
 New York, N. Y.

Don't Worry, I'll Fix Everything

Family dramatic comedy situation type
 program featuring Robert Emmet Keane,
 known stage and motion picture
 actor. Very humorous and entertaining,
 is the type of radio vehicle that would
 do an excellent Hooperating. Audi-
 record available.

Availability: Live talent or E. T.
 Units: 15 or 30 minutes, 1 or 3 times
 weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or eve-
 ning
 Client Suitability: Most any type of client
 Number of Artists: Varies from 7 to 12
 including music
 Audition Facilities: Transcriptions
 Submitted by: Frederick Bros. Artists
 Corp., 8584 Sunset Blvd., Hollywood
 16, Calif.

Humor in the News

any clippings augmented by jokes,
 in person by famous network Hill-
 Comedy Star, Whitey Ford—The
 of Paducah.

Availability: Live talent
 Units: 15 minutes, 1, 3, 5 weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or eve-
 ning
 Client Suitability: Home products
 Number of Artists: 1
 Cost: \$1500 per week
 Audition Facilities: Transcriptions or live
 talent
 Submitted by: W. M. Ellsworth, 75 East
 Wacker Drive, Chicago 1, Ill.

Johnny Morgan Show

Proven comedy show with a formula
 rated high for a full year on a CBS
 network.

Availability: Live talent
 Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General
 Audition Facilities: Transcriptions
 Submitted by: General Amusement Cor-
 poration, 1270 Sixth Ave., New York,
 N. Y.

"Leave It To Mike"

Situation comedy featuring Walter
 Holla as Mike O'Malley, clerk in a
 big goods store. O'Malley falls into
 embarrassing and complicated situations,
 usually as a result of trying to get him-
 self out of them.

Availability: Live talent
 Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening

Client Suitability: General merchandise
 Number of Artists: 2 principals and sup-
 porting cast
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting Sys-
 tem, Inc., 1440 Broadway, New York
 18, N. Y.

"Leave It To The Girls"

A round table of romance wherein four
 beautiful and successful girls discuss
 problems on romance sent in by listeners.
 One lone male appears as guest each
 week to defend the man's point of view.
 Paula Stone is moderator, girls include
 Robin Chandler, Dorothy Kilgallen, and
 Eloise McElhone. Male guest and fourth
 girl rotate weekly.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Cosmetics, soaps, wear-
 ing apparel
 Number of Artists: 5
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting Sys-
 tem, Inc., 1440 Broadway, New York
 18, N. Y.

Mustard and Gravy

This program is a black face comedy
 combination with Hill-billy, western and
 novelty songs. The act has been broad-
 cast 6 days a week for 7 years in a
 quarter hour program, which is at present
 being broadcast over 34 Southern stations.

Availability: Live talent or E. T.
 Time Units: 15 minutes, 6 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning and afternoon
 Client Suitability: Excellent results from
 patent medicine advertising
 Number of Artists: 2
 Cost: \$100 a week live talent or \$2.00 per
 day per station, minimum 25 stations
 or \$50.00
 Audition Facilities: Transcriptions or will
 pipe live talent
 Submitted by: Station WGTM, Wilson,
 N. C.

Oh, Mr. Bowser

Adventures of Hercules Bowser, rich
 blowhard, wife and moronic daughter, all
 social climbers, and Captain Skinner,
 down east sea captain, sharp and schem-
 ing. These two men use the knife on
 each other but never draw blood. Cap-
 tain usually winner but Bowser always
 participates in spoils. Each episode self
 contained. Can be produced in quarter
 hour series, 3 weekly.

Availability: Live talent or E. T.
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening (early)
 Client Suitability: Universal
 Number of Artists: 4 or 5
 Cost: \$1000 package for half hour
 Audition Facilities: Transcriptions
 Submitted by: R. E. Messer, 6362 Holly-
 wood Blvd., Hollywood 28, Calif.

Pie Plant Pete & Bashful Joe

Pie Plant Pete and Bashful Harmonica
 Joe have an audience building reputation
 of many years standing in middle west
 and New England states. Music is guitar
 and harmonica with solo and duet vocals
 featuring hillbilly, western and novelty
 tunes. Joe adds another character in his
 Private Guppy for comic relief. Unique in

COMEDY

the show are the animal and other imita-
 tions set to music. Built for National dis-
 tribution on a local co-op format with com-
 mercials incorporated into body of script.
 Availability: E. T.
 Time Units: 15 minutes, 1, 3, 5 weekly
 Audience Appeal: Entire family
 Suggested for: Morning preferable
 Client Suitability: Food or agricultural
 product
 Number of Artists: 2
 Cost: On request
 Audition Facilities: Transcriptions
 Submitted by: ET-SO Productions, 2901
 So. Moreland, Cleveland 20, Ohio

"Queen For A Day"

A half-hour participation program pro-
 gram which selects (through a panel of
 judges chosen from the audience) a gen-
 erously-rewarded Queen who is granted
 her wishes for the next 24 hours. A joke
 session and the crowning of an out-of-
 town Queen are also part of each broad-
 cast. "Name" talent is frequently pre-
 sented on the program.

Availability: Live talent
 Time Units: 30 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: Food and household
 items purchased by women
 Number of Artists: 2 principals and guests
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting Sys-
 tem, Inc., 1440 Broadway, New York
 18, N. Y.

The Magic Lamp

Seventeen piece orchestra under direc-
 tion of Dr. Alois Reiser. Stars: Waymond
 Wadcliffe, (Arthur Q. Bryan—The Sultan),
 Alvia Allman (13th Wife). First episode
 discovers Aladdin's Magic Lamp, there-
 after adventures move into past, present,
 future. Past includes Operatic Soprano
 (The Princess), Operatic Baritone (Major
 Domo), Tenor, Geni of the Lamp, and
 riotous comedy dialogue.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening only
 Client Suitability: Universal
 Number of Artists Employed: Seven plus
 Cost: \$4,500.00 package
 seventeen piece orchestra and con-
 ductor
 Audition Facilities: Transcriptions
 Submitted by: R. E. Messer, 6362 Holly-
 wood Blvd., Hollywood 28, Calif.

The Merry Life of Mary Christmas

Comedy dramatic series starring Mary
 Astor in the role of a sophisticated Holly-
 wood columnist, and recounting the num-
 erous adventures she has with unusual
 characters she comes across in her work
 in the film studios.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Any client
 Submitted by: CBS, Inc., 485 Madison Ave.,
 New York 22, N. Y.

That's My Pop

Comedy series starring Hugh Herbert
 in the title role, and based on the Milt
 Gross cartoon strip of the same name.

Herbert plays the role of Gaylord Ginch,
 befuddled head of the Ginch household,
 who is called upon to cope with a need-
 ling wife, a mother-in-law, the exasper-
 ating exploits of a young son, and the
 ever present threat of having to do a day's
 work.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Any client
 Audition Facilities: Live talent
 Submitted by: CBS, Inc., 485 Madison Ave.,
 New York 22, N. Y.

To Be or Not to Be

An audience-listener participation half-
 hour show featuring John Reed King. An
 original radio game between the listener
 at home and the contestant in the studio
 with emphasis placed on comedy. An
 additional feature is prizes and cash for
 the listener.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or eve-
 ning
 Client Suitability: Any client
 Audition Facilities: Live talent
 Submitted by: Wolf Associates, Inc., 420
 Madison Ave., New York 17, N. Y.

Tune Tabloid

This is a take off on a news daily as
 suggested by the title. "Keystone's Rav-
 ing Reporter" gives advice to the love-
 lorn, attends high teas, and reports vari-
 ously on the problems of children, the
 world of sports, the growing of gardens,
 etc. Each subject is gagged to a fare-
 thee-well. In flash newspaper jargon.
 This show has possibilities for any sort of
 an outfit looking for a light humorous
 musical show.

Availability: Live talent or E. T.
 Time Units: 15 minutes, 3 weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or eve-
 ning
 Client Suitability: Publishing house, food
 concern, sporting goods, etc.
 Number of Artists: 1 announcer
 Audition Facilities: Transcriptions
 Submitted by: Keystone Broadcasting Sys-
 tem, Inc., 6331 Hollywood Blvd., Hol-
 lywood 28, Calif.

Toby and Susie

Toby and Susie—the rib-tickling story
 of a newspaper guy and his gal—is
 comedy at its most hilarious. Hokum
 comedy in 15-minute blues-chasing cap-
 sules—each episode complete in itself!

Availability: Live talent or E. T.
 Time Units: 15 minutes daily
 Audience Appeal: Entire family
 Suggested for: Morning, 7:30 to 7:45 a.m.
 Client Suitability: Bakeries, automobiles,
 home appliances—any sponsor ap-
 pealing to rural or broad general
 audience
 Number of Artists: 4 regular characters in
 script
 Cost: On request
 Audition Facilities: Transcriptions and live
 talent
 Submitted by: WMT, Cedar Rapids, Iowa

TOPS in Sports and News



KFJZ

FORT WORTH

ZACK HURT
DEAN OF SPORTS

"Zack Hurt" and "sports" are radio synonyms in the Southwest. Zack dramatizes all major sports events in this territory for a tremendous KFJZ listening audience.

"Shows of Tomorrow" will always have a bright spot for News and Sports and KFJZ will continue to set the pace in the Fort Worth market with Texas' most popular reporters, Zack Hurt and Porter Randall. They have gained for KFJZ the enviable position of Tops in News and Sports.

PORTER RANDALL
ACE NEWS REPORTER

Porter Randall is credited with the biggest news following in the Southwest. His able analysis and dramatic style have gained for him headline popularity.

PLUS THE CREAM OF MUTUAL'S NEWS AND ENTERTAINMENT FEATURES!

KFJZ's tremendous audience has been attracted by a well balanced schedule of local shows and the cream of Mutual's Humorous, Musical and Dramatic programs, interspersed with Mutual's great array of ace news analysts who keep the families of America news-posted day by day.

Hooper's latest survey shows KFJZ the **SECOND** station throughout the afternoon—and in an enviable position throughout the entire day.

KFJZ is the key station of the Texas State Network—Don't overlook KFJZ when planning your Fall and Winter schedule.

KFJZ FORT WORTH, TEXAS 5,000 WATTS * 1270 KILO. MUTUAL

WEED & COMPANY, Representatives

NEW YORK DETROIT CHICAGO SAN FRANCISCO BOSTON HOLLYWOOD

Adelaide Hawley

Every morning on WEA, Adelaide Hawley broadcasts a popular radio program of outstanding appeal to women. She discusses the things which interest women most . . . eminent people in the industry as it affects women, the children, food, fashions. She also interviews noted personalities in an informal, urbane manner and under her magnetic charm, guests find themselves coming in front of a microphone long enough to tell about their modes of life, the manner of making a living. Adelaide Hawley's voice is also well known to countless movie fans as the feminine commentator on MGM's "News of the Day" reels and she is a popular and successful speaker on lecture platforms, at luncheons and fashion gatherings. After years on the air, Miss Hawley's program is a tested sales vehicle. Casually and naturally, she weaves her comment into the program, giving her radio message a sincere, convincing quality. Her program is participating.

Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Female
Suggested for: Morning
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

"At Home with Kay West"

"At Home with Kay West" brings with it an informal, all-inclusive show by Mrs. Homemaker. Besides recipes, hints and a personality interview everyday, there are daily special features: Mondays, Pet Peeves; Tuesdays, Home Planning; Wednesdays, Meet the Day; Thursdays, Child Care and Friday, Open House. Kay West is a Homemaker herself and her warm sincerity reflects her common concern and understanding with all the problems and joys of making a home."

Availability: Live talent
Time Units: 30 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Any household products or services
Number of Artists: 3
Submitted by: KEX, Portland, Ore.

Constance Bennett Calls on You

A co-operative program. A comment on subjects of interest to women, including fashion, personalities, home-making charm, etc.

Availability: Live talent
Time Units: 5-15 minutes
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Department stores, etc.
Number of Artists: 1 and announcer
Varies by station
Audition Facilities: Transcriptions
Submitted by: American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

Elsa Maxwell's Party Line

Elsa Maxwell tells interesting stories about her 99 most intimate friends—the great, the near-great, and the interesting. From time to time, outstanding figures from the world of the theatre, the arts and letters appear with Elsa on her show. Here is a program that is flavored with the well-known Maxwell wit and with her own penetrating observations on the passing scene. The Maxwell figure and the Maxwell name are both so well known that any form of promotion is made easy.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning, 11:5-11:30 a.m.
Client Suitability: Cosmetics, department stores, apparel shops, baking ingredients, etc.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

Famous Mothers Starring Jane Dillon

Jane Dillon, international artist, has been called "within herself a complete theatre. Individual and self-sufficient, she is an entity among entertainers." "Famous Mothers" is enacted entirely by Jane Dillon. Her 3-octave voice range enables her to vividly portray rugged masculine voices, those of boys and children, and feminine characters of every age. She changes voice in a flash, and experts have been baffled by her performances all over the world. In "Famous Mothers," 78 5-minute transcribed programs, she tells the stories of some of the most famous mothers, past and present. Many will remember Miss Dillon as author and star of the NBC series, "The Happy Family," in which she also enacted all parts.

Availability: E. T.
Time Units: 5 minutes, 3, 5, 6 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Dept. stores, bakers, dairies, food products
Cost: Based on population of city, power and rates of stations used
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Furs on Parade

A sequel to the "Know Your Furs" series which was sponsored successfully by more than 200 stores. "Furs on Parade" is the most comprehensive radio program ever produced for fur retailers. It meets current conditions and problems in the fur field. Each episode is divided into two sections, dramatized, for use as the highlights of a quarter-hour program. Total for "Furs on Parade" is about 7 minutes. Remainder of 15-minute session comprised of commercials and music from station musical transcription library.

Availability: E. T.
Time Units: 15 minutes, 1 or 2 weekly
Client Suitability: Furrier, department store, specialty shop
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

"Betty Hartman"

This is a very informal homey type of women's program, packed with human interest which makes it also attractive to the men. The program is handled, of course, by WTOL's Betty Hartman who finds events and angles in the day's news which are especially appealing to women. Interviews are planned with outstanding and well known personalities. A program replete with facts, news, and important happenings, in which every word counts.

Availability: Live talent
Time Units: 10 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Home or woman's products
Number of Artists: 1 plus interviewee
Audition Facilities: Transcriptions
Submitted by: WTOL, Toledo 2, Ohio

Fun and Folly with Ed East and Polly

These two well known radio personalities conduct the studio audience through the paces of this bright, fast-moving audience participation show, every morning, Monday through Friday. Housewives, servicemen and servicewomen head the contestants who participate in the interviews and stunts. Musical high spots are added by Vic Anthony, Jerry Jerome's Orchestra and Ed East. The friendly, informal character of this program has made it a favorite among women listeners. It's a good bet for a sponsor.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any
Number of Artists: 12
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

Fashion Flashes

News and reviews of the latest fashions by leading style authorities. General appeal for department store exploitation.
Availability: E. T.
Time Units: 5 minutes, 1-2 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Department store clientele
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Thomas J. Valentino, 1600 Broadway, New York 19, N. Y.

Gift Club

The "Gift Club" is an audience participating program. Women are invited to "register" by sending in a letter or postcard. Everyday two phone calls are placed. The first call is made directly from the studio to a woman, who has her name registered with the show. The second call is in the form of a request by the announcer who gives the women's name over the air, and then asks her to call the station. Cash or merchandise certificates are the awards. Between phone calls, typical women's homemaking information is given.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Grocery stores, foods, items sold primarily to women
Number of Artists: 2—a woman and an announcer
Audition Facilities: Transcriptions
Submitted by: Station KROS, Jacobsen Bld., Clinton, Iowa

Dorothy Day

Miss Day brings a new perspective to the familiar things women like. Easy humor, fashions, budget and shortage-minded menus, discussions to and for service men and women, useful household items—these are the keynote topics which place Dorothy Day above the usual run of women's programs. Here's an idea of what listeners think of Dorothy;—just before Christmas, following her broadcast request, over 1,500 packages of popular brand cigarettes were sent in by listeners for wounded servicemen.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Food, cosmetics, wearing apparel, furniture, department store
Number of Artists: 1
Submitted by: Station WINS, 98 West 44th Street, N. Y., N. Y.

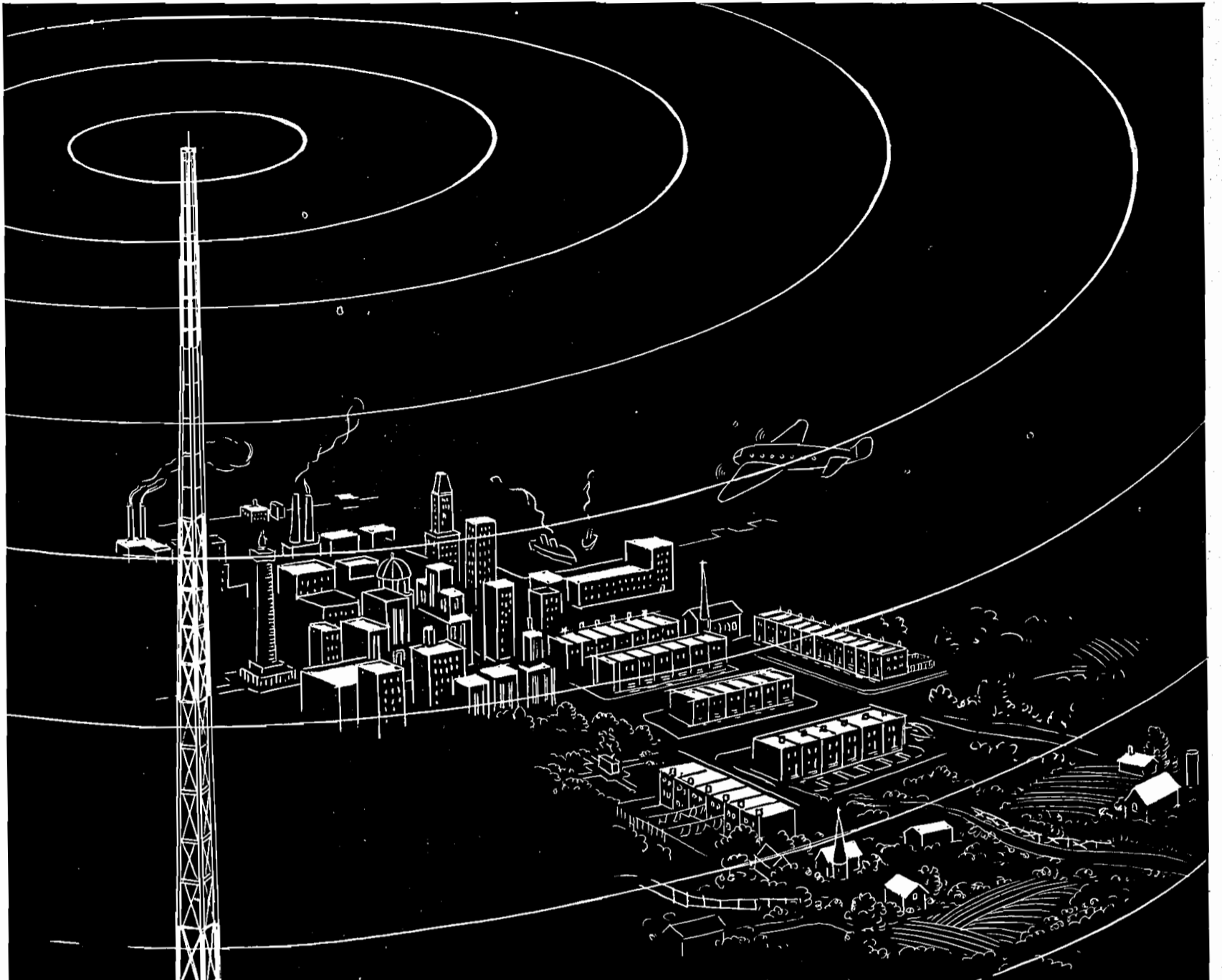
"Housewives' Protective League" "Sunrise Salute"

"Housewives' Protective League" and "Sunrise Salute" with Lee Adams, is one of the most unique combinations in radio. In twice daily installments, Adams discourses interestingly, authoritatively, on everything from career women to penicillin. His talks are humorous, philosophical, always frank, never boring. Each advertised product is first submitted to a "testing bureau" of 3000 volunteer housewives by Adams for inspection and approval—proof that consumer confidence is created only by earning it.

Availability: Live talent
Time Units: "Housewives' Protective League," 30 minutes; "Sunrise Salute," 55 minutes; 6 times (each) weekly
Audience Appeal: Female
Suggested for: Morning and afternoon
Client Suitability: Homemaking products and services (participating shows)
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Station KMOX, 401 So. 12th St., St. Louis 2, Mo.

In the Women's World

News of special interest to women, the changing fashions, problems of the homemaker, the girl in uniform.
Time Units: 5 minutes daily, 6 days a week
Audience Appeal: Female
Client Suitability: All types of sponsorship, but clothing stores are main sponsors, also furniture stores, cleaners, hardware stores, etc.
Number of Artists: 1 announcer
Submitted by: United Press Radio, 220 E. 42nd St., New York 17, N. Y.



IT *Covers* THE MARKET!

WCBM

Baltimore's Listening Habit

JOHN ELMER, *President* • GEORGE H. ROEDER, *Gen. Mgr.*

FREE & PETERS, INC., *National Rep.*

A M U T U A L S T A T I O N

FEMININE ANGLE

Modern Homemakers Institute

Modern Homemakers Institute is a fast-moving program of up-to-the-minute suggestions and plans for the modern home maker, during the program late news flashes are given in capsule form. Betty Underwood who conducts the institute, talks about food, styles, children, pets, gardens, furniture, home decoration and other subjects of interest to women.

Availability: Live talent
Time Units: 30 minutes, 1 to 5 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Any product appealing to women
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Jack Parker and Associates, Box 2222, Hollywood 28, Calif.

"Nursery Announcements"

It's hard to imagine a show any easier to prepare, more appealing in interest, any simpler to produce. Local hospitals provide names of new babies born daily. They are introduced with appropriate sound effect of a modern nursery, with new arrivals making a helluva noise—the kind that tugs at the hearts of every woman who dreams of home, a husband and a family. On days when babies are "scarce" the producer runs in poems about babies. Parents are awarded specially designed, pink and blue "Nursery Nouncement" certificate.

Availability: Live talent or E. T.
Time Units: 10 minutes, 6 days weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Dairy, infant wear dealer, drug store
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WHEB, Inc., P. O. Box No 120, Portsmouth, N. H.

Personal Problems

Personal Problems, features Allie Lowe Miles, analyzing problems of listeners, both in the transcriptions and by mail. The merchandising angle includes written analyses of problems and free printed copies of poems and rules for keeping fit, being more popular, having a happier marriage, etc. Personal Problems is a package show including transcriptions, suggested commercial lead-ins, photographs, mats, mail service and printed copy offers. Success stories and rating information available.

Availability: E. T.
Time Units: 260—15-minutes, 3 to 5 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Food products, department stores, women's apparel, furriers, any product catering to feminine audience
Number of Artists: 2
Cost: According to population
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman, 19 E. 53rd St., New York 22, N. Y.

may feature interviews with local persons who have returned from overseas, or with those who, as civic leaders, are an integral part of the community. Purpose, all in all, is to "Bring Watertown Home to Watertown." Sales prove the audience.

Availability: Live talent
Time Units: Participation of app. 1½ minutes, once weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Foodstuffs, cosmetics, female apparel, etc.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Station WWNY, Watertown, New York

"Just for You"

"Just for You" is a Hollywood gossip type program conducted by Kay Morton who through her many and excellent connections with moving pictures executives in St. Louis and Hollywood is able to interview big name actors and actresses from time to time. Miss Morton makes frequent trips to Hollywood affording her a good opportunity to keep all of her information current. "Just for You" has always enjoyed a good rating. Miss Morton makes talks to women's clubs and social groups and will sample the dealers product when requested. This show is sold on a participation basis.

Availability: Live talent
Time Units: 50 words, 1 minute, 5 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Household, cosmetics, clothing
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Station KXOK, 12th and Delmar, St. Louis 1, Mo.

Joyce O'Neill

A woman's program bringing the listeners all the news in the Realm of Women with ideas and recipes on food, home equipment, specials in the stores, aids in the use of special equipment, etc. Also Miss O'Neill has special interviews with celebrities outside the studio, and special guests celebrity appearances in the studio. Joyce O'Neill has a B.S. Degree in Home Economics, has done Post-Graduate and Dietetic work in hospitals, Fashion Modeling, Public Lecturing, and for three years was with Home Service Dept. of Phila. Gen. Electric.

Availability: Live talent
Time Units: 3 participation 1½ minutes or 200 words daily. Live copy only.
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: General (home, cosmetics, styles, etc.)
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WIP, 35 S. 9th St., Philadelphia 7, Pa.

Listen Ladies

A cheerful, sincere feminine voice with discussion along these lines: fashions, news for and about women, household hints, news and bits of humor from G I Joe experiences, and timely topics of the day. Intelligently selected from a wealth of interesting script, received daily by KADA. Commercials would be given in the same friendly and informal fashion that characterizes the body of the program, and should react favorably as well as offer a welcome novelty.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Morning and afternoon
Client Suitability: Any type, especially products in the women's market
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Station KADA, Ada, Oklahoma

Milady's Melody

While the whole show is dedicated to "Milady" one day is devoted to the personal aspects—all things which contribute to her charm. Another program is devoted to Milady as the household executive . . . and all the problems that come up in running that job. The third program is built around Hollywood stars in relation to Milady. This program is slanted toward women's products.

Availability: Live talent and E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Female
Suggested for: Morning and afternoon
Client Suitability: Cosmetics, fashions, food, etc.
Number of Artists: 1 announcer
Audition Facilities: Transcriptions
Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

Margaret Arlen

Margaret Arlen's program material mirrors her wide experience and feminine-slanted knowledge. Listener interest is sustained throughout the week with eye-witness descriptions of latest events in the woman's world. In the past 18 months, Margaret Arlen has conducted intensive campaigns on behalf of the WAVES, the WACS, and the New York Port of Embarkation, all of them brilliantly successful because of the immediate and unusual response of her large audience.

Availability: Live tale
Time Units: 15 minutes, 6 times weekly. Limited to three participating sponsors per day
Audience Appeal: Female
Suggested for: Morning, 8:45-9 a.m.
Client Availability: All products and services sold to women
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WABC, 485 Madison Ave., New York 22, N. Y.

Maggi McNellis

Maggi McNellis, that lady-about-town, who knows all about the entertainment world and its personalities, presents a daily 15 minute program of gossipy chatter which wins wide acceptance from her feminine audience. Maggi McNellis, a Chicago society girl, who sang herself into the hearts of cafe society, has a wide acquaintanceship in the entertainment world and each day, in addition to "dishing out" the gossip from Hollywood, Radio and Broadway, gives tips on the best eating places, and introduces name guests from Broadway, the night spots, and radio. This is a participation program.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WEA, 30 Rockefeller Plaza, New York, N. Y.

Housekeeping Made Easy

series of 30-second household hints for the busy housewife, featuring Linda In, noted housekeeping authority. The book by the same name is now in its fourth edition. The series consists of hitherto unknown short cuts for woman of the house, all of which have been tried and tested, over 200 completed. An excellent program in a one-minute spot campaign.

Availability: E. T.
Time Units: 30 seconds, 6 times weekly
Audience Appeal: Female
Suggested for: Morning and afternoon
Client Suitability: All types appealing to the housewife
Number of Artists: 1

Twenty per cent of weekly time charge
Audition Facilities: Transcriptions
Submitted by: Charles Michelson Radio Transcriptions, 67 West 44th Street, New York 18, N. Y.

How to Keep Young

Frederic Damrau tells how to halt the march of time. An authoritative program of practical and scientifically confirmed information aimed at listeners who want to grow old. It presents authentic secrets of rejuvenescence which are applied in daily life. Told in the form of interviews between Dr. Damrau and the youthful appearing Adeline Perry. Dr. Damrau has spoken on net since 1933. Women will listen eagerly to this program.

Availability: Live talent and E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Cosmetics or women's apparel
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

Where's Looking at You

Interviews on how Milady can improve her appearance with the aid of her make-up, dress and hair-do. Show the format of Richard Willis's Net-success. Willis, make-up artist for major motion picture studios, selects models from his vast audience and discusses with them their personal beauty items. Merchandising consists of free analyses on especially devised charts, offered to listeners upon request. Charts are individually prepared by Richard Willis and distribution is easily made through sponsor.

Availability: E. T.
Time Units: 65 5-minutes, 3 to 5 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Photograph studios, rug stores, cosmetics, beauty parlors, food products, any commodity appealing to women
Number of Artists: Richard Willis and audience participation
According to population
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman, 19 E. 53rd St., New York 22, N. Y.

Your Neighborhood

"Harriette" of WWNY's Monday through Friday presentation, "Harriette Meets the Neighbors," turns to the human-interest side each Saturday morning at 10:45. She visits "In Your Neighborhood" program, currently on participating basis.

GALE ASSOCIATES

NEWEST AND FINEST RADIO PRESENTATIONS

DR. FRANK BLACK, ROBERT MERRILL and ILENE WOODS in

MUSIC IS MAGIC

. . . one of the finest musical programs ever offered. This is made to order for the client in search of a quality program that will appeal to every radio listener.

DR. PAUL De KRUIF'S

FIGHT FOR LIFE

. . . A thrilling half hour series dramatizing the advances made in science and medicine. Dr. De Kruij's books have always made the best-seller lists and this program has the same widespread audience interest and appeal.

JANE CRUSINBERRY'S

MARRIAGE WITH SUSAN

. . . is a sparkling post-war comedy about George, a young naval lieutenant, and Susan, his wife. The leading roles are played by BILL TERRY, Universal's new star, and LEILA ERNST, charming Broadway ingenue.

BILL'S GAY NINETIES GANG and LULU BATES in

THOSE GOOD OLD DAYS

. . . Here is the genuine flavor of one of America's most colorful and nostalgic song eras. Done by the original cast of New York's unique and nationally famous restaurant.

Radio's most successful daytime serial

MARY MARLIN

. . . is once again offered for commercial sponsorship. The price is high, but so is the rating history—making it one of the best buys available.

And

AMERICAN CARNIVAL

. . . a half-hour musical-comedy-variety show set in the universally popular carnival scene with all of the happy, carefree atmosphere known and loved in every American town.

GALE ASSOCIATES represent the following artists:

Dr. Frank Black
Richard Dyer-Bennet
Thomas Hayward
Eddy Manson
Five De Marco Sisters
Harrison Knox
Peg and Bob Griffin
Lorenzo Fuller

Robert Merrill
Lulu Bates
Regina Reznik
Janet Baird
Mari Yanofsky
Art Dickson
Singing Sweethearts
The Ink Spots

James Stevenson
Ilene Woods
Ted Dale
Earl Wilson
Bob Johnston
Eleanor Bowers
Ella Fitzgerald

Gale shows are built on four major premises:- to offer the finest entertainment available, to fit the sponsor's product, to be easily adaptable for transcribed presentation, and television.

GALE ASSOCIATES

48 WEST 48th STREET, NEW YORK 19, N. Y.
LONGacre 3-0350

George Silvers

Moe Gale
James Stevenson

Mitchell Benson

FEMININE ANGLE

Polly the Shopper

Monday through Friday—10:45-11:00
2:30-2:45 p.m. Polly makes personal
shopping tours throughout Omaha stores,
reports her findings; plus household hints,
special recipes. Program established
in 1947. Polly recently sold twenty \$5.00
men's shoulder pads by giving tele-
phone number for information on where
to purchase. Participating.

Availability: Live talent
Time Units: Two, 15 minute programs, 5
times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Number of Artists Employed: 1
Cost: \$10 per participation
Audition Facilities: Transcriptions
Submitted by: KOIL, Omaha Nat'l Bank
Bldg., Omaha 2, Neb.

"Hopping with Phylis"

Selections of apparel in stores, and mail
order houses. Gives hint on clothing,
fads, etc. With fact Juneau is
overcrowded and not too many stores, national
mail order houses and stores with good
order service can use these pro-
grams for sales promotion via mail. Fine
program for costume jewelry, women's ap-
parel and accessories.

Availability: Live talent
Time Units: 30 minutes, twice weekly
Audience Appeal: Female
Suggested for: Evening after 8
Client Suitability: Women's apparel, ac-
cessories, jewelry, etc.
Number of Artists Employed: Two
Audition Facilities: Transcriptions
Submitted by: KINY, Juneau, Alaska

"Star Gazing with Frances Scully"

Light and airy chatter "column of
the air," in which Miss Frances Scully,
a well-known Hollywood fashion expert,
a gal-about-Hollywood who knows
many of the film's biggest stars, "Star
Gazing" movie stars and celebrities of the
radio, radio and music worlds, gives in-
teresting advice on beauty and fashions.
Miss Scully divides the quarter-hour
into various departments such as her
"spot," "lovely to look at depart-
ment," "fashion topics," "Music spot,"
"Dinner Korner," etc.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Cosmetics, film studios,
department stores, food markets, etc.
Number of Artists: Miss Scully and an-
nouncer
Audition Facilities: Transcriptions
Submitted by: KECA, 1440 N. Highland
Ave., Hollywood 28, Calif.

"The Food Scout"

"The Food Scout" is conducted by Miss
Virginia Davis who has visited wholesale
meat markets on Commission Row for the past
years investigating and selecting the
best buys in food for that day. She is
an authority on rationing and offers the
listener many short cuts and tips in pre-
paring better meals. Miss Davis' voice
is clear and concise and can SELL. She
interviews top personalities in the food

field on her program at frequent intervals.
Availability: Live talent

Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Number of Artists Employed: Miss Davis
and announcer
Cost: On request
Audition Facilities: Transcriptions
Submitted By: Station KXOK, 12th & Del-
mar, St. Louis 1, Mo.

The Mystery Chef

The Mystery Chef, America's foremost
cooking authority, helps to solve the
world's biggest problem—FOOD. He gives
tasty, low-point recipes using ingredients
readily obtainable. There is a high-
powered merchandising angle in spon-
sor's offer of printed copies of recipes,
to be called for at the place of business,
etc. Service includes transcribed middle
commercials containing The Mystery
Chef's recommendation of sponsor's prod-
uct if it merits his endorsement. Success
stories available.

Availability: E.T.
Time Units: 15 minutes, 3 to 5 times
weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Utilities companies, de-
partment stores, bakeries, dairies,
food products, etc.
Number of Artists Employed: 1
Cost: According to population
Audition Facilities: Transcriptions
Submitted By: Harry S. Goodman, 19 East
53rd St., New York 22, N. Y.

"Today's Woman"

"Today's Woman" with Anne Hayes is
a participating 5—fifteen minutes per
week program, 11:45 a.m. All house-
wives, business and professional women
in the greater Kansas City area depend
on Anne Hayes for a multitude of things
—is pressed with problems on food,
child care, interior decoration, mothers
seeking advice on social and juvenile
cases and civic leaders seeking per time
—all are graciously answered by Anne
Hayes.

Availability: Live talent
Time Units: 1-minute participation daily
Audience Appeal: Female
Suggested for: Morning, 11:45 a.m.
Client Suitability: Food, Drug and Cos-
metic accounts
Number of Artists: 2
Cost: 1-minute; 26 times, \$24.00 per par-
ticipation; 52 times, \$21.00 per par-
ticipation; 100 times, \$18.00 per par-
ticipation; 300 times or more \$15.00
per participation
Audition Facilities: Transcriptions
Submitted by: Station KCMO, 1515 Com-
merce Bldg., Kansas City, Mo.

Tomorrow-Today

Tomorrow Today—A new kind of fash-
ion show.
Availability: Live talent
Time Units: About 20 minutes weekly
Audience Appeal: Female
Client Suitability: Department store—high
class specialty store
Number of Artists Employed: 14 to 18
Submitted by: Ann Barbinel Productions,
54 Riverside Drive, New York 24,
N. Y.

BIG NAMES—WITH BIGGER UNITS—MEAN BIGGER RESULTS WITH ASSOCIATED!



America's ace bandleader and march com-
poser...his great 50-piece band has
already made 97 selections for Associated

Edwin Franko Goldman...
another BIG reason why A. P. S. offers
MOST Hours of the Best RADIO Music!

IT'S BIGNESS that makes radio—the rousing, heart-
filling brilliance of such big Associated units as
Edwin Franko Goldman and his 50-piece band.
Compare Associated's BIG-time showmanship with
ordinary libraries! Check, too, on how much more
you get in APS high fidelity vertical-cut recording
and clear-tone Vinylite discs. Facts are yours for the
writing. Associated Program Service, 25 W. 45th St.,
New York 19, New York.

Associated Program Service

A Plus for AM...A Must for FM

Represented by Loren Watson, 400 Madison Ave., New York

"The Lady of Charm"

Informal chats by Edythe Fern Melrose combined with interviews with outstanding authorities in various fields. Program includes many practical hints on charm and personality in the home. Available as a live talent show.

Availability: Live talent

Time Units: One minute spot announcements, five times weekly

Audience Appeal: Female

Suggested for: Afternoon

Client Suitability: Dept. stores, home or women's products.

Number of Artists Employed: 2

Audition Facilities: Transcriptions

Submitted By: King-Trendle Broadcasting Corp., 1700 Stroh Bldg., Detroit 26, Michigan

"The Magazine of the Air"

Each Sunday, fashions, women's features, and short, human stories, make up the mythical pages of "The Magazine of the Air." During the program a "woman of the week" is saluted for some outstanding contribution to the war effort or welfare of the community. Her award is an orchid delivered directly to her home. The program is quiet, smooth, easy to listen to—background music is furnished by Seth Greiner, concert pianist, and Allister Wylie, organist. Narration by Marion Sexton.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Female

Suggested for: Morning, 11:00-11:30 a.m.

Client Suitability: Women's institutional angle

Number of Artists: 6

Audition Facilities: Transcriptions

Submitted by: Station KMOX, 401 S. 12th St., St. Louis 2, Mo.

The Missus Goes to a Party

Missus Goes to a Party is 15 minutes of all-out, hair-down fun in which the audience of women participate. Setting is Chicago's Food Research Institute where club women gather for lunch and food instruction. Program is built around stunts, quiz questions, prizes and amusing situations. Based on an original WBBM idea, now followed by Breakfast in Hollywood and Truth and Consequences, "Missus Goes to a Party" is highly successful. George Watson is MC.

Availability: Live talent

Time Units: 15 minutes, 6 weekly

Audience Appeal: Female

Suggested for: Afternoon

Client Suitability: Grocery, drug or product used around home

Number of Artists: 3

Cost: Cost net not including time: 3—\$320; 6—\$600

Audition Facilities: Transcriptions

Submitted by: WBBM, Chicago, 410 N. Michigan Ave., Chicago 31, Ill.

The Nutrition Clinic

A physician and authority on nutrition, Dr. Frederic Damrau gives the housewife simple but important facts concerning food values, vitamins and minerals. Selected letters addressed to the station (names omitted) are read by Adeline Maneery and discussed by Dr. Damrau. Network appearances since 1933 have made Dr. Damrau's voice well known to radio audiences.

Availability: Live talent

Time Units: 15 minutes, once weekly

Audience Appeal: Female

Suggested for: Morning or afternoon

Client Suitability: Foods or vitamins

Number of Artists Employed: Two

Cost: Open

FEMININE ANGLE

Audition Facilities: Transcriptions

Submitted By: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

"The Woman"

A 30-minute program series incorporating all program features of maximum interest to a feminine listening audience, including romance, humor, drama, and information. Features top-notch guest stars such as John Boles, Milton Berle, Hildegard, Ted Collins, John Robert Powers, Mayor Fiorello LaGuardia, Margo, Victor Borge, Bonita Granville, Victor Jory, Beatrice Kay and others of equal importance. Guest stars tell stories about themselves from a woman's angle. Subject matter has been "pre-tested" for feminine interest by previous appearance in printed form in the magazine, "The Woman." Announced by John Reed King. Publicity and promotional material without cost.

Availability: Live talent or E.T.

Time Units: 30 minutes, once weekly

Audience Appeal: Female

Suggested for: Morning, afternoon or evening

Client Suitability: All types wishing to appeal directly to the feminine pocket-book

Number of Artists: Employed: 10 members

Audition Facilities: Transcriptions

Submitted By: Kermit Raymond Radio Productions, 14 E. 52nd St., N. Y. 22, N. Y.

The Baby Parade

Program announcing births in the Philadelphia area, with a cash prize for the Baby of the Week, each week. Baby is

determined in a manner copyrighted by WIBG. Sponsors should be accounts bringing things for children. They may present samples to all youngsters named on air.

Availability: Live talent

Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon, evening

Client Suitability: Dairies, banks, manufacturers of children's foods

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Station WIBG, 1425 Walnut Street, Philadelphia, Pa.

"The Market Basket"

This program is a woman's commentary designed to bring to the listener latest news and information from Proctor Row. "The Market Basket" has been on the air daily, Monday through Friday, since April 16. Homemakers are acquiring it for the information Miss Marjorie Lea, the commentator, has been able to procure and present in her unique and lively manner. KTOK offers participation sponsorship, but only to National Advertisers in the food products field.

Availability: Live talent

Audience Appeal: Female

Suggested for: Afternoon

Client Suitability: National advertisers in the food products field.

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: KTOK Broadcasting Company, Oklahoma City 2, Oklahoma

Personal Management

CENTURY ARTISTS

MILDRED FENTON PRODUCTIONS

38 E. 57th St., New York City

PL. 3-1030

FEMININE ANGLE

Tobe's Topics

Director of the Tobe fashion service, recognized authority on women's fashions, a hearted commentator, sympathetic to women's problems in every walk of life brings to this new series a warm, winning, polished personality that women will follow like a guiding star. Important audience participation features including contests and give-aways.

Availability: E. T.
Time Units: 15 minutes, 1 or 2 weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Department stores, women's specialty shops
Audition Facilities: Transcriptions
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

"To My Darling"

Program consists of letters—"To My Darling," romantic poems and thoughts set to a background of dreamy organ music. Written and broadcast by Marshall Kent. Established at 10:15 a.m. to 10 a.m. since February 7, 1945.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: 10:15-10:30 a.m.
Client Suitability: Anything for the feminine market
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Station WIND, 230 N. Michigan Ave., Chicago 1, Illinois

Tricks of the Trade

This program is designed to bring to the microphone the tricks of all the trades. Highlight of the week will be interviews with prominent personalities and people who have interesting occupations or hobbies. A feature will be a series of housekeeping. Listeners will be invited to participate.

Availability: Live talent and E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Any household product
Number of Artists: 2 plus guest
Audition Facilities: Live talent
Submitted by: Gale Associates, 48 West 48th Street, New York 19, N. Y.

Uncle Jimmy

Surrounding William Farnum

"Uncle Jimmy" represents the best act of William Farnum's long stage, screen and radio career. It's a human-interest drama filled with down-to-earth philosophy and every-day situations that do much to boost morale of all who hear it. Sponsored successfully by many leading accounts. Production of Warner Bros. studios.

Availability: E. T.
Time Units: 15 minutes, 3, 5 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Any product with feminine appeal
Number of Artists: 7 to 12
Based on: population of city, power and rates of radio stations used
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

WAPI Model Kitchen

Features Mrs. Leo Copeland, Home Economist, Jimmie Willson, emcee and Commercial Announcer, and Stanleigh Malotte, Musical Director. A participating program in the form of a cooking school with pre-tested recipes given by Mrs. Copeland and authoritative hints on good cooking. Musical variety furnished by WAPI's Popular Baritone Jimmie Willson and Organist Stanleigh Malotte. From 30 to 40-thousand copies of these daily recipes are mailed out annually. Has 7-year commercial record.

Availability: Live talent
Time Units: 30 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Food and household products. Limited to 6 non-competitive products
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: Station WAPI, Protective Life Bld., Birmingham 3, Alabama

Wishing Well

These programs follow the format successfully used by Carson Pirie Scott & Co., Chicago, now in its fifth year—now on 10 15-minute periods a week. The Wishing Well offers merchandising at its best. The programs combine music for entertainment, fashion notes and household hints for interest, and merchandising for the spectacular. This copyrighted merchandising plan has been uniquely devised to bring people in and to sell merchandise.

Availability: Live talent
Time Units: 15 minutes, 3 to 5 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Department stores and kindred stores
Number of Artists Employed: 2
Cost: According to population
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman, 19 East 53rd St., New York 22, N. Y.

We the Women

Harriet Pressly, WPTF's director of public service programs, writes, produces and broadcasts this quarter-hour show Monday through Friday at 9:30 a.m. Her mail pull is terrific! Her audience is made up of as many city as rural listeners. She deals a great deal with the educational phase of radio . . . aiming at better living through better listening. She gives little-known information on well-known women; broadcasts household hints, recipes, etc., and cooperates in recruiting women for the Armed Forces, as well as in promotion of all civic work.

Availability: Live talent or E.T.
Time Units: 15 minutes, five times weekly
Audience Appeal: Juvenile and female
Suggested for: Morning or afternoon
Client Suitability: Any foods, drugs, clothing, toiletries, etc.
Number of Artists Employed: One (with guests on special occasions)
Audition Facilities: Transcriptions
Submitted by: WPTF Radio Co., Insurance Building, Raleigh, N. C.



The World's Outstanding Cooking Expert!

"A FEATURE WITH THESE FEATURES"

PUBLIC SERVICE!

Today's biggest problem is FOOD, which THE MYSTERY CHEF helps to solve with recipes that require few points and ingredients readily available, that are given in so simple a manner that even a child of 12 can cook like an expert.

MERCHANDISING!

At very low cost sponsor can offer MYSTERY CHEF recipes. 1,000 people a day calling for recipes at the John Shillito Co., Cincinnati's largest Department Store. 4,500 a day at retail outlets of Van de Kamp's Holland Dutch Bakers.

SUCCESS!

15 years on the Networks.

POPULARITY!

7 million American homes use MYSTERY CHEF recipes by their personal requests.

ONE OF RADIO'S BEST SALESMEN — THE MYSTERY CHEF CAN DO A LONG WEARING JOB FOR JUST ABOUT ANY PRODUCT USED IN THE HOME — 3 to 5 transcribed quarter hours per week now available. Write or wire

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

Stanley J. Wolf

Presents:

•
"ADVENTURES OF TOPPER"

starring

Roland Young

8:30-9:00 P.M., Thursday, National Broadcasting Co.
Coast-to-Coast

•
"ONE FOOT IN HEAVEN"

starring

Dean Jagger

10:00-10:30 P.M., Thursday, American Broadcasting Co.
Coast-to-Coast

•
Irvin S. Cobb's
"JUDGE PRIEST"

•
"THE WAYFARING STRANGER"

starring

Burl Ives

•
"THE DEVIL TO PAY"

•
"SING OUT AMERICA"

featuring

Lyn Murray's orchestra
Jeff Alexander's Choral Group
Burl Ives

•
ROCKHILL RADIO

18 East 50th Street
New York City

1945 ★ QUIZ PRO

As Others See You

A quiz show, with star-studded judges' panel hubbing three main spokes of program: 1. Judges guess by slight analysis personality-quirks and vocations of participants, coming close enough to turn joke on participant. 2. Judges face mystery-puzzler of character analysis (answer known to audience) and turn joke on selves, unravelling it. 3. Judges quiz service man and service girl see them as they've always wanted to see themselves—and make come true dream of a lifetime.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: An MC, three quest analysts, and an announcer
Submitted by: Richard Stark & Co., 30 Rockefeller Plaza, New York, N. Y.

"Breakfast Table Quiz"

A fast-moving 15 minute telephone quiz . . . 5 times weekly. Everyday 'current topic' questions asked and cash prizes awarded for correct answers.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any product
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: King Trendle Broadcasting Corp., 1700 Stroh Bldg., Detroit 26, Mich.

"Captain" Jack's Patriotic Quiz

"Captain" Jack, who conducts the juvenile program: "American Junior G-Man Club," has spent five years compiling over 6,000 questions and answers relative to American history; the American Flag; American traditions; American quotations and generally things American. Program teaches American history in a sugar-coated pill. Is inspiring, educational and intensely patriotic, as well as full of humor.

Availability: Live talent and E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Any product for the average American home
Number of Artists: "Captain" Jack in person (studio audience)
Audition Facilities: Transcriptions or live talent
Submitted by: Jack Goodman, 6362 Hollywood Blvd., Hollywood 28, Calif.

Captain Cash Club

Here's the complete answer to the demand for audience participation shows. Norman Reed (Captain Cash) is a triple-threat man: idea factory, master of ceremonies and air-salesman. Monday through Friday, 9 a.m.-1 p.m., he gives away \$250.00 a week through quiz questions, listeners' pet peeves, jokes, household hints and program suggestions. Spots or complete shows may be included in the format.

Availability: Live talent
Time Units: Spot announcements, 5, 10, 15-minute segments. 9 a.m.-1 p.m., Monday through Friday
Audience Appeal: Entire family
Suggested for: Morning

Client Suitability: Any
Number of Artists: 1
Cost: Rate and on request
Audition Facilities: Transcriptions
Submitted by: Station WWOZ, 1000 O'Connell Ave., Washington 6, D. C.

"Cent a Second"

"Cent a Second" is a fast moving, listening children's audience participation show! Questions for the show are submitted by listeners and hit the air at fast pace. The lucky boys and girls give the right answers collect "a cent a second." "Cent a Second" is an ideal radio package as it can collect the essence of some three thousand children a downtown Grand Rapids theater to a free movie, donated by the theatre advertising, as well as the radio and Civic leaders endorse the program because it gives any city-wide project ready-made group of enthusiastic youngsters.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Saturday mornings
Client Suitability: Bread, cereals, candy, gum, shoes, soap, ice cream, etc.
Number of Artists: Interview Team—announcer—(3)
Cost: Approximately \$100 per show
Audition Facilities: Transcriptions
Submitted by: Station WOOD, Grand Rapids 2, Mich.

"Collect Call"

Is there a lady in Maine listening who has a brown eye, and a blue eye? Well, like to hear from a man in Massachusetts who raises the American Flag every day. That's the gist of "Collect Call," a program that invites listeners with peculiar qualifications to call the station, collect and try to earn a shining silver dollar. When call is received, contestant is interviewed regarding his or her unusual qualification. A simple question is then asked, and, if answered correctly, listener is awarded silver dollar, mounted in specially-printed and punched certificate.

Availability: E. T.
Time Units: 15 minutes, 5 days weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon, evening
Client Suitability: Ladies' specialty stores, department stores, etc.
Number of Artists: 1 only
Audition Facilities: Transcriptions
Submitted by: WHEB, Inc., P. O. Box 11, Portsmouth, N. H.

Come And Get It

A fast-moving 15-minute audience participation food quiz. MC, Bob Russell interviews a contestant chosen from Radio City studio audience. Each contestant is asked a question relating food and wins a prize for a correct answer. The food question is passed to the "Board of Experts," Gaynor McDox and Alma Kitchell, who expand the subject into a banquet of information. Questions and impromptu talks by "experts" are informative and timeless.

Availability: E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Female



Suggested for: Morning
Client Suitability: Food products, dairies, bakeries

Audition Facilities: Transcriptions
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

"Dollars to Donuts"

A general quiz program (which has "traveling" on a regular schedule among six or seven Army camps) and which has proven exceptionally popular among servicemen. A varying number of dollars is paid to contestants answering correctly—A donut given to contestant missing the answer.

Availability: Live talent
Time Units: Half hour once weekly

Audience Appeal: Family
Suggested for: Evening
Client Suitability: Company looking forward to post-war employment

Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: WIP, 35 S. 9th St., Philadelphia 7, Pa.

"Greenthumber's Quiz"

Conducted by an outstanding quiz-master in collaboration with leading authoritative horticulturists this show will have unexpected audience appeal in an area unexplored elsewhere for interest and activity in both victory and flower gardening. Garden club members quizzed on all aspects of gardening, soil and pest control, planting, etc. Phases scheduled for maximum timeliness to aid listeners in winning maximum returns for gardening efforts. Great opportunities for listener participation can be included in format.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family

Suggested for: Afternoon 2nd choice, evening 1st choice
Client Suitability: Insecticide manufacturers, commercial garden fertilizer producers, or garden tool and accessory manufacturers of garden seed producers

Number of Artists: 3 (Emcee, assistant and nurseryman plus volunteer contestants)
Submitted by: American Royal Productions, 7928 Michigan Ave., Oakland 3, Calif.

Guess Again

A program that gives the participant an on break. A participant often has more than one answer to a question. He's just unsure which is the right one. We all know that he's guessing when he gives us a wrong answer and give him another chance to Guess Again. But this time he gets a lesser reward for his efforts. If he misses again he Guesses Again this time for a reward right off the top of the barrel.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family

Suggested for: Evening
Client Suitability: Any product

Number of Artists: Emcee-Announcer
Submitted by: Bob Shepard, 10 W. 65th St., New York 23, N. Y.

Can You Trump It

Audience participation musical quiz type show featuring Harry Von Zell as quizmaster with a 12 or 15 piece orchestra and about 5 or 6 weekly contestants. Each week various contestants are interviewed and who in turn must play some musical instrument. All questions pertain to songs of the present or past and if they answer correctly the questions asked of them, they receive money and participate in a jackpot purse. Here is a show which is very entertaining, one that every one would enjoy listening to. Audition record available.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food, drug, cigaret, most any type of client
Number of Artists: Varies depending on budget requirements
Audition Facilities: Transcriptions
Submitted by: Frederick Bros. Artists Corp., 8584 Sunset Blvd., Hollywood 46, Calif.

"History Quiz"

Educational program for American youth. Each series offers a four-year tuition-free college scholarship to the winning contestant. Excellent program for the client "hard to sell." Free scholarship, in almost every instance, exceeds the total amount expended for air time for the entire 13-week series of half-hour programs. Scholarship to leading educational institution in area in which program is broadcast. Contestants are local high school boys and girls.

Availability: Live talent
Time Units: 30 minutes once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product that is anxious to reach a general audience
Number of Artists: Local high school contestants
Cost: Base cost \$25.00 per program depending upon station and market
Audition Facilities: Transcriptions
Submitted by: B. Ellis Associates, 11 East 44th Street, New York 17, N. Y.

Hollywood Boulevard Quiz

This "man on the street" program is conducted by Hal Hodge, on Hollywood Boulevard. Hal is an old hand at this type of show, having done it for a number of years until this type of show was prohibited in 1942.

Availability: Live talent
Time Units: 15 minutes, 5 days weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any type. Product advertising
Number of Artists: 1
Cost: \$160 per week for talent plus station time
Audition Facilities: Transcriptions
Submitted by: KMPC, 5939 Sunset Blvd., Los Angeles 28, Calif.

BILL RICHMAN

Presents

Programs with 'assured' audience appeal!

"ADVENTURES OF HIRAM HOLLIDAY"

Paul Gallico's Famous Magazine Character

"ABBIE & SLATS"

Favorite Comic Strip of 15,000,000

"ARGOSY MAGAZINE OF THE AIR"

A series of TOP adventure stories
Adapted from Argosy Magazine.

RICHMAN-SANDFORD PRODUCTIONS

10 East 43rd St. MURRAY HILL 2-5854 New York, N. Y.

WEVD

5000 WATTS
1330 KILO

New York's Station of Distinctive Features

ENGLISH
JEWISH
ITALIAN

79%

of National and Local Advertisers
have renewed their contracts on
WEVD every year since 1938.

Send for complete

WHO'S WHO ON WEVD

Henry Greenfield, Managing Director

W-E-V-D 117-119 W. 46th ST., NEW YORK 19, N. Y.

QUIZ PROGRAMS

Have Fun With Stamps

"Having Fun with Stamps" is especially designed for the 5,000,000 youngsters who are devout postage-stamp collectors throughout the United States. The program is arranged in such a style that it can be presented either on the largest or smallest of stations. Postage stamps of various values will be offered as prizes, and these will be furnished to the stations, plus a weekly stamp-review pamphlet as publicity.

Availability: Live talent

Time Units: 30 minutes, 1 to 3 times weekly

Audience Appeal: Juvenile and entire family

Suggested for: Morning or afternoon

Client Suitability: Products consumed by youngsters (food, toys, etc.)

Number of Artists: 1 (emcee)

Cost: \$5 to \$50 per program

Audition Facilities: Sample script

Submitted by: Broadcasting Program Service, New York 19, N. Y.

Kwick Kwiz

The Kwick Kwiz is a daily five-minute program with a different angle as far as quiz programs go. Listeners win prizes through submitting a set of five questions which are to be used on some future program. The quiz itself, as it is put on the air and the questions asked, are merely for entertainment. Prizes are won through submitting a set of questions.

Availability: Live talent

Time Units: 5 minutes, 5 times weekly

Audience Appeal: Female

Suggested for: Morning

Client Suitability: Women's apparel shops, cosmetics, drug stores

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Station WMAN, Mansfield, Ohio

"Let's Play Reporter"

An audience participation show with a newspaper background, formerly on NBC. Frances Scott, "the city editor," gives participants "assignments" in the form of amusing incidents. Easily merchandised. Participants, or cub reporters, must report what they can remember of assignments for prizes. A "name" guest reporter on each program. Fast-moving and amusing.

Now playing Army hospitals.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: Frances Scott, guest star, 4 actors, orchestra and nova-chord

Audition Facilities: Transcriptions or live talent

Submitted by: Basch Radio Productions, 17 East 45th St., New York 17, N. Y.

Luncheon at The Van Cleve

A quiz show consisting of announcer, pretty female foil, (who assists in obtaining interviews and giving of presents, paying the checks, etc.) Musical back-

ground produced by accordionist. cheon atmosphere—music new and questions from soup to nuts—make a fine personality program. Sponsor can be any product, but especially a cleaner, flower shop, etc.

Availability: Live talent

Time Units: 15 minutes, 6 days week

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: General

Number of Artists: 2

Cost: \$60 per week

Audition Facilities: Transcriptions

Submitted by: WHIO, 45 So. Lud Dayton 1, Ohio

Man on the Street

WMT's Man on the Street program the second inquiring microphone show be broadcast from the streets of American city and in pre-war days only one unsponsored day in one year stretch. Red Rowe's Man on the Street program, broadcast from a W. loo corner, follows WMT's pre-war popular-appearance format, daily from 12 to 1 p.m.

Availability: Live talent

Time Units: 15 minutes, 6 days week

Audience Appeal: Entire family

Suggested for: Noon

Client Suitability: Bakeries, household appliances, food

Number of Artists: 1

Cost: \$10 talent fee

Audition Facilities: Will pipe live to

Submitted by: WMT, Cedar Rapids, Ia

Man on the Street (with John Harrington)

Street interview programs depend success on the personality and background of the master of ceremonies. WBBM's "Man on the Street" program one of the earliest street interview programs in the nation, and John Harrington is one of the oldest hands in the business. WBBM's popular program was sponsored for more than 5 years and up the day war security forced it from air. Harrington, well-liked and widely sponsored, is tops as MC.

Availability: Live talent

Time Units: 15 minutes, up to 6 weeks

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Client Suitability: Any type, ad lib nature of programs makes strong commercial easy

Number of Artists: 1

Cost: \$100 per program, plus time

Audition Facilities: Transcriptions

Submitted by: WBBM, 410 North Michigan Chicago 31, Ill.

The Marriage Club

The Marriage Club is another MacQuarrie idea. Five married couples are interviewed at Mike with questions sent in by other married couples throughout the nation. A local committee awards cash prizes for the best answers to marriage problems presented! Cash prizes are also awarded to couples sending the questions. "The Marriage Club" sponsored by Wonder Bread for

QUIZ PROGRAMS

year over the Columbia Network.
 Availability: Live talent
 Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Sunday afternoon or evenings
 Client Suitability: Any home product or jewelry, etc.
 Number of Artists: 1, the MC
 Submitted by: Haven MacQuarrie Ideas, 3017 Vista Crest Drive, Hollywood 28, Calif.

Melodic Moods

This program combines light classical salon tunes with a once a week quiz on notes about little known people who are nevertheless newsworthy. The quiz program includes brain teasers on all subjects from fairy tales to war themes. Notes about notable center around personalities of today who turn their backs to war winning. This program should well be recommended for institutions, fashions, publishing companies, etc.

Availability: Live talent and E. T.
 Units: 15 minutes, 3 weekly
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or evening
 Client Suitability: Institutions, fashions, publishing companies, food and drugs, etc.
 Number of Artists: 1 announcer (plus, transcribed music)
 Audition Facilities: Transcriptions
 Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

Birth, Money and Music

Telephone quiz that combines all the ingredients of a metropolitan program. Features that listeners out of telephone range, can still enjoy. Calls are placed by musical numbers and there is a daily women's feature items (AP's Today's Women) handled by Marj Christensen, also spins the wheel selecting the line number. Public forum feature is being added.

Availability: Live talent
 Units: 30 minutes, 5 times weekly
 Audience Appeal: Entire family
 Client Suitability: General
 Audition Facilities: Transcriptions and live talent
 Submitted by: Station KORN, Fremont, Neb.

Musical Arithmetic

"Musical Arithmetic" is a program aimed to housewives. On each program the arithmetical problems are asked the first contestant to phone the line with the correct answer is awarded prize. Music separates problems and ads for commercials. Program now sponsored locally but available to national advertiser. Present sponsor asserts results amazing, with housewives enjoying opportunity to match wits at home with her neighbors.

Availability: Live talent
 Units: 15 minutes, 5 days weekly
 Audience Appeal: Female
 Suggested for: Morning
 Client Suitability: All
 Number of Artists: Emcee and assistant
 Audition Facilities: Transcriptions
 Submitted by: WSAV, Savannah, Georgia

"Noah Webster Says"

Contestants are selected from audience during warm up to participate! They are called upon to define a list of five words—first word pays \$1, 2nd word \$2 more, 3rd word \$3 more, 4th word \$4 more—then they may gamble the \$10 for the 5th word, which will pay \$50 Bond, or take the \$10. The show is MC'd by its creator, Haven MacQuarrie who is assisted by Prof. Charles Frederick Lindsley, of Occidental College. This show is for sale east of Denver!

Availability: Live talent
 Time Units: 30 minutes, once a week
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Any family product, also jewelry
 Number of Artists: 2
 Audition Facilities: Will pipe live talent
 Submitted by: National Broadcasting Co. Package Dept., Radio City, Hollywood 28, Calif.

Organ Quiz

Features Femcee Marjorie Dennis and Organist Stanleigh Malotte. The listener tries to stump the organist with questions requiring a musical answer. In addition each program highlights a mystery medley. Prizes are given listeners for questions used in getting the correct titles of the mystery medley. Miss Dennis is widely known radio personality in Alabama—singing, acting and writing many successful WAPI features. Mr. Malotte is one of the nation's finest organists and showmen.

Availability: Live talent and E. T.
 Time Units: 15 minutes, 5 weekly
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Has fine commercial record for Vicks Chemical Co. and Mazola Salad Oil
 Number of Artists: 2
 Cost: Station time plus \$15.00 per program for production, organist and prize money
 Audition Facilities: Transcriptions
 Submitted by: Station WAPI, Birmingham 3, Alabama

Pick the Hits

Pick the Hits presents three topical tunes of the day with mail audience invited to name their choice—one, two and three. Tomorrow's tunes pre-viewed on each program. Letters are checked each morning by fast working staff to classify tunes. Then letters are picked at random by MC Joe Chrysdale and compared with total vote. Winners announced on program and consolation prizes awarded to those failing.

Availability: E. T.
 Time Units: 312—15 minutes, 6 weekly
 Audience Appeal: Entire family
 Suggested for: Late morning
 Client Suitability: Food product
 Number of Artists: MC-announcer
 Audition Facilities: Transcriptions
 Submitted by: CKEY, Toronto, Can.

Play Ball

Get a contestant up at plate and play ball. Three strikes and he's out. First crack and it's a home-run. Second try and it's a double. Third try and he's walked. . . . Or questions could be rated

W D S U

First In Daytime Listening
 (—Hooper)

Serving New Orleans and Gulf Coast

24 Hours A Day

With 174 Hours

Monthly of Local

Live Programming

Combined With AMERICAN Network

And Other Features

5000 WATTS

1280 KC

"THE LONE RANGER"

A
KING-TRENDLE
PRODUCTION

ORIGINATING IN
THE STUDIOS OF
WXYZ
DETROIT, MICHIGAN

QUIZ PROGRAMS

according to toughness and the hits recorded accordingly. A lot of fun and possibilities in this idea. Offers a swell opportunity for production effects of crowds roaring, cheering, booing and all the flavor of a baseball game. A natural for Red Barber.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product
Number of Artists: Emcee, announcer
Submitted by: Bob Shepard, 10 W. 65th St., New York 23, N. Y.

"It's a Hit"

Quiz show designed for teen agers and features two high school teams competing against each other. Questions are general but scoring is according to baseball.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Any one appealing to teen agers
Number of Artists: Varies
Submitted by: American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

"Quiz-Time"

Program is not a prize-for-listening. Telephone used to contact contestants. For each question a beginning \$5 is offered, with \$5 added for each completed telephone call until question is answered correctly. Questions and prizes carried over between the two "Quiz-Time's" being broadcast giving double benefit. Awards paid in War Bonds and Stamps, and those answering telephone, yet unable to answer the question receive a letter and one dollar in War Stamps as a good-will gesture.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family but female predominating
Suggested for: 12:45 p.m.
Client Suitability: General, but must be non-competitive to furniture account
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Station WLND, Chicago 1, Illinois

Sense and Nonsense

A new radio game that tests your senses while blindfolded. Participants are selected from the audience and through their sense of touch, taste or hearing must try to identify various foods, objects, sounds, etc. Distinguishing an apple from a tomato may be simple by taste, but a real test by touch. This physiological testing makes for delicious, delectable radio fare and contains a belly full of laughs.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client or product
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Mary D. Chase Productions, 234 W. 44th St., New York, N. Y.

"Skull-Drudgery"

Unseen "stooge" feeds animated "tong skull" on microphone pedestal heckle contestants during high call quiz emceed by producer of one earliest quizzers on Pacific Coast. A pre-war version of a pre-war commercial success available NOW! for San Francisco Oakland market or net origination here. New showmanship and a completely new idea to surpass former brainchild same producer, who held one sponsor continuously over three-year period. Limited merchandising possibilities.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists: 1 plus contestants (forming competitive teams)
Audition Facilities: Transcriptions
Submitted by: American Royal Productions, 7928 Michigan Ave., Oakland 3, Calif.

"Sho-Biz Quiz!"

Drama critics of Pittsburgh's three newspapers answer questions sent in by listeners regarding anything theatrical that has happened in Pittsburgh in the past 15 years. All questions used entice sender to two pounds of Dimling's Candy (Sponsor) and two tickets to downtown theater house. If critics fail to answer award is doubled. Fox office question of the week is worth \$25 War Bond. If critics answer, following and succeeding weeks it advances at the rate of \$1 weekly until they're tripped. Two music questions included each week.

Availability: Live talent
Time Units: 30 minutes
Audience Appeal: Juvenile 5.4 per cent
Female 80.2 per cent, Male 14.4 per cent
Suggested for: 10:30 p.m.
Client Suitability: Anybody merchandising anything but Cadillacs or cavans
Number of Artists: 8
Cost: \$450 weekly
Audition Facilities: Transcriptions
Submitted by: Bob Post, 171 Shaler Drive, Glenshaw, Penna.

The Battle of American History

This program will consist of a quiz contest on American history between selected groups of students from different high schools in our listening area. TV schools compete on each program. Questions are on American history. Quizmaster is genial history professor in local college. Sponsor would provide prizes for winning and losing teams.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Late afternoon or evening
Client Suitability: Institutional promotion
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Station WKZO-WJEF, Kalamazoo 99, Mich.

"The Town Talks"

The Government ban having just been lifted on "The Man On The Street" type program, we haven't as yet started the

QUIZ PROGRAMS

gram. However we contemplate start-
this one real soon. We plan to origin-
it from the bus terminal here. Charlie
en, chief announcer here will handle
microphone.

Availability: Live talent
Time Units: 15 minutes, 6 days weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Any
Number of Artists: 1
Cost: Station time plus lines charges and
small talent fee
Auction Facilities: Transcriptions and
live talent
Submitted by: Station WELO, WELO
Bldg., Tupelo, Mississippi

"Topsy Turvy Quiz"

This is the most unique audience par-
ticipation idea of the year. Just what the
name implies . . . only more so! Each
question contains half a dozen novelties,
bringing a constant change of pace. Un-
usually low for a client as this show is as
television as for oral radio.
"Name" guest, if desired. Novel adver-
tising and merchandising plans.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Depending on indivi-
dual script
Auction Facilities: Transcriptions or live
talent
Submitted by: Basch Radio Productions,
17 East 45th St., New York 17, N. Y.

Talk of the Town

Talk of the Town is a program con-
ducted on the street, employing in part
man-in-the-street technique with in-
terviews and fast patter ending with the
quiz. Each interviewee is given a
chance to guess the correct answer with
the winner being the one closest to the
actual figure. Prize is determined by se-
lecting blindly from a fan arrangement of
key cards which have Tom Parry's
signature and program information on one
side and the prize notation on the other.
Types of merchandising.

Availability: Live talent
Time Units: 15 minutes, 6 days weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Employment, consumer
products, dealer development
Number of Artists: 1 person as MC
Cost: Network rates upon request
Auction Facilities: Transcriptions
Submitted by: WMOH, Hamilton, Ohio

The Lucky Basket Show

Various routines and gags are popped
at the contestants with successful con-
tants helping themselves to a blind
basket in the lucky basket. The reward is
indicated on the wrapped prize thus pro-
viding various types of rewards both in
amount of value and description. If
the correct question is answered correctly
the winner gets special prize coupon. Mer-
chandising plans galore. Especially good
product developing. Small overhead.
Excellent publicity type show with visual
appeal.

Availability: Live talent
Time Units: Half hour or 15 minutes, mul-
tiple times per week
Audience Appeal: Entire family
Suggested for: Morning, afternoon or eve-
ning
Client Suitability: All types
Number of Artists: 1 person—MC

Cost: Upon request
Auction Facilities: Transcriptions
Submitted by: Samuel R. Sague, Station
WMOH, Hamilton, Ohio

"The Question Counter"

A program where "store" atmosphere is
created in the studio. The contestants are
"customers." M.C. is "Proprietor." Each
question used on program represents a
department, and the "customer" chooses
the department in which he wishes to
"Shop." After choosing, the "customer" is
asked a question. For instance, "Cus-
tomer A" would choose "credit depart-
ment," and would then get a question "to
whom is credited the saying: 'Give Me
Liberty or Give Me Death?'" All ques-
tions can be answered in one word, and
the payoff is one silver dollar for each
letter contained in that word. If customer
does not know the answer, a letter hint is
given, and the payoff cut down by one
silver dollar for that hint.

Availability: Live talent
Time Units: 15 minutes, 5 or 3 times
weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: WIP, 35 S. 9th St., Phila-
delphia 7, Pa.

The Better Half

Comedy quiz featuring Tiny Ruffner as
MC. Wives match wits against husbands
to determine which is "The Better Half"
with hilarious results.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Ideal for new product
because of numerous sponsor identi-
fication devices
Number of Artists: 1 plus guests
Auction Facilities: Transcriptions
Submitted by: Mutual Broadcasting Sys-
tem, Inc., 1440 Broadway, New York
18, N. Y.

Transatlantic Quiz

Played across three thousand miles of
ocean, this quiz game has a permanent
board of British experts competing against
a permanent board of American experts.
The questions usually have to do with
either England or America.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type with an in-
ternational flavor
Auction Facilities: Transcriptions. Will
pipe live talent
Submitted by: American Broadcasting Co.,
Inc., 30 Rockefeller Plaza, New York
20, N. Y.

"What Burns You Up?"

"What Burns You Up" was sponsored
by Norwich Pharmacal Co. over the
Yankee Network, attaining a 10-CAB rat-
ing.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 2 to 3
Auction Facilities: Transcriptions or live
talent
Submitted by: Basch Radio Productions,
17 East 45th St., New York 17, N. Y.



ANNOUNCING!

For Fall Availability

Arlene Francis

"America's Blind Date Gal"

starring

in

"Miss O'Rourke"

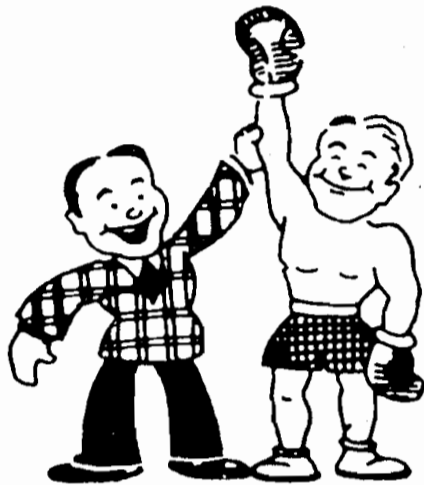
A fast-moving, well-written, well-produced, witty,
wonderful series of mystery stories. With Miss
Francis playing Katherine O'Rourke, a Girl Detective.

TOM WALLACE RADIO PRODUCTIONS

366 Madison Ave., New York 17, N. Y.

MU. 2-2636

CKLW WINS IT AGAIN!



For the SECOND STRAIGHT Year CKLW Has Won
The BILLBOARD MAGAZINE
Annual Station PROMOTION AWARD

• Showmanship counts! — and "prime promotion on both sides of the border" has long been a part of this station's wide-awake policy. Both program and station publicity has and always will be carefully planned and consistently used to build AND HOLD our audience, advertisers, and friends.

J. E. CAMPEAU, Managing Director

In The Detroit Area, It's

ADAM J. YOUNG, JR., INC.,
Nat'l Representative



5,000 WATTS
DAY and NIGHT
800 Kc.

MUTUAL BROADCASTING SYSTEM



VARIETY

Atlantic Spotlight

Atlantic Spotlight is an international exchange program of British-American origination. The program is designed to bring together widely known theatrical, motion picture, and radio stars of both England and America, spotlighting the characteristic type of entertainment of each country. This program presents a variety of entertainment, popular and classical soloists, instrumental soloists, comedy, personalities and dramatic skits. In a novel and entertaining manner, it compares for the listener in America and in England, the types of entertainment in each country. Here is a program that is ideally suited for the sponsor who is interested in an international market.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Saturday afternoon or evening
Number of Artists: Various
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

Arrowhead Special

Here's an early morning program that sets a fast pace on a full hour, non-stop run! Don Howard, the Special's "conductor" plays recorded and transcribed music, gives time and temperature, two complete weather roundups and news summaries every fifteen minutes. And, prizes (comic, theater tickets and cash) for jokes sent by listeners and read.

Availability: Live talent or E. T.
Time Units: 15 periods, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any type
Number of Artists: 1
Cost: Rate cards available on request
Audition Facilities: Transcriptions
Submitted by: The Arrowhead Network, WEBC Building, Duluth 2, Minn.

Ahead Of The Headlines

What's best in books? What's smart to wear? What's new to eat? What's fun to do? A program to keep you Ahead of the Headlines. "Ahead of the Headlines" started April, 1941, for Younker Brothers Department Store and is now in its fourth year. Because of the outstanding success of this program, Webber Radio Programs, who own the scripts, is making "Ahead of the Headlines" available in other markets. Provision for two commercial messages of approximately one hundred words each.

Availability: E. T.
Time Units: 15 minutes, 2, 3, 4, or 5 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: General for women
Audition Facilities: Transcriptions
Submitted by: Webber Radio Programs, Don Moines 9, Iowa

Lulu Bates Evening Musical

The setting is a New York night club where Lulu Bates is hostess and Mistress of Ceremonies, a breezy, big-hearted Texas Gulnan type or character. Through introduction of the guests present the show brings to the microphone the stars in

all entertainment fields insuring variety
Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 5 plus orchestra
Audition Facilities: Will pipe live talent
Submitted by: Gale Associates, 48 W. 48th St., New York 19, N. Y.

Columbia Presents Corwin

Series of variegated programs embracing dramas, documentaries, musicals, comedies, fantasies and soliloquies. Written, directed and produced by Norman Corwin, with Hollywood stars appearing in the leading roles and with the foremost musicians of the day contributing background musical scores.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client
Audition Facilities: Live talent
Submitted by: CBS, Inc., 485 Madison Ave., New York 22, N. Y.

CKFI Barn Dance Frolic

The "CKFI Barn Dance Frolic" is an actual barn dance broadcast each Saturday night. Patrons dance to music provided by a combination oldtime-modern orchestra, while door prizes are given to lucky ticket holders for answering a simple quiz question over the air between dances. Jokes and patter also are interspersed throughout broadcast. At fifty cents admission, main difficulty is trying to keep the patrons out in order to limit crowds to a size where everyone can have a rollicking good time.
Availability: Live talent
Time Units: 15 or 30 minutes weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type, particularly retail stores
Number of Artists: 8
Submitted by: CKFI, Fort Frances, Ontario

Dixie Nightcap

This show is a fast-moving variety show built around Jack Baker (in person) of Don McNeill "Breakfast Club" fame. Baker is backed up with Beasley Smith's NBC orchestra. Aside from Baker's spot on the show, lovely Yvonne, the South's outstanding torch singer, is on the show each night. The thirty-minute program will run each week, Mondays through Fridays.
On Monday evenings only, Francis Craig and his WSM-NBC orchestra will alternate for Beasley Smith's special band. During Baker's long, successful connection with Don McNeill, jovial master of ceremonies of the "Breakfast Club" he was second only to Bing Crosby in the last three of the annual Radio Guide national talent popularity contests.
Availability: Live talent
Time Units: 15 or 30 minutes, 5 times weekly
Audience Appeal: Female or male
Suggested for: Evening 10:30-11 p.m.
Client Suitability: General
Number of Artists: 25
Audition Facilities: Transcriptions
Submitted by: Station WSM, 301 Seventh Ave. No., Nashville 3, Tenn.

PROGRAMS



DeZurik Sisters

Novelty harmony team with guitar and orchestra.

Availability: Live talent or E. T.
Time Units: 15 or 30 minutes, 1 to 3 weekly

Audience Appeal: Entire family

Client Suitability: Any kind

Number of Artists: 2 to 10

Cost: Adjustable

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: W. M. Ellsworth, 75 East Wacker Drive, Chicago 1, Ill.

Exclusive Story

"Exclusive Story" consists of dramatizations based on the fact that from the corners of the world come tomorrow's newspaper scoops gathered by reporters at home and abroad. Series is full of human interest, pathos, comedy, tragedy and excitement. Each release is self-contained.

Time Units: 15 minutes, once or more weekly

Audience Appeal: Entire family

Number of Artists: 5 to 7

Audition Facilities: Transcriptions

Submitted by: G. C. Bird & Associates, 1745 N. Gramercy Place, Hollywood 28, Calif.

Family Party

Family Party is a one-hour variety show broadcast over WMT every Saturday from 12:30 to 1:30 p.m. from the WMT Radio Theater. From 15 to 25 mid-west artists put on a rollicking "Barn Dance" type show with plenty of eye-ear appeal in front of an audience of 250 guests given as a compliment of the sponsor. The hour show is divided into 15-minute units for sponsorship.

Availability: Live talent

Time Units: 15-minute period, one hour weekly

Audience Appeal: Entire family

Suggested for: Afternoon 12:30-1:30

Client Suitability: Stock feeds, hatcheries, farm machinery, reach rural or broad general audience

Number of Artists: 15 to 25

Cost: \$20 talent fee

Audition Facilities: Will pipe live talent

Submitted by: WMT, Cedar Rapids, Iowa

"Fun With Music"

"Fun With Music" is a new Mutual series broadcast five times weekly at 10:30 to 11 a.m., EWT, which originates on WHK, Cleveland. With Pinky Hunter, a well known radio personality acting as master-of-ceremonies, the program presents the sweet and melodic music of Ward and His Orchestra; the novelty masters, Hank Lawson and His Music Masters, who have been a network attraction for two years; the Irish ballads of Dick O'Herin; songs by Virginia Alvarez, the Spanish vocalist, and an unusual feature with Earl Rohlf at the organ, Hank Stout at the piano and Jack Lanich at the drums. The series has been designed to offer a half hour of light, easy-to-listen entertainment in a friendly atmosphere.

Availability: Live talent

Time Units: 30 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Most any product

Number of Artists: 18 (plus script writer, engineer and producer)

Cost: Prices on request

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WHK, 1311 Terminal Tower, Cleveland 13, Ohio

Gloom Dodgers

The biggest variety bill in radio, four solid hours of songs and fun, Monday through Saturday, brings listeners big name stars from 9 a.m. to 1 p.m. "Gloom Dodgers" is that live-talent, gay and tuneful show that provides the currently-sought "escape" entertainment of music and comedy in the morning together with regularly-spaced 15 minute news reports. Informal, strictly off-the-elbow . . . casual . . . this sparkling program gets close to its audience.

Availability: Live talent

Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: General

Number of Artists: 35

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WHN, New York 19, N. Y.

"Home Town Gossip"

"Home Town Gossip" is just as it sounds. Full of gossip and local news of the greater Kansas City area—a thirty minute live show Monday through Friday 1:30 to 2:00 p.m., available for one minute announcements, live or recorded. This feature is packed with live talent, including soloists, hillbillies, musical units, James Coy and Walt Lochman.

Availability: Live talent

Time Units: 5-30 minute periods, Monday through Friday

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Food, drug and cosmetic accounts

Number of Artists: 7 to 10

Cost: 1-minute live or recorded 13 times, \$18 each; 26-times, \$16.00 each; 300-times or more \$10.00

Audition Facilities: Transcriptions

Submitted by: Station KCMO, Commerce Bldg., Kansas City 6, Mo.

"Hollywood's Open House"

Most ambitious and spectacular program yet developed for use by spot local clients through means of transcriptions. Show matches in all respects live Hollywood shows. Presents guest stars chosen from the cream of Hollywood including: Marlene Dietrich, Jack Benny and his entire company, Dick Powell, Kay Francis, Hildegarde, Peter Lorre, Walter Abel, Ann Rutherford, Luise Rainer, Constance Bennett, Bonita Granville and guest comedians such as Milton Berle, George Givot, Henny Youngman, Peter Donald, Block and Sully and many other Hollywood stars and famous comedians. Features Enric Madriguera and his orchestra with radio's singing stars—Harry Cool, Patricia Gilmore and Jerry Cooper.

Availability: E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: General

Number of Artists: 38

Cost: From \$20 per program up depending upon market and population

Audition Facilities: Transcriptions

Submitted by: Kermit-Raymond Radio Productions, 14 E. 52nd St., New York 22, N. Y.

WPAT

93 ON YOUR DIAL

takes pleasure in introducing

"HUNT FOR HAPPINESS"

A NEW WOMAN'S PROGRAM

With An Interesting Style That Will Insure Its Immediate Popularity



Featuring

ADELE HUNT

"The Voice That Charms Sales"

RADIO **WPAT** PATERSON,
STATION NEW JERSEY



VARIETY



in los angeles

AREA

COVERAGE

is what counts



570 kilocycles —

top of the dial

KMTR

DELIVERS

AREA

COVERAGE



I Can't Forget

Listener participation show. Radio audience submit memorable moments in their lives that are hard to forget. Test has brought in everything from historic events to dreams come true and supernatural happenings. The value of human interest stories from people who appear on the program and testify to the truth of the dramatizations with "I Can't Forget" furnish tops in entertainment. Perfect for national sponsor of canned or frozen foods, drugs, household utility, etc.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Female or entire family
Suggested for: Morning, afternoon or evening

Client Suitability: Mentioned above

Submitted by: Cruger Radio Productions,
5800 Carlton Way, Hollywood 28,
Calif.

If It Had Been You

"If It Had Been You" is an audience and listener participation show which presents a series of self-contained dramatized quiz playlets. In these shows the principals are confronted with a grave problem or crisis in which the difference between life and death can only be solved by quick thinking and almost instant action. Several courses are presented but only one is correct. It is for the audience to discover which is correct from the dramatization. The solution is dramatized in the following episode.

Availability: E. T.

Time Units: 15 minutes, once or more weekly

Audience Appeal: Entire family

Suggested for: Afternoon; evening

Number of Artists: 5 to 7

Unit Cost: Dependent upon market

Audition Facilities: Transcriptions

Submitted by: G. C. Bird & Associates

"Jo Stafford Show"

A half-hour show featuring Jo Stafford, the nation's No. 1 female recording Artist as Mistress of Ceremonies with comedy and guests. Her radio activities during the past year, have proven JO's refreshing, air-wise personality.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Audition Facilities: Transcriptions

Submitted by: General Amusement Corp.,
1270 Sixth Ave., New York, N. Y.

Juke Box Saturday Night

A two hour show of fun and music conducted by well known and popular local record jockey. Program consists of music by records, impersonations, imitations and well placed sound effects. This is a program that every Saturday night party wants to hear.

Availability: Live talent

Time Units: 120 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening (Saturday)

Client Suitability: General

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: KMAC, National Bank of
Commerce Bldg., San Antonio 5, Tex.

Junior Music Hall

Junior Music Hall is adult variety entertainment performed exclusively by teenage talent. Girl chorus of twenty voices. Sonny Edwards, 16 year-old singing master of ceremonies. Joe Foreman, 15-year-old announcer who sells. Comedy that clicks. Original musical arrangements blended to exquisite perfection. Sponsored successfully for a year and a half by leading department store. Stars and cast available for personal appearance to boost sales and store traffic . . . or as product endorsement. Talent auditions provide excellent merchandising contest. Fresh, sparkling radio entertainment.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening (or Sunday)

Client Suitability: Any type

Number of Artists: 30

Submitted by: WFIL, Philadelphia 7, Pa.

"Beatrice Kay Show"

Beatrice Kay, one of the most unusual comedienne of her time, in a program that has proven its box-office through Hooperating. Coupled with music and guests this program will be a sheer delight to radio audiences. It's different!

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Audition Facilities: Transcriptions

Submitted by: General Amusement Corp.,
1270 Sixth Ave., New York, N. Y.

Musical Mailbag

"Musical Mailbag" is built for the listener, especially in rural areas. All visitors to the studio between 3:30 and 5:00 p.m. daily are interviewed on the air, and allowed to say hello or send greetings to their friends. Letters from district men and women serving overseas are read, and old time recorded music is featured. Heaviest mail puller on the station's schedule. Universal appeal. Brings radio broadcasting right down to the level of all. Every minute packed with variety.

Availability: Live talent

Time Units: 15, 30 or 60 minutes, daily or weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Any type

Number of Artists: 2

Submitted by: CKFI, Fort Frances, Ontario

Musical Scoreboard

Musical Scoreboard is a once weekly Saturday afternoon program consisting of the latest in recorded music along with a full hour of live music played by the Bobby Palk Trio. During this three hour period, on the hour, a five minute news summary is presented. Also, interspersed throughout the time, the latest baseball scores and sports news is given. This type of program is ideally suited to most any type of client.

Availability: Live talent or E. T.

Time Units: Three hours—15 minute units, once weekly

Audience Appeal: Entire family

Suggested for: Saturday afternoon

Client Suitability: Any

Audition Facilities: Transcriptions

Submitted by: Station WMAN, Park Avenue, West, Mansfield, Ohio

Now!

130

transcribed PROGRAM

"A DATE WITH MUSIC"

STARRING

PHIL BRITO



ALSO FEATURING

SAMMY LINER pianist Kostelametz

ALLYN EDWARDS network announcer

DOC WHIPPLE organist & composer

WILLIAM STOESS former music dir.

130 QUARTER-HOUR TRANSCRIBED SHOWS

brilliant, tuneful, chock-full of ungettable song-hits that live on on. A completely recorded performed and produced by celebrated headliners of network fame. The ideal musical show for advertisers who want big-time quality and audience acceptance.

OTHER TRANSCRIBED SERIES

THE SHADOW

SMILIN' ED McCONNELL

BLACKSTONE THE MAGICIAN

LIBERTY SHORT STORIES

AND OTHERS

WRITE, WIRE, PHONE

FOR FREE AUDITION SAMPLES

CHARLES MICHELSON

Pioneer Program Producers Since 1935

67 WEST 44TH ST. • NEW YORK

Murray Hill 2-3376 — 5168

"Open House At Hotel Boise"

musical transcribed guest orchestra introduced as the program opens. al subjects of civic value (not politics in order. Then, two to three guests the hotel are interviewed (usually well on local people). The orchestra has the program with another selection. Can be used primarily only by a

Availability: Live talent or E. T.
 Units: 15 minutes, Monday, Wednesday and Friday
 Audience Appeal: Female
 Suggested for: Afternoon or evening
 Suitability: Hotel, department store, utility
 Number of Artists: 2—a man and a woman
 Adition Facilities: Scripts available
 Submitted by: KIDO, Hotel Boise, Boise, Idaho

Pick And Pat Time

comedy variety show in fifteen minutes. Easy to take and would make good across the board five a weeker. and Pat supplying the comedy. The "Pickers," the music . . . and a female hit star singer for vocals. Mary Small the girl heard on the audition record available. This show could also be in half hour format . . . and a full orchestra could be added to all the above elements.

Availability: Live talent and E. T.
 Units: 15 minutes, 3 or 5 weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Suitability: Tobacco, cigarette, or household product
 Adition Facilities: Transcriptions
 Submitted by: Wolf Associates, 420 Madison Ave., New York, N. Y.

Pony Express Roundup

fast-moving daily half-hour musical variety show, featuring Western Songs in modern manner; actually is a staff frolic. Utilizing on the Pony Express locale, the St. Joseph, Missouri, was the Express starting point. Modern vocals, ever instrumental combos, and fast ribbing by the MC, keep this one of station's best national bets!

Availability: Live talent or E. T.
 Units: Daily, 30 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning or afternoon
 Suitability: Anything, including accounts desiring mail-pull
 Number of Artists: 15
 Adition Facilities: Transcriptions or will pipe live talent
 Submitted by: KFEQ, Schneider Bldg., St. Joseph 8, Mo.

"Sun Valley Lodge Party"

rogram is an (imaginary) daily visit to "play" room of world famous Sun Valley Lodge, Idaho. There is a two minute discussion of the news of the day, ing which news headlines are woven the conversation. A one man and one woman show, the two chatter about the personalities they've seen around the je. And, the various stage, screen and radio artists are brought to the audience transcription in their specialties.

Availability: E. T.
 Units: 15 minutes, Monday through Friday
 Audience Appeal: Entire family
 Suggested for: Morning, afternoon or evening

Client Suitability: Food, department stores or bakeries
 Number of Artists: 2
 Cost: On request
 Audition Facilities: Scripts available
 Submitted by: KIDO, Hotel Boise, Boise, Idaho

The Kay Lorraine Show

A new type of musical to star a new type of feminine vocalist. Top tunes sung in the new Kay Lorraine manner with a novel gimmick destined to start a new vogue in musical programs.
 Availability: Live talent
 Time Units: 30 minutes, 1 weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: All types who want large audience
 Number of Artists: Approximately 5 and orchestra
 Audition Facilities: Live talent
 Submitted by: Frederic W. Ziv Co., 2436 Reading Road, Cincinnati 2, Ohio

VARIETY

"The KFPY Hayloft Jamboree"

Show features "Clyde and Slim, The Roving Hillbillies": In addition to the six Old Time musicians in this group guest performers are presented regularly. The comedy element is supplied by Clyde Copeland, veteran of Radio, and Masters of Ceremonies Herb Hess and John Funk. Since the first broadcast the show has played to a capacity, S.R.O. audience in the Golden Concert Studio of KFPY.
 Availability: Live talent
 Time Units: 30 or 60 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General
 Number of Artists: 10
 Audition Facilities: Transcriptions
 Submitted by: KFPY, Symons Bldg., Spokane 8, Wash.

The "Platter Parade"

A noon-hour show on WIL for the past two years conducted by Verne King. Incorporates the latest hit recordings, why they occupy the high spots in popularity they do, the correct time for noon-hour lunchers and workers, news summary, and also impromptu interviews with any staff members that happen to pass the announcer's booth.
 Availability: Live talent or E. T.
 Time Units: One full hour or four and one quarter hours (Or participating spot), 6 weekly
 Audience Appeal: Entire family
 Suggested for: Noon
 Client Suitability: General
 Number of Artists: 2
 Audition Facilities: Transcriptions
 Submitted by: Station WIL, Melbourne Hotel, St. Louis 8, Mo.

HOW MANY?

TWICE AS MANY

TWICE AS MANY GRAND RAPIDS LISTENERS

TWICE AS MANY GRAND RAPIDS LISTENERS AS WHAT?

TWICE AS MANY GRAND RAPIDS LISTENERS AS ANY OTHER STATION, ANYWHERE!

WOOD
GRAND RAPIDS

THE NO. 1 STATION
 5000 WATTS
 WITH THE NO. 1 NETWORK
 N.B.C.
 IN THE NO. 1 MARKET
 IN OUTSTATE MICHIGAN

PAUL H. RAYMER CO., Sales Representatives

Tune-In Time With Mr. Happy

"Tune-In Time With Mr. Happy" is a variety program for the youngsters. Mr. Happy sings songs with especial appeal for the children, tickles their funny bones, and presents the Book Of Silver Acts: dramatizations of stories of heroism performed by boys, girls and animals of the past and present. The program is new and refreshing. It's juvenile entertainment of adult calibre. It's the answer to "Something different in a children's program!"

Availability: Live talent
Time Units: 15 minutes, 1, 2 or 3 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon or Early Evening
Client's Suitability: Cereals, vitamins, soaps, footwear, sportswear, etc.
Number of Artists: 1 permanent; not more than 5
Submitted by: Brandt Production Service, 2063 East 23rd Street, Brooklyn 29, N. Y.

The Gloom Chasers

The Gloom Chasers is a bright, peppy half hour show which includes a master of ceremonies, a feature female vocalist, a quartette featuring violin and a different guest star each program. Master of ceremonies is subtle-type comedienne. All cast are well-known in Vancouver theater and light opera circles. Commercials could be easily inserted at opening, middle and closing.

Availability: Live talent or E. T.
Time Units: 30 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 6
Submitted by: CKWX, Vancouver, B. C., Can.

The Mailbag Program

This program runs along the lines of giving the listeners what they ask for and actually shaking hands with them. The mail consists of musical requests numbers. The studio audience is quizzed as to name, place and destination, etc. The friends and neighbors listen on the other end of the party line and listen to voices they know so well. This program has been on the air for three years and is an institution now. Sports days, dances and community events are publicized.

Availability: Live talent or E. T.
Time Units: 30 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: 4:15-4:45 p.m.
Client Suitability: Farm products—mail order houses
Number of Artists: Occasional performer (consist mainly of talented visitors)
Cost: \$35.00 per program
Audition Facilities: Transcriptions
Submitted by: Station CKBI, Prince Albert, Saskatchewan

Top O' The Morning

Features Jack Baker of Don McNeill's "Breakfast Club" fame, who, for three years was second only to Bing Crosby in the annual Radio Guide popularity poll. Baker is available on a Breakfast Club type program with orchestra and supporting cast. The merchandising possibilities are great on Baker.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Food, apparel or home appliances
Number of Artists: 4 to 20
Audition Facilities: Transcriptions
Submitted by: Station WSM, 301—7th Ave. No., Nashville 3, Tenn.

VARIETY

The Optimist Program

The Optimist Program is a half-hour variety show for use in cities where there is an Optimist Club. Show is not available in other localities. With definite tie-in with Optimist International plus local club hook-up. This Optimist Program is a must for any station in a locality boasting an Optimist Club. An educational idea generally affecting youth is incorporated with this program which is readily accepted by the schools.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Average 20
Cost: Upon request
Audition Facilities: Transcriptions
Submitted by: Allan Miller Agency, Bell Bldg., Toledo 2, Ohio

"The Bandbox"

Program consists of "name" bands and "name" vocalists performing leading popular music. The general appeal of the program is also enhanced by the presence of Jim Ameche as emcee and a "name" comedian to be used throughout the program. Each program will star a different "name" band, a different "name" comedian and two different "name" vocalists. In this fashion we will achieve variety and distinction since each band and each comedian has his own unique style. Such "name" vocalists as Nan Wynn, Jerry Cooper, and others will appear and will at times have the use of a choral background. Also appearing

will be such guest comedians as Her Youngman, George Givot, Peter Dono Jan Murray and others.

Availability: Live talent or E. T.
Time Units: 15 minutes, 1, 2 or 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: 24 (minimum)
Audition Facilities: Transcriptions or pipe live talent
Submitted by: Kermit-Raymond Radio Productions, 14 E. 52nd St., New York N. Y.

The Phil Cook Program

In this program, Phil Cook combines the talents which have made him one radio's greatest "personality" stars. The "man of a thousand voices," he peoples his program with a large cast, some of them daily fixtures, others created one- and two-minute dramatizations. A refrain, "I See By the Papers," with change of lyrics, as well as numerous other original compositions and topical songs, are features of each day's broadcast.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
 Limited to three participating sponsors per day.
Audience Appeal: Entire family
Suggested for: 8:15-8:30 a.m.
Client Suitability: All products
Number of Artists: 1 (Phil Cook)
Audition Facilities: Transcriptions
Submitted by: WABC, 485 Madison Ave New York 22, N. Y.

NELL DARLING'S "Hollywood Diary"



NELL DARLING
 Star of Stage,
 Screen, and
 Radio.

Here's "The Saga of Hollywood"

Yes, for the first time the story of the pioneer days of motion pictures, with such stars as John Ince, Bryant Washburn, Herbert Rawlinson, Minta Durfee Arbuckle, Chester Conklin, Sheldon Lewis, William Desmond, and many others, in interviews and dramatized action with NELL DARLING.

A half hour transcribed show combining pathos and humor, with an all star cast, and the "Singing Strings", "music right out of heaven".

Here is a top ranking transcribed show for local or regional release—one-half hour weekly for 26 weeks. For audition samples write or wire

CONTINENTAL RADIO PRODUCTIONS

6381 Hollywood Boulevard
 Hollywood
 HEMPSTEAD 8171



PRODUCED BY
 HAL M. AYRES
 WITH THE ORGANIZATION AND STAFF OF

Continental
 RADIO-TELEVISION
 Productions

ONE OF AMERICA'S FINEST RADIO PROGRAMS

Uncle George Wood's Country Breakfast

Transcribed in 15 minute periods with instrumental, which can be faded in for introduction, five vocal and instrumental and novelty numbers, with two instrumental periods of one and one half minutes each which can be faded down for closing commercial, emcee and program by Uncle Geo. Wood (4 years on coast Mutual Net, Shady Valley) music and vocals by Buckeye Four, Jim Crawford, Little Jackie Hill, Bob Moran, this is an exclusive transcribed variety of Western and high class memory acts, by acts now on Mutual net coast.

Availability: Live talent or E. T.
Time Units: 10 and 30 minutes, one to six weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Foods, furniture, drugs, etc.
Number of Artists: 14
Cost: One time rate of station, for six trans. weekly
Audition Facilities: Transcriptions
Submitted by: W. M. Ellsworth, 75 East Wacker Drive, Chicago 1, Ill.

Victory Legion

Victory Legion, is a variety half hour featuring the listener with a cast of veterans of World War II, who as musicians

and entertainers display their wares in a business-like manner delivering a half hour featuring a different dramatized "Service Record" each week. Program is broadcast from various service points throughout the USA.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 20 average
Cost: Quoted upon request
Audition Facilities: Transcriptions
Submitted by: Allan Miller Agency, Bell Bldg., Toledo 2, Ohio

Vaudeville Echoes

Show is built from recordings of early vaudeville greats such as Jolson, Cantor, Gallagher & Shean, Sophie Tucker, Two Black Crows, Billy Jones and Ernie Hare, etc. The emcee, Joe Franklin has collection of 10,000 excellently preserved old recordings and weaves an interesting script around them. Nostalgic and appealing to the present generation, too.
Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 1
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Cowles Broadcasting Co., WHOM, 29 W. 57th St., N. Y., N. Y.

VARIETY

Welcome Back!

A half-hour variety show composed entirely of veterans of World War II. It is not an amateur show. The artists are acknowledged stars in radio, theater and motion pictures. The cast includes an emcee, comedian, vocalists and orchestra—all veterans.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 5 plus orchestra
Audition Facilities: Live talent
Submitted by: Gale Associates, 48 West 48th Street, New York 19, N. Y.

"Woody Herman Show"

A half hour of top-notch music, variety and comedy, MC'd by the versatile Woody Herman. Here is a program the entire family will enjoy and with a made-to-order audience through Woody's record sales, motion pictures, and personal appearances throughout the United States.
Availability: Live talent
Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: General Amusement Corporation, 1270 Sixth Ave., New York, N. Y.

"Youth on Parade"

"Youth on Parade" is a weekly half-hour variety show presented over the CBS network by 40 of the most talented Greater Boston boys and girls under the direction of Dolphe Martin. Now in its 159th week, "Youth on Parade" consistently is among the top Hooper rated CBS sustaining programs.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any
Number of Artists: 40
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Station WEEL, 182 Tremont Street, Boston 12, Massachusetts

Get MORE BUSINESS in LOUISVILLE

with



WINN

250 WATTS

BASIC STATION



Represented by

BROADCAST SALES COMPANY

New York & Chicago

HOMER GRIFFITH COMPANY

Hollywood & San Francisco

AMERICAN BROADCASTING COMPANY

HARRY McTIGUE *General Manager*

**America to Victory**

Saga's of the sea and land of World War No. 2, with actual stories of events and happenings. Transcribed in two parts, the first part tells the story while the second gives the fate that befell those who were interned in Japanese and German prison and concentration camps. Second part is also transcribed by actual former prisoners, underground workers, and men and women who were held as hostages. Sold for the Radio Station by our trained, gentlemanly crews, and supported by shields and banners giving Radio Station information.

Availability: E. T.

Time Units: 13 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Sunday afternoon or evening

Client Suitability: Every type of business and industrial concerns

Number of Artists: 6-10

Audition Facilities: Transcriptions

Submitted by: National Radio Features, 100 State St., Albany 7, N. Y.

A. P. O. Cleveland

A.P.O. Cleveland maintains the connecting link between the man at the battle front and his home—the only local program of its kind. It is personalized journalism and deals only with activities of Greater Cleveland service people. Short wave reports and interviews from WGAR's own correspondents in the Pacific, Chungking, and Europe are blended in with live interviews of returning servicemen

and stories from special correspondents around the world. A.P.O. Cleveland, nearing its 60th week, is truly local coverage of the global war.

Availability: Live talent or E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Institutional

Number of Artists: 3

Cost: \$145 plus time

Audition Facilities: Transcriptions

Submitted by: WGAR, Statler Hotel, Cleveland 1, Ohio

Design for Wartime Living

News of the war-inspired changes in life on the home front. It explains and interprets the important developments in civilian supply and rationally every phase of civilian activity and information of interest to veterans returning to civilian life.

Time Units: 5 minutes daily, 7 days weekly

Audience Appeal: Female or entire family

Client Suitability: All types of sponsorship

Submitted by: United Press Radio, 220 E. 42nd St., New York 17, N. Y.

Eye Witness News

The Eye Witness Stories of our men in the front lines, based on exclusive dispatch of the Associated Press. Dramatized by cast of outstanding network actors. Each week one, quarter-hour dramatization is recorded of the outstanding war news event—rushed to sponsors and stations for

prompt release. A great record of sponsor success.

Availability: E. T.

Time Units: 15 minutes, 1, 2, or 3 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All products

Number of Artists: 10

Cost: E. T.—based on population

Audition Facilities: Transcriptions.

Submitted by: Frederic W. Ziv Company, 2436 Reading Road, Cincinnati 2, O.

Letters from Those We Love

Letters from Those We Love is human, appealing to young and old and gives an eye view of the boys on the battlefronts through the letters they send back home to their loved ones. Interwoven between their letters are dramatic, appropriate poems, music and dramatic incidents taken from real life. Program as presented here for one year has proven a tremendous merchandiser for local furniture store.

Availability: Live talent or E. T.

Time Units: 104 — 15 minutes weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Client Suitability: Furniture, jewelry or housefurnishings

Number of Artists: 1

Cost: Open

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: Station WOLS, Florence, So. Carolina

"Luncheon With Uncle Sam"

WOWO and Women's Finance Committee join in opening each war bond drive with a "Luncheon With Uncle Sam." "Uncle Sam" plays host, is escorted to luncheon meeting place, with band escort and presides at table where groups of home-town returned veterans are special guests. Station provides music, commentator, and broadcasts one-half of the affair. Tickets are sold for luncheon at 85c; 50c going for "warsage" which entrant receives, other 35c for lunch. Bonds are sold for those who wish to buy.

Availability: Live talent

Time Units: 30 minutes, during war loan only

Audience Appeal: Entire family

Suggested for: Noon

Client Suitability: Institutional

Number of Artists: Approximately 10

Audition Facilities: Transcriptions

Submitted by: WOWO, Fort Wayne, Indiana

"Memo for You"

This is a half hour program aired every Tuesday from 9:30 to 10 p.m. The subject deals with a different public service each week, such as Blood Donation, OPA, Nurse Recruitment, War Ordinances, etc. Most of these broadcasts have been at the request of war agency concerns. "Memo for You" is a public service show which features Willard and His Orchestra, Songstress Virginia Alvarez, Pianist N.

BOND - CHARTERIS

Anson Bond



Leslie Charteris

HOLLYWOOD CALIFORNIA

SHOWS OF TOMORROW — TODAY

THE SAINT SHOW — STARRING BRIAN AHERNE

YOUR HOST THE GHOST

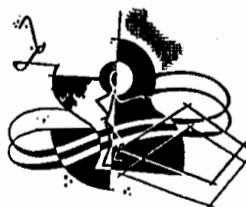
HAVING A WONDERFUL CRIME

CRAIG RICE'S MYSTERY DIGEST OF THE AIR

DUNCAN McCLAIN — THE BLIND DETECTIVE

HOME SWEET HOMICIDE

*See SHOWS OF TOMORROW listing for complete description and availability.



SPECIALIZING IN TELECINE

(Motion Pictures for Television)

By exclusive arrangement

George Pal PUPPETOONS

A first in Television

The Kent-Johnson Jingles

TEL-A-TUNES

THE GRUEN WATCH TELE-A-TIMES

JUST COMPLETED OUR 75th PRODUCTION FOR THE U. S. GOVERNMENT



THE Radio Programs

DEPARTMENT OF TIME, INC.

MARCH OF TIME

TIME VIEWS THE NEWS

THE WORLD AND AMERICA

LET'S LEARN SPANISH

APRENDAMOS INGLES

American Sports-O-Rama

Covers the entire field of sports in review—forecasts, dramatizations, personalities, etc. Features nationally eminent authority on sports as host-commentator; a staff of celebrated special events sports announcers on a rotating basis; individual sports headliners as guests. Actionful, informative and entertaining.

Availability: Live talent and E. T.
Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: General

Number of Artists: 3 stars; 6 to 8 actors, plus orchestra

Cost: Available on request

Audition Facilities: Will pipe live talent
Submitted by: Radio Features of America, 37 W. 46th St., New York 19, N. Y.

All Sports Parade

Tony Wakeman's "All Sports Parade" is everything the title implies—a four-hour show that gives sports reports as they happen in baseball, racing, golf, football, etc. Personality man Wakeman has been in radio-sports for 20 years. The show is filled out with music and frequent news bulletins. Several sponsors have two and three 15-minute shows, daily!

Availability: Live talent

Time Units: Spots, 14-minute segments. Monday through Friday, 1-5 p.m.; Saturday, 1-6 p.m.

Audience Appeal: Female or male

Client Suitability: General

Number of Artists: 1

Cost: See rate card

Audition Facilities: Transcriptions.

Submitted by: WWDC, 1000 Connecticut Ave., Washington 6, D. C.

Baseball Digest

The Baseball Digest is conducted by Neil Norman, a WIL veteran of 12 years experience. It is heard at a convenient time of day when the working masses are on their way home. Highlights baseball activities up to the moment including all box scores. This is strictly a program of fans in Baseball's Capital—St. Louis. Interviews with prominent players, managers and baseball enthusiasts.

Availability: Live talent and E. T.

Time Units: 15 minutes, 6 weekly

Audience Appeal: Entire family

Suggested for: Evening (early)

Client Suitability: Bank, brewery, coffee concern, etc.

Number of Artists: Sportscaster and commercial announcer (2)

Audition Facilities: Transcriptions

Submitted by: Station WIL, Melbourne Hotel, St. Louis 8, Mo.

Clem McCarthy Sports

Clem McCarthy, that noted turf expert, whose winged words outraces the fleetest three-year-olds is heard in a nightly 5 minute network Sportscast. This sports reporter is equally expert in summarizing daily activities in baseball, wrestling, polo, boxing and other sports. Here's a man who has been covering great sports

events for millions of radio fans. He is now available in a daily 5 minute early evening, network sports summary

Availability: Live talent
Time Units: 5 minutes, 5 weekly

Audience Appeal: Male

Suggested for: Evening

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: NBC, 30 Rockefeller Plaza New York, N. Y.

Don Dunphy

It would be superfluous to dwell at length on Don Dunphy's qualifications as sportscaster—he's part of the folklore of every sports-loving American, male and female. However, just for the record, Don Dunphy has spent fifteen years in sports reporting, both newspaper and radio. His description of the Joe Louis-Billy Conn scrap in 1941 racked up the third highest Crosley rating of all time—58.2, representing a listenership of sixty million people.

Availability: Live talent

Time Units: 15 minutes, 6 times weekly

Audience Appeal: Juvenile or male

Suggested for: Evening

Client Suitability: Shaving accessories, haberdasher, tobacco, war jobs

Number of Artists: 1

Submitted by: WINS, 28 W. 44th St., New York, N. Y.

Great Moments in Sports

A five minute show, dramatic, thrilling episodes from the sports pages of the past. A survey reveals that beverage firms sponsor this feature more than any other group, but it also is sponsored by automobile agencies, night clubs, restaurants, gas stations, clothing stores, tire firms, etc.

Time Units: 5 minutes daily, 6 days weekly

Client Suitability: See above

Submitted by: United Press Radio, 220 E. 42nd St., New York, N. Y.

Heartbeats in Sports

Programs feature Tom Carr, famous sports commentator, in dramatic narratives which reveal the inside human interest stories that the score board never shows. Tom Carr knows intimately Sportsdom's greatest, who furnish the wealth of spellbinding material that is transformed with breathtaking eloquence into Heartbeats in Sports. Typical revelations tell why Chris Cagle stopped dead in his tracks only twelve inches from the goal line, how General MacArthur helped America win the 1928 Olympic Games, etc.

Availability: E. T.

Time Units: 5 minutes, 3 to 6 weekly

Audience Appeal: Male or entire family

Suggested for: Evening (early)

Client Suitability: Men's Furnishings, Breweries, Beverages, Sporting Goods, etc.

Number of Artists: Tom Carr

Cost: According to population

Audition Facilities: Transportations

Submitted by: Harry S. Goodman, 19 E. 53rd St., New York 22, N. Y.

WMRN—is the friendly neighbor who tells the story to over 200,000 interested listeners—whether it's a graduation ceremony in Marion, a welcome to Santa Claus in Upper Sandusky, or a Community Sing in Galion.

WMRN—is staffed by people who know radio and who continually serve the listeners of its seven-county audience with the programs they want to hear.



WMRN • Marion, Ohio

A friendly neighbor to over 200,000 substantial folks who are willing to listen to your story on their station. An intimate, personal part of daily living in this prosperous section of Ohio's farming and industrial area. Here's a market valued at \$117,000,000 annually in 1939 . . . a market that will be even better after the war. Tell your story now . . . on WMRN . . . where you're sure to reach an interested audience with buy-ability.

An Affiliate of The American Broadcasting Co.

SALES REPRESENTATIVES:

BROADCAST SALES COMPANY
280 Madison Avenue
New York City, N. Y.

BROADCAST SALES COMPANY
360 N. Michigan Avenue
Chicago, Illinois

GENE GRANT & COMPANY
1651 Cosmo Street
Hollywood, California

PROGRAMS ★ 1946

High School Football Broadcasts

Championship teams in local high school football, basketball and baseball. We created tremendous interest and popularity . . . KVOS broadcasts all games, both at home and on the road. . . Sportscenter is local man with 12 years experience broadcasting sporting events up and down Pacific Coast. . . Complete cooperation and appreciation of coaches, players and civic backers. . . Fall football season now available.

Availability: Live talent
Time Units: Approximately 2 hours, variable
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Any client looking for priceless good-will
Number of Artists: 2
Submitted by: Station KVOS, Bellingham, Wash.

'James J. Johnston—Wise Guy'

'James J. Johnston—Wise Guy' is the story of Jimmy Johnston in dramatized form. On each program, Johnston has a guest sit with them and they reminisce. As they start unfolding a story, the program fades into an actual re-enactment of the true events. Guest star will consist of people prominent in sport and public life such as Jimmy Walker, Jack Ruby, Bob Pastor, James Farley, and others.

Availability: Live talent or E. T.
Time Units: 15 or 30 minutes, once or twice weekly
Audience Appeal: Juvenile and Male
Suggested for: Evening
Number of Artists: 6 (minimum) to 15
Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Productions, 14 E. 52nd St., New York 22, N. Y.

Mythical or Make-Believe Horse Race

This is an ad lib program which requires the use of a specially built machine in a format. The program is an imitation race: it may be a horse race, auto race, athletic racing events, or anything else and can be broadcast throughout the morning or afternoon. It will take 5 minutes, but it can be built into a 15-minute show. It requires an ad lib announcer and may be broadcast either with or without a studio audience. It would prove of particular interest to stations specializing in sports broadcasts.

Time Units: 5 or 15 minutes, 4-8 times daily
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Any
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: United Broadcasting Co., 64 East Lake St., Chicago, Ill.

'One for the Book' with Sam Balter

Featured on Sam Balter's famous coast-to-coast 15 minute daily network program "The Inside of Sports" was his unique 15 minute column "It Happens Once in a

Lifetime." Closely paralleling that appeal, "One for the book," by Sam Balter, delivers a series of exciting, dramatic, human-interest stories behind the scenes in the realm of sports. A network voice, a network name, a network show—available via transcription for local sponsorship. A unique sports program with proved rating and remarkable record of sales success. 192 programs recorded . . . can be used as 5 minute program or a feature part of a variety program . . . or 3 stories can be grouped as a fifteen minute program.

Availability: E. T.
Time Units: 5 minutes—3, 5 or 6 times weekly
Audience Appeal: Male
Suggested for: Evening
Number of Artists: 1
Cost: E. T.—based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 2436 Reading Road, Cincinnati 2, O.

On Your Mark with Ted Husing

Ted Husing rounds out the sports picture each day, with the latest baseball news, racing results, track and other highlights. Occasional interviews with top sports authorities. Year round program along the same line, also including stories of well known athletes.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile or male
Suggested for: Evening
Client Suitability: Any male product
Submitted by: CBS, Inc., 485 Madison Ave., New York 22, N. Y.


One I'll Never Forget

Jack Stevens, formerly sponsored by Phillies Bayuk Cigars over a 74-station network in "The Inside of Sports," is starred in this new transcribed series of 5-minute shows. 156 episodes now ready. Stevens tells unusual and little-known stories about sports headlines, each show sparkling with humor and drama. Stories were told to Stevens personally by sports headlines in every field of sports. Sponsored successfully by men's clothing companies, beer and ale, men's furnishings, jewelers, gasoline and tire distributors and others. Available for local or regional sponsorship, or for national spotting in available markets. One sponsor in a city.

Availability: E. T.
Time Units: 5 minutes, 3 or 5 times weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Any product with masculine appeal
Number of Artists: 1
Cost: Based on population of market, power and rates of station used
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Sports Edition

This is a sports program which covers the entire field of sports both national and local. The program is handled by WTOL's Don Miller a very versatile sportsman himself, who speaks the vernacular of the sportsworld. One of the features of the program is interviews with outstanding



A DOCTOR ON THE AIR

POPULAR MEDICINE PROGRAMS
 backed by Medical Authority
AVAILABLE FOR SPONSORSHIP

- "How To Keep Young"
Every woman will listen
- "Dr. Damrau's True Stories"
Amazing and exciting, 100% true
- "The Nutrition Clinic"
All about foods and vitamins
- "Your Psychological Problems"
Sincere and authoritative advice

Time: 15 minutes once a week.
 Talent: Dr. Frederic Damrau with Adeline Maneery, live or transcribed.
 Script or transcription submitted on request.

FREDERIC DAMRAU, M.D.


"before the mike since 1933"
 247 PARK AVENUE
 New York 17, N. Y.
 Wickersham 2-3638

Shortages
Rationing

ABSENCE MAKES THE BUYER GROW FONDER . . . OF SOMETHING ELSE.

PROTECT YOUR TRADE NAME . . . OVER WBNX.

WBNX covers a tremendous New York market — and is easy on the budget.



WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

SPORTS

radio production

WOLF

Associates, Inc.

in all its phases

EDWARD WOLF
General Manager
420 MADISON AVE.
NEW YORK CITY
PLaza 5-7620

figures in the world of sports, as well as local stars. A sure fire, year round program, which gives sports news the way it should be given.

Availability: Live talent
Time Units: 10 minutes, 6 days weekly
Audience Appeal: Entire family
Suggested for: Early evening
Client Suitability: Dealers in sporting goods

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WTOL, Toledo 2, Ohio

Sports Parade

A review of week's activity in review of sports, presented in manner of March of Time, together with the latest scores and results—conducted by WIP's ace sports editor, Stoney McLinn. National Personalities in sports appear in person on "Sports Parade"—Transcribed highlights of boxing matches, horse races add colorful exciting first hand news—entire production scored against background of tuneful salutes played by house orchestra. Stoney McLinn's immense following in the world of sports guarantees an interested listening audience.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Saturday, 5 p.m.
Audition Facilities: Transcriptions
Submitted by: WIP, 35 S. 9th St., Philadelphia 7, Pa.

Speaking of Sports

"Speaking of Sports" is prepared by the sports editor of United Press Radio. It covers a wide latitude of the sports field . . . the big events and the personalities, a commentary on sports.

Time Units: 5 minutes daily, 6 days weekly
Audience Appeal: Male
Client Suitability: This feature has largely been sponsored by beverage firms.
Number of Artists: 1 announcer
Submitted by: United Press Radio, 220 E. 42nd St., New York, N. Y.

Sports Today

A daily resume by the KVOS Sportscaster, in nutshell, departmentalized style, of the days happenings in the world of sports. . . . Complete United Press coverage plus first-hand coverage of all local sporting events and personalities, ranging from salmon fishing to skiing. . . . Heavy use of local names.

Availability: Live talent
Time Units: 5 or 15 minutes, 6 times weekly
Audience Appeal: Male or entire family
Suggested for: Evening, 8 p.m.
Client Suitability: Beverages—men's clothing, etc.

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Station KVOS, KVOS Bldg., Bellingham, Wash.

"Salty Says"

"Salty Says" covers the fishing picture of the Florida Lower East Coast. Fresh water, Salt Water, and Deep Sea Fishing reported on daily. Record catches mentioned, including names of lucky fishermen from all over the world. The general conservation picture is reviewed and information on most likely fishing spots in the area given for those not familiar with these water. Winds, tides, and weather included—and all written from the angle of a real fisherman.

Availability: Live talent
Time Units: 5 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Tackle mfr., sports clothing, boat mfr.

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Station WIOD, 600 Biscayne Blvd., Miami 30, Fla.

Sports Reports

Sports Reports—Ray Bond, sportscaster covers the entire sports field in a breezy well reported sports program. Mr. Bond, does not dwell on any one type of sport but gives his listeners a little bit of everything of interest in the sports field.

Availability: Live talent
Time Units: 15 minutes, 1 or 2 weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Any product of interest to men

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Jack Parker and Associates, Box 2222, Hollywood 28, Calif.

Sports of Today and Yesterday

A sport show that has a local pull. Each show gives a story about some great incident in sports from the sports pages of yesterday . . . built as a personality feature by the announcer . . . to close the show. All local sports are covered, golf, basketball, football, boxing, with live interviews. Local car dealer used show and sold all cars on lot (350) and booked so much repair business that the firm was compelled to turn away customers. Now available . . . announcer is veteran sports announcer.

Availability: Live talent
Time Units: 15 minutes, 6 days weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Beers, soft drinks, m wear . . . any

Number of Artists: 1
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Station KTHT, Houston Texas

"Sport Stories that Have Never Been Told"

Most unusual sports stories told Bert Wilson, Midwest States sports nouncer and commentator. The stories deal with fascinating personalities in fields of entertainment, politics, history and public life, with a sports twist background, showing how sports played an important part in the lives of the personalities. The programs pertain incidents in the lives of such men: Roosevelt, Churchill, Eisenhower, Halsted, Hitler, Frank Carle, Orson Welles, General Buckner, Ella Raines, Kate Smith.

Available now—130 episodes.
Availability: E. T.
Time Units: 5 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Any
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: United Broadcasting Company, 64 East Lake St., Chicago 1, Ill.

CHICK VINCENT COMPANY

Radio Productions

Current

"ADVENTURES OF CHARLIE CHAN"

Mon. thru Fri. 6:45 p.m.

American Broadcasting Company

Available

"ADVENTURES OF THATCHER COLT"

★

"MAGAZINE DIGEST OF THE AIR"

★

"THE LONE WOLF"

509 Madison Ave.

ELd. 5-0734

N. Y. C.

INTERNATIONAL RECORDING STUDIOS

Modernized to record your
Shows of TODAY and TOMORROW

1270 Sixth Ave.

Circle 7-6454

N. Y. C.

America's War Veterans

The first part of this specially produced program is dedicated to returning War Veterans, tells what they have gone through, and invites solutions from the community to help solve their problems. It give them post war jobs. The second part will feature talks by the heads of every Veteran organization, public officials and rehabilitation organizations. The radio Station plus the business men and women plus the community as a whole work hand in hand in solving their problems. Fully copyrighted.

Availability: E.T.
 Time Units: 13 to 26 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General
 Number of Artists Employed: 4 to 8
 Audition Facilities: Transcriptions
 Submitted By: National Radio Features, 100 State St., Albany 7, New York

Assignment Home

Series of dramatic documentaries attempting to clarify the situations and problems in the re-absorption of returning service men to civilian life. A special 10 week summer series repeats especially significant dramas of the original 29 weeks, covering job problems, psychoneurosis, face and head burns, loss of limbs, and loss of sight, and impact of war on very young G.I.'s.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: Any client
 Audition Facilities: Will pipe live talent
 Submitted By: CBS, Inc., 485 Madison Ave., N. Y. 22, N. Y.

Boost and Buy America

This program is dedicated to enlighten the average citizen as to the new products produced, the business men and women in their community, and the products that were well established before entry into the second World War conflict. Community residents will be made acquainted with their respective community stores and business houses and the products their State produce and whom. Radio Stations will educate their audiences on how to best spend their money, where and why. Fully copyrighted.

Availability: Live talent or E.T.
 Time Units: 26—15 minutes, twice weekly
 Audience Appeal: Entire family
 Suggested for: Sunday afternoon
 Client Suitability: General
 Number of Artists Employed: 4 to 6
 Audition Facilities: Will pipe live talent
 Submitted By: National Radio Features, 100 State St., Albany 7, New York

Jobs for Returning Servicemen

Musical favorites of servicemen, requested by relatives. Interviews with returning servicemen seeking employment. Listing of job availabilities secured through and government agencies. Briefs by employers or leaders of veteran groups.
 Availability: E.T.
 Time Units: 3 minutes, 15 weekly

Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: War plants, distributors
 Number of Artists Employed: Emcee and guests
 Audition Facilities: Transcriptions
 Submitted By: WMAS, Springfield 3, Mass.

Marching Orders

The program has been on the air for several months, and has great post-war possibilities. As for some time even after the War in the Pacific, news of servicemen will be of utmost importance. The program is five minutes in length, sponsored by three large industries, from which have been taken large numbers of men and inducted into the service. We receive the news of their "Marching Orders" from each industry. The program is opened cold with "Presenting Marching Orders," followed by patriotic theme, then the news of servicemen's promotions, citations, transfers and etc., as time will allow.

Availability: Live talent
 Time Units: 5 minutes, 3 times weekly
 Audience Appeal: Entire family
 Suggested for: Best five minute availability
 Client Suitability: Industries employing large numbers
 Number of Artists Employed: Two . . .

(We use female announcer for commercials, which are mostly War Bond Plugs) and male announcer for the Marching Order news

Audition Facilities: Transcriptions
 Submitted By: Station WCED, DuBois, Pennsylvania

Sig's Servicemen

This program is designed to help the returned find a job . . . one that will give him an opportunity to use his acquired skills plus his prewar background. Program an informal chat of relevant information and will be conducted by Al Sigl, veteran newspaperman and newscaster (Hooper 28.3 on his 12:15 p.m. WHEC news). A straightforward factual presentation to enable the fighter to find the job that presents the greatest opportunities for him.

Availability: Live talent
 Time Units: 1—15 minutes, once weekly
 Audience Appeal: Male
 Suggested for: Evening
 Client Suitability: Institutional for high type product
 Number of Artists Employed: 1
 Audition Facilities: Transcriptions
 Submitted By: WHEC, Inc., 40 Franklin St., Rochester 4, N. Y.

World of Tomorrow

A detailed, interesting report on post-war products, the new discoveries for the American home front and the revolutionary research being done in the laboratories workshops of the nation.
 Time Units: 10 minutes, once weekly
 Audience Appeal: Entire family
 Client Suitability: All types sponsorship; war plants are largest group
 Number of Artists: One announcer
 Submitted By: United Press Radio, 220 E. 42nd St., New York, N. Y.

Reunion U. S. A.

A potent dramatic force for fostering better understanding between civilians and returning service men. Written and conceived by the Hollywood War Writers' Mobilization Board. Each show features two stars from Hollywood plus an excellent supporting cast.

Availability: Live talent
 Time Units: 30 minutes, 1 weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Any one with an institutional message
 Number of Artists: Varies
 Submitted by: American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

Victory Hour

Show is clearing house for all activities related to war effort in this area. Story of war bonds, red cross, salvage, etc., are presented in attractive form by Dr. Robt. Yost who spends full time preparing and presenting program. Steering committee of show composed of leading citizens in city. Recent survey shows 95 per cent of receivers in use tuned to Victory Hour.

Availability: Live talent
 Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Food, clothing, transportation, banking
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: Station WOPI, Bristol, Tenn.

Victory Matinee

Monday through Friday—3:15-3:45 p.m. This program consists of a 7-piece orchestra, playing request tunes. Angle is that requester pledges to donate to the charity being plugged during particular time: i.e., one month Red Cross blood drive, clothing drives, War Bonds, Community Chest, USO, etc. Non-commercial for the duration, but commercial participating after the war.

Availability: Live talent
 Time Units: 2—15 minute programs, 5 weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: Commercial after the war
 Number of Artists: 7 and 2 announcers
 Submitted by: KOIL, Omaha Nat. Bank Bldg., Omaha 2, Neb.

**Breaking in
 The
 Junior Time
 Buyer**



SENIOR TIME BUYER:
 When selecting a New York station, always line it up with the product to be advertised.

JUNIOR TIME BUYER:
 Do you mean that different stations appeal to different groups of listeners?

SENIOR:
 That's it. For instance, some stations can deliver a non-duplicated market of adults with a taste for better products.

JUNIOR:
 Is there such a station in the New York City trading area?

SENIOR:
 Yes, it so happens that WLIB is just such a station, and they have all the figures to prove it. And besides, they can show that housewives are 75% of their total audience.

JUNIOR:
 And can we get full coverage on a low cost per listener basis from WLIB as well?

SENIOR:
 Yes, you'll find that WLIB's coverage map and Hooperatings prove that.

JUNIOR:
 I'm glad of that, because I listen to WLIB and I love their music.

SENIOR:
 I always catch WLIB's "Luncheon Musicale" show from 12:00 to 12:55 p. m. Sunday myself.

NEWS AND THE POPULAR CLASSICS WITH
 A BLEND OF THE MODERN

**NEW YORK'S
 WLIB**

"THE VOICE OF LIBERTY"

Clear Channel—1190 On Your Dial

Creators AND Producers OF RADIO PROGRAMS

HISTORY QUIZ—

Offered for local sponsorship and provides a GRAND PRIZE of a four year college scholarship FREE. B. Ellis Associates provides the scholarship and the sponsor awards it in his own name to the high school student who is adjudged the winner of the "HISTORY QUIZ." 13-week series of half hour programs. We provide the scripts and publicize the program with news releases to publications within the area of a broadcast.

WHAT WOULD YOU DO—

Five bright minutes of authoritative and useful information for ALL WOMEN. Humorous and fast moving—the ingenuity of the listener is challenged with three hypothetical situations that could happen in the listeners' daily lives. Before the answer to a question is given, there is a 15-second musical interlude. Transcribed—scripts available if desired—protected areas guaranteed.

B. ELLIS ASSOCIATES RADIO PRODUCTIONS

Transcriptions — Package Shows
Syndicated Features

MURRAY HILL 11 East 44th Street
2-7862 New York 17, N. Y.

"American Forum of the Air"

Mutual's pioneer forum presided over by Theodore Granik, moderator and attorney. Vital issues are discussed each week by panel of outstanding figures in the political scene.

Availability: Live talent
Time Units: 45 minutes, once weekly
Audience Appeal: Female or male
Suggested for: Evening
Client Suitability: Institutional
Number of Artists: 1 plus panel of guests
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York, N. Y.

Canada—This Is Your World

This is 15 minutes once a week, a dramatic sketch of all the United Nations, how they've suffered during the war years, and how Peace may be had and kept. Theme—how Canada may realize their sacrifices, and live with all the world as brothers. This is bound together with national music and sound effects. Copy ties in with script. Each week a different nation is taken as subject matter.

Availability: E. T.
Time Units: 15 minutes, 1 to 3 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Most any client interested in institutional work.
Cost: \$20, plus production costs
Audition Facilities: Transcriptions
Submitted by: CJKL, Woolworth Building, Kirkland Lake, Ontario, Can.

Dr. Damrau's True Stories

The wonders of medical science are stranger than fiction. Amazing and exciting stories you can hardly believe, but always 100 per cent authentic, are recounted by Dr. Frederic Damrau. Men, women and children will be thrilled by these amazing almost unbelievable stories. Dr. Damrau searches the medical world to find them. He has spoken on networks since 1933. Told in the form of interviews with Adeline Maneery.

Availability: Live talent or E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 2
Cost: Open
Audition Facilities: Transcriptions
Submitted by: Frederic Damrau, M.D., 247 Park Ave. New York 17, N. Y.

Know Your Neighbors

The program designed to promote a better understanding of our good neighbors to the South. Broadcasts feature informative talks and interviews with Consuls of the various Latin American Department, represented by Andres Horcastas. Radio Host is Richard Dale Johnson, talented linguist and traveler.

Availability: Live talent
Time Units: 15 minutes, 2:00 to 2:15 p.m. Sundays
Audience Appeal: Entire family
Audition Facilities: Live talent
Submitted by: Station WDSU, Hotel Monteleone, New Orleans, La.

Leaders of Tomorrow

This program features a high school boy and a high school girl, carefully

1945 ★ CULTURAL

selected for voice and radio talent. Use is made of AP script on news about youth and also local news of parties, student canteen, youth at work and in school. Informal, conversational type program.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Late afternoon
Client Suitability: Retailers featuring clothes for teen-agers or other merchandise for this age group
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WKZO, Burdick Hotel, Kalamazoo 99, Mich.

Let's Learn Spanish

A series of 39 transcribed 15 minute programs that teach conversational Spanish in an easy and enjoyable way. Written and produced by the Radio Programs Department of Time, the broadcasts are dramatized conversation between an American who wants to learn Spanish, and a Spanish friend. Their discussions cover a wide range of everyday situations. A booklet of Spanish words and simple rules of grammar has been specially prepared for use with the program.

Availability: E. T.
Time Units: 15 minutes, 3 times a week—13 weeks
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 2

Cost: Based on population
Audition Facilities: Transcriptions
Submitted by: Time Inc., 9 Rockefeller Plaza, New York 20, N. Y.

Musical Digest

Two hour concert of classical music skillfully balanced between modern classical composers, based on an extensive library of transcriptions and recordings done by the World's most famous artists. The only concert broadcast at time in the Los Angeles area. Six nights a week, with one night of opera a week. Commentary based on background of artists and composers. Conclusion with hymn and biblical reading give it extra touch.

Availability: Live talent
Time Units: 120 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Early evening
Client Suitability: Institutional firm of type
Number of Artists: 1
Submitted by: KGFJ, 1417 So. Figueroa St., Los Angeles 15, Calif.

"Of Words and Verse"

One quarter hour broadcast of poetry dramatized and excerpts from the world's great prose and drama, set to classical music background, endorsed by the best poetry organization in Southern California by the Parent-Teachers Association and the Public Schools educational leaders.



WIOD produces 24 local programs in the Sunday through Saturday time periods covered by the Miami-C. E. Hooper surveys, Dec. '44 through April '45. TEN OF THE WIOD LOCAL PROGRAMS RATED NO. 1 IN THEIR RESPECTIVE PERIODS; ELEVEN WIOD PROGRAMS RATED NO. 2; THREE WIOD PROGRAMS RATED NO. 3

... competitive programs on the other three Miami stations included network shows.

Top local shows PLUS NBC make WIOD THE STATION MOST PEOPLE LISTEN TO MOST THE YEAR 'ROUND!



National Representatives
GEORGE P. HOLLINGBERRY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS ★ 610 KC ★ NBC

PROGRAMS ★ 1946

Programs range through the great production of the English language, both classical and contemporary.

Availability: Live talent or E. T.
Units: 15 to 30 minutes, 5 to 6 times weekly

Audience Appeal: Entire family
Suggested for: Mid evening
Client Suitability: Institutional or high priced products

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: KGFJ, 1417 So. Figueroa St., Los Angeles 15, Calif.

Opinions on Review

The idea here is to gather together a group of the leading social, civic, religious and general community or state or national leaders for discussion of issues affecting city, state and/or country. A discussion and freedom of rebuttal would be encouraged with as much extemporaneous material as possible. Listeners would be encouraged to send in topics and questions for discussion. Topical subjects would be made public in advance for his purpose.

Availability: Live talent
Units: 30 minutes, once weekly
Audience Appeal: Female or male
Suggested for: Evening

Client Suitability: Department stores, war plants—no hard beverages acceptable

Number of Artists: From 4 to 6
Audition Facilities: Transcriptions
Submitted by: Station WHYN, 180 High St., Holyoke, Mass.

Parade of Features

A weekly half hour of news and discussion of Radio, Stage and Screen. Irving Marsh (New York Herald-Tribune) is Moderator. Radio handled by Ben S (Daily News). Stage handled by Bert Garland (Journal American). Screen handled by Eileen Creelman (New York Times). Guests from the three arts appear alternately.

Availability: Live talent
Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Suited for client with quality product or service

Number of Artists: 4
Submitted by: On request
Audition Facilities: Transcriptions
Submitted by: Cowles Broadcasting Co. (WHOM), 29 W. 57th St., New York, N. Y.

Philadelphia Parade

Philadelphia Parade is a program about Philadelphia "for" Philadelphians. Dramatically narrated, with dramatized episodes, it brings to life in colorful fashion interesting stories of old Philadelphia Philadelphia "firsts." Should be of particular value sponsored by old Philadelphia organizations—institutions which themselves found inception here. Replete with civic pride, Philadelphia Parade is designed in fascinating manner to focus attention on the City of Brotherly Love. The aura of stuffiness here—it's educational, but engagingly so.

Availability: Live talent
Units: 1-15 minutes, weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon

Client Suitability: Old Philadelphia businesses especially

Number of Artists: 2 to 6 (varies)
Audition Facilities: Transcriptions
Submitted by: WDAS, 1211 Chestnut St., Philadelphia 7, Pa.

Press Photographers Forum

Six of New York's leading press photographers and a guest, a noted city editor or managing editor, meet in a round-table discussion to pick best news picture of the week, awarding certificate of merit to photog who snapped it. Discussion provides many interesting inside facts on newspaper photography, and hints to amateurs. Is bound to set even higher standards in press photography.

Availability: Live talent
Time Units: Every Thursday, 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening 7:30 p.m.
Client Suitability: Food, (Wheaties, Standard Brands, etc.)

Number of Artists: 8, including guest and moderator
Audition Facilities: Live talent
Submitted by: Station WPAT, 7 Church St., Paterson 1, N. J.

Talking It Over

Each week, four or five Memphis citizens (preferably prominent people) are invited to discuss a feature subject of the day informally, after being the dinner guests of WMPS. Edward J. Meeman, Editor of the Memphis Press Scimitar is permanent Chairman of the discussions. Other guests are invited according to their knowledge and relationship to the subject under discussion. The first two subjects were "Labor" and "War Time Living." Both discussions were very interesting and caused considerable comment in Memphis.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Institutional or any client whose product can be merchandised in dignified institutional manner

Number of Artists: 3 exclusive of guests
Cost: \$100 weekly exclusive of time
Audition Facilities: Transcriptions
Submitted by: WMPS, Memphis, Tenn.

The World and America

A new kind of radio program, streamlining the learning of history through the medium of 52 enjoyable broadcasts. The World and America relates the story of America from 1492 to 1942 by letting the audience eavesdrop on the conversation of two Americans who like the country they live in and want to find out how it got that way.

Availability: E. T.
Time Units: 15 minutes—52 episodes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 2
Cost: Based on population
Audition Facilities: Transcriptions
Submitted by: Time Inc., 9 Rockefeller Plaza, New York 20, N. Y.

Bert Lee

HOCKEY • TODAY'S BASEBALL
PRO-FOOTBALL • WARM-UP TIME
SPORTS EXTRA • SPORTS FINAL
TAKE-A-TIP-FROM-ME



50,000 WATTS
at
1050

TOPS IN SPORTS

You can still sponsor
RADIO'S FAVORITE TROUBADOUR!

DICK GILBERT

Dick Gilbert is the personality who brings to his programs an "infectious gaiety"—who sells huge volumes of merchandise, because he "makes them all sound such extremely civilized and pleasant things."

WHD

50,000 WATTS

KCMC

TEXARKANA
U.S.A.

• AMERICAN
• MUTUAL

1230 Kc.

A Major Distributing Point for the Four States Market

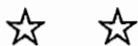
Population	239,330
Families	61,103
Radio Homes	34,385
Retail Sales	36,835,000
No. of Retail Stores	2,302

(1940 Market Data)

0.5MV/M

Texarkana's only radio outlet; delivering a primary signal to 239,330 people in the Four States Area. For detailed information, write or wire KCMC, Inc., Frank O. Myers, Manager.

FRITZ BLOCKI PRODUCTIONS



Over Ten Years
Network Radio
For Major Agencies



"THE CALLAHANS"

Radio Comedy Series
NOW IN PRODUCTION BY
COLUMBIA
PICTURES



420 MADISON AVENUE
NEW YORK CITY 17, N. Y.

PLaza 9-6180

★ HOLLYWOOD ★ 1945 • • 1946

Adrienne Ames

No one knows Hollywood so well as the stars do—themselves. Former movie star Adrienne Ames, reveals Hollywood and Broadway news and interviews "name" celebrities nightly on her quarter-hour gossip programs. She personally attends first nights, night clubs, benefits, etc., to obtain first-hand information about the stars. Her long list of "guests" is truly startling as it includes nearly every important celebrity in the entertainment and women's world. Adrienne Ames has a tremendous following of loyal listeners all along the entire eastern seaboard.

Availability: Live talent or E. T.

Time Units: 15 minutes, 5 weekly

Audience Appeal: Female

Suggested for: Evening

Client Suitability: Those who want female listeners

Audition Facilities: Transcriptions or live talent

Submitted by: WHN, 1540 Broadway, New York 19, N. Y.

Hollywood Doings

"Hollywood Doings" gives the listener all the news from Hollywood besides the usual motion picture coverage of news, this program offers society, home life, club, and other news bits not often covered by the average "Hollywood" program—this program is highlighted by visits from stars of stage, screen and radio and the singing of Jack Parker who offers song hits of Hollywood screen origin.

Availability: Live talent and E. T.

Time Units: 15 minutes, 1 or 2 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any type

Audition Facilities: Transcriptions

Submitted by: Jack Parker and Associates, Box 2222, Hollywood 28, Calif.

Hollywood Quiz

Famous Hollywood names are strictly "on the spot" when they appear as guests on this bright quiz show. Five Hollywood names guest at each show with questions dealing strictly with Hollywood fired at them by the MC. All ad lib.

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All types who want a large audience

Audition Facilities: Will pipe live talent

Submitted by: Frederic W. Ziv Co., 2436 Reading Road, Cincinnati 2, Ohio

In Movieland

News of stars and starlets of movie heroes and villains and of the motion pictures.

Time Units: 5 minutes daily, 6 days a week

Audience Appeal: Entire family

Client Suitability: All types sponsorship. But main group of sponsors consists of theaters, women's stores second.

Submitted by: United Press Radio, 220 E. 42nd St., New York.

Nell Darling's "Hollywood Diary"

This is a one-half hour transcribed show, the first 15 minutes interview and dramatization of events with pioneer of the motion picture industry, such as Bryant Washburn, William Farnum, Bill Hart, etc., with Nell Darling, noted writer, actress and artist. The last half hour presents the newer stars of motion pictures in light comedy skits. Music by "The Singing Strings" will all star cast throughout.

Availability: E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any organization desiring Hollywood names and drawing power

Number of Artists: 12 to 20

Cost: One half station class "A" rate . . . minimum \$25.00

Submitted by: Continental Radio Productions, 6381 Hollywood Blvd., Hollywood 28, Cal.

Hot from Hollywood

Five-minute program. Scenes from the latest motion pictures for exhibitor's exploitation, or radio station sustaining. Program contains news and reviews of the latest motion picture releases.

Availability: E. T.

Time Units: 5 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Motion Picture Exhibitors

Audition Facilities: Transcriptions

Submitted by: T. J. Valentino, Inc., 1600 Broadway, New York 19, New York

"Hollywood Brevities"

Hollywood Brevities has been on WIL for the past seven years. A fifteen-minute strip that utilizes the latest recorded tunes from Hollywood Productions, together with fresh wire reports of activities in the Movie capital. This feature has an established audience built on the good-will of St. Louis movie-goers. Ties in with stars in St. Louis on a visit, premieres, etc.

Availability: Live talent and E. T.

Time Units: 15 minutes, six weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: General

Audition Facilities: Transcription

Submitted by: Station WIL, Melbourne Hotel, St. Louis 8, Mo.

Radie Harris

This well-known columnist gives the latest Hollywood and New York gossip, plus interviews with our leading stars. At the moment the show originates from the dining room of the Beverly Hills Hotel in Hollywood.

Availability: Live talent

Time Units: 15 minutes, 1 weekly

Audience Appeal: Female

Suggested for: Anytime

Client Suitability: Any type that wants to sell to women

Audition Facilities: Will pipe live talent

Submitted by: American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

ALLAN MILLER AGENCY—
 PARTICIPATION PROGRAMS
 Bell Building
 Toledo, 2, Ohio

TELEVISION PROGRAMMING

— — the answers must be right

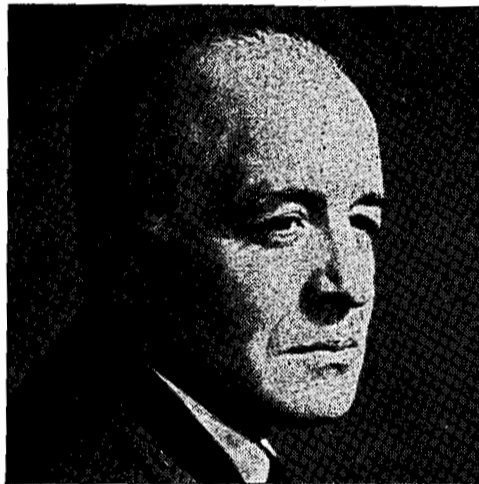
By John F. Royal

Vice-President in Charge of Television
National Broadcasting Company

TELEVISION programmers have to find the right answers—now. The only step now needed to bring television to the public throughout the country is the release of manpower and materials. There is a huge pent-up demand for receivers. Survey after survey has proved that television ranks high on the list of the public's post-war expectancies.

But let us assume that tomorrow the first set will roll off the production lines. Let us assume that within six months, thousands of new receivers will be in the hands of the public. Then our interlude—our honeymoon—will be over. We will not be permitted to experiment further. We will either stand or fall on what we have to offer the public in the way of entertainment and information. The "inquisitive" period will be short—the public will quickly demand high-class performance from television.

That is why we feel television programmers must find the right answers now. That is also why all our efforts at NBC are now directed toward developing the kinds of programs, and the kinds of techniques in production that we believe will comprise the television fare of the future. We are operating on the theory that the first set might roll off the production lines tomorrow.



Let it be remembered that television is neither the movies nor the stage. It is something new and different unto itself and for one very simple reason. Like radio, it is the medium which enters the privacy of every man's home. Unlike radio, however, it brings into the home the additional media of sight and motion. Thus it will demand a particularly stringent code of ethics, a fact of which we are today exceedingly conscious.

Let it also be remembered that because of the "home" nature of television it will be a family proposition, designed for Mr. and Mrs. Doe and Junior Doe, as well. It is imperative that we remember this in our program planning because no production will ever stand the test of time if the whole family is not taken into consideration.

In the 15 years that NBC has been in the television business, we have spent millions of dollars and millions of man-hours in ironing out technical difficulties and in developing the kinds of programs that we think will attract the public. We have come up with a pretty good idea of what the public will want, measured by the reaction of viewers in the New York, Philadelphia, and Schenectady areas. In the process we have profited and will continue to profit by our experience with developing new production techniques. Sometimes these resulted in successful programs; sometimes in shows with less marked success. But in every case, successful or no, we added to our total knowledge of what kinds of techniques are peculiar to the medium of television.

It has become something of a truism to say that television programs of the future, just like those of today, will be compounded of three basic ingredients: live talent studio shows, film and field pickups. NBC today is working hard to perfect all three alone and in combination, despite the fact that our numbers have been thinned by the war and that much of our equipment is nearing obsolescence. An excellent example of how the three ingredients can be integrated into a complete whole was our 14-hour uninterrupted telecast on V-E Day. Suffice it to say that we could not

have brought to viewers the immediacy of the day with film alone; nor could we have programmed solely live talent and field pickups without some film interludes. It was the interchangeable nature of the three that made the day possible and successful. Hooked up with the Philadelphia and Schenectady stations throughout the fourteen hours, WNBT's coverage of V-E Day evoked the largest favorable mail response ever received. Even the viewers who were thrilled on V-E Day will eventually come to expect this sort of service in the future as routine.

To make complete our current program service we are presently scheduling the kinds of programs that will appeal to the whole family. There is boxing and baseball for the sports lover; science and educational programs for the person seeking information; children's programs for the youngsters as well as drama programs, ballet, comedy, and a whole range of others. In short, all the appeals of any medium of entertainment are included in WNBT's weekly program schedule. The NBC television station is on the air about ten hours a week more than the total broadcast hours of both other New York stations combined.

This week we have been honored to receive three awards from the American Television Society for programs of which we are proud: one was for a live-talent studio production, one for our weekly newsreel, and one for our outside sports pickups. We appreciate these honors as indications that we have not been remiss in our efforts constantly to improve the services rendered viewers in the three basic ingredients of television endeavor.

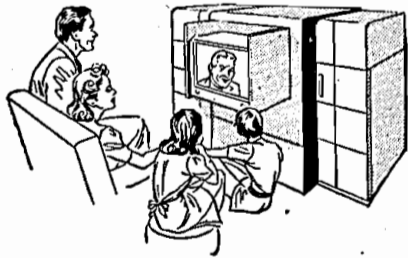
But we must do this because all television programmers are working against a deadline. We must continue to operate on the theory that the first television receiver might roll off the production line tomorrow. We must be ready.

Programming for all three of the basic ingredients in television—studio, film and outside pickup, is constantly going forward in the NBC bailiwick. With the equipment and manpower now available, three iconoscope cameras in the live studio and two orthicon cameras in the field, NBC is presenting about ten hours of programs a week. In the studio these programs over the past few months have run the gamut from variety shows for children to full-scale, lavish productions like Moliere's great classic play "The Bourgeois Gentleman." Interlarded with these have been scores of personal appearances by well-known stars of stage and screen, adaptations of famous plays, original dramas, and a host of other specially-arranged programs. This has required much "know-how" on the part of all involved since we are working within strict space limitations and with the necessity for quick change-overs from one type of production to another. Some of our programs have been widely acclaimed; others may have fallen slightly short of their intended mark. But in every case we have all learned something at least from every minute we have been on the air.

This three-part development of television programming forms the very basis for the television broadcasting that will occur when that first set rolls off the production line.

FRED ALLEN* *Says:*

"DUMONT TELEVISION IS
RIGHT UP ALLEN'S ALLEY"



And right up *your* alley, you'll agree, if you are thrilled with the prospect of having a master salesman stage a million parlor demonstrations of your product or service *simultaneously!*

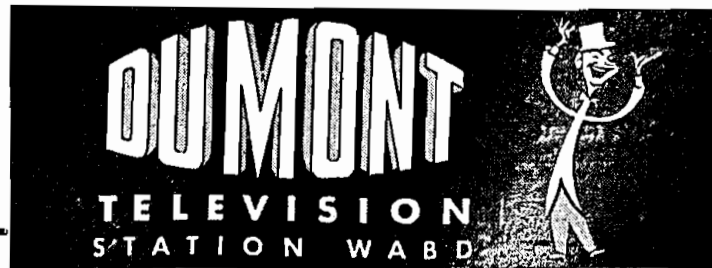
Tomorrow's marketing potentials, skyrocketed by the prospect of television time, promise to outsoar all prewar forecasts. Station WABD has pioneered the commercial pattern of this mighty medium...now shares its experience with hundreds of advertisers, pre-testing ideas, types of programs and commercial techniques for peacetime suitability and effectiveness.

Gain "telesales" skill while costs are penny ante. Consult your advertising agency. Visit Station WABD...write our Sales Manager for appointment.

*Star of United Artists' Release "It's in the Bag."

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

Copyright 1945, Allen B. DuMont Laboratories, Inc.





Embarrassing Situations

Situation comedy typical of young married couple—with emphasis on visible effects. Plenty of opportunity for display of merchandise—from wearing apparel to kitchen utensils—demonstrations of appliances, new gadgets, etc.—with just the right flavor of humor to make it palatable.

Availability: Live talent
Time Units: 15-30 minutes, 3-5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Apparel, home furnishings, products used in home
Number of Artists: 4-6
Audition Facilities: Will pipe live talent
Submitted by: Television Productions Inc., 5451 Marathon St., Hollywood 38, Calif.

Film Series

Film shows for Television including Fashion, Sports, Dramatic, Travel, Mystery Films, etc. Special film producers for Television.

Time Units: As required
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Cost: On request
Submitted by: Advance Television Picture Service Inc., 729 Seventh Ave., New York 19, N. Y.

Hits and Bits

Variety program featuring all types of vaudeville acts—with emphasis on visible effects rather than patter—all types of dancing good skating—magic—unusual musical instruments—provides opportunity to introduce new gadgets—to display musical instruments, etc. Evening fashions.

Availability: Live talent
Time Units: 30 minutes, 3-5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Dancing schools, music schools, any mass-appeal item
Number of Artists: 5-10
Audition Facilities: Will pipe live talent
Submitted by: Television Productions Inc., Hollywood 38, Calif.

Keep Slim With Gym

Hollywood gym instructor, with reputation for "keeping the stars in shape," demonstrates figure control with live feminine models . . . including all types of exercises, both for health and reducing—should have wide feminine audience. Good for any type of health tieups—possibly display of swim suits and outdoor apparel—suntan lotions, cosmetics and such accessories—also health foods, particularly cereals.

Availability: Live talent
Time Units: 15 minutes, 7 weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Cosmetics, breakfast foods or other foods—seasonally for outdoor attire
Number of Artists: 2-3
Audition Facilities: Will pipe live talent
Submitted by: Television Productions Inc., Hollywood 38, Calif.

Missus Goes a Shopping

This is an audience participation show, in which men and women representing all

classes of society are asked questions and do amusing stunts, as "forfeits." Prizes are given to all contestants. The two high points of this program are the contagious good humor of John Reed King, the MC, and the highly comic stunts which he invents for his participants and which they carry through with a great deal of amusement—an amusement which is successfully conveyed to the audience. Another factor is the brief interview which precedes each question, and in which the personality of the contest comes out, often with highly entertaining, spontaneous comment.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Audition Facilities: Live talent
Submitted by: WCBW, 15 Vanderbilt Ave., New York 17, N. Y.

Next Week In New York

This is a program intended to give the audience a roundup of the most interesting events that will happen within the next seven days in New York City. Stars of plays about to open, preview of big sporting events, pictures from galleries or museums in advance of special shows, the opening of the beaches, anniversaries of great institutions, the Thanksgiving day parade of Macys, the unveiling of the Grand Central Station ceiling—anything and everything that will be heard of next week, is previewed here, with dramatization, film, interviews, etc.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Audition Facilities: Will pipe live talent
Submitted by: WCBW, (CBS) 15 Vanderbilt Ave., New York 17, N. Y.

News Program

The WCBW News is a complete visualization using maps, pictures, animations, other special devices, and motion picture film, including, on special occasions, local events filmed by our own staff. New types of three-dimensional visualizations and animations are now in the experimental stage. The handling of these various elements has been extremely ingenious, and this program ranks as one of the few completely visualized offerings on the air.

Availability: Live talent
Time Units: 15 (or 10) minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client
Audition Facilities: Live talent
Submitted by: WCBW, 15 Vanderbilt Ave., New York 17, N. Y.

Scanning The Globe

Combination of live talent and film slides. News analyst uses maps and pointer to follow news developments everywhere—these live scenes interspersed with film slides of latest news, narrated by off-screen commentator. Large news-picture library available.

Availability: Live talent and film slides
Time Units: 15-30 minutes, (unlimited)
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Client Suitability: Good for any type of sponsor
Number of Artists: 2
Audition Facilities: Will pipe live talent and film slides
Submitted by: Television Productions Inc., Hollywood 38, Calif.

Teledrama

Series of Ten Minute Sketches for small cast.

Availability: Live talent
Time Units: 10 minutes weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Open
Number of Artists: From 3 to 5
Submitted by: Cruger Radio Productions, 5800 Carlton Way, Hollywood 28, Calif.

Tele-Toon

Typical comic strip such as appear in daily papers—but, of course, using considerably more scenes for each program than is possible for the daily newspaper strips. Instead of balloon titles, character voice narration is used.

Availability: Film slides
Time Units: 15 minutes, 7 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon 5-5:30 p.m.
Client Suitability: Breakfast foods, toys, sports gadgets, children's wearing apparel
Number of Artists: 2-5
Audition Facilities: Will pipe live talent and film slides
Submitted by: Television Productions Inc., 5451 Marathon St., Hollywood 38, Calif.

Tele-Travels

Visits to foreign countries and weekend and vacation resorts via film slides—with off-screen commentary—augmented where possible by interviews with persons from those countries. Scenes include buildings, people, customs, etc. Provides excellent tieup possibilities for visual display of travel apparel, luggage, travel accommodations, etc.

Availability: Live talent (occasionally); and film slides
Time Units: 15 minutes, 1-2 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Travel agencies—steamship companies, airlines, railways
Number of Artists: 1
Audition Facilities: Film slides
Submitted by: Television Productions Inc., Hollywood 38, Calif.

There Ought to Be a Law

A group of 30 selected high school students, boys and girls, gather in a "senate chamber." A bill is proposed, is discussed, and finally voted upon. The participants know their subject, but the actual speeches, retorts, comments, etc., are entirely spontaneous.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client
Audition Facilities: Live talent
Submitted by: WCBW, 15 Vanderbilt Ave., New York 17, N. Y.

"Court Room Drama"

A dramatic series consisting of intensely interesting psychological court-room mystery tales. Continuation of the series inaugurated last Summer over WAI DuMont and WRGB-Schenectady, which featured the "Woman Who Was Acquitted," "The 8th Step," "Fright," "Heddy," "Crime in the Club House" and others.

Availability: Live talent
Time Units: 28 minutes, once weekly
Audience Appeal: Female or male
Suggested for: Late evening
Client Suitability: General
Number of Artists Employed: 4-5
Submitted by: Television Workshop, West 42nd St., N. Y. 18, N. Y. . . .

"Designs for Tomorrow"

Program features the newest designs of postwar homes, cars, kitchens, bar rooms, airports, cities, ocean liners—model form and designers drawings—as well as the original designers themselves. Series is continuation of the sponsored by Durez Plastics for 13 weeks last Spring and Summer. Also featured on the program are the country's leading vocalists.

Availability: Live talent or film
Time Units: 30 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists Employed: 2
Submitted by: Television Workshop, West 42nd St., N. Y. 18, N. Y.

"Light Operas"

Offenbach operas transcribed for television, many of them never before performed in this country. First of series was presented at WRGB in Schenectady. Very tuneful, and colorful.

Time Units: 30 minutes, once monthly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists Employed: 3-5
Submitted by: Television Workshop, West 42nd St., N. Y. 18, N. Y.

"Lives of Composers"

Program is based upon lives of famous composers, each installment depicting the life and music of some famous composer, including Mozart, Bach, Brahms, Beethoven, Chopin, Tchaikowsky, Gershwin, etc. Program will include dramatic scenes, dances and dream sequences—flash-backs, using live talent and film.

Availability: Live talent or film
Time Units: 28 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Class clients for institutional promotion
Number of Artists Employed: 3-5
Submitted by: Television Workshop, West 42nd St., N. Y. 18, N. Y.

"Party Night"

A program built around a group of highly talented, videogenic youngsters who sing, dance, mimic, juggle, and perform in a highly entertaining manner for a fast-moving 15-minute television show.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client who wants low-budgeted show
Number of Artists Employed: 5-7
Submitted by: Television Workshop, West 42nd St., N. Y. 18, N. Y.

"LANGUAGE" STATIONS IN POSTWAR — —

— the future looks bright

By Ralph N. Weil
General Manager of WOV

THE potent possibilities of foreign language radio before the war were noted by farsighted Americans. Now the prospects for post-war, as far as public service and marketing are concerned, seem even brighter.

They, naturally, have a clearer concept of the problems of Americans of Italian lineage, but feel that all Americans of foreign lineage are alike in that they possess a positive view of patriotism and an intimate of the obligations it imposes. Since these people are a vast and integral portion of the American population, it is imperative that they be dealt with accordingly.

The purposes of foreign language radio are manifold. Though similar in nature to the aims of American radio they are perhaps more complex. For though the two are identical as a medium of entertainment their functions as a source of public service must necessarily differ. Foreign language radio must carefully bridge the gap of old world tendencies to the American way of thinking. Conscious of this fact all forces should be mustered to keep these people of foreign extraction abreast of the times.

Paramount in the future of language radio will be programming pointed to familiarizing listeners with the rapidly changing tempo of a world trying to emerge from war. Consummate with this procedure foreign language radio must continue its fine performance of depicting the advantages of life in a democracy—and the disadvantages of the existence of any other form of government. The success of post-war public service programs will be determined by the answer to the question, "How much are we helping towards a constructive peace?"

Cognizant of this fact, many language stations have already begun to lay the groundwork for participation in the solution of many major postwar problems.

Most significant in the blueprint of reconversion is the problem of our fighting men. Language stations must be prepared to do their part to help maimed, disabled, and disoriented veterans return to normal living.

I am of the opinion that foreign language stations should plan an indoctrination course for the enlightenment of the public. A course which will disseminate reliable information based on the specific needs of the returning soldiers.

This can be partly accomplished by a comprehensive series of programs revolving around army doctors and psychiatrists, as well as disabled and disfigured veterans. We are convinced that it is only fair and certainly of utmost importance that the men themselves are given the opportunity to present their personal views on pertinent problems.

It is only too likely that when peace does come, so many disturbing problems will beset America, some of the less obvious but equally important ones are in danger of getting lost in the shuffle.

Therefore, combatting the insidious probability of a peacetime fifth column is another public service which should be rendered by foreign language stations.

For it is undeniably true that with their defeat, the Fascists will attempt to move swiftly underground!

In order to combat these vicious forces before they have a chance to get started, programs should be planned to help Americans stay awake—to help keep the principles of democracy alive and fresh in their minds. In addition, the contents of these programs should be pointedly aimed at helping the people keep faith with themselves, their fellow Americans, and their post-war world. And most important of all—they must help them remember why we fought!



The policy for this type of programming can be evolved by having prominent citizens of foreign origin themselves clarify the true reasons for the war. The speakers could follow through by advising proper behavior during the radical transitional period following the war. Then tell the listeners what they might expect if they fall for subversive propaganda.

If, thus far, the foreign language radio's responsibility has been to entertain, to inform and to educate, its job in the post-war world will be magnified a thousand times.

I am confident that foreign language stations intend to help fulfill this immense and vital task with every possible means at their disposal.

In reference to the foreign language markets, I believe it inevitable that advertisers and their agencies will come to realize their tremendous value. That is, their great accessibility and the fact that they can be delivered more easily than any other market you'd care to name! They buy everything—from beer and soap to autos and furs!

If I speak of the Italian language market, it is merely because of my greater familiarity with it. However, as previously stated, I'm certain that the characteristics of other language groups are of a similar nature.

For example, in the Italian market the mistaken conception which prevails is that their buying habits are confined solely to spaghetti, olive oil, and wine. Actually, these people buy all the regular brands of soaps, dental creams, drinks, cosmetics, etc. As a matter of fact, these people of foreign lineage are closely allied with second, third or fourth generation Americans—in that they, too, eat cereal for breakfast, jello for dessert, and thoroughly enjoy a cup of Maxwell House coffee for dinner.

Yes, the foreign language markets are large, rich and extremely susceptible. And, of prime significance, is the fact that their immense buying potentialities have scarcely been tapped as yet.

The program desires of these vast foreign markets are singularly like every other market. The generally accepted daytime serials, news, stories, drama, comedy, music—both popular and symphonic, and an occasional talk, play the predominant roles. As a result, advertisers need not look for other than the American way of programming. They can rely on time-tested radio formulas to sell for them in foreign language markets as well as others.

In conclusion, may I say that the scope of language radio is limitless, that the influence it wields in foreign homes is of powerful proportions. Hence, it is our responsibility to consistently maintain those high standards that are identified with Americanism.

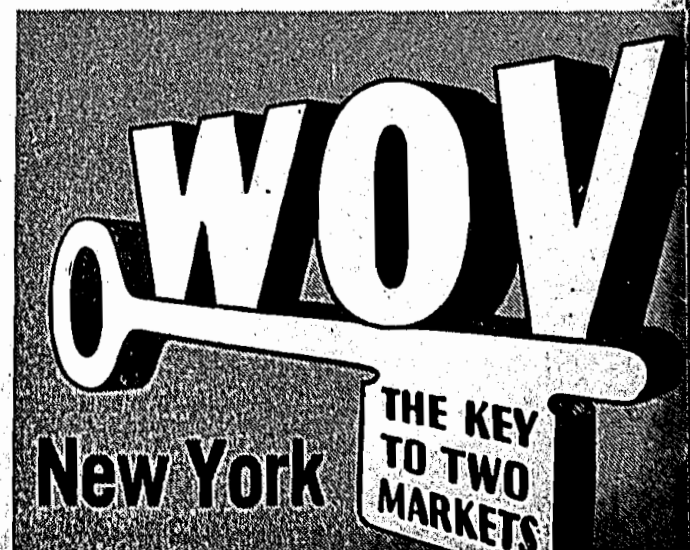


BALANCE HOLDS THE AUDIENCE.....

SHARKEY, the world famous seal, holds his audience spellbound with amazing balancing feats. And we balance radio programs to win and hold the two great metropolitan New York markets that listen to WOV. As the result of giving listeners the kind of programs they want to hear, WOV enjoys a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

www.americanradiohistory.com



1945 ★ FOREIGN LANGUAGE ★ 1946

"El Despertador"

All live talent Spanish Language Program with participating Sponsors. Established 1933, has not missed one since daily broadcast. Announcer and Manager: Antonio M. Sein. (Toni Sein). Formerly of Mexico City. Singer, Dramatist, Script Writer, Announcer. Have popular Mexican Orquesta and singers; real exponents of Mexican Folklore Song and legend.

Availability: Live talent

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Sales General Merchandise, Patent Medicines, Machinery.

Number of Artists: 14

Cost: Participating Sponsors. Spot announcements, sponsored one-quarter hours

Submitted by: Station KFOX, 105 E. 1st St., Los Angeles 12, Calif.

Las Aventuras Dexter Randolph

"Las Aventuras de Dexter Randolph" is a serial of adaptations in the Spanish and Portuguese languages. The English version is well-known to all, for it carries a great universal appeal. It is a one-man show, and, thus, suitable for presentation on the smallest of stations.

Availability: Live talent or E. T.

Time Units: 15 minutes, 1 to 6 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Number of Artists: 1

Audition Facilities: Sample scripts

Submitted by: Broadcasting Program Service, New York 19, N. Y.

"Latin-American News"

"Latin-American News," now aired over WIOD daily for ten minute period, covers complete world picture in Spanish. Experienced and capable woman of Cuban birth now on staff, writing Spanish text direct from AP, UP, and INS news wires. Writer also delivers broadcast in flawless Spanish. Spanish-speaking residents of South Florida and Cuba depend on this daily news period over WIOD to a remarkable degree.

Availability: Live talent

Time Units: 10 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Any firm with sales ambitions in Cuba, or among Spanish speaking people of Florida

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Station WIOD, 600 Biscayne Road, Miami 30, Fla.

Polish Varieties Program

Program given daily in the Polish language; featuring Newscasts, Comedy, Drama, Polish Music and Songs.

Availability: Live talent and E. T.

Time Units: 1, 5 and 10-minute units daily

Audience Appeal: Juvenile or female

Suggested for: Afternoon

Client Suitability: Bread, soap, drugs, especially food

Number of Artists: 7

Cost: On application

Submitted by: Polish Broadcasting Bureau, 754 Fillmore Ave., Buffalo 12, N. Y.

"The Evening Revue"

Spotted in the heart of evening broadcast time, this Italian language variety program has commanded the loyal attention of Greater New York's enormous Italian-American colony for over twelve years. The answer is, it gives them what they want: folk songs, dance tunes, grand opera, news, drama, inspiration talks, etc.

Availability: Live talent and E. T.

Time Units: 1, 5, 15, 30 minutes, 6 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 5 to 10

Audition Facilities: On the Air

Submitted by: WBNX, 260 E. 161st St., New York 51, N. Y.

"The Jewish Women's Hour"

A WBNX product of fifteen years vintage, under the direction of probably the best known figure in the Jewish program field, Abe Lyman. This variety program's scope of entertainment embraces virtually every known category: music, drama, comedy, news, religion, charity, civic and national affairs, etc. Fifteen minutes of the hour available for participation, the remaining time designed for fifteen or thirty minutes sponsorship.

Availability: Live talent and E. T.

Time Units: 1, 5, 15, 30 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Evening, 4-5 p.m.

Client Suitability: General

Number of Artists: 5 to 10

Audition Facilities: On the Air

Submitted by: WBNX, 260 E. 161st St., New York 51, N. Y.

Pasquale C. O. D.

Italian language program depicting humor and pathos in Italian-American grocery store.

Availability: E. T.

Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Food product

Number of Artists: Varies—average 5

Audition Facilities: Transcriptions

Submitted by: WHOM, 29 W. 57th St., New York 19, N. Y.

Polish Bells

Mr. and Mrs. Walter Ochrymowicz are a team of international renown in the Polish Theatre. As co-producers of this program for the last 13 years, they have consistently held the interest and esteem of the Polish-Americans in the Greater New York area, offering them light and serious music, comic and serious dramatic sketches, poetry and Associated Press news.

Availability: Recorded and live talent.

Time Units: 1, 5, 15, 30 minutes, 6 weekly

Audience Appeal: Entire family

Suggested for: 12 to 12:45 p.m.

Client Suitability: General

Audition Facilities: On the Air

Submitted by: WBNX, New York 51, N. Y.

1945 ADDITIONAL LISTINGS 1946

Alfred Hitchcock Show

The master of the suspense and psychological thriller of the movies, brings his unique talent and personality to the radio. Hitchcock is MC, material presented has never been aired before. Guest stars, the highest calibre writing, production and performance make this look like a winner. Hitchcock has a good air personality, presentation has tongue-in-cheek, slyly humorous approach.

Availability: Live talent

Time Units: 30 minutes, weekly

Audience Appeal: Entire family

Suggested for: Evening or late Sunday afternoon

Client Suitability: Client of practically any type

Number of Artists: Average cast of 35. Cast of 10—Orchestra 24

Audition Facilities: Transcriptions

Submitted by: American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

"Attorney for the Defense"

A program of mystery and intrigue, comedy and romance, which promises to

be the most exciting half-hour in radio. It has a tremendous audience appeal because Attorney for the Defense champions the underdog.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Audition Facilities: Transcriptions

Submitted by: General Amusement Corporation, 1270 Sixth Ave., New York, N. Y.

Best Sellers

Best Sellers is narration plus music, plus dramatization of one book from the best sellers list in five half hours weekly, daytime. Each week a new book is presented. Books so far—Ballad and the Source, The Upstart, A House in Clew Street, Pride's Way, Maiden With Butterflies—Ask No Quarter and The City of Trembling Leaves.

Availability: Live talent

Time Units: Five half hours per week

Audience Appeal: Entire family

Suggested for: Sunday afternoon in one hour form

Client Suitability: Any type of client

Number of Artists: Average cast 25, 5 musicians, 1 narrator

Audition Facilities: Transcriptions (On the air sustaining)

Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

"The Chanticleer"

"The Chanticleer" is a special program designed for the large rural population of eastern and central New York and western New England . . . a brand new program designed to bring helpful hints and homely humor to the farmer. It features Edwin W. Mitchell, for 18 years the farm authority on the WGY Farm Forum, and Charles John Stevenson, international traveler, writer, and publisher of a country weekly . . . a man with a sense of humor which appeals to the farmer. Broadcast at present at a time early enough for farmers . . . 6:30 a.m., Monday through Saturday.

Availability: E. T.

Time Units: 25 minutes daily, indefinite

Audience Appeal: Entire family

Suggested for: Early morning

Client Suitability: Manufacturers and distributors of farm products and farm machinery

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: WGY, Schenectady 5, N. Y.

WWNC Sports Calendar

Round-up of latest press dispatches on the hot sports stories of the day. Background information on outstanding personalities of the sports world. Scores of major football and baseball games in season. Commercials in ten-minute program may be inserted opening, middle, close, or opening and close for five minutes.

Availability: Live talent

Time Units: 5 or 10 minutes, 2 to 6 times weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: Men's merchandise or service

Number of Artists: 2

Cost: Card rate plus \$5.00

Audition Facilities: Transcriptions

Submitted by: WWNC, Asheville, N. C.

(Continued on Page 131)



ADVERTISERS' INDEX



— A —

American Broadcasting Co.....	28-29
ASCAP	68
Associated Program Service.....	97

— B —

Barton Music Corp.....	74
Basch Radio	121
Big Three, The (Robbins, Leo Feist, Miller).....	70-71
Blocki, Fritz	120
BMI	18

— C —

CKLW	106
Charteris, Bond Enterprises.....	112
CBS, Network	20-21
Columbia Pacific Network.....	66-67
Continental Radio and Television Productions.....	110
Cosmopolitan Records	72

— D —

Damrau, Frederic MD.....	115
Don Lee	Back Page
DuMont, Allen B. Labs.....	123

— E —

Ellis, B. Associated.....	118
---------------------------	-----

— F —

Fenton, Mildred Productions.....	98
----------------------------------	----

— G —

Gale, Inc.	96
Goodman, H. S.....	99

— I —

International News Service.....	40
---------------------------------	----

— K —

KCMC	119
KFJZ	92
KMBC	78
KMOX	50
KMTR	108
KNX	52
Kaye-Martin, Allen C.....	80-81
Kasper-Gordon, Inc.	88
Kermit Raymond Corp.....	33-36

— L —

Lee, Bert	119
Lone Ranger, The.....	104

— M —

March of Time	114
Michelson, Charles	108
Miller, Allan Agency.....	120
Music Publishers Holding Corp.....	73
Mutual Broadcasting System.....	24-25

— N —

NBC Radio Recording.....	75
NCAC	26

— R —

Rockhill Radio, Inc.....	100
--------------------------	-----

— S —

Sanford, Richmond Productions.....	101
Stark, Richard	121

— U —

United Press	42
--------------------	----

— V —

Vincent, Chic	116
---------------------	-----

— W —

WABC	54	WLIB	117
WBBM	56	WLW	48
WBNX	115	WMCA	22
WBT	58	WMRN	114
WCAU	8	WNEW	84
WCBM	94	WOOD	109
WCCO	60	WOR	38-39
WDRC	129	WORL	14
WDSU	103	WOV	126
WEAF	46	WPAT	107
WEEI	62	WPEN	82
WEVD	102	WTIC	113
WFBR	30	WTOL	90
WFIL	12	WTOP	64
WHN	130	WXYZ	86
WINN	111	Wallace, Tom	105
WIOD	118	Weed and Co.....	10
WITH	16	Wolf Associates	116
		World Broadcasting	44

— Z —

Ziv, Frederic W.....	76
----------------------	----

WDRC

CBS

program information

5
WINNERS

Here are five outstanding programs, available for sponsorship in Hartford, on WDRC. Two are newscasts. Four are originated locally. All are excellent buys, for advertisers who want to **CONNECT IN CONNECTICUT!**

NAME	TIME	DESCRIPTION OF PROGRAM
Breakfast Time	6 to 7 a.m. Monday through Saturday	Station opens morning schedule with fifteen minutes of AP news, followed by music, weather reports, and Breakfast Time entertainment. Available in blocs of time.
CBS Worldwide News	9 to 9:15 a.m. Monday through Saturday	Network program available for local sponsorship in Hartford. Fifteen minutes of CBS Worldwide News Summary with Harry Clark and CBS correspondents. Can be sponsored one or more days per week.
Music-off-the-Record	3 to 4 p.m. Monday through Friday	WDRC's popular all-request record show with Larry Colton. Setting new high for mail pull. First on the air with new record releases. Available in blocs of time.
George B. Armstead	6:30 to 6:45 p.m. Monday through Friday	Former Managing Editor of The Hartford Courant, George B. Armstead interprets the news on WDRC. His Hooper rating is better than most national commentators. Available across the board or three days a week.
Strictly Swing	2 to 3 p.m. Saturday afternoons	15,000 swing devotees have written in for membership cards in WDRC's Strictly Swing Club. That gives you an idea of the popularity of this jam session. Available once-a-week.

FREE LITERATURE with complete information is available on most of these shows. Ask also for WDRC's new Market Study of Hartford, the city with \$7,607.00 per family in Effective Buying Income. Write William F. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut.



CONNECTICUT'S PIONEER BROADCASTERS SINCE 1922 • BASIC CBS HARTFORD

NATIONS No. 1 JIVE BOMBER

HOWARD

BOB



At 6:45 p.m., every single watt (and WHN has 50,000 of them) is jammed full of mirth-filled hilarity when BOB HOWARD entertains! BOB HOWARD, wizard of the keyboard, whizzes away the blues with his gay, zany, quarter hour of piano gymnastics and effervescent song styles.

BOB HOWARD, a *favorite* in New York, is a *natural* for getting RESULTS with his pre-tested format...in a market embracing 15 million people. A program with a "one man" talent cost. Call or wire today.

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by Rambeau

WHN
1050
NEW YORK

1945 ADDITIONAL LISTINGS 1946

CMH

There is a definite purpose behind the presentation of CMH . . . the purpose to impress upon every American the great honor those initials represent . . . an honor that comes only to the nation's greatest heroes. The program CMH, named for the initials of the Congressional Medal of Honor, tells the intimate story of some Congressional Medalist. It reveals the type of man he is or was, the type of home he came from, what his plans were, his hopes and his fears, and, of course, emphasizes the action that won him his country's most prized decoration. This dramatic presentation is implemented each week by the plea to keep the memory of the hero's service alive by always attaching to his written name the proud initials CMH.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: NBC, 30 Rockefeller Plaza, New York, N. Y.

"Challenge of the Yukon"

"Challenge of the Yukon" consists of fifteen-minute dramas. Each complete in itself, episodes take Sergeant Preston and his dog, King, through the Yukon territory in the period of 1898. It's packed with thrills . . . and written and produced by the same top-notch staff that originates the immortal "Lone Ranger."

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon (late) or evening (early)
Client Suitability: General product with mass appeal
Number of Artists: 6
Audition Facilities: Transcriptions
Submitted by: King Trendle Broadcasting Corp., 1700 Stroh Bld., Detroit 26, Mich.

The Fitzgeralds

Mr. and Mrs. Fitzgerald broadcast from their home—a gay informal completely ad lib program touching on subjects of interest to women and generously laced with humor. A program of great flexibility as demonstrated by the Fitzgerald's morning stint on WJZ; admits deft handling of commercials.

Availability: Live talent
Time Units: 5—15 minutes per week; 5—30 minutes per week, or 3—15 minutes and 3—30 minutes weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Program is suited for any product in which the woman is the purchaser or the determining factor in making that purchase

Number of Artists: 2
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

From This Day Forward

Starring Diana Barrymore (daughter of John Barrymore) and Bramwell Fletcher in an excellent dramatic series adapted from that well-known book of the same title. If you want an ideal ultra smart dramatic vehicle, here it is. Audition disc available.

Availability: Live talent
Time Units: 15 or 30 minutes, once weekly
Audience Appeal: Female or male
Suggested for: Evening
Client Suitability: Most any type of product
Number of Artists: 5 to 12 including music
Audition Facilities: Transcriptions
Submitted by: Frederick Bros. Artists Corp., 8584 Sunset Blvd., Hollywood 46, Calif.

"Do You Want to Be an Actor?"

Do You Want to Be an Actor? . . . is the last word for a show of this type. Three top name stars are used, and three amateurs are given an opportunity to play opposite them. The winner each week is awarded a cash prize and test by a leading motion picture studio in Hollywood. Program is a Haven MacQuarrie idea, and has played to a visual audience of over one million and a half people. It has played to millions of boys in the camps, and is packed solid with laughs and drama!

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon or evening
Client Suitability: Any product
Number of Artists: 3 top name stars and Haven MacQuarrie (orchestra)
Cost: A \$10,000 package (top stars guaranteed)
Audition Facilities: Transcriptions
Submitted by: Haven MacQuarrie Ideas, 3017 Vista Crest Drive, Hollywood 28, Calif.

Hollywood Radio Theater

Hollywood Radio Theater consists of original, dramatized stories, written by some of the world's best-known authors, and starring Hollywood's stars of today, such as—Herbert Marshall, Joan Bennett, Virginia Grey, Sonny Tufts, Miriam Hopkins, Carole Landis, Tom Conway, Anita Louise, Constance Moore, Ann Rutherford, Vincent Price, Cornell Wilde, and other leading stars of Stage, Screen and Radio. Each story is different, and in the series there is a pot pourri of Drama, Mystery, Romance, Thrillers, etc., that cater to all audiences. New stories and stars are being added to Hollywood Radio Theater series weekly.

Availability: E. T.
Time Units: Half-hour shows, 1 per week
Audience Appeal: Entire family
Suggested for: Evening Preferably
Client Suitability: General
Number of Artists: Per show—from 4 to 10, actual participants acting
Audition Facilities: Transcriptions
Submitted by: Exclusive Radio Features Company Limited, 14 McCaul Street, Toronto, Ontario, Can.

"Man from G-2"

Major Hugh North, central character, has been firmly established among mystery-adventure fans by the 18 novels that Van Wyck Mason, his creator, has written about him in the last two decades. The sale of these books has totalled over 2,000,000 copies. The world is the workshop of this tough, dashing and dramatic U. S. Army intelligence officer: wherever trouble is brewing, wherever news is hottest, that's where you'll find Major North; keeping up with the world events as they develop and tying in with the great dramatic stories of our time on the political front as well as the war front.

Availability: Live talent
Time Units: 30 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Stars—Staats Cots-worth. Average cast of six
Audition Facilities: Transcriptions
Submitted by: American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

"One Foot in Heaven"

Offers basic elements that make sound, successful radio, with several extremely valuable known qualities. Series centers around warm, tolerant, understanding minister and his family, celebrated by Hartzell Spence's book which has sold over 350,000 copies and Warner Bros. film which has grossed over \$3,000,000 to date. "One Foot in Heaven" says Warner Bros., has had more repeat bookings than any other production the company has made, which in itself reflects the deep and lasting appeal of this clergyman and his family.

Availability: Live talent
Time Units: 30 minutes
Audience Appeal: Entire family
Suggested for: Sunday afternoon
Number of Artists: Dean Jagger—star. Peggy Allenby—featured. Cast of 8
Audition Facilities: Transcriptions
Submitted by: American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

Professor Broadway and Boitram

A comedy-mystery (or mystery-comedy) somewhat in the Runyon manner. A weekly half-hour in the zany world just off Broadway. Tightly plotted, with unusual characters, could be merchandised to a fare-thee-well, particularly in view of writer's ability to contrive situations to fit almost any occasion or need.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: entire family
Suggested for: Evening
Client Suitability: General merchandise
Number of Artists: 2 principals plus supporting cast
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

Duncan MacLain

A natural for radio—Duncan MacLain is a blind detective. An officer blinded in the war, he has developed his other senses to a pitch where he is more than a match for all his opponents. Based on 8 well-known mystery novels by Baynard Kendrick, three of which have been done in movies by MGM.

Availability: Live talent
Time Units: 13 of 30 minutes, once weekly
Audience Appeal: Male and entire family
Suggested for: Evening
Number of Artists: 6-10
Audition Facilities: Transcriptions
Submitted by: Bond-Charteris Enterprises, 314 N. Robertson Blvd., Hollywood 36, Calif.

In the Groove

"In the Groove"—is platter-matter—strictly jive! It's music with a reet-beat, designed for "hep-kittens and gates." . . . Format is built around musical requests and for "lagniappe" show gives away copies of the famous Cab Calloway Jive Dictionary. Jimmy Forsythe, WDSU announcer, spins the discs—with interludes of jive-talk from girl-friend, Shirley Kilgore. Aired Monday through Friday, 4:15 p.m.-4:30 p.m.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Most any
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WDSU, New Orleans 12, La.

On the Farm Front

Comprehensive news from and for the 26-million Americans who live on farms. **Time Units:** 5 minutes daily, 6 days weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Suitable for all type sponsorship but the main sponsorship group consists of farm stories
Submitted by: United Press Radio, 220 E. 42nd St., New York 17, N. Y.

Reveille Jamboree

An early morning-rural audience type show, using regular WSM Grand Ole Opry talent. This is a proven result show running from 5-7:30 a.m. The possibilities of merchandising this WSM-Grand Ole Opry talent makes it doubly valuable. It is successfully selling the following: Feed, song books, nursery products, flour, flower bulbs, dairy products, etc.

Availability: Live talent or E. T.
Time Units: 15 or 30 minute periods, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning 5-7:30 a.m.
Client Suitability: Any of the above mentioned
Number of Artists: From 4 to 20
Cost: Five times weekly—25 per cent of Class A rate, plus talent cost determined by the number of performers
Audition Facilities: Transcriptions
Submitted by: Station WSM, Nashville, Tenn.

1945 ADDITIONAL LISTINGS 1946

Rodney

Amusing half-hour dramatic show depicting typical family life in a suburban town. Constant cast with complete story each week. Principal character, Rodney Norton, a man of indomitable spirit, tireless energy and head of a family equipped to break down both.

Availability: Live talent
Time Units: 30 minutes, weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Average 5 to 9 per week
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: Jules Aberti Agency, Inc., 1775 Broadway, N. Y. 19, N. Y.

Rogues Gallery

Factual crime series from official notebook of Harold C. Keyes. Mr. Keyes has served as U. S. Secret Service Agent, Counter-espionage Operator, Civilian Investigator, U. S. Army Intelligence Investigator, and other important government assignments. There are 265 synopses of case histories on file. All are major crimes of national or international importance and have never been broadcasted or published before. Here is a sensational "Cops and Robbers" type of radio show which is different and would receive approval of listeners and civic organizations, because it drives home the theme "Crime Never Pays."

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Most any type of client
Number of Artists: 8 to 15 depending upon music and characters desired
Audition Facilities: Transcriptions
Submitted by: Frederick Bros. Artists Corp., 8584 Sunset Blvd., Hollywood 46, Calif.

"Saturday Senior Swing"

Big musical show designed for the forgotten audience of teen agers. It gives them the latest hit tunes plus the singing of a young gal vocalist and boy vocalist. Also they get latest gossip about Hollywood and music business personalities from Jill Warren, columnist MovieLand Magazine. Guest star on each show is big band leader or singer who gives the kids serious pitch on buying bonds, saving paper, etc. Whole show is tied together by young MC.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Juvenile
Suggested for: Evening
Client Suitability: Any teen age product, (Coca-Cola, 7-Up, Pepsi-Cola)
Number of Artists: 6 and orchestra of 16 pieces
Audition Facilities: Transcriptions
Submitted by: American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

"Ted Mangner Farm Program"

When Ted Mangner speaks—country folks listen! For they've come to depend upon his daily Farm Program for farm information, market reports, Department of Agriculture bulletins, and facts on farming trends and conditions. Farm Director Mangner also interviews agricultural experts and often takes the KMOX microphone direct to farmers themselves for first-hand information concerning their problems. A well-filled mail bag furnishes daily evidence of his popularity with rural listeners throughout the fertile mid-Mississippi Valley market.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Male
Suggested for: Morning, 5:30-5:45 a.m.
Client Suitability: Products or services beneficial to a rural audience
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Radio Station KMOX, 401 So. 12th St., St. Louis 2, Mo.

The Modern Farmer

The Modern Farmer, conducted by Jim Chapman, WTAM's Agricultural Director, is a 45 minute program for the farmer and his family. The outstanding features are interviews with representative farmers of the WTAM area, livestock reports, weather reports and the educational features provided by the U. S. Department of Agriculture, State University Extension Service and the County Agents. Between Jim Chapman's comments there are interesting musical interludes.

Availability: Live talent
Time Units: 45 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Manufacturers of agricultural machinery—tires, trucks, tractors, drugs, poultry feeds, etc.
Number of Artists: 2
Cost: \$300 per week (Talent)
Audition Facilities: Transcriptions
Submitted by: WTAM, Cleveland 14, Ohio

"This Business of Farming"

A Monday through Friday, 12:30-12:45 p.m. strip featuring a daily dramatization with a full cast plus sound effects of current farming problems and new trends in agricultural pursuits. In addition, each program contains the latest market and exchange prices, plus a remote control broadcast from the U. S. Weather Bureau at the Salt Lake Airport, and a farmers edition of World News. Program has unusually high acceptance among both rural and urban listeners, largely due to the dramatizations.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Early afternoon
Client Suitability: At present withheld from commercial sponsorship. Entirely public service
Cost: Vary with dramatizations
Audition Facilities: Transcriptions
Submitted by: Station KSL, Salt Lake City 3, Utah

"Those Halliday Girls"

Those Halliday Girls has already proven its appeal to radio listeners. This bright show, concerning the trials and tribulations of two energetic sisters, is currently being broadcasted in Canada. The Halliday girls live in their own apartment and have a fatherly superintendent who is lovable in a highly amusing manner. The combination of all three trying to solve the everyday problems of young ladies gives an atmosphere that will be enjoyed by all.

Availability: Live talent and E. T.
Time Units: 15 minutes or half hour, 1 or 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: For all types of clients and their products
Number of Artists: Varies with cast and musical requirements
Audition Facilities: Transcriptions
Submitted by: Richman-Sandford Productions, 10 E. 43rd St., New York, N. Y.

"Town and Country"

"Town and Country" is conducted by Charley Stookey, KXOK's Farm Editor with 16 years network and local experience. Stookey's background consists of contacts with best known national figures interested in farm operation; on the scene broadcasts from farms, cattle pens and in the field. His knowledge about agricultural dates back to his graduation from the University of Illinois in 1926. Stookey is an authority on cropping, terracing and farm contouring. He is probably as well known as any farm personality in American radio.

Availability: Live talent
Time Units: 1, 5, 10, 15 minutes, 6 weekly
Audience Appeal: Female or male
Suggested for: Morning
Client Suitability: Manufacturer of farm implements, feed and farm supplies
Number of Artists: Six hillbillies plus Stookey as MC
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Station KXOK, 12th & Delmar, St. Louis 1, Mo.

"The Scoreboard"

A fifteen minute program conducted by one of the best liked local sports announcers. Program consists of complete scores of all the major league baseball games, plus highlights of the day's game. Interviews with local and National sports personalities are frequent. This program enjoys a happy sponsor every week day and is now available for sponsorship on Sundays only.

Availability: Live talent
Time Units: 15 minutes, 7 times weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Men's clothing, sporting goods stores, beer, soft drinks, razor manufacturers, shaving cream, etc.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Station KMAC, National Bank of Commerce Bldg., San Antonio 5, Texas

Western North Carolina Farm Hour

One of the oldest and most popular features on WWNC, the W.N.C. Farm Hour from 1:05 to 2:15 p.m. daily, Monday through Friday. Offers teletyped market reports and prices, interviews with agricultural leaders, information from the USDA and N. C. state bureau. Entertainment provided by Blue Ridge Hillbillies and emcee who delivers all commercials. Talent plays show dates throughout area and features client's products at such performances.

Availability: Live talent
Time Units: 5, 10, or 15 minutes, 2 to 5 times weekly; or one-minute live participations
Audience Appeal: Juvenile, entire family
Suggested for: Afternoon
Client Suitability: Any rural household product or service
Number of Artists: 6 to 10
Audition Facilities: Transcriptions
Submitted by: WWNC, Asheville, N. C.

"V-Mail Music"

It's a "different" type of request show, with an appeal that dances across the seas. Local listeners write in, requesting a tune be played for their favorite service man overseas. Request is scheduled for early playing. Meantime, client (through station) dispatches V-Mail Letter to each Service man, asking to likewise request a tune for the folks (wife, mother, sweetheart, etc).

Availability: E. T.
Time Units: 30 minutes, 5 days weekly
Audience Appeal: Entire family
Suggested for: Evening best
Client Suitability: War firms, department stores
Number of Artists: 2, 1 for MC—second for commercials
Audition Facilities: Transcriptions
Submitted by: WHEB, Inc., P. O. Box 120, Portsmouth, N. H.

Washington Story

The Washington Story presents the issue of the week, the story of the week, a spot in which a constituent talks with his congressman and Washington comment by Marquis Childs, John B. Kennedy as MC.

Availability: Live talent
Time Units: 1—30 minutes
Audience Appeal: Entire family
Suggested for: Sunday afternoon
Number of Artists: Cast 7—orchestra 14
Audition Facilities: Transcriptions
Submitted by: American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

"What Are the Facts?"

A boy and a girl discuss little-known facts and answer mail, requesting facts, sent in by listeners. The subject range is vast and quite general. These facts are supplied by Mr. Joseph Kane, author of many books on the subject.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Most any type
Number of Artists: 3
Submitted by: American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

1945 ADDITIONAL LISTINGS 1946

"The People Next Door"

"The People Next Door," is a present sponsored program written and presented over WCED. The main characters are Lem and Bess Jones, and their 12 year old son Jack. "The People Next Door," a typical American family . . . at the present time the script deals with war time problems which confront us all—and as time moves on the family discusses it's post war plans.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: A department store, or other type of shop which caters to an entire family
Number of Artists: 3—and occasionally others
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: Station WCED, DuBois, Pa.

What Am I?

What Am I is a wild half-hour of clue passing and guessing. We give the clues and the contestants guess what they represent. Prizes are awarded to the successful guessers. The carryings-on led by the mc in putting the contestants through their paces and enlivening the clues make this a screamingly funny show.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type client or product
Number of Artists: 1
Audition Facilities: Will pipe live talent
Submitted by: Mary D. Chase Productions, 234 W. 44th St., New York 18, N. Y.

What's Your Guess?

"What's Your Guess" is a phrase much used these days over Toronto telephone calls. What's Your Guess is a provocative 6 a week quiz program, dressed up to a neat, low-cost production. Cash prize away carried over if money not won. Personalities include Femme musician at Hammond Organ and Announcer-MC. Contestants picked from mail response, then MC quizzes via telephone. Questions are tough and topical. Same question is carried over day to day till answered.

Availability: Live talent
Time Units: 312—15 minutes, 6 weekly
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Station CKEY, Toronto, Can.

Where Do We Go from Here, Boys?

Musical theme the marching song of 117 with studio audience participating. Spinning wheel designates type of questions asked each contestant. At "Turn-out" contestant tries to stump emcee. Money doubles if successful. Man and woman winners are feted after the show at any spot they designate. Arrangements

have been made with Hollywood U.S.O. to broadcast from Center.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: 10 p.m.
Client Suitability: Beverages, cigarettes, etc.
Number of Artists: Orchestra, master of ceremonies and announcer
Submitted by: Cruger Radio Productions, 5800 Carlton Way, Hollywood 28, Calif.

"What Would You Do"

This program was conceived to provide five bright moments of authoritative and useful information for all women set to the rollicking good humor and smart repartee of Joe O'Brien and Ruby Hunter who challenge the ingenuity of their audience with hypothetical situations that could happen in their listeners' daily lives. Joe has three questions for Ruby and the listening audience to solve. After each question there is a 15-second interval of xylophone music to allow the audience and Ruby to decide on the answer. Then Joe and Ruby return to the microphone with the answer and their antics. Two 30-second commercial slots.
Availability: Live talent and E. T.
Time Units: 5 minutes 3 or 6 times weekly
Audience Appeal: Female
Suggested for: Morning

Client Suitability: Department store, specialty shops, dairies, bakeries
Number of Artists: 2
Cost: As low as \$6.00 per show, depending on the markets and stations used

Audition Facilities: Transcriptions
Submitted by: B. Ellis Associates, 11 East 44th Street, New York 17, N. Y.

What's The Good Word

A program of fun with the English language conducted by Maxwell Nurnberg—"the man who puts glamor into grammar." A half-hour each Sunday afternoon, teaching as it entertains, making it easy and amusing to talk good English. A natural for any product remotely connected with reading or writing.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Fountain pen or pencil companies; paper manufacturers
Number of Artists: 1 principal plus supporting cast
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y.

WIS Public Forum

This is strictly a regional program . . . in which prominent citizens of the area talk informally each week about the problems of the area. Emphasis in selection of topics is put on the controversial . . . and on the timely topics. A regular chairman—with a committee of advisors of prominent persons meet monthly to pick

topics and participants. Listeners are themselves asked to suggest topics for discussion on South Carolina problems. . .

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Female or male
Suggested for: Sundays or evenings
Client Suitability: Institutional advertiser, banks, insurance, etc.
Number of Artists: Master of ceremonies
Audition Facilities: Transcriptions
Submitted by: WIS, 1811 Main St., Columbia H, S. C.

World of Sport

Program handled by KMYR sports director Mark Schreiber who has a background of participant, coach and newspaper and press association sports expert plus a knowledge of getting the story over with listeners. Show is divided into four parts—tomorrow's sport headlines tonight—a trip down sports memory lane—this and that in sports—today's sport headliner.

The show has punch and Schreiber is extremely merchandisable from the angle of personal appearances.

Availability: Live talent
Time Units: 15 minutes weekdays, 6 days weekly
Audience Appeal: Entire family
Suggested for: Late afternoon
Client Suitability: Automotive, gasoline supplies, beverages
Number of Artists: 2
Cost: Upon request
Audition Facilities: Transcriptions
Submitted by: Station KMYR, 1626 Stout St., Denver 2, Colo.

Women in the News

A special program dedicated to women who make news in our armed forces, in the world of industry, in politics, sports, society, the arts and in the home, interesting, human interest and biographical material.

Time Units: 5 minutes a day, six days weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Particularly suited for women's wear stores and department stores
Number of Artists Employed: One announcer
Submitted By: United Press Radio, 220 E. 42nd St., New York 17, N. Y.

Your Friendly Philosopher

Script show using philosophy and poetry to advantage with organ background. Appeals generally to women, but mail response has been heavy and indicates a male reaction as well. Scheduled early afternoon, 1:30 to 1:45 p.m.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female or male
Suggested for: Afternoon
Client Suitability: Women's products
Number of Artists Employed: Two
Cost: On request
Audition Facilities: Transcriptions
Submitted by: WRAK, Williamsport, Pennsylvania

The News In Action

Two man narration of the news. Two men to break up the monotony of one voice. Narrates the news instead of merely reporting it. Employs a custom written script by one of the leading news writers in the country. Hammond organ to weave the effects of musical scoring. Digest of the News of one day, or one week or what have you. Makes a digest of the news more palatable through the use of a dramatic device.

Availability: Live talent or E. T.
Time Units: 15 minutes, optional weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product
Number of Artists: 2 narrators, announcer, script writer, organist
Audition Facilities: Transcriptions
Submitted by: Bob Shepard, 10 W. 65th St., New York 23, N. Y.

The Lone Wolf

The Lone Wolf is a mystery story with humorous twists. Columbia Pictures have been making them for several years starring Warren William.

Availability: Live talent
Time Units: 30 minutes, once weekly or 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All
Submitted by: Chick Vincent Company, 509 Madison Ave., New York 22, N. Y.

The Factfinder

This is a program in which listeners send in questions of every nature (excepting medical or legal). A research staff ferrets out the answers, which are incorporated in the script of the show. The Factfinder and a studio announcer put the material on the air. Questions range from historical, agricultural, and scientific to inquiries about radio and movie stars, etc. Program appeals to a broad field of interest, adult and adolescent.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Late afternoon
Client Suitability: Currently sponsored by coffee concern; any product in general use; institutional
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WTOP, Earle Bldg., Washington 4, D. C.

Thatcher Colt

Anthony Abbot started writing this series of detective novels in 1932 and has been writing them ever since. Thatcher Colt has appeared in short story form in Cosmopolitan magazine and elsewhere and has been reserialized through the King Newspaper services. Two of the novels have been made into pictures starring Adolph Menjou as Thatcher Colt.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All
Audition Facilities: Will pipe live talent
Submitted by: Chick Vincent Company, 509 Madison Ave., New York 22, N. Y.

1945 ADDITIONAL LISTINGS 1946

Jay Carmody

Jay Carmody, Washington Star dramatic critic, reviews current motion picture and theatrical offerings in Washington, and draws upon a wide background of contacts in the entertainment world for human interest stories and anecdotes. Mr. Carmody also reviews neighborhood motion pictures.

Availability: Live talent
Time Units: 15 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Client Suitability: Institutional (current sponsor is RKO Pix)

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WTOP, Earle Bldg., Washington 4, D. C.

Elizabeth Woodward's Teen-Age Time

This is a program devoted to the answering of questions that often perplex teen-agers and their parents. Elizabeth Woodward, who for 16 years was an editor of the Ladies Home Journal and conducted the popular column "Sub-Deb," is admirably suited to conduct this program for she is an acknowledged authority and an accepted "teen-age counsellor." In addition to Miss Woodward, the program includes an announcer, three or more actors, depending upon the number of problem questions that are dramatized, and an organ which is used for interlude and curtain music. This program should be of particular interest to department stores that feature "Teen-Age" departments.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Department stores that feature "Teen-Age" departments

Number of Artists: 3 or 4 actors—announcer and organist

Audition Facilities: Transcriptions

Submitted by: WJZ, 30 Rockefeller Plaza, New York 20, N. Y.

Magazine Theatre of the Air

This program makes available the most amazing source of material that radio has ever tapped. Outstanding magazine writers of today—writing for such magazines as McCall's, Ladies Home Journal, Redbook, Cosmopolitan, make their material available to the Magazine Theatre of the Air. Some of the authors are Faith Baldwin, Rose Franken, Louis Bromfield, Paul Gallico, Damon Runyon. These stories will be adapted for radio by name radio writers.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: All

Submitted by: Chick Vincent Company, 509 Madison Ave., New York 22, N. Y.

Junior Board

A group of high-school girls, one high school boy (varies each week) and a young woman moderator discuss typical teen-age problems . . . "Blind Dates" . . . "Should a Girl Go Steady?" . . . "What are we doing to bring up our parents?" . . . etc. Fashions, homemaking, and participation in community efforts (salvage, Cadet Nursing, etc.) are also discussed. There is a vocalist, accompanied by the organ.

Availability: Live talent
Time Units: 15 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Saturday mornings
Client Suitability: Teen-age fashion shop, soft drink
Number of Artists: 15
Audition Facilities: Transcriptions
Submitted by: WTOP, Earle Bldg., Washington 4, D. C.

"Parade of Features"

Robert Garland (New York Journal American Drama Critic), Eileen Creelman (New York Sun Movie Critic), Ben Gross (New York Daily News Radio Critic), discuss Stage, Screen and Radio, with Irving Marsh (New York Herald Tribune Assistant Sports Editor) as Moderator. Format consists of brief reviews of current happenings by the three critics with discussion periods following each direct talk.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Department store or pharmaceutical product
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: Station WHOM, 29 W. 57th St., New York 19, N. Y.

Vera Massey

Vera Massey becomes a Program of Tomorrow candidate because of her background as an entertainer during the present war period. Miss Massey was first brought to radio as the star of a program entitled Girl Back Home. She entertained at scores of camps throughout the eastern area of the country and as a result became a prime favorite with our troops. She received scores of letters from the boys in service asking that she sing their favorite songs. At present she has her own "by request" show on WJZ from 11:15-11:30 p.m. each Saturday. In addition to Miss Massey, there is an instrumental trio which is comprised of Hammond organ, guitar and clarinet—with an announcer. This program should prove of particular interest to Greeting Card or Beverage Manufacturers.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Greeting card or beverage manufacturers

Number of Artists: 5

Audition Facilities: Transcriptions

Submitted by: WJZ, 30 Rockefeller Plaza, New York 20, N. Y.

Tea Time Tunes

As the title indicates, this program offers the easy-to-listen-to music during the tea time hour. It features big name bands, transcribed, and a group of novelty units, live, such as: "The Rhythm Four" (piano, clarinet, bass and drums), "The Dulcet Trio" (organ, violin and vibraphone), "Sweet and Slow" (Solovox, Violin ad bass), "The Sweetshots" (2 saxes doubling in clarinet, trumpet, bass, piano and drums) and, last but not least, "Organology" (popular favorites on the pipe organ). All these units under the direction of Fred Mendelsohn, pianist and organist.

Availability: Live and recorded
Time Units: 1, 15, 30 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: 5 to 5:45 p.m., Monday through Thursdays; 5:30 to 6 p.m., Fridays

Client Suitability: General

Audition Facilities: On the Air

Submitted by: WBNX, New York 51, N. Y.

"Quoting America"

A 10 minute program presented five times weekly based upon newspaper, radio, and periodical opinions on controversial subjects; opinions are woven into a commentary coordinating the material. Papers are surveyed from Coast to Coast and both sides of controversial issues handled.

Availability: Live talent and E. T.
Time Units: 10 minutes, 5 weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Men's clothes, shaving accessories, cigars, cigarettes

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: WHOM, 29 W. 57th St., New York 19, N. Y.

Cooking by the Dial

A typical morning or afternoon television show, featuring Kay Neumann, culinary expert, who gives recipes and then proceeds to deliver the finished product in its various stages of preparation. Commonwealth Edison's Electric Range is in the center of the cooking. It's great stuff for the housefrau and will undoubtedly be top video stuff.

Availability: Live talent
Time Units: 30 minutes
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Commonwealth Edison sponsored—Excellent for any products for baking or cooking

Number of Artists Employed: 2 or 3 with guest possibilities

Submitted by: Balaban & Katz, WBKB, 190 N. State St., Chicago 1, Ill.

Telequizzicals

Program is the first quiz show in television in Chicago's history. Probably as unique a merchandising idea as has ever been propounded. Bill Anson, local

radio m.c., handles show, assisted by Barbara Brewer, radio actress. Anson calls video set owners who are asked visual question (they must watch television receiver to answer). If they answer correctly, they can choose from display panel of electrical appliances, (radios vacuum cleaners, etc.) for their prize. If they lose, they still receive two passes to the Chicago Theater. Produced by Adrian Rodner, Commonwealth Edison. Directed by Beulah Zachary, WBKB staff.

Availability: Live talent
Time Units: 30 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Sponsored by Commonwealth Edison—Could be used by almost any sponsor
Number of Artists Employed: Two
Submitted by: Balaban & Katz, WBKB, 190 N. State St., Chicago 1, Ill.

Wednesday Matinee

Marshall Field & Co., Chicago's leading department store has dipped into television for the first time on a regular twice-a-month basis. Program plugs a different department in the store each week with light dramatic skits. Commercial is incorporated into the script. Aired on Wednesday afternoons, it is beamed to receiving sets in the department store radio department and gathers large audience of viewers. Bill Vance authorizes scripts, Helen Carson, WBKB program head, directs. Cast is usually comprised of professional radio actors and store personnel. Field's indicates desire to go into video heavily.

Availability: Live talent
Time Units: 30 minutes, every other week
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Designed to fit department store merchandising
Number of Artists Employed: From 4 to 8 depending on the show
Submitted by: Balaban & Katz, WBKB, 190 N. State St., Chicago 1, Ill.

Young Chicago

Television program produced by Admiral Radio with the co-operation of the Radio Council of the Chicago Board of Education. Series of auditions for youngsters in the various city high schools, conducted by Admiral and the Board of Education, selects top performers in various categories. Kids are then spotted on a weekly show. Gimmick is to develop television stars of the future. Definitely in the amateur classification, show has brought up some interesting talent and proved highly entertaining.

Availability: Live talent
Audience Appeal: Juvenile or entire family

Suggested for: Afternoon or evening
Client Suitability: Almost any type of sponsor, especially civic minded firms

Number of Artists Employed: 10 or more each telecast
Submitted by: Balaban & Katz, WBKB, 190 N. State St., Chicago 1, Ill.