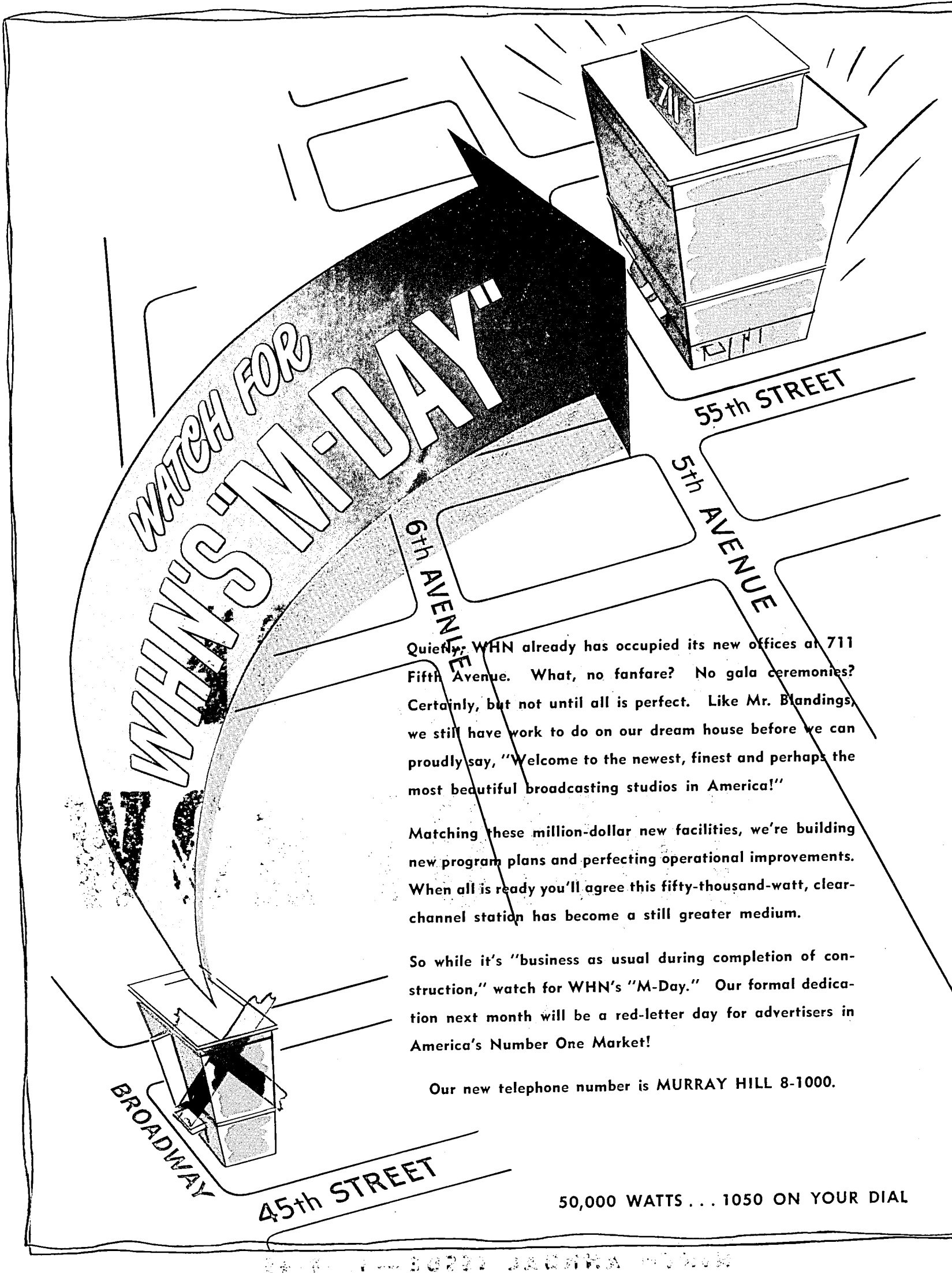




RADIO DAILY

LOOKS OF TOMORROW

ANNUAL ISSUE — 1948-49



WATCH FOR
WHN'S "M-DAY"

Quietly, WHN already has occupied its new offices at 711 Fifth Avenue. What, no fanfare? No gala ceremonies? Certainly, but not until all is perfect. Like Mr. Blandings, we still have work to do on our dream house before we can proudly say, "Welcome to the newest, finest and perhaps the most beautiful broadcasting studios in America!"

Matching these million-dollar new facilities, we're building new program plans and perfecting operational improvements. When all is ready you'll agree this fifty-thousand-watt, clear-channel station has become a still greater medium.

So while it's "business as usual during completion of construction," watch for WHN's "M-Day." Our formal dedication next month will be a red-letter day for advertisers in America's Number One Market!

Our new telephone number is MURRAY HILL 8-1000.

50,000 WATTS . . . 1050 ON YOUR DIAL

RADIO DAILY

*Presents The Ninth
Annual Edition of*

SHOWS OF TOMORROW

WITH radio finding the competition of television increasingly difficult the quest of both mediums for new production ideas was never more inviting. Never were there more listeners. Never were they more critical. Style in entertainment, like everything else, is constantly changing. The conventional soon becomes passe while the venture-some find their efforts rewarded.



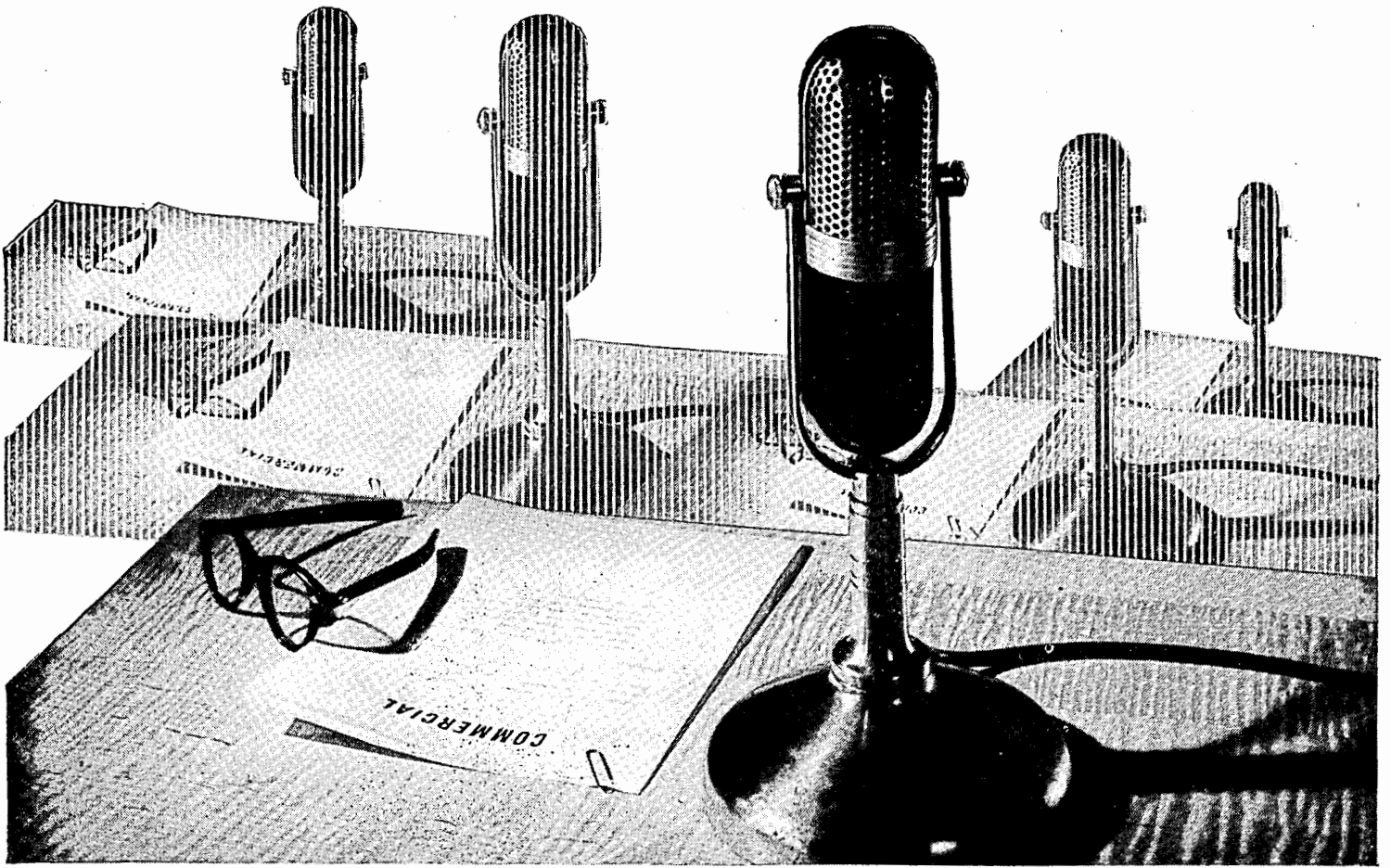
A COMPLETE and colorful parade of production ideas is compellingly reflected in the pages that follow. A reference treasury of a thousand and one completed productions that are for sale. Here also the prospector for fresh thoughts will find the advertising pages of equal interest to editorial content. A gold mine of information in an attractive show case heralding the season of 1948-49.



“SHOWS OF TO-MORROW,” ninth edition, is happily presented by the staff of RADIO DAILY. In its production it has had the enthusiastic cooperation of every branch of both radio and television. A cheerful and understanding nod, also, to the hundreds of program directors whose exhaustive examination of current programming means so much to so many. Again, our grateful appreciation to all who have helped.

Jack Olierate

Publisher



There's a lot more to it than this...

The real question is — where and to whom is that commercial message going? . . . and what is it going to do when it gets there?

Radio waves travel indiscriminately in all directions. So do a lot of sponsors' sales stories. In advertising this means waste circulation, a very expensive luxury.

If *your* aim is to reach exactly the *people* you want in exactly the *markets* you want . . . if you appreciate being able to concentrate your sales effort in one area and go easy in another . . . if the flexibility of short-term contracts appeals to you . . . if you like to select your own program times regardless of zone differentials . . . if you want to make every advertising penny count (and who doesn't!) . . . then — the place for a large share of your advertising budget is National Spot Radio . . . and the place to get all the information, guidance, facts and figures about Spot Radio is...

Weed
and company

radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

PROGRAM DIRECTORS SURVEY

806 vote their preferences

By Frank Burke
Editor, RADIO DAILY

DESPITE the cycle of giveaway and audience participation programs and their high ratings, *Music* is the most popular programming with the nation's program directors and 754 out of 806 broadcasters participating in Radio Daily's 1948 Program Directors Survey selected the musical category over all other forms of programming.

This year is not the first time that *Music* has romped away with first honors. Last year the program directors selected this perennial favorite as their No. 1 choice and did it in a convincing manner.

Program directors were asked "What Types of Programs Rate Your Station the Greatest Listening Audience?" as the first question of the survey. They answered as follows:

1st Choice: Music	754	4th Choice: Quiz	283
2nd Choice: News	592	5th Choice: Comedy	279
3rd Choice: Sports	365	6th Choice: Dramatic	264
7th Choice: Variety	151		

Some changes occurred in the balloting this year as compared with a year ago. *Sports* which had not been listed as a category last year ranked third in this year's preferences and *Quiz* forged ahead of *Variety*, *Dramatic* and *Comedy*, indicating that this type of audience participation programming is still a favorite among the listeners. *Comedy*, which ranked sixth in last year's selections, moved forward a notch and *Dramatic* which held fourth position last year dropped to sixth position this year. The *Variety* category took the greatest nose dive, dropping from third position last year to seventh in this year's ratings by the program directors.

Transcription Needs Indicated

The need of script service and other production aids in the transcribed program field was emphatically indicated in the ballot of the station program directors. When asked the question "What do You Think Needs the Greatest Improvement in the Transcription Library Field?" the broadcasters indicated their needs in the following answers:

198—Script Service	60—Better Surface Quality
128—More Production Aids	48—More Pops
62—More Show Tunes	10—More Western
61—More Classical	8—More Religious

At least 439 stations throughout the country broadcast some type of giveaway shows and 362 of these stations regard this type of programming to be effective, according to the returns on two questions which cover the giveaway and amateur hour categories. The questions and the answers follow:

The two current "crazes" in radio programming are giveaway shows and amateur hours. Do you broadcast

Giveaway Shows:	439 Yes	136 No
Amateur Hours:	192 Yes	328 No

Have they proven effective?

362 Yes	14 No
---------	-------

Another important revelation on a trend in programming is revealed in the answers to this year's question "Are Your Locally Originated Shows Showing an Increase Over Network Originations Among Your Listeners?". Answering this question, 317 broadcasters indicated local originations had increased and 129 reported "No." There were 446 replies to this question.

News Programs Rate High

News programming, which rated second among the program directors in the selection of the top ranking categories, also pro-

vided some interesting facts when additional questions were asked the broadcasters relating to this program category. In answer to the question: "Have the Ratings of Your News Programs Increased, Decreased or Remained the Same?" 327 broadcasters voted that News programs showed increased ratings; 44 said the ratings had decreased and 178 more of the program directors indicated that the News ratings had remained the same.

The increasing use of local news in station programming was also pointed up in the answers to two other questions on the subject of News. When asked "Since the End of the War Have You Added More Local News to Your Programming?" 367 broadcasters answered "Yes" and 123 replied "No." When asked if these news programs "had gotten good ratings and sponsorship," 293 replied in the affirmative and 15 wrote "No."

Disc Jockeys Still Secure

It is apparent from the poll of program directors that the disc jockey who came into real popularity last year is still riding high on stations throughout the country. When asked "Have Disc Jockey Programs on Your Station Lost Any Ground During Their Highly Publicized Year?" 113 program directors reported "Yes" and 369 indicated that the platter spinners were still enjoying local popularity.

In comparing the attitude of the program directors on the subject of "Giveaways" it is apparent that many broadcasters have changed their minds somewhat since they balloted on "giveaway" popularity in last year's "Shows of Tomorrow" survey. Last year 393 program directors indicated that they were against the use of such premium-audience participation shows while 243 voted the category to be okay. This year—1948, with giveaways riding high in the Hoop—439 stations reported programming this type of show and 136 indicated they were not carried on their stations. When asked "Have They Proven Effective?" 362 broadcasters indicated "Yes" and 14 of those who balloted this year said "No."

Growing importance of documentary programs was revealed in footnotes appended to many of the questionnaires sent in by program directors. They referred to both network and local production and the subject matter covered Labor, Juvenile Delinquency, United Nations and the plight of displaced persons. It is apparent that the documentary treatment has met with favor on stations large and small and that in many instances civic issues have proven to be good material for this type of programming. The program directors forecast an increasing number of documentary programs this year with networks leading in the development of program techniques.

Summing up the returns of the 1948 "Shows of Tomorrow" questionnaire to the program directors it can be said with emphasis that the tried-and-true program formulas which have endured year after year are still the leaders. The listeners, without question, still want good musical programs, popular and classical, and still find local, national and world news rating high in their listening habits. Likewise, sports, which covers football, baseball, boxing, hockey, basketball and other indoor and outdoor events, is high in the listeners estimation.

What the fall and winter season will bring in new or improved programming remains to be seen. However, it is pretty well known at this date that the "Giveaway" craze which enjoyed prominence as summer network replacement this year and threatened to replace some of the more expensive name shows this fall, may lose prestige as the months go by. It seems that members of the Federal Communications Commission have been listening and will take a hand in bringing entertainment refinements to this category.

NETWORK SHOWS

QUIZ KIDS*NBC*
STOP THE MUSIC.....*ABC*
R. F. D. AMERICA:.....*NBC*
THE ELMO ROPER SHOW.....*CBS*

TRANSCRIBED SHOWS

TOMMY DORSEY DISC JOCKEY SHOW
RED RYDER
MURDER AT MIDNIGHT
THE SMITHS OF HOLLYWOOD
DAVID STREET SONG SHOP
THEATRE OF FAMOUS RADIO PLAYERS

LOUIS G. COWAN, INC.

NEW YORK

485 Madison Avenue
New York 22, N. Y.
PL. 9-3700

CHICAGO

8 S. Michigan Avenue
Chicago 3, Ill.
RANdolph 2022

HOLLYWOOD

6331 Hollywood Blvd.
Hollywood 28, Cal.
Hillside 5337

ROLL CALL—PROGRAM DIRECTORS

806 participate in survey

Following is a partial roll call of the program directors who participated in the survey. Some 200 others indicated on their questionnaires that they preferred to remain anonymous:

A

Abbott, James D. KCTX—Childress, Tex.
Abbott, M. Sothorn WJAR—Providence, R. I.
Adams, William J. WHEC—Rochester, N. Y.
Agee, W. R. KSMO—San Mateo, Calif.
Aitken, Kenneth KTKR—Taft, Calif.
Alexander, Dot WKAX—Birmingham, Ala.
Alexander, Owens F. WOOF—Dothan, Ala.
Alger, Paul WSNJ—Bridgeton, N. J.
Allen, C. L. WEBR—Buffalo, N. Y.
Anderson, George Basil KJSK—Columbus, Nebr.
Andrews, Dean WTTM—Trenton, N. J.
Andrews, Ralph WAUX—Waukesha, Wis.
Anzoin, Arne E. KXLF—Butte, Mont.
Arday, Bob WNAR—Norristown, Pa.
Arnold, Murray WIP—Philadelphia, Pa.
Arthur, Jerry WLAD—Danbury, Conn.
Avery, Allan WHHM—Memphis, Tenn.

B

Bailey, Mel KEX—Portland, Ore.
Bainbridge, John KFMB—San Diego, Calif.
Baker, R. W. WABL—Arlington, Va.
Baldwin, Lloyd W. WZIP—Covington, Ky.
Ball, Noel E. KSWM—Joplin, Mo.
Ballin, Charles WHOM—Jersey City, N. J.
Banks, Claire O. KWWB—Walla Walla, Wash.
Barnhart, Charles E. WMBD—Peoria, Ill.
Barr, Fred WWRL—Woodside, N. Y.
Barth, Bernie C. WLOS—Asheville, N. C.
Bartlett, Marcus WSB—Atlanta, Ga.
Baylor, Dave WJMO—Cleveland, O.
Beals, Ray KVGB—Great Bend, Kans.
Beard, Jay P. KBTM—Jonesboro, Ark.
Beckers, Norb WDSG—Dyersburg, Tenn.
Beckett, Dave KOCO—Salem, Ore.
Bell, Robert WCTC—New Brunswick, N. J.
Bennett, Ray P. KFJB—Marshalltown, Ia.
Berg, Hal WILK—Wilkes-Barre, Pa.
Berger, Dick WOBT—Rhineland, Wis.
Bigley, David E. WJOL—Florence, Ala.
Bignell, Frank WTMJ—Milwaukee, Wis.
Bishara, Charles WINR—Binghamton, N. Y.
Bishop, Scott WIOD—Miami, Fla.
Black, J. A. WGH—Newport News-Norfolk, Va.
Black, Shirl KFXD—Nampa, Idaho
Black, Frank S. WSCR—Scranton, Pa.
Black, Al KMOX, St. Louis, Mo.
Blumenstock, Julia D. WSKB—McComb, Miss.
Bodden, Robert J. KROS—Clinton, Ia.
Boggs, John WLAG—LaGrange, Ga.
Borgesen, Arthur J. WJOC, Jamestown, N. Y.
Bostic, Thomas C. KIMA—Yakima, Wash.
Bowen, Worcester KWTC—Barstow, Calif.
Boyden, Mark WSBT—South Bend, Ind.
Bradley, George KWGB—Goodland, Kans.
Brady, Gervis S. WHBC—Canton, O.
Branson, Todd KENT—Shreveport, La.
Brazzel, R. W. KHQ—Spokane, Wash.
Brewer, Don J. WMRN—Marion, O.
Brewer, Ruth WCPB—Turboro, N. C.
Brewster, Carl KFVD—Los Angeles, Calif.
Briggs, Steven T. WSCA—Bloomington, Ind.
Brisette, A. J. WTAG—Worcester, Mass.
Brooks, David WFCI—Pawtucket-Providence, R. I.
Brown, Beverly WNOE—New Orleans, La.
Brown, Frank Robinson KHUM—Eureka, Calif.
Bruce, Dwight J. WTOG, Savannah, Ga.
Bruckner, A. R., Jr. WGAU, Athens, Ga.
Brunner, P. A. KBIX, Muskogee, Okla.
Buebeck, Harry KNBC, San Francisco, Calif.
Bullis, Lee S. KYJC—Medford, Ore.

C

Caldwell, Fred M. KVET—Austin, Tex.
Calloway, Joe WKCT—Bowling Green, Ky.
Campbell, Yann WAGC—Chattanooga, Tenn.
Cannon, Kessler R. KBND—Bend, Ore.
Caplette, Doug KREO—Indio, Calif.
Card, Aaron C. KVMY, Twin Falls, Idaho
Carey, Sam WRVA—Richmond Va.
Carr, Gene A. WDOD—Chattanooga, Tenn.
Carroll, Jim KWYO—Sheridan, Wyo.
Carswell, Thomas A. WCOA—Pensacola, Fla.
Case, George WINK—Ft. Myers, Fla.
Chapman, Jack B. KTSM—El Paso, Tex.
Charles, Ross WHMA—Anniston, Ala.
Chronicle, Dale R. KBRL—McCook, Neb.
Clarke, Keith H. KIFI—Idaho Falls, Idaho
Cleveland, Bill KMYC—Marysville, Calif.
Cline, Clay, Jr. WJZM—Clarksville, Tenn.
Coe, Ruth E. WMFG—Hibbing, Minn.
Cole, Donn Ramon WLBF—Leesburg, Fla.
Collins, Anne WCNT—Centralia, Ill.
Conger, Fred L. WREN—Topeka, Kans.
Connolly, James WILD—Bessemer, Ala.
Connolly, Joseph T. WCAU—Philadelphia, Pa.
Cooke, Forest W. WHBF—Roek Island, Ill.
Cooke, Ted W. KOIN—Portland, Ore.
Cooke, Turner WMAS—Springfield, Mass.
Cooper, Jim WJVA—South Bend, Ind.
Corbett, Ken WTIK—Durham, N. C.
Coslett, Franklin D. WBRE—Wilkes-Barre, Pa.
Cott, Ted WNEW—New York, N. Y.
Coughlan, Russ KROW—Oakland, Calif.
Crain, Paul KNEW—Spokane, Wash.
Crane, B. Kendall WDGX—Minneapolis, Minn.
Crans, Richard WKIP—Poughkeepsie, N. Y.
Creamer, George WINX—Washington, D. C.
Cudney, Josephine KRAM—Las Vegas, Nev.
Culver, Cal KFYR—Bismarck, N. Dak.
Cummings, Bob WIRK—W. Palm Beach, Fla.
Cupp, Roderick KMBC—Kansas City, Mo.
Currier, Merrill WKRO—Cairo, Ill.
Curtis, James R. KFRO—Longview, Tex.

D

Danbom, M. E. KTTB—Tyler, Tex.
Davidson, Randy WCRS—Greenwood, S. C.
Davis, B. W. KAKC—Tulsa, Okla.
Davis, Stan KOCS—Ontario, Calif.
Dawson, Paul KYUM—Yuma, Ariz.
Dean, Bill WIRE—Indianapolis, Ind.
Denton, Bill KYRC—Arkadelphia, Ark.
Decker, Vic WCMW—Canton, O.
De Moss, Lyle WOW—Omaha, Nebr.
Detwiler, R. E. WTCM—Traverse City, Mich.

Devaney, Frank M. WMIN—St. Paul, Minn.
Dewsnup, Evelyn KWBR—Oakland, Calif.
Dick, R. N. WIBA—Madison, Wisc.
Dickson, Bill KRIO—McAllen, Tex.
Dixon, Marion E. KGVO—Missoula, Mont.
Bodd, Thomas L., Jr. WDEV—Waterbury, Vt.
Doffield, R. E. WOWO—Ft. Wayne, Ind.
Douglas, Dale WTMV—E. St. Louis, Ill.
Dunbar, Willis F. WKZO—Kalamazoo, Mich.
Dunlap, Wallace B. WLIZ—Bridgeport, Conn.

E

Earp, H. Shelton, Jr. WBMD—Baltimore, Md.
Eastman, R. M. KOMA—Oklahoma City, Okla.
Edgar, Bill WBEJ—Elizabethton, Tenn.
Edney, Kermit WHKP—Hendersonville, N. C.
Edwards, George WPWA—Chester, Pa.
Edwards, Hal WISE—Asheville, N. C.
Eiland, Ted WSAZ—Huntington, W. Va.
Engelbrecht, John A. WIKY—Evansville, Ind.
Enos, Corlino H. KPAC—Port Arthur, Tex.
Enterline, Berno WMMJ—Peoria, Ill.
Erwin, Scott W. WCLA—Baton Rouge, La.
Essex, Fred L. WARC—Rochester, N. Y.
Eugene, Les KTFS—Texarkana, Tex.
Ewing, LaVerne B. KIOX—Bay City, Tex.

F

Farrington, Glen L. WTAX—Springfield, Ill.
Faulconer, J. B. WLAP—Lexington, Ky.
Faulder, George B. WMPB—Memphis, Tenn.
Faulkner, Jack WTSP—St. Petersburg, Fla.
Felly, K. WOKO—Albany, N. Y.
Filling, George L. WCAD—Baltimore, Md.
Finch, A. B., Jr. KCLA—Pine Bluff, Ark.
Finkeldey, William WLAM—Lewiston-Auburn, Me.
Fleniken, Anne WKDK—Newberry, S. C.
Flett, Deane R. KTBS—Shreveport, La.
Flynn, Edward F. WSNY—Schenectady, N. Y.
Foley, Dorothy KWFC—Hot Springs, Ark.
Foll, Charles B. KITO—San Bernardino, Calif.
Foster, Alfred E. WHWL—Nanticoke, Pa.
Fowler, J. B. WNGO—Mayfield, Ky.
Fox, Carl KGBX—Springfield, Mo.
Franklin, Tom KYA—San Francisco, Calif.
Froberg, Charles R. WOC—Davenport, Ia.
Frech, Ed J. KFRE—Fresno, Calif.
Frosch, William H., Jr. WISH—Indianapolis, Ind.
Fuller, Charles A. WBET—Brookton, Mass.
Fulton, D. K. WALB—Albany, Ga.
Fuson, James W., Jr. WJZ—Tuscola, Ill.

G

Gardner, Bob KYSM—Mankato, Minn.
Garnes, C. M. KRIG—Odessa, Tex.
Garrison, John WFUN—Huntsville, Ala.
Gatton, Harry WSCS—Statesville, N. C.
Gottings, Matt F. WEAT—Lake Worth, Fla.
Gibson, Meredith WJMR—New Orleans, La.
Giehrst, T. S., Jr. WTMIC—Ocala, Fla.
Glugell, George A. WVRB—Columbus, Ga.
Glass, J. J. WJBC—Bloomington, Ill.
Godt, Paul O. KMYT—Denver, Colo.
Gordon, Larry KAVR—Havre, Mont.
Gordoni, Stan WAPX—Montgomery, Ala.
Graham, A. W. WKST—New Castle, Pa.
Grant, Douglas B. WMT—Cedar Rapids, Ia.
Gratz, Gene WFLO—Tupelo, Miss.
Graymount, Stuart KURV—Edinburg, Tex.
Grayson, Sid KFDD—Wichita Falls, Tex.
Green, W. M. KFQ—Wenatchee, Wash.
Greenwood, Warren M. WIAV—Haverhill, Mass.

Greer, Bob KPRK—Livingston, Mont.
Griffin, John A. KIUP—Durango, Colo.
Griffin, W. R. WNMP—Evanston, Ill.
Griggs, Nelson M. WXGI—Richmond, Va.
Grimm, R. D. KTSW—Emporia, Kans.
Grimm, Shorman WPAR—Parkersburg, W. Va.
Grosso, Lucile G. KLIZ—Brainerd, Minn.
Gunn, Buckingham WGN—Chicago, Ill.
Gustafson, Charles E. KNOX—Grand Forks, N. Dak.

H

Hageman, H. L. WADC—Akron, O.
Haloy, Herb WJEL—Springfield, O.
Halliday, E. M. KSL—Salt Lake City, Utah
Halsted, Charles F., Jr. WTVL—Waterville, Me.
Hamilton, Donald C. WOR—New York, N. Y.
Harden, Frank WIS—Columbia, S. C.
Hardin, James O., Jr. WBHF—Cartersville, Ga.
Harkins, Ben H. KXA—Seattle, Wash.
Harris, Glenn E. KMA—Shenandoah, Ia.
Harrison, Carroll WKEY—Covington, Va.
Hartley, Arnold WOV—New York, N. Y.
Hatcher, Ward WGRC—Louisville, Ky.
Haug, Carl G. WKRG—Mobile, Ala.
Haygood, Horace W., Jr. KOCA—Kilgore, Tex.

Hays, Dou WWNR—Beckley, W. Va.
Heintz, Jack KUSN—San Diego, Calif.
Heltin, Jay J. WLYN—Holyoke, Mass.
Heller, C. B. WJPA—Washington, Pa.
Hendrix, Marshall KXAR—Hope, Ark.
Henry, Fred KLAC—Hollywood, Calif.
Henry, Lew WBRK—Akron, O.
Herbert, R. D. KILO—Grand Forks, N. Dak.
Herkner, E. R. WIMS—Michigan City, Ind.
Herrington, Hugh KPBB—Beaumont, Tex.
Hibbs, E. Douglass WTEL—Philadelphia, Pa.

Higgins, Ed WDNC—Durham, N. C.
Higgins, James W. WWNY—Watertown, N. Y.
Hildebrand, William F. WBUD—Morrisville, Pa.
Hill, Glenn KECK—Odessa, Tex.
Hilton, Freda WHOO—Orlando, Fla.
Hirsch, Ralph L. KFVS—Cape Girardeau, Mo.
Hites, Warren WGAC—Augusta, Ga.
Hobart, Charles WDOS—Oneonta, N. Y.
Hodge, Ted WENY—Elmira, N. Y.
Hoffman, Jack N. KFMI—Tulsa, Okla.
Holmes, James G. WMON—Montgomery, W. Va.

Hoppers, Jim WCMA—Corinth, Miss.
Horning, E. M. KSIB—Creston, Ia.
Hough, Hal WJBK—Detroit, Mich.
Howard, Walter WBXY—Waterbury, Conn.
Howell, Rex KFJX—Grand Junction, Colo.
Hubley, Ben WMNB—North Adams, Mass.
Huff, W. E. WDUK—Durham, N. C.
Hughes, Evan H. KVOL—Lafayette, La.
Hughes, James M. WJAS—Pittsburgh, Pa.
Humbert, Bill KVMA—Magnolia, Ark.
Hunter, C. M. WHK—Cleveland, O.
Hunter, Charles V. WJW—Cleveland, O.
Huston, Jack KFOR—Lincoln, Nebr.
Hutcheson, Mollie KTMC—McAlester, Okla.

I

Ingsstad, Robert E. KOVC—Valley City, N. Dak.
Isaacs, James M. KRUN—Ballinger, Tex.
Ison, Aubrey H. KVVC—Ventura, Calif.

J

Jackson, Floyd M. WPAY—Portsmouth, O.
Jacobs, Don WCMB—Lemoyne, Pa.
Jamerson, Peter WAVZ—New Haven, Conn.
Jarvis, Bob KXRO—Aberdeen, Calif.
Jenkins, Bob KONO—San Antonio, Tex.
Jenkins, L. B. WFTC—Greenville, S. C.
Jesse, James H. KLOU—Lake Charles, La.
Jones, Jimmie KHOZ—Harrison, Ark.
Johnson, Dick WWSA—Harrisonburg, Va.
Johnson, Duane F. KCOY—Santa Maria, Calif.
Johnson, Robert E. WHOB—Gardner, Mass.
Johnson, Tom KBYE—Oklahoma City, Okla.
Jones, James D. KGVJ—Greenville, Tex.
Jordan, Jesse L. WTBK—Troy, Ala.
Journey, Warren H. WFEA—Manchester, N. H.
Joy, Dick KCMJ—Palm Springs, Calif.

(Continued on Page 13)

"ALL-STAR WESTERN THEATER"

94—30 MINUTE TRANSCRIBED PROGRAMS

Howdy Pardner!

Check your cow-pony at the hitching post
and get the low-down on some of the ratings we've lassoed.

WMBD Peoria, Ill. 15.1
WSBT South Bend, Ind. 13.9
WHO Des Moines, Ia. 14.1

WKBZ Muskegon, Mich. 14.3
KMBC Kansas City, Mo. 13.5
WOW Omaha, Nebr. 16.6

WOW!

TOP WESTERN DRAMA

TOP WESTERN MUSIC



ALL STAR WESTERN THEATER

is a sure fire Radio Program, combining
double-barreled entertainment featuring
Republic Picture Stars.

FOY WILLING

and his

RIDERS OF THE PURPLE SAGE

and Special Guest Stars



JERRY COLONNA
JACK HOLT
NICK LUCAS
MONTE HALE
JOHNNY MACK BROWN
JACKIE COOPER
VIRGINIA MAYO
and many, many, others.

**AGENCIES
SPONSORS
STATIONS**

Here's
the show
for you!
Write for
informa-
tion and
we'll shoot
the works—
Audition
Discs
and all.



© JUMP-JUMP

Harry S. Goodman

19 EAST 53rd STREET RADIO PRODUCTIONS NEW YORK, N. Y.



Roll Call of Program Directors



K

Kaiser, Russell O. KWK—St. Louis, Mo.
 Kaler, Randall. WFAS—White Plains, N. Y.
 Kane, M. J. WKOK—Sunbury, Pa.
 Katz, Raymond. WHN—New York, N. Y.
 Kaufman, Robert P. WISR—Butler, Pa.
 Kay, Raymond. WSID—Baltimore, Md.
 Kearbey, Byron, Jr.
 KWOC—Poplar Bluff, Mo.
 Kehoo, Patrick. WMAM—Marinette, Wis.
 Kelly, A. Jack. WGST—Atlanta, Ga.
 Kelly, Leon E. WRAC—Williamsport, Pa.
 Kelly, Paul F. WDIH—Bridenton, Fla.
 Kemp, William T. KYOP—Plainview, Tex.
 Kendall, Joe. KXLE—Ellensburg, Wash.
 Kennedy, Ralph C.
 KUOA—Siloam Springs, Ark.
 Korns, Jerry. WMOX—Meridian, Miss.
 Kerrigan, Jack. WHO—Des Moines, Ia.
 Kibby, Goriot
 WFUR—Grand Rapids, Mich.
 Kiley, William F. WFBM—Indianapolis, Ind.
 King, Charles. WKAL—Rome-Utica, N. Y.
 King, Eugene. WCOF—Boston, Mass.
 King, Fulton. WTQN—Staunton, Va.
 King, Hal. WJVB—Jax Beach, Fla.
 King, Rex. KJLV—Huron, S. Dak.
 King, Sidney. KSLQ—Opeolousas, La.
 Klein, Don. KPQA—Honolulu, Hawaii
 Knightlinger, T. R. KMO—Tacoma, Wash.
 Knopf, E. A. WFDF—Flint, Mich.
 Knutson, Erc. EGY—Olympia, Wash.
 Kockritz, Ewald. WGBS—Miami, Fla.
 Kramer, Worth. WJR—Detroit, Mich.
 Krebsbach, Keith. KGCS—Sidney, Mont.
 Krough, Bill. WGLN—Glens Falls, N. Y.
 Krshka, Frank. KTYI—Shelby, Mont.
 Kument, Robert F.
 WJJI—Niagara Falls, N. Y.

L

Lally, Ed. WBAP—Ft. Worth, Tex.
 Lamb, Ted. KGH—Little Rock, Ark.
 Lansing, Gerry. KWTX—Waco, Tex.
 Latham, Wayne Henry
 WSPR—Springfield, Mass.
 Laube, Ray E. KDEC—Decorah, Ia.
 Laughlin, Ken. KFQD—Anchorage, Alaska
 Laurie, Bill. KJBE—Jacksonville, Tex.
 Lawrence, James H.
 KID—Idaho Falls, Idaho
 Lawrence, Richard. KDAL—Duluth, Minn.
 Lee, Frank. WMBN—Fairmont, W. Va.
 Lemons, Wishard
 KOCC—Oklahoma City, Okla.
 Messenger, Jay. KOKX—Kookuk, Ia.
 Mander, Don. KWLM—Willmar, Minn.
 Lloyd, Jack. KSEK—Pittsburgh, Kans.
 Boehner, Don. WEW—St. Louis, Mo.
 Lockwood, E. C. WKAY—Glasgow, Ky.
 Loftin, Leonard. WKNS—Kinston, N. C.
 Long, Russell D. WGC—Charleston, S. C.
 Lorenz, Sherwood. WOSH—Oshkosh, Wis.
 Lovett, Neil. WAUD—Auburn, Ala.
 Lukins, Harry. KDMO—Carthage, Mo.
 Lynch, Charles T.
 WGGF—Kalamazoo, Mich.
 Lytle, Harry. WMAN—Mansfield, O.

Mc

MacLean, Jean. KBIO—Burley, Idaho
 MacCarrell, Randall
 KXRJ—Russellville, Ark.
 McClay, John L. WPFN—Philadelphia, Pa.
 McClary, Arthur. WGP—Bethlehem, Pa.
 McIntyre, Nell. WKYB—Paducah, Ky.
 McKibben, James B. KIDO—Boise, Idaho
 McMahon, Charles A.
 WNOX—Knoxville, Tenn.
 McNamara, Richard
 WFPG—Atlantic City, N. J.

M

Mack, Bill. WEDC—Chicago, Ill.
 Madison, Bob. KWIK—Hutchinson, Kans.
 Maffie, Al. WLNH—Laconia, N. H.
 Mahlock, Calo O. WKJG—Ft. Wayne, Ind.
 Markham, G. Emerson
 WGY—Schenectady, N. Y.
 Mars, Peter A. WKLA—Ludington, Mich.
 Martin, Luther W. KTRR—Rolla, Mo.
 Martin, Paul. WKBW—Buffalo, N. Y.
 Martin, Reggie. WFTI—Fl. Lauderdale, Fla.
 Mason, Ed. WIBC—Indianapolis, Ind.
 Mathys, Lyle. KVCY—Redding, Calif.
 Matranga, Jack F. KSYC—Yreka, Calif.
 Maxwell, Richard E.
 KMVI—Wailuku, Maui, Hawaii
 Mayes, Jim. WLOH—Princeton, W. Va.
 Meeks, Don J. WMOH—Hamilton, O.
 Merens, Lynn. WRJN—Racine, Wis.
 Merriam, Dwight J. WPGH—Pittsburgh, Pa.
 Merridew, Reginald P. WEAR—Cleveland, O.
 Metcalf, Charles W. WKIC—Hazard, Ky.

Metzler, Arthur J.
 WATO—Oak Ridge, Tenn.
 Mickel, A. E. WGBA—Columbus, Ga.
 Miles, Jim. WBAA—Lafayette, Ind.
 Miller Gene. KUTA—Salt Lake City, Utah
 Miller, James C. III.
 WMFT—Florence, Ala.
 Miller, L. A. KFAB—Omaha, Nebr.
 Miller, Marie D. WIRV—Ann Arbor, Mich.
 Miller, Sunno. WTOD—Toledo, O.
 Miller, William F. WMIX—Mt. Vernon, Ill.
 Milligan, Merritt. WTAD—Quincy, Ill.
 Moad, Rex. WFNS—Burlington, N. C.
 Molloy, Philip
 WHEB—Benton Harbor, Mich.
 Monroe, Bill. KSMI—Seminole, Okla.
 Moore, Christine. WRRZ—Clinton, N. C.
 Morgan, John Carl. WINC—Winchester, Va.
 Morrow, Robert A. WLOG—Logan, W. Va.
 Morse, John. WNEB—Worcester, Mass.
 Morse, Otis. WBSA—York, Pa.
 Morton, Jerry. KXK—Oakland, Calif.
 Moss, C. G. WLTR—Bloomington, Pa.
 Mowder, Warren L. KHAS—Hastings, Nebr.
 Mueller, Rodger. WBIB—Appleton, Wis.
 Mulroy, Bert. WEMP—Milwaukee, Wis.
 Munroe, Paul C. WNRJ—Newark, N. J.
 Murphy, William B.
 KSUH—Susanville, Calif.
 Murray, Don. WAZI—Hazleton, Pa.
 Murray, Louis H. WPAM—Pottsville, Pa.

N

Nelson, Karl R. WTOL—Toledo, O.
 Nelson, Stan. KTSA—San Antonio, Tex.
 Nemon, Robert W. WBDI—Olean, N. Y.
 Newcomb, Alan H. WNCB—Asheville, N. C.
 Newkirk, Alfred B. WICA—Ashtabula, O.
 Newkirk, William S. KATL—Houston, Tex.
 Nickson, George. KXXX, Colby, Kans.
 Nidever, Brice. KASH—Eugene, Ore.
 Niehay, E. A. WLBG—Laurens-Clinton, S. C.
 Nielsen, Rolf S. KOB—Albuquerque, N. Mex.
 Nobles, Tom. WDEF—Chattanooga, Tenn.
 Nolan, James W., Jr. KIT—Yakima, Wash.
 Nord, Evans A. KELO—Sioux Falls, S. Dak.

O

O'Brien, Gerry. KTUC—Tucson, Ariz.
 Oebbecke, Martin N.
 WALL—Middletown, N. Y.
 Oram, Richard G. WRRN—Warren, O.
 Ormsby, B. W. KTB—Tacoma, Wash.
 Owen, Alan. WMD—Atlantic City, N. J.
 Owen, Forrest Flagg
 WELL—Battle Creek, Mich.

P

Palen, E. N. WFRP—Savannah, Ga.
 Palmer, Ken. KPDN—Pampa, Tex.
 Parker, Frank L. KGBS—Hartington, Tex.
 Parker, Ralph S. WMLF—Lewistown, Pa.
 Parkinson, Geer. WBS—Columbus, O.
 Parsons, Ruth. WHAR—Clarksburg, W. Va.
 Patch, Campbell E. WJAC—Johnstown, Pa.
 Patricelli, Leonard J.
 WTIC—Hartford, Conn.
 Patrick, Roger C. KYOS—Bellingham, Wash.
 Patterson, Pat. KCRG—Cedar Rapids, Ia.
 Paulsgrove, William H.
 WJEJ—Hagerstown, Md.
 Paulson, Robert C.
 KATE—Albert Lea, Minn.
 Payne, Donald J. WICY—Malone, N. Y.
 Payne, Charles F. KIXL—Dallas, Tex.
 Peck, C. W. KRUL—Corvallis, Ore.
 Peden, Katherine. WHOP—Hopkinsville, Ky.
 Penfield, Add. WBNY—Rochester, N. Y.
 Penner, Ray. WLOW—Norfolk, Va.
 Perkins, George M. WHDH—Boston, Mass.
 Perron, Charles P. WFRG—Reidsville, N. C.
 Perry, Stu. WWSR—St. Albans, Vt.
 Peters, William. WESB—Bradford, Pa.
 Phaup, Allan J., Jr. WMBG—Richmond, Va.
 Phillips, Gordon R. WROY—Roanoke, Va.
 Pieplow, E. C. KABR—Aberdeen, S. Dak.
 Pindexter, Ruth. KLOK—San Jose, Calif.
 Powell, Garland. WRUF—Gainesville, Fla.
 Poyner, Graham B. WPTF—Raleigh, N. C.
 Princel, Carl V. WCHA—Chambersburg, Pa.

Q

Quattlebaum, J. B.
 KWCO—Chickasha, Okla.

R

Rand, Ted. KDRS—Paragould, Ark.
 Randolph, F. M. KVOO—Tulsa, Okla.
 Ray, Robert. WBUY—Lexington, N. C.
 Reams, Hunter. WARK—Hagerstown, Md.
 Reber, Don. KEIO—Pocatello, Idaho
 Reek, Myron A. WWXI—Peoria, Ill.

Reed, Vernon. KFII—Wichita, Kans.
 Reeve, Ray. WRAL—Raleigh, N. C.
 Reinholdt, R. B. KWIN—Ashland, Ore.
 Rerrando, Joe. WLPO—La Salle, Ill.
 Reynolds, Paul E. WDBJ—Roanoke, Va.
 Richardson, Deuel. WCRB—Waltham, Mass.
 Richins, Kay W.
 KDYL—Salt Lake City, Utah
 Riesen, Albert. KYSO—Ardmore, Okla.
 Rigby, Loch M., Jr. KPAS—Banning, Calif.
 Ritchie, S. C.
 CKLW—Windsor, Ont.-Detroit, Mich.
 Roberts, Donald C.
 KDB—Santa Barbara, Calif.
 Robinson, Ralph J.
 WACE—Chicopee-Springfield, Mass.
 Robinson, Wip, III.
 WVVW—Fairmont, W. Va.
 Robison, Thomas G.
 KXLQ—Bozeman, Mont.
 Roche, William B. WFBR—Baltimore, Md.
 Rock, Edward L. KVOC—Casper, Wyo.
 Roer, Catherine
 KWDS—Jefferson City, Mo.
 Rogers, Craig. KALL—Salt Lake City, Utah
 Rogers, W. Robert
 WQQW—Washington, D. C.
 Roseoe, Paul. KRES—St. Joseph, Mo.
 Rothrum, William V.
 WSYR—Syracuse, N. Y.
 Russell, Avis. KFAM—St. Cloud, Minn.
 Russell, Earle. KNQB—Stockton, Calif.
 Russell, Mark. WJJD—Chicago, Ill.
 Ryder, Les. WCEP—Dubois, Pa.
 Rygel, Joann. KMUS—Muskego, Okla.

S

Sabin, Bob. KDON—Monterey, Calif.
 Sague, S. R.
 WSRS—Cleveland Heights, Ohio
 Saksburg, Joe. WARM—Scranton, Pa.
 Sapp, Mark. KWRZ—Flagstaff, Ariz.
 Schneek, W. Leroy. WNAE—Warren, Pa.
 Schneider, John. WCMD—Cambridge, Md.
 Schoecraft, Bill. WKSR—Pulaski, Tenn.
 Scott, D. W. KCSJ—Pueblo, Colo.
 Scott, David. WKNB—New Britain, Conn.
 Scott, George M. WBBQ—Augusta, Ga.
 Scott, Herb. WVGCS—Tifton, Ga.
 Scott, Phil. KOGT—Orange, Tex.
 Selah, C. W. WIRL—Peoria, Ill.
 Selley, Art. WBAC—Cleveland, Tenn.
 Serwin, Jay. WOTW—Nashua, N. H.
 Shacklette, James
 WTCC—Campbellsville, Ky.
 Shaffer, Frank E.
 WKNA—Charleston, W. Va.
 Sharp, Tom. WTRY—Troy, N. Y.
 Shaw, Dave. KRNO—San Bernardino, Calif.
 Shaw, Harold B. WOAY—Oak Hill, W. Va.
 Shark, Boulah M.
 KCHS—Hot Springs, N. Mex.
 Shreve, H. M. KTOK—Oklahoma City, Okla.
 Shriner, T. J. KTJS—Hobart, Okla.
 Shumate, Gene. KWEN—Reno, Nev.
 Simpson, C. H. WHUN—Huntingdon, Pa.
 Siverson, Charles. WHAM—Rochester, N. Y.
 Skinnell, Julian F. WLBR—Lebanon, Pa.
 Smith, Cal. KRCC—Rochester, Minn.
 Smith, Dick. WHB—Kansas City, Mo.
 Smith, R. H. WCYB—Bristol, Va.-Tenn.
 Smith, U. Scott. KWPC—Muscatine, Ia.
 Smith, Wendel. KTS—Springfield, Mo.
 Smythe, Marlin E. KRKO—Everett, Wash.
 Snell, George. KEEN—San Jose, Calif.
 Snyder, Joe N. WLXC—La Crosse, Wis.
 Souis, Berton. WCHS—Charleston, W. Va.
 Sooy, Byard E., Jr. KREL—Bartown, Tex.
 Spearstra, Jerry. KWJJ—Portland, Ore.
 Spencer, Stewart. WRUN—Utica, N. Y.
 Spencer, William H.
 WHOT—South Bend, Ind.
 Spiro, Walter. WDWB—Dawson, Ga.
 Spokes, A. E. WJOY—Burlington, Vt.
 Stagg, Louise B. KSIG—Crowley, La.
 Stamper, Walter H., Jr.
 WDXB—Chattanooga, Tenn.
 Stamps, Weldon. KSEO—Durant, Okla.
 Standage, Mel. KVVU—Utah, Utah
 Steed, Hy M. WLAV—Grand Rapids, Mich.
 Steiner, George. KSGN—Sanger, Calif.
 Stelling, Jack. KTXI—San Angelo, Tex.
 Stenger, John H., III.
 WBAX—Wilkes-Barre, Pa.

Stevens, Carlyle
 KFAC—Los Angeles, Calif.
 Stevenson, Paul. KSET—El Paso, Tex.
 Stewart, Elliott. WIBX—Utica, N. Y.
 Stewart, John H. WEDO—McKeesport, Pa.
 Stierman, Arnie. KDTH—Dubuque, Ia.
 Stokes, Harold. WENR—Chicago, Ill.
 Stone, Clair J. WTAQ—Green Bay, Wis.
 Stone, Jerry. WDNB—Daytona Beach, Fla.
 Stoner, Roger. KGGF—Coffeyville, Kans.
 Stutes, M. N. KHBC—Hilo, Hawaii
 Sunderland, Dale. KFCB—Cheyenne, Wyo.
 Swofford, Thomas J. KPOJ—Portland, Ore.
 Swales, Stanley. WWJ—Detroit, Mich.
 Swan, W. Gordon
 WBZ-WBZA—Boston-Springfield, Mass.
 Sweeney, Kevin. KFI—Los Angeles, Calif.

T

Taplin, Preston L. WELM—Elmira, N. Y.
 Tate, Frank. WCOL—Columbus, O.
 Terry, John R. WTNS—Coshocton, O.
 Tervey, Tys. WBIR—Knoxville, Tenn.
 Thomas, Bob. WJAG—Norfolk, Neb.
 Thomson, Verl. KISD—Sioux Falls, S. Dak.
 Timm, Chuck. WSVI—Pekin, Ill.
 Tison, W. Walter. WALT—Tampa, Fla.
 Tooke, Franklin A.
 KDKA—Pittsburgh, Pa.
 Trace, Gene. WAKK—Akron, O.
 Tremble, S. B. KCMO—Kansas City, Mo.
 Troutman, Elmer
 WMNC—Morgantown, N. C.
 Trudeau, Edward L. WABY—Albany, N. Y.
 Tucker, Art. KSVQ—Richfield, Utah
 Tucker, Bob. KRIC—Beaumont, Tex.
 Tufts, Warren. KYNO—Fresno, Calif.

U

Ulbrich, Raymond G.
 WSOO—Sault Ste. Marie, Mich.
 Urban, Joseph G. WCLO—Janesville, Wis.

V

Van Grundy, Charles. KVLK—Alpine, Tex.
 Vaughan, Bill. WSEC—Somerset, Ky.
 Veal, Speed. WHIP—Jacksonville, Fla.
 Velz, Richard A. WRNT—Richmond, Va.
 Venn, Robert G. WMIE—Miami, Fla.
 Vernon, Conrad, Jr. KNOW—Austin, Tex.
 Vogel, Phil. WGVK—Charleston, W. Va.
 Voss, Frank J. WRAW—Reading, Pa.

W

Wagner, Jay. WLEC—Sandusky, O.
 Walker, Allan B.
 KRAF—Fairbanks, Alaska
 Walker, Denny. WJMM—Lewisburg, Tenn.
 Walker, Hal. WJPM—Milwaukee, Wis.
 Walker, Larry. WBT—Charlotte, N. C.
 Wallace, Jack. KBST—Big Spring, Tex.
 Walter, Robert G. WARD—Johnstown, Pa.
 Walters, Evaroe. WCNB—Connersville, Ind.
 Walters, Stanley. WAMI—Laurel, Miss.
 Waltz, Gordon N.
 WKTA—Miami Beach, Fla.
 Wamble, Lucille W. WTYS—Marianna, Fla.
 Warnock, Glenn P. WAIM—Anderson, S. C.
 Warren, Charles C. WCMJ—Ashland, Ky.
 Warren, William J. WTH—Baltimore, Md.
 Waters, Gene. WTM—Maysville, Ky.
 Watson, Joe W., Jr. KYOU—Uvalde, Tex.
 Weatherbee, Paul. KPAB—Laredo, Tex.
 Weaver, Rick. WCAV—Norfolk, Va.
 Weaver, William A. KGF—Shawnee, Okla.
 Weir, V. Hamilton. WLEU—Eric, Pa.
 Welch, Homer. KGW—Portland, Ore.
 Weller, L. B. WJOB—Hammond, Ind.
 Wells, H. G. KOLO—Reno, Nev.
 Werling, Rupe. WIDG—Philadelphia, Pa.
 Wescott, Ed. WDAK—Columbus, Ga.
 Whillock, Westernman. KDSH—Boise, Idaho
 Whitaker, Robert C. WBEX—Chillicothe, O.
 Whittington, Edna. WVCH—Chester, Pa.
 Whitworth, Ray. KAMO—Amarillo, Tex.
 Widenhofer, Norman. WGL—Ft. Wayne, Ind.
 Wideo, Russ. WJPG—Green Bay, Wis.
 Wilburn, David. WKYN—Louisville, Ky.
 Wilkinson, Raymond S.
 WCEC—Rocky Mount, N. C.
 Williams, Jack. KOY—Phoenix, Ariz.
 Williams, Marc. WTOM—Bloomington, Ind.
 Williams, Zeb. KXOX—Sweetwater, Tex.
 Wilson, George H., Jr.
 WSTV—Steuenville, O.
 Wilson, Paul A. KANS—Wichita, Kans.
 Wilton, R. S.
 KVEC—San Luis Obispo, Calif.
 Winoriter, Florian J. KOPP—Ogden, Utah
 Wirth M. H. WOAP—Owosso, Mich.
 Woodland, Cecil. WCSS—Amsterdam, N. Y.
 Woodie, Hamilton M.
 WOLF—Syracuse, N. Y.

Y

Wright, Charles H.
 WELI—New Haven, Conn.
 Wright, Jim. KVKM—Monahans, Tex.
 Wyatt, Dewitt. WPDN—Charlottesville, W. Va.
 Wynn, Read W. WTAI—Tallahassee, Fla.

Z

Zess, Roy F. WMGA—Moultrie, Ga.

*Syndicated Transcribed Programs That
Sell Time for Stations - Build Audience
- and Sell Merchandise for Sponsors at
Rates Within Even the Most Moderate of
Advertising Budgets! Your Cost - Only
a Fraction of Actual Production Costs!*

"THE SPICE OF LIFE": 39 ½-hour musical variety programs—written entirely in rhyme—with a sensational cast. Nothing else like it anywhere. Beyond question the greatest musical variety program ever produced, either "live" or transcribed. Building terrific ratings wherever it is on the air.

"GLORIA CARROLL ENTERTAINS": 78 ¼-hour programs starring Gloria Carroll in a ¼-hour of music that's different from anything obtainable in a library series—giving sponsors a different DISTINGUISHED exclusive program.

"THE FAMILY ALBUM": 78 ¼-hour programs starring Gene Jones, assisted by The Girl Friends, with Don Hicks (piano) and Hal Freede (organ). A program with a unique twist—easy-to-listen-to, easier to audition and sell.

"THE BAND CONCERT": 26 ¼-hour programs featuring the most famous Service Bands in England, including the Bands of The Coldstream Guards, The Grenadier Guards, The Welsh Guards, The Royal Artillery, The Irish Guards, The Scots Guards. Sensational!

"FURS ON PARADE": 39 ¼-hour programs. The most successful fur promotion in the fur retailing field. Establishes the sponsor as THE fur headquarters in their cities. 1948-49 edition now available.

These and other successful programs are available to help stations and agencies better serve their radio accounts. (See Page 28) Tell us what type of show you want, and the chances are we can supply it—at low cost—and of top flight calibre. Audition samples on memo for 30 days.

Kasper-Gordon, Incorporated

140 Boylston Street

Boston 16, Massachusetts

**The Oldest—and One of the Country's Largest
Producers of Successful Syndicated Transcribed Programs**

[All Kasper-Gordon programs are distributed in Canada by All-Canada Radio Facilities, Limited, with the exception of "FURS ON PARADE," "ADVENTURES IN CHRISTMAS TREE GROVE" and "SANTA'S MAGIC CHRISTMAS TREE." These three programs are distributed by National Programs, Limited.]

NETWORK PROGRAM TRENDS

web v. p's, give views

By Ken R. Dyke

Administrative Vice-Pres. In Charge of Programs, NBC

FROM here out those who create and produce the "Radio Shows of Tomorrow" will be faced with the ever-increasing challenge and competition of television. And in my opinion this is one of the best things that has happened to radio in years.

Television is growing with truly supersonic speed—its audience is already estimated at 10,000,000 viewers. As its programs improve in quality and appeal, television competition will have a major effect on sound broadcasting.

I am one of those who believe that sound broadcasting is not going to be put out of business by television—that it's here to stay in a major way for many years to come—providing that networks, stations, agencies and advertisers; writers, idea men and producers meet this new challenge with new ideas, new talent, new programs with the freshness and vitality to hold the listeners attention against the novelty and in-

terest value of the new medium.

The "giveaway" craze has been bad for broadcasting just as "bank night" was bad for the picture business. The recent action of the FCC designed to clarify the lottery aspects of "giveaway" programs is commendable and it is only regrettable that the business itself didn't take the action first.

By 1949 the new Standards of Practice of the NAB should be in full force. Let us hope that the shows of tomorrow—both sound and television will measure up fully to the standards so clearly and simply expressed in the NAB code.



DYKE

By Hubbell Robinson, Jr.

Vice-Pres. and Dir. of Programs, CBS

THE responsibility that the creators of network programming are going to have to face in the season just ahead is heavier than at any time during the past 15 years.

The product with which the networks fill their open time this fall will be more carefully scrutinized by potential buyers than ever before. The demand for real values is more intensive.

This means that there will be a proportionately greater need for genuinely creative showmanship, for the finding and developing of fresh, new properties. This can happen in two ways.

First, many personalities who have never had starring roles or who have never appeared on the air at all provide an opportunity for shrewd show builders to create new vehicles.

Second, writers with genuinely original ideas should find a market for their wares.

In either case, imagination, ingenuity, resourcefulness and skill are going to be more important than dollars. It does not seem a wild prediction to forecast that only those producers or those producing organizations who have that kind of talent will be in the black by the end of the year.

It is that approach which has governed the creation of the shows which CBS has inaugurated this summer.

Actually, the coming season, while it presents new and challenging problems also represents a big chance. It may be the biggest chance ever offered to producers with genuine ability to create effective, reasonably priced entertainment.



ROBINSON

By Charles C. Barry

Vice-Pres. In Charge of TV and Radio Programming, ABC

TRENDS in radio programming are apt to be extremely ephemeral (a word I just coined).

So far as the American Broadcasting Company is concerned, the only trend we recognize is toward better programs—finer drama, funnier comedy, better music, more varied variety, more searching documentaries, more enlightening forums and discussions, more evocative educational broadcasts.

Seriously, I think that has been the principal trend in radio programming for at least the last two decades. From time to time, we have a spate of specialized programs which prove to be extremely good listening fare and which, unwarrantedly in my opinion, lead some people to assume that they are to set the whole pattern of broadcasting.

Outstanding in this category is a program the American Broadcasting Company is currently presenting on Sunday nights—"Stop the Music." But this program is the culmination rather than the initiation of a trend, to my way of thinking.

At its best, radio is a mirror of the people it serves. I think that this is the trend that will continue and that radio programs will be geared to the likes, interests and aspirations of that nebulous figure usually denominated as the "average American."



BARRY

By Phillips Carlin

Vice-Pres. In Charge of Programs, MBS


WE foresee a trend to more hour-long programs, more diversified and featurized news presentations, more adult documentaries and a greater effort on the part of radio to develop new personalities and combination video-radio productions.



Right now radio is in the throes of the same kind of give-away cycle that hit the movies many years ago and that recurs frequently in printed media. Everyone is dreaming up audience participation programs with competition causing more and more emphasis on the give-away. The "You're right, Mrs. Jones" program with a fundamentally entertaining format will, however, continue to attract listeners.




I believe that radio in the next year will show a very marked tendency to renew its efforts to develop new personalities. This effort will be due, in a degree, to the upsurge of interest in television, particularly in the key marketing areas. Video will mean a greater turn-over of talent. The only practicable solution with both AM and television to serve, from the programming viewpoint, seems to be to develop show combinations and personalities for joint AM-Video presentations. Also at the present time, talent costs for many of the personalities who have been on AM are too high in comparison with the effectiveness of the advertising for the sponsor's products.



CARLIN

 "New York's most dynamic
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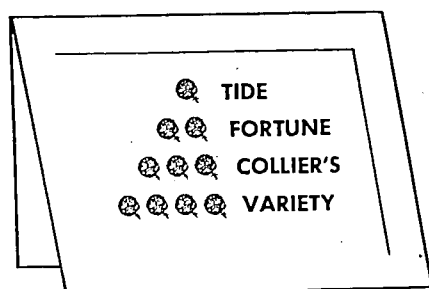
  "A serious competitor of
the biggest networks"

   "Perhaps the most successful
enterprise in radio"

    "A fabulous operation"

Bouquets for Us...

mean New York's No. 1 buy for You-



Represented by John Blair & Co.

WNEW

ON THE AIR 24 HOURS A DAY

1130
ON YOUR
DIAL

BUILD "SHOWS OF TOMORROW" FOR ANY SPONSOR WITH CAPITOL TRANSCRIPTIONS

FLEXIBLE LIBRARY SERVICE ADDS 30 NEW HOURS EVERY WEEK

"Shows of Tomorrow" are yours today with Capitol Transcriptions. You can build star shows for any sponsor with this service. Modern, up-to-date, you start with a basic library of over 3,000 selections — then each week in comes an additional 30 hours of sparkling entertainment. Here's real flexibility. Shows like "Sunset and Vine," "Hayloft Jamboree," "My Serenade," and many, many others. Shows built around such stars as Peggy Lee, King Cole Trio, Johnny Mercer, Stan Kenton, Tex Ritter, Gene Krupa, Frank DeVol, Duke Ellington, King Sisters, Merle Travis, and others. And you get these pluses: Artists' voice tracks for that "personal appearance." Smart musical backgrounds for commercials. Indexes and filing cabinets for quick handling. Bi-weekly newsletter loaded with ideas and suggestions. Sales aids for time salesmen and publicity. You build your own shows, or follow our formats. But it's *your* locally produced show.



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Capitol Transcriptions
Sunset and Vine, Dept. R815
Hollywood 28, California

- Please send me your descriptive booklet
- Include sample transcription

Name _____
 Station _____ Position _____
 Street _____
 City _____ State _____

IN JULY, 1948

MORE LISTENERS* TUNED TO

WNEW

8 A.M. — 8 P.M. (MON-SAT)

THAN TO ANY OTHER STATION

BUT ONE...

***THE PULSE, NEW YORK**

RADIO DAILY

TRANSCRIPTIONS RIDING HIGH

—leaders review ET strides

By John L. Sinn

Vice President, Frederic W. Ziv Co.

WITH nearly everyone casting a weather eye at the future of radio in general, it's only natural that the transcription industry is taking a good look at the future of ET's. In the long run, of course, the future of transcriptions is tied tightly to the future of radio. But, I believe that 1949 will be transcription's biggest year—that ET's will make greater strides in the next twelve months than the rest of the radio industry.

Local and regional advertisers have long discovered the effectiveness of the use of the proper big-time transcribed radio shows at a nominal cost. However, not until very recently have some of the national advertisers realized that they can make money-saving buys of transcribed programs, and put them to tremendously effective use on a spot basis.

National advertisers are turning to spot radio and transcribed programming for another reason, too. Many of them are moving into television—using TV shows as the TV markets open up.

The local and regional advertisers continue to use transcribed programs on an ever increasing scale. They have seen in 1947 and the first half of '48, ET's get higher and higher Hoopers. Actually, local ratings on transcribed programs are at an all time high. They have learned that radio advertising on the local and regional level demands network quality programming. Transcriptions have proved to be the answer.



SINN

By Ray Green

General Manager, Kermit-Raymond Radio Productions

TO say that transcribed programs have grown in stature by leaps and bounds in the past few years, would frankly be putting it mildly, but some producers of transcribed shows have literally been moving the industry backward in their claims as compared to their productions, and this is likewise putting it mildly.

In the past year or so, many producers have tied themselves to a star and produced a series of programs built around that star. They have gone into much ballyhoo, exploitation and advertising about these specific programs and stars. Advertisers bought these programs on the strength of the star's name. Buyers were not few but many, a great many, and then a great many of these buyers became unhappy, and for good reason. Many of these programs were badly produced. On some of these programs, the big star appeared on the show momentarily, leaving

the impression that the producer just hitched his wagon to the star's name value and then lost completely sight of the program and the best use of that star for his talents. No inferences are made to any one producer, but to a number of them. Transcribed programs built around important name stars is considerably important towards building the industry as a whole, but these same programs badly done can seriously set the business back because of the ill will it creates.

We at Kermit-Raymond believe in the big name star policy for transcribed programs. As far back as 1939, we started such a policy and have built practically our entire business around it, but we have not lost sight of good programming.



GREEN

By Alfred L. Hollender

Vice President, Louis G. Cowan, Inc.

MATURITY for the open end transcription business was finally realized during the past season, a season which served to emphasize three important developments. First, virtually every new series put into production was a first rate network-caliber program, many boasting big name talent. Second, the advent of such improved programming practically wrote an end to the acceptability of antiquated open enders produced ten and fifteen years ago and still being peddled—much to the detriment of the industry. Finally, fly-by-night attempts to sell a series based upon audition discs only ceased for the most part as advertisers and station operators learned to recognize and deal with only those companies of proven reputation.

It has been such practices as the latter two that have created a blot upon the integrity of the industry. But through the efforts of a select group of companies, and the impact of the first-rate programs, a new acceptance for open enders has been realized.

Already signs of a pre-war type of open end business are in evidence with many individuals possessing old film of any sort attempting sales, advertising in the trade journals, and setting up "companies" for the sale of syndicated film properties. Vaults containing footage that should have been destroyed years ago are being emptied and dumped upon the television market. And the reputation carefully built up during the past few years for reliable first-rate open end products once again is endangered.



HOLLENDER

By Aaron S. Bloom

Treasurer, Kasper-Gordon, Inc.

ONE HUNDRED years ago, gold was discovered, at Sutter's Creek in California. Now—a century later—advertisers, advertising agencies, radio stations, and some producers of transcribed radio programs are discovering a new bonanza—in electrical transcriptions.

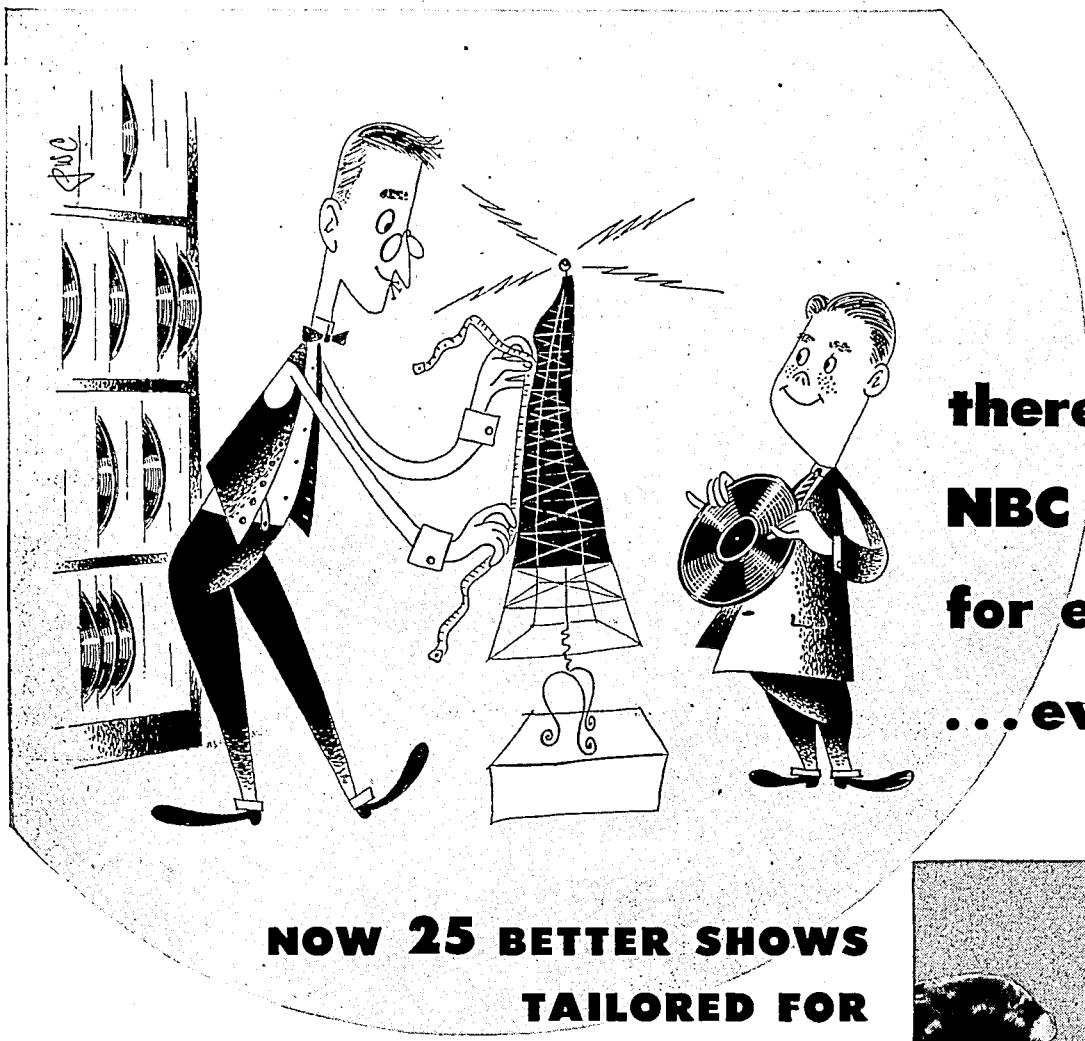
Nineteen Forty-nine will be the biggest year to date for the disc or transcribed radio program. With more radio stations in operation, and with more advertising agencies and advertisers turning to recorded programs for national spotting, as well as regional and local use—the transcription has at last come into its own. And well it should, because transcriptions are indispensable to broadcasting.

No independent or local radio station can get along without transcriptions. The open-end or syndicated transcribed program enables local and regional advertisers to compete for audiences with network "name" or "star" doesn't make the program. "The show's the thing"—always has been—always will be—and many transcribed programs without "big names" may be better produced than some network shows.

It is more important for some sponsors to be able to concentrate sales promotion where efforts must be increased to cooperate with dealers, than to be saddled with some stations in some markets where they may not be wanted for some reason or another. It isn't always possible to buy split networks as the client wishes. The syndicated transcribed or open-end, or custom-built transcribed program is the only practical solution.



BLOOM



there's an
NBC Recorded Program
 for every advertiser
 ... every listener

**NOW 25 BETTER SHOWS
 TAILORED FOR
 BETTER PROGRAMMING
 AT LOWER COST**



The Haunting Hour ▶

Original psychological mysteries, "whodunit" thrillers, crime crusade themes and tales of excitement by ace radio writers—with radio-stage-screen stars including Betty Furness, Jed Prouty and Berry Kroeger. 52 half-hours for 1-a-week broadcast.

Other NBC Recorded Spine Chillers:
THE WEIRD CIRCLE—78 half-hours for 1-or-more-weekly broadcasts.
MERCER McLEOD . . . THE MAN WITH THE STORY—52 quarter-hours for 1-a-week broadcast.
FIVE-MINUTE MYSTERIES—260 5-minute programs for 3-a-week broadcast.



▲ **The Playhouse of Favorites**

The world's greatest novels and plays in brilliant dramatized editions—with all-star casts including Wendy Barrie, Les Tremayne, John Carridine, Signe Hasso and Elissa Landi. Typical programs: *A Tale Of Two Cities*; *Kidnapped*; *Ivanhoe*; *A Doll's House*; *She Stoops To Conquer* and *Anna Karenina*.

Other NBC Recorded Dramatic Headliners:
Comedy—**A HOUSE IN THE COUNTRY**—52 half-hours for 1-a-week broadcast. ▶
Adventure—**STAND BY FOR ADVENTURE**—78 quarter-hours for 2-a-week broadcast.
Romance—**MODERN ROMANCES**—156 quarter-hours for 3-a-week broadcast.



Aunt Mary

One of radio's most successful daytime serial programs, it's the heartwarming story of a woman's fight for human dignity and understanding. Sponsored "live" over NBC Western Network by national advertiser.

Here's Hooper History: El Paso—10.5 . . . Spokane—8.3 . . . Omaha—11.4 . . . Fresno—8.9. 605 quarter-hours for 5-a-week broadcast.

Another Top-Rated NBC Recorded Serial:
BETTY AND BOB—390 quarter-hours for 5-a-week broadcast.

SEASONAL SPECIAL

Touchdown Tips with Sam Hayes

Available Now For Fall, 1948
 In its seventh great year—this pioneer recorded football forecasts-and-facts show is a complete Fall merchandising package. Week-by-week forecasts of the season's top games. 13 quarter-hour programs for weekly broadcast throughout the coming football season.

For Year-'Round Sports Appeal:

ROUGH THE SPORT GLASS—A parade of sports highlights covering the entire field. Quarter-hours for 1 or 2-a-week broadcast.

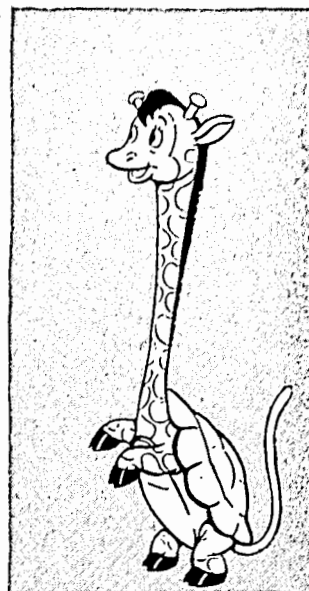


THREE GREAT JUVENILE SHOWS

At Christmas-Time
HAPPY THE HUMBUG—Whimsical comedy adventures of a fanciful animal hybrid and his animal pals. 64 quarter-hours; 15 pre-Christmas; 39 post-Christmas for 2-or-3-a-week broadcast.

MAGIC CHRISTMAS WINDOW—Favorite fairy tales dramatized as two youngsters find themselves behind the glass of a store window with the toys come-to-life. 25 quarter-hours for 3-or-more-weekly broadcasts. *Anytime*

DESTINY TRAILS—Authentic adaptations of famed James Fenimore Cooper tales including *The Deerlayer*; and *The Last Of The Mohicans*. 156 quarter-hours for 3-a-week broadcast.



◀ The Three Suns and a Starlet

America's favorite instrumental trio—with popular guest songstresses Nan Wynn, Kay Armen, Irene Daye, Dorothy Claire—in a musical program styled of sunlight and stardust. 78 quarter-hours for 3-a-week broadcast.

Other Delightful NBC Recorded Musicals:

TIME TO SING with Lanny and Ginger Grey—156 5-minute programs for 3-a-week broadcast.

CARSON ROBISON AND HIS BUCKAROOS—117 quarter-hours—frequency optional.

ART VAN DAMME QUINTET WITH LOUISE CARLYLE—117 quarter-hours for 3-a-week broadcast.

TIME OUT FOR FUN AND MUSIC—With Allen Prescott and Ted Steele. 65 quarter-hours for 1-or-more-weekly broadcasts.

REFLECTIONS—104 quarter-hours for 2-a-week broadcast.



Allen Prescott... The Wife Saver

Maturing one of radio and television's cleverest performers, originator of the "Wife Saver" and the "Didja Know"—Allen Prescott... with laugh-flavored household hints and the same light-hearted, sharp-witted repartee that has brought fan mail by the carload to a score of nationally-known advertisers. Music by Rosa Rio and Brad Reynolds. 156 quarter-hours for 3-a-week broadcast.

NBC Recorded Especially For The Girls:

SEE AND GET IT—Sparkling audience participation show with m.c. Bob Russell, Alma Kitchell and Gaynor Maddox. A banquet of information and laughs... ideal for food advertisers. 156 quarter-hours for 3-a-week broadcast.



FIVE-MINUTE SPECIALTIES

THE NAME YOU WILL REMEMBER—Engaging personality show about notables in the news with William Lang. 260 5-minute programs for 3-or-5-a-week broadcast.

GETTING THE MOST OUT OF LIFE TODAY—Down-to-earth inspirational talks tuned to the times by Dr. William R. Stidger. 117 5-minute programs for 3-a-week broadcast.

PROGRAMMED AND PROVEN OVER 1000 RADIO STATIONS

... Radio Recording Division

Service of Radio Corporation of America
 Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco

NBC Radio-Recording Division, Syndicated Program Sales
 30 Rockefeller Plaza, New York 20, New York

Send us complete information on:

 PROGRAM TITLE(S)

All 25 NBC Syndicated Programs

NAME..... TITLE.....

COMPANY.....

ADDRESS.....

CITY..... ZONE..... STATE.....

A CASE



THE NATIONAL BROADCASTING COMPANY • HOLLYWOOD

OF Sharps, Flats and Furniture

For more than half a century Bekins Van & Storage has been moving people's property. And people have learned a lot about Bekins' service and facilities — as the result of 53 consecutive years of advertising, capped this year by the smart choice of sales messages on the NBC Western Network.

When *The Music Hour From Hollywood* moved to NBC from another network last October, its Hooperating doubled the first month — and doubled again in two months more, to hit a peak of 9.3 in December. One of NBC Western Network's newer shows, it has run neck and neck the past six months for top Pacific rating, in its time slot, against a long-established favorite. And as summer took over from spring, *The Music Hour From Hollywood* was clearly in the lead.

Sales platform for intelligent planning and teamwork between agency and network: pack 30 minutes on the NBC Western Network with solid musical satisfaction—store it to the rafters with happy vocal talent like Lucille Norman's and the sparkle of Henry Russell's orchestra—move an exciting series of talented guests to the radio stage—and time the show side by side with the most popular programs in radio.

The Music Hour From Hollywood (9:30-10 PM) directly follows *Your Hit Parade*.

Bekins' satisfaction matches that of other advertisers with careful eyes on the West—Richfield Oil, Sperry Flour, Planters Nut & Chocolate, Standard Oil, Tillamook County Creamery and more, regional and national. Past experience and current profits point the logic: A program built to click, in the company of *other* programs that click—and heard over the powerful facilities of the NBC Western Network—mean sales that multiply and move across the land.

SAN FRANCISCO **NBC WESTERN NETWORK**

A Service of Radio Corporation of America



PLEA FOR RECOGNITION

—would organize directors clinic

By Ted Cott

Vice-President In Charge of Programs, WNEW, New York

THE radio prophets are racing like Paul Reveres throughout the countryside announcing that the redinks are about to invade radio. Cries of alarm and warning proclaim the invasion of television coming to conquer the land of the AM'ers. Hastily the radio leaders are consulting their bankbooks; may we respectfully urge that they consult with their program directors.



COTT

Radio does not reach and please its listeners with its budgets but rather with its brains. Today, in the face of the most competition that standard radio has ever known, we note with increasing alarm, that, here in our twenty-sixth year, we have still abdicated the right of free assembly of our program people to the academic needlings of annual college institutes who have persisted in their aim of turning America's living rooms into school rooms. Nowhere, but nowhere, is there a place for the program people of radio to gather, discuss, instruct, learn, or

exchange information.

The engineers have well-organized clinics where the sources of supply erect a million dollars worth of equipment for demonstration and instruction. The managerial echelon invade one of our larger cities each year under the aegis of the NAB to solve their problems. It is rather shocking when you realize that all this effort is valid only if the programs are worth the effort. Nobody has yet bought a radio set to hear a frequency test record broadcast. Yet the advance in engineering has not been met by the advance in programming. It's sound business to invite the Cinderellas to the ball, so radio can live happily ever after.

We can hackney out a phrase from the jungle of the speechmakers and announce that radio is at the crossroads. We can sound out the alarm again that the giveaway shows are turning radio into an auction, with the different networks topping each others bids for listeners. But Bingo, Dishes, and Bank Night didn't improve the movie business until they started producing better pictures.

Flowers don't grow in unwatered soil. Better programming is not the work of inspired dreamers but the end product of skilled mechanics. To fertilize the field, we need, and must have soon, a meeting place for programmers. We need and we must have soon a clinic for the presentation of new methods. We need and must have soon a convention where creative programs are the headlines and not the footnotes. In short, we need a place for the program people of radio to get together and saturate themselves for three days with the stimulation of programming tools, techniques, and ideas; to carry back home and plant the seed of an idea that was grown in New York, put into practice the gimmick that made for new listeners in Des Moines.

Radio's programs are the end products of all radio's citizens. The engineers, the salesmen, the agency people, the announcers, the actors, the writers, yes, the sponsors, all travel the track of programs. But the programming Special is sidetracked, a red light halts its progress.

The current rash of giveaways on the air is spoiling the complexion of radio's face. If the FCC restriction against this type of broadcast is put into affect, radio faces a loss of its inflated Hooper's and must replace these features with more solid programming material. But where is it going to come from.

No major league baseball team ever takes nine men and expects to win a championship. There are scouting systems, farm teams, and even when the stars are up in the big time there is a roster of coaches to suggest, correct, and further the advancement of the players talent. The great American entertainment medium can take a much needed lesson from the great American sport.

One listener lost by one radio station's bad programs is a loss for all radio stations on the dial. The interchange of information that would result from such an annual conference benefits radio as a whole.

Then, too, there would be a place for the collateral services of radio to present their wares, not in their role as salesman out to make a hasty buck. At such a conference, they could be the stars of a session. The program people can learn of the availabilities of the transcription companies; BMI can tell us about their latest tunes, exhibit their model record library. The library services could demonstrate what's on their thirty-three and a third turntables. The major record companies can send their disc jockey service departments to meet the program people first hand; iron out problems that invariably result in distribution of new material. These parts of our business don't belong in the small cubbyholes on an inaccessible floor of a convention devoted primarily to other matters. The man hours spent by both station men and service men could be put to better use; the time saved could be put to positive programming.

The opportunity to change the light from red to green rests with the NAB. Here is our association's greatest challenge. Not to legislate shorter commercials into existence but to service the cause of better programs. People won't tune in to hear shorter commercials; they will attend the presentation of better programs.

It's a primary function of the NAB, now that its code is on the books, to turn its attention to better programming. It's up to the NAB, the industry's own association, to use its recall power and take into its own hands the holding of an annual programming convention.

Now is the hour.

Paging Program Directors!

Editor's Note: Ted Cott's article is an interesting proposal and RADIO DAILY is anxious to learn the reaction of program directors on the subject. We would like to know if you are in favor of such a conference, would you attend and any other comments you care to make. RADIO DAILY has long felt that program directors have been the unsung professionals of broadcasting and worthy of greater recognition for their creative ability. Your views on the proposed clinic will be appreciated.

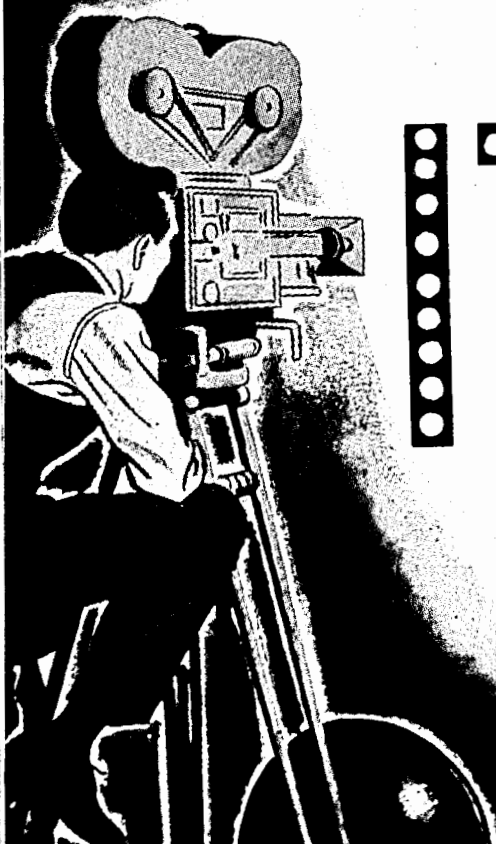
IT'S STAR POWERED!

IT'S IRRESISTIBLE!

IT'S EAR CARESSING!

IT'S HOLLYWOOD!

IT'S ZIV!



ZIV'S
 NEW, EXCITINGLY
 DIFFERENT
 MUSICAL—
 VARIETY SHOW

IT'S

SHOWTIME

FROM

HOLLYWOOD

WITH A GREAT GALAXY OF STARS . . .

From the opening curtain to the final spotlight, **IT'S SHOWTIME FROM HOLLYWOOD** sparkles with musical thrills. Starring **Freddy Martin**... whom *The Saturday Evening Post* features as "The Man Who

Helped Kill Swing"... and a terrific cast of outstanding performers. A colorful, quarter-hour musical-variety show... set to quick-paced tempo... that means pulling power and prestige for sponsors and stations.

STUART WADE
 BARTONE
 STAR



BARGLAY ALLEN
 PIANO
 HIGHLIGHTS



GENE CONKLIN
 WHISTLING
 VIRTUOSO



ADDITIONAL CURRENT "ZIV" HIT SHOWS: FAVORITE STORY . . . GUY LOMBARDO SHOW . . . WAYNE KING SHOW . . . BARRY WOOD SHOW . . . EASY ACES . . . LIGHTNING JIM . . . MANHUNT . . . CALLING ALL GIRLS . . . PARENTS' MAGAZINE ON THE AIR

STARRING

FREDDY MARTIN

And His ORCHESTRA

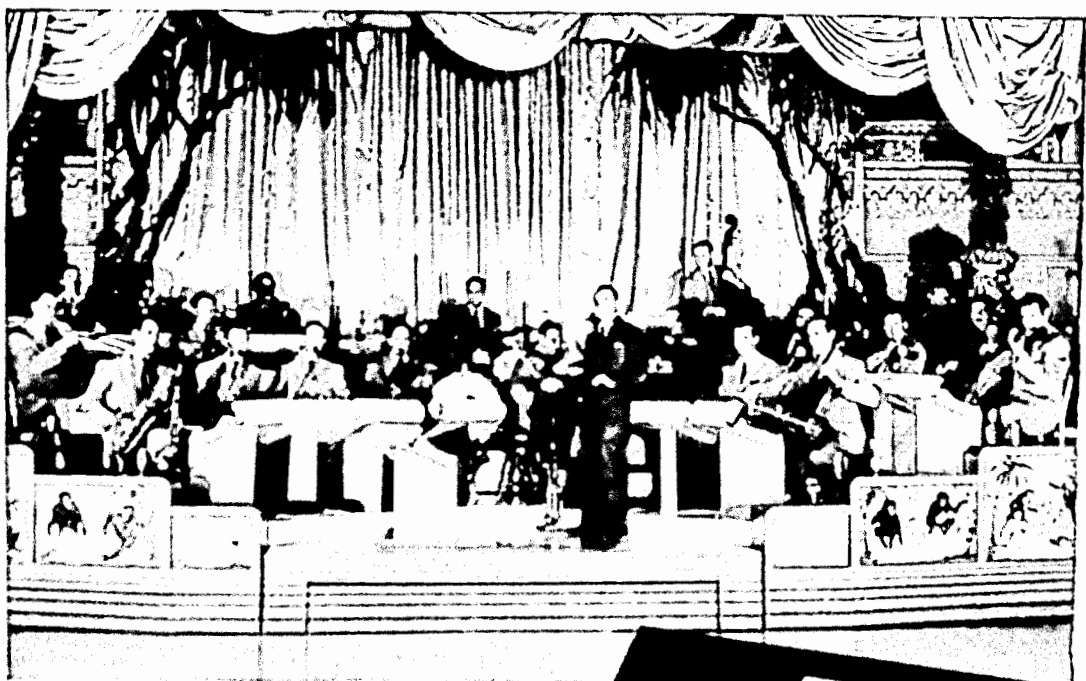
GLENN HUGHES
VOCALS

CLYDE ROGERS
TENOR



THE
MARTIN
MEN
GLEE CLUB

OWEN
JAMES
MASTER OF
CEREMONIES



The quarter-hour musical-variety show is today's *proved* high-Hooper technique. Look at these ratings: Chesterfield's "Supper Club" (8.5) — Oxydol's Jack Smith (9.8) — Campbell Soup's "Club 15" (9.1). Let us show you why IT'S SHOWTIME FROM HOLLYWOOD is radio's greatest buy!

TO: E. WOODRIF, APR 17, 1941

NOW OFFERED FOR LOCAL AND REGIONAL SPONSORSHIP

FREDERIC W. **ZIV** COMPANY
Radio Productions
 1529 MADISON ROAD • CINCINNATI 6, OHIO
 NEW YORK CHICAGO HOLLYWOOD

KE AGAIN — "TRANSCRIBED BY ZIV" MEANS: THE GREATEST IN RADIO SHOWS!

LET KENNE BAKER PLEASURE PARADE SONGS OF GOOD CHEER BORN FOBBERS OLD CORRAL BOSTON BLACKIE PHIL VANCE
 IT MOTHER CAREER OF ALICE BLAIR FORBIDDEN DIARY BEYOND REASONABLE DOUBT ONE FOR THE ROAD



The BEST In TRANSCRIBED PROGRAMS

For 18 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 700 stations. If the type of show you wish is not listed below, let us build it for you.

SYNDICATED SHOWS NOW AVAILABLE

"THE SPICE OF LIFE"	39	1/2-hour shows
<i>Musical variety show, big cast, completely in rhyme! Terrific!</i>		
"THE FAMILY ALBUM"	78	1/4-hour shows
<i>Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede</i>		
"GLORIA CARROLL ENTERTAINS"	78	1/4-hour shows
<i>Starring Gloria Carroll, and Frank Bell and "The Belltones"</i>		
"THE BAND CONCERT"	26	1/4-hour shows
<i>England's greatest concert bands, superbly recorded</i>		
"EAT-ITORIALLY SPEAKING"	78	1/4-hour shows
<i>Starring Dick Stone in the most unusual food program in the country</i>		
"ADVENTURES OF BUDDY BEAR"	26	1/4-hour shows
<i>The most lovable, adventurous playmate a child ever had!</i>		
"SONGS OF CHEER & COMFORT"	52	1/4-hour shows
<i>Starring Richard Maxwell, famous Gospel singer</i>		
"THE VAGABOND ADVENTURER"	39	1/4-hour shows
<i>Starring Tom Terriss, internationally known adventurer</i>		
"UNSOLVED MYSTERIES"	39	1/4-hour shows
<i>Dramatizations of true mysteries as yet unsolved</i>		
"ONE I'LL NEVER FORGET"	156	5-minute shows
<i>Unusual sports stories, starring Jack Stevens</i>		
"FAR-AWAY LAND"	52	1/4-hour shows
<i>Fairy tales for children, unusually told</i>		
"DAN DUNN, SECRET OPERATIVE No. 48"	78	1/4-hour shows
<i>Juvenile series based on famous newspaper cartoon strip</i>		
"FUN WITH MUSIC"	26	1/4-hour shows
<i>Starring Sigmund Spaeth, The Tune Detective</i>		
"UNCLE JIMMY"	156	1/4-hour shows
<i>Daytime family serial, starring William Farnum</i>		
"FAMOUS MOTHERS"	75	5-minute shows
<i>Starring Jane Dillon. All parts taken by Miss Dillon</i>		
"HISTORY IN THE MAKING"	52	1/4-hour shows
<i>Dramatizations of outstanding historical events</i>		
"FURS ON PARADE"	39	1/4-hour shows
<i>Sponsored successfully by hundreds of fur retailers</i>		
"A CHRISTMAS CAROL"	1	1/2-hour show
<i>Original one-half hour adaptation starring Tom Terriss</i>		
"ADVENTURES IN CHRISTMASTREE GROVE"	15	1/4-hour shows
<i>Sponsored annually by more than 300 department stores</i>		
"SANTA'S MAGIC CHRISTMAS TREE"	15	1/4-hour shows
<i>Another outstanding Christmas holiday promotion</i>		

Exclusive to One Sponsor in a City—Write or Wire for Audition Samples and Data

Kasper-Gordon, Incorporated, 140 Boylston Street, Boston 16, Mass.

The Oldest—and One of the Country's Largest Transcribed Program Producers

Manufacturers of Transcription Playback Machines

⌈ All Kasper-Gordon programs are distributed in Canada by All-Canada Radio Facilities, Limited, with the exception of "FURS ON PARADE," "ADVENTURES IN CHRISTMAS TREE GROVE" and "SANTA'S MAGIC CHRISTMAS TREE." These three programs are distributed by National Programs, Limited. ⌋

FM PROGRAMMING TODAY

—future of frequency modulation

By Everett L. Dillard

President, Frequency Modulation Association

FM has accomplished much in 1948. The two outstanding advances in FM are— (1) The number of operating FM stations has almost reached 600. (2) FM programming has been materially strengthened and improved. A nationwide distribution of stations combined with attractive programming is necessary for the success of any new system of broadcasting. At a local level FM programming has been improved tremendously as a rapidly increasing number of exclusive FM stations have directed their programming efforts to provide new and additional program material to the areas they serve.

On the other hand, the combination AM-FM operators who are duplicating their AM programs on FM, while not adding new programs, are giving to FM the tried and proven AM programs which are most popular today.

FM now has its own networks comprising only FM stations. The best known is the Continental FM Network covering the Mid-Atlantic and New England Areas. Continental has been in operation more than 15 months supplying the highest fidelity type of program service available to its member stations, and uses both high fidelity intercity wire circuits and direct FM radio relay, both low and high band. Continental's greatest achievement to date was its recent extensive coverage of both GOP and Democratic National Conventions from Philadelphia. FM programs now offer real entertainment plus FM's natural advantage of static-free, crystal clear reception.



DILLARD

By William H. Ensign

Sales Manager, Rural Radio Network

THE time has come for FM broadcasters to take a lesson from Henry Ford; to remember that when Ford switched from the phenomenally successful Model T to the subsequently just as phenomenal Model A, he sold the Model A as something new and different and better. FM is new and different and better, but to most listeners the product, the program schedule, is the same.

Therefore, taking a cue from the motor maker, we've got to make FM new all the way and that means programming that is new and different. And, at the all FM Rural Radio Network, the new and different slant is just what we're working on.

Since Rural Radio Network is servicing rural listeners whose special interests have, in the past, been largely ignored, our job is not so difficult as it sounds. We put more emphasis on weather, especially on detailed, localized weather forecasts; we approach our homemakers programs with the farm and not the apartment dweller in mind; and our sportscasts will give more attention to the scores of the Can-Am, Pony, Border and Eastern Leagues without, of course, ignoring the major league teams.

I believe many FM stations will become the community outlet of an AM-FM combination. At present, practically all of them duplicate their AM programming; but this is not the answer—it's like Ford trying to sell the Model A chassis with the Model T motor. And that, we know, Ford did not do.



ENSIGN

By Morris S. Novik

Public Service Consultant, Member, FMA Board of Directors

OVER fifty per cent of the nation's radio set owners do not listen to radio regularly. FM cannot build the substantial listening audience it needs only on its technical merits; the fact that it is a superior medium of broadcasting because it is high fidelity, noise free and staticless, is not enough to win FM a large following. FM must develop its audience from among the "missing fifty," the sometime-listeners.

There are more than five hundred FM stations on the air, and an equal number of such stations are in the process of construction. From now on, the responsibility rests with the FM broadcasters to win listeners by making available a program service that does not merely duplicate the existing schedules of the regular band stations and networks. Program-wise, FM must offer something more than just high fidelity music. To attract substantial numbers of listeners, the FM stations must rely on the quality and freshness of their staticless transmission.

While the great majority of FM stations which are operated by the networks and AM stations are giving only duplicate program service, there is a growing minority of independent FM stations which is not operating on the carbon-copy policy of programming. These stations are actively and resourcefully attempting to build and develop FM programming that is fresh and different. There are today over one hundred FM stations carrying local and major ball games exclusively on FM.



NOVIK

By J. N. (Bill) Bailey

Executive Director, Frequency Modulation Association

IF FM programming today, as generally practiced, is any criterion, then Dr. Edwin Howard Armstrong wasted a lot of creative energy when he developed the broadcasting art to its present state of perfection. Too bad the inventor of FM cannot transmit some of his creative imagination to broadcasters to be applied to programs.

If, however, FM broadcasters catch the spark of newness injected into programs by a few so-called "unorthodox tyros," then Dr. Armstrong may well be pleased that his invention is fulfilling his fondest dreams of giving the American people the best in radio.

The best in radio, technically, is FM. The best in radio, programwise, hasn't arrived.

Radio programming has degenerated into a monotonous sameness. The crescendo of criticism against money give-aways, mystery thrillers, nauseating gagsters, etc. is a warning that radio needs some creative thinking—but quick.

This is not intended as an aspersion on radio generally, but one bad apple spoils a whole barrel unless it is removed in a hurry.

FM has a rare opportunity to become the needed physician to a sick industry. The FM broadcaster who is afraid to try a new idea simply because nobody else ever did it is riding for a hard fall. Too many FMers are afraid of criticism from the "old-timers." A few new broadcasters still are too young in the business to be possessed with that neurosis. They are innocent newcomers, thank heavens, who have burned their bridges behind them.



BAILEY

It tells the story...

NATIONAL “SELECTIVE”

We said, “Give this great business a name worthy of its size.” Agencies, station owners, publishers responded. They recognized the confusion, the double meaning of “National Spot” as a name to describe one of the greatest advertising mediums ever known. Their overwhelming approval and choice was for National Selective Broadcasting.

PAUL H. RAYMER COMPANY, Inc.

“WE” BROADCASTING

Incredible as it may seem, recent surveys show that ninety-one per cent of the advertising managers, the men who buy your time, don't know what "Spot" radio is. Moreover, they injuriously believe it to be limited to something it is not. They call it "CBs," "1-Ms," "spot announcements," "jingles," "nuisance advertising," or some leftover stuff—a means of covering ever narrowing concentric circles.

And in Canada, thanks to the hundreds of letters written by All-Canada Radio Facilities, seventy-six per cent of the replies came out flatly for adoption of the name National *SELECTIVE* Broadcasting.

To you "Spot" means something far bigger than just chainbreaks or announcements—but to your employees and to advertisers who buy your time, "Spot" will always mean simply—announcements or spots on your schedule.

National *SELECTIVE* tells the story. It's not a short, trite or catchy name, but why should it be? It properly describes a means, a system of national advertising that competes with the greatest media—newspapers, magazines and networks. *Selective* broadcasting offers advertisers economies, direction and control not possible with any other means of

selling goods to the nation. With it and it alone the advertiser can

- SELECT his markets
- SELECT his stations
- SELECT his talent
- SELECT his program
- SELECT his time
- SELECT his commercial

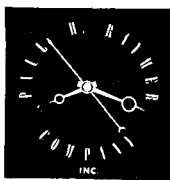
This *is* National *SELECTIVE* Broadcasting.

You may ask—why this campaign to change the name? Because you and we want more program business. We value announcements but we want more programs—big name ones sponsored by truly national advertisers on a national *selective* basis. Before you get any substantial increase in such business, you and your sales representative must have a name for it that advertisers can understand.

Let's get away from this little, this belittling word "Spot" with its double meaning and ambiguity. Let's give this great advertising medium a name worthy of its size. National *SELECTIVE* Broadcasting tells the story.

If you agree, or disagree, your opinion will be very much appreciated.

Radio Advertising • New York, Boston, Detroit, Atlanta, Chicago, Los Angeles, San Francisco



Paul H. Raymer Company, Inc.
366 Madison Avenue
New York 17, N. Y.

I approve.....

I disapprove.....

I suggest the name.....

Name.....

WHAT THE SCREEN GUILD SHOW IS TO RADIO... THE N.V.A. SHOW WILL BE TO TELEVISION!

Founded in 1914 by
Ben John Fisher Smith
with the approval of the Trustees
John Cardinal Foley

CATHOLIC ACTORS
of America

HOTEL ASTOR
New York 19, N.Y.
Catholics

GEORGE ALICE
Executive Secretary

"The N.V.A. is to be congratulated on the proposed program of presenting television programs with a view of using the proceeds for the poor and indigent of the theatrical profession."
GEORGE BUCK
Executive Secretary

AMERICAN FEDERATION OF RADIO ARTISTS
(BRANCH OF ASSOCIATED ACTORS AND ARTISTS OF AMERICA)
AFFILIATED WITH THE AMERICAN FEDERATION OF LABOR
2 WEST 45TH STREET • NEW YORK 19, N. Y.
TELEPHONE YANDERBILT 4-1114

"We are deeply sympathetic to the aims of your organization and hope that you will be successful in your efforts to produce this program for this worthy cause."
GEORGE HELLER
National Executive Sec.

Theatre Authority, Inc.
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MURRAY HILL 2-4115

PAUL DALL
116 Madison Ave
MADISON 2-1777

ALAN CORRELLI
National Executive Sec.

"And here's sincerely hoping that the program goes through because I know added benefits will not only accrue to the performers but to the Club itself."
ALLAN CORRELLI
National Executive Sec.

AGVA
American Guild of Variety Artists

1677 BROADWAY
NEW YORK 17, N. Y.
MADISON 2-8716

"We also take this opportunity of sending you and your colleagues our best wishes and hope that this enterprise will meet with tremendous success."
DAVE FOX
Assistant National Director

"WE TAKE FROM OUR OWN TO SERVE HUMANITY"

The Jewish Theatrical Guild of America, Inc.
(WILLIAM HENRIE - POLARSKI)
1564 BROADWAY
NEW YORK 19, N. Y.
Phone: MEYER 7-0495
Suite 816

"I wish you all the luck in the world in this undertaking and hope you will be consummated most happily."
DAVE FERGUSON
Executive Secretary

Negro Actors Guild of America, Inc.

EDWARD CORSI
INDUSTRIAL COMMISSIONER

"You certainly have the blessing of the N.A.G.A. and we want especially to be as helpful as we can in any way."
MABLE A. ROANE
Administrative Secretary

The Episcopal Actors' Guild of America, Inc.

"The Little Church around the Corner"
112 East 19th Street
New York City
Telephone MUrray Hill 5-2927

"On behalf of the officers of the council of The E.A.G.A. I wish to express our very real appreciation for the generous gesture made by N.V.A. in the matter of making the E.A.G.A. a recipient of 10% of the net profits of its contemplated television program."
VINTON FREEDLY
President

for
INFORMATION
CALL
Circle 5-7417
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STATE OF NEW YORK
DEPARTMENT OF LABOR
ALBANY
NEW YORK OFFICE: 40, 60 CENTRE STREET

"Your organization has been doing an outstanding job for the past 32 years in caring for the medically indigent and unemployed members of your profession. Your program deserves the full support of the entire community."
EDWARD CORRSI
Industrial Commissioner

NATIONAL VARIETY ARTISTS, Inc. Present THE VAUDEVILLE TELE-THEATRE "A NIGHT AT THE PALACE"

*COPYRIGHT APPLIED FOR

IMPORTANCE OF RESEARCH

a symposium of expert opinion

By Hugh Feltis

President, Broadcast Measurement Bureau

BROADCASTING is an art, a science, a public service. But it can be these only because it is also and essentially a business. Research provides the facts which show the broadcasting business where it is and where it is going. And the faster it moves the more facts it needs.

But not all facts are alike, nor do they all have the same value. Before sending research on the trail for facts it is best to make sure that the facts will be as usable as possible.

What makes a fact usable?

First it must actually *be* a fact, established as such through sound research, high standards and thorough validation.

To be usable, a fact must provide information which is desired, not just by the broadcaster, but also by the advertisers and advertising agencies whom he seeks to influence by the use of the fact.

Still another essential characteristic is uniformity, a requisite for making valid comparisons. Geographical uniformity is needed so that any one place may be compared with any other place.

It was to assure these essential characteristics that BMB was organized as a non-profit, cooperative tripartite organization, governed jointly by AAAA, ANA and NAB. Advertisers, agencies and broadcasters agree in advance on the need for certain information. They approve the technique, supervise its application in a uniform manner and validate the findings.



FELTIS

By Frederic R. Gamble

President, A.A.A.A.

SOUND research, when provided by broadcasters, should help agencies to use radio *effectively*; it should thus reduce the number of advertising failures and insure the future market for the time that broadcasters have to sell.

Does radio research always do this? Not when it is unaccepted or unused, or even when it is heavily discounted.

The value of research to the broadcaster, on the side of time sales, is in direct proportion to its acceptance by advertisers and agencies.

What kind of research do users of radio need, then, to use it most effectively?

Agency and advertiser people need all research on the broadest possible base. This means on the broadest base of comparability, not merely a broad sample. It means continuing research instead of single shots. It

means validated results on competing stations, not just on single outlets or groups. It means uniform methods throughout the industry.

BMB is the kind of broadly conceived research that media buyers need and want. They are grateful for Study No. 1 and eagerly looking forward to Study No. 2. But they still want the broadest possible base because comparison is the essence of their job. Every station that fails to take part in BMB not only leaves its own sales story open to discount but also narrows down the broad base that media buyers need.



GAMBLE

By Arthur C. Nielsen

President, A. C. Nielsen Co.

RADIO is one of the three big media bridges across which an advertiser can move his messages into the minds that make up his market. There can be no question about the importance of radio as a means of reaching people. According to the clear evidence produced by our Audimeters, the average family allots more time to their radio than to any other one activity except work and sleep.

No, the real problem is the success or failure of each individual advertiser's use of the medium; how efficiently does his program and commercial cross the bridge to the homes that make up the logical market for his product.

How many homes are included in his audience, minute-by-minute; broadcast-by-broadcast? What is the turnover in his audience? How many homes does he reach by a series of broadcasts? How loyally does his audience listen? To what programs does he lose his audience and from what program does he gain? What proportion of his total audience has a chance to hear his commercial?

Yes, I think research is important to every man and interest in the entire field of radio. That is why my company has spent many years and millions of dollars in developing what we believe to be the only adequate and sound research technique for measurement of actual radio and television audiences.



NIELSEN

By C. E. Hooper

President, C. E. Hooper, Inc.

AUDIENCE measurement costs less than either talent or facilities. To the extent that it costs less, radio's dollar value and productiveness to the advertiser is enhanced. But if audience measurement costs as much or even more than time or talent it should still be treated with as much respect as either, namely, as an essential element in radio advertising.

For without measurement of audience, budgetary control of radio advertising operations is impossible. Radio literally exists in its audience statistics to the *exclusion* of anywhere else.

When the Radio Council was established by the ANA (with 20 top network advertisers in support of its \$100,000 annual budget), it approached three basic problems of the radio advertisers: (1) the talent, (2) the facilities, (3) audience measurement.

Not included were such items as (a) radio's sales effectiveness compared with other media, (b) the effect of FM and television, (c) the consumer relations problem of the radio advertiser, (d) spots vs. network, (e) radio's Standards of Practice, etc.

There is deep-rooted significance in the Radio Council's election of "audience measurement" among the three top elements. The Council represents the advertiser, the only functionary in the radio scheme with a 100 per cent interest in each advertising dollar. The advertiser has traditionally been the leader in both concern over audience measurement and initiative in fostering improvements in it.



HOOPER

These Programs (Once Mutual Sustainers) Are Helping Increase Sales For Their Sponsors

HEART'S DESIRE
HOUSE OF MYSTERY
JUVENILE JURY
NICK CARTER
OFFICIAL DETECTIVE
QUEEN FOR A DAY

TAKE A NUMBER
TRUE DETECTIVE
TRUE OR FALSE
TWENTY QUESTIONS

PHILIP MORRIS & CO., LTD.
GENERAL FOODS SALES CO., INC.
GENERAL FOODS SALES CO., INC.
CUDAHY PACKING CO.
PHARMACO, INC.
ARMOUR & COMPANY
INTERNATIONAL MILLING CO.
MILES LABORATORIES, INC.
PHILIP MORRIS & CO., LTD.

UNITED STATES TOBACCO CO.
WILLIAMSON CANDY COMPANY
SHOTWELL MANUFACTURING CO.
RONSON ART METAL WORKS

CONSIDER THESE POINTS:

1. Mutual sustainers are tested before they go on the air and those offered here are "tried and true."
2. The sponsor who buys these sustainers does not have to build a show and he has an audience ready-made. (We will be glad to give you rating stories.)
3. Most Mutual sustainers are low in price and all represent unusual dollar value for the sponsor.

These Mutual Sustainers Have That "Commercial Aroma"

We'll be glad to give you the details on each...
and show you how they can help your sales curve.

ADVENTURES OF THE FALCON

ADVENTURE PARADE

LUNCHEON AT SARDI'S

SUPERMAN

HIGH ADVENTURE

IT'S A GREAT TOWN

LEAVE IT TO THE GIRLS

MYSTERIOUS TRAVELLER

STOP ME IF YOU'VE HEARD THIS

TWIN VIEWS OF THE NEWS

THE CASEBOOK OF
GREGORY HOOD

MUTUAL NEWSREEL

SECRET MISSION

MEET YOUR LUCKY PARTNER

IT'S A LIVING

THREE FOR THE MONEY

HAPPY GANG

BEHIND THE 8-BALL

TALENT JACKPOT

HEART'S DESIRE

WHAT'S THE NAME OF THAT SONG



MUTUAL
Broadcasting System

WORLD'S LARGEST NETWORK

SHOWS • OF • TOMORROW

Ninth Annual RADIO DAILY "Shows of Tomorrow," which follows, presents a 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 twenty-one 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.

1948 ★ ★ DRAMATIC SERIES ★ ★ 1949

The Avenger

Popular mystery show, completely transcribed, having played such major markets as Los Angeles (8.6 rating), St. Louis (9.7 rating) and Chicago (8.2 rating), and currently playing in many other cities. Outstanding cast of network artists. Produced in New York. Each episode complete in itself. Advertisers will find this program an outstanding audience builder. Better than many network mysteries at low single city rates.

Availability: E. T.
Running Time: 30 minutes.
Auction Facilities: Transcriptions.
Submitted by: Charles Michelson, Inc., 23 W. 47th St., New York, 19, N. Y.

Crossroads to Adventure

True adventure stories from the file of Eril Von Baumann, American explorer, naturalist and geographer, gathered on expeditions, 15 trips around the world and residence in over 69 countries.

Availability: Live talent.
Running Time: 30 minutes.
Auction Facilities: Transcriptions.
Submitted by: Von Baumann Studio, 331 East 71st St., New York 21, N. Y.

Magic Valley Playshop

A fifteen-minute dramatic series featuring original and locally adapted dramatic scripts. An experimental radio playshop designed to encourage local writing, acting, and directing talent. Shows range from adaptations of du Maurier's "A Piece of String" to modern comedy and drama.

Availability: Live talent.
Running Time: 15 minutes.
Auction Facilities: Transcriptions.
Submitted by: WMON, Montgomery, W. Va.

My Prayer Was Answered

An inspirational type of program. Each dramatized episode actually happened. Shows the power of prayer after all else has failed. Appeals to entire family and people in all walks of life. Top-notch cast headed by Hanley Stafford of radio and motion-picture fame. 39 programs available, each complete in itself.

Availability: E. T.
Running Time: 15 minutes.
Auction Facilities: Transcriptions.
Submitted by: Charles Michelson, Inc., 23 W. 47th St., New York 19, N. Y.

Sound Stage Workshop

This show is the weekly finished-product of the WGH Sound Stage Workshop—a station project which meets twice weekly to study all the fundamentals of

radio drama. The program is a professionally-done collection of the better known dramas, comedies and mysteries; complete with music and sound.

Availability: Live talent.
Running Time: 30 minutes.
Auction Facilities: Transcriptions.
Submitted by: WGH, 500 Portlock Bldg., Norfolk 10, Va.

Adventure For Sale

Adventure For Sale, starring Michael O'Shea, the movie actor, and former radio actor, is a fast-moving suspense type of program with a mystery angle. It is unusual in the mystery program field in that it is sort of an unsophisticated, unmarried Mr. and Mrs. North.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$3,500.00 weekly.
Auction Facilities: Transcriptions.
Submitted by: Jack Rourke Productions (In New York: Gordon M. Day Advertising Service), 6331 Hollywood Boulevard, Hollywood 28, Calif.

Follow That Man

Unusually low budgeted mystery show handled by two of the most capable men in the field. Richard Aurandt does the music and directs; Doug Heyes writes the script and plays the lead. Both have top credits. Aurandt won the Radio Life prize for best music on a dramatic show this past year, and Heyes is the author of the Steve Mallory novels.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$1,500.00.
Auction Facilities: Transcriptions; live talent.

Submitted by: Jack Rourke Productions (In New York: Gordon M. Day Advertising Service), 6331 Hollywood Boulevard, Hollywood 28, Calif.

Secrets Of The Secret Service

A half-hour program of national and international intrigue loaded with dramatic dynamite. Based on authentic cases from the files of Captain Thomas J. Callaghan, former head of the U. S. Secret Service. Auction record available utilizing Chicago's top network actors, actresses, announcers, technicians, etc. Excellent material for national sponsorship.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Auction Facilities: Transcriptions.
Submitted by: Richard Bradley Associates, 540 N. Michigan Ave., Chicago 11, Ill.

Story Rejected

Here is a quarter or half-hour dramatized story running the gamut of emotion. Pathos, humor and the every day trials and tribulations of individuals are combined to bring the listener a series of gripping real life stories on an unused subject with an unusual twist.

Availability: Live talent; E.T.
Running Time: 15 or 30 minutes.
Auction Facilities: Transcriptions.
Submitted by: Richard Bradley Associates, 540 N. Michigan Ave., Chicago 11, Ill.

Drama of Medicine

On the frontiers of science they march—the specialist, the research worker and the family doctor—heroes in the never-ending drama of medicine. Here is a series of dramatic human interest stories behind man's triumph over microbes . . . the heroic struggles of the famous doctors and little known laboratory workers to advance the cause of medical science. Here is the important unity between program content and product advertised for the local druggist—the most convincing way he can say "Your doctor is your friend . . . consult him . . . trust him!"

104 episodes.
Availability: E.T.
Running Time: 15 minutes.
Cost: \$5.00 minimum.
Auction Facilities: Transcriptions.
Submitted by: Grace Gibson Radio Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

Hidden Wealth

Exciting documentary dramatizations of treasure trails that have proven the golden lure for many a forgotten man. These adventure tales are packed with the thrill and mystery of an endless search for wealth which is still going on to this day. A radio potential that will click big.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Entire family.
Client Suitability: Insurance, institutional.
Auction Facilities: Transcriptions.
Submitted by: Cruger Radio Productions, 5800 Carlton Way, Hollywood 28, Calif.

The House of Clay

This is a family story in which two growing boys shape the human, amusing events in The House Of Clay. Air tested and proven.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Auction Facilities: Transcriptions.
Submitted by: Cruger Radio Productions, 5800 Carlton Way, Hollywood 28, Calif.

Manhattan Love Story

Manhattan Love Story an unusual series of love stories by Winifred Wolfe. Spear-headed by a torchy style this series unfolds the romantic stories of everyday people who come to the City looking for life and love.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Cost: \$3500.
Auction Facilities: Will pipe live talent.
Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

Mystery Is My Hobby

This brilliantly logical thrill-packed half-hour mystery show unquestionably tops them all with Glenn Langan as the suave crime analyst and defender of justice. The quality of production, its acceptability by all type audiences make it a definite sales and prestige show for any sponsor—a programming achievement for any radio station. Earned a 9.2 Hooper on NBC West Coast and many other markets rate it higher. A great production. 30 episodes.

Availability: E.T.
Running Time: 30 minutes.
Number of Artists: 10.
Cost: \$7.50 minimum.
Auction Facilities: Transcriptions.
Submitted by: Lawston Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

Out of the Night

A new quarter-hour self-contained feature that's calculated to lift you from the everyday into the realm of odd fact, both old and new. These factual tales are as strange as life itself—but each one has been authenticated and verified by the world's highest authorities. Suspense, mystery and human interest are the outstanding qualities of these well-produced programs. Theme and incidental music by full concert orchestra brilliantly captures the mood of the series.

52 episodes.
Availability: E.T.
Running Time: 15 minutes.
Cost: \$5.00 minimum.
Auction Facilities: Transcriptions.
Submitted by: Grace Gibson Radio Productions, 6700 Sunset, Hollywood 28, Calif.

The Romance of Famous Jewels

A treasure-trove of radio dramas woven around fabulous gems of history; well-enacted stories of how beautiful women have plotted and schemed, ruthless men

F Y I

"FOR YOUR INFORMATION"

A NEWS FEATURE PAGE COMES TO LIFE ON THE AIR

A New Transcribed Show . . . FOR ALL THE FAMILY

FYI will feature a galaxy of renowned columnists who appear regularly in 700 daily newspapers. Peter Edson, prize-winning Washington columnist . . . Burton Heath, Pulitzer Prize winner . . . Erskine Johnson, top Hollywood reporter . . . Alicia Hart, well-known women's expert . . . and Harry Grayson, ace sports writer . . . head the list.

FYI is produced in collaboration with the editors of NEA, the world's greatest news feature service, and will also include reports from members of NEA's famed foreign service.

- THREE ONE-QUARTER HOUR SHOWS A WEEK
- BOTH ENDS OPEN AND A MIDDLE COMMERCIAL
- RELEASED THE FIRST WEEK IN SEPTEMBER

ED. HART & ASSOCIATES, INC.

1737 H St. N.W. • Phone: REpublic 4312 • Washington 6, D. C.

FOR A QUALITY SPONSOR—A QUALITY NAME

ADMIRAL ELLIS M. ZACHARIAS

"WORLD INTELLIGENCE REPORT"

HIS QUARTER-HOUR TRANSCRIBED SHOW
IS A HIT FROM COAST TO COAST
IS EASY TO SELL

TWELVE MINUTES NET, OPEN BOTH ENDS, WITH A MIDDLE
COMMERCIAL

WIRE FOR YOUR AUDITION PLATTER

ave fought and died to possess the world's most precious jewels. Highly romantic with great dramatic impact, these programs will thrill every listener with the exciting intrigue, romance and tragedy. 52 episodes. Availability: E.T. Running Time: 15 minutes. Audience Appeal: Female. Cost: \$5.00 minimum. Audition Facilities: Transcriptions. Submitted by: Grace Gibson Radio Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

Tales of the Supernatural

For the first time a full series of your favorite mystery masterpieces . . . those old tales you never tire of . . . whose thrill never diminish . . . old legends that have become imbued with a dramatic quality . . . radio adaptations of the classic bests in fantasy and mystery. A full concert brilliantly captures the supernatural mood with compositions reminiscent of the strange themes of Tchaikovsky and Moussorgsky, bringing each program to its peak of effectiveness. 51 episodes. Availability: E.T. Running Time: 15 minutes. Cost: \$5.00 minimum. Audition Facilities: Transcriptions. Submitted by: Grace Gibson Radio Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

Till the End of Time

The loves and lives of the great music composers—intense, dramatic and true. There are self-contained romantic stories that give the listener a beautiful understanding of the composers of his favorite music, the immortal music of the masters. Melodic and incidental music by a full concert gives each drama the living quality that distinguishes this extravaganza from the ordinary. 52 episodes. Availability: E.T. Running Time: 30 minutes. Audience Appeal: Female. Cost: \$8.00 minimum, \$350.00 maximum single market. Audition Facilities: Transcriptions. Submitted by: Grace Gibson Radio Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

The Widow of Vinegar Hills

Jane Dadwell, Academy Award Winner, stars in folksie stanza. Story-line deals with owner of general store in western town. Involving her in a variety of episodes. A female Mr. Fixit that sometimes fails. Availability: Live talent. Running Time: 30 minutes. Audition Facilities: Transcriptions. Submitted by: Cruger Radio Productions, 5800 Carlton Way, Hollywood 28, Calif.

Accidentally On Purpose

Most people believe in Fate. Psychologists and Psychiatrists do not. They can prove in most every instance that a fatal happening was subconsciously pre-planned. Our dramatized stories deal with just such "accidental" occurrences. A number of well-known accredited psychiatrists appear on our programs and explain the manner in which the subject of the story—and not Fate—brought about the "incident." This program, by its very controversial nature, will create a vast listening audience. Availability: Live talent. Running Time: 1/2 hour. Audition Facilities: Transcription. Submitted by: Master Productions, Inc., 250 West 57th St., New York 19, N. Y.

The Amazing Mr. Malone

Based on the famous Craig Rico character, John J. Malone, attorney. A fast detection series of adventure and romance. Availability: Live talent. Running Time: 30 minutes. Cost: \$3250.00. Audition Facilities: Transcriptions. Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Blackmail

This program is designed to call attention to the public of the innumerable ways and means that blackmail is resorted to. A former member of the District Attorney's staff who specialized in blackmail cases relates these dramatized, exciting stories. Aside from the unquestionable source of entertainment—this is a tremendous public service. Availability: Live talent. Running Time: 30 minutes. Audition Facilities: Transcriptions. Submitted by: Master Productions, Inc., 250 West 57th St., New York 19, N. Y.

Captains Of Industry

52 15-minute episodes, each one dramatizing the life of America's industrial pioneers, their childhood and early successes and failures which later led to successful enterprises in America's industry. Availability: E.T. Running Time: 15 minutes. Cost: Based on station power and city population—Minimum—\$3.00 per 15-minute episode. Audition Facilities: Transcriptions. Submitted by: Recorded Features, Inc., 1131 Bryn Mawr Ave., Chicago 40, Ill.

Close Shaves

"Master Shaving Equipment gives you—Close Shaves!" This arresting program opening is not only an effective message-carrying commercial—it is also the title of the show. Utilizing well-known figures such as military men, police personnel, lawyers, athletes, etc., relating dramatic escapes from injury or death these "Close Shaves" would be one of the most attention-getting programs on the air. Availability: Live talent. Running Time: 30 minutes. Client Suitability: Razor, shaving accessories. Audition Facilities: Transcription. Submitted by: Master Productions, Inc., 250 West 57th St., New York 19, N. Y.

Ross Dolan

Starring Bill Gargan as a hard-hitting two-listed detective. Fast-Moving dramatic show. Availability: Live talent. Running Time: 30 minutes. Cost: \$3625. Audition Facilities: Transcriptions. Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Down Our Way

A delightful half-hour of family entertainment, combining a human-interest story with old fashioned singing. The series features an all-star cast of singer-actors, and has a simple warmth that reminds folks of their own home towns. The down-to-earth characters become like neighbors to the audience; each 30-minute episode tells a complete story. There is drama, an occasional heart-tug, and frequent chuckles in this delightful story-and-singing series. Availability: E.T. Running Time: 30 minutes. Audition Facilities: Transcriptions. Submitted by: Commodore Productions &

DRAMATIC SERIES

Artists, Inc., 1350 N. Highland Ave., Hollywood 28, Calif.

Famous Fathers

America's Famous Fathers is a dramatic-interview series starring big name personalities, one on each show, such as Admiral Byrd, Lowell Thomas, Deems Taylor, Lauritz Melchior and others. Howard Lindsay, star of "Life With Father" is emcee. He interviews the "guest father" each week, and when the interview leads up to some important event in the life of the guest, program fades into an actual dramatization of that event. Availability: E.T. Running Time: 15 minutes. Cost: Based on market used and station power. From \$5.00 per program up. Audition Facilities: Transcriptions. Submitted by: Kermit-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

The Green Hornet

Britt Reid, youthful publisher of the Daily Sentinel, masquerading as the Green Hornet brings criminals to justice in his crusades against crime and rackets. His dual identity known to only a few chosen people, one of these being Police Commissioner Higgins, Britt Reid as the Green Hornet strikes fear into the heart of the underworld and effectively demonstrates that crime does not pay. Availability: Live talent. Running Time: 30 minutes. Audition Facilities: Transcriptions. Submitted by: Trendle-Campbell Enterprises, Inc., 1800 Stroh Bldg., Detroit 26, Mich.

Hopalong Cassidy

America's favorite Western series, starring William Boyd, has at last answered the long-standing demand, and come to radio. It is packed with the same action and suspense that characterize the popular motion picture series. Andy Clyde is featured in the same role he portrays on the screen, "Hopalong's" lovable and amusing old side-kick, "California." The series adds up to real, commercial family entertainment, and consists of 52 30-minute transcribed episodes. Availability: E.T. Running Time: 30 minutes. Audition Facilities: Transcriptions. Submitted by: Commodore Productions & Artists, Inc., 1350 N. Highland Ave., Hollywood 28, Calif.

Ned Jordan, Secret Agent

A dramatic series with a railroad background. Ned Jordan, under guise of settling claims for the Consolidated American Railroad, secretly investigates the activities of foreign agents and other Federal enemies—missions known only to J. B. Medwick, president of the railroad. Format also provides for stories of human interest as Ned Jordan finds that people come to the railroad claims department with problems of almost every nature—some exciting, others grim, some mysterious and others that are downright funny. Availability: Live talent. Running Time: 30 minutes. Audition Facilities: Transcriptions. Submitted by: Trendle-Campbell Enterprises, Inc., 1800 Stroh Bldg., Detroit 26, Mich.

London Playhouse

Weekly transcribed series with internationally celebrated stars in well-known films and plays of the London stage. Offers in the parts they originally created:

Robert Morley, Phyllis Calvert, Robert Donat, John Mills, Dorothea Knyrim, Nool Coward, Emlyn Williams, Margaret Lockwood, Stewart Granger, Robert Newton, Ann Todd, Alistair Sim, Trevor Howard, Celia Johnson, Godfrey Tearle, Clive Brook, Diana Wynyard, Alec Guinness, Jean Simmons. Serlos scripted in U. S. by American writers; produced and directed in London by top-notch American producer-directors especially engaged and flown to London. Orchestral score and American name announcer-host added in New York. A new treat for the large ready-made film and theater audiences in United States. Availability: E.T. Running Time: 30 minutes. Audition Facilities: Transcriptions. Submitted by: Oliver W. Nicoll and Harry Alan Towers, Towers of London, Ltd., 37 West 46th St., New York 19, 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. On each show a different guest star 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. Publicity campaign accompanies the show. Availability: Live talent; E.T. Running Time: 15 or 30 minutes. Client Suitability: Food products, beverages and home appliances. Cost: \$4,000 weekly for live network show; one quarter of "A" one time rate of station used as syndicated transcribed show. Submitted by: Kermit-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

Murder By Gaslight

Dramatized mystery series based on actual murder cases of gaslight era. For the adult amateur criminologist but packed with interest for the whole family. Plots offer wide range of locales and motives, with excitement and intrigue amid turn-of-the-century, pre-tommy-gun atmosphere. The fictitious Dr. Paxton Stevens, a storyteller, is elderly experienced criminologist with grim sense of humor. Series is bound to hold the interest of millions of mystery fans and armchair detectives. Availability: Live talent. Running Time: 30 minutes. Audition Facilities: Will pipe live talent. Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

Radio Theater Of Famous Classics

"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 press campaign book for promotion and publicity. Availability: Live talent; E.T. Running Time: 30 minutes. Client Suitability: Manufacturer of trade name brand or large trade retailer.



*As of Aug. 10, 1948

BROADCASTERS' ACCEPTANCE—From its very inception BMI has had the full support and cooperation of the Broadcasting Industry. As a result its growth has kept pace with the general progress of the industry as a whole.

Today, with the development of television programming, BMI, *which has been television-minded since 1940*, is ready for Video's music requirements. From BMI, telecasters can get long term performing rights to a vast catalogue of music of every type — *television music today for television's tomorrow.*

MUSIC FOR EVERY PROGRAM NEED—To provide broadcasters with a large and adequate variety of every type of music has been the aim of BMI since its inception. Year by year the BMI catalogue has steadily grown in size and in value. The 1948 repertoire of BMI music is more than 400% greater than it was six years ago.

BMI's repertoire of American folk music surpasses that of any other licensing agency. In the field of Latin-American music BMI is outstanding. In every other classification of music, current popular songs, dance music, hot jazz, serious and semi-classical, the BMI repertoire provides you with sufficient music to fill every program need.

THERE'S ALWAYS A BMI HIT FOR YOUR SHOW.

INDUSTRY OWNED AND OPERATED—BROADCAST MUSIC, INC. was established and is maintained and operated by and for the broadcasting industry.

Management of BMI is directed and guided by a Board of Directors elected by the broadcasting industry, and functions solely in your interest as a broadcaster.

WHEN IT'S **BMI** IT'S YOURS

BMI

YOUR SERVICE ORGANIZATION

EMPHASIS ON SERVICE

Each succeeding year finds BMI service to broadcasters building and expanding. Today broadcasters receive regularly a variety of special BMI aids to music programming . . . all of them designed to aid and simplify the problems of the broadcaster.

BMI PIN UP SHEET—Handy and useful barometer of current BMI HIT TUNES. Lists all record and transcription releases. The "Pin Up" sheet of **FOLK TUNE LEADERS** is your guide to the best in folk, western and country music.

DISC DATA—A complete volume of vital statistics on the nation's top recording artists. Biographical sketches, plus their records of BMI-licensed songs.

BMI MUSIC MEMO—Monthly information bulletin. The radio man's guide to BMI music—includes **RECORDATA** and **PIN-UP PATTERN**.

HOLIDAY MUSIC—Advance listing of appropriate music for just about every national holiday. A research-saving job.

PRACTICAL PROGRAM SCRIPTS

More than 1,700 alert station managers are profiting from the regular use of the various **PROGRAM CONTINUITIES** provided as a special service by BMI.

BMI CONTINUITIES are saleable packages, each a distinctive and refreshing program idea, smoothly and effectively prepared.

ACCORDING TO THE RECORD—Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show. Available seven times per week for 52 weeks.

INSIDE STORY—Colorful and little-known stories behind songs, American customs and traditions, 15-minutes, three times weekly.

LOVE LETTERS AND LOVE SONGS (Revised Series)—Exciting, romantic entertainment. A complete series of 5-minute programs. Five times per week for 52 weeks.

PRACTICAL PROGRAMS OF RECORDED MUSIC—Expert selection of full-hour musical programs in 15-minute segments. Perfect for participating shows. Twelve hours of top-drawer programming issued monthly.

SPECIAL EVENTS—Timely programs commemorating national events. Complete half-hour scripts, periodically.

These BMI services are provided throughout the year, without cost to all BMI-licensed stations.

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD



DRAMATIC SERIES

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, 11 East 52nd St., New York 22, N. Y.

Secrets Of Scotland Yard

Weekly transcribed series of authentic crime stories taken from case books of Scotland Yard, hosted by Clive Brook, noted actor and student of crime, and Percy Hopkins, for the past 25 years crime reporter of London "Daily Express," informally known as the present-day Scotland Yard's "Dr. Watson." Authentic "Yard" material is assembled by Percy Hopkins, scripted in U. S. A. by American writers, and produced and directed in London by top-notch American producer-directors especially engaged and flown to London. Musical score and American name announcer added in New York. A new treat for the large ready-made audience in United States.

Availability: E.T.
Running Time: 30 minutes.
Submitted by: Oliver W. Nicoll and Harry Alan Towers, Towers of London, Ltd., 37 West 46th St., New York 19, N. Y.

Steubenville Little Theater Of The Air

Steubenville Little Theater of the Air is a weekly half-hour dramatic series using talent from Steubenville Little Theater membership. Scripts vary from suspense, comedy, family appeal, to "who-done-it" murder mysteries. Transcribed thematic and bridge music is presently being employed. Steubenville Little Theater of the Air is under sponsorship of the Zimnox Coal Company. Studio audiences witness these broadcasts and demand for tickets has been heavy.

Availability: Live talent.
Running Time: 29½ minutes.
Audition Facilities: Transcriptions.
Submitted by: WSTV & WSTV-FM, Exchange Realty Building, Steubenville, Ohio.

Superstition

An intriguing drama based upon popular superstitions which provokes suspense, drama, comedy, and chills.

Availability: Live talent.
Running Time: 30 minutes.
Suggested for: Evening.
Cost: \$3800.00
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

The Woman

A half-hour dramatic show featuring stories taken from the pages of a magazine titled "The Woman." Features John Reed King as emcee with a guest star on every show such as Milton Berle, Victor Borge, Bonita Granville, Margo, Victor Jory, John Roberts Powers, Ted Collins, John Boles, Hildegard, Beatrice Kay and others. Somewhat similar in format to Reader's Digest network show.

Availability: E.T.
Running Time: 30 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: Kermit-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

Co-Star Theater

Les Mitchel, who produces The Skippy

Hollywood Theater, and has produced Stars Over Hollywood and dozens of other dramatic shows, presents a Hollywood "name" who will appear each week opposite a different star, in specially selected radio plays—dramas, romances, comedies. High quality theater productions designed to appeal to the widest possible audience.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Les Mitchel Productions, Inc., 9310 Hillrose, Sunland, Calif.

Hollywood Sound Stage

Hollywood Sound Stage, a MacGregor recorded production is excellent from every standpoint. Some of the finest stars in Hollywood are presented on this show . . . names such as Roy Rodgers, Ona Munson, Gale Page, Edna Best, Anita Louise, and others. Hollywood Sound Stages are open and transcribed dramatic shows with recorded music for commercial spots. There are 32 half-hour episodes. Because of the reasonable price, you will find Hollywood Sound Stage particularly suited to regional advertisers who want to make a start in radio on a minimum program budget, but with a quality program. It is ideal too, for the national advertiser who wants to provide his distributors with an excellent show for local campaigns.

Availability: E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: C. P. MacGregor Company, 792 South Western Ave., Los Angeles 5, Calif.

Hollywood Theater Of Stars

Comedy, mystery, drama, adventure, romance, musicals—you'll get them all on The C. P. MacGregor Show-Hollywood Theater of Stars a new series in a distinguished line of transcribed radio productions. The right program gets the audience—proves it by building a program series, first of all, with outstanding artists—names such as Robert Mitchum, Susan Hayward, Herbert Marshall, Cornel Wilde, Vincent Price, Donald Crisp, Brenda Marshall, J. Carroll Naish, Bonita Granville, and others—all backed by unusually strong supporting casts. Variety—"can stand up with any of the live ones on the networks. Expressed substantially by ratings as high as 19.5 in key cities—and by an over-all 1946 Pacific Coast Hooperating 26.6 per cent higher than the average of all other dramatic shows combined! The C. P. MacGregor Show-Hollywood Theatre of Stars is a production of national network calibre, it's an open-end transcription show, with 208 half-hour episodes available to local and regional sponsors at a mere fraction of the original cost.

Availability: E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: C. P. MacGregor Company, 729 South Western Ave., Los Angeles 5, Calif.

Obsession

The newest of MacGregor recorded productions, is a highly dramatic show designed for exactly what it implies—an Obsession—for murder, fear, hate, love and compassion—it boasts outstanding artists—names such as Vincent Price, Mary Anderson, Ruth Warrick, John Loder, Bonita Granville, Jane Wyatt, Susan Hayward and others—backed by strong sup-

porting casts. Obsession is an open end, transcribed show with 26 hour-hour episodes.

Availability: E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: C. P. MacGregor Company, 729 South Western Ave., Los Angeles 5, Calif.

A House In The Country

The amusing story of a young city-bred, newly-wed couple who take to the country in search of peace, quiet and inspiration. Their innocence of country customs and customs provides an endless source of excruciating tragicomic events. Written by Ray Knight, casts include Patsy Campbell, Lyle Sudrow, Abby Lewis, Ann Thomas and other leading network actors. Original theme and bridge music by the John Gart Orchestra; Hugh James and Bud Collyer announce. 52 half-hours for one-a-week broadcast.

Availability: E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

Adventures Of The Falcon

This top-notch series which benefits by the movie series of the same name has an excellent rating history (11.1 peak). Mike Waring, alias the Falcon (played by Les Tremayne) is always ready with a hand for oppressed men and an eye for suppressed women. Fast, hard-hitting action and ingenious plotting feature this combination private-eye and who-dun-it mystery show.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Mutual Broadcasting System, 1440 Broadway 18, N. Y.

America, The Beautiful

A series of 48 half-hour dramatic travelogues through the 48 states of the Union. In addition to acquainting the listeners with our country, the programs will emphasize the working of American democracy.

Availability: E.T.
Running Time: 29½ minutes.
Cost: \$7.00 per station (minimum 400 stations).
Audition Facilities: Transcriptions.
Submitted by: Ted Hudes Radio Productions, 17 East 42nd St., New York 17, N. Y.

Casebook Of Gregory Hood

Elliot Lewis, one of radio's top actors, plays the part of Gregory Hood, the gentleman detective whose activities generally originate out of San Francisco. As a polished man of society and with a flair for meeting beautiful women, he and his friend Sanderson Taylor track down unusual cases of theft, murder, swindling and such which each week lead him into dark alleys, nightclubs, and fashionable circles. Has fine rating history.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

John Doowinkle, Attorney

Based on the Saturday Evening Post series, running currently, and for the past 10 years. Each story complete . . . stories of a lovable, young small-time lawyer, who'd rather defend an innocent party than earn big fees. Set in a courtroom, Doowinkle's office and home. His big

telescope and the stars, provide many clever solutions to court cases.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

Dream Street

Half-hour dramatic show, with tremendous general appeal. Stories of adventure, love, mystery, drama and melodrama all woven into the pattern. Written by Charles Monroe, produced by Doug Chandler, original music scored by Mark White, Russ Gorman's Orchestra, Frank Gallup, announcer, with visiting guest star leads. This show also provides for mail pull. Audition recording and easel presentation available.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

Family Theater

Basic theme of the Family Theater is the strengthening of our civilization through a closer relationship between the family as a group and God. Each presentation of this program is concerned with a pressing family problem. Guiding force behind Family Theater is the Reverend Patrick Peyton, C.S.C., who believes that these problems can be solved with the aid of simple and natural radio scripts. Top Hollywood personalities appear on each show.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Client Suitability: Prestige, institutional.
Audition Facilities: Transcriptions; Will pipe live talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Five Minute Mysteries

Produced especially for the advertiser who wants more than a spot announcement, but less than a quarter-hour, this series of five-minute programs embodies all the appeal of a lengthy mystery program . . . yet clues and solution are capsule-packed into each episode . . . a complete dramatized mystery in five minutes. Scripts by radio's finest writers, actors from top network shows and NBC production gives this small package a real entertainment wallop. 260 programs are available for three-a-week broadcast.

Availability: E.T.
Running Time: 5 minutes.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

The Haunting Hour

Presenting original psychological mysteries, "whodunit" thrillers, crime crusade themes and tales of excitement, written by top-flight writers to strict NBC specifications. Effective use of music and sound effects, combined with expert direction and production, mark each program with the stamp of showmanship. A prominent cast includes Berry Kroeger, Elspeth Eric, Eddie Nugent, Joseph DeSantis, Betty Furness and other big radio and stage names. Series has 52 half-hours for one-a-week airing.

Availability: E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

High Adventure

Has been a Mutual favorite for over a year and a half with a very good rating history. Written, produced and directed by Bob Monroe a new story each week develops around a high adventure point in a fictional person's life. Unusually fine production and sound effects combine to make this show a wholesome unusual, and exciting adventure series with different settings each week.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions; Will pipe live talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Mercer McLeod . . . The Man With The Story

Mercer McLeod, world traveler, actor and writer, brings to life a world of secondary fantasy with dramatically-told stories of adventure, suspense, mystery—many from his own pen. Portraying all male characters, his astounding voice changes and keen sense of pacing give McLeod's stories a reality that is inescapable. Reta McLeod, his talented wife, plays all feminine parts. Music and sound effects round out this unusual production. Series has 52 quarter-hour programs for one-a-week airing.

Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

Modern Romances

True-life dramas of modern times, adapted from stories appearing in "Modern Romances" Magazine, are the basis for this NBC Recorded series. Performed by casts of top network talent, and skillfully adapted for radio broadcast, each episode is a complete story. Designed for broadcast three or more times a week, series has 156 quarter-hour programs.

Availability: E.T.
Running Time: 15 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

Mysterious Traveller

The Mysterious Traveller, played by Maurice Tarplin, travels all over the world as he runs into stories with unusual twists and mysterious circumstances. Fine acting, writing, and production have built his show into a Mutual favorite which has developed an excellent rating history.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions; Will pipe live talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Outside USA

"Outside U. S. A." will consist of 26 dramatized documentary travelogues. These travelogues will take the listener through various western European and Latin American countries—market-places, theaters, castles, battlefields, etc.—and thus bring him closer to the peoples and customs of our allies and neighbors. They will be highly educational, adventurous, entertaining and will have original music. In addition to Broadway, Hollywood and radio stars, some of the shows will feature outstanding representatives of our political and economic life.

Availability: E.T.
Running Time 29½ minutes.
Cost: \$7.00 per station (minimum 400 stations).

Audition Facilities: Transcriptions.
Submitted by: Ted Hudson Radio Productions, 17 East 42nd St., New York 17, N. Y.

Personality Time

Interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature, through "Cue-In" technique.

Availability: E.T.
Running Time 15 minutes.
Client Suitability: Department stores, household goods manufacturers, apparel shops, etc.

Cost: Seven per cent station's top national hourly time rate, not per show.
Audition Facilities: Transcriptions.
Submitted by: Press Association, Inc., 50 Rockefeller Plaza, New York 20, N. Y.

Michael Piper, Detective

A whodunit created and written by Albert G. Miller, stressing action, character, suspense, humor. Michael Piper, a very human guy, has to make a living. He's a private eye. Kitty, his wife, is a luscious dish. "Doc" Folix is hack driver, strongly attached to the Piper's. They own the cab. Action takes place all over Manhattan Island, from the Battery to Spuyten Duyvil, from Joe's Diner to the Stork. Strictly Manhattan. Has been satisfactorily network tested.

Availability: Live talent or can be transcribed.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Claude Barrera, 70 East 45th St., New York 17, N. Y.

The Playhouse Of Favorites

The best and most popular works of such immortal authors as Dickens, Stevenson, Dumas, de Maupassant, Irving and Balzac are the stories dramatized here in brilliant radio editions. "A Tale Of Two Cities," "Anna Karenina," "A Doll's House," "Treasure Island" and "She Stoops To Conquer" are among the tales of adventure, romance, excitement, comedy and pathos brought to radio by such stars as Wendy Barrie, Les Tremayne, Signe Hasso, John Carradine and Elissa Landi. 52 half-hours for one-a-week broadcast.

Availability: E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

Point Sublime

Point Sublime just finished 35 weeks for John Hancock Life Insurance Co. This well-known dramatic series, produced and written by Robert L. Redd, is now available. Telling the stories of the small-town "Point Sublime," it has drama, humor, and pathos. It stars Cliff Arquette, with Mel Blanc, Earle Ross, Verna Felton, and Jane Morgan.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions; Will pipe live talent.
Submitted by: James L. Saphier Agency, 9538 Brighton Way, Beverly Hills, Calif.

Quiet Please

Unusually fine writing on this show has attracted wide attention and earned this show national awards. Mood drama in its essence it features Ernest Chappell as narrator who tells a story which involves him in stories of the supernatural, the eerie, and the unusual. All stories are so written and so told that they seem believable or leave a doubt in the listener's mind.

Availability: Live talent; E.T.
Running Time: 30 minutes.

DRAMATIC SERIES

Audition Facilities: Transcriptions; Will pipe live talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

The Saint

Starring Vincent Price, this famous serial based on The Saint stories by Leslie Charteris, just completed 52 weeks for Trim, a product of Popprodent. The Saint reached a 13.3 Hooper rating on the Pacific Coast network. The only reason for cancellation was the discontinuance of the product.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: James L. Saphier Agency, Inc., 9538 Brighton Way, Beverly Hills, Calif.

Special Assignment

A dramatization of the exciting and unusual experiences of newsmen in covering news.

Availability: E.T.
Running Time: 15 minutes.
Cost: Seven per cent of station's top national hourly time rate, not per show.
Audition Facilities: Transcriptions.
Submitted by: Press Association, Inc., 50 Rockefeller Plaza, New York 20, N. Y.

Stand By For Adventure

A distinguished cast (Parker Fennolly, Edwin Jerome, Joseph DeSantis and John Moore) perform narrations especially written for and tailored to each actor's particular forte by a panel of eminent writers. Program recreates the art of story-telling with a unique format and excellent line-up of adventure stories. There are stories of exciting happenings in far places among strange people . . . in wild lands and exotic cities . . . tales of mysticism, dangerous deeds in battle, humorous yarns of the sea. Series has 78 quarter-hours for two-a-week broadcast.

Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

The Weird Circle

The works of such masters as Hugo, Dumas, Balzac, Poe and Dickens are represented in this series of dramatic adaptations of fantasy and mystery classics. Among the world-famous tales heard are "The Fall of The House of Usher," "The Hand," "Jane Eyre," "The House And The Brain" and "Declared Insane"; all different and all unexcelled examples of top mystery drama. Series has 78 half-hour programs for one-a-week broadcast.

Availability: E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

Woman In The White House

Fascinating half-hour stories of the first woman president, based on the popular best-seller of the same name. Stories of her trials and tribulations. None of the present political parties are mentioned, so while it is intensely interesting drama, it cannot alienate even the most rabid members of any party. Will be kept current abreast of national and international events. May be serialized if desired.

Availability: Live talent.
Running Time: 15 or 30 minutes.
Audition Facilities: Will audition.
Submitted by: Beach Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

The Amazing Mr. Tutt

One of America's best-loved characters, Mr. Tutt, in a brilliant and faithful adaptation of Arthur Train's famous series about a shrewd, kindly New England lawyer. Mr. Tutt is already known to millions of Americans as hero of over 100 SEP stories and 10 best-selling books. Says Time: "He belongs with Uncle Sam, David Harum and Paul Bunyan as a symbol of what Americans think of themselves." Will Wright, veteran film-radio actor, stars as Tutt.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

Cabin B-13

Mystery reinforced by world cruise "escape" appeal, personally written by one of the two best-selling mystery novelists in America, John Dickson Carr. Each week, Dr. Fabian, ship's surgeon aboard luxury liner S.S. Maurevania, introduces a mystery encountered in one of the Maurevania's exotic ports of call. Series deliberately avoids familiar patterns of U. S. life; bases its complete range of mystery formulae on material and atmosphere gathered first-hand on Carr's own globe-cruising experiences.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

Dr. Standish, Medical Examiner

New mystery drama by the great CBS team that built high-rating, low-cost Crime Photographer. Suspense. Adapts for radio the adventures of Dr. Standish, Medical Examiner, already made nationally popular in 15 Cosmopolitan and Liberty stories. Standish is the creation of George Harmon Coxe, the same best-selling author who originated and popularized Flashgun Casey (genesis of Crime Photographer). Scripts by ace radio writers Felix Holt and Charles Gussman, both formerly crack police reporters in real life.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

Doorway To Life

In its first year, this series won three of radio's highest honors: Variety Show-management Special Award; Institute for Education by Radio's First Award, Public Affairs; Radio-Television Critics Circle citation. Guided by leading child psychologists, it dramatizes authentic problems in child-rearing, enacts solutions. Billboard: "most delicate and effective handling yet attempted by radio." Variety: "solid showmanship, fine drama, without the slightest pedantic note." Child Quarterly: "especially noteworthy." Availability: Live talent.

DRAMATIC SERIES

Running Time: 30 minutes.

Client Suitability: Mass-appeal advertiser, especially one seeking the parent-educator market.

Audition Facilities: Transcriptions.

Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

Escape

A superbly produced program offering every listener escape into a world of high adventure, of mystery, suspense and fantasy. Each broadcast dramatizes a story which a great fiction writer created for his own refreshment—stories like Kipling's "Man Who Would Be King," Hergesheimer's "Wild Oranges," Conrad's "The Secret Sharer." On sustaining, against two-way sponsored competition, Escape has won 6,400,000 listeners per average minute (NRIs in the 8's and 9's), William N. Robson, twice Peabody Award winner, produces.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

Out Of The Deep

A sea-adventure and treasure-hunt series based on the actual exploits of a famous deep-sea diver and salvager. This thrilling high-adventure series was given a 15-week airing over NBC last year as sustainer and evoked very laudatory comment. It is available both in 15-minute (slanted more to juve. audience) and 30-minute (with both juve. and adult appeal) episodes. Long term outline will be supplied on request.

Availability: Live talent.

Running Time: 15 and 30 minutes.

Client Suitability: Any accounts, but especially cereal.

Audition Facilities: Transcriptions.

Submitted by: Ted Maxwell Productions, 6060 Hollywood Boulevard, Hollywood 28, Calif.

The Passing Parade

Dramatized, little known stories proving truth is stranger than fiction. Incredible adventures of personalities . . . both famous and obscure . . . make for mighty absorbing radio drama, now in its second successful year in Australia and New Zealand. Won 1947 award of Federation of Australian Radio Stations.

Availability: E.T.

Running Time: 27 minutes.

Audition Facilities: Transcriptions.

Submitted by: Pan American Broadcasting Company, 330 Madison Ave., New York 17, N. Y.

Romance

The greatest love stories of all time (like "Elizabeth and Essex," "Body and Soul," "Cass Timberlane") come vividly to life again. And the public loves them. Sponsored two years, Romance consistently topped the winter average of all evening radio; won NRIs in the 17's, Hoopers in the 13's. Variety: "It continues to hit its big programming stride." Sponsor-proven a choice drama property to sell woman-appeal merchandise.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transactions.

Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

So The Story Goes

Popular story show starring Johnnie Neblett's interesting, forceful delivery in a dramatic narration of different and unusual true stories of general interest to all listeners. 260 15-minute episodes with two complete stories in each program with plenty of time for opening, closing and middle commercials. Proven pre-tested listening appeal and comparative ratings which keep the show popular and successful whenever and wherever broadcast.

Availability: E.T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Morton Radio Productions, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Studio One

Notability of this Peabody-cited is its complete and powerful treatment of a wide range of source material: great books like "Dodsworth"; great plays like "Ah, Wilderness"; great stories like "To Mary With Love." Acclaimed by the N. Y. Times as "the important series radio has sorely needed." Audiences prove its sponsor value. Opposite Fibber and Hope, it wins Hooper's in the 9's, NRIs in the 12's. Fletcher Markle produces, directs, acts as host.

Availability: Live talent.

Running Time: Full hour.

Audition Facilities: Transcriptions.

Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

This Is The Story

New story-telling series featuring NBC network star Ed Prentiss in a dramatic presentation of little-known true facts about well-known people, places and events. An appealing production to keep the listening audience tense right up to the surprise ending of each story and through the commercial. Two complete

fascinating stories in each 15-minute episode. Terrific commercial qualities which are bringing unprecedented results to satisfy sponsors. The show sells all products from ice cream to trailers in any size market. 120 episodes now cut—will have 156 or more episodes.

Availability: E.T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Morton Radio Productions, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

You Are There

This outstanding multi-award series recreates history's greatest events — The Signing of the Magna Carta, The Assassination of Lincoln—and news-covers them as if they were happening today. Walter Winchell (N. Y. Daily Mirror): "It takes history out of musty libraries and makes it as arresting as the headlines you just scanned." First year honors: Peabody, Page One, Institute for Education by Radio, Radio-Television Critics Circle citation. Robert Lewis Shayon produces.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

Cavalcade Of History

Dramatizations of important historical events, featuring vocalists, a 32-piece band, and network stars in the dramas. An outstanding variety show for a low cost budget. Sixty-four programs available.

Availability: E.T.

Running Time: 15 minutes.

Client Suitability: Utility companies, department stores, furniture and jewelry.

Cost: \$10.00 per program.

Audition Facilities: E.T.

Submitted by: Transcribed Radio Shows, 2 West 47th St., New York 19, N. Y.

MILDRED FENTON PRODUCTIONS

38 East 57th Street
New York City
PLaza 5-2940

Five Star Theater

A footlight parade of 39 two-act miniature dramas. Five Star Theater consists of 39 plays all linked together through their common source of dramatic inspiration, yet each one complete in itself and of a type quite varied from its successor or those which have preceded it. While aimed particularly at the woman audience, enough comedy, mystery, romance action and throbbing drama have been injected to hold the interest of any home listener family group past the primary school days.

Running Time: 12 minutes.

Audition Facilities: Transcriptions.

Submitted by: Transcribed Radio Shows, 2 West 47th St., New York 19, N. Y.

If It Had Been You

Dramatizes the split-second life and death decisions which persons in all walks of life are sometimes called upon to make. Provocative entertainment, plus listener participation.

Availability: E.T.

Running Time: 12 minutes.

Audition Facilities: Transcriptions.

Submitted by: Transcribed Radio Shows, 2 West 47th St., New York 19, N. Y.

See The Doctor

A dramatic series approved by the County Medical Association. Program emphasizes the fact that regular medical checkups by your doctor can avoid serious illness. Each week a different disease or ailment is dramatized with a regular M.D. playing the part of the doctor in the drama.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Drug store, dept. store.

Audition Facilities: Transcriptions.

Submitted by: WEBR, 23 North St., Buffalo 2, N. Y.

name will play the lead.

The Adventures Of Martin Eden

Jack London's immortal adventure-king Martin Eden is brought to life on the air. The raw excitement, the suspense and the epic personal courage that make up the world of Jack London never grow old—and this show proves it. A Hollywood Availability: Live talent.

Running Time: 30 minutes.

Cost: \$3500.00

Audition Facilities: Will pipe live talent.

Submitted by: Gotham Radio Productions, Inc., 120 East 16th St., New York 3, N. Y.

Danger, Dr. Danfield

One of the better dramatic mysteries, starring Michael (Steven) Dunne and an all-star Hollywood cast. This is a proven type of program.

Availability: E.T.

Running Time: 30 minutes.

Cost: Minimum \$6.00 per program.

Audition Facilities: Transcriptions.

Submitted by: Teleways Radio Productions Inc., 8949 Sunset Boulevard, Hollywood 46, Calif.

Strange Wills

This program deals with the strange stories back of Strange Wills, starring Warren William, famous Hollywood actor, and featuring an all-star Hollywood cast.

Availability: E.T.

Running Time: 30 minutes.

Cost: Minimum \$6.00 per program.

Audition Facilities: Transcriptions.

Submitted by: Toloways Radio Productions, Inc., 8949 Sunset Boulevard, Hollywood 46, Calif.

Troop D (U. S. Cavalry)

"Troop D" is a Western series dealing with the adventures of a crack troop of U. S. Cavalry, assigned to maintain law and order in the stormy post-Civil War western frontier country. Told through the personal diary of Capt. Scott Prescott, U. S. A.

Availability: Live talent.

Running Time: 30 minutes.

Cost: \$2000.00.

Audition Facilities: Will pipe live talent.

Submitted by: Gotham Radio Productions, Inc., 120 East 16th St., New York 3, N. Y.

The White Line

The White Line is a series based on the adventures of a truck-driver named Lou Delaney. Owner and operator of his own truck and trailer, Lou Delaney is free to drive anywhere and move through all kinds of adventures. Hollywood name to be used.

Availability: Live talent.

Running Time: 30 minutes.

Cost: \$2500.00.

Audition Facilities: Will pipe live talent.

Submitted by: Gotham Radio Productions, Inc., 120 East 16th St., New York 3, N. Y.

DRAMATIC SERIES

Adventure At Seven

WCOP's "Adventure At Seven" series consists of five different adventure stories, each broadcast on a weekday night at 7:00 p.m. Lineup for each day is as follows: Monday—"The Front Page," with Dick Powell; Tuesday—"Red Ryder"; Wednesday—"Box 13," with Alan Ladd; Thursday—"Challenge of the Yukon"; Friday—"Adventures of Bulldog Drummond." A zooming Hooper is best proof that Bostonians are becoming "Adventure At Seven" conscious.

Availability: E.T.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: WCOP, 485 Boylston St., Boston 16, Mass.

Crossroads

A unique suspense-drama with an audience participation angle. Each program is a complete half-hour drama of thrills and suspense building to a climax that gives the hero or heroine two alternate possible solutions. At this point, a jury polled from the audience decides which course is to be taken, as though they themselves were faced with the dilemma, and the show proceeds to its conclusion. Availability: Live talent; E.T.

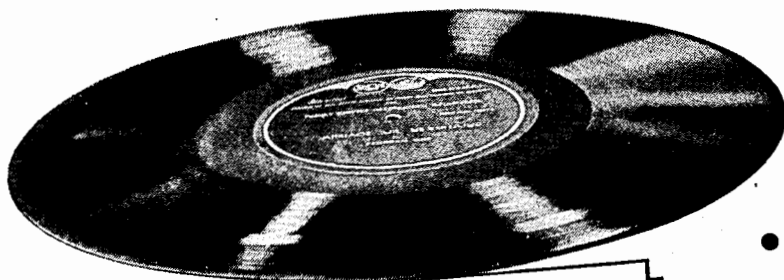
Running Time: 30 minutes.

Cost: \$1,500.00

Audition Facilities: Will pipe live talent.

Submitted by: Gainsborough Associates, Inc., 234 West 44th St., New York 18, N. Y.

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DRAMATIC SERIES

Fireside Tales

Punch packed programs which are stories of adventure, courage and dramatic action presented by Frank Graham, master story-teller.

Availability: E.T.

Running Time: 5 minutes.

Cost: Priced according to market. Prices range upward from \$2.00 per program.

Audition Facilities: Transcriptions.

Submitted by: World Broadcasting System, Inc., 50 W. 57th St., New York 19, N. Y.

The Guy Hedlund Players

Guy Hedlund, well known radio and Hollywood player—credited with developing such stars as Michael O'Shea, Ed Begley, Gertrude Warner and others—presents Hartford acting talent. Remembered for previous successes in stage and radio dramatics in this area—Hedlund's players were warmly welcomed on their return to the air. He occasionally plays a part in both original and established scripts.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: WONS, 54 Pratt St., Hartford 4, Conn.

Meet Mr. Magic

Join Steve Wayne, professional magician and amateur detective, uses his knowledge of the black arts to help the police solve baffling "perfect crimes." This new departure in whodunits presents a combination that is exciting and mysterious in the role of Steve Wayne, magician-detective. Each program is a complete mystery with the additional feature of a complete explanation of a magician's secret trick that helped to break the case.

Availability: Live talent.

Running Time: 30 minutes.

Cost: \$2,000.

Audition Facilities: Transcriptions; Will pipe live talent.

Submitted by: Gainsborough Associates, Inc., 234 West 44th St., New York 18, N. Y.

Perry And Rusty

Light dramatic series featuring the adventures of Perry Brown and Rusty MacGowan, reporters on a New York newspaper. These Paul Gallico characters have been featured in magazine, radio and movie stories. "Perry and Rusty" has adventure, romance, comedy and suspense.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: Program Productions, 551 Fifth Ave., New York 17, N. Y.

Unsolved Mysteries

Thirty-nine 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 1,000 miles through dense jungle in one night; 16 people vanish from a ship in mid-Atlantic; a man found murdered with doors and windows bolted and barred from the inside; a dead wife found working in the Haiti sugar cane fields; a wireless 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. Topflight Hollywood cast in each episode. Each program a complete story.

Availability: E.T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

The American Way

The American Way, every program a complete story of the life of some person who came to this country as a poor person and became a very successful one through The American Way of living.

Availability: Live talent.

Running Time: 15 minutes.

Audition Facilities: Will pipe live talent.

Submitted by: V. S. Becker Advertising Service, 562 Fifth Ave., New York 19, N. Y.

Boston Blackie

Thrilling adventure detective-stories and daring mystery drama, starring Richard Kollmar as Boston Blackie, with Maurice Tarplin, Leslie Woods, and others. Based on stories in Cosmopolitan Magazine and currently featured in the famous motion picture series released by Columbia Pictures. Consistently out-rates other top mysteries.

Availability: E.T.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Box Thirteen

An outstanding series of original half-hour action-adventure stories, starring Alan Ladd as Dan Holiday, a free-lance fiction writer. The inspirations and material for his stories are obtained through the replies to a blind advertisement which he runs regularly in the classified section of a newspaper. The advertisement reads: "Adventure Wanted: Will Go Any Place, Do Anything, Write to Box Thirteen."

Availability: E.T.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: Mayfair Transcription Co., 8511 Sunset Boulevard, Hollywood 46, Calif.

The Career Of Alice Blair

A "white collar" girl story of Alice Blair of Middleton who goes to the big city to find her career. Stars lovely Martha Scott and Joseph Cotten, and an all-star cast. Unusual theme and good music provided by an original capella choir. Remarkable success record.

Availability: E.T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

RADIO DAILY

Dearest Mother

Daytime serial story. A thrilling day by day drama of heart-stirring romance and pulse quickening action. Designed specifically to appeal to the house wife. An exciting story of a young girl's struggle for happiness, seeking to find a place for herself in the business world without the aid of her wealthy family. The suspense and mystery of the story is further enhanced through the daily letters exchanged between Mother and daughter. These letters contain the girl's hopes, thoughts, suspicions, and loneliness.

Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Favorite Story

Shirley Temple, Orson Welles, Spencer Tracy, Bing Crosby pick their Favorite Stories, which are brilliantly dramatized in the most lavish series of half-hour productions ever transcribed. All-star cast: Ben Alexander, John Beal, Janet Waldo, Vincent Price, Lurene Tuttle, William Conrad in addition to Ronald Colman. Fifteen-piece orchestra under the direction of Claude Sweeten; brilliant musical scores by Robert Mitchell. Stories include "Wuthering Heights," "Cyrano de Bergerac," "Dr. Jekyll and Mr. Hyde," etc.

Availability: E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Forbidden Diary

A top-notch daytime serial show designed to sell to the housewife. Unusual dramatic continued story—the happening of the Wynns of Willowville, starring 14-year-old Judy Wynn. Hooper surveys and an mail response prove Forbidden Diary outpicks network competition. Star studded array of network talent. Scripted by one of radio's foremost writers.

Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Manhunt

An exciting mystery thriller — each episode is a complete dramatic adventure featuring the dashing Drew Stevens and charming Patricia O'Connor, leading characters. Superbly written, expertly cast and also starring Larry Haines, Jean Elyn, Maurice Tarplin, and others. A really fine quarter-hour dramatic thriller.

Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Philo Vance

Thrilling mystery adventure stories of sleuthing of its scientific best-adapted for radio from the S.S. Van Dine works. The Philo Vance novels have been the largest selling detective stories of all times. All major film companies have produced one or more Philo Vance picture involving well over a dozen releases to date. On the network, Philo Vance is a proven audience winner. Now available for local and regional sponsorship via transcriptions.

Availability: E.T.
Running Time: 15 minutes.

Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Psalm of Life

Inspirational but not preaching any specific religious belief. Dramatizations take texts from the Psalms of David applied to man's trials and tribulations today. A prestige program for institutional advertising.

Availability: Live talent.
Running Time: 15 or 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Ann Barbinel Productions, 54 Riverside Drive, New York 24, N. Y.

Radio On Call

What a radio station will do to aid it's citizens when called upon. Stories of how stations stood by in time of emergency such as floods, tornados, blood donorship, snowbound, fire and aid in helping to save lives. Sold with the cooperation of the radio station to small industrial, commercial and professional firms. Each story complete and actual. Banners illustrate

DRAMATIC SERIES

the stations call letters and position on the dial. Really terrific.
Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: National Radio Features, 100 State St., Albany 7, N. Y.

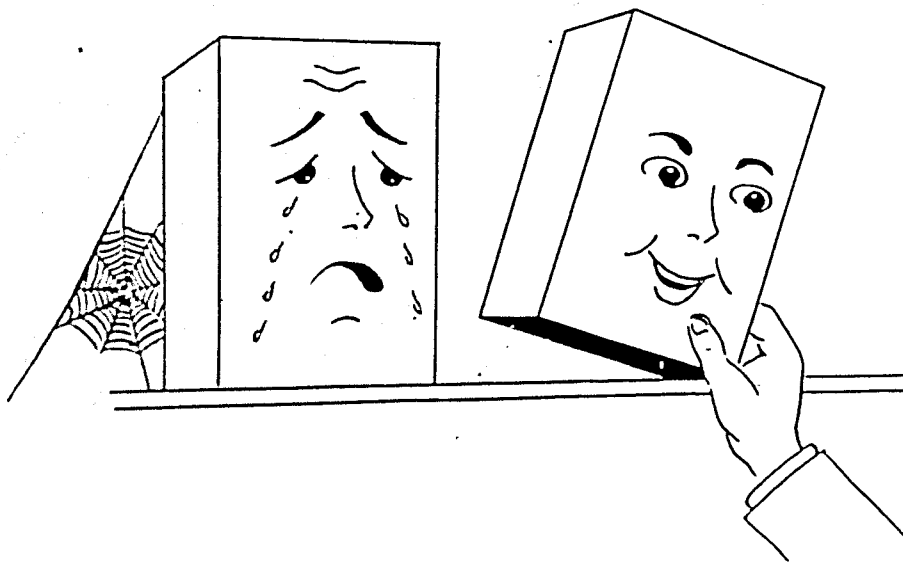
The Damon Runyon Theater

Famous Runyon stories in radio's newest, most exciting transcribed show. A ready-made audience created by the appearance of favorite Runyon stories in magazines, books, newspapers and motion pictures. Twenty stories have been made into movies with several others being readied for pictures now in addition to the life story of Runyon.
Availability: E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.

Submitted by: Mayfair Transcription Co., 8511 Sunset Boulevard, Hollywood 46, Calif.

Veterans Of Victory

What has happened to our returned veterans since they came home. Actual stories of how our veterans are taken in by master swindlers and schemers. Stories that have made front headlines. Sold with the cooperation of the Radio Station to small business, professional and commercial firms. A free \$25.00 U. S. Savings bond each week. Shield banners to advertise the station's call letters, position on the dial and time and place of airing and location. Sold by our own staff.
Availability: E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: National Radio Features, 100 State St., Albany 7, N. Y.



CKLW makes 'em REACH for
your product
in the Detroit Area

Adam J. Young, Jr., Nat'l Rep.

H. N. Stovin & Co., Canadian Rep.

J. E. Campeau, President

5,000 Walls Day and Night • 800 kc. • Mutual Broadcasting System



GLORIA SWANSON HOUR...fashions, interviews, homemaking...four fifteen minute periods weekly.



EXPLORING THE UN...fashions, food, costumes, dancing of the United Nations...every week.



THE DRAWING GAME...Pulitzer Prize cartoonist Rube Goldberg in a weekly charade-quiz game.

Twenty-four TV programs... a variety of studio presentations and remote pickups that include practical help for the homemaker, teen age entertainment, lively children's shows... comprehensive coverage of the news, special events, sports... movies, drama, comedy... provide WPIX with a wide range of presentations to intrigue the interest of viewers—or advertisers!... in a major market big enough now to make the medium mandatory for any advertiser concerned with creating comment among customers, building business and better sales!

For details, time rates and production costs on currently available programs... call or write, WPIX, 220 E. 42nd St., New York 17... or WPIX representatives out of New York, Free & Peters, 444 Madison Ave., New York, 22.

WPIX
NEW YORK CITY • CHANNEL 11

TELE SHOWS OF TOMORROW

—wherein programming comes into its own

By Jim Owens
Associate Editor

WHETHER or not the most "conservative optimist" in television (a species homogenous to the industry) will agree that a reasonably clear vision of TV's "Show of Tomorrow" is afforded by the medium's record to date, particularly its performance since the beginning of 1948, it is increasingly evident that the buoyant enthusiasm of a year ago has failed to keep pace with accomplishment. Video's day to day progress program-wise in just the past six months, while varied to the ultimate in purpose and substance, has formed an exciting mosaic, the multi-portions of which are each as prepossessing as the other.

Its performance, so versatile and impressive, is such that the pattern is pliable and difficult of rigid classification. Video has sharply illustrated that its presentation of tomorrow will not be confined to any one physical or cultural form, but will rather embrace the best of all man's contribution to man. It would be inauspicious, if not inadequate, to foresee TV of '49, or '59, as doing several single things better than they have been done before, particularly as they relate to the entertainment and education of a nation. From this vantage point it is indicated that the set pattern which forms the basis of other mediums will be somewhat ignored in TV, and that a formula, if any, will be similar to the plot of our daily lives, everchanging, realistic, and dramatic. Video will, as has been said by many of the men who have labored over its infancy, mirror the parade of life in a manner never possible before.

PROGRAMMING, of economic and physical necessity the least advanced of this most panoramic medium at the beginning of the year, had begun to come into its own shortly thereafter. A few of the initial efforts achieved startling success, and the programming ball began to roll. It's generally agreed by authoritative minds in the industry, however, that the surface has merely been lightly scratched, and while the gleam of diamond is visible, the stone is still pretty much in the rough. By the end of the current year the gleam will be brighter still, the tools sharper, and the horizon of achievement nearer still. What is to come ahead will be governed, it's generally agreed, by what has gone before. The glancing blows of success and the disappointing failures will combine to provide a tangy mixture of spice and color, to be shaken and used as prescribed by the medico of experience. There are already several contributions to the expanding mosaic which stand out with bright promise, and which will inevitably become part of the finished product. We have already experienced the first results of the elimination of the music ban, a victory which removed perhaps the major barrier from television's sweeping path to maturity. It was not without justice that many in the industry hailed its arrival with an enthusiasm happily reminiscent of the good ol' college cheer, since music, as in radio, may be considered the vortex of programming.

IT'S significant that among the most ambitious and successful pictures registered by TV thus far were made possible—from the germ of an idea to its final presentation on the screen—with the help of advertising dollars. Lucky Strike cigarettes and CBS carved

a historic niche for themselves by effecting the first tie-up between TV and the legitimate theater—the newest and oldest medium of entertainment, respectively. "Tonight on Broadway" was eminently successful, both as an example of mature and quality programming and of video's versatility. It emphasized the fact that TV could readily adapt itself to other forms without fear of embarrassment, and to invade the labyrinth of culture without, in the slightest, desecrating the chinaware of tradition, or even brushing it with an awkward finger.

ANOTHER distinctive phase of TV's varied success in the program realm was recorded in the resurrection of vaudeville—America's sure-fire entertainment. Texaco, with "Texaco Star Theater" on NBC, and Du Mont, with its rejuvenation of the late Major Bowes' "Amateur Hour" for video, provided ample and convincing testimony that this type of programming is exciting grist for the turbulent mill of TV. Still another, and perhaps the most significant of all, was the collective attempts at simultaneous duplication of top-ranking radio programs, properly keyed within 24 hours after the death of the music ban, by the NBC Symphony and the Philadelphia Orchestra on CBS. Gulf Oil, long a top radio user, went further into the duplication angle, became the first major advertiser to sponsor a dual broadcast of its celebrated "We, The People" on a regularly scheduled basis.

Although this phase of video was rattling along with sudden but solid success, the most dramatic chapter—the recent 1948 political conventions in Philadelphia—belongs strictly to the medium itself. It was, as it should be, a co-operative effort, and a major "first" which far outstripped and overshadowed anything TV has yet attempted, for it was just such an undertaking for which the medium was destined. By its performance—hailed by the public and politician alike—television carved itself a permanent niche among the major communications media. It's arrival was dramatic, tense, and real as life itself. It was a curtain-raiser on a new and powerful force which 10 million Americans were privileged to witness. It was the *sauce-piquant* to an already well-mixed program dist which served to whet the collective viewer appetite more than ever.

WHILE pushing its exhilarating way in all phases of program development and experimentation, another facet of its progress is emerging on the scene, prepared to augment and perhaps accelerate the long-awaited nation-wide expansion of top quality programming. Transcription—a fixtured term in radio—has its counterpart in television, and its development is expected to swiftly broaden its ever-widening avenue of entertainment. Its use is as unlimited as the medium itself, and its effect has already been felt by both broadcasters and advertisers. News and special events, admittedly high among the most exciting aspects of television, are expected to greatly enhance their stature through the expanded use of films. As a substitute for nation-wide networking, films have become to be invaluable, and indications are that several "nationally" sponsored TV programs will soon experience their first use on a continental network basis via the celluloid route.

Out of this exciting mixture is certain to come television's "Show of Tomorrow," a portrait admirably painted by the fertile minds of broadcasters, advertisers and their agencies. The canvas is still, white and waiting with impatience to be covered with the multi-colored mixture of achievement that is each day being contributed to it, drop by steady drop.

DO THE STARS INFLUENCE YOUR SALES?

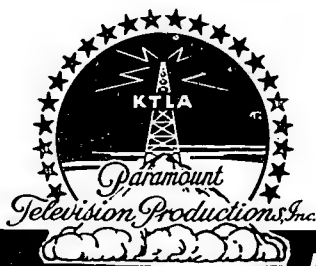
Hundreds of millions, in their homes and in their daily life, copy what the Stars, wear, eat and use.



Scenes from "Sorry, Wrong Number"—a forthcoming release of Paramount Pictures Inc., starring Barbara Stanwyck and Burt Lancaster. A Hal Wallis production—watch for it!



The quickest way for you to interest the Stars, and the motion picture writers, producers and directors, is to sell them *via* KTLA. For television is Hollywood's hottest interest—and in Hollywood, television means KTLA . . . on the air every afternoon and evening. Sell Hollywood and you sell the world!



KTLA

Your Star Salesman in Hollywood

Hollywood Studios • 5451 Marathon St. • HOLLYWOOD 6363
New York Office • 1501 Broadway • BRyant 9-8700

A KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

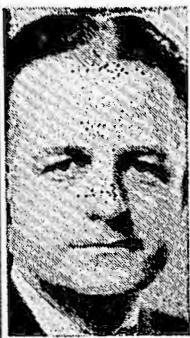
TELEVISION PROGRESS REPORT

—advances in programming noted

By J. R. Poppele

President, Television Broadcasters Association

TELEVISION programming, which a short while back lagged far behind the advances made in the technical excellence of the art, has moved forward on many fronts during the past year and may be expected to make even greater progress in the coming months.



POPPELE

The answer may be found, primarily, in the fact that television is "growing up." It has emerged from the neophyte stage, and as it takes on national proportions, its importance multiplies many fold. With the promise of a combined east-coast mid-west network due to become a reality before the year's end, increased sponsor interest in television is certain to ensue. This, coupled with the continued employment of highly trained personnel, specialists in the art of entertainment, is bound to result in greatly improved programming.

Not only has television improved greatly in the "studio program" division, but it has acquired a higher polish and greater know-how in handling events of major interest.

The political conventions of June and July, plus the Louis-Walcott, Beau Jack-Ike Williams bouts, the baseball game coverage, horse racing, and harness racing pickups, tennis matches, golf tournaments and the like, all have come within the view of the sensitive TV camera lens during the past few months.

Most important, from the standpoint of the industry, is the fact that programming generally has soared considerably during the past year.

By Sylvester L. Weaver, Jr.

Vice-Pres. and Dir. of Radio-Tele, Young & Rubicam, Inc.

IT takes no long-range telescope to see that the biggest drive, by far, in the radio industry, during 1948-49, will be toward expansion of television outlets, and a corresponding rush of commercial advertisers to take advantage of the medium's visual possibilities.

If developments, now in the production phase, can capture on the video screen what we in the agency business feel they have in the blueprinting stage, then I can honestly say that in my opinion television will provide advertising with a great new opportunity to convince, to demonstrate, to sell.

This sales-showmanship, however, still in its infancy stage, will lag behind technical facilities until there is developed in the industry a competent pool of experienced personnel—directors, writers, actors, musicians, artists, etc.—with sufficient know-how to take hold of the peculiar problems of television.

As to the form television advertising is to take, it is my belief that the combined present resources of advertising knowledge and film technology will help offer a solution to the television production problem. Further, I predict that in 1949, the majority of television commercials for top advertisers will be on film.

To sum up: With the advent of large-scale television broadcasting, we are coming into a new era of sales-showmanship. The 1948-49 season should plant some interesting signposts.



WEAVER

By J. L. Van Volkenburg

Vice Pres.-Dir. of TV Operations, CBS Television Network

IN the short space of a few months, television programming has shown distinct signs of acquiring a definite personality of its own. Where earlier the major effort was directed towards sporting events, occasional speakers, parades and the like, currently, literally no field of entertainment and information is safe from invasion by this new medium.

New ways, television ways, are today being created to do the things formerly viewed with fear and trembling. To put on a one-hour musical, forty and fifty hours of rehearsal were envisioned. However, the CBS-Ed Sullivan "Toast of the Town" is being effectively produced for top ratings with five hours of rehearsal.

The sum and substance is that where healthy competition for the available audience exists between several stations, the viewer is getting a break with consistently better television fare.

Those responsible for programming are inventing techniques peculiar to this medium and consequently are fast overcoming the old theory that regular daily programming on a generous and financially possible basis is out of the question.

As the number of television families increase, as competition for their favor grows, as directors, cameramen, lighting engineers, and the rest of us gain in everyday experience with the medium, so can we expect finer and finer programs, created not for radio or Broadway, but for television, so also, as is already happening, will the tremendous impact of television be felt to the complete satisfaction of the advertiser.



VAN VOLKENBURG

By James L. Caddigan

Dir. of Programming and Production, Du Mont TV Network

WE see a broad general program outline taking shape at the Du Mont Television Network. In this past year there have been many signs which we believe indicate the direction television programming will go in various categories.

Drama Programs—It is our belief that most adaptations, unless specifically scripted for television, are at best weak, compared to those, which from the first, have been planned for television. The popularity of such dramas has frequently been attested to by viewers who write us their approval.

Audience Participation—We feel that there is definitely a place for audience participation shows in television. However, we shall always seek to include the viewer at home in the activities going on before the cameras.

Religious Programs — The obvious contribution television can make in this field, needs little amplification. Shut-ins will particularly benefit from the addition of such programs to our schedule.

Educational Programs — Here the opportunities are unlimited.

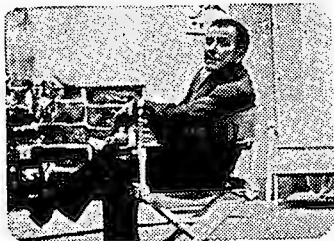
We are aware of the need for supporting our commercial programs with sustaining shows of equal appeal. It is our intention that Du Mont, which has been a pioneer in the technical development of television, shall also explore and continue to improve in every phase of television programming.



CADDIGAN

Five exciting new television NETWORK SHOWS FOR SALE on ABC-TV

HERE is *your* opportunity to get into network television! ABC offers for sale five top-notch new shows on a web that covers the whole central Atlantic States area: New York, Boston, Philadelphia, Baltimore and Washington. It's a *big* audience—and one of these shows ought to be just the right one for *your* product.



Hollywood Screen Test. Talented young artists take a movie test while talent scouts look on! Bert Lytell emcees as a different Hollywood star plays opposite the newcomers each week. Here's a video show loaded with thrills, comedy, drama and music—plus big names to give it added appeal! *Sun. 8:00—8:30 PM EDT.*



You're Invited. Romo Vincent greets the video audience at his front door and invites them in to see his lively, informal variety show. Singing comedian Vincent, an experienced Broadway musical comedy star, is an old hand at tying the acts together and keeping the show on its toes! *Wed. 8:00—8:30 PM EDT.*



Cartoon Teletales. A unique television program that keeps the kiddies spell-bound! Brother Chuck, the cartoonist, and Brother Jack, the narrator, combine their efforts to describe the antics of their animal world characters: Pinto the Pony, Cletus the Caterpillar, and Alice the Alligator. *Monday & Wed. 5:30—6:00 PM EDT.*



That Reminds Me. Walter Kiernan, weaver of homespun philosophy and droll tales of life on a hundred American Main Streets, has as his colleagues on the show Ex-Governor Harold Hoffman of New Jersey, Tex O'Rourke, swashbuckling soldier of fortune, and "Uncle Jim" Harkins, radio actor. *Mon. 9:00—9:30 PM EDT.*



Three About Town. Two girls and a boy—Phyllis Wood, Betsi Allison, and Bill Harrington—spark this sprightly quarter-hour show twice each week. Aided by two spinet pianos, this talented trio entertains with lively songs and exchanges gay patter about the theatrical world. *Monday and Friday 7:00—7:15 PM EDT.*

ABC-TV

American Broadcasting Company

**Camera Headlines**

Fifteen minutes daily of the latest INS-AP news photos with narration by Roger Brister. An up-to-the-minute, on-the-spot program offering the fastest service in audio-visual news. Since it began January 5, 1948, "Camera Headlines" has covered every news event of major interest. In one instance, a news story was on the air 8 minutes after it was received on the INS ticker.

Availability: Live talent with slides.
Running Time: 15 minutes daily, 5 times a week.

Audition Facilities: Live talent and slides.
Submitted by: WABD—Du Mont, 515 Madison Avenue, New York 22, N. Y.

Champagne And Orchids

Svelte, sophisticated Adrienne dances with her handsome escort; swings in her admirable manner; models her gorgeous gowns and presents as her special guest each week, a famous personality from the show business world on the most glamorous show in television.

Availability: Live talent.
Running Time: 15 minutes, once a week.
Client Suitability: Women's clothing, perfume, jewelry, etc.

Audition Facilities: Live talent.
Submitted by: WABD-Du Mont, 515 Madison Avenue, New York 22, N. Y.

Court Of Current Issues

Staged in a court of law, each week a question of current interest is put "on trial." Well-known speakers act as witnesses, pro and con, and are examined and cross examined by counsel. The jury is composed of men and women selected from the studio audience, or from written requests for jury duty.

Availability: Live talent.
Running Time: 60 minutes, once a week.
Audition Facilities: Live talent.
Submitted by: WABD-Du Mont, 515 Madison Avenue, New York 22, N. Y.

Dance Clown Dance

Four music skits on one reel with orchestrations of popular music and clown doing usual routine.

Running Time: 10 minutes.
Cost: \$25.00 for sustaining and \$50.00 for sponsored.

Submitted by: Hoffberg Productions, Inc., 620 Ninth Avenue, New York 18, N. Y.

Firefighters

Based on adventures of a Rookie in a Metropolitan Fire Dept. Story material, taken from actual case histories, projects dramatic suspense without horror or supernatural elements. Program gains strong civic support through teaching of Fire Safety. It is supplemented by Firefighters Club, with examinations in Fire Safety added to usual requirements for badges, etc. Club provides advertiser with roof of purchase as boys and girls advance in rank.

Running Time: Approx. 15 minutes.
Cost: Minimum of \$20.00 per week.

Audition Facilities: Live talent.
Submitted by: Wm. F. Holland Productions, Inc., Hotel Sinton, Cincinnati, Ohio.

Mary Kay And Johnny

Each week, vivacious Mary Kay, and her slightly more mature husband, Johnny, present a gay, lively episode in the lives of two young newlyweds—trials and

tribulations, joys and sorrows, that are typical of all young married couples. Husband and wife in real life, the young couple write as well as act in all of their sketches.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Live talent.
Submitted by: WABD-Du Mont, 515 Madison Avenue, New York 22, N. Y.

Old King Cole's Troubadors

A juvenile talent show that has been "dressed up." Scene: Throne-room of Old King Cole. Master of ceremonies, the King How also does magic. Music by the Fiddlers Three. The contestants appear in costumes representing motif or locale they are rendering.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live talent.
Submitted by: Von Baumann Studio, 331 East 71st Street, New York 21, N. Y.

School Days

A hilarious audience participation stunt show with five participants chosen from the studio audience on each program. Participants sit at old fashioned desks, are given wacky classroom assignments and graded on their performances by schoolteacher Happy Felton. At the close of the program, prizes are awarded to participants with highest grades.

Availability: Live talent.
Running Time: 30 minutes, once weekly.
Audition Facilities: Live talent.
Submitted by: WABD-Du Mont, 515 Madison Avenue, New York 22, N. Y.

Small Fry

M.C. Bob Emery provides fun and education with photos and "preachers" submitted by the audience, and cartoons on television's oldest and most popular children's program. The "Small Fry" Club now has a membership of over 50,000 and receives an average of 350 letters and post cards every day.

Availability: Film.
Running Time: 30 minutes each day, Monday thru Friday.

Audience Appeal: Juvenile.
Client Suitability: General, but particularly children's clothing, food, toys, books, etc.

Audition Facilities: Film.
Submitted by: WABD-Du Mont, 515 Madison Avenue, New York 22, N. Y.

So You Want To Be An Explorer?

A studio and viewing audience participation show. A quiz show with an entirely different format.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live talent.
Submitted by: Von Baumann Studio, 331 East 71st Street, New York 21, N. Y.

The Original Amateur Hour

The staff of the late Major Edward Bowes spins the familiar wheel of fortune for a parade of ambitious performers, as the audience selects the winner by telephone vote.

Availability: Live talent.
Running Time: 60 minutes.
Audition Facilities: Live talent.
Submitted by: WABD-Du Mont, 515 Madison Avenue, New York 22, N. Y.

Time On His Hands

Down through the ages time has been the essence of all things big and small. Time is the factor between life and death—time is precious—and yet time gives some people the chance to cultivate a hobby like collecting time itself. The story of a man who spent a life collecting timepieces and who accumulated 10,000 clocks and watches of every kind and description. A human, interesting study of ancient timepieces.

Running Time: 9 minutes.
Cost: \$25.00 for sustaining and \$50.00 for sponsored.

Submitted by: Hoffberg Productions, Inc., 620 Ninth Avenue, New York 18, N. Y.

Story of the Violin

Story of the Violin since Stradivarius with renditions by Jacques Thiebaud, world renowned violinist. A master craftsman builds violins with a delicate touch and a great violinist puts the final touches to an outstanding film with concert renditions. Music appreciation—with little known facts about the most delicate of all musical instruments.

Running Time: 10 minutes.
Cost: \$25.00 for sustaining and \$50. for sponsored.

Audition Facilities: Film.
Submitted by: Hoffberg Productions, Inc., 620 Ninth Avenue, New York 18, N. Y.

Weather Forecast Jingles

Now in production for television. The Prize Winning (Award of Merit, C.C.N.Y. Conference) Weather Forecast Jingles broadcast over 1,000 radio stations will soon be available for television. Clever cartooning, a catchy tune and out-of-this-world lyrics. Approximately 65 different forecasts. Options now being considered.

Availability: Film.
Running Time: 30 seconds plus sponsor message.

Audition Facilities: Film.
Submitted by: Harry S. Goodman Radio Productions, 19 E. 53rd St., New York 22, N. Y.

Tale of a Pup

This human interest story is about a pup who is adopted by a young woman on whose father's farm he is allowed to roam. He finds strange animals all over the place, makes friends—gets into escapades and is instrumental in settling a feud between the girl's father and a personable young fellow whom she is in love with.

Running Time: 10 minutes.
Cost: \$25.00 for sustaining and \$50.00 for sponsored.

Submitted by: Hoffberg Productions, Inc., 620 Ninth Avenue, New York 18, N. Y.

Cuban Rhythms—My Five Sons

Rhumbas, Congas and Cuban Rhythms by La Playa Orchestra. All musical and singing numbers from Cuba.

Running Time: 10 minutes each.
Cost: \$25.00 per reel for sustaining and \$50.00 per reel for sponsored.

Submitted by: Hoffberg Productions, Inc., 620 Ninth Ave., New York 18, N. Y.

Music Masters Nos. 1-2-3

Three symphonic musicals with featured concert pianists and vocalists. Popular selections against a breathtaking pic-

torial background which is expressive of the moods of the music.

Running Time: 10 minutes each.
Cost: \$25.00 per reel for sustaining and \$50.00 per reel for sponsored.

Submitted by: Hoffberg Productions, Inc., 620 Ninth Avenue, New York 18, N. Y.

Programme Musicale

London Symphonette string orchestra and Albert Sandler, violinist, playing excerpts from Samson and Delilah and Schubert's Serenade. Last unit on same reel, 15 juvenile pianists playing 15 pianos "When Day Is Done."

Running Time: 9 minutes.
Cost: \$25.00 for sustaining and \$50.00 for sponsored.

Submitted by: Hoffberg Productions, Inc., 620 Ninth Avenue, New York 18, N. Y.

Keep Fit Thru Wrestling

A serious physical culture film produced with the thought in mind to stimulate a desire to keep fit. Not a comedy burlesque but a straight treatise on wrestling as an art of the ages and performed by the great champions.

Running Time: 10 minutes.
Cost: \$25.00 for sustaining and \$50.00 for sponsored.

Submitted by: Hoffberg Productions, Inc., 620 Ninth Avenue, New York 18, N. Y.

Doghouse Party

This is a program designed for anyone who likes dogs—and who doesn't? Dean and founder of Canine College, John Behan is your host. Mr. Behan, who was in charge of the U. S. Marines K-9 Corps, puts his favorite pets through their tricks, and incidentally teaches you how to do the same for your Rover. A highlight of each show is a visiting movie star or guest celebrity and his or her favorite pet, plus the award of a puppy every week.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$1,250.

Audition Facilities: Live Talent.
Submitted by: Gainsborough Associates, Inc., 234 West 44th St., New York 18, N. Y.

Mental Marathon

An exciting innovation in television quiz shows. Each round of questions is a separate marathon with the scoring and hurdles making an outstanding visual feature of the show. A panel of experts and guest stars try to identify outstanding works of art, movie sequences, famous personalities, and other video naturals. Handicapping and hurdles based upon background of experts lends a "racy" aspect to show and builds the suspense to a climatic finish.

Availability: Live talent.
Running Time: 30 minutes.

Audition Facilities: Live talent.
Submitted by: Gainsborough Associates, Inc., 234 West 44th St., New York 18, N. Y.

Can You Play Bridge?

An audience participation program based on the popularity of America's most played and most competitive indoor sport. Well-known tournament players compete against the audience and home viewers through an ingenious method of presentation. Combining live and film



FOR YOUR PLEASURE



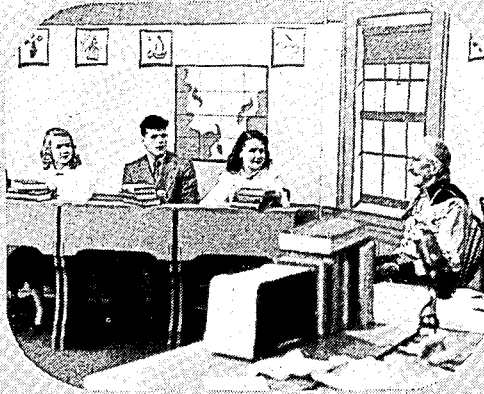
GREAT CATHERINE



TEXACO STAR THEATRE



THE SWIFT SHOW



AMERICANA



THE NBC SYMPHONY



KRAFT TELEVISION THEATRE



AUTHOR MEETS THE CRITICS



THE NATURE OF THINGS



HOWDY DOODY



YOU ARE AN ARTIST



AT LIBERTY CLUB



PUBLIC PROSECUTOR



PARIS CAVALCADE OF FASHIONS



MUSICAL MERRY-GO-ROUND

tomorrow's shows...today

Quality and versatility are the twin hallmarks of NBC Television's showmanship.

For in its expanding schedule of network programs NBC continues to present the widest range of shows for all age groups and all audience tastes. Juvenile shows like *Howdy Doody*; women's shows like *Paris Cavalcade of Fashions*; sports telecasts of essential interest to men—these are but a few in the full scope of NBC programs for all the family.

Matching versatility with quality, NBC's efforts in televised drama, education, news, variety and music have received the repeated plaudits of critics and audiences alike—especially with such programs as *Kraft Television Theatre*, *NBC Television Newsreel*, the Toscanini concerts and the recent coverage of the political conventions.

Belief in quality and versatility is justified by the record: *NBC has more regularly sponsored network television programs than all other video networks combined.* And close to half these shows were carried as unsponsored features before they were taken up by advertisers.

To serve these fine programs to its millions of viewers, NBC has television's top facilities: the largest live network, greatest number of operating affiliates, biggest group of studios for live program originations and an expanding Television Recording service.

Quality, versatility and facilities confirm NBC's standing as . . . *America's No. 1 Network—first in sight and sound.*

NBC
Television

NATIONAL BROADCASTING COMPANY • A service of Radio Corporation of America

TELEVISION

integration to achieve its true purpose, show provides amazing audience check and reaction.

Availability: Live talent; Film.
Running Time: 30 minutes.
Audition Facilities: Live talent; Film.
Submitted by: North American Video Productions, Inc., 234 West 44th St., New York 18, N. Y.

Manhattan Carousel

A musical variety show based on the premises that New York is the biggest little town in the world. Adrian Rollini's Trio, plus a line of versatile showgirls, an MC, a dramatic skit and film integration provide an unusual type of daily 15 minute show. Guest stars will appear in dramatic skits.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Live talent.
Submitted by: North American Video Productions, Inc., 234 West 44th St., New York 18, N. Y.

Debbie Dean

Debbie Dean is a live TV show based on the cartoon by the same name by Bert Whitman. Debbie Dean appears daily in the New York Post & Home News, and is syndicated all over the U. S. by the New York Post Syndicate. Debbie Dean for TV deals with juvenile delinquency in an interesting manner, refrains from preaching as well as from indulgence into portraying the darker aspects of crime. It is highly entertaining, and being a TV serial an excellent advertising vehicle for a good product.

Availability: Live talent.
Running Time: 15 or 30 minutes.
Audition Facilities: Live talent.
Submitted by: Gerard Pick Television & Radio Productions, 366 Madison Ave., New York 17, N. Y.

It's A Woman's World

A live show with Maggi McNellis as coordinator using well-known woman personalities in dramatic sketches. An average of three personalities will be used on each show with additional sequences for The Unique Fashion of the Week and The Baby of the Week. Several additional live sequences employing unique woman viewpoints and unique professions will be in each show.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will Pipe Live Talent.
Submitted by: North American Video Productions, Inc., 234 West 44th St., New York 18, N. Y.

It's A Woman's World

An open 30 minute film transcription using the well-known radio personality, Maggi McNellis. The film utilizes sequences of dramatic content built around a minimum of five women personalities who are prominent in various fields of endeavor. Sustaining features are Fashion of the Week and The Baby of the Week. Special sequences are devoted to Adult, Teen Age and Baby problems providing a well-balanced coverage. Documentary technique is employed with all shooting being for small screen television use.

Availability: Film Transcription.
Running Time: 30 minutes.
Audition Facilities: Screening prints available.
Submitted by: North American Video Productions, Inc., 234 West 44th St., New York 18, N. Y.

N.V.A. Theatre

A complete vaudeville show on television, starring the headline acts that made the old Palace theatre famous.

Availability: Live talent.
Running Time: 59½ minutes.
Submitted by: Reemack Enterprises, Inc., 1270 Sixth Ave., New York 20, N. Y.

The Original Amateur Hour

Following the Major Bowes' Amateur Hour format, this program is now being produced over the DuMont Television Network, by the same staff who made Major Bowes a household word. Amateurs are invited to audition before a committee, and those who, in the opinion of the committee, are deserving of the opportunity to present their talent to the public are placed on these Sunday night shows. Each week, a graduate of the Amateur Hour who has made good, appears as guest.

Availability: Live talent.
Running Time: 59½ minutes.
Submitted by: Reemack Enterprises, Inc., 1270 Sixth Ave., New York 20, N. Y.

Time Out—For Good Grooming

Inga Borg's program series combining all the important factors of good grooming for the modern woman. The program is made up of 4 to 5 models and a weekly guest fashion consultant, the latter to be changed every week. The program will demonstrate the correct use of make-up and hair-styling, the correct selection of clothing for day, sport and evening wear, and the smart choice of matching accessories. The program is built for cooperative sponsorship by manufacturers of clothing, cosmetics and accessories.

Availability: Live talent.
Running Time: 15 or 30 minutes.
Audience Appeal: Female.
Audition Facilities: Live talent.
Submitted by: Gerard Pick Television & Radio Productions, 366 Madison Ave., New York 17, N. Y.

Actors' Studio, Inc.

This half-hour dramatic program is jointly produced by The Actor's Studio, Inc. and World Video, Inc. Directors of Actor's Studio include Elia Kazan and Cheryl Crawford. Actors working with the Studio include David Wayne, Marlon Brando, Kim Hunter and approximately fifty others on the New York stage. Programs for the series will be adapted from one-act plays and short stories selected by John Steinbeck. Burgess Meredith will be narrator.

Availability: Film.
Running Time: 30 minutes.
Audition Facilities: Film.
Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

Billy Bravo Puppet Series

Billy Bravo is a puppet show based on "Guignol," the embattled hero of countless Punch and Judy shows in France. The episodes of this series will be adapted from such popular fairy tales as "Sinbad the Sailor," "Cinderella," "Aladdin" and fifty others for which the necessary characters and sets have been created. William Pene du Bois, author and illustrator of many children's books is the writer. The original score has been composed by Joe Bushkin.

Availability: Film.
Running Time: 15 minutes.
Audition Facilities: Film.
Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

Cartoon Capers

The program appeals to the viewer's humorous imagination and aptly points to the possibilities of television's lighter side. The deft use of light humorous narration paced by whimsical cartoons pokes fun at everything from poetry and the ballet to used-car dealers and summer vacations. Jerry Schweitzer does the narration and Harry Wayne draws the cartoons.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$60 talent plus time.
Audition Facilities: Live talent.
Submitted by: WWJ-TV, Detroit 31, Mich.

Children Of The World

This quarter hour, weekly show will acquaint Americans with their partners in the United Nations Organization by showing the lives of several individual children from many countries. Coverage will include their food, clothing, housing, education, holiday festivities and will integrate the children of each nation in terms of the national cultures.

Availability: Film.
Running Time: 15 minutes.
Audition Facilities: Film.
Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

Close Shaves

"Master Shaving Equipment gives you—Close Shaves!" This arresting program opening is not only an effective message-carrying commercial—it is also the title of the show. Utilizing old-time "Perils of Pauline" type films with a running commentary in a humorous vein by a "Hair-breadth Harry" character, these Close Shaves would be one of the most amusing and interesting shows on television.

Availability: Live talent; Film.
Running Time: 15 minutes or ½ hour.
Client Suitability: Razor; shaving accessories.
Submitted by: Master Productions, Inc., 250 West 57th St., New York 19, N. Y.

Cooks' Tours

This is a new kind of cooking show which covers Europe's best known restaurants and dishes for the American televiewer. Recipes which have been visually executed by famous European chefs will be mailed upon request. Ilka Chase is the narrator and writer. Shooting schedules include such famous eateries as Le Tour D'Argent, Maxim's and Fouquet's.

Availability: Film.
Running Time: 15 minutes.
Audience Appeal: Female.
Audition Facilities: Film.
Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

"Monty" Curtiss, Newsreel Cameraman

Dramatic series telecast live and on film with "Monty" Curtiss, newsreel cameraman, as romantic, adventurous hero. Wide variety of adventures offered as he films disasters, human interest items, sports, political figures—the gamut of day-to-day assignments of a newsreel cameraman. His editor, associate cameramen, competitors are shifting characters. Love interest centers around girl news photographer whom he resents but falls in love with. Tele program covers drama, comedy, adventure, danger, intrigue and has high-powered family appeal.

Availability: Live talent; Film.
Running Time: 20 or 30 minutes.
Audition Facilities: Live talent; Film.
Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

Cyclops Club With Norman Clayton

Television club for children, four to ten years of age. Norman Clayton, radio singing star on WTMJ, is emcee. Show is lively with children taking part in party games, stunts, contests and group singing. Special features for holidays and seasons of the year. Activity is fast moving and conducted in an informal nature. Cyclops—the club's mascot—is a one eye television camera. Club's motto and weekly pledges encourage the children to use their eyes in promoting safety and better everyday conduct.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live talent.
Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

The Detroit News Reel

WWJ-TV's own cameraman covers the local news and human interest stories by film. The program is favored with numerous outstanding local news breaks. Two separate newsreels are shown each week with two showings each, for a total of four shows presented to day and night audiences.

Availability: Film.
Running Time: 10 minutes.
Audition Facilities: Film.
Submitted by: WWJ-TV, Detroit 31, Mich.

Draw Your Own

This series of programs will instruct the audience how to cartoon, do caricatures, perform simple drawing stunts, etc. The "twist" on this program is the demonstrator's ability to entertain while educating.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Live talent.
Submitted by: WBZ-TV, 1170 Soldiers Field Road, Boston 34, Mass.

Dunninger The Magnificent

Mind reading with studio audience, magic, telepathy and brain busters. Celebrities will act as judges. This series consists of 52 quarter hour weekly shows.

Availability: Film.
Running Time: 15 minutes.
Audition Facilities: Film.
Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

Easy Beezy

Film strip, balopticon and slide story of Beezy, a young boy and his live friend, Carl. Feature of program will be showing of televiewers' children, their drawings, pets, cute sayings, good deeds, etc. A "how-to"-session, a cartoon or film strip story, quizzes and "homework" for the audience to participate in.

Availability: Film, plus slide, film strip and balopticon.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Live talent.
Submitted by: WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

Field And Stream Of The Air

Prepared on film, the program will include the editors of "Field and Stream" magazine, serving as a panel of experts, action and instruction films, contests, interviews with famous sportsmen and camera coverage of important outdoor events.

Availability: Film.
Running Time: 15 minutes.
Audience Appeal: Male.
Audition Facilities: Film.
Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

Follow Thru

Joe Devany, president of the Professional Golfers Association, Michigan section, and one of the country's outstanding golf teachers, covers the game of golf from the first tee to the club house. Devany's effortless charm together with the slapstick antics of comedian Marvin "Sonny" Schlossberg who acts as guinea pig, make for a smooth combination of valuable instruction and good entertainment.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$100.00 per show for talent, plus time.

Audition Facilities: Live talent.
Submitted by: WWJ-TV, Detroit 31, Mich.

The Great Shonting

Every kid six to sixteen wants to be a magician. Shonting, protege of Thurston's, started at 7, has been appearing in public throughout the world over 25 years. Explains how to be a magician, describing and doing tricks, but divulging no secrets except to members of The Federation of Junior Magicians. Membership application requires "box top." "Text books" require more as lessons progress. Shonting rounds out program with more advanced mystifications. Studio audience preferable. Unlimited promotional possibilities.

Availability: Live talent.
Running Time: 15 minutes or longer.
Audition Facilities: Live; Film.
Submitted by: Claude Barrere, 70 East 45th St., New York 17, N. Y.

Bump Hadley Sportstime

A review of the preceding week's sports headlines and feature stories (emphasis on seasonal sports). Scoreboards, baseball diamonds, charts, photos, drawings, cartoons, all techniques of visual presentation will be used. The format will vary. Sports celebrities, fans, players will be guested. Terminology, explanation of positions and plays demonstrated, etc.

Availability: Live talent; Film.
Running Time: 15 minutes.
Audition Facilities: Live talent.
Submitted by: WBZ-TV, 1170 Soldiers Field Road, Boston 34, Mass.

Headline Hunters

Across the board news show utilizing most advanced television techniques built around the search for tomorrow's headlines and why each story is selected, with novel twists. Features Robert Parker, foreign correspondent, expert on Eastern Europe, and former A. P. European Chief. Author of "Headquarters Budapest," lecturer and news analyst. Originates New York.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Live talent.
Submitted by: Richard W. Hubbell & Associates, 118 East 40th St., New York 16, N. Y.

Hollywood Screen Test

Hollywood stars help professional actors and actresses from legit and radio in 10 minute screen tests. Two sets and on the set! Hollywood atmosphere. Screen test "candidates" have already been picked up by Hollywood as a result of their appearance on the show.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$1500.00.
Submitted by: Lester Lewis Associates, 1 Christopher St., New York 14, N. Y.

The Home Forum With Mildred Carlson

The program features Mildred Carlson, well-known radio and newspaper authority on the activities of women in the home

and in the fields of business and fashion. The program will embody cooking hints, personality aids, fashion discussions, etc. Celebrities and guests will be included from time to time.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Audition Facilities: Live talent.
Submitted by: WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

Inside Hollywood

Program features Rolly Parker with news and views from the film capital with a generous use of pictures. An added feature, "The Who'st Quiz," gives viewers an opportunity to win a prize by identifying an old time "silent" star from pictures and biographical hints. Parker concludes each program with an interview with some prominent guest star. List of guests has included Thomas Mitchell, Katherine Dunham, Vic Damone, Russel Crouse, Anne Jeffries, Maxie Rosenbloom and others.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$100.00 talent plus time.
Audition Facilities: Live talent.
Submitted by: WWJ-TV, Detroit 31, Mich.

Jollyman's Circus

A special feature designed for the younger listeners with a continuity of story running through the daily episodes Tuesday through Saturday. This is a circus story with all the characters portrayed by Dave Gibson's puppets. Toby David does the voices for all the characters. The program is a natural for the juvenile audience and also has great appeal for many grown-ups.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Cost: \$75.00 talent per program plus time.
Audition Facilities: Live talent.
Submitted by: WWJ-TV, Detroit 31, Mich.

Junior Playhouse

A program for the younger set headed by well-known featured radio and recording personality, Gilbert Mack. Included in the show would be cartoon-illustrated stories, juvenile films, and audience participation games and stunts. Prizes would be awarded to winning youngsters, all of whom are anxious to see in person the man behind the many voices on numerous children's records and radio serials.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Submitted by: Master Productions, Inc., 250 West 57th St., New York 19, N. Y.

The Hank McCune Show

Comedy show with music based on popular west coast (KFI) radio show of same name, with highest Hooperating (8.2) of any west coast local radio show. Built around personality of Hank McCune, with Arthur Q. Bryan, Sara Berner, Frank Nelson, Harry Savoy, Larry Keating, and Bill Heathcock and his orchestra. Originates Hollywood.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live talent.
Submitted by: Richard W. Hubbell & Associates, 118 East 40th St., New York 16, N. Y.

Movieland Quiz

Audience participation program with audience trying to guess name of motion picture from seeing the stills of the picture—Arthur Q. Bryan as M.C. and Patricia Bright as his assistant. Has movie theater as setting. Cash prizes.
Availability: Live talent.

TELEVISION

Running Time: 30 minutes.
Cost: \$750.
Audition Facilities: Live talent.
Submitted by: Loster Lewis Associates, 1 Christopher St., New York 14, N. Y.

Musical Parfait

A ten-minute strip, Monday through Friday, featuring the musical team of Patti Marsh and Charles Swier. They both sing, separately and together, and he plays the piano. "Musical Parfait" specializes in show tunes and small patter.

Availability: Live talent.
Running Time: 10 minutes.
Audition Facilities: Live talent.
Submitted by: WFIL-TV, 46th and Market Sts., Philadelphia 39, Pa.

The Name You Will Remember

The most commercial title in the industry. Adaptation of William Lang's thumb-nail biographies of the newsworthy heard on 170 radio stations. Material selected from Lang's files started 16 years ago and still growing. Combines finest elements of spot news, feature stories and newsreel. Lang narration with proven TV technique gives fast moving, top-of-the-news quality. Production supervision: Richard W. Hubbell & Associates.

Availability: Live talent.
Running Time: 5 minutes.
Audition Facilities: Live talent.
Submitted by: Claude Barrere, 70 East 45th St., New York 17, N. Y.

Nature Is Wonderful (Tentative Title)

Through the facilities of the Boston Museum of Science (old Boston Natural History Museum) New England wild-life will be presented "live" in the studio with all the additional displays and exhibits of the Museum. The customs, breeding, life and anecdotes of New England wild-life will be demonstrated and outlined by Mr. and Mrs. Norman Harris, staff members of the organization.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Live talent.
Submitted by: WBZ-TV, 1170 Soldiers Field Road, Boston 34, Mass.

News By Television

Kirk Knight, newscaster, covers the top news stories of the day utilizing cartoons, graphs, maps, still pictures from The Detroit News files and occasional film clips. The final portion of the program is devoted to an interview with the top news personality of the day. Interviewees range from an heroic collie dog to a little blind boy to the Mayor and the newly elected City Council.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$30 talent plus time.
Audition Facilities: Live talent.
Submitted by: WWJ-TV, Detroit 31, Mich.

Our Story Book

Miss Jane Durelle has been captivating the children's audience for many months as she tells her stories to Detroit's television "small fry." Illustration by film, slide film and pictures drawn by her cable assistant, Jane Thomas, provide the video side of the show with occasional flashbacks to videogenic Miss Durelle. Famous children's fairy tales and classics brought to life by the magic touch of television at a convenient time for children and parents alike.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Cost: \$75.00 per program plus time.
Audition Facilities: Live talent.
Submitted by: WWJ-TV, Detroit 31, Mich.

Outdoors With Don Wayne

This television program presents (live) nightly up-to-the-minute reports for the active sportsman by Don Wayne. Informal on-the-spot news staff reporters on where the fish are biting, where and when to hunt, where to ski and skate—accurate, unbiased, dependable year-round tips. (On film) feature films of fishing, hunting, and skiing trips made the day of telecast; specially made film shorts of interesting but seldom-visited places allied to sports. Prominent guests and audience participation are important live feature.
Availability: Live talent; Film.
Running Time: 15-20 minutes.
Audition Facilities: Live talent; Film.
Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

Pop Goes The Concert

A "take-off" on the serious style of musical presentation. Instrumental group with "Deems Taylor" type of announcer. Chief gimmick is that each week group will be costumed in a different period style, i.e., 18th century, prehistoric, pilgrim, eskimo, etc. The entire procedure will be in a mock heroic, zany vein. A girl and boy vocalist are also featured, plus a pianist-marionette "heckler."
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Live talent.
Submitted by: WBZ-TV, 1170 Soldiers Field Road, Boston 34, Mass.

Rhythm In The Jungle

Laura Boulton, world famous musical explorer, presenting rare films and unusual recordings of exotic native music from darkest Africa to Lapland. Assisted by famous guest musicians who improvise and convert jungle rhythms to modern pop tunes. Originates New York.
Availability: Live talent; Jan., 1949; Film Sept., 1948.
Running Time: 30 minutes.
Audition Facilities: Live talent.
Submitted by: Richard W. Hubbell & Associates, 118 East 40th St., New York 16, N. Y.

School Of Rhythm With Ray Dorey

Ray Dorey, popular young radio recording and musical comedy star is chief figure in an old conservatory of music. Featured in the series is the Miss Television, Carol, and Professor Stratford Avon. Emphasis is on musical-vocals, variety and, in addition, story continuity.
Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live talent.
Submitted by: WBZ-TV, 1170 Soldiers Field Road, Boston 34, Mass.

Spellball

A weekly spelling contest using a baseball touch. Contestants chosen from audience at Milwaukee's Radio City with two teams organized, wives vs. husbands. Emcee is the "pitcher" and batters can choose to try for a single, double, triple or homer. They are given words to spell which are classed according to the length of the hit being attempted. The game

LOVE AT FIRST



One significant fact to come out of the field of television programming is the active (and consistent) enthusiasm of the critics for CBS-TV showmanship.

As each of the major CBS-originated and produced Television shows has hit the air (and met the critic's eye) the response has been immediate—a case of love at first sight. It is applause not only for purpose, but for fulfillment; for *both* ingenuity and technique—in news as in music, in variety-comedy and in “remote” broadcasting.

Of far greater significance is this fact. In a medium which is still in its infancy, these CBS-TV programs emerge as *fully matured productions on their very first airing*—as the following comments clearly reveal.



Here's what the critics said:

TOAST OF THE TOWN Sunday, 9:30-10:30 pm

"Television seemed to advance five years, at least... Sparked by Ed Sullivan hitting a new high as an affable emcee, the video show maintained a speedway pace... With this show, CBS moves ahead of the crowd as the leader in putting together Grade A Variety fare."

RADIO DAILY

CBS-TV NEWS Monday thru Friday, 7:30-7:45 pm

"Much better than the feature-type newscast employed by other video broadcasters."

(Also the American Television Society's annual news award for "the station with the year's outstanding news program.")

VARIETY

WHAT'S IT WORTH? Friday, 9:00-9:30 pm

"Prime television programming... It has visual and auditory appeal, each abetting the other. Its content is intriguing and devoid of monotony, and its format is pleurably informal... There's a tremendous wealth of anecdote and human interest in the program."

THE BILLBOARD

PLACES, PLEASE Mon., Wed., Fri., 7:45-8:00 pm

"This new backstage tele series, giving featured performers, bit players and chorines from Broadway a chance at some individual stuff, has a warming informal quality that makes attractive video... Barry Wood as producer-singer-emcee... hits it satisfyingly."

VARIETY

FACE THE MUSIC Mon. thru Fri., 7:15-7:30 pm

"Here's one of the neatest little musical packages to be wrapped up for television." "(producer) ... has wisely dressed the show with sufficient visual mountings and has given the singers bits of business to do. Latter factor gave the show that all-important movement."

VARIETY

TO THE QUEEN'S TASTE Monday, 8:05-8:30 pm

"Most TV recipe shows are as flat as stale beer, but one stands out like a glistening grape in a flavorless aspic. Mrs. Dione Lucas... has husbands drooling... is something of a television sensation."

TIME MAGAZINE

THE MISSUS GOES A-SHOPPING With John Reed King Wednesday, 1:30-2:00 pm

"Best proof... of staging certain types of television shows 'on location'." Television version "added plenty of color and authenticity."

VARIETY

The audience backed up the critics

Certainly of equal importance with critical acclaim is the response of the audience. Here, too, CBS-TV established clear-cut leadership at the very outset.

On its first rated broadcast Gulf Oil's WE THE PEOPLE won a Hooper Telerating of 46.0, becoming the No. 1 program in the New York area.

On its first rated broadcast TOAST OF THE TOWN (9:30-10:00 pm) won a 56.5 share of audience, or more than half of all television viewers at the time.

And CBS TELEVISION NEWS, only two months on the air, was the first and only news program to produce a broadcast with a rating in the "top 10."

Finally, the July Hooper Telerating Report reveals that 3 of the "top 5" programs (excluding political convention broadcasts) were on CBS-TV—two other stations were represented by one program apiece.

Praise from network affiliates

A major measure of effective *network* programming is its appeal in other cities. Two affiliates testify to the local effectiveness of CBS-TV programs.

"I am sure you will be interested to know that from the comments and letters we receive, it is clear that CBS, day after day, is doing an outstanding job in Television News. It is programming of this type that helps build large and increasingly loyal audiences to our station."

G. BENNETT LARSON, WCAU-TV, Philadelphia

"Congratulations. I think 'Toast of The Town' ranks with the top Television entertainment on the air. It's certainly the kind of programming stations need to build audiences."

E. K. JETT, WMAR-TV, Baltimore

For advertisers today these universal tributes to CBS-TV programming have sharply practical implications. To explore them to your profit call CBS Television.



Yesterday, Today, and Tomorrow...

Good programs seem to roll on and on, continually ringing sponsors' cash registers with resounding merriment. Typical are WFIL's

"LēRoy Miller Club", "Everywoman's Hour" and Tom Moorehead's "Sports Review" . . . just ask any Katz Agency representative.

Now, "Shopping Guide", a television participation program is about to join the fold—providing time buyers with an unsurpassed

Quaker City sales foursome. Check us about any one, or all four, today.

ON
WFIL AND WFIL-FM

"LEROY MILLER CLUB"

Monday through Saturday, 7—8:45 A. M. Records, gags, and chatter . . . twelve years on the air, top rating . . . longevity of advertisers attests results.

"EVERYWOMAN'S HOUR"

Monday through Friday, 1:30—1:55 P. M. Anice Ives with items of interest to women . . . fifteen successful years on the air—selling in her quiet, convincing way.

"TOM MOOREHEAD SPORTS REVIEW"

Monday through Saturday, 6:45—6:55 P. M. The latest in sports . . . scores, events and sports personalities . . . on the air six years . . . a favorite with all the fans.

ON
WFIL-TV

"SHOPPING GUIDE"

Wednesdays, 2—2:30 P. M. Television participations at the unheard of price of \$60.00 each. Frances McGuire exhibits, demonstrates, and recommends your product via Philadelphia's 50,500 receivers.

Philadelphia's ABC Affiliate

WFIL

Represented by the Katz Agency

WFIL-FM

WFIL-TV

The Philadelphia Inquirer Stations

TELEVISION

proceeds inning by inning during the 20 minute program and provides an interesting show.

Availability: Live talent.
Running Time: 20 minutes.
Audition Facilities: Live talent.
Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

Sports Closeup

A timely, fast-paced show that gives the television audience the day's sports news by way of analysis, scoreboards, pictures, and guest stars from the sports world. The program features a different member of the Sports Staff of The Detroit News each night. Names that are familiar to all Detroit sports fans such as Sam Greene, George Krehbiel, Watson Spoelstra, John Walter, H. H. Barcus, Bob Selger and Paul Chandler now become living personalities.

Availability: Live talent.
Running Time: 10 minutes.
Cost: \$40.00 talent plus time.
Audition Facilities: Live talent.
Submitted by: WWJ-TV, Detroit 31, Mich.

Sunshine Corner

The continued and somewhat hectic adventures of a group of teen-agers who top at Sunshine Corner on their way home from school. Sunshine Corner being a rather dilapidated but nonetheless charming "shack" located on the edge of the big city, and housing a middle-aged gent who likes sitting in the sun better than trying to make an extra thousand dollars.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Live talent.
Submitted by: WFIL-TV, 46th and Market Sts., Philadelphia 39, Pa.

Swap Shop

This barter program conducted by Jack Steck, presenting to televiewers an assorted array of articles of value submitted or exchange by other televiewers. Viewers are invited to participate in the show by mail (a) to offer an article for barter, (b) to respond to an offer already made, (c) by coming to studio in person (upon invitation) to show or describe articles; by showing the special telephone numbers with receivers "on set" while the program is on the air. Final acceptance or rejection of an attempted swap is entirely at the discretion of the interested parties.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: WFIL-TV, 46th and Market Sts., Philadelphia 39, Pa.

Television Theater

Series of experimental television plays written to explore possibilities of television drama, as Columbia Workshop explored radio drama. All original plays designed for television. Writers: Richard Hubbell and Carl Boler with contributors from England. Originates New York.

Availability: Live talent; Scripts.
Running Time: 15-30 minutes.
Audition Facilities: Live talent.
Submitted by: Richard W. Hubbell & Associates, 118 East 40th St., New York 16, N. Y.

Those Keen Teens

Teen-age variety show on Saturday afternoons. One of the most popular television shows on WTMJ-TV. Has teen canteen setting with various entertainment acts, stunts, quiz contests, interviews and dancing features. Program is prepared by WTMJ-TV Teen Age Council made up of representatives of Milwaukee youth organizations. This group meets regularly to plan the shows and secure talented high school students as partici-

pants. Two members of the council emcee the show. Each week two guest high schools are honored.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live talent.
Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

Westy's House

Features as standard character "Westy," a wooden dummy. He is a wealthy and debonair "backer" of variety shows. Talent will be integrated into story pattern and revolve around Westy's desires. Musical "live" combo will be included.

Availability: Live talent.
Running Time: 25 minutes.
Audition Facilities: Live talent.
Submitted by: WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

As Others See Us With Pat Dwyer

This format involves an artist and individual members of the audience who are separated from the artist by a screen in such a manner that both the studio audience and the home audience can simultaneously see the artist and his subject although they can not see each other. The artist and his girl assistant carry on conversations with the subject in order to determine physical features, as well as character personality traits. From these oral clues, the artist attempts to characterize the audience member. Upon completion of the drawing, the artist and the audience member meet each other and compare notes on the results of the caricature.

Availability: Live talent.
Running Time: 20 minutes.
Audience Appeal: Entire family.
Audition Facilities: Live talent.
Submitted by: WEWS, 1816 E. 13th St., Cleveland 14, Ohio.

CBS Television News

CBS Television News plays the vital role of news source for tele-viewers. Tele-News provides daily film coverage of 32 countries; other world-wide, national and local news from INS and INP. Program draws upon full resources of CBS Network News Bureau and world-wide correspondent staff; integrates these sources with live interviews, tape recordings, special maps, animated charts, diagrams for a concise picture of current events.

Availability: Live talent; Film.
Running Time: 15 minutes.
Submitted by: CBS-TV Network, 51 East 42nd St., New York 17, N. Y.

CBS Television News Highlights

News Highlights is presented as the final five minutes of daily telecasting operations. The program is a compact summary of daily Tele-News releases. It offers a quick, comprehensive look at the news as covered each day on film. CBS Television's agreement with Tele-News provides daily coverage of 32 countries; viewers are thus assured thorough reporting. For News Highlights, the day's top releases are woven into five minutes of concise news with live commentary.

Availability: Film.
Running Time: 5 minutes.
Submitted by: CBS-TV Network, 51 East 42nd St., New York 17, N. Y.

Cash And Carry

Audience participation, comedy quiz show with stunts, gags, etc., with Dennis James acting as Master of Ceremonies. This is one of the most entertaining television ideas appealing to the entire family.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: Charles Stark Productions Corp., 366 Madison Ave., New York 17, N. Y.

Charade Parade

This program consists of a contest between two teams of dramatic players from the numerous dramatic groups here in Cleveland. Each team, in turn, enacts a charade which is guessed by the opposition as to the title or incident concerned. A moderator ties the show together with the necessary recapitulation to make evident the enactment of the charade performed.

Availability: Live talent.
Running Time: 20-30 minutes.
Audition Facilities: Live talent.
Submitted by: WEWS, 1816 East 13th St., Cleveland 14, Ohio.

Come Into The Kitchen

In modern kitchen, equipped with fully operating refrigerator, stove, sink and other practical appliances, well-known cooking authority Heloise Parker Broeg shows homemakers "how to do it." Here is a proved home economics show—a continuous background for demonstrations of products, equipment and methods used in the kitchen. The program combines the visual impact of television with the time-tested methods of professional cooking schools; brings the cooking school into the home.

Availability: Live talent.
Running Time: 15-30 minutes.
Audience Appeal: Female.
Submitted by: CBS-TV Network, 51 East 42nd St., New York 17, N. Y.

Comics On Parade

Danny Webb, noted comic and man with a television voice, reads the News Syndicate comics to 1-2-3 charming youngsters. The comics themselves, Orphan Annie, Dick Tracy, Terry and the Pirates, etc., are televised frame by frame while Danny not only reads the words but describes the action.

Availability: Live talent.
Running Time: 15-25 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Live talent.
Submitted by: WPIX, The New York News Television Station, 220 East 42nd St., New York 17, N. Y.

The Curio Shop

A flexible, dramatic framework set in a Curio Shop, involving a prop which is featured in the drama, and which provides a springboard for a wide variety of dramatic scripts.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live talent.
Submitted by: WPIX, The New York News Television Station, 220 East 42nd St., New York 17, N. Y.

The Drawing Game

Rube Goldberg, Pulitzer Prize Winning Cartoonist, provides a cartoon charade in which he draws cartoons which suggest familiar phrases, books, songs, etc. Guest celebrities provide the studio contestants. Home viewers who send in questions that are used on the program are rewarded with prizes—the total amount of prizes given in an evening amounting to hundreds of dollars.

Availability: Live talent.

Running Time: 30 minutes.
Audition Facilities: Live talent.
Submitted by: WPIX, The New York News Television Station, 220 East 42nd St., New York 17, N. Y.

Dream Girl

The men in the audience pick their Dream Girl. This unique television show is especially designed to captivate the interest of both the men and the women in the audience, however, it does have extra special appeal for the male audience. Two girls are picked to vie with each other for a date with a fellow. The girls never see the fellow nor does he see them—but the audience sees all—until he has chosen the "Dream Girl" for his date. This exciting show's prizes include dinner at Monte Carlo, limousine, and choice seats at the theater.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: Charles Stark Productions Corp., 366 Madison Ave., New York 17, N. Y.

Dress And Guess With Paul Hodges

This program consists of the MC using articles of clothing, donning one on at a time to give visual hints of famous characters from history or current life. Cash prizes are reduced in value as each additional garment or prop is added. Selected audience on camera is given a chance, in turn, to identify the character portrayed.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live talent.
Submitted by: WEWS, 1816 East 13th St., Cleveland 14, Ohio.

Edgar's Teen Age School Of Charm

Edgar, noted consultant of the grooming problems of teen agers, is visited by adolescents who ask for help with their problems of personal grooming. He not only analyzes each girl's problems of hair, skin, makeup, etc., but actually transfigures 2 or 3 plain girls into utterly charming ones in the course of 25 minutes of broadcasting.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Female.
Audition Facilities: Live talent.
Submitted by: WPIX, The New York News Television Station, 220 East 42nd St., New York 17, N. Y.

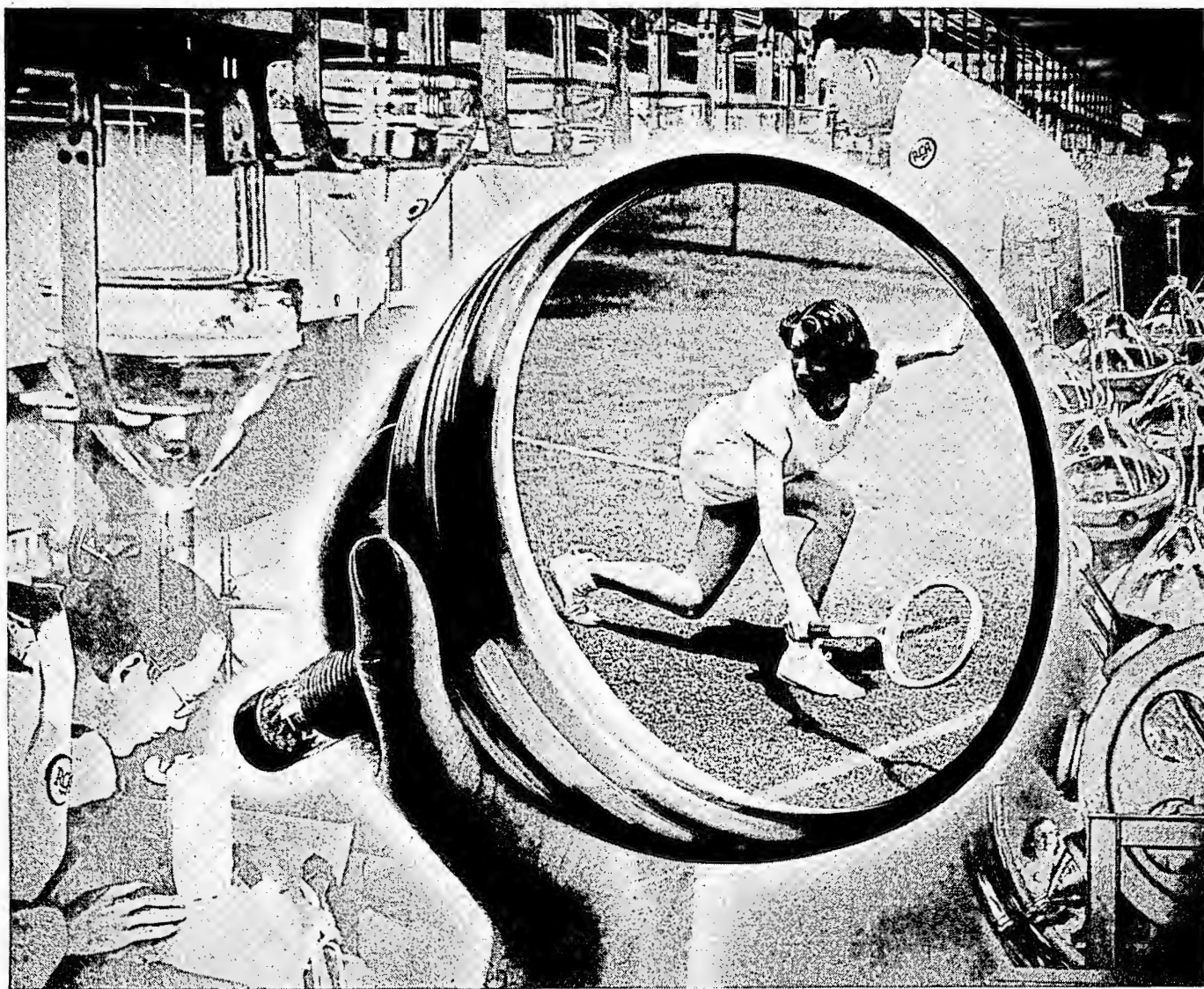
Explorer's Club With Harold E. Wallin

This program consists of a staff member of the Cleveland Museum of Natural History with a group of children gathered around him to learn about nature. Live animals, plants, geological objects, etc., are used, supplemented by drawings and photographs to illustrate the work of nature and habit of the animal world.

Availability: Live talent.
Running Time: 20 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Live talent.
Submitted by: WEWS, 1816 East 13th St., Cleveland 14, Ohio.

Exploring The U.N.

For the benefit of its American audience and the United Nations Appeal for Children, WPIX presents weekly a visit



Machines in RCA's Lancaster Tube Plant are designed for mass production of kinescopes—television picture tubes—at lowest possible cost.

Behind the magic of a Television Tube

Every morning, 14 tons of glass "bulbs" go down to the production lines at the RCA Tube Plant in Lancaster, Pa.

By evening, the bulbs are television picture tubes, their luminescent faces ready to glow—in television homes everywhere—with news, sports, entertainment, education, politics.

Born of glass, metals, chemicals, the picture tube comes to life through flame and heat. Its face is

coated with fluorescent material—forming a screen on which an electron gun "paints" moving images.

Each step is so delicately handled that, although RCA craftsmen are working with fragile glass, breakage is less than 1%.

Water, twice-distilled, floats the fluorescent material into place on the face of the tube, where it clings by molecular attraction—as a uniform and perfect coating.

Every phase of manufacture conforms to scientific specifications established by RCA Laboratories. Result: Television tubes of highest perfection—assuring sharp, clear pictures on the screens of RCA Victor home television receivers.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.



RADIO CORPORATION of AMERICA

TELEVISION

With one of the 57 member nations of the United Nations, Outstanding artists, musicians, dancers, and other representatives of each country appear and give forth with the folk-ways, the customs, the legends, dances, etc., of their respective countries. Some film inserts complete the ultimate picture of life in the other fellow's backyard. Graciousness is the keynote of the half hour presentation.

Availability: Live talent.
 Running Time: 30 minutes.
 Audition Facilities: Live talent.
 Submitted by: WPIX, The New York News Television Station, 220 East 42nd St., New York 17, N. Y.

Face The Music

Songs everyone likes, two fresh, engaging personalities, deft production and camera work blend in Face the Music. Program stars Johnny Desmond, Shaye Logan, Tony Mottola Trio and guest stars. The singing stars alternate on currently popular tunes; a duet, instrumental selection and guest appearances are also featured. The whole feeling is that of an intimate club. Program was called: "one of the neatest little musical packages to be wrapped up for television. . . ."

Availability: Live talent.
 Running Time: 15 minutes.
 Submitted by: CBS-TV Network, 51 East 42nd St., New York 17, N. Y.

Feminine Features

This program with Potaro, hair stylist, centered around beauty tips for women, usually on the subject of hair styling. Potaro shows different methods of hair styling and related make-up for various types of personalities and physical features.

Availability: Live talent.
 Running Time: 20 minutes.
 Audience Appeal: Female.
 Audition Facilities: Live talent.
 Submitted by: WEWS, 1816 East 13th St., Cleveland 14, Ohio.

In Cleveland Today

This program consists of interviews with well-known or interesting personalities currently in town. The interviewer is either a staff member of the News Department of WEWS or is a well-known authority in the field concerned. Where possible, visual material is used in connection with the interview. In this manner, current news personalities are brought right into the homes of the television audience.

Availability: Live talent.
 Running Time: 10 minutes.
 Audition Facilities: Live talent.
 Submitted by: WEWS, 1816 East 13th St., Cleveland 14, Ohio.

In The Sportlite With Bob Neal

This Saturday night feature is a studio program featuring guests from the sport world who demonstrate technique and skill required of their sport. This program is headed by Bob Neal with quite a great deal of light humor. The program has high-lighted such talent as Joe Louis, Olympic track members, baseball umpires, etc. The program is ended with a quiz for both the guest participants and the home audience with still pictures, etc.

Availability: Live talent.
 Running Time: 30 minutes.
 Audition Facilities: Live talent.
 Submitted by: WEWS, 1816 East 13th St., Cleveland 14, Ohio.

Information Bureau

Four college professors from the New York area, chosen for the charm of their

manner as well as for their erudition, provide visual answers to questions posed in by the viewing audience. This is not a quiz program and the answers are given careful research before being aired. The subjects covered give genuinely valuable information on such subjects as art, science, child psychology, etc.—all in all, a highly entertaining capsule with Rex Marshall serving as MC and Prof. E. Osborn, Prof. A. D'Andrea, Dr. J. Flynn, and Dr. A. Elron being the panel of experts.

Availability: Live talent.
 Running Time: 30 minutes.
 Audition Facilities: Live talent.
 Submitted by: WPIX, The New York News Television Station, 220 East 42nd St., New York 17, N. Y.

Just For Kids

This program is on five days a week, Tuesdays through Saturdays, from 5:00 to 5:30 p.m. On Tuesday, Thursday, and Saturday, the program consists of "Uncle Jake's House" and a cartoon film. Wednesday and Friday it consists of Stuart Cramer, magician, a cartoon film, and Koko's Puppet Playhouse. "Uncle Jake's House" is a very informal juvenile show with the famous Gene Carroll (Jake and Lean Team) acting as host to children who come to visit him and his pets—Phillip, the parrot, Clarence, the cat, and Johnnie, the Mud Turtle. A birthday cake is always included at the end of the live portion of the show. Cramer performs magic for children and then follows the cartoon film, and Koko, puppet monkey who carries on a serial type story with his various puppet friends.

Availability: Live talent; Film.
 Running Time: 30 minutes.
 Audience Appeal: Juvenile.
 Audition Facilities: Live talent.
 Submitted by: WEWS, 1816 East 13th St., Cleveland 14, Ohio.

Leisy's Tele Racing Review

This is a film resume of the daily races at North Randall Park. WEWS newsreel crew covers all races with local color at the track in between the races. The narration is live over the film with necessary sound effects dubbed in from transcriptions.

Availability: Film.
 Running Time: 20 minutes.
 Client Suitability: Beverage manufacturer.
 Audition Facilities: Live talent; Film.
 Submitted by: WEWS, 1816 East 13th St., Cleveland 14, Ohio.

Man On The Street With Paul Hodges

This program is a typical "man-on-the-street" interview, either on the corner of 13th and Euclid or on the sidewalk in front of the studio. Usually a stunt is used as a main running gag of the show with all sidewalk interviewers participating, in turn, with such stunt, i.e., walking a chalk line with great dignity, posing as a well-known statue or pantomime proposals.

Availability: Live talent.
 Running Time: 30 minutes.
 Audition Facilities: Live talent.
 Submitted by: WEWS, 1816 East 13th St., Cleveland 14, Ohio.

Glady's Miller's Studio

Basic theme is home decorating, handled through guests visiting Gladys. Guests, including authors, actresses, writers, political personalities and Mrs. Housewife, will participate in the program. Conducted informally, there will

be discussion on moot points. Included is a Home Furnishing I.Q.—a test which listeners can write-in for. Gladys Miller, noted authorly and home decorating authority, will emcee the program.

Availability: Live talent.
 Running Time: 30 minutes.
 Audience Appeal: Female.
 Audition Facilities: Live talent.
 Submitted by: Video Events, 535 Fifth Ave., New York 17, N. Y.

Mrs. Jones' Boarding House

The locale would be a theatrical boarding house in the year 1908. The cast would be in costumes of the times, and would include old time vaude performers as well as now talent. Accent would be on comedy.

Availability: Live talent.
 Running Time: 15 or 30 minutes.
 Cost: \$1,000.
 Submitted by: United Productions, Inc., 654 Madison Ave., New York 21, N. Y.

Pixie Playtime

A lavish children's program running three times a week. Pixie Playtime features Frank Paris and his marionette creations Peter W. Pixie; Princess Pixylla, Willie the Tender-Hearted-Dragon; Dot and Dash, the amiable canines; and a host of other characters who are slightly out of this world. Animated cartoons, science demonstrations on the kindergarten level, and visiting News Syndicate Cartoonists further entertain the youngsters. The charm and warmth of the original scripts provide a refreshing change and lend this program its distinction.

Running Time: 40-55 minutes.
 Availability: Live talent.
 Audition Facilities: Live talent.
 Submitted by: WPIX, The New York News Television Station, 220 East 42nd St., New York 17, N. Y.

Pleasure Weathercast

J. Henry Weber, famous meteorologist of the New York News, demonstrates the latest data of the weather conditions by use of charts and maps and predicts the weekend weather for the metropolitan area. Charming Anne Dixon suggests vacation places. "Windy, Your Weather-Wise Man" explains technical matters in a highly amusing fashion.

Availability: Live talent.
 Running Time: 20 minutes.
 Audition Facilities: Live talent.
 Submitted by: WPIX, The New York News Television Station, 220 East 42nd St., New York 17, N. Y.

Quickie Quiz

Quickie Quiz is a bright, informal television version of the familiar ask-me-another game. A question is posed pictorially, the viewer is given a stated number of seconds in which to figure out his answer and then the proper answer is given. The program stresses little trick questions to which anyone thinks he knows the answer but which frequently trip the unwary. This program is equally appealing to adults and children.

Availability: Live talent; Film.
 Running Time: 5 minutes.
 Submitted by: CBS-TV Network, 51 East 42nd St., New York 17, N. Y.

Record Rendezvous

Stan Shaw provides as the genial host of this variety show set-up. As a disc jockey, with a difference, he interviews singers, dancers, and assorted celebrities who not only drop in but do their specialities for their video audience.

Availability: Live talent.
 Running Time: 25 minutes.
 Audition Facilities: Live talent.
 Submitted by: WPIX, The New York News Television Station, 220 East 42nd St., New York 17, N. Y.

Reel And Rifle

This is the show for the sportsman. With the cooperation of the New York State Conservation Commission, Stan Smith gives hunting and fishing news in the local area. He mentions where the best fishing and hunting are, has live and interesting guest sportsmen; and provides up-to-the-minute film features for the outdoor man.

Availability: Live talent.
 Running Time: 30 minutes.
 Audience Appeal: Male.
 Audition Facilities: Live talent.
 Submitted by: WPIX, The New York News Television Station, 220 East 42nd St., New York 17, N. Y.

Society Of Amateur Chefs

Cooking show, featuring notables as guest chefs. This type of television show captures the interest of the entire family with its universal appeal. This is a new and different kind of food show with masculine appeal; and, lots of interest to young brides who find difficulty in the simple process of boiling an egg. Featured guests are: Phil Baker, Jack Dempsey, Robert Ripley, Ben Grauer, Frank Buck, Peter Donald, Rube Goldberg, Lowell Thomas and Lew Lehr, (and others).

Availability: Live talent.
 Running Time: 30 minutes.
 Submitted by: Charles Stark Productions Corp., 366 Madison Ave., New York 17, N. Y.

Sports Den

This 15-minute sport show is designed to reach the men in the television audience. The Master of Ceremonies of this feature, is the famed Dennis James—chosen by the press as the outstanding television sports announcer of the year. The show consists of a 5 minute interview followed by 10 minutes of actual demonstration by a guest sports personality. Each show will include the appearance of one or two sporting world personalities.

Running Time: 15 minutes.
 Audience Appeal: Male.
 Submitted by: Charles Stark Productions Corp., 366 Madison Ave., New York 17, N. Y.

The Gloria Swanson Hour

A woman's glamour show, at 4 in the afternoon weekly, built around Gloria Swanson's Television House, the purchase problems of collecting budget fashions, high fashion trends, and beauty culture is put together in the manner of a slick woman's magazine. It is handsomely dressed by top decorators and guests who are leaders in fields of fashion, stage, screen, and top beauty houses. A cooking section is devoted to chefs from famous New York restaurants.

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Availability: Live talent.
Running Time: 55 minutes.
Audience Appeal: Female.
Auction Facilities: Live talent.
Submitted by: WPIX, The New York News
Television Station, 220 East 42nd St.,
New York 17, N. Y.

Television Crossword Puzzle

This is the popular crossword puzzle adapted for television. Nick Kenny would make and he would have a board of experts to guess the words which he defines. The words are then printed by Kenny on a blackboard. If the experts fail to guess the word, outside listeners are invited to guess. If they are successful, they win prizes.

Running Time: 30 minutes.
Cost: Commercial: \$1,000.
Submitted by: United Productions, Inc.,
654 Madison Ave., New York 21,
N. Y.

Teen Canteen

Kathie Norris, one of America's foremost authorities on the organization of Teen Canteens and other youth organizations, presides over the "soft-drink canteens" newly setup Teen Canteen—members of which come from "The All American High School." Danny Webb is the school janitor and half a dozen of New York City's brightest and gayest high school actors are our standing committee. In addition to teen-age entertainers, the program features genuine canteens throughout the metropolitan area and presents a Scroll of Honor to the groups which provide service to their community. The program combines variety for the teen-agers along with authentic advice on how to organize teen canteens.

Availability: Live talent.
Running Time: 25 minutes.
Auction Facilities: Live talent.
Submitted by: WPIX, The New York News
Television Station, 220 East 42nd St.,
New York 17, N. Y.

Three Strikes—You're Out

Two teams of contestants, such as songwriters and song pluggers, male and female, represent 2 opposing baseball teams. Rex Marshall throws the questions at the batters. Umpire Joe Bolton rules them right or wrong and miniaturized players run the bases on a miniature scoreboard. Most of the questions are unusual and the ball park atmosphere is further maintained by the use of caps, uniforms, and sets which represent the home plate area of a big ball park.

Availability: Live talent.
Running Time: 30 minutes.
Auction Facilities: Live talent.
Submitted by: WPIX, The New York News
Television Station, 220 East 42nd St.,
New York 17, N. Y.

Title-O

Combines entertainment with an audience appeal and provides unique merchandising angle. A trio or small orchestra, vocalists and dancers provide viewer entertainment, heightened by participating contestants. Home viewers also play along, with chance at "Title-O." Series provides for extensive merchandising. Give-aways may be simple or extensive.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: Video Events, 535 Fifth
Ave., New York 17, N. Y.

To The Queen's Taste

Program presents a stop-by-stop demonstration of cooking methods and recipes—as originated by the world-famous Cordon Bleu restaurant-school in Paris—as taught by Mrs. Dione Lucas, notable culinary authority. First television (or radio) presentation of the cooking art of the Cordon Bleu. Mrs. Lucas, only woman in the world authorized to give Cordon Bleu certificate to graduates, demonstrates operations required in preparation of two or three dishes, on each program.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Female.
Submitted by: CBS-TV Network, 51 East
42nd St., New York 17, N. Y.

Tonight On Broadway

The "television-dream-come-true" show which brings Broadway's greatest hits, with their original casts, right into the home. The past season brought highlights from "Mr. Roberts," "High Button Shoes," "The Heiress," "Look Ma, I'm Dancing," "Make Mine Manhattan" and other successes. Called by Harriet Van Horne "probably the most exciting event in postwar television since the first Toscanini concert a few weeks ago—a realization of the airy promises—in brochures 10 years ago."

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: CBS-TV Network, 51 East
42nd St., New York 17, N. Y.

The Tune Detective

The inimitable piano host and musical historian Sigmund Spaeth explores popular versions of the classics and offers comedy pieces which show the musical marriage of the sublime and ridiculous. The musical virtuosity of Spaeth, who is one of the country's most popular entertainers, is displayed in his offer to compose melodies around telephone numbers mailed in by the home audience. In addition, Mr. Spaeth demonstrates how an average person can play the piano in one easy lesson.

Availability: Live talent.
Running Time: 20 minutes.
Auction Facilities: Live talent.
Submitted by: WPIX, The New York News
Television Station, 220 East 42nd St.,
New York 17, N. Y.

Voice Of The People

This program uses a tournament format to present the champions of controversial causes. The highly dramatic format brings nationally prominent opponents before the electronic cameras and affords the "Little Guys," the average citizen who writes in to Voice of the People, an opportunity to meet the "Name Speakers" by being present at the broadcast and having a chance to question, agree, or oppose the guests of the evening.

Availability: Live talent.
Running Time: 45 minutes.
Auction Facilities: Live talent.
Submitted by: WPIX, The New York News
Television Station, 220 East 42nd St.,
New York 17, N. Y.

What's It Worth

What's It Worth invites people into the studio with objects they think are valuable. Participants tell M.C. Gil Fates the story of the object and how they came by it. Viewers see the prized possession. Then the program presents a "Guestimate," in which other program participants estimate the objects value. Finally,

TELEVISION

expert appraisers, headed by Sigmund Rothschild, tell the owner the real value, and why. Closest "Guestimate" to the final appraisal wins its owner \$5.00.
Availability: Live talent.
Running Time: 30 minutes.
Submitted by: CBS-TV Network, 51 East
42nd St., New York 17, N. Y.

Winner Take All

Special television adaption of one of radio's most popular quiz games. Bud Collyer, noted radio personality, as M.C.; gives questions to pair of contestants who are thus pitted—not against an academic "perfect" score—but against each other. To win, quizzee must be first with the right answer. Winner of each round of 3 questions meets next contestant, stays on until he is beaten. Exciting, valuable merchandise prizes awarded at end of each round.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: CBS-TV Network, 51 East
42nd St., New York 17, N. Y.

Your Pet Show

This program would be devoted to dogs, though other pets can also be included. It would include instructions on the care of dogs, with demonstrations. Also it would include a lost and found department. Each week there would be a contest with a humorous angle. As, for example, the dog with the longest tail, dog with the smallest legs, dog with the longest nose, etc.

Availability: Live talent.
Running Time: 15 or 30 minutes.
Cost: \$500.
Submitted by: United Productions, Inc.,
654 Madison Ave., New York 21,
N. Y.

Maxine Barratt Dances

Here is a show incorporating every phase of dancing. Maxine Barratt as dancing-mistress of ceremonies heads a cast that includes Ed Sims (former head of Fred Astaire Dancing School) and famous professional dance teams, who will appear as guests each week. Celebrities in the audience will be invited to take a lesson from Ed Sims. Miss Barratt and Mr. Sims will provide a home audience gimmick with prizes awarded for their exhibition dance quiz. Miss Barratt discusses fashions in the dance as models and their partners dance around the floor.

Availability: Live talent.
Running Time: 60 minutes on remote or 30
minutes studio.
Auction Facilities: Brochure.
Submitted by: Bob Loewi Productions, Inc.,
255A East 49th St., New York 17, N. Y.

Careers In Music

Three guest instrumentalists and vocalists invited to appear in studio and perform. These persons are not strictly amateurs, but musicians who are planning a career. One prominent musician or music critic would award prize to his choice. Merchandise awards plus scholarship for further training.

Availability: Live talent.
Running Time: 15 minutes.
Auction Facilities: Live talent.
Submitted by: WPTZ, 1800 Architects
Building, Philadelphia 3, Pa.

Children's Matinee

An all film program consisting of a cartoon and a western feature motion picture aimed at the juvenile set.

Availability: Film.
Running Time: Approximately 1 hour and
10 minutes.
Auction Facilities: Film.
Submitted by: 1800 Architects Building,
Philadelphia 3, Pa.

Jose Curbelo Says Hello

Telegenic, sophisticated. Elaborate costumes, vivid artists, exciting music, exotic instruments. Theme: better understanding of our Latin neighbors insofar as their ways are demonstrated through their songs and dances. Entertainment values predominate: good-neighbor aspect subtle. This band popularly voted the "rumba one" orchestra for past three years. Curbelo is excellent pianist, and show features two talented dancer-singers, Bobby Escoto and Mechita. Splendid, glamorous entertainment.

Availability: Live talent.
Running Time: 20 minutes, weekly, 13-wk.
block.
Audience Appeal: Teenage; import-export,
cosmetics, winter.
Auction Facilities: Live Talent; Records.
Submitted by: Barnard L. Sackett Television
Productions, Bankers Securities
Building, Philadelphia 7, Pa.

The Dance And The Sewing Machine

A musical show incorporating dancing, fashions and beauty hints by Maxine Barratt. The show opens with Maxine at the sewing machine completing a dress; as she finishes and begins to check it against the pattern she swings into a dance that carries her around a series of mannequins, on which she tries various outfits. A guest celebrity is posed as one of the mannequins and comes to "life" as Maxine touches her. The amazed Maxine and the guest discuss the latest fashion news and demonstrate for the audience on the mannequins. When they complete the "out-fit of the day" on the mannequin Maxine dances back to the sewing machine and tells of the next guest and hints at the points to be covered in the next show.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Cost: On request.
Auction Facilities: Brochure.
Submitted by: Bob Loewi Productions, Inc.,
255A East 49th St., New York 17, N. Y.

John Doowinkle, Attorney

Based on the Saturday Evening Post series, running currently, and for the past ten years. Each story complete—stories of a lovable young small-time lawyer, who'd rather defend an innocent party than earn big fees. Set in a courtroom, Doowinkle's office, and home. His big telescope and the stars provide many clever solutions to court cases.

Availability: Live talent.
Running Time: 30 minutes.
Auction Facilities: Live audition.
Submitted by: Basch Radio & Television
Productions, 17 East 45th St., New
York 17, N. Y.

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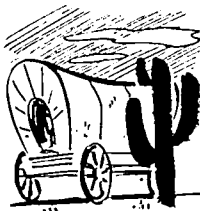
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Starring Frank Parker (Jack Benny) with The Modernaires... (Glenn Miller), Paul Baron's Orchestra... (Hildegard), Bea Wain, and Kay Lorraine (Hit Parade)... Andre Baruch announcing.



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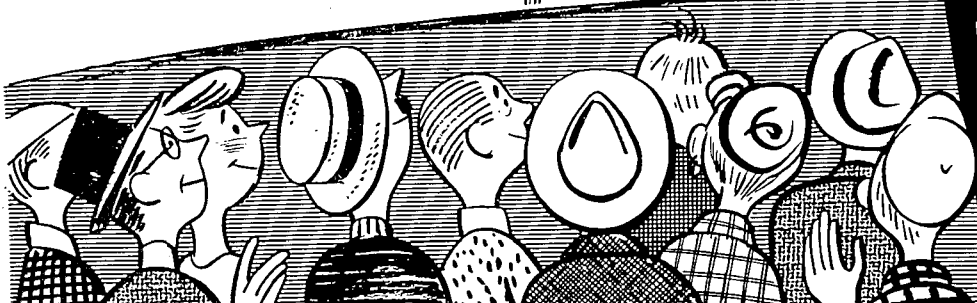
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Educational Series

This series includes one reel films about fish, birds, dogs, horses, buffaloes, fish. Beautiful and fascinating stories of rural life among our animal friends. This series consists of 14 films of approximately 10 minutes running time each.

Additional Facilities: Transcriptions.
Submitted by: Skibo Productions, 165 W. 46th St., New York 19, N. Y.

Harem Scarem

"Harem Scarem" is just what the name implies. Telecast for 6 weeks for ABC TV. The show and its MC, Frances Scott, was the first television show to make Billboard's "Singers' Poll" and received the first award for merit from This Month Magazine. Highly original reasons for giving away money to contestants, who really work for what they get! It's that rare find—a show that's tops for both television and radio. A smart client who wants to tie up both media successfully.

Availability: Live talent.
Running Time: 30 minutes.
Additional Facilities: Live Talent; Will submit outline.
Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

The "Ike" On Sports

A fast moving sport show geared for family entertainment from the very young to the oldest member. Starring well known sports commentators, such as Bill Slater. Ike has featured such guests as Lou Kava, John Kieran, Johnny Farrell, etc. These guests are not interviewed but go through various demonstrations in their own particular field. DuMont sponsored Ike sustaining for the 1945 season and was the #1 show for the 1947 season. While on the air it had top program ratings from the public.

Availability: Live talent; Film.
Running Time: 30 minutes.
Additional Facilities: Film; Brochure.
Submitted by: Bob Loewi Productions, Inc., 255A East 49th St., New York 17, N. Y.

Let's Play Reporter

An audience participation program with a newspaper office background. Frances Lett acts as city editor and quiz-mistress. Lett gives out assignments to cub reporters, with highly amusing results. This quiz show is entertaining and educational. Excellent for a client who wants to promote good will—as well as amuse the public. Telecast over ABC Television. Good tie-up for both audio and video.

Availability: Live talent.
Running Time: 30 minutes.
Additional Facilities: Live talent.
Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

The Gypsy Markoff Show

Markoff, premier accordionist, supported by a 3-piece rhythm accompaniment, plays exclusive arrangements of romantic melodies of the whole world. She tells anecdotes about famous people she knows, humorous places she has been, wonderful things she has seen. Markoff televisions very beautifully, wears unusual costumes, and wears jewelry. Anecdotes are minor part of program, whole effect is of glamor, charm, intimacy, romantic mood sustained by music.

Availability: Live talent.
Additional Facilities: Live Talent.

Running Time: 15 minutes (13-wk. block).
Submitted by: Barnard L. Sackett Television Productions, Bankers Securities Building, Philadelphia 7, Pa.

The Bret Morrison Show

Morrison stars in romantic world travels. Typical program: Morrison solo in foreign song; piano duo; dance duo in novelty number; Morrison and female guest artist in witty operetta-type playlet against scenic background—situation comedy with romantic overtones. Each program uses different locale. Interludes in foreign countries and big cities: old Vienna, Rome, Shanghai, colonial Philadelphia, Hollywood, Dublin, etc. Intimate, entertaining, lively, topical.

Availability: Live talent.
Running Time: 30 minutes weekly (13-week blocks).
Additional Facilities: Live Talent.
Submitted by: Barnard L. Sackett Television Productions, Bankers Securities Building, Philadelphia 7, Pa.

Musical Moods

One reel films of Classical Music—visual accompaniment by Robert C. Bruce, Symphonic Orchestra under the direction of Rosario Bourdon, with male chorus.
Availability: E.T.

Running Time: Average 10 minutes.
Cost: On request.
Additional Facilities: Transcriptions.
Submitted by: International 16mm Corp., 165 W. 46th St., New York 19, N. Y.

Photographic Horizons

Photographic Horizons offers instruction by professional photographers and contests for the television audience such as "Picture of the Week" with Camera Prizes and The "Miss Photo-Horizons" Contest that offers wonderful prizes to both the photographer and his model. This show was created by popular demand and has an ever-growing audience. Diversion is offered by those pranksters, Henry Dravneek and Butch Smith, authors of the forthcoming book, "Hocus Focus." This program appeals to non-photographers as well as the camera fans. The only camera club of television and enjoys an active membership of over 2,000 persons.

Availability: Live talent.
Running Time: 30 minutes.
Additional Facilities: Tele-Transcription show now running.
Submitted by: Bob Loewi Productions, Inc., 255A East 49th St., New York 17, N. Y.

Piano Patter

Ted Steele, whose radio programs, recordings and personal appearances have made him the favorite of millions, now finds television the perfect medium for his unique talents. On Monday and Wednesday nights, Ted is on WPTZ for 10 minutes of songs and chatter. The perfect salesman for an outstanding product, particularly one of interest to women.

Availability: Live talent.
Running Time: 10 minutes.
Additional Facilities: Live Talent.
Submitted by: WPTZ, 1800 Architects Building, Philadelphia 3, Penna.

Pleased To Meet You

Roy Neal, personable MC, each week is pleased to meet celebrated personalities for interesting chats. These have included Blackstone, the Magician; The Chinese Minister to the United Nations; Dimitri Mitropoulos, and Ray Eberle (appearing together!), Jockeys, Auto Racers, and a

TELEVISION

host of other intriguing characters. This show is ideal for any advertiser seeking a program of tested merit.

Availability: Live talent.
Additional Facilities: Live Talent.
Running Time: 15 minutes.
Submitted by: WPTZ, 1800 Architects Building, Philadelphia 3, Pa.

Portrait Of America

This is a series of 26 films—each showing the history of an individual State. Story narration by Frank Graham with orchestral background.

Availability: Film.
Running Time: 25 minutes.
Additional Facilities: Film.
Submitted by: Cruger Productions, 5800 Carlton Way, Hollywood 28, Calif.

Slightly Factitious

Well known sleight of hand artist and trickster, successful movie and television personality, uses gimmick called "thought projection" to induce studio audience to participate in fake magic, pranks and fun. Magician has uncanny ability, without using verbal directions, to make participants share in tricks willy-nilly. Good fun; laughs. Commercial can be integrated and sponsor's product can be shown in favorable way. Exceptional video features. Thirteen-block.

Availability: Live talent.
Running Time: 30 minutes.
Additional Facilities: Live Talent.
Submitted by: Barnard L. Sackett Television Productions, Bankers Securities Building, Philadelphia 7, Pa.

Sports

This series consists of six 1-reel films, detailed and instructive explanations of skiing technique, ornamental swimming, ice-skating, football, fishing and the game of Jai-Alai are narrated by Ed Thorgersen and others.

Availability: Film.
Running Time: Approximately 10 minutes.
Additional Facilities: Film.
Submitted by: Skibo Productions, Inc., 165 W. 46th St., New York 19, N. Y.

The Sports Game

Quiz-master invites audience to participate in identifying sports figures, specific games, unusual scores, etc. from film clips and stills. Postcards used as score cards for audience to mail in answers with prizes figured on perfect score. Person with nearest score at end of series awarded grand prize.

Availability: Live talent; Film.
Running Time: 15 minutes.
Client Suitability: Sporting goods, soft drink, men's apparel.
Additional Facilities: Live Talent; Film.
Submitted by: WPTZ, 1800 Architects Building, Philadelphia 3, Pa.

Swing Into Sports

Swing into sports made its television debut on May 1, 1947. Since then viewers have seen—tennis with expert Winnie Richards, golf instruction by Ernest Jones, skiing and fencing by Sandor Nagy, bowling by Sydney Greenberg and table tennis by champion Reba Kersen Moness. This program follows the sports calendar round-the-year, offering instruction and demonstration in the sport of the season

by top-notch professionals. Now on the golf series with Johnny Farrell who has had as guests such names as Wendy Barrie, Fred Waring, etc., will shortly swing into tennis with Sarah Palfrey Cooke.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: Bob Loewi Productions, Inc., 255A East 49th St., New York 17, N. Y.

Tele-Tunes Of Music

Personalized activities and adventures of musical instruments, singly or in groups. Whimsical stories for any children from 4 to 12. Pleasant stories with subtle moral, also educational value. Useful to encourage musical study, good behavior—and just plain amusing. Central core of characters in each story, but new characters coming and going at all times for variety and freshness of appeal.

Availability: Live talent and Film Combination.
Running Time: 15 minutes weekly, 13-wk. block.
Audience Appeal: Juvenile.
Additional Facilities: Live Talent; Film.
Submitted by: Barnard L. Sackett Television Productions, Bankers Securities Building, Philadelphia 7, Pa.

Television Fashions On Parade

A musical fashion revue in which high fashion clothes and accessories are worn by Broadway stars and Conover Cover Girls as they act out a story theme highlighted by song and dance numbers. Adelaide Hawley narrates. From 4 to 7 original sets are used each week. Story line is different each week. All talent is live. Series is presented every Friday. 8:00 p.m., EDST, WABD (Channel 5).

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: Television On Parade (TOP), Inc., 551 Fifth Ave., New York 18, N. Y.

Television Repertory

An inexpensive dramatic series with Broadway actors in repertory plays. First of this series was televised sustaining for DuMont, May 24, 1945 and was well received by the public. A group of actors will be featured who have had special training in television technique and have a repertory of well known plays especially adapted for this medium at their command with minimum of rehearsal time. Produced and directed by Bob Loewi.

Availability: Live talent.
Running Time: 30 minutes.
Additional Facilities: Brochure.
Submitted by: Bob Loewi Productions, Inc., 255A East 49th St., New York 17, N. Y.

Television Table Tennis

Working with various organizations, preliminaries would be run each week and best players would be brought into studio to compete for prizes, with a play off near the end of thirteen weeks.

Availability: Live talent.
Running Time: 15 minutes.
Additional Facilities: Live Talent.
Submitted by: WPTZ, 1800 Architects Building, Philadelphia 3, Pa.

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Tots, 'twens And Teens

Fashion revue for children, teen-agers and those "in between." Series dramatizes story of a family, their children and children's friends, highlighted by music and entertainment. Clothes, toys and other accessories are described by narrator as they appear. Series goes on the air in Sept. with Macy's, N. Y., as program host.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: Television On Parade (TOP), Inc., 551 Fifth Ave., New York 18, N. Y.

Trading Post

Master of Ceremonies selects people who wish to swap something for something else. Items are those that have human interest. People who have something to trade will contact station by letter.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Live Talent.
Submitted by: WPTZ, 1800 Architects Building, Philadelphia 3, Pa.

The Truth Detective

Each program (blocks of 13) exposes some type of trickery commonly perpetrated on the public, such as card cheating, fake business, phony advertisements, swindles, other rackets. Begins with interview between Truth Detective and average man or woman who has been fleeced, moves to dramatic presentation of associated rackets. Example: "Card Sharps" episode shows many tricks used by professional and amateur gamblers. Educational, must be seen. Not to be confused with better-business type of show.

Availability: Live talent.
Running Time: 20 minutes weekly, 13-wk. blocks.
Audition Facilities: Live Talent; Film.
Submitted by: Barnard L. Sackett Television Productions, Bankers Securities Building, Philadelphia 7, Pa.

Wit's End

Quiz program with MC and panel of experts who have 5 minutes asking questions to identify an object submitted previously by televiewer, who receives two recently published books for each minute. Host takes the expert to find out what the object is — merchandise with integrated commercials.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: WPTZ, 1800 Architects Building, Philadelphia 3, Pa.

Young Book Reviewers

The 'teen-agers discuss a leading book on each program. Top authors appear to present their book to the panel and general forum. This program has been on WMCA in N. Y. for over a year. For television it would offer complete merchandising in schools, libraries, etc. National publicity and interesting awards. Miss Margaret Scoggins is narrator and Lillian Okun producer.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live Talent.
Submitted by: Paul F. Adler Associates, 535 Fifth Ave., New York 17, N. Y.

Armchair Detective

Everybody loves a whodunit—and everybody loves to get into the act. On KTLA's Armchair Detective, both features are skillfully combined into an absorbing dramatic show. Three crimes are enacted by professional casts with clues to the murderer evident to the keen eyes of the

armchair detectives both at home and in the studio audience. Four members of the studio audience have a chance to test their skill in spotting the culprit. And for the home audience, other clues are presented to the identity of a famous criminal. The first one to call in with the correct answer wins the prize.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: KTLA, Paramount Television Productions, Inc., 5451 Marathon St., Hollywood 38, Calif.

Barnyard Comedies

Program consists of novelty songs entirely in rhyme from beginning to end. Featuring Ed Lewis who has recorded many songs for various recording companies. Instrumentation, tiny xylophones, sweet potatoe, harmonica, tin whistle and odd sound effects. Additional characters all done by Ed Lewis; rural-type, Bumpy, Mortimer Snerd Type; Talking Chicken and other animal imitations.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Will Pipe Live Talent.
Submitted by: V. S. Becker Advertising Service, 562 Fifth Ave., New York 19, N. Y.

The Bench

A series of original detective stories that the whole family can enjoy. Plenty of suspense but no hold over of anxiety to spoil anybody's sleep because each program is a complete episode. It is effective entertainment and is one of the first series of dramatizations created especially for television by an author who knows its requirements.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Script.
Submitted by: Ann Barbinel Productions, 54 Riverside Drive, New York 24, N. Y.

Billy The Kid

12 Western films processed exclusively for television on 16-mm. film. Each show is a complete movie, with a running time from 55 to 68 minutes. The Billy The Kid series are western cowboy action films starring Bob Steele, Al St. John, Buster Crabbe and Joan Barclay. Here is clean, wholesome entertainment designed for good programming with appeal to the entire family, and offers the sponsor unlimited merchandising possibilities. Other ZIV Western series include, The Frontier Marshalls and The Lone Rider series.

Availability: Film.
Running Time: 55 to 68 minutes.
Audition Facilities: Film.
Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 2, Ohio.

Broadway Jamboree

A variety program featuring the Deep River Boys. Each week this program uses various actors currently running in the night clubs and stage shows of New York. Some of the past programs have included Maxine Sullivan, the swing song-stylist; Gus Van, one of the original vaudeville performers; and numerous other musical and variety acts.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: WNBW, 724 - 14th St., N.W., Washington 5, D. C.

Charm Session

The personality program. Every woman's program—designed to help every woman make the most of herself.

Availability: Live talent.
Running Time: 15 to 30 minutes.
Audience Appeal: Female.
Client Suitability: Specialty shops, department stores, beauty preparations.
Audition Facilities: Script.
Submitted by: Ann Barbinel Productions, 54 Riverside Drive, New York 24, N. Y.

Jack Eigen Show

Jack Eigen brings name "guests" to this weekly show currently telecast over WABD. Eigen has an interesting style coupled with the ability to get big names and get the most out of them.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Program Productions, 551 Fifth Ave., New York 17, N. Y.

Glamour Shop

An audience participation format that will keep the studio jammed! In each show Veronica Dengel, eminent personality stylist, analyses and corrects the appearance of selected members of the studio audience. Her "re-do" includes make-up, figure and costume pointers. Through her work in a 5th Ave. beauty salon, and on annual coast-to-coast tours, Mrs. Dengel has met thousands of women and helped them to greater success in living. Her demonstrations and advice will now enable televiewers to develop a true "Personality Unlimited."

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Audition Facilities: Live talent.
Submitted by: Video Associates, Inc., 515 Madison Ave., New York 22, N. Y.

Great Talent Hunt

Program where weird and suppressed talent are given a chance to display their hidden charm and ability.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$3500.
Submitted by: Herbert M. Moss Productions, 100 W. 55th St., New York 19, N. Y.

Happy Days

A musical trio; each one a soloist in his or her own standing. A vocalist and a M.C. also a well-known guest. Classical and popular music.

Availability: Live talent.
Running Time: 15-30 minutes.
Audition Facilities: Live talent.
Submitted by: V. S. Becker Advertising Service, 562 Fifth Ave., New York 19, N. Y.

Russ Hodges Scoreboard

Russ Hodges Scoreboard nightly interviews. Results and opinions on sports telecast employing both still and animated pictures and live pertinent interviews, currently telecast five nights a week over the DuMont network.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Program Productions, 551 Fifth Ave., New York 17, N. Y.

Hollywood Opportunity

Hollywood Opportunity is, just as the name implies, an opportunity for the young and talented that pilgrimage to "the city of broken hearts" for that break that will put their name in lights. For a setting, television cameras are set up with the glittering background of the world-famous Florentino Gardens. Emceed by NTG, Niles T. Grantlund—Hollywood Opportunity presents new acts and new names to the hungry world of show business.

Availability: Live talent.
Running Time: 45 minutes.
Submitted by: KTLA, Paramount Television Productions, Inc., 5451 Marathon St., Hollywood 38, Calif.

Home Economics

A television natural is Home Economics, and the natural home expert is Corris Guy, who each week, with the aid of Monica Whalen, the "Happy Housewife" visually displays the ways and means of "winning a man's heart." Corris' recipes for the quick and inexpensive meals find an eager audience in the area if mail response is any indication of appeal. Tasty dishes are prepared right before the viewers' eyes, with Monica asking just the questions that might be expected from the beginning housewife. This program won for Miss Guy, this year's Woman's Advertising Award.

Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Household goods, food products.
Submitted by: KTLA, Paramount Television Productions, Inc., 5451 Marathon St., Hollywood 38, Calif.

Hope Chest

A copyrighted audience participation show of the variety type especially designed for department stores. This show has many unusual features.

Availability: Live talent.
Running Time: 30 to 60 minutes.
Client Suitability: Department stores.
Audition Facilities: Script.
Submitted by: Ann Barbinel Productions, 54 Riverside Drive, New York 24, N. Y.

Judy Splinters

Wanna start an argument? Simply tell the children in any Southern California television home that Judy Splinters is not a real little girl, and merely the instrument of master ventriloquist, Shirley Dinsdale. Judy lives and breathes to the Southland kiddies that view her daily chatting and chiding with pal, Shirley. Along with Uncle Tony O'Dare, cartoonist, Shirley and Judy entertain guests at parties and games in the studio, besides delivering messages to those at home.

Availability: Live talent.
Audience Appeal: Juvenile.
Submitted by: KTLA, Paramount Television Productions, Inc., 5451 Marathon St., Hollywood 38, Calif.

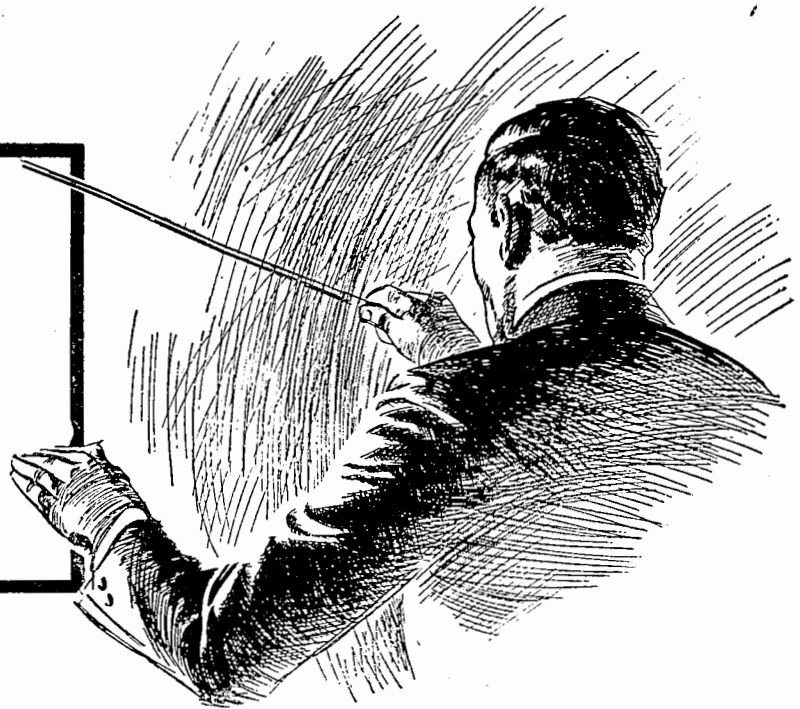
Know Your Body

An educational program by a physician who formerly taught anatomy in a leading medical college. The visual interest and instruction will be by means of life-sized manikins (models of the human body). The doctor will be interviewed by an intelligent, photogenic



In its endeavor to bring Detroiters a diversity of entertainment, WWJ-TV, Michigan's first television station, has added weekly televised broadcasts of the Detroit Symphony Orchestra to its ever-growing list of program features. Compliments received from the thousands of television set owners in Detroit attest to WWJ-TV's perfection in technique during the first broadcasts of the Symphony. It marks another milestone in the progress of WWJ-TV, which, in its second year of operation, has already become an effective advertising medium in this multi-billion dollar market.

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ATTRACTION**
THE SYMPHONY



FIRST IN MICHIGAN . . . Owned and Operated by THE 'DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

TELEVISION

Pantomime Quiz Time

Pantomime Quiz is without a doubt one of the fastest-moving half-hours in television. With Mike Stokoy doing the introductions, two opposing teams compete in playing charades. But these are teams never before seen in any one living room. Pantomime Quiz has featured outstanding personalities—band leaders, radio comedians, movie actors, to mention only a few. Each play is clocked, and the team scoring the fastest time wins. But regardless of which players come out on top, the home audience always has a winner in this one.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: Paramount Television Productions, Inc., KTLA, 5451 Marathon St., Hollywood 38, Calif.

Personality Previews

A live talent variety show with Tele-Pop's, a unique film cartoon device. The package is available in two formats. The first offers up-and-coming talent with the film used as an MC—telling something of the background of the rising stars. The second format is a variety quiz with well-known performers whose identity is "clued" by the amusing film introductions.

Availability: Live talent; Film.
Running Time: 15-30 minutes.
Auction Facilities: Film.
Submitted by: Video Associates, Inc., 515 Madison Ave., New York 22, N. Y.

America Song

American folk songs are sung accompanied by guitar; the story of these songs are interpreted by two dancers. A song will be enacted by song, dance and dialogue, all put into an American Ballet of the same type and style that made "Oklahoma" a great Broadway hit. With this program a travel film commercial takes the audience through the best scenic routes in America, can be used.

Availability: Live talent; Film.
Running Time: 20 minutes.
Client Suitability: Institutional.
Auction Facilities: Tele Recordings; Live Audition.
Submitted by: NBC Television, 30 Rockefeller Plaza, New York 20, N. Y.

Cavalcade Of Paris Fashions

Series of Paris-made motion pictures featuring creations of all major French fashion designers. The films were made in such leading fashion showrooms as Dior, Schiaparelli, Molyneux and Le-Long. They will show not only the latest designs, but also the manner in which they are created, how American buyers see those collections and the way in which an ordinary customer chooses a gown and is fitted for it.

Availability: Live talent; Film.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Department store; mercantile.
Auction Facilities: Tele Recordings.
Submitted by: NBC Television, 30 Rockefeller Plaza, New York 20, N. Y.

For Your Pleasure

Kyle MacDonnell MC's an intimate revue singing several songs accompanied by the Norman Paris Trio. The Trio does one specialty number and the dance team does two numbers. There are six tables

with a boy and girl at each. The girls could be models wearing the latest in afternoon, cocktail or evening gowns.

Availability: Live talent.
Running Time: 15 minutes.
Auction Facilities: Live Audition.
Submitted by: NBC Television, 30 Rockefeller Plaza, New York 20, N. Y.

Howdy Doody

Sixty minutes of fun for everyone in the family. The puppet "Howdy Doody" has managed to capture the affection of not only the youngsters, but their parents as well. Capably handled by Bob Smith and company, he has outstripped competitors in audience pull and sustained interest in his antics. Further attractions are film cartoons, old-time movies and stories with a moral.

Availability: Live talent.
Running Time: 60 minutes.
Audience Appeal: Juvenile.
Client Suitability: Food, candy, toys.
Auction Facilities: Live Audition.
Submitted by: NBC Television, 30 Rockefeller Plaza, New York 20, N. Y.

It Happens In Hawaii

Vocal and instrumental Hawaiian-appeal show with cultural overtones and narration. Religious, historical and folk aspects of native dances and songs. Hulas and chants from various periods in Island history, giving the evolution of each. Origin and making of Island costumes. Description of instruments. European influences upon Hawaii as shown in music and costume. Development of Hawaiian songs in English. Also available for radio.

Availability: Live talent.
Running Time: 15 minutes.
Auction Facilities: Script and/or recordings.
Submitted by: Roger White Productions by arrangement with Leonard Traube Associates, 125 East 50th St., New York 22, N. Y.

Let's Look At The News

INS news picture with voice by Galen Fromme, news editor of WBAL. Occasional interviews with Baltimorean who is major figure in news of that city.

Running Time: 10 minutes.
Submitted by: WBAL-TV, 2610 No. Charles St., Baltimore 18, Md.

Looking At Sports

Late sport news, sports features illustrated by still pictures and film. With Nick Campofredo, sports director of WBAL-TV. 5 minutes, Monday through Friday.

Submitted by: WBAL-TV, 2610 No. Charles St., Baltimore 18, Md.

McKeldin's Comments

Comments on local items and issues by Theodore R. McKeldin, former Mayor of Baltimore City. McKeldin has been a WBAL commentator for more than a year and is an excellent television personality.

Availability: Live talent.
Running Time: 10 minutes.
Submitted by: WBAL-TV, 2610 No. Charles St., Baltimore 18, Md.

Musical Merry-Go-Round

A fifteen-minute musical show, featuring the musical comedy star Jack Killy and comedian Fritz de Wilde. Killy sings songs, either his own choice or that of

ported by a colony of ants that he keeps working on now tunnels and other civic ventures in their glass homes. Still another has an assortment of guns ranging from inch-long variety to one capable of knocking over an elephant.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: All types.
Submitted by: Paramount Television Productions, Inc., KTLA, 5451 Marathon St., Hollywood 38, Calif.

Meet Your Hero

Program where children from all walks of life get the chance to talk to the one person in life they want to meet.

Availability: Live talent.
Running Time: 30 minutes.
Auction Facilities: Live Talent.
Submitted by: Herbert M. Moss Productions, 100 W. 55th St., New York 19, N. Y.

Musical Almanac

Here is 10 minutes of very listenable piano and songs by Harvey Harding. He sings and plays both current and old-time hits.

Availability: Live talent.
Submitted by: WNBW, 724-14th St., N.W., Washington 5, D. C.

Musy Music Shop

Scene takes place in a Music Shop. This show is full of fun and music. Records will be played and the artist will sing or dance or clown with recording of himself.

Availability: Live talent.
Running Time: 15 to 30 minutes.
Auction Facilities: Live Talent.
Submitted by: V. S. Becker Advertising Service, 562 Fifth Ave., New York 19, N. Y.

NBC Newsroom

The "NBC Newsroom" originates in the actual newsroom of NBC network offices in New York City and features commentators John MacVane, Bob Trout, and W. W. Chaplin of New York, and switches to Washington for a news analysis by Morgan Beatty of the NBC Washington staff. The news discussed is up-to-the-minute news fresh off the news tickers as the program is aired.

Availability: Live talent.
Running Time: 15 minutes.
Submitted by: WNBW, 724-14th St., N.W., Washington 5, D. C.

News Look

Presenting tomorrow's newspaper pictures today, telephotos from the Acme News Pictures combining with the latest outcrops from the United Press bring Southern California viewers the news almost as it happens. Pictures of the Republican convention were shown on the screen 3 hours after they had been taken in San Francisco. News Look is a new look at the news, and up-to-the-minute pictorial coverage of the latest developments in the nation and abroad.

Running Time: 5 minutes.
Submitted by: Paramount Television Productions, Inc., KTLA, 5451 Marathon St., Hollywood 38, Calif.

Old Time Movies

"Old Time Movies" (series), of the silent era in motion pictures, plus features, shorts, travelogues, comedies, serials, etc.

Availability: Film.
Auction Facilities: Film.
Submitted by: Advance Television Picture Service, Inc., 729 Seventh Ave., New York 19, N. Y.

woman experienced in radio. The talk will be at the level of high school courses in anatomy and physiology. Anecdotes and practical applications will give human interest to the program.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Health product.
Auction Facilities: Live talent.
Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

The Elissa Landi Show

Features this distinguished star of stage and screen in a 15-minute live and film series based upon "a sharing of enthusiasms." Ever the skillful hostess, Miss Landi invites the television audience to the library of her 18th century farmhouse where, in spirit of informality, we meet her guests, celebrated personalities and talented performers. We are introduced, too, to "bumbaloes"—Miss Landi's original hints, shortcuts and gadgets which she has found through personal experience make for more gracious living.

Availability: Live talent; Film.
Running Time: 15 minutes.
Auction Facilities: Live talent; Film.
Submitted by: Video Associates, Inc., 515 Madison Ave., New York 22, N. Y.

Magazine Of The Week

This is television's lively contribution to a pictorial feature magazine of the air. In brisk, editorial fashion, Magazine Of The Week turns the pages, starting with its glamorous Cover Girl-of-the-week, through timely sections on news-of-the-day, feminine fashions and sports events. Rita LaRoy and attractive models demonstrate the style highlights of the program. Other portions of the program alternate between live performers and news.

Availability: Live talent.
Running Time: 20 minutes.
Submitted by: KTLA, Paramount Television Productions, Inc., 5451 Marathon St., Hollywood 38, Calif.

Magic Lantern

This program combines fact and fancy, interwoven with music and narrative into a smooth, delightful quarter hour entertainment for youngsters.

Availability: Live talent; Film.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Children's clothing, toys, foods, drugs, toiletries.
Auction Facilities: Script.
Submitted by: Ann Barbinel Productions, 54 Riverside Drive, New York 24, N. Y.

Man's Best Friend

Television does not dispute the long accepted truth that man's best friend is his dog. In Man's Best Friend a veteran dog-trainer shows the televiewer just how to train his own dog. He actually goes through the steps with a dog on each show. Some of his superbly trained canines perform spectacularly as a high spot on each program.

Availability: Live talent.
Running Time: 20 minutes.
Client Suitability: Pet Supplies.
Submitted by: Paramount Television Productions, Inc., KTLA, 5451 Marathon St., Hollywood 38, Calif.

Meet Unusual People

The strangest people and oddest occupations are brought to the homes when Stu Wilson brings in his selections for the week. An ex-actress makes a good living out of paper! One man is well sup-

BARRY WOOD

"PLACES PLEASE"

Mon.-Wed.-Fri., 7:45-8:00 P.M., EST

CBS-TV

LIVE PACKAGE SHOWS • TRANSCRIBED
PROGRAMS • LIVE TELEVISION SHOWS •
SPOT CAMPAIGNS • FILM SPOTS • FILM SHOWS

Made in our own studios

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RADIO AND TELEVISION
PRODUCTIONS

17 EAST 45th STREET - MURRAY HILL 2-8877

TELEVISION

the audience. De Wilde is a capable novelty song performer, and usually comes off with one, sometimes accompanied by Kilty or the guest femme vocalist. Latter is required to enter into general banter of show besides providing a solo number.

Availability: Live talent.
Running Time: 20 minutes.
Audition Facilities: Live Auditions.
Submitted by: NBC Television, 30 Rockefeller Plaza, New York 20, N. Y.

NBC Sound Newsreels and Sunday Resume of News

News on film.
Availability: Film.
Running Time: 10 minutes.
Client Suitability: Institutional.
Audition Facilities: Tele Recordings.
Submitted by: NBC Television, 30 Rockefeller Plaza, New York 20, N. Y.

NBC Television Newsroom

A pickup from the NBC Newsroom in Radio City, N. Y. Three NBC commentators (Bob Trout, W. W. Chaplin, John MacVane), present a quick resume of the latest hi-lites, followed by individual reports from each of the three. Morgan Beatty gives latest news from Washington. When news warrants it, Rome, Paris or London are called in to give their reports.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Institutional.
Audition Facilities: Live Auditions.
Submitted by: NBC Television, 30 Rockefeller Plaza, New York 20, N. Y.

Open House

Scene — Georgian Room — Featuring Gloria Halliday, Bob Berry, pianist and guests. Gloria greets televiewers, invites them in for an evening of singing, dancing, etc.

Running Time: 15 or 30 minutes.
Submitted by: WBAL-TV, 2610 No. Charles St., Baltimore 18, Md.

Paul's Puppets

A very fine puppet show with fairy stories dramatized. Featuring Jo Jo the Clown. This act makes personal appearances in the Baltimore area.

Submitted by: WBAL-TV, 2610 No. Charles St., Baltimore 18, Md.

Public Prosecutor

This film presents absorbing film mysteries while the viewers examine all clues—accompany the Prosecutor as he makes his investigation and experience all the suspense, thrills and danger of tracking down the killer. It stars John Howard in the title role, Anne Gwynne as his Girl Friday, Walter Sande as the Detective-Lieutenant and over one hundred supporting players. A custom-built program on film produced especially for the television medium. Twenty-six self contained episodes featuring 131 Hollywood feature artists.

Availability: Film.
Running Time: 18 minutes.
Audition Facilities: Tele Recordings.
Submitted by: NBC Television, 30 Rockefeller Plaza, New York 20, N. Y.

Smith and Dale Sketchbook

Series of 15-minute comedy situation

sketches presenting the best-known material of the famous comedy team, with each sketch to constitute one program. Original Smith and Dale material and all new comedy construction supervised by script writers Mort Green and George Foster.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Presentation scripts.
Submitted by: Roger White Productions, 125 East 50th St., New York 22, N. Y.

Stop Me If You've Heard This One

Board of joke experts attempt to provide the closings or outcome of jokes submitted by the listening audience. If they fail, a prize is awarded the person sending in the stickler. There is considerable digression from the joke-in-point during the course of the show, with hilarious results. MC job is capably handled by Roger Bower, and of course, the Messrs. Lew Lehr, Cal Tinney and Morey Amsterdam are never at a loss for a wise-crack.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live Audition.
Submitted by: NBC Television, 30 Rockefeller Plaza, New York 20, N. Y.

The Story Of The Week

Top figures of the Washington political scene are interviewed by Richard Harkness from Washington each week. Choosing personalities who have made or are making news in the Capital is Harkness' forte, and his guests have ranged from Presidential aides to foreign diplomats, Congressmen, and top military men. Show has general appeal, satisfies almost universal interest of Americans in news of their leaders and policy makers.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Institutional.
Audition Facilities: Live Audition.
Submitted by: NBC Television, 30 Rockefeller Plaza, New York 20, N. Y.

Television Screen Magazine

A "participation" type show, broken into segments much the same as any weekly magazine has its departments. Show unfolds as pages in a book, each segment devoted to a different topic or guest. Show is capable of giving coverage to any point of interest or discussion and can make effective use of film. The show can contain a wide variety of "acts." Each segment is short, there are no long interviews. This is a Picture Magazine—Life come to life.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live Auditions.
Submitted by: NBC Television, 30 Rockefeller Plaza, New York 20, N. Y.

The Village Barn

"The Village Barn" is a remote pickup from the novel and famous night club of the same name located in lower Manhattan in New York City. The show consists of two Cowboy Orch., a Barn Dance and Variety Acts, but the main emphasis is on the audience participation stunts that have made this gathering place famous. Note should be made of the fact that the clientele of the Village Barn is type that is seeking good, old-fashioned "parlor entertainment."

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live Auditions.
Submitted by: NBC Television, 30 Rockefeller Plaza, New York 20, N. Y.

On these eight pages you will read of three great transcribed radio shows . . . All Kermit-Raymond Programs . . . produced and directed by Ray Green. No other transcribed radio programs feature so great a wealth of talent! Read these eight pages carefully! Remember, only from Kermit-Raymond can you get transcribed programs of such importance! Read of these three great shows! "Hollywood's Open House," the only transcribed show of its kind in radio, a half-hour variety show featuring the greatest stars in the world! "It's A Great Show," a quarter-hour five times weekly comedy interview-variety show starring Jackie Gleason and a multitude of important guest stars! "Robbins Nest," a one hour six times per week disc jockey show featuring America's most popular disc jockey, Fred Robbins . . . and still more great stars! Yes, Kermit-Raymond programs have great guest stars galore! We believe in delivering box office attractions that guarantee a top listening audience! Now read on . . . first . . . the only half-hour transcribed variety show of its kind in radio. . .

"HOLLYWOOD'S OPEN HOUSE"



Ray Blach, program's musical director, is pictured above with two of "Hollywood's Open House" great guest stars, Glomorous Lucille Ball and Desi Arnaz. Miss Ball appears on "Hollywood's Open House" twice. Once with Desi, her husband in private life, and again later in the series, on both occasions supplying both comedy and her superb dramatic ability.



Program No. 44 in the "Hollywood's Open House" series stars John Loder (above center) in a tense psychological thriller. The comedy is supplied by that zany comedian, Buddy Lester (right above). Program host, Jim Ameche (left above) looks on as Lester prepares to destroy a script.

ON EVERY SHOW IN THE
SERIES . . . THREE TO FIVE
GREAT GUEST STARS!

A GUEST VOCALIST . . .

A GUEST COMEDIAN . . .

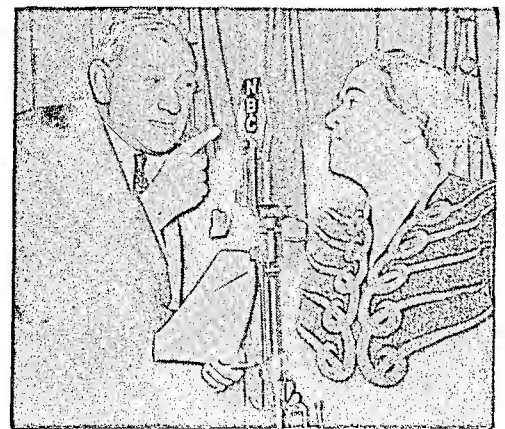
AND ONE OR MORE GREAT

HOLLYWOOD STARS!

ON EVERY PROGRAM

MUSIC—SONG—COMEDY

DRAMA!



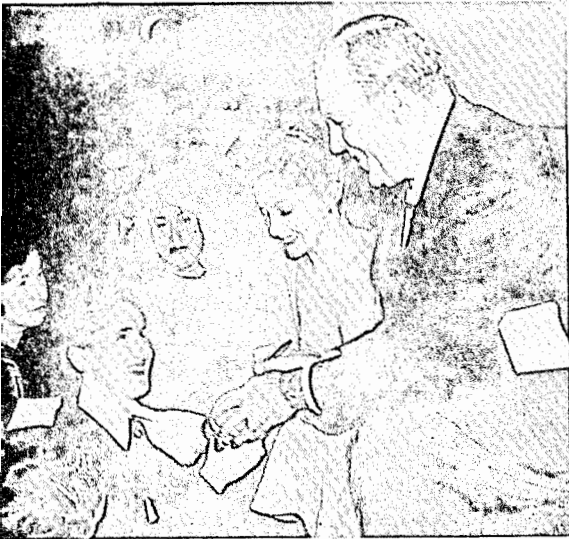
Here two great personalities appear together to make program No. 12 in the "Hollywood's Open House" series a hilarious event. Of course the two stars shown above are screen star, producer, director, Gregory Ratoff and one of America's most famous women, Elsa Maxwell. On the program, believe it or not, they play "Romeo & Juliet."



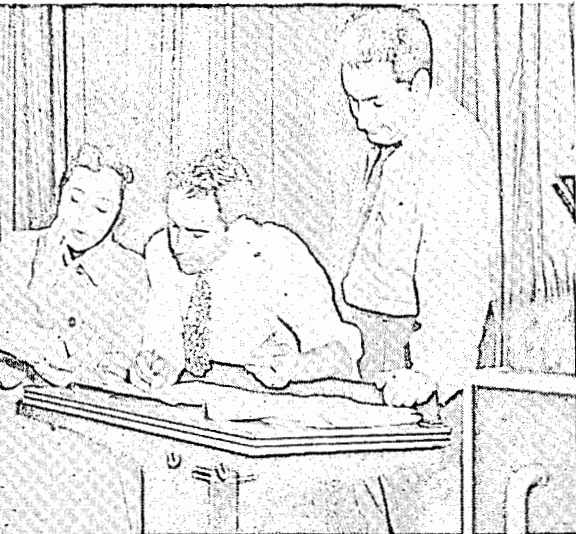
Bonita Granville and Walter Abel look over the script of "The Cursed Concerto," the dramatic story they co-star in on "Hollywood's Open House."

"HOLLYWOOD'S

**NO OTHER SYNDICATED TRANSCRIBED
THAT'S OBVIOUS—FOR IT'S A**



Just after program No. 51 in the series, guest screen star Pat O'Brien and Diana Lewis (Mrs. William Powell in private life) are supplying the audience with autographs.



Checking musical bridges and the script is two-time Academy Award winner Luise Rainer. She appears twice in the series, and on the program pictured above, re-enacts the role for which she won one of her Academy Awards, "The Great Ziegfeld" on program No. 23. Photographed with her are Enric Madriguera, musical director, and Ray Green, program director.



Relaxing a bit during rehearsal is the cast of program No. 20 in the "Hollywood's Open House" series. In the rear, from left to right, are guest vocalist Jerry Cooper, program host Jim Ameche and musical conductor Enric Madriguera. In the front row are guest comedian Henny Youngman and three stars from Hollywood, Guy Kibbee, Erin O'Brien Moore and Richard Arlen. The dramatic spot for this program features the three Hollywood stars in Republic Pictures' "The Big Bonanza."

THE GREAT STARS PICTURED ON THESE PAGES ARE JUST A FEW OF THE GREAT NAMES ON "HOLLYWOOD'S OPEN HOUSE." HERE IS JUST A PARTIAL LIST OF OTHER GUESTS.

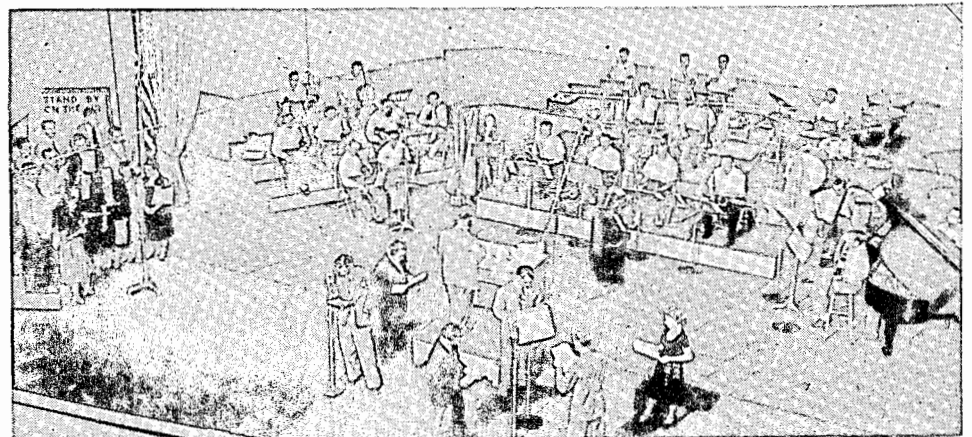
(in alphabetical order)

Such Great Motion Picture Stars as, Diana Barrymore, Constance Bennett, Freddie Bartholomew, Faye Emerson, Stuart Erwin, Kay Francis, Allan Jones, Margo, Ralph Morgan, Zasu Pitts, Roger Pryor, Jean Parker, Phil Regan, Basil Rathbone, Ann Rutherford, Joseph Schildkraut, Martha Scott, and many others.

Such great Comedy stars as, Block and Sully, Jack Carter, Peter Donald, George Givot, Harrington and Hyers, Bert Lahr, Eddie Mayehoff, Zero Mostel, Lew Parker, Jack Pearl, Stroud Twins, Romo Vincent, Jack Waldron, Wesson Brothers, and many others.

Such great singing stars as, Phil Brito, Harry Cool, Jerry Cooper, Bobby Doyle, Frances Faye, Hildegard, Marie Greene, Patricia Gilmore, Buddy Moreno, Noble and King, Danny O'Neil, Nan Wynn, Yvette, and many others.

"HOLLYWOOD'S OPEN HOUSE" IS THE ONLY TRANSCRIBED SHOW IN RADIO FEATURING SO GREAT A WEALTH OF TALENT! ASK KERMIT-RAYMOND IF YOUR MARKET IS AVAILABLE.



At the Broadway Playhouse, where "Hollywood's Open House" is produced in front of a large live audience, rehearsal of program No. 45 is in progress. Pictured above are Ray Bloch and his orchestra, and to the extreme left, the 14-voice Norman Luboff choir. At the mike, left center of stage, is screen star John Carradine who guests on this program. Directly behind him, director Ray Green. Group around mike, right center of stage, are screen and radio actor Frankie Thomas and Cameron Andrews, and directly behind them, program host Jim Ameche and co-guest screen star Edith Fellows.

OPEN HOUSE"

**SHOW FEATURES SO GREAT A LIST OF TALENT
KERMIT-RAYMOND TRANSCRIBED PRODUCTION**

THE ONLY TRANSCRIBED SHOW OF ITS KIND IN RADIO!

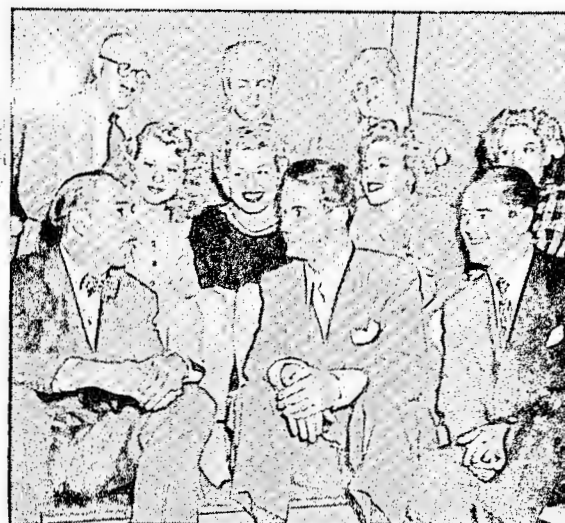
"HOLLYWOOD'S OPEN HOUSE," covers a minimum series of 52 half-hour programs available immediately—and more coming—in a musical-drama-guest star-variety format. The best way to describe "HOLLYWOOD'S OPEN HOUSE" is as a "first" in the field of syndicated programs—it is the "first" to use big Hollywood personalities in regular guest star appearances—it is the "first" to use top name comedians in a regular comedy spot—it is the "first" to use a name band as standard personnel—it is the "first" to present name vocalists as a permanent feature—it is the "first" transcribed show produced in a theater with a live audience of more than 1,200 people—above all, it is the "first" to truly apply to a transcribed program the full network standards of production and script. "HOLLYWOOD'S OPEN HOUSE," in brief, is the equivalent in all respects of a big network variety program made available through syndication to selective local and spot advertisers.

The format of "HOLLYWOOD'S OPEN HOUSE" allows for the usual three commercials (opening, middle and closing). "HOLLYWOOD'S OPEN HOUSE" presents top-notch entertainment in this order of appearance: Theme opening by the orchestra; then Jim Ameche, host-emcee, opening the show in billboard fashion; (opening commercial); opening rhythm number by maestro Ray Bloch and his orchestra; Act One of the dramatic story (usually a radio adaptation of a hit movie) headlined by appearance of the Hollywood guest star; (middle commercial comes in here); Act Two of dramatic story; musical production number by vocalists and orchestra; a comedy guest spot; curtain calls for all guest stars in a bright, humorous finish; (closing commercial); sign-off with orchestra and Jim Ameche. Every show has a *name guest star vocalist—a name guest star comedian . . . and one or more big name motion picture guest star in the dramatic spot! Yes music, song, comedy and drama on every show!*

Please note all commercial spots are placed in high interest spots to integrate entertainment value and "sell."



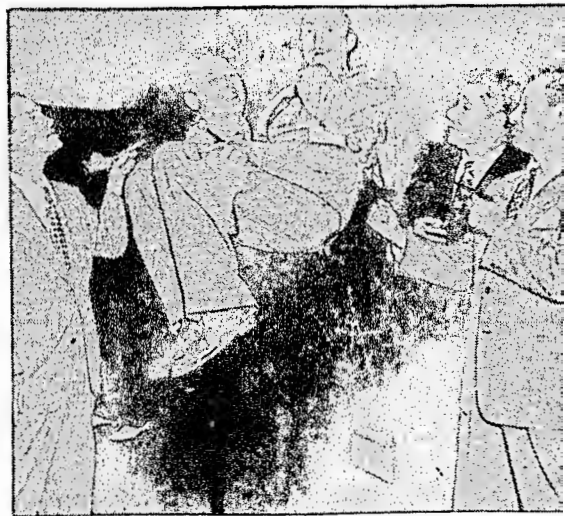
During a rehearsal of "Hollywood's Open House," the boys get together. From left to right, the great screen star Dick Powell, appears as guest on program No. 24 in the series, a visitor to proceedings, another Hollywood star, Andy Devine with Ray Green, program's director, and Eric Madriguera, "Hollywood's Open House" musical director.



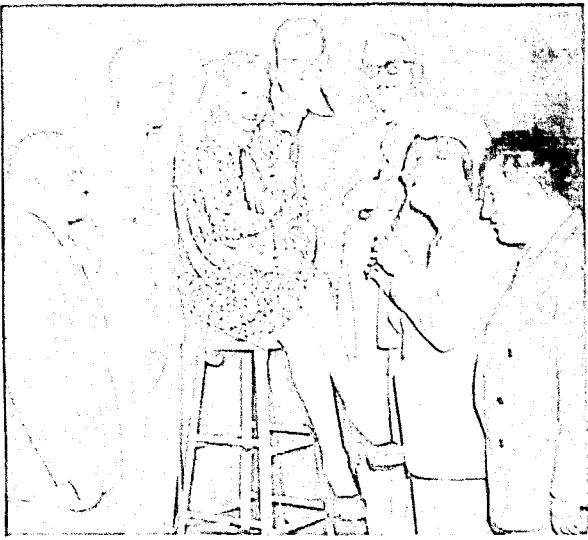
Here is an example of the wealth of talent on each "Hollywood's Open House" show. All the stars pictured above appear on program. From left to right, starting with the top row, are Ray Bloch, musical director, Ray Green, program's producer-director and Jim Ameche, program's host. In the center row, Paula Drake, screen actress, and the Three Dinning Sisters, guest vocalists. The first row are Henny Youngman who supplies the comedy for the particular show in the series, screen star Helmut Dantine who supplies the drama, and stage, screen and radio vocalist Lee Sullins who supplies more songs.



Beautiful and glamorous Marlene Dietrich appears on program No. 1 in the "Hollywood's Open House" series. Seen above she is going over the music for the sultry song she sings "Lili Marlene."



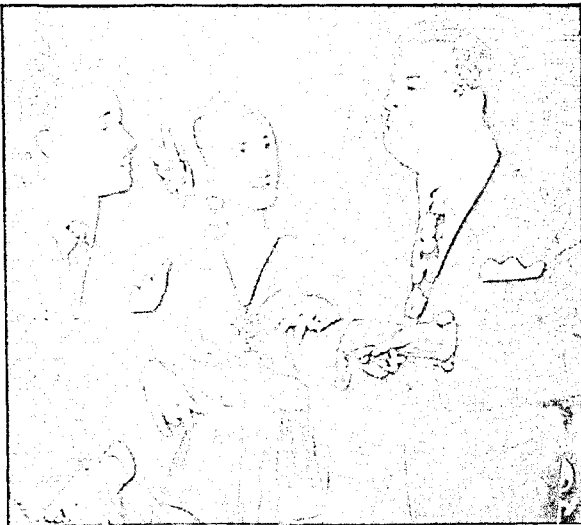
This program in the series features laughs galore. From left to right, comedian Joey Adams, big, handsome singer Mark Plant holds screen star Mischa Auer in his arms, as the program host Jim Ameche and six times world champion fighter Tony Canzonnari stand by.



Each program in the "Hollywood's Open House" series features drama, comedy, song and music. Pictured above are the cast of program No. 37. From left to right, program host Jim Ameche, screen star Roland Young who supplies the drama, beautiful Monica Lewis who supplies the song, network radio actor Don Douglas, Ray Bloch who supplies the music, radio comedy star Johnny Morgan who supplies the laughs, and Ray Green, program producer-director.



Eric Madriguera, musical director on programs No. 1 through No. 26 in the series, plays a lullaby for comedy star Milton Berle after dress rehearsal on program No. 19. The great comedy talents of Berle are well known, and on this program he stars in a radio adaptation of the great Sam Goldwyn picture "They Got Me Covered."



Jim Ameche, program host, the glamorous screen star Anita Louise and comedian Jackie Gleason are pictured above just after they finished program No. 52 in the series.

JUST A SMALL PARTIAL LIST OF SOME OF THE TOP ADVERTISERS WHO HAVE AND ARE USING "HOLLYWOOD'S OPEN HOUSE"

Schaefer Beer	WNBC	New York—B. B. D. & O.
Kaiser-Frazer Motor Car Co.	KFI	Los Angeles—Wm. H. Weintraub Co.
Meisterbrau Beer	WGN	Chicago—B. B. D. & O.
Hyde Park Beer	KWK	St. Louis
Gunther Beer	WBAL	Baltimore—Booth, Vickery & Schwinn
Gunther Beer	WMAL	Washington, D. C.—Booth, Vickery & Schwinn
Babs Evaporated Milk	WJW	Cleveland—Foster & Davies
Speedway Gasoline	CKLW	Detroit—W. B. Doner Co.
Greystone Wine	WCAU	Philadelphia—J. M. Korn & Co.
Greystone Wine	WCAE	Pittsburgh—J. M. Korn & Co.
Greystone Wine	WERC	Erie, Pa.—J. M. Korn & Co.
Greystone Wine	WHP	Harrisburg, Pa. — J. M. Korn & Co.
Greystone Wine	WARM	Scranton, Pa.—J. M. Korn & Co.
J. N. Adams Dept. Store	WKGW	Buffalo—Bowman & Block
Toni's Cream Wave	KVOO	Tulsa, Okla.—J. Walter Thompson
Dole's Pineapple Juice	KGMB	Honolulu—M. W. Ayer & Co.
Quality Bakers of America	28 markets	
Maison Blanche	WWL	New Orleans
Helzberg's Retail Jewelers	6 major midwest markets	

**YOU TOO SHOULD USE IT . . . INQUIRE
IF YOUR MARKET IS AVAILABLE
ASK KERMIT-RAYMOND**



A wealth of talent on program No. 47 in the series. In the center, guest star Roddy McDowell looks at the beautiful visiting screen star Elizabeth Taylor. Three of radio's top child stars appear in featured roles in a play titled "America's Children." Standing next to Ray Bloch (back row) is guest star "Hit Parade" vocalist Bea Wain, and at the extreme right is this program's guest star comedian Morey Amsterdam.

IT'S NEW!—IT'S DIFFERENT!

IT'S A NEW RADIO SHOW!

IT'S ANOTHER GREAT KERMIT-RAYMOND TRANSCRIBED SHOW!

'It's A Great Show!'

(Yes, "It's A Great Show!" ... That's The Title Of These Great New
Transcribed 260 Quarter-Hour Programs)

FOR LOCAL OR REGIONAL SPONSORSHIP

STARRING

JACKIE GLEASON

You've Seen Him As A Star On The Stage And Screen—You've Heard Him On The Air As A Star Of His Own
AND GUEST OF OTHER GREAT NETWORK RADIO SHOWS.

AND NOW HIS OWN GREAT TRANSCRIBED SHOW

"IT'S A GREAT SHOW" WITH THE

GREATEST GUEST STARS IN THE WORLD



Jackie Gleason's Radio Show, "It's A Great Show" Visits Another Radio Program. Gleason, Appears With His Guests (Seen Above From Left to Right) Radio Star Jim Ameche, Motion Picture Star Ann Rutherford, Singer Jerry Cooper, and Gleason Himself in a Characteristic Pose.

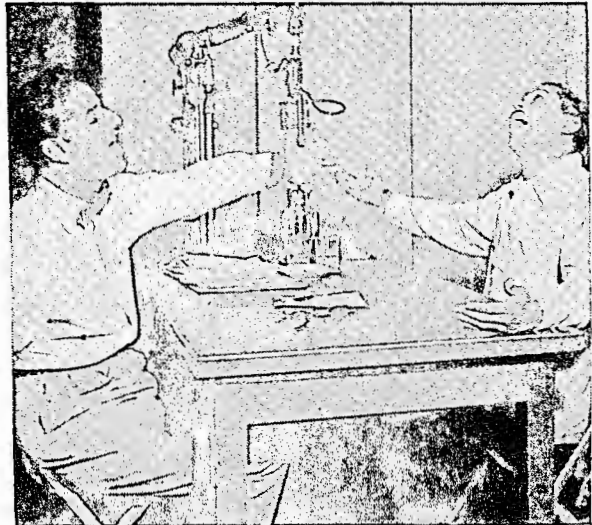
THE FORMAT OF "IT'S A GREAT SHOW!"

"IT'S A GREAT SHOW" stars the popular comedian of stage, screen and radio, Jackie Gleason. The program is a quarter hour, to be used five times weekly. On each program Gleason goes backstage to hit Broadway plays, night clubs, to Hollywood Previews, and conducts his program through humorous interviews with the stars. However, this is NOT just another interview program. For instance, visualize Gleason going backstage to a hit Broadway musical and starting off with a comedy type interview with the stars. The interview fades into an actual performance taking place right on stage in the theater, and then fades back into the comedy interview. Highlight scenes from the great Broadway show itself re-enacted on the program. All the excitement of a great Broadway performance, the audience reactions—all this on "IT'S A GREAT SHOW."

Wherever there is a great show, you will find the visiting radio program "IT'S A GREAT SHOW." Great night clubs in New York, Hollywood, Miami and Chicago. Broadway theaters, Hollywood Previews, New York's Madison Square Garden. Everything termed a "great show" will have its turn on "IT'S A GREAT SHOW." Ask Kermit-Raymond if your market is available.



On "Robbins Nest" opening program, hundreds of stars appeared at the studio to give program a great send off. Group above, from left to right, shows beautiful film star Vivian Blaine, Ted Straeter, Fred Robbins, Allen Dale, Margaret Whiting and producer Ray Green.



Cab Calloway and Freddie Robbins hi-de-ho together when Cab visits "Robbins Nest."



More opening program visitors are band leader Les Brown and Elliott Lawrence with Fred Robbins, and the network singing star Buddy Clark.

"ROBBINS' NEST"

A ONE-HOUR-SIX TIMES
WEEKLY TRANSCRIBED DISC-
JOCKEY SHOW!

TIME says...

Prisoners of WOV

"Hiya cat, wipe ya feet on the mat, let's slap on the fat and dish out some scat. You're a prisoner of wov, W-O-V, 1280 on the dial, New York, and you're picking up the hard spiel and good deal of Fred Robbins, dispensing seven score and ten ticks of ecstatic static and spectacular vernacular from 6:30 to 9 every black on the 1280 Club. . . . We got stacks of lacquer crackers on the fire, so hang out your hearing flap while His Majesty salivates a neat reed."

Newsweek says..

A major exception to these unpleasantly frequent rules is a 28-year-old handsome ex-lawyer named Fred Robbins. A brash, self-satisfied, but personable young man, Robbins conducts his show on WOV (Monday-Saturday, 6:30-9 p.m., EST), one of the smallest of New York's many independent stations. But his audience is one of the city's largest. Robbins's integrity in picking his records for the pure sake of good entertainment, his careful programming, and his astonishing—and original—jive language make his appeal almost unlimited. If the ethics of disk jockeying ever catch up with the profits, Robbins can take a large share of the credit.

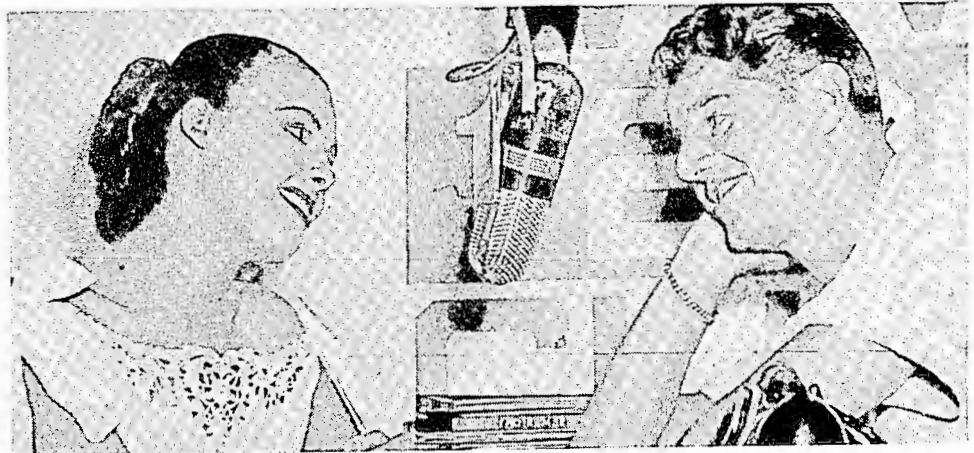
True says...

Robbins has become an influence upon our national life by reason of a peculiar combination of circumstances.

1. Because of his integrity, Robbins is one of the few persons in the field of jazz music who is accepted by all the various cliques of popular musicians—cliques which war upon one another as fiercely as the aboriginal Indian tribes did.

2. By having access to all of the jazz cliques, Robbins picks up the latest jive talk more quickly and more thoroughly than any other radio personality in the country.

3. Since most of the men who produce the nation's daily comic strips live in the New York area, and since most of them vie with each other to get into print with the latest jargon of youth, most of them are consistent listeners to Robbins' nightly broadcasts. They snap up his latest tongue twists and put them in the mouths of their comic characters.

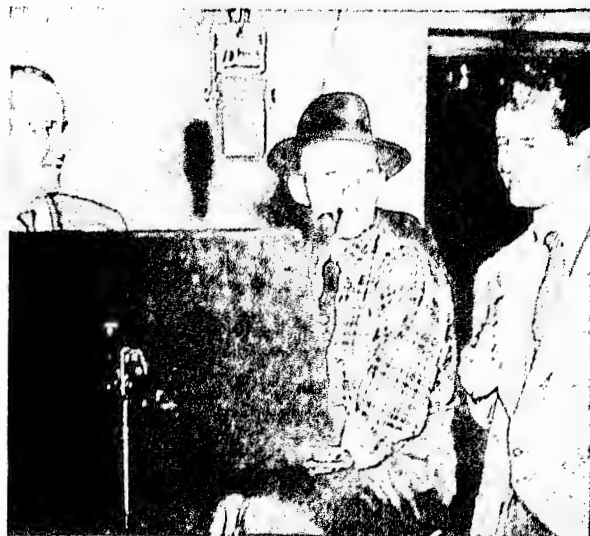


Lena Horne, beautiful M-G-M singing star, visits "Robbins Nest" as co-disc jockey.

with **FRED ROBBINS**

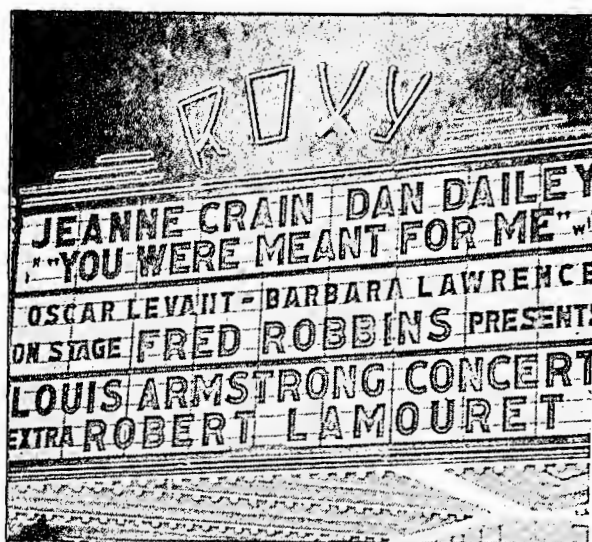
AND A BIG NAME GUEST STAR
CO-DISC JOCKEY ON EVERY SHOW!

NEW YORK CITY WENT WILD
ABOUT FRED ROBBINS! YOUR
AUDIENCE WILL TOO!



Fred visits the king during a Bing Crosby Decca recording session.

YOU BUY FIVE ONE HOUR SHOWS WEEKLY AT ONLY 15% OF YOUR ONE HOUR CLASS "B" NATIONAL RATE PER PROGRAM! YOU GET THE SIXTH HOUR FREE! THERE IS SPACE FOR 12 COMMERCIALS ON EACH PROGRAM. YOU CAN SELL QUARTER HOUR, HALF HOUR, OR FULL HOUR SPOTS—OR YOU CAN SELL ONE MINUTE SPOT PARTICIPATIONS. A COMPLETE EXPLOITATION AND MERCHANDISING CAMPAIGN GOES WITH THE SHOW GRATIS! THIS PROGRAM MAKES REAL REVENUE FOR THE RADIO STATION! SO GET READY FOR FREDDIE — GET "ROBBIN'S NEST" EXCLUSIVELY FOR YOUR MARKET! ASK KERMIT-RAYMOND IF YOUR MARKET IS AVAILABLE.



Fred Robbins' popularity grows so great in New York that the famous Roxy Theater books Fred to head complete musical stage show.



Motion picture stars are greatly numbered among Robbins' fans. Great film star John Garfield is interviewed by Fred when Mr. Garfield appears as guest.



Lana Turner, famous M-G-M star, is interviewed by Fred for his monthly Screenland Magazine column.

Yes - - -

THREE GREAT TRANSCRIBED SHOWS

"HOLLYWOOD'S OPEN HOUSE"

The only half-hour, BIG NAME, transcribed variety show in radio.

"ROBBINS' NEST"

With FRED ROBBINS and a BIG NAME guest co-disc jockey on each show. Radio's biggest one-hour, six times per week transcribed DISC JOCKEY SHOW.

"IT'S A GREAT SHOW"

With JACKIE GLEASON and a multitude of BIG NAME guest stars on every quarter-hour transcribed show, five times weekly.

THIS COUPON WILL BRING YOU COMPLETE INFORMATION ON ANY OR ALL OF THESE SHOWS. AUDITIONS ARE AVAILABLE. A FIVE DOLLAR DEPOSIT IS REQUIRED FOR EACH AUDITION WHICH IS REFUNDABLE UPON RETURN OF THE AUDITION!

KERMIT-RAYMOND CORPORATION
11 East 52nd Street
New York City (22)

Please send us auditions and complete information on the shows we have checked. We agree to take good care of this audition and to return it as soon as possible. We will pay you a five dollar deposit for this audition transcription with the understanding that you will return the deposit upon receipt of the audition in good condition. We have checked the programs we are interested in.

- "HOLLYWOOD'S OPEN HOUSE"
- "ROBBINS NEST"
- "IT'S A GREAT SHOW"

.....
 (Radio Station or Agency)
 by.....
 (title)

 (address)

ONLY
Kermit-Raymond
 BRINGS YOU
 PROGRAMS WITH SO
 GREAT A WEALTH OF
 TALENT! GET ALL THE
 FACTS

NOW!

USE THIS COUPON



Tele-Forum

Tele-Forum is the program that brings to the living room the questions and the experts that stimulate thinking in the home. Genial and learned Freeman Lusk, publicity director for the Los Angeles Board of Education, conducts this discussion group each week that covers subjects from politics to parking tickets. Subjects chosen and invited guests combine to create a lively 30 minutes, at the end of which, both the experts and the viewers at home are thoroughly aroused to the facts at hand.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: Paramount Television Productions, Inc., KTLA, 5451 Marathon St., Hollywood 38, Calif.

Today In History

"Today In History" (series), a recap on film, of events happening on specific dates in past years.

Availability: Film.
Audition Facilities: Film.
Submitted by: Advance Television Picture Service, Inc., 729 Seventh Ave., New York 19, N. Y.

Who's That Girl?

Rita LaRoy, famed Hollywood model and fashion expert, weekly plays hostess to guests from the studio audience as they strive to identify famous women from history portrayed dramatically by beautiful LaRoy models. In addition, a famous woman of the present appears masked on the program and viewers at home, as well as those from the studio, guess who she may be. Ann Rutherford, Anita Louise, and Marjorie Gestring are a few famous performers whose identity has been guessed by the audience.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Fashions, Cosmetics, Women's Wear.
Submitted by: Paramount Television Productions, Inc., KTLA, 5451 Marathon St., Hollywood 38, Calif.

Sandy Dreams

All of us at one time or another have been fascinated by the vivid imagination of children, and Sandy Dreams is just that . . . bringing to the television screens, the dreams of a little girl called Sandy. Sandy, dropping off to sleep, is seen in her trip to Dreamland, which leads her to many exciting adventures which she may have been thinking of before sleep sneaked upon her. Even her doll, Snuggles, comes to life in her dreams, and the people that sing, dance and play with her are all children of her own age.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: Paramount Television Productions, Inc., KTLA, 5451 Marathon St., Hollywood 38, Calif.

Ziv Feature Films

An attractive list of 41 Feature films produced since 1941. All processed by Ziv exclusively for television on 16 mm. film. The list offers comedy, mystery, thrillers, dramatic selections — such as Reg'lar Fellers, with Roscoe Ates, Sarah Padden, Billy Lee and Carl Switzer—it's a riot of fun, laughter and gripping human touch—the most lovable kids ever to step out of a comic strip onto the screen. Or again—Law Of The Timber, with Marjorie Reynolds, Monte Blue and J. Farrell McDonald. Here is one of James Oliver Curwood's greatest adventure stories ever filmed. Each film has been carefully selected and processed and

TELEVISION

Sports Album

A breezy, colorful presentation of favorite scenes and personalities of yesterday's sporting world, featuring opening days in baseball, priceless shots in football classics, oddities in sports—depicting great personalities like Lou Gehrig, Babe Ruth, Knute Rockne, Red Grange, etc. The series covers baseball, football, wrestling, boxing, hockey, etc., and all the big name personalities in the action shots that made them famous. A brilliant array of the Sports World "Greats," produced exclusively for television on 16 mm. film.

Availability: Film.
Running Time: Open end 3-minute film for 5-minute sponsorship.
Client Suitability: Banks, department stores, sporting goods, breweries, auto dealers, appliances, food products.
Audition Facilities: Film.
Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, Ohio.

Talent Preferred

A talent program for teen-agers with an unusual twist that is sure to pay off. MC'd by a man with 9 years similar experience in radio who keeps it moving at a lively pace. Human interest, talent, special features, experienced showmanship, all add up to a program that will make Television history.

Availability: Live talent.
Running Time: 30 to 60 minutes.
Submitted by: Ann Barbinel Productions, 54 Riverside Drive, New York 24, N. Y.

offers good family entertainment, for an excellent programming selection.

Availability: Film.
Running Time: Approx. 65 to 70 minutes.
Audition Facilities: Film.
Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, Ohio.

Song-Hit Preview

An audience participation show. A program that spells "Opportunity." Plenty of music, plenty of celebrities, plenty of action and plenty of fun for everybody.

Availability: Live talent.
Running Time: 30 to 60 minutes.
Audition Facilities: Script.
Submitted by: Ann Barbinel Productions, 54 Riverside Drive, New York 24, N. Y.

Tune Titles With Ted

Tune Titles With Ted is highlighted by the performance of the well-known musician and composer, Ted Fiorito at the piano, and the opportunity for audience participation at home. Each week Ted plays a new and untitled tune, for which he invites the audience to submit a title. The person sending in the prize-winning song-title is awarded \$25.00, and a one-third interest in the song. For the remainder of the musical quarter-hour, a guest artists adds his musical contribution to make up a well-rounded, tuneful television program.

Availability: Live talent.
Running Time: 15 minutes.
Submitted by: Paramount Television Productions, Inc., KTLA, 5451 Marathon St., Hollywood 38, Calif.

VALLEE-VIDEO, INC.

FIRST In comedy television films

FIRST To have all opening titles announced
(to attract the viewer who is listening but not looking.)

FIRST To produce "songfilms"
(lyrics of phonograph records become visual.)

FIRST To dub in audience laughter on all comedy films
(what studio audiences are to radio.)

We're getting our feet wet and loving it . . .
doing and daring as we did in radio!

c/o Nassour Studios
5746 Sunset Boulevard
Hollywood 28, California

TELEVISION

Shopping At Home

Three sponsors an evening are featured in three-minute commercials each on Shopping At Home. As the title suggests, the novelty about the program lies in the presentation of the merchandise by the same couple each time who describe each item and demonstrate it as their shopping find. A Telephone service has been tried by many of the sponsors with remarkable results when televiewers have been invited to phone in their orders immediately after the show, carrying the idea of shopping at home into actual practice for both the audience and the sponsor.

Availability: Live talent.

Running Time: 10 minutes.

Client Suitability: Department and retail stores.

Submitted by: Paramount Television Productions, Inc., KTLA, 5451 Marathon St., Hollywood 38, Calif.

Square Dancing

Studio audience participating in square dancing, showing television audience how to do this ever growing popular fad. There will be comedy entertainment between dances by a well-known comedian. Prizes will be given to the most apt pupils.

Availability: Live talent.

Running Time: 30 minutes to one hour.

Audition Facilities: Live talent.

Submitted by: V. S. Becker Advertising Service, 562 Fifth Ave., New York 19, N. Y.

Eight Bars Of Music

A combination variety and dramatic show with emphasis on fine music. Among the featured artists are Helen Janov, talented and widely acclaimed violinist; Elaine Vito, harpist; and Marcia Neal, vocalist. The quartet includes Dick Grayson, George Johnston, Nace Bernert and Mike Stewart. Music is by the Springer Pictures Orchestra. This series which is unique in television programming will be available on film in early fall.

Availability: Film.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Springer Pictures, Inc., 341 E. 43rd St., New York 17, N. Y.

Filmed Variety Of Short Subjects

Producers of a series of film shorts covering a variety of subjects ranging from assorted entertainment to travelogues. Also material for one-minute spots, live and animation.

Availability: Film.

Running Time: From 7½ minutes to 30 minutes and 1-minute spots.

Submitted by: Paul White Productions, Inc., Movietone Studios, 460 West 54th St., New York 20, N. Y.

Formula For Murder

Produced experimentally over Television Station W2XJT, Jamaica, N. Y., Formula For Murder was received with enthusiasm by a selected audience. One

of a completed visual series of dramatic shows written especially for television, it is a story of a millionaire playboy who provokes a timid soul to commit crime. To satisfy his desire for excitement, and to intensify the entertainment for viewer he wagers that he will be able to plan his own murder.

Availability: Film.

Running Time: 26 minutes.

Audition Facilities: Storyboard audition clip.

Submitted by: Robert M. Campbell, 341 E. 43rd St., New York 17, N. Y.—716 Fisher Bldg., Detroit, Mich.

Motion Picture Short Subjects

Producers of film shorts covering a series of subjects including Travelogues, Documentaries, Sports, Foreign Musicals and assorted Entertainment.

Availability: Film.

Running Time: From 7½ to 30 minutes.

Submitted by: Paul White Productions, Inc., Movietone Studios, 460 West 54th St., New York 20, N. Y.

Star Dust Theater

An achievement in imaginative programming. Sophisticated fairy tales, romantic music dramas designed for pleasant evening viewing. Elizabeth Gillette of the Radio City Music Hall Ballet is featured with other well known artists of stage and screen. Distinctive production treatment, and familiar music makes Star Dust Theater desirable for all audiences.

Availability: Film.

Running Time: Built to time availability from 5 and 7-minute segments.

Audition Facilities: Storyboard audition clip.

Submitted by: Robert M. Campbell — Springer Pictures, Inc., 341 E. 43rd St., New York 17, N. Y.—716 Fisher Bldg., Detroit, Mich.

Three For All

A series of 10 dramatic sketches on film involving the antics of Virgil and Philip and their droll housekeeper Maggie Sneethen. The caustic humor and hilarious situations make this series of life in a small Ohio town one of the most amusing television package shows yet produced. This is truly a different type of television entertainment starring Betty Garde as Maggie, Ted Osborn as Philip, and Carl Emory as Virgil.

Availability: Live talent; film.

Running Time: 15 minutes.

Audition Facilities: Film.

Submitted by: Springer Pictures, Inc., 341 East 43rd St., New York 17, N. Y.

Barney Blake, Police Reporter

Crime show—air tested NBC Network 11 weeks. Leads: Gene O'Donnell & Judy Parrish. Sponsor: Lucky Strike. Agency: N. W. Ayer. Hooper Rating: 35.9.

Availability: Live talent.

Running Time: 30 minutes.

Submitted by: Wynn Wright Associates, 4 East 53rd St., New York 22, N. Y.

That's Just Daisy

Comedy situation show revolving around Daisy, her husband and her home and neighbors.

Running Time: 30 minutes.

Submitted by: Wynn Wright Associates, 4 East 53rd St., New York 22, N. Y.

Tops in Television!

HOLLYWOOD SCREEN TEST

ABC-TV NETWORK
SUNDAY — 7:30-8:00 P.M.

MOVIELAND QUIZ

ABC-TV NETWORK
THURSDAY — 7:30-8:00 P.M.

ARTISTS

BILL STERN
PATRICIA BRIGHT
JOHN CONTE
HARRIET VAN HORNE

WRITERS

ALTON ALEXANDER
BERNARD DOUGAL
MORT LEWIS
LARRY MARKES

Lester Lewis Associates

ONE CHRISTOPHER STREET, NEW YORK 14, NEW YORK
WATKINS 4-8582

THE VIENNA PHILHARMONIC ORCHESTRA

* * *

THE VIENNA CHOIR BOYS

(Wiener Saengerknaben)

* * *

THE CONTINENTAL SYMPHONY

* * *

THE VATICAN MASTERPIECES

Shorts of Distinction

. 35mm * TELEVISION * 16mm

AMBASSADOR FILMS, INC.

1600 BROADWAY

NEW YORK

Circle 6-6446

TOMORROW'S TV PLANNING

video expansion underway

By **Noran E. Kersta**

Asst. to Vice-Pres. In Charge of Television, NBC

TELEVISION programming is limited only by the scope of man's imagination. From bathysphere to stratosphere, television has the ability to bring to the American home all the great phenomena of the earth, bringing at the same time an understanding of the "nature of things" in a manner never before possible.

Today we have with us the structure of a television system which has presented programs of every conceivable type, with every conceivable kind of format. The shows of tomorrow then will largely be predicated on our experiences with shows of today. Whether they be variety, drama, household, comedy, audience participation, or any other kind of program, the shows of tomorrow will have a broad base of experience—seven years in the case of the National Broadcasting Company—on which to formulate their future success.

All the trend studies, the expert "surveys" of the past, however, will have little bearing on the kinds of programs the television industry will present tomorrow. For each survey or study is based on an audience which has materially changed almost the day after the survey has been made. Popular acceptance of today's programming—based as it is on current set ownership—will not necessarily prove popular acceptance of tomorrow's shows. An industry which boasts 400,000 in family set ownership now

but promises 1,500,000 a year from now is of necessity a dynamic industry, whose changes cannot at any one time be accurately predicted nor projected into the future.

But change as the audience will, the program structure itself will be based largely on the experience of today's television. There will, to be sure, be programs made possible by the addition of new facilities, new equipment—programs originating from the pilot's seat of a jet-propelled plane or from the driver's seat of a car at the Indianapolis Speedway. But these will be stunts—and clearly labeled as such. The day-to-day programming of tomorrow—whose pattern may look strange to us today—at least will borrow very heavily from today's experiences.



KERSTA

Now—and from here on out—NBC plans to build, to expand on, to increase those shows with which we have had experience. We will block in more time in the evening, then progress into the afternoon hours, and eventually expand our program structure into the morning. This will be a slow, gradual process but it will continue until we have developed a television programming service that will present topnotch shows from early morning to late evening.

This is our goal and one which we are confident we can achieve—perhaps even sooner than we had contemplated.

VIDEO'S
HIT
SHOW!

Winner of "Television World" Popularity Poll

"Charade QUIZ"

for **WHELAN DRUG**
EVERY THURSDAY
8:00 TO 9:30 P.M.
WABD
DUMONT Channel 5

BILL SLATER
HERB POLESIE
BOB SHEPARD
JACKSON BECK
MINNABESS LEWIS

Assisted by—
ALLAN FRANK • RICHARD SEFF • ELLEN FENWICK • GERRY LOCK • LAURA WEBER • FLORA CAMPBELL
DAVID P. LEWIS, Director

TELAMUSE PRODUCTIONS, 295 MADISON AVE., NEW YORK

SPRINGER PICTURES

PRESENTS

The Best

IN

FILM SHOWS OF TODAY

• MUSIC • VARIETY • DRAMA • SHOWMANSHIP

Ford Motor Co., Waltham Watches,
U. S. Rubber Co., Holiday Motors,
Bamberger's Dept. Store, General Electric

SPRINGER PICTURES, INC.

DETROIT
716 Fisher Bldg.
TR-1-6220

NEW YORK
341 E. 43rd St.
OR-9-0966

Music for the Radio Shows of Tomorrow

ASCAP

Members of the American Society of Composers, Authors and Publishers, ranging through every state and territory of the United States, are a unit, on the eve of the 1948-49 season, in this expression of good will to the radio industry.

As creators of Music—the life blood of countless radio programs—they are proud of their share in the amazing record of radio's progress, and they look forward confidently to continuing and increasing responsibility in this field.



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

MEMORANDUMS ON MUSIC

—reports of musical progress

BMI Forging Ahead

By Carl Haverlin

President, Broadcast Music, Inc.

HERE are radio programs enjoying the breezes of the Hooper stratosphere as they leave a trail of gold in their wake. In order for the listener to obtain his share of the Comstock Lode, he has to "stop the music," or at least know what composition is being played. Literally, of course, music will never be stopped. It is and always will be, the very core of entertainment, either straight or as a component part of the quiz show, comedy, or as a bridge and mood music for the dramatic offering.

BMI is one of the world's important sources of music production, purveying and licensing to all users of this universal commodity. To date some 2,274 radio and television stations and all networks in the U. S. and Canada, are licensed by BMI. More than 1,000 affiliated publishers, both here and abroad, have clearance through BMI.

BMI was created by the broadcasting industry to insure an independent source of supply of music. Prior to the formation of BMI radio's music came mostly through one source, a source whose product was suitable but getting too expensive, in fact exorbitant. Within its eight years, BMI's growth is indicated in the fact that in 1943 BMI music had over 6,000,000 performances by radio stations; in 1947, more than 11,200,000 performances, and estimates based on the first six months of 1948 indicate that over 14,000,000 performances of BMI music will be rendered this year.

Television is being aided in its progress by BMI, which licenses TV the same as AM or FM. There are no special costs. Further, BMI, as in the past, is engaged in supplying many program aids, such as scripts, and for TV specially catalogued and timed music for all purposes.

Aids In Program Building

By Paul Heinecke

President, SESAC, Inc.

WITHOUT a doubt, one of the most important activities at a radio station is program building. Just as a manufacturer strives to sell his product to consumers, so do radio stations endeavor to compile the best possible programs to sell to their prospective clients—this is a station's livelihood.

Many radio listeners have no conception of the machinery which is put into operation to produce better programs. To them, radio shows may very well be contrived through the utterance of some magic words or the waving of a magic wand. This, of course, is not so. Building a radio show calls for hard work and coordination in all the phases of a station's operation.

To achieve a listenable program, it is of prime importance to obtain a careful selection and blending of listenable music, since music is the basic program ingredient. For the past 18 years, it has been SESAC's primary purpose to aid broadcasters in their efforts to attain perfection in program building, and is currently making available to the radio industry over 180 catalogs of its affiliated publishers.

Augmenting this music service, SESAC has produced a transcribed library-program service which is designed as an aid in building the better "Shows of Tomorrow." This is not merely a library of transcriptions, but a program service as well, which provides SEVEN musical categories in pre-built recod sides, made up of separate cuts.

These are some of SESAC's contributions to the entertainment world—contributions to assist in building better radio programs. Broadcasters may be sure that SESAC will continue to do its utmost to provide the essential ingredient for better "Shows of Tomorrow," whether it be on AM, FM or TV.

ASCAP Envisions Progress

By Fred E. Ahlert

President, ASCAP

THE members of the American Society of Composers, Authors and Publishers (ASCAP) are found in every state and territory of the United States. I feel a justifiable pride to speak as president of this great national institution; and I am happy to express to the radio industry ASCAP's congratulations and good wishes on the eve of what we confidently expect will be radio's greatest year.

For many years the members of ASCAP have had an important part in contributing substantially to income of business enterprises, profiting from the use of music. We feel that the creative work of our members has supplied to many businesses, and particularly to radio, important elements of success. With confidence we look forward to continuing and increasing responsibilities in the field of radio.

Speaking for myself, I am convinced that radio has become so firmly entrenched in the daily life of America, that it is fundamental. Technical improvements will continue, as they have from the start, to enhance its prestige. I regard television as a significant and vastly important development; in its field it soon will become irreplaceable. But I believe that it will not entirely supplant radio. Radio is too vast. It covers fields beyond the practical scope of television.

It is a matter of satisfaction to us at ASCAP, and we are sensible of a reflection of this feeling in radio, that the Radio-ASCAP relations are progressing in a feeling of confidence. For a furtherance of this spirit of mutual good will I bespeak the cooperation of radio and of my own associates. In this spirit we in ASCAP look for the realization of radio's brightest hopes for the "Shows of Tomorrow."

ET Libraries Important

By Richard S. Testut

Vice Pres. and Gen. Mgr., Associated Program Service

TRANSCRIPTION libraries have come of age . . . in years, stature and perspective.

Since the introduction of the first library service, on the heels of the "talkies" over fifteen years ago, this unique industry has paced itself with remarkable success to the breathtakingly rapid expansion of radio broadcasting. Today, even the most conservative estimates show that transcribed library service is a key segment of the basic programming facilities of at least 75 per cent of the radio stations in this country.

If, in the now far distant past, transcription libraries were little more than an assortment of glorified phonograph records (at least in size and speed)—recorded, catalogued and placed on the market to be used more as musical fillers between spot announcements than as program units—such is definitely not the case today. Just as radio stations have progressed from selling clients "radio time" to selling well-integrated "programs," so have the transcribed library services directed their thinking and efforts toward the blueprinting and building of reservoirs of "planned," or purposeful, musical programming. More and more, transcription libraries are, and have been providing those ideas and basic elements so indispensable to good musical programs—even providing complete series of feature programs and specialty shows.

Both large and small stations and their clients have found that "all library" shows are excellent in content, quality of reproduction and listener appeal. In the quality of reproduction alone—because of the advances in recording techniques, vinylite plastics, and mechanical equipment for reproduction—transcriptions approach, and in the majority of cases achieve, the same life-like dimensions and tonal qualities of "live" broadcasts.

**Barbershop Ballads**

Designed for late evening listeners, and for a group past the 30-year age limit. Consists of Barber Shop Quartet, soloist, small instrumental combination. Features only familiar American music (Foster, Western, Gay Nineties, etc.), in quiet vein with commercials in same mood.

Availability: E.T.
Running Time: 15 minutes.

Client Suitability: Building supplies, home accessories, department stores, automotive.

Audition Facilities: Transcriptions.
Submitted by: KTUC, 900 E. Broadway, Tucson, Ariz.

The Phil Brito Show, a Date With Music

An intimate musical fiesta of all-time favorites by Phil Brito, popular young baritone who is rapidly ascending the heights of stardom. An easy listening quarter-hour with musical accompaniment of Doc Whipple and Sam Liner of the Kostelanez Orchestra at the twin keyboards. Direction of Bill Stoese results in a well-paced, tuneful musical that Variety in its revue stated: "Here's one set of 78 musical sides that shows the results of lots of care. Tenor Phil Brito, pianist Sammy Liner, organist Doc Whipple and emcee Allyn Edwards, work together hand-in-glove to make it one of the smoothest items currently on the e.t. market. It should keep listeners' ears glued to the set."

Availability: E.T.
Running Time: 15 minutes.

Audition Facilities: Transcriptions.
Submitted by: Charles Michelson, Inc., 23 W. 47 St., New York 19, N. Y.

Family Album of Familiar Music

Show tunes with ork. with a well-known vocalist used intermittently. Scrip comments about story of show, its stars, dates, etc. Current and past news about vocalist.

Availability: E.T.
Running Time: 30 minutes.
Client Suitability: Banks, etc.
Cost: Talent \$35.00.

Submitted by: WOKO, Hotel Wellington, Albany, N. Y.

The Happy Gang

Most popular musical-variety show heard for many years over Canadian Bcstg. Corp. facilities throughout Canada. Sponsored coast-to-coast in the Dominion by Colgate-Palmolive-Peel. Line-up of top-flight talent featuring inimitable Bert Pearl as emcee in a fun-rollicking half-hour of mirth and melody. Successfully broadcast by Foremost Farms in 20 cities and others, all with outstanding audience ratings.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Charles Michelson, Inc., 23 W. 47 St., New York 19, N. Y.

Hymn Time, With Smilin' Ed McConnell

Smilin' Ed McConnell, one of the most

popular performers of all time, loved and listened to by folks throughout the country, now in his 20th year on the air, available in his own transcribed series of hymns and homey philosophy in a program which is a proven sales gatherer. Sponsored by such firms as General Foods for "Instant Postum," Tuxedo Feeds, Pillsbury Mills and over 175 local advertisers all over the U.S.A. and Canada. Truly an outstanding program buy.

Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Charles Michelson, Inc., 23 W. 47 St., New York 19, N. Y.

Magic Land of Music

Two youngsters find a music box which releases a gnome who takes them into the Magic Land of Music. All the instruments of the orchestra have been silenced by the Giant Noise. The Adventures of the youngsters have in releasing the instruments from the Spell introduce juvenile audience to the symphony orchestra.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: Junior League of Nashville, Hermitage Hotel, Nashville 3, Tenn.

Melody Mart

Popular and standard melodies, done in the biggest, most impressive styles of large orchestras and choruses, fill this full hour of uninterrupted music. Soloists also come in, with big orchestral backgrounds. Titles of tunes are announced at

half-way mark and at closer. Effect is best possible treatment for deserving pops and standards.

Availability: Live talent.
Running Time: 1 hour.
Submitted by: WNEB, Park Building, Worcester 8, Mass.

Musical Clock

Now celebrating its 15th consecutive year on WIBX from 7:30-8:55 A.M. in 5 and 15 minute periods—News—music—transcribed and live—poems—birthdays and wedding anniversaries—Rural Editors Column—social and civic happenings—lost and found articles.

Availability: Live talent; E.T.
Running Time: In 5 and 15 minute periods.
Client Suitability: Breakfast foods, furniture and furnishings, apparel, household items.

Audition Facilities: Transcriptions.
Submitted by: WIBX, 1st Bank Bldg., Utica 2, N. Y.

Nightcap

A midnight hour of soothing melodies designed for the late-hour listener who wants good music in a lighter vein. "Nightcap" is a program of light popular music with no jazz. It is relaxing, enjoyable music in keeping with the mood of the hour.

Availability: E.T.
Running Time: 55 minutes.
Audition Facilities: Transcriptions.
Submitted by: Interstate Broadcasting Co., WOXR, 730 Fifth Avenue, New York 19, N. Y.

V. S. BECKER*Advertising Service***RADIO and TELEVISION PRODUCTIONS****REPRESENTING TALENT of DISTINCTION**

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Social Notes

Reading of the social calendar of the day with fashion highlights on subjects of interest to women. Music at beginning and end of show.

Availability: Live talent.

Running Time: 10 minutes.

Audience Appeal: Female.

Audition Facilities: Transcriptions.

Submitted by: KABR, Aberdeen, S. D.

This Week's Boston Symphony Concerts

This show is written, produced, and narrated by Martin Bookspan, WBMS music director. It is built around whatever music the Boston Symphony Orchestra has scheduled for the week, with interviews whenever possible with the soloists and conductors, and recordings of these particular works featured that week for the Boston Symphony. Whenever compositions are given first performances, the composers are invited to explain their works.

Availability: Live talent; E.T.

Running Time: 60 minutes.

Audition Facilities: Transcriptions.

Submitted by: WBMS, 35 Court St., Boston 8, Mass.

The Tune, The Time and The Tempo

This is an all musical show, stressing mainly the old favorites done in a quiet tempo. Little talk by the announcer, who simply identifies the tunes at the end of each quarter hour. The service feature of this show is the giving of time signals every two minutes, and a complete weather report half way through the program.

Availability: Live talent; E.T.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: KQV, Chamber of Commerce Bldg., Pittsburgh 19, Pa.

Holiday Programs

Half-hour scripts prepared for various holidays and the birthdays of famous men and composers.

Availability: Live talent.

Running Time: 30 minutes.

Submitted by: Broadcast Music, Inc., 580 Fifth Ave., New York 19, N. Y.

Spotlight On A Star

Program features two selections by a popular singer, orchestra or composer. A mystery artist is featured each day. Listeners who identify the mystery artist are awarded certificates which entitle them to one free record at a local music store.

Availability: Live talent.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: WHJB, Penn Albert Hotel, Greensburg, Pa.

Sunday Merry Go Round

Capitalizing on the usual drab Sunday morning fare, KLIX ignores available network service and schedules three continuous hours of sweet, popular music from 10:00 a.m. until 1:00 p.m. each Sunday. Offering a maximum of music and a minimum of talk, Sunday Merry Go Round presents music in uninterrupted 15 minute cycles with a maximum of one announcement every quarter hour. Sunday Merry Go Round is truly "the biggest show in town and Magic Valley's Sunday listening habit."

Availability: E.T.

Running Time: 180 minutes.

Audition Facilities: Transcriptions.

Submitted by: KLIX, Elizabeth Blvd., Twin Falls, Idaho.

Kathryn Wood Sings

Kathryn Wood, soprano, with Ronald Marshall, violinist, Doris Marshall, pianist.

MUSICAL

Program of light-classics with brief bits about the music and composers.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: WGH, 500 Portlock Bldg., Norfolk 10, Va.

The Masked Spooner

The Masked Spooner is a sensational new personality in the music and radio field who never appears in public without wearing his mask and cloak. The Spooner has introduced a new technique, that of "spooning"—a combination of speaking and crooning. The Spooner's fabulous amount of fanmail received during his short tenure on the Don Lee-Mutual network and the outstanding sales of his lone recording make him one of the outstanding availabilities in the music field today.

Availability: Live talent.

Running Time: 15 or 30 minutes.

Client Suitability: Woman's products in particular.

Audition Facilities: Will pipe live talent; transcriptions.

Submitted by: Jack Rourke Productions (In New York: Gordon M. Day Advertising Service), 6331 Hollywood Boulevard, Hollywood 28, Calif.

On Wings Of Song

This quiet show includes the songs of a girl's trio with musical background provided by artists at the Hammond organ and piano. Program features poetry readings by Charles Ballou.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: WDBJ, P. O. Box 150, Roanoke 2, Va.

Portraits In Music

Biography of artist or composer narrated between series of his own recordings arranged chronologically from the first work to the very latest pressing.

Availability: E.T.

Running Time: 30 minutes.

Cost: 10 per cent of time cost.

Audition Facilities: Transcriptions.

Submitted by: Royal Oak Broadcasting Co., WEXL & WEXL-FM, 212 West Sixth St., Royal Oak, Mich.

Special Christmas Package

Four shows in all—three especially designed for Christmas greetings, one for New Years. A careful blending of music and narration as follows: "Gift of the Little Shopper" written by "Hank" Richards, starring Frank Graham and Roderick Thomas; "Caroling Around the World" narration by Thomas Freebairn Smith, carols by Dick Foran; "Thanksgiving This Christmas" starring Irene Manning; "Looking Forward" narration by Thomas Freebairn Smith. Musical setting on all four by Ivan Ditmars.

Availability: E.T.

Running Time: 14½ minutes.

Client Suitability: Merchants, professional men, business associations.

Cost: All Four: \$20.00.

Audition Facilities: Transcriptions.

Submitted by: The Cardinal Co., 6000 Sunset Blvd., Hollywood 28, Calif.

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MUSICAL

Sunrise Serenade

Show features use of the Hammond organ, piano and Celeste with music picked especially for the beginning of the work day.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WDBJ, P. O. Box 150, Roanoke 2, Va.

The Bob Young Show

Bob Young, fast-rising young baritone, is featured with 12-piece KOIN orchestra directed by Owen Dunning . . . in modern ballads and pop music. Format for ½ hr. weekly but can be adjusted for 15 minutes several times weekly.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: KOIN, New Heathman Hotel, Portland 7, Ore.

Harmony Isle

From the dreamy enchantment of far-off Hawaii comes the lilting sob of the surf and the languorous, fascinating rhythms of the natives. A narrator weaves a spell of island magic against the melodious curtain of Dick McIntire's Harmony Hawaiians. Long after the song is ended, the subtle seductive charm of its melody will live in the listener's memory. Dick McIntire's Harmony Hawaiians are nationally known recording artists. Vibrant, electric guitar, standard guitar, ukelele, bass plus four mellow voices.

Availability: E.T.
Running Time: 15 minutes (with theme.)
Client Suitability: Beauty shops, department stores, ice cream, coffee, soft

drink stores.

Cost: \$4.00 outright minimum or \$2.50 per episode lease basis minimum.
Audition Facilities: Transcriptions.
Submitted by: Walter Biddick Co., 1151 South Broadway, Los Angeles 15, Calif.

Hymns Eternal

Arthur Amadon, well-known young baritone, sings the familiar hymns of every faith—with the background accompaniment of violin and novachord. These fine old hymns of faith are done in a simple manner and blend nicely with Mr. Amadon's daily poem of inspiration. This program of song and the spoken word is designed to start the listeners' day in a pleasant mood.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Greeting cards, foods, institutional.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: WBZ, 1170 Soldiers Field Road, Boston 34, Mass.

Love Making, Inc.

A romantic musical comedy with lessons in love! For girls from seven to seventy. A Broadway musical with the new look. All original music and a Broadway all star cast.

Availability: E.T.
Audience Appeal: Female.
Client Suitability: Laundry, dry cleaning, ladies ready to wear, department store.
Cost: \$250.00 for the series.
Audition Facilities: E.T.
Submitted by: Transcribed Radio Shows, 2 West 47th St., New York 19, N. Y.

Salute To Song

Dramatizing the story that inspired the author to write the old time favorites which are so popular on the air today. A 32-piece orchestra, two very fine vocalists plus a dramatization that will interest the entire family. Fifty-two programs available.

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Department stores, furniture and jewelry, ladies ready to wear, cleaners and laundry.
Cost: \$10.00 per program.
Audition Facilities: Transcriptions.
Submitted by: Transcribed Radio Shows, 2 W. 47th St., New York 19, N. Y.

Sunset Ramblers

Sunset Ramblers, kings of hillbilly swing, play and sing in top western and hillbilly style. Popular through their radio and personal appearances, the Sunset Ramblers' program is very listenable. Each member of the troupe is an accomplished musician and vocalist.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$40.00.
Audition Facilities: Transcriptions.
Submitted by: WJTN & WJTN-FM, Hotel Jamestown Building, Jamestown, N. Y.

The Frank Parker Show

One of the better musicals with Frank Parker, Bea Wain, and The Modernaires singing old and new favorites.

Availability: E.T.
Running Time: 15 minutes.
Cost: Minimum \$4.00 per program.
Audition Facilities: Transcriptions.
Submitted by: Teleways Radio Productions, Inc., 8949 Sunset Boulevard, Hollywood 46, Calif.

Sons Of The Pioneers

Classical Western and folk songs at their best, starring Bob Nolan and The

Sons of the Pioneers who are famous for their work in movies, and on network and other radio shows for the past fifteen years. This is a fine musical show.

Availability: E.T.
Running Time: 15 minutes.
Cost: Minimum \$3.00 per program.
Audition Facilities: Transcriptions.
Submitted by: Teleways Radio Productions, Inc., 8949 Sunset Boulevard, Hollywood 46, Calif.

Sunday Artist Recital

Transcribed classical theme opens and closes show—which features an accomplished artist from the Rio Grande Valley in either voice or instrument—a one-minute interview in the middle of the program capsules the artist's musical background and future plans in informal manner—the theme of the program being a Valley-wide visit via the airwaves with a talented friend and neighbor. This series is off during July, August and Sept.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: KURV, Edinburg, Tex.

Time In Rhyme

A complete transcribed package of singing time signals for every quarter hour of the day and night, featuring the Debonaires, an outstanding recording singing group heard on various network shows. Each signal is 10 seconds long allowing any length commercial to follow. One station in one city may lease Time In Rhyme on an exclusive basis.

Availability: E.T.
Running Time: 10 seconds.
Cost: Minimum \$5.00 per week, 13 weeks minimum. One-third down payment, balance monthly.
Audition Facilities: Transcriptions.
Submitted by: Walter Biddick Company, 1151 South Broadway, Los Angeles 15, Calif.

BYRON PRODUCTIONS, INC.

Producing

"MR. DISTRICT ATTORNEY"

for

Bristol-Myers

Tune Tabloid

A variety show built on a newsical format. Tune titles suggest news columns. Performed in clipped news jargon.

Availability: Live talent; E.T.

Running Time: 15 minutes.

Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

Casa Cugat

Xavier Cugat, master of the rhumba, mambo, tango, and his full Waldorf-Astoria orchestra with chorus and vocalists. In this sparkling show the audience hears Carmen Castillo, Nita Rosa, Del Campa, Don Rodney and the Cugat Choir and, of course, the orchestra.

Availability: E.T.

Running Time: 15 minutes.

Cost: Priced according to market. Prices range upward from \$2.80 per program.

Audition Facilities: Transcriptions.

Submitted by: World Broadcasting System, Inc., 50 W. 57th St., New York 19, N. Y.

Music That Pays

Quarter hour "Live organ program" played by Paul O. Godt—veteran theater and radio organist. Phone placed on organ with calls during program from listeners giving titles to "Memory—Western—Musical Comedy"—or any type of number in the classification announced during program. If their request for certain number is in the correct classification is announced daily—and Godt can not play at least eight bars of that number, they receive \$1.00 in cash and a gift from some Denver merchant. The same contest and program is opened to "mail response" at another time of day.

Availability: E.T.

Running Time: 30 minutes.

Audience Appeal: Entire family.

Client Suitability: Department store, drug, furniture.

Cost: \$225.00 per week.

Audition Facilities: Transcriptions.

Submitted by: KMYR, 1626 Stout St., Denver 2, Colo.

Songs Of Praise

The Hamilton Quartet, accompanied by George Broadbent at the organ, captures the hearts of the radio audience with the hymns first heard at Mother's knee, and the songs learned in Sunday School. Occasional organ solos feature the moving messages in music which bring inspiration and comfort to all who hear them.

Availability: E.T.

Running Time: 15 minutes.

Cost: Priced according to market. Prices range upward from \$1.10 per program.

Audition Facilities: Transcriptions.

Submitted by: World Broadcasting System, Inc., 50 W. 57th St., New York 19, N. Y.

Street Of Dreams

A show designed for reminiscing and dreaming. Beautiful poetry read by Don Mathewson, backed by soft organ and novachord music. Old familiar songs, sung by some of the top choral groups and the basic theme or organ melodies blend into an appealing presentation for a large audience. Listener response has indicated that the nightly journey down the Street of Dreams is a delightful one.

Availability: Live talent; E.T.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: WAMS & WAMS-FM, 414 French St., Wilmington, Del.

MUSICAL

Barbershop Harmonies

by the Gaslight Quartette

156 quarter hours by one of the country's finest organizations. The series has been endorsed by the SPEBSQSA as authentic barbershop singing. The series has a backlog of terrific Hooper ratings on stations currently broadcasting. Allowance has been made for commercials at beginning, middle and end.

Availability: E.T.

Running Time: 15 minutes.

Client Suitability: Automobile dealers, breweries, men's stores, etc.

Audition Facilities: Transcriptions.

Submitted by: Robert P. Mendelson Productions, 277 Delaware Ave., Buffalo 2, N. Y.

Flowers For Milady

Award of flowers made to local "good neighbors" . . . as nominated by letters from listeners. Live music by contralto singer accompanied by pianist . . . featuring light classics and old-time favorites. Winning letter read during broadcast and flowers awarded.

Availability: Live talent; E. T.

Running Time: 14½ minutes.

Audience Appeal: Female.

Client Suitability: Florists, women's specialty shops, general.

Audition Facilities: Transcriptions.

Submitted by: KSML, City Park, Seminole, Okla.

Immortal Love Songs

"Immortal Love Songs" is a five-minute program that revives cherished memories. Chosen from a treasure-chest of immortal love classics, these melodies are cleverly framed with romantic poems and Irma Glen's background of organ music. Lawrence Salerno, for 12 years the toast of Chicago on WGN, and Irene Verner, a favorite of the midwest, provide the vocals on this popular five-minute show. Everett Clark is your announcer.

Availability: E. T.

Running Time: 5 minutes.

Audience Appeal: Feminine.

Client Suitability: Florist, jewelry, perfume, cosmetics.

Audition Facilities: Transcriptions.

Submitted by: Transcription Sales, Inc., 117 West High St., Springfield 35, Ohio.

King Cole Court

The King Cole Court with the King Cole Trio contains 26 quarter-hour episodes with guest stars such as: Anita Boyer, Peggy Lee, Larry Stewart, Anita O'Day, Mel Torme and others. A finer type of musical programming and entertaining, and will assist your station in selling that valuable station time.

Availability: E. T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: C. P. MacGregor Company, 729 South Western Ave., Los Angeles 5, Calif.

The Henry King Show

Here is one of the newest and most unique shows in Radio today highlighting the popular music of one of America's top ranking piano-maestros, Henry King. Henry King's "Regal Rhythms" have long been a by-word in thousands of homes in the United States and his familiar style of music making is known and loved the world over. The half-hour of variety features the piano and orchestra of "Your

PIANO PLAYHOUSE

WITH

MILTON CROSS

THE

"PIANO PLAYBOYS"

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"STAN" FREEMAN

TEDDY WILSON — ELLIS LARKIN

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NEWEST STATION

WERD

The Station That Has

"A Good Werd For Everybody!"

DICK GRANVILLE, General Manager

MUSICAL

Host For The Show," Henry King, in a wide and varied selection of the top song hits of today and yesterday. Included as regular features are: 1. "The Henry King Medley Of Show Tunes," a group of three or more all time favorites in medley form. 2. "Our Number One Salute To The South Americas," Rumba, Tango, etc., selected by the radio listeners in a mail pull appeal midway in the format. 3. "The Special Guest For Today," an appearance by one of the Nation's Number One singing stars or trios. Special tracks are made up of the guests so that he or she, speaking on the program, appears to be on the scene in person. The entire program has a very "live show" effect to the listener by using special applause tracks throughout and an echo chamber for extra effects. The Henry King Show is an open-end transcribed show with 52 half-hour episodes.

Availability: E. T.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: C. P. MacGregor Company,
729 South Western Ave., Los Angeles
5, Calif.

Dora McKay Sings

A program of new and old popular music played and sung in the distinctive rhythm style of Dora McKay, long time Iowa musical favorite.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Food or beverage account.

Audition Facilities: Transcriptions.

Submitted by: KSO, 800 Farm Bureau
Building, Des Moines 9, Iowa.

Reminisce With Singin' Sam

Singin' Sam, a tradition in radio, thrills audiences old and new in this 15-minute period of musical reminiscing. Popular favorites of yesterday and today—songs that never grow old, given a modern treatment by an incomparable cast including "those sweet-voiced Mullen Sisters" and Charlie Magnante, America's number one accordion virtuoso, and his orchestra.

Availability: E. T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Transcription Sales, Inc.,
117 West High St., Springfield 35,
Ohio.

Sextette From Hunger

Sextette From Hunger, that good time Dixie Jazz containing 52 quarter-hour episodes with guest stars such as Martha Tilton, Dale Evans, Ann Jeffreys, Peggy Lee, Ray Eberly, The Little Sisters, etc. This show at the present time, has a complete cross section of sponsors throughout the country, and has met with huge success.

Availability: E. T.

Running Time: 15 minutes.

Audition Facilities: E. T.

Submitted by: C. P. MacGregor Company,
729 South Western Ave., Los Angeles,
Calif.

Slim Bryant And His Wildcats

Most popular, best-known group of its kind in the great Tri-State area, the Wildcats offer a wide repertoire that includes

popular songs, western ballads, novelty numbers, etc. Five talented artists with more than 17 years experience, the Wildcats are nationally known through their Thesaurus recordings. Personal appearances in hundreds of cities, towns and hamlets in the area have added a vast and loyal audience.

Availability: Live talent.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: KDKA, Grant Bldg., Pittsburgh, Pa.

Junior Round-Up

Program originates from Rothschild's Store, Fountain Square, Evanston. Features teen talent from North Shore area, usually one guest doing musical bit. Main format of show includes children singing with pop novelty records in competition for merchandise prizes from client, plus answering questions about lyrics of popular songs. Prizes include merchandise and merchandise certificates. Running Time: 30 minutes.

Submitted by: WNMP, 2201 Oakton St.,
Evanston, Ill.

1260 Harmony Lane

Patter and music built around the idea "1260 Harmony Lane . . . the Musical House that Jim and Jo Built." Variety of music by two distinct song stylists . . . man with Jolsonized style . . . woman blues singer who also accompanies the show at the piano. Informal production and clever ad-libbing. Very large mail pull.

Availability: Live talent; E. T.

Running Time: 14½ minutes.

Audition Facilities: Transcriptions.

Submitted by: KSMI, City Park, Seminole,
Okla.

Westward Ho!

Curley Bradley, cowboy singer and philosopher, unfolds in song and prose the ballads of the west in this series of five-minute song stories of the west. Each program is complete in itself and features Irma Glen, one of radio's best known organists. To complete the mood of the Old West, there is just enough guitar accompaniment to add the tang of the campfire.

Availability: E. T.

Running Time: 5 minutes.

Audition Facilities: Transcriptions.

Submitted by: Transcription Sales, Inc.,
117 West High St., Springfield, Ohio.

Wings of Song

Emile Cote, a tradition in American choral music, directs his sixteen-voice choral ensemble, "The Serenaders," to new achievements in this universally appealing 15 minute series, Wings Of Song. In Wings Of Song—the Serenaders have found the music which America loves best—in Cote's own sparkling arrangements. Your musical host is Warren Sweeney (narrator for the New York Philharmonic). Production is by Roland Martini, producer of the Pet Milk Saturday Night Serenade.

Availability: E. T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Transcription Sales, Inc.,
117 West High St., Springfield 35,
Ohio.

Your Hymn For The Day

Gene Baker, one of radio's outstanding singer-narrators, sings America's most familiar hymns with organ accompaniment by Irma Glen. Each hymn is highlighted by a brief sermonette, a religious

room in keeping with the spirit of the hymn, and a "thought for the day." Special holiday programs are provided. Your hymn For The Day—beautifully different in its presentation, features 5 of our most cherished hymns.

Availability: E. T.
 Running Time: 5 minutes.
 Location Suitability: Memorial parks, homes.
 Audition Facilities: Transcriptions.
 Submitted by: Transcription Sales, Inc., 117 West High St., Springfield 35, Ohio.

Music From Hollywood And Vine

One hundred and thirty quarter hour transcribed programs of popular music, featuring Roy Bargy and his orchestra, and starring Joannie McKeon as vocalist. A proven success story vehicle of entertainment and merchandising with 40 radio station credits, including the series second and third run in many localities.

Availability: E. T.
 Running Time: 15 minutes (with open ends and center).
 Cost: 1/3 station rate card, minimum \$7.50.
 Audition Facilities: Transcriptions.
 Submitted by: Selected Radio Features, 1583 Crossroads of the World, Hollywood 28, Calif.

Music To Read By

"Music To Read By" is directed toward late evening listeners and, as the name implies, is designed to bring listeners a program with which they can relax. Recorded musical selections of the salon, sweet-popular, semi-classical and musical comedy types are presented in a continuous musical strain, with no talk or breaks between numbers. Music is all instrumental and of a type conducive to easy listening while reading, sewing or otherwise in semi-occupation.

Availability: E. T.
 Running Time: 55 minutes.
 Audition Facilities: Transcriptions.
 Submitted by: L. B. Wilson, Inc., WCKY, Hotel Gibson, Cincinnati 1, Ohio.

My Song

Program is built on idea that everyone, at some time or other, has tried to write a song. Audience is given chance to blend in words, best set chosen is then put to music by artists on show. Finished song is then put on air, the song recorded off the air and sent to person who wrote words. This is the "gimmick" of show. Program is rounded out by instrumental trio and vocals. Talent includes Norm Carroll, piano, plus bass and guitar. Show is written and produced by former NBC man, Barry McKinley.

Availability: Live talent; E. T.
 Running Time: 15 minutes.
 Cost: \$39.50 per show plus station time.
 Audition Facilities: Transcriptions; Will Pipe Live Talent.
 Submitted by: Farnsworth, WGL, 201 West Jefferson, Wayne 2, Ind.

Our Way

(Tentative Title)

Thirteen 15-minute programs in the style of Cantata Ballads. The music will be written by George Kleinsinger, the lyrics by Paul Tripp. Ray Middleton will star. The programs will fight discrimination and prejudices and strengthen true tolerance and understanding for all Americans, regardless of race or creed. They will emphasize the accomplishments of American democracy from the

time of our Founding Fathers to the present day.

Availability: E. T.
 Running Time: 14 1/2 minutes.
 Cost: \$7.00 per station (minimum 400 stations).

Audition Facilities: Transcriptions.
 Submitted by: Tod Hudson Radio Productions, 17 East 42nd St., New York 17, N. Y.

Reflections

A program designed for meditative, relaxed listening. Supplying a long-standing demand for this type of radio fare, program features Canada's finest radio talent in a pattern of "music woven with the golden thread of words." Narrator Frank Willis, long associated with CBC, brings sincerity of voice, intelligent reading and masterful intonations; baritone Russ Titus balances the natural dignity

of the program with fresh, popular stylizations of favorite songs. Planned for two-a-week broadcast, there are 104 quarter hours.

Availability: E. T.
 Running Time: 15 minutes.
 Audience Appeal: Female.
 Audition Facilities: Transcriptions.
 Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

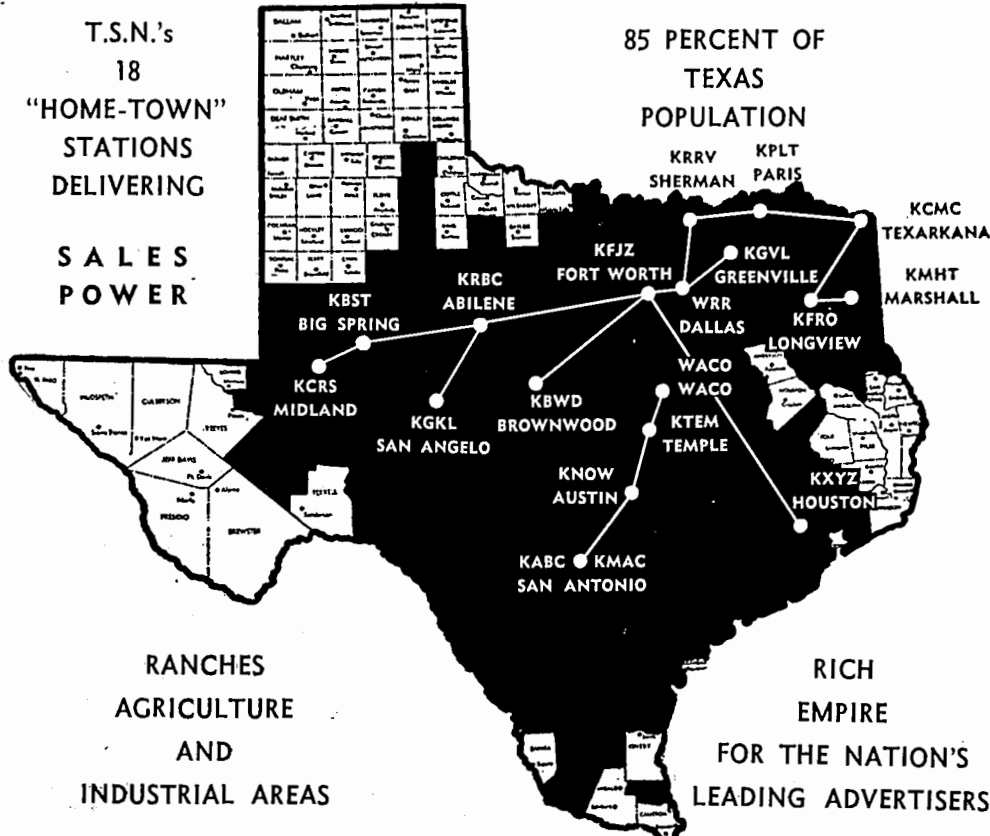
Carson Robison and His Buckaroos

Rolling ranch-style music with the

well-known Carson Robison and his merry crew of music-makers. Robison, who is also known as a composer of Western music, is a serious student of this musical form, and the series reflects not only his fine musicianship, but also a knowledge of authentic ranch music presentation and programming. Series has 117 quarter hours.

Availability: E. T.
 Running Time: 15 minutes.
 Audition Facilities: Transcriptions.
 Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

TEXAS' 4 MAJOR MARKETS . . . COVERED BY T.S.N.



WITH T.S.N.'s ONE PACKAGE, YOU CAN COVER THE G-R-E-A-T MARKETS OF TEXAS
 HERE IS THE MARKET DATA!

Population	5,814,500
Families	1,608,500
Retail Sales	\$3,559,325,000
Food Store Sales	839,761,000
Gen. Mdse. Store Sales	562,729,000
Drug Store Sales	159,322,000
Effective Buying Income	5,284,363,000
Gross Farm Dollars	932,995,000

Source: Sales Management's Survey of Buying Power, May 10, 1947.

TEXAS STATE NETWORK

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVE

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The Popular Daytime Serial

THE MAGNIFICENT SENOR

Half-hour nighttime starring

LEO CARRILLO

***OUT OF THE DEEP**

Sea-adventure, treasure-hunt, deep-sea diving series both for juvenile and adult—in half-hour or fifteen minute.

***THE WORLD OF DAVID LEE**

Half-hour comedy-drama with entertainment values played highly and juvenile problem treated deftly. Piece stars

RODDY McDOWALL

* Audition transcriptions available but will pipe live talent on any of these.

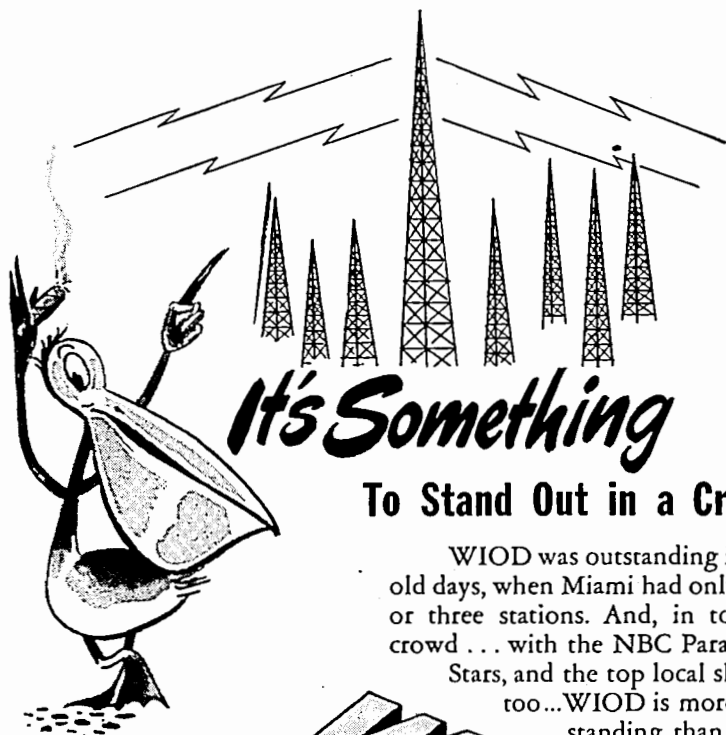
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MUSICAL

Starring Young Wisconsin Artists

Presented annually by WTMJ in cooperation with the Wis. Federation of Music Clubs to encourage talented young Wis. concert musicians and vocalists through appearances in auditions and on the program. Series of programs each year averages 26 weeks. Conducted on a contest basis with WTMJ annually awarding \$1,000 in cash music scholarships to the top three finalists. State-wide auditions held before start of series each year. Program begins sixth year in 1949.

Availability: Live talent.
Running Time: 30 minutes.

Audition Facilities: Live Talent; Transcription.

Submitted by: WTMJ, Radio City, Milwaukee 1, Wis.

The Three Suns And A Starlet

One of America's favorite instrumental trios, The Three Suns, is augmented in this NBC Recorded musical program by the presence of popular guest songstresses, Nan Wynn, Kay Armen, Irene Daye and Dorothy Claire. Glenn Riggs presides over the informal music-making as announcer-host, and each program provides a well-balanced blend of instrumental and vocal stylizations of popular music. Series has 78 quarter-hour programs designed for three-a-week broadcast.

Availability: E.T.
Running Time: 15 minutes.

Audition Facilities: Transcriptions.

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

Time To Sing With Lanny and Ginger

Lanny and Ginger Grey have delighted millions from coast to coast with their unique and appealing renditions of love songs, ballads, novelty songs and cheerful young-love patter. Now they are available in a series of fast-moving five-minute programs, often referred to as "the brightest little show in radio." A well-balanced blend of songs and chatter, the program is designed for three-a-week broadcast; 156 quarter hours in the series.

Availability: E.T.
Running Time: 15 minutes.

Audition Facilities: Transcriptions.

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

Art Van Damme Quintet with Louise Carlyle

The unique instrumentation of accordion, bass, guitar, vibraphone and drums, plus the versatile talent of Art Van Damme, and company composes a musical group that satisfies virtually every taste in music. Louise Carlyle with her warm-hearted songs adds the spice to this breezy three-a-week quarter hour musical. 117 programs available in the series.

Availability: E.T.
Running Time: 15 minutes.

Audition Facilities: Transcriptions.

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

The Hoagy Carmichael Show

The great Hoagy himself singing and playing his own and other beloved hits. The most widely played composer in the U. S., Carmichael proves himself "a great vocal artist" of "effortless delivery," N. Y. Times. Delivers "jazz-singing with shape, strut, and style," says Time. On latest sustaining run, Carmichael consistently topped all sponsored quarter-hour-weekly musical shows on competing networks with NRIs in the 8's and 9's. Billboard finds him "certainly sponsor-worthy."

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

The Hometowners

156 fifteen minute episodes of gay, friendly, informal fun and music presented by The Hometowners, former stars of Groves "Reveille Roundup" on NBC. Comprised of favorite standard pops, westerns, novelties, ballads, folk songs, and occasional spirituals and hymns—all popular tunes. Incomparable solos of Earl Randall and Betty Bennett backgrounded by smooth harmony of the ensemble. Refreshing successful change in pace for all-family appeal on any product, in rural or urban markets. Approximately three or more flexible minutes of commercial time provided.

Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Morton Radio Productions, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Make Way For Youth

A popular music program beamed at the teenage audience but thoroughly enjoyed by the entire family. Features a 70-voice youth chorus trained and directed by Don Large, nationally-recognized choral director, and an 18-piece orchestra under Paul Lavoie. Chorus organized two years ago from city-wide auditions. Program includes featured soloists, various types of singing units, choral and orchestral numbers. Show won second place in national radio contest.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WJR, Fisher Building, Detroit 2, Mich.

New York Philharmonic-Symphony

More people listen to this most famous of symphony orchestras in the average month than ever voted for any U. S. president. Over 12,000,000 people are in the air audience on a "just average" Sunday afternoon and 56 per cent of the audience is in upper income group. In addition to Bruno Walter as permanent conductor, Philharmonic features such renowned guest conductors as Stokowski, Munch, Mitropoulos, Szell; such soloists as Serkin, Menuhin and Hess.

Availability: Live talent.
Running Time: 90 minutes.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

This Week's Music

This Week's Music is a preview program of the week's coming events in the concert, recital and ballet field, under the

direction of Edwin H. Schloss, well-known music critic. Mr. Schloss plays recorded musical excerpts and comments in a brief, informal manner on the compositions, their background and high spots.
Availability: Live talent; E.T.
Running Time: 30 minutes.
Client Suitability: Better jewelers, record shops, dress houses.
Audition Facilities: Transcriptions.
Submitted by: WIP, 35 South 9th St., Philadelphia 7, Pa.

Concert or Corn

A brand new innovation in programming which features KMOX National Champion Hillbillies and recordings of symphony orchestras. Idea is that all music is good music, and listening to both extremes may cause listeners to share in that belief. A letter-writing contest is conducted on each program on the topics: "Why I Like Symphony Music" and "Why I Like Hillbilly Music." Billy Starr is emcee of the hillbilly group, and Marshall Pope is emcee of the entire show. Hillbillies are heard live, and symphony orchestras by records and transcriptions.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Client Suitability: Household, electrical appliances, record dealers.
Cost: \$345 time cost; \$150 talent cost.
Audition Facilities: Transcriptions.
Submitted by: KMOX, 401 So. 12th St., St. Louis 2, Mo.

Let's Make Music

Completely new formula for presenting music—will have unusual appeal and steady listenership. Built around outstanding young American composer-conductor with years of successful broadcasting over major networks with consistent high rating; program utilizes special talent of this, never before aired. Also features renowned musical figure as commentator and outstanding guest soloists appearing as integral part of program.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will Pipe Live Talent.
Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

The Kay Lorraine Show

Kay Lorraine, one of radio's most versatile songstresses, on a "honey" of a musical show. Frank Gallop, well-known network announcer narrates the show. 52 quarter-hour programs plus a very special Christmas show, the latter featuring a choral background.

Availability: E.T.
Running Time: Approx. 12 minutes.
Audition Facilities: Transcriptions.
Submitted by: Harry S. Goodman Radio Productions, 19 E. 53rd St., New York 22, N. Y.

Melody Lane

This 5-minute series features the velvet voice of Larry Burke, together with a string ensemble and presents popular songs of all time, so many of which are coming to the top again as today's favorite.

Availability: E.T.
Running Time: 5 minute episodes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: Hollywood Recorded Features, Inc., 1131 Bryn Mawr Ave., Chicago 40, Ill.

Memory Lane

Memory Lane is "sit back and dream" type of program. It consists of unan-

MUSICAL

nounced transcribed popular selections at the Pipe Organ, "live" vocals by a girls quartet, and several love poems. The entire program has a quiet, relaxing atmosphere completely suitable for late Sunday evening listening.
Availability: Live talent; E.T.
Running Time: 25 minutes.
Audition Facilities: Transcriptions.
Submitted by: WSTV & WSTV-FM, Exchange Realty Building, Steubenville, Ohio.

SESAC Transcribed Library-Program Service

With the addition of a Military-Symphonic Band Music Series and the original Stamps-Baxter Quartet, foremost interpreters of Gospel music, this unique program service more than satisfies the varied tastes of sponsors. The Library, consisting of pre-built record sides of separate cuts, provides unlimited numbers of expertly balanced and paced five to 60 minute package shows in seven musical categories: American Folk-Western, Band, Concert, Hawaiian, Novelty, Religious and Spanish-Latin American.
Availability: E.T.
Running Time: Optional.
Audition Facilities: Transcriptions.
Submitted by: SESAC, Inc., 475 Fifth Ave., New York 17, N. Y.

Starlight Symphony

Starlight Symphony consists of the world's great recorded Symphonic music. The transcribed concert hall applause used at appropriate spots and the announcer's notes on the music are cued to make the program sound as though it were a live presentation. Starlight Symphony is aired late Sunday evening when listeners moods are acceptable to this type of music.

Availability: E.T.
Running Time: 55 minutes.
Audition Facilities: Transcriptions.
Submitted by: WSTV & WSTV-FM, Exchange Realty Building, Steubenville, Ohio.

Strollin' Tom

The rich voice of Wade Lane as "Strollin' Tom"—singing the beloved favorites we all remember—telling human and appealing stories that thread the songs together with a special meaning—and always through each delightful program, displaying the warm and friendly Wade Lane personality. Now transcribed, "Strollin' Tom" has a record of six years for the same sponsor as a live program in Los Angeles. 156 of these charming episodes are now ready for delivery.

Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Commodore Productions & Artists, Inc., 1350 N. Highland Ave., Hollywood 28, Calif.

WHAM Houseparty

Fast-moving variety is the keystone of the WHAM Houseparty. Guests and regulars contribute musical, dramatic and vocal variations. WHAM Orchestra is basic unit of cast (featured on NBC). Just as variety is the spice of life, so also is the WHAM Houseparty one of WHAM's most popular and consistently listened to featured programs.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WHAM, 201 Humboldt St., Rochester 3, N. Y.

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"YOU CAN KEEP YOUNG"

The secrets of youth, told with medical authority. Appeals to people past forty who wish to look, act and feel young. Now in its 3rd year as a live sustainer in New York City.

"THE DOCTOR PRESCRIBES MUSIC"

Music selected for health reasons is combined with the doctor's commentary. A popular presentation of musical therapy of especial appeal and value to nervous people. It shows how music can help both body and mind.

Time: 15 minutes once a week

Talent: Dr. Frederic Damrau and Adeline Maneery

Script and platter on request. Also "Your Baby's Health" and "Life is What You Make It."

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93.7 Megacycles

Channel 229

MUSICAL

Your Radio Hymnal

Quarter-hour once weekly featuring Inter-Faith Choir directed by Joseph Markel. This hymn show not only surpasses any you have heard in sheer musical quality but also has a new and exclusive feature for audience popularity. The dramatic human interest story which caused the hymn to be written is told each time. This widens the appeal and wins the enthusiastic praise of Clergymen, Teachers and public alike. This series consists of 52 quarter-hour shows.

Availability: E.T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Charles Stark Productions, 366 Madison Ave., New York 17, N. Y.

The Band Concert

An unusual transcribed program which features the most famous service Bands in England, including the Bands of the Coldstream Guards, the Grenadier Guards, the Scots Guards, the Irish Guards, the Welsh Guards, and the Royal Artillery, performing concert as well as march music as no other musical organizations can. Twenty-six quarter-hour programs now, with more to come. Recorded in England. No other program like this available anywhere, because the English service Bands are acknowledged the greatest in the world—each member an accomplished musician graduated from a famous conservatory.

Availability: E.T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Gloria Carroll Entertains

When lovely Gloria Carroll starts singing "Night and Day" "Getting Sentimental Over You," "Begin the Beguine"—and more than 200 other top tunes, you sit up and take notice of the "glorious carolling." The CBSongstress with Frank Bell and The Belltones dish out rhythmic arrangements that are something special. A quarter-hour of music that's different from anything obtainable in any library service, giving a sponsor a unique and distinguished exclusive program. 78 quarter-hour shows.

Availability: E.T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

The Family Album

Gene Jones turns the pages of a Family Album, and the pictures bring to mind melodies and events of the past, leading into a song. Gene Jones was heard for several years over CBS and CBC coast-to-coast as star of The Coffee Club. In this new series he is assisted by The Girl Friends (quartette) with Don Hicks arranger and pianist, and Hal Freede at the Hammond. The Family Album appeals to all, and the unusual musical arrangements plus the vocalizing make this one of the top musical shows in the country. Time allowed for brief middle commercial, as well as customary opening and closing spots. 78 quarter hour programs.

Availability: E. T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Fun With Music

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 28 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, soloists, etc. Series has been sponsored in a score of cities with success. Ad mats, publicity, etc. with series.

Availability: E. T.

Running Time: 15 minutes.

Client Suitability: Music stores, musical instruments, piano dealers, laundries, bakers, dept. stores.

Audition Facilities: Transcriptions.

Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Songs Of Cheer And Comfort

Richard Maxwell in gospel songs and hymns, plus down-to-earth philosophy. Maxwell was rated 13th most popular artist in the entire country, in a 40-city poll conducted by the New York Daily News. One hundred seventy-six Richard Maxwell Clubs have been formed in 21 states. This recorded series now being used by bakers, drug stores, insurance company, jewelers, memorial parks, morticians, retail stores, and others. Adaptable for use by any sponsor. Each show allows for opening, middle and closing commercials. Fifty-two episodes.

Availability: E. T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

The Spice Of Life

The greatest transcribed musical variety program in the country! Each program written completely in rhyme, and featuring a superb cast including Sammy Eisen and his Orchestra, Dave Ballantine, Virginia Hauer, The Men of Melody, Al Navarro, Lee Daniels, and Eddie Kasper. Completed just before the recording ban, including music which at that time had not yet been released so that this program is current with tunes just becoming popular, as well as the all-time favorites. "Variety's the very spice of life," and this half-hour program has more musical variety than any other program ever produced, live or transcribed, on any network or local station. Exclusive to one sponsor or station in a city. Average cost of production, \$5,000.00 per half-hour program. Cost from \$10.00 per show up depending on size of market and station.

Availability: E. T.

Running Time: 30 minutes.

Audition Facilities: E. T.

Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

The Doctor Prescribes Music

This is an entirely original type of program which uses selected music with a purpose—music for health. Musical therapy is recognized today as a means of helping many nervous people. The program consists of selected recordings (or live music) and the doctor's commentary on their beneficial effects on mind and body. A large audience will enjoy the music and also be helped by it.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Musical products.

Audition Facilities: Transcriptions.

Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

The Wayne King Show

Wayne King, his orchestra, his golden saxophone, plus vocalists Nancy Evans and Larry Douglas with narrator Frank MacCormack combine talents in an elegant half hour of music that has made Wayne King America's "Waltz King." Long familiar on the networks and through his recordings, Wayne King again delights the radio audience in this new half hour series, featuring the famous "Waltz King" and his orchestra of seven men.

Availability: E. T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Korn Koblbers

Bright, hilarious musical entertainment by six amazing and amusing musicians—Korn Koblbers is a novelty-instrumental group with an entirely new interpretation of music and song—the band of a thousand gadgets and a million laughs. Universal appeal proven by their 100th consecutive appearance at Dempsey's in New York. 350 programs available.

Availability: E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

The Guy Lombardo Show

More than a band, here's a star-studded half hour of musical showmanship at its sensational best. Superbly directed by America's best-loved exponent of sweet music! Features famous Twin Tones, the Vocal Trio, the Lombardo Feature Story and Medley in a program rock-full of musical showmanship. Year after year, voted No. 1 band . . . No. 1 in the box office . . . No. 1 in nationwide polls . . . No. 1 introducer of songs . . . No. 1 on the air for 16 consecutive years, by every certified, nationwide poll. This is Guy Lombardo and his famous orchestra . . . a legend in constant popularity.

Availability: E. T.
Running Time: 30 minutes.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Melodies For Memories

Songs of yesterday revived by Hal Culver, pianist, organist and baritone soloist with generous sprinkling of interesting incidents of the past. Culver has been successful with this type of show in St. Louis, Nashville and several Chicago stations for ten years.

Availability: E. T.
Running Time: 15 minutes.
Audition Facilities: Beer, clothing, men's shaving accessories, furniture, garden supplies, farm supplies.

Audition Facilities: Transcriptions.
Submitted by: Brinkley Recording Company, 232 E. Erie St., Chicago 11, Ill.

Pleasure Parade

A lavish transcribed musical show that includes an unusual array of top talent with stars as Jimmy Wallington, The Glen Miller Modernaires, Paula Kelly, Bob Kennedy (singing star of "Okla-Oma"), Dick Brown, and Vincent Lopez and the Pleasure Parade Orchestra, featuring favorite selections from stage hits and song hits by today's greatest popular composers, interpreted in a brilliant and sparkling manner.

Availability: E. T.
Running Time: 15 minutes.

MUSICAL

Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Sincerely, Kenny Baker

Intimate musical, starring America's favorite romantic songs, assisted by songstress Donna Dae and the musical accompaniment of Buddy Cole and his men, and Jimmy Wallington as Master of Ceremonies. Presented as personalized musical greetings.

Availability: E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Songs Of Good Cheer

A musical show with a galaxy of gorgeous voices. The program includes carefully selected tunes from famous operettas and from the pens of Victor Herbert, Gershwin, Cole Porter, Friml, Romberg and others presented by the Songs of Good Cheer chorus and arranged by that brilliant young composer-arranger Gerald Allaire Seats. Vladimir Silensky conducts. Program narrated by Larry Elliott. Cast also features Willard Young, Lydia Summers, Mary and Henry Shope, Phillip Duey, Stanley Carlson and others.

Availability: E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

We Bet On Music

WTOL is working in cooperation with the plan to further the job future program called, "We Bet on Music." Toledo's teenagers plan, write, produce and broadcast their own program. Through this program teenagers interested in radio as a career are given an opportunity to try their "air" wings and to gain experience in their chosen field. This "Junior Achievement" program features records and chatter off the top of the teenagers parade.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Cost: Talent—\$10.00.
Audition Facilities: Transcriptions.
Submitted by: WTOL, Bell Building, Toledo 2, Ohio.

The Barry Wood Show

Super smooth musical entertainment with Barry Wood, top singing star, available for local and regional sponsors. Barry Wood is featured as the singing host, plus Margaret Whiting, one of nation's leading female vocalists. The Melody Maids and the silken strings orchestra under the direction of Henry Sylvan. 15 or 30-minute program.

Availability: E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Piano Playhouse

Piano Playhouse, a modernistic musical—4 pianos—Dr. Milton Cross, commentator—"Cy" Walter and Stan Freeman, piano team—Earl Wild, classical soloist—Teddy Wilson, jazz soloist. An unusual, broozy, musical half-hour.

Availability: Live Talent.
Running Time: 30 minutes.
Submitted by: Maggy Fisher, 1501 Broadway, New York 18, N. Y.

Attention!!! All Station Managers

For highly trained radio announcers, technicians, or Combination Men call on the Don Martin School of Radio Arts, established in 1937.

Over 100 radio stations throughout the country are employing graduates from the Don Martin School of Radio Arts.

Write or Wire for FREE E.T. Audition. Available—announcers, technicians, and Combination Men.

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521 Fifth Ave.

New York City



Because WPAT believes that the effective use of time is even more important than time itself, it now offers its clients the full facilities of the station for promotion, merchandising, and publicity at no additional cost.

WPAT invites you to write for full information concerning the many firms that have used its **Time + Promotion + Merchandising + Publicity** combination with outstanding results.

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1600 Broadway New York 19, N. Y.



ADDITIONAL

Sunnyside

Featuring the Broadhurst Family—a broadcast riot of wholesome fun in a setting familiar to all—the typical American home. The situations in which the Broadhurst Family finds itself and the methods each individual of this lovable household employs to extricate themselves from the every day trials which confront them, are among the most comical ever devised. "Sunnyside" is quality broadcast entertainment for the entire family.
Availability: E.T.
Running Time: 12 minutes.
Audition Facilities: Transcriptions.
Submitted by: Transcribed Radio Shows, 2 W. 47th St., New York 19, N. Y.

What's Cookin'? With Kurt Webster

"What's Cookin'?" is a lively audience-participation and record show for the ladies, featuring as MC that nationally-popular WBT figure, Kurt Webster, famed as Charlotte's Night-Mayor Disc Jockey of the former Midnight Dancing Party, and "Heartaches" revivalist. Audience interviews, stunts, contests, corsages, and prizes as awards, and doughnuts and coffee served to everyone, make this a jolly get-together for both studio and radio audience during WBT's 9:00 to 10:30 morning period.
Availability: Live talent.
Running Time: 1½ hours, 15 minutes or 1-minute announcements.
Audience Appeal: Female.
Client Suitability: Emphasis on kitchen products, cosmetics, etc.
Audition Facilities: Transcriptions.
Submitted by: WBT, Jefferson Standard Broadcasting Co., Charlotte, N. C.

Title—O

Entertainment, with an audience and merchandising appeal. It combines an orchestra, singers, and contestants for a fast-paced half-hour, with give-aways. Both studio and home audience can play "Title-O." Series incorporates musical variations for variety appeal.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Best suited for advertiser desiring store traffic. Public obtains cards from consumer outlets.
Submitted by: Radio Events, Inc., 535 Fifth Ave., New York 17, N. Y.

The News--Here and There

Two newscasters present full show. First announcer reads news item from UP wire. Second announcer gives comment from local level—the effect the particular item will have on local community, or comment of local citizens on news item.
Availability: Live talent; E.T.
Running Time: 14½ minutes.
Audition Facilities: Transcriptions.
Submitted by: WMOC, P. O. Box 423, Covington, Ga.

Wings North

"Wings North" is an extremely well planned and written adventure series. "Wings North" depicts the adventures of bush fliers in Alaska. "Wings North" was conceived and written by Laurie York Erskne, John Deitz and Charlie Monroe, all of whom have had years of experience with this type of program.
Availability: Live talent.
Running Time: 15 or 30 minutes.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: Program Productions, 551 Fifth Ave., New York 17, N. Y.

The Wonderland Lady

The Wonderland Lady is Mrs. A. E. Peterson, former librarian of the Huntington Public Library. She adapts, writes, and presents on the air monologue versions of popular children's stories from the selection available in the Library. Her delivery includes dialects and sound effects where necessary, and the show has demonstrated tremendous appeal to the younger children, as well as to their parents. Show fills a need in presentation of valuable children's literature.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WSAZ, Inc., 912½ Third Ave., Huntington 18, W. Va.

Adventures Of Buddy Bear

"Bo-Bo Ske Deeton Dotten" says Buddy Bear, and he tumbles right into your hearts. This new dramatic program for children is the answer to radio's critics who say that all radio makes juveniles neurotic. As Time Magazine puts it, "The Adventures Of Buddy Bear is clean and bouncy." Each program complete. No "cliff-hanging," no blood-and-thunder. Considered the greatest juvenile disc series ever produced, with more merchandising tie-ups than any other program at launching. Designed for hitherto neglected age-group in radio, ages 3 to 10. Features all-star cast including Cecil Roy and Phil Cook. Created by Betty Barrie.
Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Far-Away Land

Fairy stories told by the Far-Away Lady but told a little bit differently—a little bit better than usually. Fairy stories from different lands, some new, some old, and all interesting to children. This is the type of radio program that parents and teachers welcome and endorse for the very young listeners.
Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Voice Of Rome

A daily news report received by wire-less direct from Rome; includes most important developments of the day in the Italian capitol together with guest appearances of prominent personalities.
Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Wines, cigars or cigarettes, clothing, automobiles.
Audition Facilities: Transcriptions.
Submitted by: WHOM, 29 W. 57th St., New York 19, N. Y.

Classroom Quiz

Show is completely informal with Dave Bigley as MC and Quiz Master interviewing students from the grammar schools of the area who have been chosen by their teachers. Questions are based on text books used by that particular grade. Grades found most suitable as participants are 4th, 5th and 6th.
Availability: Live talent.
Running Time: 29½ minutes.
Audition Facilities: Transcriptions.
Submitted by: WJOI, 850 South Court Street, Florence, Alabama.

LISTINGS



Free For All

Free For All is an audience participation show which takes place on the spot from a grocery store. Store shoppers are asked to try for various food items displayed on a rack. The more expensive the food item, the harder the question which the participant is to answer. Shoppers have opportunity to win hams, steaks, canned goods, etc. The food of course is Free For All.
Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Cost: \$100.00, 5 days weekly.
Audition Facilities: Transcriptions.
Submitted by: WLOW, Box 1429, Norfolk, Va.

The Party Line

Although the WBBQ Party Line is primarily a money giveaway quiz show, each sponsor contributes a sample of his merchandise to send to each listener called. It's a great way to merchandise a product being introduced to the market for the first time. Price includes cash giveaway, but does not include the sample necessary for each call.
Availability: Live talent.
Running Time: 60 minutes.
Cost: Participation, \$4.30.
Audition Facilities: Transcriptions.
Submitted by: WBBQ, Augusta, Ga.

WSKI Lucky \$ Club

Three times each weekday evening Bob Bannon calls together the "WSKI Lucky Dollar Club" for a meeting. "Veront's Largest Club" is composed of listeners who have sent in their names, addresses, and telephone numbers. A mystery tune is played and one of the members, selected at random, is called. If the member knows title of song, he receives one dollar. If not next call made one hour later is worth \$1.50. Program has built a very large evening listening audience for WSKI.

Availability: Live talent.
Running Time: 10 minutes each call.
Audition Facilities: Transcriptions.
Submitted by: WSKI, Union Mutual Building, Montpelier, Vermont.

Beat The Heat

The correct temperature is obtained from the weather bureau. It is then announced over the air. A call is made over the air to a number chosen at random from the local directory, if the person called can tell the correct temperature he wins the jack-pot and gifts given by sponsors. There is more than one number chosen in case the first number called doesn't answer.

Availability: Live talent.
Running Time: 14½ minutes.
Audition Facilities: Transcriptions.
Submitted by: KWTX Broadcasting Co., 108½ So. 6th St., Waco, Tex.

Help Your Neighbor

Free "want ad service of the air" program. Serves as clearing house for listeners who have unwanted articles for sale or who want to buy household articles. No commercial items accepted.
Availability: Live talent.
Running Time: 15 minutes.
Submitted by: WSUA, Inc., 117½ West Kirkwood Ave., Bloomington, Ind.

Bargain Basement

This is a co-op program featuring mainly PI deals. Musical background is made up of numbers requested through mail. All continuity is ad lib.
Availability: Live talent; E.T.

Running Time: 29½ minutes.
Audition Facilities: Transcriptions.
Submitted by: WMOC, P. O. Box 423, Covington, Ga.

Sports Spotlight with Lee Kirby

"Sports Spotlight" is a swift-moving coverage of the latest sports news by one of the South's top sports reporters, Lee Kirby, winner of the N.W. Ayer Award for College Football reporting in 1946. Chalking up a 18.2 rating in a recent Charlotte Hooper Survey, "Sports Spotlight" is a natural in World Series and football seasons.

Availability: Live talent.
Running Time: 10 minutes.
Audition Facilities: Transcriptions.
Submitted by: WBT, Jefferson Standard Broadcasting Co., Charlotte, N. C.

The Sports Journal Of The Air

This is the outstanding sports news program in the Huntington market. Sports director Jack Bradley writes and delivers program with equal emphasis upon local, regional, and national sporting news. Frequent guests bring interviews with top-flight sports figures to listeners. Conlan gives show 10.9 average rating. Bradley has wide play-by-play experience in football and basketball; his talents have earned him Presidency of W. Va. Sports-casters Ass'n, and Athletic Directorship of the Huntington Jaycees.

Availability: Live talent.
Running Time: 10 or 15 minutes.
Client Suitability: Automotive, men's wear, food product, etc.
Cost: (312 times) \$24.71 per day (10-min.) \$34.63 per day 15-min. (NATL).
Audition Facilities: Transcriptions.
Submitted by: WSZA, Inc., 912½ Third Ave., Huntington 18, W. Va.

The Movie Man

Don Naylor is the Hollywood commentator on this program, made up of Hollywood news—about the Stars, their personal lives—their careers—short biographies of Movie Stars from time to time, and one musical selection (recorded) taken from a Hollywood Musical. One telephone call is made in center of each program, asking a question about Hollywood or a Hollywood personality. Cash award of \$5 per call builds until question is answered, and then reverts to \$5 and starts over. Special features on each show—Mon., Star Biography; Tues., Hollywood Recipes; Wed., Previews of new pictures; Thurs., Hollywood Beauty hints; Fri., Hollywood Fashions.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: WGST, Box 674, Atlanta, Ga.

Anne From Storyland

Show features Anne, the storyteller, with Lee Ellis, pianist, to furnish musical sound effects. An eight-year-old boy, who ad libs comments pro or con on the stories and program as the show moves along, highlights the half hour once weekly shot.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Client Suitability: Ice cream, kids' shoes.
Cost: Time is \$30 per program subject to time discounts, plus \$4 talent.
Audition Facilities: Transcriptions.
Submitted by: WCNT, Centralia, Ill.



THE JANE PICKENS SHOW

.....NBC TUESDAYS 9 PM EDST

PERSONAL MANAGEMENT M. GALE

STOKEY & EBERT

TELEVISION ENTERPRISES

"MIKE STOKEY'S PANTOMIME QUIZ TIME"

KTLA — Sunday 8:00-8:30

"ARM CHAIR DETECTIVE"

KTLA — Wednesday 7:30-8:00

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Hollywood 28, Calif.

HUDSON 2-1241



Berne's Bandstand

Berne Enterline, well known Peoria disc jockey handles show with late records and transcriptions. MC sings with records, conducts contests, uses live and recorded interviews with the stars who make the hits. Novel feature of each show is a "Jazz Appreciation" segment in which collector's records are played. Enterline won a civic award for his promotion of public safety in the Peoria area.
 Availability: Live talent.
 Running Time: 60 minutes.
 Audition Facilities: Transcriptions.
 Submitted by: Mid State Broadcasting Co., WMMJ, 408 Fulton, Peoria, Ill.

Listening With Jacques Fray

A disc jockey program that is decidedly different. Jacques Fray in his inimitable manner offers classical musical selections with background stories and anecdotes about the composers and compositions. Fray, himself a distinguished pianist and former half of the well known two-piano team Fray and Bragiotti, lends a continental air to the program and has the distinction of being the first classical disc jockey on the air.
 Availability: Live talent.
 Running Time: 30 minutes.
 Audition Facilities: Transcriptions; will pipe live talent.
 Submitted by: Interstate Broadcasting Co., WQXR, 730 Fifth Avenue, New York 19, N. Y.

RCA Victor Showtime

Program consists of hostess, ballad

singer, pianist. Pianist introduces musically, each record with his own invention. Singer, female with Dinah Shore quality, hostess, former model, excellent diction and good listener appeal.
 Availability: Live talent.
 Running Time: 1 hour.
 Client Suitability: Record shops, etc.
 Cost: Talent \$150.00.
 Submitted by: WOKO, Hotel Wellington, Albany, N. Y.

Record Ramblings

Here is a disc-jockey show with a new twist—classical music. The show was conceived and is emceed by Martin Bookspan, WBMS music director. Like popular music disc-jockey shows, "Record Ramblings" is completely ad-lib and completely informal. The originator believes it's about time classical music came off its high horse. You need not speak about classical music in hushed, awed tones. Let's enjoy it freely!
 Availability: Live talent; E. T.
 Running Time: 60 minutes.
 Audition Facilities: Transcriptions.
 Submitted by: WBMS, 33 Court St., Boston 8, Mass.

Record Review

This show has a gimmick format, with Bill Pierce opening and closing the show singing with a record for background. Lyrics tell the show's content and aim, which is to parade all the latest records, with brief analysis (not too pedantic) of each. Records played are the newest and best from all companies.
 Availability: Live talent.
 Running Time: 30 minutes.

Submitted by: WNEB, Park Building, Worcester 8, Mass.

Requestfully Yours

This combination boy and girl disc jockey show offers the "down to earth conversation" of a boy and a girl who both like music, but not the same kinds. Humor in the program is all human, the requests are played, and the listener is always on call for new contests. This program differs from most in personalities, not stilted but human and that's the way the folks in N. C. like their programs.
 Availability: Live talent.
 Running Time: 15 minutes.
 Audience Appeal: Female.
 Audition Facilities: Transcriptions.
 Submitted by: WRRF, Washington, N. C.

1020 Club

The "Sunny Side of the Street" sets the scene for a happy go lucky variety record show presided over by master mike man, Berne Enterline. The 1020 Club is a listener membership group numbering into the thousands. Membership in the 1020 Club gives listeners a show all their own. Enterline incorporates their letters into the show and honors requests. Membership cards and a 1020 newspaper are part of the promotion.
 Availability: Live talent.
 Running Time: 60 minutes.
 Audition Facilities: Transcriptions.
 Submitted by: Mid-State Broadcasting Co., Inc., WMMJ, 408 Fulton, Peoria, Ill.

Finn-Fare

Musical fun with Michael Finn—60 min-

utes of sprightly afternoon disc-jockeying built in a personality format including guest appearances of visiting stars, amusing chatter, good humor, and solid commercial selling in the Michael Finn fashion.
 Availability: Live talent.
 Running Time: 60 minutes.
 Audition Facilities: Transcriptions.
 Submitted by: WEOA, 24 N. W. Third St. Evansville 8, Ind.


The Bob Moore Show

A program of recorded music and song interspersed with gay banter, featuring a former Hollywood announcer; feature news highlights and sports results; play requested selections; gives anniversary salutes; homey comment on mail response; broadcast hours midnight to 2 a.m., excepting Sunday, provides audience possibly not served by network station elsewhere in territory at that entire period.
 Availability: Live talent; E.T.
 Running Time: 120 minutes.
 Cost: Quarter-hour segments; \$150 per hour plus \$50 talent fee.
 Audition Facilities: Transcriptions.
 Submitted by: WLAW, 278 Essex St. Lawrence, Mass.

Name It And You Can Hear It

With little chatter other than dedicating selections to requestees this program gives the listeners one hour of the music they prefer. Room on it for eight participating announcements. Large listening audience assured because of its being

FRED



ROBBINS

the show for tomorrow

ted husing's bandstand

whn

actly music which in a geographic and geographic area where other stations have poor signal is a guarantee of a good market.
 Availability: E.T.
 Running Time: 60 minutes.
 Audition Facilities: Transcriptions.
 Submitted by: KLBK, Old Oregon Trail, La Grande, Ore.

Old Joe's Klix Klub

"Old Joe" is Idaho's version of Godfrey and Morgan rolled into one. He's one of the wonders of the Gem State, going with the Craters of the Moon and the Snake River Canyon. Creating fabulous results for his advertisers, "Old Joe" delivers all commercials in easy, informal, folksy style. Ad lib, naturally. "Old Joe" spins popular, folk and novelty records requested by his listeners.
 Availability: Live talent.
 Running Time: 2 hours and 45 minutes.
 Audition Facilities: Transcriptions.
 Submitted by: KLIX, Elizabeth Blvd., Twin Falls, Idaho.

Time To Rise With Joe Rumore

Time To Rise features Alabama's most popular disk jockey, Joe Rumore, in a program of popular recordings, time signals, weather information, service announcements, and casual observations for an early morning audience. Time To Rise is the oldest, most popular record program in Birmingham. The city's Mayor, J. Cooper Green, says, "I feel that it has become more than just a radio program. . . . It is a Birmingham Institution."
 Availability: Live talent; E.T.
 Running Time: 15 minutes.
 Cost: Station time plus \$10.00 per program production.
 Audition Facilities: Transcriptions.
 Submitted by: WAPI, Protective Life Building, Birmingham 3, Ala.

Tomorrow's Disk Jockeys

Each week, Monday through Friday mornings, the Radio Workshop Studios of Birmingham-Southern College presents to WAPI's audience one of "Tomorrow's Disk Jockeys." Here is a program that makes no attempt to strike a professional pose. All are student announcers and all are admittedly "green" at the game. Tomorrow's Disk Jockeys is good entertainment because it is a young show by young people.
 Availability: Live talent; E.T.
 Running Time: 15 minutes.
 Cost: Station time plus \$10.00 per program production.
 Audition Facilities: Transcriptions.
 Submitted by: WAPI, Protective Life Building, Birmingham 3, Ala.

Yawn Patrol With Happy Wilson

Yawn Patrol, a program of recorded music interspersed with the neighborly chatter of Happy Wilson, begins WAPI's daily broadcasting. Music on the program ranges from an opening 10-minute of hymns to hillbilly and cowboy tunes. As an emcee, Happy Wilson is among the best known in Alabama. He has his own hillbilly band known as Happy Wilson and his Golden River Boys, sings and plays several musical instruments.
 Availability: Live talent; E.T.
 Running Time: 60 minutes.
 Client Suitability: Industrial and rural appeal.
 Cost: Station time plus \$10.00 per program production.
 Audition Facilities: Transcriptions.
 Submitted by: WAPI, Protective Life Building, Birmingham 3, Ala.

Opera Once Over Lightly

Disc-jockey opera, with program notes in witty, down-to-earth style. Copy beamed to man-on-street who is likely to

DISC JOCKEY

know little of opera, but show pulls opera-lovers as well. Story of one opera summarized on each half-hour show, recordings of most popular numbers in that opera included.
 Availability: Live talent; E.T.
 Running Time: 30 minutes.
 Audition Facilities: Transcriptions.
 Submitted by: WFAA, 1122 Jackson St., Dallas 2, Tex.

Bill Palmer Show

Bill Palmer, well-known Chattanooga composer and piano virtuoso, entertains housewives and bobby-soxers alike in a sparkling hour and a half daily program from 2 until 3:30. The latest recorded music, plus piano as only Bill Palmer can play it. Studio audience invited and urged. Local merchants co-operate in prizes for contestants.
 Availability: Live talent; E.T.
 Running Time: 90 minutes.
 Audience Appeal: Female.
 Audition Facilities: Transcriptions.
 Submitted by: WDXB, 539 Vine St., Chattanooga, Tenn.

Wastebasket Waxings

A half hour with a new approach to disc and news features. Two-man stint features gimmick in which news is gleaned from the wastebasket of the news room and aired with side comments by men of WLOS news staff. Interspersed with waxings not regularly scheduled, it proves a grand hypo for afternoon listening, especially when local news items are aired and commented upon.
 Availability: Live talent; E.T.
 Running Time: 29½ minutes.
 Cost: \$5:00 per broadcast.

Audition Facilities: Transcriptions.
 Submitted by: WLOS, Asheville, N. C.

Webster Webfoot

At present running as disc-jockey show. Trick-voice dialogue between Jimmy Weldon and his duck-voice alto-ego, Webster Webfoot. Amazing rapidity of voice-change. Webster sings, plays toy instruments, complicates Weldon. Though disc-jockey, can be adapted to all-live dramatic or MC format. Recent with WFAA, show has excellent history of pulling power for kids, teen agers, live shows, etc.
 Availability: Live talent; E.T.
 Running Time: 30 minutes.
 Audition Facilities: Transcriptions.
 Submitted by: WFAA, 1122 Jackson St., Dallas 2, Tex.

After Hours

Show opens with theme "After Hours," slanted especially to student listeners for their "After Hours" period from 10 P.M. to midnight. Features news of school and campus activities, and disc data by the MC.
 Availability: Live talent; E.T.
 Running Time: 2 hours.
 Audition Facilities: Transcriptions.
 Submitted by: KRUL, Corvallis, Ore.

Midday Merriment

A request Hill Billy record show. All work is add lib. Program is very popular and a great mail pulling show. It's the type show where anything can take place and the more corny the program gets the better it goes over. The show



MOREY AMSTERDAM SHOW, CBS, Sat., 9-9:30 p.m. (produced by Irving Manhattan)
 MOREY AMSTERDAM'S MATINEE, WHN, Mon.-Thru.-Fri., 1-1:30 p.m. (for People's Only)
 MOREY AMSTERDAM SHOW (again!), WHN, Mon.-Thru.-Fri., 7:30-8 p.m.



"how do you do, Ladies and Gentlemen, how do you do."
BROKENSIRE BROADCASTING

9:30 a.m. **N. B. C.**
 12:30 p.m.

4th Year on U. S. Steel Theatre Guild
 A B C

personal direction:
DOUG STORER

RKO Bldg.

New York City

DISC JOCKEY

runs one hour and a half each day, six days per week.
Availability: Live talent; E.T.
Running Time: 90 minutes.
Audition Facilities: Transcriptions.
Submitted by: WJJM, Box No. 20, Lewisburg, Tenn.

Million Dollar Ballroom

Foster Brooks, western New York's hottest disc jockey in a program of chatter about records and general nonsense. Brooks, unpredictable, has made conversation in Buffalo for the past 6 years. Sings with his records and his commercial recording of "Face On The Ballroom Floor" brings hundreds of requests for it weekly.
Availability: Live talent; E.T.
Running Time: 60 minutes.
Audition Facilities: Transcriptions.
Submitted by: WKBW, 1333 Rand Building, Buffalo 3, N. Y.

Vernon's Varieties

A two-hour program featuring a "personality" jockey, Vernon White, with special appeal to feminine listeners in the morning. Has such features as Treasure Hunt, memory music quiz, telephone quiz, gimmicks, etc. Based on disc jockey's friendly personality and competent selection of sweet type music!
Availability: Live talent; E.T.
Running Time: 2 hours, but available in 15-min. segments or participating spots.
Audience Appeal: Female.
Client Suitability: Men's shops, women's shops, appliances, etc.
Audition Facilities: Transcriptions.
Submitted by: KEEN, Hotel De Anza, San Jose, Calif.

The Great Scott

Most eastern agencies know the Great Scott. He took Henry Morgan's local New York show for many weeks. Been here few months—well received—lots of mail—however, not long enough to get rating. Does good job on selling. On air from 2:00-4:00 P.M. daily.
Availability: Live talent; E.T.
Audience Appeal: Female.
Client Suitability: Spots.
Audition Facilities: Transcriptions.
Submitted by: KTHT, 4000 So. Main, Houston, Tex.

The Musical Clock

KGVO's versatile Jim Robschon induces thousands of Western Montana town and country folks to "rise and shine," shave and shower, eat breakfast and then dawdle over a second cup of coffee as he acknowledges their requests, gives them the day's weather outlook (in Chinese and American) and frequently reminds them of the time on The Musical Clock. Volume and origin of his mail testifies to the popularity of this 15-year favorite.
Availability: Live talent.
Running Time: 10, 15, 25 minutes.
Audition Facilities: Transcriptions.
Submitted by: KGVO, 132 W. Front St., Missoula, Mont.

Northampton & Holyoke Merry-Go-Round

Period of time from 3:00 to 4:15 P.M. is divided in half—part for the city of Northampton and part for the city of Holyoke. Each half has its own distinctive MC's. Requests, community messages,

free floral bouquets are part of the package. Built around the idea that each part originates in the city of its title. First emcee passes musical baton at the midpoint which is picked up and carried on melodically by the second. 75 minutes of good music.
Availability: E.T.
Running Time: 1 hour & 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WHYN, 180 High St., Holyoke, Mass.

Teen Canteen

Gene Lewis, chosen top man in town, runs show from 4:00-5:45, Mon. thru Fri. Rating from 3.9 to 4.7. Excellent showcase for national spots. All request program, well established.
Availability: Live talent.
Audience Appeal: Juvenile; female.
Audition Facilities: Transcriptions.
Submitted by: KTHT, 4000 So. Main, Houston, Tex.

Uncle Tom's Club 99

"Club 99" is a platter show with a hillbilly announcer spinning popular records. "Uncle Tom" has a Ph.D. and a law license, but his twangy dialect never was on land or sea—or in the air. It is a cousin to every hillbilly but a brother to none. Some people dislike it so much they listen for the joy of cussin' . . . most just naturally like to listen. Besides, his records scoop everybody in the region. Even dealers listen to learn what's new.
Availability: Live talent.
Running Time: One hour or segments thereof.
Submitted by: WNOX, Knoxville, Tenn.

Spider Burks

Spider Burks, the only Negro disc jockey in St. Louis since early 1947, has

won a vast inter-racial audience with his fast line of jive talk and his ree-bop record sessions.
Availability: Live talent.
Running Time: 90 minutes.
Audition Facilities: Transcriptions.
Submitted by: KXLW & KXLW-FM, 8135 Forsythe, St. Louis 5, Mo.

The Hurdy Gurdy Man

The Hurdy Gurdy Man is proving to be our most popular program heard Mon. through Sat. from 3:00 to 3:55. It is a typical disc jockey program highlighted by its M.C. Bill Kerby, whose special features include his monkey Jocko, his weekly round table discussion of the current trends of popular music, his music quizzes with free albums as awards, his on the air auditions for would be disc jockeys, and his attention to local invalids and shut-ins, having them on the program or making a wire recording at their home if unable to be brought to studio.
Availability: Live talent.
Running Time: 55 minutes.
Audition Facilities: Will pipe live talent.
Submitted by: WJOC, 415 West 4th St., Jamestown, N. Y.

Bandbox

Bob Huse has an audience. There are a limited number of participating announcements available on the 10 to 11 a.m. program heard daily on 900 kc. spot. Interviews with the "Great" band leaders are a regular feature of the program, when they make their appearance in the vicinity.
Availability: Live talent; E.T.
Running Time: 55 minutes.
Cost: \$9.50 per announcement; \$35 per quarter hour.
Audition Facilities: Transcriptions.
Submitted by: WOTW, Nashua, N. H.



ART GREEN

BILL ANSON

"HOLLYWOOD BANDSTAND"

KFWB

Club 93

A disk jockey program with several novel and outstanding features that have named emcee Lou Steele one of the largest fan clubs in area and an invitation to broadcast show directly from Palisades Amusement Park for summer, which he is now doing, with daily live audience and many of nation's top bandleaders as guests.

Availability: Live talent.
 Running Time: 1 hour and 55 minutes.
 Content Suitability: Participation.
 Audition Facilities: Will Pipe Live Talent.
 Submitted by: WPAT, 7 Church St., Paterson 1, N. J.

Feagans Follies

Bernie Feagans, WODD engineer, turns emcee Saturday nights for 2 hours and 50 minutes of popular records. Show features, besides the newest and most popular discs (all-requested by phone and graph), Feagans' voice singing with notable records and his zany comments on personalities, civic affairs and music. Production is excellent, with clever use of sound effects and well-timed cues.

Availability: Live talent; E.T.
 Running Time: 2 hours, 50 minutes.
 Audition Facilities: Transcriptions.
 Submitted by: WODD, Hamilton National Bank Bldg., Chattanooga, Tenn.

Let's Dance

A typical disc-jockey show with a great list of stars past and present. Musical arrangements, old and new, introduced with smart patter.

Availability: Live talent; E.T.
 Running Time: 30 minutes.
 Content Suitability: Local sponsorship.
 Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

Music For Breakfast

This refreshing idea for an early-morning disc-and-patter show features a

man-and-wife combination, with a light presentation of cheerful music to wake up and eat to—and a completely friendly and informal style of conversation, discussing whatever happens to interest them between records. This show is in session every morning but Sunday.

Availability: Live talent; E.T.
 Running Time: 45 minutes.
 Audition Facilities: Transcriptions.
 Submitted by: KURV, Edinburg, Tex.

Swinging At The Sugar Bowl

Harold Teen conducts a fast-moving, rhythm-jammed disc jockey show from the Sugar Bowl. The action parallels exactly the activities of Harold Teen in the Chicago Tribune-New York News Syndicate's famous comic strip. The music is expertly selected for 'teen-age taste. At times other characters of the comic strip appear. Thus, Swinging At The Sugar Bowl is an extra-special disc jockey show with a real personality, story line and terrific music!

Availability: Live talent; E.T.
 Running Time: 29½ minutes.
 Audience Appeal: Teens (Twenties).
 Cost: \$150.
 Audition Facilities: Transcriptions.
 Submitted by: WGN, 441 N. Michigan Ave., Chicago 11, Ill.

WLOH Dancing Party

This is an all request program of popular dance hits, with disc jockey chatter. The requests are accepted by telephone and mail. Occasionally live guest talent appears on the show. For the most part a transcribed and recorded show. Requests seem to come from all ages.

Availability: Live talent; E.T.
 Running Time: 55 minutes.
 Client Suitability: Ice cream, candy, drink account, etc.
 Submitted by: WLOH, Lilly Grove, Princeton, West. Va.

DISC JOCKEY

A Man and His Music

This disc jockey show, which is aired daily, Monday through Saturday, from end of one baseball season to the beginning of the next, features Dick Mabry, whose specialty is selling mail order products. He has been highly successful, with books, book clubs, correspondence and other type of schools where mail order leads are the requisite.

Availability: Live talent.
 Running Time: 1 hour and 25 minutes in 15 minute periods.
 Audition Facilities: Transcriptions.
 Submitted by: WIBG, 1425 Walnut St., Philadelphia 2, Pa.

Doug Arthur's Danceland

Program aired daily from 10:30 a.m. to 12 Noon and from 6:00 to 7:30 p.m. It features Doug Arthur, on the highest rated (by all rating outfits) disc jock show in Philadelphia. Time is sold in 15 minute periods. Arthur, an ad-libbing disc jockey, besides being classified as the "sellingest" of the area, when it comes to commercials, has also been publicized highly as a picker of hits when new platters come out.

Availability: Live talent; E.T.
 Audition Facilities: Transcriptions.
 Submitted by: WIBG, 1425 Walnut St., Philadelphia 2, Pa.

The Chuckwagon with Uncle John

Uncle John is a hillbilly disc-jockey who is very sage. He is an Agriculturist not a farmer; Mr. Esquire in overalls. A witty, sarcastic oldtimer with a flair for subtle sophistication. The show is constructed mainly of western, folksongs and

hillbilly. But John has been known to feature Porry Como and Vaughn Monroe. Featured on the show—the weather forecast—John forecasts by his rheumatism and corns. Also has "live" guest stars when available.

Availability: Live talent; E.T.
 Running Time: 30 minutes to one hour.
 Audition Facilities: Transcriptions.
 Submitted by: WJLB and WJLB-FM, 3100 Broderick Tower, Detroit 26, Mich.

Meet the Boys in The Band

Dick Schmidt as MC plays the latest releases daily—but on requests from interviews held on program daily. Since show is designed and intended for teen age—entire 45 minute program is colored with music—school news and activities—sports schedules of various schools—and always kept as a program specially designed and broadcast in the style—manner—and requests of teen agers as the program they want as such—or a program just as they would broadcast and present if they had their say-so about disc jockey shows.

Availability: E.T.
 Running Time: 45 minutes.
 Cost: \$175.00 per week.
 Audition Facilities: Transcriptions.
 Submitted by: KMYR, 1626 Stout St., Denver 2, Colo.

Tom Moore's Bandwagon

Night time disc-jockey show that has been highly successful selling wines, schools, automobiles, and books. It is sold in 15 minute periods and features Tom Moore an ad-libbing disc jockey.

Availability: Live talent.
 Running Time: 60 minutes.
 Audition Facilities: Transcriptions.

HARRY VON ZELL



10th Year
EDDIE CANTOR SHOW
 NBC Network — Thursdays

Featured in
SMITHS OF HOLLYWOOD
 Transcribed

HARRY VON ZELL COMEDIES
 Columbia Pictures

Exclusive Management
MONTER-GRAY, INC.
 Hollywood (46), Calif.

Public Relations
DON HIX



PATT BARNES

"... who talks about 'People and Things'
 daily 1:30 - 2:00 P.M. over WJZ - 770."

DISC JOCKEY

Submitted by: WIBG, 1425 Walnut St., Philadelphia 2, Pa.

Mr. and Mrs. Music

The only boy and girl disc jockey show in Louisville. Previews newest record releases. Story theme also distinguishing factor from regular disc jockey type.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Food, appliance.
Cost: \$45.00 per week.
Audition Facilities: Transcriptions.
Submitted by: WKYW, 431 West Jefferson, Louisville 2, Ky.

The Bill Pierce Show

Early morning program with unusual Morning Man. Bill Pierce has been in Scranton radio for over 18 years and therefore knows the town and the people in it. The show that Bill puts on is one that carries a lot of local color and flavor. What Bill says between 6:30 and 8:45 a.m. is usually discussed at luncheon meetings and gatherings in the city. Bill offers encouragement to the Shut-ins. Plays up to the kids. Sings with the records. Has fun.

Availability: Live talent; E.T.
Running Time: 2 hours 15 minutes.
Cost: 15 minute segments—Station time plus \$10.00.
Audition Facilities: Transcriptions.
Submitted by: WSCR, Scranton 3, Pa.

Radio Juke-Box

This program is tied up with an automatic coin machine company, and features the records appearing on the com-

pany's own "juke-boxes." Actual sound effect of nickle being dropped into "juke-box" is followed by music, and coin machine company's clientele is tied into show—to wit: "Selection No. 9 on the Coin Machine Company's juke-box at play record.

Availability: E.T.
Running Time: 1 hour.
Cost: Announcer's talent, \$15.00—plus station time.
Audition Facilities: Transcriptions.
Submitted by: WFDF, 1632 Mott Foundation Bldg., Flint, Mich.

Ring-A-Record

Program format calls for telephone requests for records. Actual telephone conversation is aired as dedications and requests are made. Telephone line is jammed before program hits the air. Eccentric requests and spontaneous remarks to "live" end of wire add interest and spice to always listenable record show.

Aired Mon. thru Sat.
Availability: E.T.
Running Time: 45 minutes.
Client Suitability: Suitable for soft drinks, beer account, cigarettes, any popular-priced article.
Cost: \$35 a week, plus station time.
Audition Facilities: Transcriptions.
Submitted by: WFDF, 1632 Mott Foundation Bldg., Flint City, Mich.

Ranny Weeks Record Rack

Ranny Weeks, Boston's top orchestra leader and vocalist, handles two daily records shows. "The Ranny Weeks Record Rack," over WCOP from 1:00-2:00

p.m., and 6:30-7:00 p.m. In addition to selecting the music, running the records, chatting between times and handling the commercials, Ranny arranges for and introduces many celebrities and guests to his air audience.

Availability: Live talent.
Running Time: 30, and 60 minutes.
Audition Facilities: Transcriptions.
Submitted by: WCOP, 485 Boylston St., Boston 16, Mass.

Breakfast with Burton

A 90-minute disc show with time, tunes, temperature, weather reports plus "Burton the Bouncer." Week's unpredictable disc jockey plus a popular "Three-Alarm" contest. Listeners write in telling when they want the Alarm to ring for them. Three are chosen each day and are given three chances to earn prizes. A grand prize is awarded at the end of each 13-week cycle.

Availability: Live talent.
Running Time: 90 minutes.
Audition Facilities: Transcriptions.
Submitted by: WEEK, Commercial National Bank Bldg., Peoria 2, Ill.

Juke Box Jingles

A "personality-plus-recordings" presentation which sets a pattern for well-conducted disc jockey shows. No cheap, chanceful chatter or misfire music. A consistently top-quality production carefully assembled and prepared for listening by the young in spirit. Master-of-the-modern-idiom, Disc J. (Ross) Miller creates sparkling intro settings for personally selected pop-tune gems, interspersed by amusing antic-dotes. Occasional interviews with big-time band leaders and artists.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WTIC, 26 Grove St., Hartford 15, Conn.

Rhythm by Request

A sound effects man's nightmare—this two hour afternoon disc show features all kinds of music, all kinds of sound effects, all kinds of patter. This is another program by "Burton the Bouncer," Peoria's favorite disc jockey. Requests are featured and the great amount of mail comes in with every conceivable kind of address and message, reflecting the spontaneity and fun that exemplifies the program.

Availability: Live talent.
Running Time: Two hours.
Audition Facilities: Transcriptions.
Submitted by: WEEK, Commercial Nat'l Bank Bldg., Peoria 2, Ill.

Saturday Morning Swing Club

A program directed primarily to teenagers—does a bang-up job of reaching this audience. To become a member, the listener, sending in a request tune, receives a membership card. They may then request any tune and have his or her name announced on the air. Present membership 4,225. Various "stunts" are used, to stimulate interest. (¼ or 1 hour—13 to 52 week segments.)

Availability: Live talent.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: WINN, 10th Floor, Earle Hotel, Louisville 2, Ky.

Afternoon Swing Session

Disc Jockey format playing listener's requests. Show slanted entirely to New York's Harlem audience with Dan Burley, Managing Editor of the Amsterdam News as Disc-Jockey. Dan employs a jive jargon all his own and warms up to a

very responsive audience. Burley is a musician, narrator, and bandleader in his own right, having recorded for Arkay and Circle labels. A "Skiffler Club" has been formed and membership cards are being distributed. In a world saturated with disc shows, this one is "different." Availability: Live talent; E.T.

Running Time: 1 hour.
Cost: \$6 per spot announcement; \$35 per 15-minute segment.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: WWRL, 41-30 58th St., Woodside, N. Y.

Grady Cole Time

Grady Cole, 3-time Variety Award Winner and outstanding public figure of the Carolinas, emcees an early morning record show with the casual folksy appeal so suitable to the Southern market. Down-to-earth philosophy, humor, and music on records are the background for conversational commercials with proved selling-punch. Cole keeps rural listeners posted on agricultural news; is free with public service announcements, and has proved that early morning is top-selling time in the South.

Availability: Live talent.
Running Time: 3 hours and 25 minutes. 15 minutes or 1-minute announcements.
Audition Facilities: Transcriptions.
Submitted by: WBT, Jefferson Standard Broadcasting Co., Charlotte, N. C.

Howdy's Open House

Figuratively speaking, everybody comes to "Howdy's Open House"—bricklayers and barristers—doctors and dog-catchers. Half-hour evening show appealing to all young and old adult groups. Written, produced, directed and delivered by seasoned announcer who intersperses records and transcriptions between snatches of monologue. Clever use of voice inflections in conducting apparent conversations create an illusion of reality about imaginary, real-life situations of an average family entertaining at home. Sound effects and occasional "visitor" enhance illusion of actual house party on the air.

Availability: Live talent; E.T.
Running Time: 29 minutes.
Client Suitability: Food and beverage manufacturers or distributors, household furnishings and appliances.
Audition Facilities: Transcriptions.
Submitted by: WMT, Paramount Theatre Bldg., Cedar Rapids, Ia.

Ted Husing's Bandstand

Network star turned disc-jockey, Ted Husing slants his morning and evening shows to varied audiences. Morning shows feature softer music, for the housewives', evening shows, lively music for the younger set and the home-coming workers. Included in the morning show is the "Grocery Store Hour," devoted to the sale of grocery store products, backed by an intensive advertising and merchandising campaign. Both morning and evening shows reveal huge mail pulls. Complete sales brochure available.

Availability: Live talent.
Running Time 3 hours and 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: 1540 Broadway, New York 18, N. Y.

Music Off the Record

An authority on records, Russell Naughton, puts on all the latest recordings with appropriate comments. Naughton writes a record review for the Hartford Courant and is recognized locally as a record expert. The program is on daily.



BILL WILLIAMS

"Wake Up New York"

Monday thru Saturday 7-9 a.m.

WOV (1280 on the dial)

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: WDRG, 750 Main St., Hartford, Conn.

Music Till Midnight

Disc Jockey works in studio with telephone. Audience may call their requests. If the first letter of their first name coincides with the letter announced. A different letter is chosen each week. Program body is mostly popular music requested. Listening interest is enhanced by having the youngest caller, the champion baby-sitter, etc. Program lends itself well to easy, informal contests. Sponsor's ads are personalized by telephone conversations about them. Program aired Saturday nights.

Availability: Live talent.
Running Time: 45 minutes.
Audition Facilities: Transcriptions.
Submitted by: WWNY & WWNY-FM; The Brockway Co., Watertown, N. Y.

The Record Buster

This program is broadcast from the Mutual Record Shop every Sat. afternoon. Emcee Bud Baldwin entertains patrons and listeners by playing new records, interviewing customers, guest stars and running a "Mystery Artist" Contest. The file was arrived at because this shop has a cross file on tunes and artists and the largest record library in Dayton. It is the only downtown shop devoted exclusively to records.

Running Time: 30 minutes.
Client Suitability: Record shops; appliance shops.
Submitted by: WHIQ, Dayton, Ohio.

Side Saddle Disc Jockey

Female Disc Jockey show (with folksy matter) slanted to entire family. This is not a live show in terms of language or music. Comedy uses character voice interpolations and is based on localized occurrences.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WRUN & WRUN-FM, 258 Genesee St., Utica, N. Y.

1600 Club

Disc Jockey format adhering strictly to listener's requests. 1600 Club membership cards have been sent to over 11,000 enrolled listeners entitling them to request tunes and compete in contests. Broadcasts have emanated from local shops and are laced with name interviews and record quizzes. Music runs gamut from commercial "pop" to sepiia. Fred Barr is disc jockey and has been since show's inception in 1942.

Availability: Live talent; E.T.
Running Time: 1 hour 25 minutes.
Cost: \$6 per spot announcement; \$30 per 15-minute segment.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: WWRL, 41-30 58th St., Woodside, N. Y.

Uncle Fred's Music Store

Personally show featuring loveable character "Uncle Fred." Broadcasts from a mythical music store and plays gramophone records, actually pop tunes of the day. An exclusive feature on the show is Uncle Fred's "predictions of things to come which ain't already happened." The show is unique in the fact that it is a full billy disc jockey show without the full billy disc jockey. Announcer on duty spins platters. Show is written and produced by former NBC man, Barry McInley.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Cost: Talent \$12.50 per show plus station time.

Audition Facilities: Transcriptions.
Submitted by: Farnsworth, WGL, 201 West Jefferson, Ft. Wayne 2, Ind.

WCKY Nighthawks

The WCKY Nighthawks is a program devoted to all-night listening, featuring the latest popular tunes by favorite bands and vocalists. Felix Adams, Jr. is the disc jockey who spins platters, introduces tunes, tells anecdotes and reads letters from listeners, inviting them to write in and join the Nighthawk Club. Membership cards are mailed to those who write in.

Availability: Live talent; E.T.
Running Time: 4 hours.
Audition Facilities: Transcriptions.
Submitted by: L. B. Wilson, Inc., WCKY, Hotel Gibson, Cincinnati 1, Ohio.

You Call It

Program is set up to play the five most popular tunes of listeners in the area as determined by their requests during the week of all the record shows on the station. In addition the Jockey picks a recently received record to bring to the listener's notice as the record he feels will soon be one of their top favorites. This program is fifty-two weeks, Saturday afternoons from 4:30-5:00 p.m.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WWNY & WWNY-FM, The Brockway Co., Watertown, N. Y.

After Hours Swing Session

A disc jockey program devoted entirely to swing, jive and bebop music with a running commentary by Willie Bryant, famous emcee assisted by Ray Carroll. A late night favorite for hepcats.

Availability: Live talent.
Running Time: 3 hours.
Client Suitability: Beverages, tobacco products, record shops, department and clothing stores.
Audition Facilities: Transcriptions.
Submitted by: WHOM, 29 West 57th St., New York 19, N. Y.

Anything Goes

Light informal disc jockey-variety show sparked by personable Jay Owen as emcee. Music recorded and transcribed. Uses humorous impromptu gimmicks, combines entertainment with commercial and civic phases. Audience participation predominately by telephone. Regular features: telephone calls to listeners who ask Owen questions, then send him prizes for correct answers; local merchant emcee show and gives away merchandise; listeners send articles of clothing to "Jay Owen Relief Fund." Articles are given to local charity organizations.

Availability: Live talent; E.T.
Running Time: 2 hours & 55 minutes.
Audition Facilities: Transcriptions.
Submitted by: WINX, 8th and Eye Sts., NW, Washington, D. C.

Anything Goes

Program is 45 minutes in length—from 6:00-6:45 a.m.—features madcap Merv Amols who reads spots and spins records. Show also includes news, weather, timely tips, etc. Amols' brisk, lively humor appeals to early morning listeners, which shows mail-pull indicates. Sid Doherty, staff announcer, helps with gags and record spinning.

Availability: Live talent.

DISC JOCKEY

Running Time: 45 minutes.
Cost: Approx. \$25.00.
Audition Facilities: Transcriptions.
Submitted by: WJLS, Main St., Beckley, W. Va.

Dollars For Drivers

Program features Bob Maxwell, known to millions of Mid-West listeners as "Luke the Spook." Show includes telephone features whereby listeners may win a cash prize by answering a simple question about Detroit's traffic regulations. A correct answer also entitles the listener to try for the larger jackpot prize by answering the more difficult jackpot question. WWJ and the Detroit Police Department feel that the new program is helping to stimulate driver interest in Detroit's traffic laws.

Availability: Live talent; E.T.
Running Time: 45 minutes.
Cost: \$30.00 talent plus time.
Audition Facilities: Transcriptions.
Submitted by: WWJ, Detroit 31, Mich.

The Duke Ellington Show

A disc jockey show featuring one of the biggest stars in show business, Duke Ellington. In addition, the Duke has an average of two guest stars a week from the music world and at least once a week, the big name song writers introduce the favorite numbers they have written. Sold exclusively to one station in a market.

Availability: E.T.
Running Time: 60 minutes.
Cost: One-fifth of the station's one-time rate in time slot selected.
Audition Facilities: Transcriptions.

Submitted by: Harry S. Goodman Radio Productions, 19 E. 53rd St., New York, N. Y.

Hello Paris

A French chorus singing a few bars of a popular French song opens and closes this show. Robert Franc, as he did for "The Pause that Refreshes," gives comments on recorded French music and songs which are heard partly or in full. The series consists of 52 quarter hour shows and the records are carefully selected from a large repertory obtained through the facilities of the French Music Center, consisting of old and rare as well as very new records.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Travel agencies, shipping, export, air lines and general business.

Audition Facilities: Transcriptions.
Submitted by: French Music Center, 103 West 53rd St., New York 19, N. Y.

Housewives' Matinee

This show was intended for housewives only, but apparently has found a wide audience among men. Cliff and Lala don't know much about housekeeping, but they're willing to learn. And while they spin the discs that their listeners request, they chat about household hints, and matters domestic but often irrelevant. This is a request show only, with a weekly prize of flowers for identifying a record or answering a question. It's informal in the utmost, and has everybody in the studio and in this area listening and laughing. On daily, Monday thru Friday.
Availability: Live talent; E.T.



STAN SHAW

"Record Rendezvous" — WPIX
Monday-Wednesday-Friday 7:05 p.m.

DISC JOCKEY

Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WGUY, Guy Gannett
Broadcasting Services, Mt. Hope Ave.,
Bangor, Me.

Jerry of the Circus

Story centers around Jerry Dugan, reared in the atmosphere of the Big Top, who became ward of owner of "Randall's Greater Circus," after death of parents. Jerry becomes member of circus and together with his dog Rags, makes many friends and has many colorful and exciting experiences.

Availability: E. T.
Running Time: 15 minutes per episode.
Audience Appeal: Juvenile.
Cost: Price based on station power and city population. Minimum price—\$3.00 per episode.
Audition Facilities: Transcriptions.
Submitted by: Hollywood Recorded Features, Inc., 1131 Bryn Mawr Ave., Chicago 40, Ill.

Jim's Jive—4 to 5

Program consists of music directed primarily at the colored population. Only colored artists are used. Field of music covers blues, boogie, jive, sweet, spiritual and Marian Anderson. Mail requests are honored and establish the mood of the program.

Availability: Live talent.
Running Time: 1 hour.
Cost: \$25.00 weekly plus station time.
Audition Facilities: Transcriptions.
Submitted by: WKAX, 1710 6th Ave. No., Birmingham, Ala.

Payday Matinee

Program consists of request music received via telephone. Program personnel: one announcer, two telephone girls, one tabulator. Saturday afternoon feature—three hours in length—catering to teen age requests. Teen-age studio guests welcomed and interviewed, catering to high school groups.

Availability: Live talent.
Running Time: 3 hours.
Audience Appeal: Juvenile.
Client Suitability: Soft drink bottler, teenage clothes distributor, ice cream manufacturer.
Cost: \$55.00 plus station time.
Audition Facilities: Transcriptions.
Submitted by: WKAX, 1710 6th Ave. No., Birmingham, Ala.

The Ray Perkins Show

A unique two-hour platter-chatter program starring former network performer, Ray Perkins. More than a disc jockey show, Perkins illustrates record comments with piano and occasionally does own numbers and vocals. Personal interviews with big-name band talent are frequently featured. Perkins handles all commercials on show. Time magazine (June '47) names him "Top jockey in the Rocky Mountain Region."
Availability: Live talent.
Running Time: Two hours (8—15-minute segments).
Audition Facilities: Transcriptions.
Submitted by: KFEL, Albany Hotel, Denver 2, Colo.

Record Lounge

Disc-jockey format portrays audience as part of "Record Lounge" where records are played and reviewed informally. Artists are introduced as appearing in various sections of the "Lounge" such as "Croon Booth," "Table for Three," "Dixieland Diggins Department," "Novelty Nook," "Be-Bop Balcony," etc. Spotlight shifts to various artists and orchestras at the booths and tables of the "Lounge."

Running Time: 60 minutes.
Audition Facilities: Transcriptions.
Submitted by: WTCB, 740 South Saginaw St., Flint 3, Mich.

Robbin's Nest

America's number one disc jockey, Fred Robbins, currently heard on numerous network shows such as the "Teen Timers' Show," CBS, one hour "Let's Dance Show" and many others as well as his own big disc jockey show in New York, plus a series of Columbia motion pictures and various concert appearances, appears on a one-hour transcribed disc jockey show which can be used up to six hours per week. Robbins not only introduces bands and vocalists on phonograph records, but interviews guest stars on every program.

Availability: E. T.
Running Time: 60 minutes.
Cost: 15 per cent of station's "Class B" one-hour rate for each hour program for five programs weekly and six hour program gratis to the station.
Audition Facilities: Transcriptions.
Submitted by: Kermit-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

Rockabye Dudley

A different type of disc jockey show—a New Yorker's lullaby. Soothing mood music with gentle but pointed commentary by one of NBC's most skilled announcers.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WNBC, 30 Rockefeller Plaza, New York 20, N. Y.

Stevens Song Shop with Garry Stevens

Garry Stevens, erstwhile vocalist with Tex Beneke orchestra, emcees hour and a half disc show, one segment of which is devoted to his own recordings made with the Beneke and Charlie Spivak bands. Also sings with instrumental recordings.

Availability: Live talent.
Running Time: One hour and 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WROW, 112 State St., Albany, N. Y.

1280 Club

Self-styled "Professor of Thermodynamics" Fred Robbins needs no introduction. Here is a nationally famous disc jockey in a nationally famous program. Robbins, connoisseur of modern music, emcees a personally selected 2½-hour "1280 Club" program each evening. Blues on "Blue Monday"; collectors' items on Tuesday's "Collector's Corner"; many an

interesting celebrity on Friday's "Guest in the Nest," and Saturday's request jamboree "Juke-Box Saturday Night." A strictly 20th Century show with an outstanding personality.

Availability: Live talent; E. T.
Running Time: 2 hours and 30 minutes.
Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Wake Up, New York

A two-hour disc-jockey program with Bill Williams. Light popular music, time and weather reports and capsule news items. Request selections are encouraged. Theme of the show is a friendly, "Good morning, pal-neighbor" feeling, enlivened by the dry, unexpected wit of emcee Bill Williams. Program is paced to fit pleasantly into the busy morning hours of the workaday world, enhancing the time with lively modern music, humor, and frequent "vital" statistics on time and weather.

Availability: Live talent; E. T.
Running Time: 2 hours.
Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Yawn Patrol

Jack Wonderly is the normal, sleepy guy who hates to get up in the morning . . . so he wakes up his listeners the easy way, with his lazy drawl and easy music. He makes life bearable for that first sleepy hour in the morning . . . from the early-waking grand-dads to the brand new babies he welcomes each morning on his "Maternity Fraternity." He has nearly a thousand listeners holding "Yawn Patrol" membership cards . . . he's head man of the legion of folks who hate to be waked up with a gruesome "Rise and shine!"

Availability: Live talent; E. T.
Running Time: 60 minutes.
Number of Artists: 1.
Audition Facilities: Transcriptions.
Submitted by: WGUY, Guy Gannett Broadcasting Services, Mt. Hope Ave., Bangor, Me.

Yawn Patrol

This is an early morning show with Leo Finn as M. C. Leo takes telephone requests during the show . . . answers the phone on the air and does a good job of kidding around and ad-libbing commercials.
Availability: Live talent; E. T.
Running Time: 60 minutes.
Audition Facilities: Transcriptions.
Submitted by: WWCO, 119 West Main St., Waterbury 32, Conn.

The Jacques Fray Show

Jacques Fray, world-famous pianist of the Fray and Braggiotti team, now becomes radio's first classical disc jockey. He calls on his colorful career to supply him with new and unusual facts about composers and performers . . . invites top stars of the music world as his guests at the turntable . . . introduces music that comes from your own station's record library. He puts a smile into serious music. The Jacques Fray Show has proven its merit before millions of listeners in New York. Half-hour program—3-a-week broadcast. The Jacques Fray Show may be sponsored by 1, 2, or 3 advertisers.

Availability: E. T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Charles Stark Productions Corp., 366 Madison Ave., New York 17, N. Y.

Queen Quest

A running popularity contest of the nation's top femme vocalists. Two records of each of four top vote getters are used in half-hour show handled by Ralph Edgar and written by Jim Orgill. Script contains items of interest about featured personalities. Selections made on basis of listeners letters and requests.

Availability: E. T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WGAR, Hotel Statler, Cleveland 1, Ohio.

Dixieland Music

In the city that Mothered the blues, where the blues were born and from whence American Jazz sprang, comes the true collectors records—emceed by a man that has studied dixieland jazz and collected same for years. The most foot patting rhythms known to man are played on "Dixieland Music."
Availability: Live talent; E. T.
Running Time: 30 minutes.
Cost: \$15.00.

Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: WDSU, Stephens Broadcasting Co., Hotel Monteleone, New Orleans 12, La.

Jam on Toast

Jazz in its purest state. Program made up from collector's library of 1500 recordings dating back to the very start of record-making. Owner of the collection, an authority on jazz, precedes each number with commentary on the artist, musician or number to be heard. Co-featured on the show is Warren Kelly, popular WJR disc jockey.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: WJR, Fisher Building, Detroit 2, Mich.

Mac McGuire and His Harmony Rangers

Mac McGuire and His Harmony Rangers, on record, provide a fast fifteen minutes of western and hillbilly rhythms each day. Introducing his records in person, Mac McGuire is probably the city's best-known western star, having been in radio 20 out of his 29 years. His personality is one that wins long-lasting friends—proved by his amazing weekly mail count.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WIP, 35 South 9th St., Philadelphia 7, Pa.

Serenade For You

Brien James, producer and announcer of his own show, "Serenade For You," over WMBH in Joplin, Mo., plays the new and old favorites—of the sweet and melodic variety of recording and transcriptions. Starting off with his theme, "Serenade in Blue," a choice Glenn Miller would approve, Brien goes through a carefully-selected and scripted show that features the popular rhythms and background of such artists as Morton Gould, David Rose, and Paul Weston. Record contests and public service (recruiting and disabled veterans disc show) promotion are woven into the continuity easily.

Availability: Live talent; E. T.
Running Time: 30 minutes.

Client Suitability: Home appliances, radio equipment, music reproduction, automobile, accessories, and institutional.
Cost: (Ad Transcription costs)—Station time over WMBH—\$8.
Audition Facilities: Transcriptions; Tape.
Submitted by: WMBH & WMBH-FM, Frisco Building, Joplin, Mo.

Club 560

New show of request music which has handled more requests per day than can be handled per program. "Jerry" Alfred M.C.'s in friendly style that makes the audience member a part of the program and not just a listener.

Availability: E.T.
Running Time: 45 minutes.
Audition Facilities: Transcriptions.
Submitted by: KPQ, Second & Columbia, Wenatchee, Washington.

Dial Dunlap

The only disc-jockey show run by the audience. Telephone gimmick calls for "votes" by listeners. Majority of records for next days show are picked by study of day's tabulation. Calls are answered on the air with listener comment—good and bad—invited. Commercials integrated and handled by Dunlap. Studio guests, fans clubs, etc., invited and given a chance on air.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WLIZ, 114 State St., Bridgeport, Conn.

Early Bird Revue

This is a musical clock type of program which contains pertinent information such as time, weather, etc., interspersed with musical selections.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Cost: \$10.00.
Audition Facilities: Transcriptions.
Submitted by: WJTN & WJTN-FM, Hotel Jamestown Building, Jamestown, N. Y.

Hi-Teen

Program is aired from main ballroom of local Elks' Club where juveniles (12-16 yrs.) all members of the WEBR Hi-Teen Club come to dance. Latest in popular records are featured along with personal appearances of top radio, stage and screen stars. Membership in Hi-Teen Club is now over 15,000 and program has been awarded a trophy for "Outstanding service to the youth of the community."

Availability: Live talent; E.T.
Running Time: 2 hours.
Audition Facilities: Transcriptions.
Submitted by: WEBR, 23 North St., Buffalo 2, N. Y.

The Jazz Show

This is a specialized type of disc jockey show featuring true jazz and the people who made it great. Disc jockey Bob Koons, a recognized Northwest jazz authority runs the program which is made up of program notes on jazz greats and their music. It's a specialized type of disc show, but latest Hooper shows a rating of 4.4.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: KMO, Tacoma 7, Wash.

The Singing Disc Jockey

Howard Joyce, popular male vocalist conducts program of transcribed music. He sings "live" with the E.T. bands, interspersing a few instrumental selections in the program.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Client Suitability: Foods, cosmetics, drugs, tobaccos, soft drinks.
Cost: \$68.00.
Audition Facilities: Transcriptions.
Submitted by: WLAV, Grand Rapids 2, Mich.

So You Want to Be a Disc Jockey

Each week, three amateur disc-jockeys, chosen by audition, compete for the Disc Jockey Of The Week. Each contestant selects his own (or her own) records and writes his own script. Winner is selected by mail vote of the radio audience.

Availability: Live talent.
Running Time: 25 minutes.
Audition Facilities: Transcriptions.
Submitted by: WPEN, 1528 Walnut St., Philadelphia 2, Pa.

Turntable Terrace

Ray Dorey, popular young radio and recording star leaves his singing and his orchestra for an hour each week to spin the top tunes, spiced with his own "in-the-know" information about the latest releases. Carol Anne, the maestro's pert young "eight year oldster," helps with the chatter and spins the latest children's record releases. This hour begins a morning of highly rated network and local juvenile programs. Available in quarter-hour segments.

Availability: Live talent.
Running Time: 1 hour or quarter-hour segments.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: WBZ, 1170 Soldiers Field Road, Boston 34, Mass.

WCNT Bandwagon

Disc jockey, Jim Travis, runs this all request show two hours daily. The announcer's job on this program is excellent, so is the mail pull. Show is running with participating spots and part of it is sold in fifteen minute segments.

Availability: Live talent; E.T.
Running Time: 2 hours.
Cost: Spots 1 min.: \$6.00 per day; 15 min. segments daily: \$20.00 less time and frequency discounts.
Audition Facilities: Transcriptions.
Submitted by: WCNT, Centralia, Ill.

Blues At Sundown

Negro disc jockey program, be-bop, blues and spirituals. Mail count has been upwards of 500 to 1,000 per day.
Running Time: 60 minutes.
Submitted by: KCNC, Blue Bonnet Broadcasting Co., 705½ Main, Fort Worth 1, Tex.

The Platter Party

A late night platter show with tremendous popularity amongst the high school and Marshall College set. Hour and three-quarters available in fifteen minute segments or more. Joe Spina is disc jockey. Request demand has been so great all requests are now handled by Western Union telegram printer. Still pulls a hundred a night despite cost of telegram per request.

Availability: Live talent.
Running Time: 15 minutes to 1¼ hours.
Audition Facilities: Transcriptions.
Submitted by: WSAZ, Inc., 912½ Third Ave., Huntington 18, W. Va.

Sunshine Express

This program is a disc jockey show but with a female at the reins. It is a request

DISC JOCKEY

program—requests from shut-ins, primarily shut-ins in sanitariums in this area. Show features a salute to a different shut-in each day.

Availability: Live talent; E.T.
Running Time: 45 minutes.
Audition Facilities: Transcriptions.
Submitted by: WKMH, Dearborn, Mich.

Graeme Zimmer's Bandstand

This popular three hour telephone request show is one of the most popular record shows in the mid-west. Show is handled by WCSI general manager, Graeme Zimmer, who has been a leading disc jockey for the past seven years. First hour of the show is allotted to out-of-town calls only, with calls coming from six mid-western states for request tunes, local calls fill the other two hours.
Availability: E.T.
Running Time: 3½ hours.
Cost: \$40 per hour.
Submitted by: WCSI, Columbus, Ind.

Parade of Hits

A half hour program of the hit tunes of the week, selected by surveys with local disc counters, sheet music, and listener preference. Program plays the top nine tunes each program, as recorded. Program is conducted by George T. Case of WINK, who has emceed similar shows for almost 20 years.

Availability: E.T.
Running Time: 30 minutes.
Submitted by: WINK, Ft. Myers, Fla.

Record Session

A program that covers the popular music field from top to bottom. It's a request show that pulls mail locally, and has a wide listening audience.

Availability: Live talent.
Running Time: 60 minutes.
Audition Facilities: Transcriptions.
Submitted by: KGVL, Graham-Fagg Bldg., Greenville, Tex.

Coffee Concert

Early morning record show with written continuity of a light, almost whimsical pattern.

Availability: Live talent; E.T.
Running Time: 15 or 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: KFI, Earle C. Anthony, Inc., 141 North Vermont Ave., Los Angeles 4, Calif.

Disc Dealers

Period from 1-5 p.m. Saturday afternoons is turned over to Pittsburgh distributors of leading recording companies. Each distributor acts as his own disc jockey for half hour allotted to him. Frequent interviews with company's stars, and change of voices every half hour, plus many pre-releases, have made this outstanding Pittsburgh program.

Availability: Live talent; E.T.
Running Time: 4 hours.
Client Suitability: Soft drink bottlers; department store; chain of record shops; wholesale baking company.
Submitted by: WPGH, 220 N. Highland Ave., Pittsburgh 6, Pa.

The Radio Record Shop

The Radio Record Shop, aired daily over WJHP, Jacksonville, Fla., from 3 to

3:30, presents the public with a novel way to buy records. Hit tunes, taken from the record department of the sponsor's department store and played on The Radio Record Shop, may be ordered by listeners who phone the studio during the show. Records are delivered "to your doorstep" by the store the following day (C.O.D. or charge). Emcee Wayne Farrell takes some phone orders during the program to give it zip.

Availability: E.T.
Running Time: 30 minutes.
Client Suitability: Record shops; department stores.
Audition Facilities: Transcriptions.
Submitted by: WJHP, 500 Laura St., Jacksonville 1, Fla.

Insomnia Jamboree

An all telephone request program. Listeners call the station for their request. Latest sport news also included in the program.

Availability: Live talent; E.T.
Running Time: 60 minutes.
Audition Facilities: Transcriptions.
Submitted by: WXLN, Ely, Minn.

Request Matinee

This is a take off on an old idea. This one answers musical requests of listeners sent by Western Union Telegraph. The listeners pay for the telegrams. It is introduced as the show programmed by the listener. It has been averaging 35 telegrams a day. Once the requests are sufficient to fill that day's show, announcements are made throughout the program telling the listener of this, and that they can continue to send telegrams if they want them played on the next day's program.

Availability: Live talent; E.T.
Running Time: 1 hr. and 30 minutes; Sat. 3 hrs. and 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: KQV, Chamber of Commerce Bldg., Pittsburgh 19, Pa.

Sunday Show Case

Recorded melodies of vocal and instrumental music presented with announcements in rhyme. Music in 15-minute segments, with M. C. breaks at quarter-hour intervals.

Availability: Live talent.
Running Time: 60 minutes.
Audition Facilities: Transcriptions.
Submitted by: WFBR, Baltimore Radio Show, Inc., Radio Center, 10 E. North Ave., Baltimore 2, Md.

Name The Tune

Novelty is the keynote of this show which features Lou Winegar at the organ. On each program five listeners, who qualify by correctly identifying the daily mystery tune, are awarded a recording of a new tune improvised on the air by Miss Winegar, from the musical letters in the winner's name—e.g. A-E-B from Jane Brown. Novel arrangements of popular tunes are also included. The personalized recording idea is novel and a proven listening attraction.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: KSL, Union Pacific Building, Salt Lake City 1, Utah.

DISC JOCKEY

Breakfast With Ben

A two-hour "musical clock" show, Mon. through Fri., featuring Ben Hawthorne, a Hartford morning favorite since the early 1930's. Commercials are ingeniously written and delivered by Hawthorne, who uses sound effects and takes the parts of several characters by using different voices. Recorded music is played between commercials, with emphasis on popular or semi-classical tunes familiar to most listeners. Frequent time signals and weather reports. Humor injected into commercials makes them one of the show's most enjoyable features.

Availability: Live talent.
Running Time: Two hours.
Audition Facilities: Transcriptions.
Submitted by: WHT, 555 Asylum St., Hartford 5, Conn.

The Ray Bloch Show

Program featuring bright Ray Bloch interpretations of show tunes plus the work of the Swing Fourteen Chorus. Orchestral and Choral arrangements interspersed with appearances of "guest stars," all on ET.

Availability: E.T.; Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcription.
Submitted by: WIP, 35 South 9th St., Philadelphia 7, Pa.

Sunrise Salute

This is an open-end "musical clock" type show with spots at start and close for easy integration of commercials. It's zippy and zestful and is delivered with a Burrows-type quality.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

The Dick Holmes Show

Dick Holmes is a young man with an appealing singing voice, and is enjoying remarkable popularity with his own daily show, "The Dick Holmes Show." He shows excellent taste in his choice of recordings. His vocals, singing along with the popular ballad type tunes have been so appealing as to attract offers from several recording companies. A huge daily mail pull has proven that "The Dick Holmes Show" is one of the top morning shows in the area.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WAMS & WAMS-FM, 414 French St., Wilmington, Del

The Robert E. Smith Theater of Melody

From his personal library of over 11,000 rare recordings, emcee Robert E. Smith chooses for this program show tunes from the scores of great Broadway, Hollywood and European composers, including Lehar, Youmans, Romberg, Gershwin, Kern, etc. Smith's prodigious knowledge of music, composers, shows and performers, gained through his experience in the Broadway theatre, and subsequently as producer for a prominent recording company and director of musical auditions for NBC, furnishes a background upon which he draws richly for interesting commentary and entertaining anecdote.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: NERN, (New England Regional Network), 26 Grove St., Hartford 15, Conn.

As You Like It

"As You Like It" is a daily program of favorite melodies played by Clarence Fuhrman's orchestra with occasional selections by vocalists. It's a presentation of tunes most requested by listeners. Norris Greer and Kay Ivers alternate each evening as featured vocalists during the 15-minute weekday broadcasts. Selections range from well-known classics to modern numbers toned down to Fuhrman's inimitable "symphonic jazz" style. The result is a pleasant quarter hour of early-evening relaxation.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$270 per each program. (When show is bought on a five-times-weekly basis.)
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: KYW, 1619 Walnut St., Philadelphia 3, Pa.

Records of the Past

This half-hour program, currently aired following ABC's "Stop The Music" show Sunday nights, consists of old Edison cylinder discs, early American recordings, old time familiar numbers as submitted by listeners. These musical "discoveries" from attics, barns, are tied together with commentary by announcer on history of tune, and local Maine notes—25, 50 years ago, etc.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WLAM, 129 Lisbon St., Lewiston, Me.

Anybody's Music

Classical music program with down-to-earth program notes by Milton Slater, WCAX production manager. A "popular" classical music period. Discussions of lives and eccentricities of composers, authors and musicians. History of music, with illustrative examples.

Availability: Live talent; E.T.
Running Time: 29½ minutes.
Client Suitability: Greeting cards, book stores, restaurants, public service.
Audition Facilities: Transcriptions.
Submitted by: WCAX Broadcasting Corp., Burlington, Vt.

Music Played For You Alone

A quarter hour of selected semi-classics and show tunes transcribed with voice of Jack Hatcher providing the background. Jack selects his music to appeal to a select audience and writes his script to provide just the right words for the music. Recommended for two or three quarter hours per week.

Availability: E.T.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Department stores, women's shops, furniture stores, etc.
Audition Facilities: Transcriptions.
Submitted by: WOOF, 110 South Foster, Dothan, Ala.

You Choose The Hits

Each week, eight of the newest releases (on record) are played during half hour show. Listeners are to listen to tunes, then pick which three they think will be hits four weeks from the night they are played. Entries must be in within four days, then they are held for four weeks, at which time they are checked against the Billboard Magazine roll of hits. The listener picking the three that have become hits wins a table model radio, with the 2nd place getting albums. 25 word reason for choice must accompany entry.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: KDYL, 143 South Main St., Salt Lake City 1, Utah.

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NEW YORK 17, N. Y.

**Jack Davis' Two Aired 'Nuthin'**

Two hours of big-time comedy patter. Davis has been in radio 14 years. Wrote 30 minute comedy shows in East per week. Has largest audience known in this area. First time he offers a sponsor's products to listeners, they flock to see what is new about it. Highest type listener-faith in this personality ever known in radio!

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Coffee, food, family shoes, sporting goods, etc.
Auction Facilities: Transcriptions.
Submitted by: Moline B'cstg. Corp., WQUA, Radio Center, Moline 1, Ill.

Fanfare

Quarter-hour of fast moving comedy—anything goes—every line a punch line—features four piece studio combo of two announcers and a dialectician. One announcer doubles as singer. Fast moving music and mirth.

Availability: Live talent, E. T.
Running Time: 14½ minutes.
Cost: None sustaining. Fees for music and talk if sold.
Auction Facilities: Transcriptions.
Submitted by: KUTA, 29 So. State St., Salt Lake City, Utah.

Grim Fairy Tales

"Fairy Tales" for grown-ups narrated and dramatized by Hank Maloy as "Uncle Boobie," who introduces story and takes all parts himself. This one-man show

lampoons current problems using familiar folk and fairy tales as spring-board. Inflation is satirized in "The Ugly Buck"; how a veteran and his money are soon parted is related in "Jack and the Green Stuff"; juvenile delinquency gets it in "Hammerlock and the Three Squares"; the stock market in "Lanolin and the Wonderful Tramp," etc.

Availability: Live talent, E. T.
Running Time: 14½ minutes.
Cost: Writing talent—\$75.
Auction Facilities: Transcriptions.
Submitted by: WTRY, Troy, N. Y.

Radio Takes A Holiday

Three of our announcers have written a satire on some of our weekly shows. They air it once a week with ridiculous sound effects and phony news items which they dramatize occasionally. Have had terrific response.

Availability: Live talent, E. T.
Running Time: 30 minutes.
Client Suitability: Department store, auto accessories store, night club.
Cost: Talent \$45.00.
Submitted by: WOKO, Hotel Wellington, Albany, N. Y.

Dave Barry Show

Featuring hilarious young comedian, Dave Barry, known to radio audiences as "Mr. Ripple" on the Jimmy Durante show, and as many other characters. Barry is a celebrated mimic and character expert as well as being a top comedian in his own right.

Availability: Live talent.

Running Time: 30 minutes.
Cost: \$3,500.00 weekly.

Auction Facilities: Will pipe live talent; Transcriptions; live talent.

Submitted by: Jack Rourke Productions (In New York: Gordon M. Day Advertising Service) 6331 Hollywood Boulevard, Hollywood 28, Calif.

Pappy's Hayloft

Done in style of old man, hillbilly disc jockey. Music similar to Temptation . . . Smoke, Smoke, Smoke . . . My Own Grand-maw, etc. Telephone requests (35 average daily) ½ hour show . . . commercials read in style of Pappy.

Availability: Live talent.
Running Time: 30 minutes.
Cost: Half hour \$18.50; quarter hour \$12.25; 10 minutes \$9.75; 5 minutes \$7.25; spots \$2.90.

Auction Facilities: Transcriptions.
Submitted by: KOCS, Radio Center, Ontario, Calif.

Joe and Mabel

This is the widely acclaimed situation comedy which ran on NBC for nearly two years. Irving Gaynor Neiman, the author, is now writing the popular "Joe and Mabel" stories running in Collier's magazine. Offered with the original cast of feature players.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Cost: \$3500.00.

Auction Facilities: Transcriptions.

Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

The Johnson Family

Authentically and humorously describes the life in a tiny Southern village of a lovable Negro family and their friends. Warmly portrayed by the inimitable Jimmy Scribner, star of "Sleepy Joe" and "Uncle Remus." Mutual co-op.

Availability: Live talent.
Running Time: 14½ minutes.
Auction Facilities: Will pipe live talent.
Submitted by: The Cardinal Co., 6000 Sunset Blvd., Hollywood 28, Calif.

Torval and the News

Norwegian newscaster gives, in brogue, 5-minute newscast of "Up to the Minute News" . . . with humor, cracks at newscasters wife and other humorous items placed in show. Commercials worked in with staff announcer participating in show. Show is of usual newscast variety with only local news. Humor and brogue keeps show moving along.

Availability: Live talent.
Running Time: 5 minutes.
Cost: \$8.00—talent fee included.
Submitted by: KDIX, 28 First Ave. West, Dickinson, North Dak.

The Inside Dope

Starring Bill Goodwin, this show slanted for comedy gives the ups-and-downs of a newspaper reporter on a large metropolitan daily. In the projective series, we intend to cover mystery, romance, drama, etc., with a heavy overture of comedy.

ED SULLIVAN'S "TOAST OF THE TOWN"

(Sunday p.m. 9:30—CBS-TV network)

and

BILL SLATER'S "LUNCHEON AT SARDI'S"

(Mon. thru Fri. on Mutual network)



Produced by

MARLO LEWIS

234 W. 44th St., N.Y.C.

LO. 4-0800

1946 — "JUVENILE JURY"

'Radio's Newest Hit!'—"LIFE"

(Sponsorship: Gaines Division, General Foods)



1948 — "LIFE BEGINS at EIGHTY"

'Unexpected Wit to Split Your Sides with

Laughter'—"WORLD TELEGRAM"

(Sponsorship: Awaiting Your Signature)

Call Sales, Mutual Broadcasting System

Jack Barry

COMEDY

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: James L. Saphier Agency, 9538 Brighton Way, Beverly Hills, Calif.

Leave It To The Girls

A program designed to bring out the best humor and somewhat barbed comments of the female in berating the male. Each week a male guest has a chance to "strike back" on behalf of his sex. Presently originating from Hollywood with four top Hollywood feminine stars and a star M.C., show is also available with top New York glamour stars. Listener participation supplies the questions to be discussed by the panel. Also available in daytime strip form.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Client Suitability: Products purchased largely by women.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Meet Corliss Archer

Meet Corliss Archer is a highly successful comedy situation show which has been on the air for the past five years. Currently, it is the Bob Hope summer-replacement. Starring Janet Waldo, Meet Corliss Archer brings to life the wonderful, wonderful world of the sixteen-year-old. Slanted for comedy, it reached an 18.8 Nielsen rating opposite Walter Winchell this past season.
Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: James L. Saphier, Inc., 9538 Brighton Way, Beverly Hills, Calif.

Stop Me If You've Heard This One

Journalist-philosopher Cal Tinny, movie-narrator Lew Lehr, and M.C. Roger Bower are joined each week by a guest comedian. This panel is told a joke by Bower which is sent in by a listener. As soon as someone thinks he knows the ending of the joke he interrupts. If he's wrong the joke is continued until someone does guess the whole joke. The listener who sends in the jokes wins money every time someone on the panel makes a wrong guess.
Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

The Little Immigrant

A warm new comedy-drama created by Cy Howard, the man who originated and launched My Friend Irma, the low-cost comedy success delivering ratings in the 20's in its first year. This original series, chronicling the adventures of a newcomer to the United States, receives the same deft Howard comedy touch in scripting and production that skyrocketed My Friend Irma to national popularity. Scheduled for premiere in early Fall.
Availability: Live talent.

Running Time: 30 minutes.
Number of Artists: Details to be released later.
Cost: Details to be released later.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

The Magnificent Senior

A nighttime half-hour comedy program starring Leo Carrillo as The Magnificent Senior. Uncle Carlos Carrillo dies leaving his Hollywood Personal Guidance business enterprise to his nephew, Leo, who becomes the new Counsellor at Trouble. Running characters are Hope Irwin, his attractive secretary; Otis Otis, a distant cousin; and the spirit of the deceased Uncle Carlos, who strives to guide his harried nephew, his voice coming from his picture on the office wall.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will Pipe Live Talent.
Submitted by: Ted Maxwell Productions, 6060 Hollywood Boulevard, Hollywood 28, Calif.

Our Miss Brooks

The same great program building operation that produced My Friend Irma and Mr. Ace and Jane presents the first radio comedy-drama ever to release the warm laughter inherent in the life of a public school teacher. Eve Arden, leading lady of movies, stage and radio, stars in this natural story idea, drawn from real life to capitalize upon the intrinsic and deeply human comedy values found in a modern school teacher's problems.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

Popular Fallacies

Humorous debunking of some of our most cherished beliefs. Simple and unpretentious, but with a great following of young and old listeners wherever broadcast. Commercials easily integrated into theme of program—"popular fallacies."

Availability: E.T.
Running Time: 13 minutes.
Audition Facilities: Transcriptions.
Submitted by: Pan American Broadcasting Company, 330 Madison Ave., New York 17, N. Y.

There Ain't No Fairies

A rollicking comedy featuring fairy tales in modern dress by a Victor McLaglen type of character. By disparaging the fairy tale aspect of the stories and injecting wry humor, the narrator endears himself and the program to all listeners.

Availability: E.T.
Running Time: 13 minutes.
Audition Facilities: Transcriptions.
Submitted by: Pan American Broadcasting Company, 330 Madison Ave., New York 17, N. Y.

Anything For Laughs

Frank Gallop, noted radio network announcer, emcees. Each program features

a different name star comedian as guest, such as Milton Berle, Bert Lahr, Jackie Gleason, Maurie Amsterdam, Jerry Colonna, Jan Murray, Jerry Lester, Henny Youngman and many other of the biggest comedians in the entertainment field. Merchandising campaign available, which permits sponsor to offer a 10 inch phonograph record of every program so listening audience can build comedy home record library. Phonograph records available to sponsor at low manufacturing cost. Can be used as self-liquidating premium.

Availability: E.T.; 312 shows available.
Running Time: 5 minutes.
Cost: \$2.00 per program up; depending on market population.
Audition Facilities: Transcriptions.
Submitted by: Kermit-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

Comedy Writers Show

Four top comedy writers from such shows as Bob Hope, Abbott and Costello, Fred Allen, Eddie Cantor, and so forth ad lib the behind the scenes construction of a comedy show, building the gags and situations around plots suggested by guests.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$3500.
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Elbaf's Fables

Original fables of humor, wisdom and whimsy for young and old told in the modern idiom by Elbaf and the Five Fableers, a specialized group of actors. Elbaf is a modern thurberesque Aesop. Told in brilliant fashion, these new and amusing stories have their roots in happenings in our daily life. A witty musical score for each tale is an integral part of Elbaf's Fables. Of unlimited appeal, these stories are ageless in both interest and content for wide audiences.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Will Pipe Live Talent.
Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

Johnny Fletcher

Starring Bill Goodwin, this is a comedy-mystery show based upon the adventures of Frank Gruber's Johnny Fletcher and Sam Cragg.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$4250.00.
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Jonathan Trimble

Family comedy show that takes place in 1905. Trimble is an editor of a small town newspaper. Wife, daughter and son run the father though he thinks he is the boss.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$3000.
Audition Facilities: Transcriptions.
Submitted by: Lester Lewis Associates, 1 Christopher St., New York 14, N. Y.

The Hank McCune Show

Situation comedy show with music having highest Hooperating (8.2) of any West Coast local radio show. Built around personality of Hank McCune and featuring Arthur Q. Bryan, Sara Berner, Frank Nelson, Harry Savoy, Larry Keating, with Bill Heathcock Orchestra. Sponsored 39 weeks 1947-48 by Sparklets, KFI, Fridays 7 P.M. Available 1948-49 radio and television from Hollywood.

Availability: Live talent. Available September, 1948.
Running Time: 30 minutes.
Cost: \$2850.
Audition Facilities: Live talent; Transcriptions.
Submitted by: Richard W. Hubbell & Associates, 118 East 40th St., New York 16, N. Y.

The Beulah Schacht Show

Beulah Schacht is a leading feature writer for St. Louis Globe-Democrat, and is a witty and accomplished speaker. She has been called a female Will Rogers due to her unusual sense of humor and type of delivery; and her 15-minute program includes comments on everything in general as well as interviews with celebrities visiting St. Louis. Beulah is assisted by Curt Ray, well-known KMOX personality, as straight man.

Availability: Live talent.
Running Time: 15 minutes.
Cost: Time cost: \$160.00; Talent cost: \$75.00.
Audition Facilities: Transcriptions.
Submitted by: KMOX, 401 So. 12th St., St. Louis 2, Mo.

Tommy Riggs And Betty Lou

Situation comedy—interspersed with popular old favorite songs by Tommy alone, Betty alone, and Tommy and Betty in duet. Good entertainment for the family—but with a nod to the youngsters.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Pete Wasser Company, 1306 Keenan Building, Pittsburgh 22, Pa.

Niles & Prindle Show

A hilarious comedy with a "spread" of laughter and applause that exceeds most top comedy shows. Tried and tested for 26 weeks on the air, the Niles & Prindle Show produced excellent product-sales results. Built around straight comedy, its leading characters, Wendell Niles, announcer, and Don Prindle, radio writer, are both comedians, rather than one taking a straight role. A lively comedy plus guest movie and radio personalities who have large fan following.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Gordon M. Day Advertising Service, 145 East 53rd St., New York 22, N. Y.

Lou Holtz Laugh Club

Five-minute comedy series starring Lou Holtz as master of ceremonies and gagster, officiating as chairman of the "Laugh Club." Open-end electrically transcribed series of 78 productions (series of 78 already produced) (next 78 in production)
Availability: E.T.
Running Time: 5 minutes.
Audition Facilities: Transcriptions.
Submitted by: Laff-a-Day, Inc., 521 Fifth Ave., New York 22, N. Y.

The Lady Keeps Her Date

Comedy-mystery-misadventure series featuring an impetuous lady lecturer, who is constantly blundering into and out of trouble, and her cautious hard-headed chauffeur-assistant, who struggles in vain to restrain her escapades. Her zany heroine becomes innocently involved in the course of a cross-country lecture tour but always extricates herself by sheer impulse and instinct in time to keep her date." Fast-paced; packed with hilarious, suspenseful action.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Will Pipe Live Talent.
Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

Barnyard Comedies

Program consists of novelty songs entirely in rhyme from beginning to end. Featuring Ed Lewis who has recorded many songs for various recording companies instrumentation, tiny xylophones,

sweet potato, harmonica, tin whistle, and odd sound effects. Additional characters all done by Ed Lewis; rural type, bumpy; Mortimer Snord type; talking chicken and other animal imitations.

Availability: Live talent.

Running Time: 15 minutes.

Audition Facilities: Will pipe live talent.
Submitted by: V. S. Bocker Advertising Service, 562 Fifth Ave., New York 19, N. Y.

Col. Humphrey Flack

Col. Humphrey Flack is light situation comedy dealing with the adventures of the lovable Everett Rhodes Castle's character. "Flack" was done as a 13-week summer replacement on NBC and came out with excellent ratings.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions; will pipe live talent.

Submitted by: Program Productions, 551 Fifth Ave., New York 17, N. Y.

Easy Aces

Easy Aces network show now avail-

COMEDY

able for local and regional sponsorship via E.T. Voted among radio's top comedy teams—not a continued story, rather a series of riotous comedy built on the daily happenings in the life of America's funniest husband and wife. Same cast, theme and characters which created sensational ratings on the networks, and are now rating even higher on local stations via transcription.

Availability: E.T.

Running Time: 15 minutes.

Cost: ET Based on population.

Audition Facilities: Transcriptions.

Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Sparky And Dud

Here is fast-moving comedy-packed program with special appeal to the mil-

lions who served in the Armed Forces. A typical 3-man "vaudeville type" show, each program is a hilarious episode highlighting the humorous angles in the Army lives of two rookies, with their friend, that dusky, husky-voiced singer of songs, "Mose." A poppy, catchy show, full of good cheer and good humor. Features Fred Hall—famous song-writer and producer of top radio shows, and Irving Kaufman—famous as Lazy Dan on the networks and as Happy Jim Parsons on his own show.

Availability: E.T.

Running Time: 15 minutes.

Audition Facilities: Transcription.

Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

1948 ★ ★ AGRICULTURE ★ ★ 1949

Aggi Quiz

This is a quiz designed for a rural audience. The contestants are farmers; the questions are of an agricultural nature; the prizes awarded are useful on the farm. A special feature is the farm forum—each contestant is asked his opinion on some farm topic, the audience decides which one did the best job. The farm forum counts 10 points; the other questions count 5. Three couples participate. The winning couple receives the prizes.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Product used by farmers.

Audition Facilities: Transcriptions.

Submitted by: KWLM, Wilmar, Minn.

Local Farm Markets

Local prices on eggs, cream, wheat, maize, alfalfa, etc. broadcast Mon. thru Sat.

Availability: Live talent.

Running Time: Five or ten minutes.

Audience Appeal: Male.

Client Suitability: Anyone seeking to reach business men and farmers. Farm implements manufacturers, oil companies.

Cost: Time—no talent fee.

Submitted by: KVOP, Plainview, Tex.

Long Island Farm and Home Hour

New York City wholesale produce, poultry, butter, egg and cut flower prices are broadcast each weekday; Nassau County agent talks to farmers on latest farm developments each Saturday; tips to farmers from agricultural schools; help-

ful hints to gardeners; old time music to fill. Prices received over teletype and broadcast within four hours after markets close. Prices of fish also included several times each week.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Farm equipment manufacturers, farm suppliers.

Audition Facilities: Transcriptions.

Submitted by: WHLI & WHNY-FM Hempstead, N. Y.

Melody Market Time

A roundup of up-to-the minute market quotations; latest farm trends as reported by our farm editor, and the live music of the Beaver Valley Sweethearts.

Availability: Live talent.

Running Time: 15 minutes.

Audience Appeal: Male.

Client Suitability: Any client desiring top farm availability in a top period.

Audition Facilities: Transcriptions.

Submitted by: KABR, Aberdeen, S. Dak.

Evansville Farm And Home Hour

Forty-five minutes at noon for the rural listeners. Special remote participations carried from the weather bureau, stockyards, and local county agent's office. Personal appearances by farm experts with commentary by farm editor, Eddie Duncan.

Availability: Live talent.

Running Time: 45 minutes.

Audience Appeal: Male; female.

Client Suitability: Farm items.

Audition Facilities: Transcriptions.

Submitted by: WEOA, 24 N. W. Third St., Evansville 8, Ind.

Farmer's Exchange

Features livestock report; buy, sell and exchange items submitted by farmers; addresses by local farm agents, home economists and 4-H leaders; 5-minute summary of the national farm news. Summary of the national farm news is available for sponsorship.

Availability: Live talent.

Running Time: 40 minutes.

Client Suitability: Manufacturer and dealer in farm equipment; plant food, etc.

Audition Facilities: Transcriptions.

Submitted by: WHJB, Penn Albert Hotel, Greensburg, Pa.

RFD 1400

Market reports by direct wire from the Cincinnati stock yards, tied in with interviews with the local county agriculture agent and home demonstration agent combine to give one of the most important sources of information to the farmers of this area. In addition, information of interest to persons growing gardens in the suburban and metropolitan area is given.

Availability: Live talent.

Running Time: 15 minutes.

Audience Appeal: Male; female.

Client Suitability: Clients selling to farmers and other growers of produce.

Cost: \$6 talent per quarter hour plus station time.

Audition Facilities: Transcriptions.

Submitted by: WPAY, Portsmouth, Ohio.

Murray Cox, RFD

Most popular farm director in Southwest, Cox is former county agent with wide background in farm activities. Show features on the spot coverage of all major agricultural activities in Texas, interviews with agriculturists, etc. Special emphasis

in FFA program. Cox is recipient of "Murray Cox Day" at Texas' Bell County Fair in September, main speaker at national FFA meet in Amarillo. Program all around farm show, with homey commentary by Cox. Show achieved high city Hooper.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Any sponsor interested in rural audience (program withheld from sponsorship at the moment).

Audition Facilities: Transcriptions.

Submitted by: WFAA, 1122 Jackson St., Dallas 2, Tex.

Farm And Market

Charles Lee Stone conducts this early program, aired from 6:15 to 6:30 a.m. daily. Program embraces latest agricultural news, information for gardeners, market reports, news of interest to citrus growers in the Southern Calif. area. News is gathered from U. S. Dept. of Agriculture, State Dept. of Agriculture and news associations.

Availability: Live talent.

Running Time: 15 minutes.

Audience Appeal: Male.

Client Suitability: Anyone wishing to sell to the farm buyer, or citrus grower.

Audition Facilities: Transcriptions.

Submitted by: KMPC, 5939 Sunset Blvd., Los Angeles 28, Calif.

Silas Corners

Half-hour daily rural drama reminiscent of Seth Parker with comedy angles and hill-billy, popular and religious music. Features top local talent built around mythical rural community in everyday activities.

Availability: Live talent.

Running Time: 29½ minutes.

Audition Facilities: Transcriptions.

Submitted by: United Broadcasting Co., WHKC, 22 E. Gay St., Columbus 15, Ohio.

WOV AND ONLY WOV

**offers this winning triple play
in a market larger than Pittsburgh**

Thorough, up-to-the-minute analysis and
market breakdown of the largest Italian
audience anywhere in the world.

562,036 FAMILIES
2,100,000 INDIVIDUALS
\$3,200,000,000 MARKET

Exclusive 12 point merchandising service and continuing pantry survey, showing the sales acceptance of 365 items in 37 different classifications.

The best in programming and showmanship delivering complete coverage and unequalled listener loyalty at the lowest cost per thousand listeners.

For 37 quarter-hour periods daily (9:00 A.M. to 6:15 P.M.) WOV and only WOV delivers an average rating of 10.0

Get the facts on this \$3,200,000,000 market
within New York metropolitan trading area

from **WOV** Originators of
AUDITED AUDIENCES

RALPH N. WEIL, General Manager
The Bolling Company National Representative.



THE FOREIGN LANGUAGE FIELD

— an expert analysis

A Specialist's Job

FOREIGN language programming is a specialist's job. A successful language broadcaster is very closely attuned to the likes, dislikes and characteristics of his audience. He will find that mail is heavy, and if he is wise he'll treat this mail more in a personal manner than in a clerical one. The entire language radio picture, I think, must be treated in such a manner. The fact that the broadcasting is in the language of his homeland, or the country with which he is ancestrally associated, gives the listener a sense of closeness to the station . . . as we ourselves feel warmth for the English language when travelling abroad. Such listeners feel a sort of possessiveness for the station, and it is a natural consequence that the station staff and operators treat this audience with an answering closeness and loyalty.

Unlike English programming, beamed to a group of which nothing much is known beyond its estimated number, language broadcasters are able to learn through existing statis-

tics much about the economic status, age and sex of their listeners. At WOV we have conducted intensive surveys, carried in some cases right into the kitchen pantries of representative listeners, which tell us even more.

The results of such station-audience kinship are of inestimable value to the careful advertiser. He is able to know his market thoroughly; to custom-build his commercial approach to appeal successfully to his prospective buyers, and to realize the full potential of sales efforts through initial knowledge of the needs and preferences of his specifically selected audience.

It has been proved that these "new Americans" are unusually receptive to advertising, because of a natural desire to become acquainted with the products and processes of average American living. Alert advertisers speak with enthusiasm of excellent results from this not-to-well understood "new" market.

By Fortune Pope

Executive Vice-President, WHOM

FOREIGN Language Radio—1948 edition—is just as advanced and up-to-date as the best which other American radio has to offer. And what's even more important, listening habits of the foreign language audience have remained constant. The gloomy prognosticators of ten years ago who foretold the doom of foreign language radio in this decade have been proven very wrong indeed. Audience interest in foreign language programs has never been at a greater peak.

Streamlining the foreign language program has had more to do with keeping listening at a high plane than any other factor. . . . The emotional impact of foreign language dramatic production is often greater due to the temperaments of the nationalities concerned. Foreign language disc jockeys enjoy a wonderful following among the young people.

A question arises frequently as to whether or not foreign

Programming Preferences

MUSIC is the "Universal Language." No one acquainted with foreign language broadcasting will question this statement knowing as they do that music forms the emotional bridge connecting the old and new world. Through the simple expedient of a native air, the listener in turn dreams of his birthplace and awakens to the realities of a permanent home in the land of his adoption. In the case of his beloved America where unfettered privileges permit his listening when, where, and to what he pleases, it inspires his desire to become a citizen. To grasp the full significance of it all is to imagine one's self transplanted in a foreign land where comparable rights and privileges are unknown. Foreign language programming above all must be authentic rather than elaborate and it's a wise station executive who surrounds himself with men and women well informed in the customs, tastes and desires of listeners in the various language groups, as the pattern of these individual broadcasts must and do conform precisely with known majority tastes of the listeners. The result is that the popularity and consequent effectiveness from both



By Ralph N. Weil

General Manager WOV

Interest At High Peak

language programs hold the younger audience. The answer is a most emphatic "Yes." A recent survey indicated that 52 per cent of our daytime Italian audience was less than 40 years old.

Many of the nation's leading advertisers are already aware of the tremendous sales potential in the heavily populated foreign markets of the country. They realize that the foreign language program is the most natural vehicle for their sales message in the foreign language home. They have learned, too, that the ingenuity and skill of foreign language program directors and producers adds up to really enjoyable entertainment.

At present WHOM programs 115 hours weekly in seven languages exclusive of our English shows. We admit it's a pretty heavy schedule but we're proud to say that these hours command a huge, faithful, and loyal audience.

By William I. Moore

Vice-President and General Manager, WBNX

the commercial and entertainment point of view of these broadcasts, is assured.

Dramatic sketches play an important role, as do newscasts. In drama the emotional side is served, while in news the foreign tongue makes for clarification of the text and complete understanding to those unfamiliar with idiomatic English expressions. Bi-lingual programs on foreign language stations are enjoying increasing favor in that they assist the "foreigner" in his quest for knowledge of English and a like opportunity is afforded Americans to brush up on the study of foreign languages. Then, too, thousands of Americans (Refugees from the "Chain Gang"), haunt the foreign language frequencies day and night in search of good music, which is a feature of foreign language programs. Here the listener is not too concerned as to whether the music is live or recorded, but is interested in its quality and prefers the world's great orchestras and soloists in recorded form, to unknown or inferior talent even though presented in live broadcasts. Truly, music is the universal language.

1948 ★ FOREIGN LANGUAGE ★ 1949

Fred and Vera's Spanish American Program

Program features announcements, local news, humor, and music in Spanish. Co-op program; spots sell at straight rate. Availability: Live talent. Running Time: 45 minutes.

Client Suitability: Department stores, mail order, grocery, music stores or any business with goods to sell to Mexican population.

Cost: Spot announcement, local \$2.00, National \$2.50. \$15.00 15-min. segment. Audition Facilities: Transcriptions. Submitted by: KSVP, Artesia, New Mexico.

Latin-American Commentator

This is an old established WIOD program. Its importance increases daily, due to the tremendous influx of Latins in this area. Blanca Estrella, native Cuban and naturalized American, comments on news of Latin-American importance. Program is heard Mondays through Fridays from 1:50

to 2:00 P. M. on both WIOD and WIOD-FM. All news is delivered in Spanish. Availability: Live talent. Running Time: 10 minutes.

Client Suitability: Suitable for any client wishing to reach the Latin-American trade.

Audition Facilities: Transcriptions.

Submitted by: WIOD and WIOD-FM, News Tower, Miami, Fla.

Sunday Opera Hour

A one-hour condensation of the most famous operas . . . presented with orchestra and very competent live casts. Both Italian commentary and English commentary available.

Availability: Live talent.

Running Time: 1 hour.

Suggested for: Afternoon.

Client Suitability: Pharmaceutical products, food products, automobile manufacture.

Audition Facilities: Transcriptions.

Submitted by: WHOM, 29 West 57th St., New York 29, N. Y.

The Swedish Hour

The Swedish Hour is a 55-minute Sunday program from 1:00 to 1:55 p.m., during which imported Swedish records are played, news, both local and national are given in Swedish. Birthdays and special occasions are remembered with musical dedications. Occasionally groups from local Swedish organizations are invited to participate, such as glee clubs, discussion groups, etc.

Availability: Live talent; E.T.

Running Time: 55 minutes.

Audition Facilities: Will Pipe Live Talent.

Submitted by: WJOC, Air Waves, Inc., 415 West 4th St., Jamestown, N. Y.

The Golden Door

"The Golden Door" is a timely, exciting radio drama whose title is based on the inscription on the Statue of Liberty. The story of a young Jewish girl in a DP camp at war's end and her almost insurmountable difficulties make thrilling listening material, and portray the life and adventures of a modern immigrant

as contrasted with those of a generation ago. Lively, sparkling dialogue linking the Jewish past with the present creates true-to-life characters close to the hearts and minds of the audience.

Availability: Live talent.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: WEVD, 117 West 46th St., New York 19, N. Y.

Jewish Builders of America

"Jewish Builders of America" introduces men and women whose contributions to the progress of the United States and to civilization have made history. Their names include statesmen, scientists, physicians, artists, musicians, authors, poets, philosophers, soldiers, etc. The highlights of their careers are portrayed through action-crammed scenes, with intervening narration. Good music furnishes tone and background. This vivid historical series will foster good will and understanding—and good-will for the sponsor.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: WEVD, 117 West 46th St., New York 19, N. Y.

My Town, New York

"My Town, New York" is a dramatic program describing the great Jewish institutions and buildings which have helped make New York City the world center of Jewry. Buildings like HIAS, Educational Alliance, Yeshiva University, etc., will be described and commented upon — in addition to human interest stories of 10, 20, 30, and 50 years ago, all linked in the current Jubilee Celebration of New York City.

Availability: Live talent.

Running Time: 15 or 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: WEVD, 117 West 46th St., New York 19, N. Y.

Polish Musical Clock

An early morning Polish language program conducted by The Two Edwards, two young Polish-American men who offer listeners news, time signals, weather reports, and recorded music together with humorous chit-chat on topics of the day. Enjoys one of greatest Polish audiences in the Metropolitan area.

Availability: Live talent.

Running Time: 1½ hours.

Audition Facilities: Transcriptions.

Submitted by: WHOM, 29 W. 57 St., New York 19, N. Y.

Arcobaleno (The Rainbow)

An Italian "topics of the day" program with a variety of interesting angles. Conducted in the manner of a living news paper, the program features the latest news, human interest stories, contests, as well as musical interludes.

Availability: Live talent.

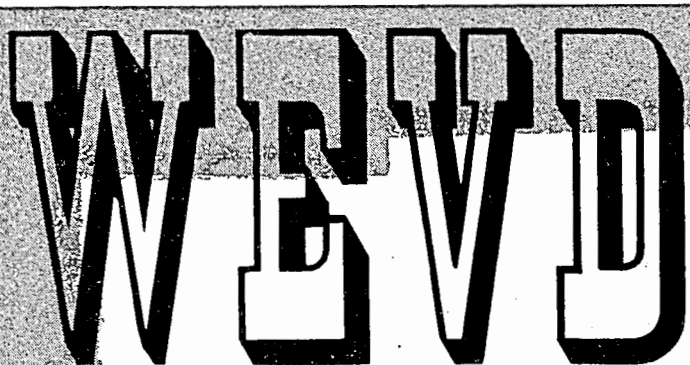
Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: WHOM, 29 West 57th St., New York 19, N. Y.

Buntes Allerlei

German language program designed for the woman of the household, con-



5000 WATTS
1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES IN


- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
MARKETS WITHIN

THE NEW YORK METROPOLITAN AREA

Send for **WHO'S WHO Among Advertisers on WEVD**

Henry Greenfield,
Managing Director



WEVD 117-119 West 46th Street, New York 19, N. Y.

ected by Martha Ley. Covers a wide variety of subjects including home economics, fashions, poetry, news of interest to women. Interviews with musical personalities and musical features.
 Availability: Live talent.
 Running Time: 45 minutes.
 Audience Appeal: Female.
 Addition Facilities: Transcriptions.
 Submitted by: WHOM, 29 West 57th St., New York 19, N. Y.

The Cipaduzzas

This is the Mr. and Mrs. pattern in Italian conducted by the famous theatrical duo, The Cipaduzzas, whose established reputation in the Italian theater assures them wide audience acceptance. They tie-in recorded musical numbers with the theme of their patter. Instead of topical chatter, theirs is along the humorous gag-situation variety.

Availability: Live talent.
 Running Time: 30 minutes.
 Addition Facilities: Transcriptions.
 Submitted by: WHOM, 29 West 57th St., New York 19, N. Y.

Jewish Family Hour

A program of news, music, and special features in Yiddish with an appeal to the entire family. Arnold Jaffe, who M.C.'s his daily morning show is keenly alert to the tastes of Yiddish listeners in the Metropolitan New York area. Musical features range from liturgical to semi-classical and popular.

Availability: Live talent.
 Running Time: 75 minutes.
 Addition Facilities: Transcriptions.
 Submitted by: WHOM, 29 W. 57th St., New York 19, N. Y.

La Giostra Musicale

(The Musical Merry-Go-Round)
 A disc-jockey show in Italian! An exact counterpart of the English language disc-jockey pattern but featuring tunes imported from Italy in the latest pop tempos. The Italian commentary touches on the bands and vocalists and newsy notes about the latest record releases in the Italian field here and abroad.

Availability: Live talent.
 Running Time: 60 minutes.
 Addition Facilities: Transcriptions.
 Submitted by: WHOM, 29 West 57th St., New York 19, N. Y.

Jack Bruno—Songs

Jack Bruno blends American and Italian in his singing. The possessor of a rich and mellow "crooner" type singing voice, he renders popular music in the popular way. Often Bruno will sing one verse in Italian and one in English—a transposition resulting in very listenable, and instructive, programming. Bruno introduces some of his own songs, exhibiting an unusually pleasant and friendly air personality to blend with his excellent modern ballading.

Availability: Live talent.
 Running Time: 15 minutes.
 Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Il Capitolo Allegro

"The Happy Chapter." A happy chapter of the radio listeners' day is veritably present in this lulling program of popular Italian transcriptions. Listeners are delighted to hear the "Italian Bing Crosby" live out with swiny melodies such as "Some of These Days" and "Who," etc. New recordings received regularly from Italy show an interesting American influence, probably attributable to the recent presence of many American GIs in sunny Italy. Interesting, happy, and absolutely novel.

FOREIGN LANGUAGE

Availability: E.T. with announcer.
 Running Time: 15 minutes.
 Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Cavalleria Rusticana

A serial form dramatization of the interesting adventures of the Rustic Cavaller, around which Vergo's internationally famous opera (of the same name) was written. Theme music, of course, is from that opera. WOV will continue dramatizations of the world's outstanding operas. An educational as well as entertaining program.

Availability: Live talent.
 Running Time: 15 minutes.
 Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

John DiFrancesco—Songs

John DiFrancesco, protege of Ezio Pinza, in a program of operatic, classical and semi-classical songs. It has been said of DiFrancesco that he sings not only with his voice but with his heart. He is rapidly gaining widespread recognition and a surprisingly large following. There are few listeners these days who do not immediately associate DiFrancesco with his lovely theme song: "Non Ti Scordar Di Me." The quality and warmth of this voice are such that it speaks to the heart of the listener. Watch DiFrancesco.

Availability: Live talent.
 Running Time: 15 minutes.
 Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Gems Of The Opera

A daily fifteen-minute featuring choice selections from well-known and well-loved Italian operas. Selections and arias from such famous operas as "La Traviata," "La Boheme," "Rigoletto," and "Aida" are sung by such famous singers as Ferruccio Tagliavini, Gino Bechi, Rosa Ponselle and Giovanni Martinelli. The traditional and beloved music of Italian opera, player for the millions who love it.

Availability: E.T. with announcer.
 Running Time: 15 minutes.
 Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

You Read To You

The finest of modern Italian literature read aloud, serial form, in the original language. Both the beauty of the tongue and excellence of the story may be appreciated. A fifteen-minute daily presentation designed for an afternoon period of relaxation. Transcribed musical themes introduce the reading as the chapters unfold day by day. This program has proved, on trial, to be extremely popular, assured of regular listenership, and reasonably inexpensive for the sponsor. WOV has special permissive arrangements with leading Italian publishers.

Availability: Live talent.
 Running Time: 15 minutes.
 Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Morning Bells

A gay, modern interlude of popular Italian songs. A direct connection with several recording firms in Italy assures an ever-new and interesting program of the latest in modern Italian music. Popular American songs are often recorded

NOW!!!

5000 WATTS

DAY AND NIGHT

WHOM

"THE IL PROGRESSO STATION"

The Only Full-Time
 Foreign Language Station
 in the New York Metropolitan
 Area

REAL RADIO SHOWMANSHIP IN

ITALIAN

POLISH - JEWISH - GERMAN - SPANISH



GENEROSO POPE, Pres.

FORTUNE POPE, Gen. Mgr.

NO PROGRAM IS COMPLETE WITHOUT WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK

A Voice For Outstanding PROGRAMMING FOR LESS RADIO DOLLARS

In a market with more listeners for

NEWS-SPORTS MUSIC

plus

Outstanding PUBLIC SERVICE FEATURES that constantly build community confidence and public interest.

With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

ENGLISH and FOREIGN LANGUAGE AUDIENCES

For information on how to sell over this (Market-Wise) station . . .

Write, call or phone

MELrose

5-0333

FOR RATES AND MARKET COVERAGE



WBNX

260 E. 161st St., New York 51, N. Y.

FOREIGN LANGUAGE

with Italian singers, arrangements and orchestras. A novel presentation with its finger on the pulse of trends in international popular music.

Availability: E.T. with announcer.

Running Time: 30 minutes.

Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Il Piccolo Varieta

"The Little Show." This is a small gem of a program. Imagine a perfectly packaged little minstrel show, in Italian. Each day an Italian artist is featured on transcriptions, presented by the friendly announcer as though the artist were right in the studio. Applause rings out. Laughter ripples in the background, and jokes are tucked cleverly between the imported recordings which are collectors' items of Italian music hall artistry.

Availability: E.T. with announcer & effects.

Running Time: 15 minutes.

Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Lisa Sergio

Miss Sergio, well-known and active in commentary, lecture and public service fields, needs little introduction. This presentation is designed specifically for Italian-American listeners, already familiar with Miss Sergio's faultless Italian and her smooth cello-toned voice. The show is a sort of newspaper of the air, accenting personalities, news and current issues of particular interest to the Italian-American audience. Well-known leaders in varying fields (medical, government, teaching, literary, etc.) are regular guests. An artist at interviews, Miss Sergio brings these personalities out clearly and colorfully.

Availability: Live talent.

Running Time: 15 minutes.

Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Napoli Bella

"Beautiful Naples"—pictured, enjoyed and brought alive through a program of inimitable Neapolitan songs. Some old, some new, this music is dear not only to the hearts of Italian and Italian-Americans—but to the entire world, which has taken Neapolitan music and romance to its heart. The WOV music library boasts one of the finest collections of Neapolitan recordings in existence.

Availability: E.T. with announcer.

Running Time: 15 minutes.

Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

WOV a Passegio

The WOV Traveling Microphone. Humorous, ingratiating, lively Aldo Aldi and the WOV traveling microphone are currently setting themselves up in widely scattered Italian-American grocery stores. Patrons of these stores are interviewed, not on any particular subject, but on a variety. Humor, interest, pathos and punch find their way onto the sensitive tape. Edited and shaped into a novel and human half hour, this program is aired over WOV as an afternoon attraction. In a few short weeks the presentation has become one of the most popular programs and biggest mail-gatherers on the air in Italian.

Availability: Live talent; E.T.

Running Time: 30 minutes.

Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

The Commercial Outlook

By L. T. Steele

Vice President in Chg. West Coast Operations, Benton & Bowles, Inc.

COMMERCIAL radio is largely in the area of entertainment. Just now, the entertainment industry in general is in bad shape. Paradoxically, this may contribute to a fine year for Radio. Why?

Motion picture box office receipts are off an estimated 7 to 12% from a year ago. The legitimate theatre in New York—and presumably along what remains of the road—is also suffering currently. Phonograph record sales are down 10 to 35% from a year ago. Sheet music sales, which tend to be affected by disc volume, are off 40%. These estimates are from a comprehensive "think piece" on show business by *The New York Times*, July 21st.

One explanation suggested is that goods which were scarce during war years: appliances, washing machines, autos, new housing—are becoming available again in greater abundance. Money which during the combat period found no outlet except recreation is now being spent upon the fulfillment of more solid wants. And of course everyone's cost of living has soared. So families may be spending less time at the show and more time at home. This provides an opportunity for bigger ratings and more complacent sponsors.

A year ago Radio was in dubious battle on several fronts with some of its performer groups. There were grave questions about future relationships with actors, musicians, directors and writers. Most of these questions have been clarified, during the past season. Broadcasting's personnel problems are today mostly solved or on the way to solution.



STEELE

Trend in Program Budget

By J. Carlisle MacDonald

Assistant to Chairman of the Board, United States Steel Corp.

RADIO advertising budgets for programs of a public relations nature, such as United States Steel's *Theatre Guild on the Air*, are rarely prepared on the basis of past or current sales quotas for the self-same reason that current sales are rarely attributed to the immediate effectiveness of the public relations radio program. The long-range potentials are the only determining factors for a fair budget allocation when we realize that the greatest value is obtained only after the program has become a steady listening habit for millions of people.



MacDONALD

With the current budget trend of most programs geared toward curtailment or closer scrutiny of dollar value, the objectives of our public relations program remain unchanged since our radio debut in September, 1945. These are: (1) To create a better general knowledge of the part United States Steel plays in American industry (2) To provide the best in dramatic entertainment by re-creating through the medium of radio the atmosphere of the theatre.

To fulfill these aims, a full hour of radio time is a necessity; high standards of dramatic presentation could not be maintained in a shorter time period. Continuity would most certainly suffer, if subjected to a more limited time period and, of prime importance, is the fact that the sponsor's messages would be hurried, hurried and of small consequence to the listener.

Maintaining a network of more than 240 stations to deliver our Sunday evening dramatizations into every available home in the land is only part of the job; intensive promotion must pave the way of the listener to your spot on the dial.

**Aviation News**

An official of one of the national airline companies conducts this program; discussing latest developments in commercial and military flying. Also interviews military and civilian personnel on questions pertinent to air travel.
Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Male.
Client Suitability: Airlines, travel agencies, airports, flying schools.
Audition Facilities: Transcriptions.
Submitted by: KTUC, 900 E. Broadway, Tucson, Ariz.

Boyd-Barnetts Local News

Local woman's news. Commercial given for Barnett Furniture Co., in very chatty informal style. Attempt made to follow small town newspaper style.
Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Female.
Cost: \$17 air time. \$10 talent fee.
Audition Facilities: Transcriptions.
Submitted by: KSVP, Artesia, New Mexico.

In Your Neighborhood

Consists of a number of brief, folksy humorous stories about plain people.
Availability: Live talent.
Running Time: 5 minutes.
Cost: Included in basic United Press news report cost.
Submitted by: United Press Associations, 220 E. 42nd St., New York 17, N. Y.

Long Island News at 5

A complete summary of the day's Long Island news, furnished by the WHLI News Bureau's own staff of reporters, writers and correspondents. A brief review of the world news follows the local news. Tape recordings invariably included of top news events of the day. Local weather report included at end.
Availability: Live talent.
Running Time: 15 minutes.
Submitted by: WHLI & WHNY (FM), Hempstead, N. Y.

Names in the News

Description of the biography, importance and personality of one central figure in the news.
Availability: Live talent.
Running Time: 5 minutes.
Cost: Included in basic United Press radio news report cost.
Submitted by: United Press Associations, 220 E. 42nd St., New York 17, N. Y.

News Here At Home

This is exclusively a local news show, with a wire recorder utilized to add dynamic eye-witness recountings to local happenings. Important events at Norfolk's City Council; a spectacular accident; a bad fire; and important local speakers—these are the components that make this Norfolk's most listened-to news show. Those on the spot pickups make dramatic the ordinary news events of the day.
Availability: Live talent.
Running Time: 15 minutes.
Cost: \$125 weekly.
Audition Facilities: Transcriptions.
Submitted by: WLOW, Box 1429, Norfolk, Va.

On the Record

A two-man team explores current news happenings in informal discussion style. One is station's news editor, free-lance writer and former newspaperman. Other is former political and local special features commentator. Delve into historic aspects of local news; through exclusive interviews, tie in news events elsewhere with local scene; argue merits of local questions as average citizens would. Programs waxed to permit pre-air editing for protection of talent, station and client.
Availability: E.T.
Running Time: 15 minutes.
Cost: \$105 per program.
Audition Facilities: Transcriptions.
Submitted by: WSPR, Inc., WSPR Building, 63 Chestnut St., Springfield 5, Mass.

1:30 News

Immediately following Mutual's daytime top show, we give a 15 minute news (can be converted to five or ten minutes). Local, regional and world news from our own news room and from AP wire. Only live news broadcast from 7 a.m. until 6:15 p.m. No morning paper in Plainview.
Availability: Live talent.
Running Time: 5, 10, or 15 minutes.
Client Suitability: Food or drug manufacturer or distributor.
Submitted by: KVOP, Plainview, Texas.

Men in a Hurry

This program is presented by the public relations division of the cities hospitals and deals with cost of hospital service, need for new equipment and personnel, non-profit system, and reports on new developments and techniques.
Running Time: 15 minutes.
Client Suitability: Single druggist or city pharmaceutical organization.
Submitted by: WIZE, 117 West High Street, Springfield 35, Ohio.

Newsreel Theater

The Newsreel Theater is an unusual half-hour round-up of local, sports, and world news. The feature is presented in three sections from 6:00-6:30 p.m. nightly. The first section 5 minutes of local news, the second section 10 minutes of sports news, and the third section 15 minutes of world news. The program is introduced and the features are separated by newsreel type music. This half-hour was designed for a complete, comprehensive news coverage service in competition with local newspapers.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Banks, automobile dealers, department stores, furniture stores, breweries, etc.
Audition Facilities: Transcriptions.
Submitted by: WHIZ, Lind Arcade, Zanesville, Ohio.

Religious News Reporter

A fifteen minute weekly religious news script covering religious developments of all faiths throughout the world. About fifteen separate stories are included in each script.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Church councils, religious agencies.
Cost: \$15.00 monthly.
Submitted by: Religious News Service, 381 Fourth Avenue, New York 16, N. Y.

Science on the Air

This program consists of the latest news from the world of science, featuring explanations of semi-technical mechanics in readily understandable language, and dramatic facts about science.
Running Time: 5 minutes.
Audience Appeal: Male.
Client Suitability: Hobby shop, hardware store, druggist, is locally sponsored by insurance firm.
Submitted by: WIZE, 117 West High Street, Springfield 35, Ohio.

Time Out

One original feature story—a sort of real-life short story.
Availability: Live talent.
Running Time: 5 minutes.
Cost: Included in basic United Press news report cost.
Submitted by: United Press Associations, 220 E. 42nd St., New York 17, N. Y.

Today's United Press Commentary

Objective analysis, with background information other than day's surface developments, of a single top international story of the day with projection of probable immediate future course of events in situation in question.
Availability: Live talent.
Running Time: 5 minutes.
Cost: Included in basic U.P. news report cost.
Submitted by: United Press Associations, 220 E. 42nd St., New York 17, N. Y.

Town Crier

This program consists of two elements: (1) Announcements of club meetings and special events which have been sent to the station by letter or card; (2) Suitable music between groups of announcements.
Running Time: 15 minutes.
Cost: Air time plus ASCAP.
Submitted by: WIZE, 117 West High Street, Springfield 35, Ohio.

United Press Feature Parade

Time out from the busy headlines for a few quirks in the day's news. Human interest stories. Under the Capitol Dome and News from Movieland.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Appliances, ladies' ready to wear, soap companies.
Audition Facilities: Transcriptions.
Submitted by: WXL, Ely, Minn.

WSKI Calender

"What's Doing Around Town?" is the theme of the WSKI calendar. Program is divided into pages of the calendar separated by recorded music. Page one includes meetings, dances, church food sales, speeches, etc., that are happening today. Page two covers those for tomorrow, and page three others in the future. All material for the show is received by mail from listeners. No charge is made for the announcements and program has one of largest mail counts on WSKI.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WSKI, Union-Mutual Building, Montpelier, Vermont.

Women in the News

News of women who are famous, or who do interesting or unusual things.
Availability: Live talent.
Running Time: 5 minutes.
Audience Appeal: Female.
Client Suitability: Women's apparel shop, home appliance company, beauty products company.
Cost: Part of general UP service.
Submitted by: United Press Associations, 220 East 42nd St., New York 17, N. Y.

Your Home

News of new developments in home decoration or construction, and ideas from experts on how to make a home more attractive and liveable.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Furniture store, paint and wallpaper company, home appliance store.
Cost: Part of general UP service.
Submitted by: United Press Associations, 220 East 42nd St., New York 17, N. Y.

Community News

Brief round-up of regional (4-state) news followed by announcements of civic and fraternal activities (Church suppers, school plays, civic and fraternal organizational news, etc.).
Availability: Live talent.
Running Time: 14½ minutes.
Cost: \$3.00 talent per program plus air time.
Audition Facilities: Transcriptions.
Submitted by: Monccacy Bcstg. Co., WFMD, Winchester Hall, Frederick, Md.

Daily Deadline

Local news highlights for five minutes Monday thru Saturday. This is a follow-up on another local news shot at noon and is aired 6:30-6:35 p.m.
Availability: Live talent.
Running Time: 5 minutes.
Audition Facilities: Transcriptions.
Submitted by: WMRN, North Main St., Marion, Ohio.

Juneau Shinn, Commentator

Juneau Shinn, veteran Idaho newsman and KLIX commentator, flavors his commentary with plenty of local items which he gathers personally. Shinn's background includes 20 years operating and editing Idaho and California newspapers. He also served as secretary to Idaho's former Governor Brazella Clark. It's Shinn's personal, human touch that makes his nightly feature a Magic Valley listening habit.
Availability: Live talent.
Running Time: 15 minutes.
Submitted by: KLIX, Elizabeth Blvd., Twin Falls, Idaho.

Evening Edition

Show is scheduled for the best listening hour in our area for news. Local news is featured first, then final portion is devoted to round-up of sport activities with emphasis on complete reports of night-time presentations.
Availability: Live talent.
Running Time: 14½ minutes.
Audience Appeal: Male.
Audition Facilities: Transcriptions.
Submitted by: United Broadcasting Co., WHKC, 22 E. Gay St., Columbus 15, Ohio.

NEWS

Wendell Noble And The News

Wendell Noble presents the news of the day in a heartwarming, colorful analysis which features, when the occasion suggests it, the use of dialect, and human interest stories. The program, done in very good taste, has great appeal for both men and women. It is also a clear news analysis done in a manner which everyone can understand. This program was on the air for twenty-six weeks over Mutual sponsored highly successfully by Kaiser-Frazer.

Availability: Live talent.
Running time: 15 minutes.
Cost: \$2,000.00 for five weekly.
Audition Facilities: Transcriptions.
Submitted by: Jack Rourke Productions (In New York: Gordon M. Day Advertising Service) 6331 Hollywood Boulevard, Hollywood 28, Calif.

The Rambler

Long established WIOD program, heard at 7:45-8:00 A.M. Mondays through Saturdays. Features well-known local figure, Tom Q. Smith, as "The Rambler." Rambler reports on all local news, chiefly of civic interest, and makes his own comments on various political and civic issues.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WIOD & WIOD-FM, News Tower, Miami, Fla.

Today's News Kaleidoscope

Brief summary of late news and special information just before this day-time station signs off the air. We use the latest AP spot summary, AP market summary, latest weather report, present temperature and close the program with the exact time given in minutes and seconds.
Availability: Live talent.
Running Time: 4½ minutes.
Audience Appeal: Male.
Client Suitability: Auto supply stores, men's clothing stores, garages.
Audition Facilities: Transcriptions.
Submitted by: WCPS, Tarboro, N. C.

WDXB Newspaper Of The Air

A real newspaper. National and International news, followed by local news, society news, sports news, the stock market, want ads, etc. Finely produced with tape recorder; different voice for each page and type news. Something different; something popular for Chattanoogaans.
Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WDXB, 539 Vine St., Chattanooga, Tenn.

Youth Views The News

A five minute or quarter hour program featuring Harvey Fishman, a former "quiz kid" for many years. Harve Fishman, formerly a columnist with the Chicago Daily News, and still young in years, presents the very young man's point of view as he sees the news of the world today. Harve's keen insight and youthful enthusiasm makes him a typical example of the cross-section youth of America. An excellent program with appeal to all ages.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Food products.

Audition Facilities: Transcriptions.
Submitted by: Richard Bradley Associates, 540 North Michigan Ave., Chicago 11, Ill.

In The Woman's World

News of food, fashion or home of special interest to women.
Availability: Live talent.
Running Time: 5 minutes.
Audience Appeal: Female.
Client Suitability: Department store, food manufacturer, beauty products manufacturer.
Cost: Part of general U.P. service.
Submitted by: United Press Associations, 220 East 42nd Street, New York 17, N. Y.

The World Of Tomorrow

Scientific, commercial and engineering wonders of the modern world described in news format. One main story occupies greater part of program, with two or three shorts trailing. Buck Rogersy flavor, but single voice news script.
Availability: Live talent.
Running Time: 10 minutes (carried Sundays for release any time in week).
Cost: Included in basic U.P. news report cost.
Submitted by: United Press Associations, 220 E. 42nd St., New York 17, N. Y.

Mid-Morning News

This entire newscast is built around items of interest to women listeners. Newscaster; John Eure, is introduced as a definite news personality and handles the program as such.
Availability: Live talent.
Running Time: 10 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: WDBJ, P. O. Box 150, Roanoke 2, Va.

Today In Montana

Here's the cream of the late afternoon and evening Treasure State News from KGVO's Western Montana correspondents, supplemented by radio-wire items out of the Helena UP Bureau. Scoops the early morning papers and offers an opportunity for inserts of tape recorded speeches and events. A concise, well-integrated regional news period delivered by seasoned newscaster John Rolison.

Availability: Live talent.
Running Time: 5 minutes.
Audition Facilities: Transcriptions.
Submitted by: KGVO, 132 W. Front St., Missoula, Mont.

Tomorrow's News Tonight

Program consists of one-third national and international news, one-third local and State news, one-third sports news—with John Allen Wolf, former network news announcer, as commentator. Facilities of AP news service and local reporters. Available Mon., Wed., Fri., 10:15-10:30 P.M., following Chesterfield Supper Club from NBC.
Availability: Live talent.
Running Time: 15 minutes.
Cost: Talent charge: \$10.00 per program.
Audition Facilities: Transcriptions.
Submitted by: WSFA, Montgomery 2, Ala.

These Make History

Dramatized news program featuring two actors doing many characterizations with sound effects and transcribed musical bridges on news events.
Availability: Live talent; E.T.
Running Time: 15 minutes.
Client Suitability: Local specialty stores.
Audition Facilities: Transcriptions.
Submitted by: KFI, Earle C. Anthony, Inc., 141 North Vermont Ave., Los Angeles 4, Calif.

Intermountain News Edition

This is a completely rewritten newscast, with emphasis placed upon happenings in the Intermountain states. The program includes a 30 second world headline summary followed by 9 minutes of strictly intermountain news, followed by 5 minutes of world news. The material is prepared from AP, UP, and KSL news bureau dispatches, by Wayne Kearn, KSL news editor, who airs the international news, and Max Roby, who writes and airs the intermountain news.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: KSL, Union Pacific Building, Salt Lake City 1, Utah.

The William Lang Show

Here is a program with a sales record! It did outstanding job on ABC with highly competitive product. Master-narrator William Lang talks about people, places and things of current interest. Outgrowth of Lang's The Name You Will Remember, is based on private files fifteen years in collecting. Novel reported interviews regularly feature. Teasers insuring re-tune-ins expertly introduced. Commercials thoroughly integrated. Lang always does well Hooper-wise.
Availability: Live talent; adaptable to E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Claude Barrere, 70 East 45th St., New York 17, N. Y.

Memory Hour

Obituary program designed primarily to inform listeners of the passing of friends or associates whose last rites may be held before publication through newspapers is available to many who are removed from daily newspaper delivery. Participation show sponsored by several funeral homes. Announcer reads funeral notices between transcribed music.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Morticians, monument company, cemetery, florist.
Submitted by: WSUA, Inc., 117½ West Kirkwood Ave., Bloomington, Ind.

WQXI Witness

Wherever it happens, whenever it happens a WQX-Eye Witness reporter is there to give you an on the spot report on the outstanding local news story of the day. If it's impossible for the reporter to be there on the scene with the wire recorder when the news story breaks, the reporter talks to some person or persons who were eye-witnesses to the event. The show is fifteen minutes in length and is composed of 3 to 4 eye-witnesses daily. Some of the outstanding personalities appearing in the first 8 weeks of broadcast are: Harold Stassen, Sen. Glen Taylor, Anita Colby, Danny O'Neil, Pat O'Brien, Adolphe Menjou, Governor M. E. Thompson, Ellis Arnall, Andrew Parris, Bubble Gum King and others too numerous to mention.
Availability: Live talent; E.T.
Cost: Air time plus \$50.00 talent weekly.
Audition Facilities: Transcriptions.
Submitted by: WQXI, 3165 Mathieson Drive at Peachtree, Atlanta, Ga.

Scranton Today

Scranton Today is a different type news program. Tape recorded on the spot news is featured with a semi-dramatized presentation of National and International news events. The show is tied together with a narrator and music bridges. Scranton Today embodies the following main departments: National and world news, local news on the spot features by tape recording, sports, women's features, human interest story and two minute inquiring microphone.
Availability: Live talent; E.T.
Running Time: 30 minutes.
Cost: Station time plus \$40.00 per program.
Audition Facilities: Transcriptions.
Submitted by: WSCR, Scranton 3, Pa.

WCOP Newsreel

Five minutes of news in every fifteen minutes of music from 6 to 8:30 a.m., are the essentials of the "WCOP Newsreel." Set up so that anyone tuning in can catch the latest news within ten minutes of tune-in time, the "Newsreel" utilizes AP, UP, INS, and special Boston Globe facilities, to make accurate, concise reports written by WCOP Newsmen.
Availability: Live talent.
Running Time: 2½ hours.
Audition Facilities: Transcriptions.
Submitted by: WCOP, 485 Boylston St., Boston 16, Mass.

Dateline, Kansas

Review of news highlights in Kansas during the past week. News is further highlighted by use of on-the-spot recorded interviews and reports from people who made the news plus descriptions of news-worthy events. Building large audience at present. Written, produced and announced by Lindley Hines, WREN news and special events with help of entire WREN announcing staff.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WREN, 411 W. 10th St., Topeka, Kans.

Wyoming Valley Reporter

Fifteen-minute local news program, placing radio on a par with newspapers as a medium of local news. A brand-new and lively presentation of news which sees print usually only the following day. Stories handled in an easy-to-listen-to feature-way; entertaining, informative, interesting. Program has achieved distinction because it is conceived and presented from the viewpoint of public service. Special Friday night feature: "Who's Who in Wyoming Valley" has stressed the community contribution of many local citizens.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Foods; clothing (family, ladies, gentlemen); beverages; home furnishings; automobiles; appliances.
Cost: \$160 per week.
Audition Facilities: Transcriptions.
Submitted by: WILK, 88 North Franklin St., Wilkes-Barre, Pa.

Headliner's Club

The political writer for the Hartford Courant, Jack Zaiman, covers the Conn. scene in a background news commentary, with occasional interviews with personalities. Show is a series of vignettes, profiles, stories, with politics only a small part. Friendship with hundreds of prominent Conn. people permits use of many names and incidents.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Male.
Client Suitability: Men's clothing or other establishments catering to masculine needs.
Audition Facilities: Transcriptions.
Submitted by: WDRC, 750 Main St., Hartford, Conn.

Wilbur Morrison's News Analysis

Objective analysis of world and local events. Observation from local community level, thus competes successfully with national analysts who are not so close to citizens of Utica. This is not a commentary.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Bank, gasoline retailers association, etc. Institutional.
Audition Facilities: Transcriptions.
Submitted by: WRUN & WRUN-FM, 258 Genesee St., Utica, N. Y.

The Name You Will Remember

Radio commentator William Lang is presented in a series of fascinating personality thumbnail sketches. Flexible for programming, because of its five-minute length, series includes interesting and intimate biographies of such well-known celebrities as Bing Crosby, Sigmund Romberg, Cole Porter, King Christian of Denmark, James Byrnes, and Damon Runyon. Series has 260 five-minute programs intended for three-or-five-a-week broadcasts.
Availability: E.T.
Running Time: 5 minutes.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

Radio Newsreel

Aided by over five hundred affiliates and international correspondents, this show nightly presents tape recordings of the top news of the day from all over the world. Cited by trade papers, this show often "scoops" newspapers as it presents the news in a dignified manner. Often has as many as five or six of the top figures in the world on the show via tape in one show.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Reporter-at-Large

"Reporter at large"—national award-winning news show—presents the inside information on local news and features, following a summary of latest world events. Jim Hurlbut, veteran reporter, former Marine Corps radio director, is reporter, writer and newscaster of program. Covering Chicago area news leads during the day, writing the stories, broadcasting them in his own personal news report each evening. This unique series has received greater public response than any similar program in this region.
Availability: Live talent.
Running Time: 15 minutes.
Cost: \$420 net—for six broadcasts per week.
Audition Facilities: Transcriptions.
Submitted by: WMAQ, Merchandise Mart, Chicago 54, Ill.

Twin Views of the News

News delivered in two different ways. By Gardner, syndicated throughout the country, gives the humorous side of the news in a refreshing manner. Danton Walker, also syndicated throughout the

NEWS

country, offers the "scoops" in the news and the latest news flashes. The combination of the two offers a different and fresh approach to the news of the world. The predictions of Walker have been amazingly accurate.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Clifton Utley—Commentary

Clifton Utley, one of America's foremost commentators analyzes inside news during daytime's top-listening time period, following five minutes of straight news. Mr. Utley recently cited by Sigma Delta Chi, National Honorary Professional Journalism Fraternity, goes behind local, national and international headlines interpreting and analyzing in the light of his wide experience here and abroad. Due to Clifton Utley's NBC network reputation, this program offers the sponsor a national figure available on a local basis.
Availability: Live talent.
Running Time: 10 minutes.
Cost: \$450 for five broadcasts per week.
Audition Facilities: Transcriptions.
Submitted by: WMAQ, Merchandise Mart, Chicago 54, Ill.

WWNY-FM Newsreel

The WWNY-FM Newsreel, as the title indicates, is a newsreel in listening format. Two announcers working together give the days top news interspersed with sidelights of that news, and local and national human-interest stories as well. Local and national sports are covered. Continuous voice contrast and story differences make an exceptionally listenable newscast. Attention is particularly given to colorful details which help to recreate the news picture for the listener.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WWNY & WWNY-FM, Watertown, N. Y.

590 Covers the News

News director Bill Tompkins reports the national international news—switch to Troy, New York for local Troy and up-state news by Deac Rossell—switch back to Albany for Tompkins and local Albany news—to Bob Campbell for Schenectady, New York news—switch to U. S. Weather Bureau for weather forecast—switch back to Tompkins for wrap-up.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WROW, 112 State St., Albany, N. Y.

News of the World Today

Jack Pevara, WJLS' chief announcer combines with William R. Barrett, news editor, to give Southern West Virginia listeners an up-to-the-minute and informative newscast at 6 p.m. Monday through Saturday. Newscast uses UP releases as well as much local and state news. Recent survey indicated show was most popular on the air at this period.
Availability: Live talent.
Running Time: 15 minutes.
Cost: Approx. \$20.00 weekly.
Audition Facilities: Transcriptions.
Submitted by: WJLS, Main St., Beckley, W. Va.

New Horizons in Radio

By Robert Saudek

Vice Pres. in Chg. of Public Affairs, ABC

PUBLIC interest broadcasting finally has found its own full voice in post-war radio. Giant steps have been taken by the pre-war infant which once had depended so heavily on outside welfare agencies and the like for broadcast material, to a point where it has achieved its own independence and has begun to probe issues of real import to the American people.

Public interest broadcasting made important strides immediately after the war about the time that ABC broadcast the panel series, "We, The Guilty," a series which investigated the causes and treatment of juvenile delinquency. ABC conceived and developed the series, conducted its own research into the problem and selected leading persons in child welfare work to participate in the broadcasts. In the following year ABC and CBS inaugurated documentary programs to consider and examine public problems. New patterns were developing.



SAUDEK

The postwar improvement of independent public interest broadcasting resulted in the networks and individual stations investigating the problems of bad housing (ABC's "Slums I and Slums II"), education (ABC's "School Teacher—1947" and CBS' "Report Card") and other issues of vital importance to the nation. A recent exploration in this type of broadcasting was undertaken by ABC in its presentation of the first network documentary on social diseases titled, "V.D."

To present the documentary broadcasts, radio has utilized the experience that characterizes its major dramatic and entertainment programs so that the informative facts are made exciting and entertaining. To dramatize the 812 page book, "America's Needs and Resources," written by eminent economists, ABC produced a musical fantasy, "1960?? Jimminy Cricket!"

With the development of television, adding sight and motion to sound, public interest programming will become an even greater factor in broadcasting.

Public Service Programs

By Lyman Bryson

Counsellor on Public Affairs, CBS

IT IS still true, in spite of the fact that it has been said so often, that all broadcasting is, or should be, public service. Certainly good entertainment is public service of great importance. News and discussion programs are not the only real instruments of public enlightenment. There has been, up to recently, however, a general policy among the major broadcasters that kept public service more or less segregated from other broadcasting. That distinction, is now breaking down and the most significant trend in "public service" today is the effort to build programs that will hold their own in the entertainment competition and still have something to say.



BRYSON

There are several reasons for this. One is that broadcasting by non-commercial agencies, such as educational institutions, municipal school boards, colleges and state systems, is growing and can be expected to grow much faster as FM licenses are put into use. Educational broadcasting is still a major concern of the networks and the big commercial stations and I think it always will be. But educational broadcasting, narrowly defined as a supplement to class work, is now almost entirely the business of professional educators and publicly supported stations.

**John and Mickey**

Although Mickey Watkins does most of the talking on this program, her husband, capable WBBQ commercial manager John Watkins gets in a word edgewise occasionally to give the man's viewpoint on controversial questions and problems of home life. This program is scheduled to reach the maximum women's audience. By the way, Mickey was once a prominent broadcaster on one of the nation's largest 50,000-watt stations.

Availability: Live talent.
Running Time: 15 minutes (can be expanded to 30).
Audience Appeal: Female.
Cost: 15 min. strip \$11.80; 5 min. strip \$5.90; spots \$3.30.
Audition Facilities: Transcriptions.
Submitted by: WBBQ, Augusta, Ga.

Marilyn Presents

Program, a 45-minute feature 9:15 to 10:00 AM daily Monday through Fridays, is presented in an informal manner by Marilyn Case. Program is backed with some 12 years experience on the part of "Marilyn" in handling such programs that are not—recipe cooking chat shows. Music is transcribed, with interviews with local women, and men from time to time. A weekly "Meet Your Neighbor" feature is conducted every Friday on the show.

Availability: Live talent; E.T.
Running Time: 45 minutes.
Submitted by: WINK, Ft. Myers, Fla.

The Ole Scrap Book

Of definite female appeal, with bits of poetry and homespun philosophy. Program has been running for five years without interruption on three Southeastern stations. Program gives each day birthday salutes to all listeners who have birthday that day. Mail response on this good.

Availability: E.T.
Running Time: 11½ Minutes.
Audience Appeal: Female.
Client Suitability: Laundry, bakery, grocery store, etc.
Cost: \$1.50 per transcription. Each transcription contains two programs.
Audition Facilities: Transcriptions.
Submitted by: Southeastern Broadcasting Company, WKLF, P.O. Box 372, Clanton, Alabama.

Romance

This show consists of four elements: (1) Romantic music, (2) Commercials stressing romance in the industry of fashion design, style, and selling of fine clothing, (3) An interview with a bride-elect and presentation of a beautiful blue garter for her wedding ensemble, (4) A romantic-voiced announcer reading commercials and making introductions over a happy background.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Female clothier or flower or jewelry shop.
Cost: Air time plus talent for interviewer plus ASCAP.
Submitted by: WIZE, 117 West High Street, Springfield 35, Ohio.

Silver & Gold

Waltz music by piano, organ and voice. Program salutes those couples who are celebrating 25th, 50th and over anniversaries. Oldest couple receives bouquet;

every couple receives theater tickets. Format is for maximum of music and minimum of talk. Has tremendous pull from an interest standpoint—music attracts one group—names the families and acquaintances.

Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WHEC, Inc., 40 Franklin St., Rochester 4, N. Y.

Tell Your Neighbor

Mutual Co-Op starring Walter Mason. Chit-chat, poems, thoughts of day, etc. Valuable prize given. Personal touch of having names called on network. A mid-morning "natural" for women doing their housework, also some audience among older men; retired farmers, shut-ins, et al.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Cost: \$1.00 per program, plus time.
Submitted by: KVOP, Plainview, Texas.

Today Is Yours

This program consists of three elements: (1) Letters sent by local citizenry are edited, and read on air. (These are letters saluting good neighbors, worthwhile friends, notable anniversaries, etc.), (2) Music selected to fit the letter of the day, (3) Presentation of a cake to a saluter; presentation of a dozen doughnuts to saluter.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Florist, bakery, ladies' finery, dry cleaning, etc.
Cost: Air time plus ASCAP.
Submitted by: WIZE, 117 West High Street, Springfield 35, Ohio.

The Trading Post

This program now in its 10th consecutive year will trade pianos for rugs—fur coats for furniture—every program is followed by an average of 75 personal calls when broadcaster gives name and phone number of parties offering articles or wanting them.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Public service organization.
Audition Facilities: Transcriptions.
Submitted by: WIBX, First Bank Bldg., Utica 2, N. Y.

The WSPR Hostess Service

Springfield's "Mr. and Mrs." radio team, Dorothea King, director of women's features, and Harry Robator, staff announcer. (Miss King is Mrs. Harry Robator in private life.) It's a chatty session between them on subjects vital to women, but from the triangular slant of: 1—a woman; 2—a man; 3—a husband and wife. It's a three-a-week stint, covering homemakers' hints, social news and miscellaneous homey chatter.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$52 per program.
Audition Facilities: Transcriptions.
Submitted by: WSPR, Inc., WSPR Building, 63 Chestnut St., Springfield 5, Mass.

Among Us Girls

A program of breakfast-time chatter with Hostess Eileen with comment run-

ning from food to fashion; latest trends in interior decoration and latest developments in world of science making for better living; features weekly selection of New England woman who is making her community a better place to live in; 17 jewel wrist watch awarded weekly for finest suggestion; stars of stage, screen and radio have been program guests.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Food, furniture, clothes, jewelry, millinery, etc.
Cost: Announcements: \$25 plus \$10 talent fee.
Audition Facilities: Transcriptions.
Submitted by: WLAW, 2/8 Essex St., Lawrence, Mass.

Breakfast Basket

Quarter hour telephone show. Ladies are called and asked to answer questions on housekeeping. If they answer correctly they are given a prize (two pounds of fresh meat or 24 pounds of laundry done), if not they invite a neighbor lady in for breakfast the following morning and then they both win prizes for being good neighbors. "Orville the Organist" carries the TR music and gags.

Running Time: 14½ minutes.
Audience Appeal: Female.
Client Suitability: Groceries, meat markets, automatic laundries, appliance stores, all feminine agencies.
Audition Facilities: Transcriptions.
Submitted by: WMKN, North Main St., Marion, Ohio.

Buy-Lines For Women

Fannie C. Hogan, WHJB women's reporter, presents news of interest to women—the changing fashions, the home, the sciences and the arts. Available for 15-minute sponsorship or on a participation basis.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: WHJB, Penn Albert Hotel, Greensburg, Pa.

Housewife Request

A musical program based on requests from the housewife only. With a sprinkling of letters requesting songs for "shut-ins" or special events in the lives of the listeners. Format is based on the fact dad has his sports, the children have their musical program, so here is one program just for the housewife. Music used runs from the semi classics to old favorites, excluding only hillbilly and jive. The requests are in great enough numbers to avoid repetition of musical selections.

Availability: Live talent; E.T.
Running Time: 45 minutes in 15 min. segments.
Audience Appeal: Female.
Cost: Five dollars talent per quarter hour plus station time.
Audition Facilities: Transcriptions.
Submitted by: WPAY, Portsmouth, Ohio.

Listen While You Work

Here is a "Fall" guy for the gals in Evansville, Ind. and surrounding area. Bill Fall, popular Evansville radio figure, in 30 minutes of anything but typical chatter and musical presentation for the ladies of the Tri-State area. Fall has fun with his "back fence gossip" capitalizing

on letters from the ladies and enjoys a rare feminine listener following.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: WEOA, 24 N. W. Third St., Evansville 8, Ind.

Love Letters And Love Songs

A five-minute program, in a completed series of 260 programs, with each program devoted to a famous love letter and a love song.

Availability: Live talent.
Running Time: 5 minutes.
Audience Appeal: Female.
Client Suitability: Beauty parlors, dress shops, jewelry stores.
Submitted by: Broadcast Music, Inc., 580 Fifth Ave., New York 19, N. Y.

The Addison Pelletier Show

Miss Addison Pelletier's compelling narration, a vast variety of personally collected material, and Adele Scott's outstanding music combine in a network calibre production that informs as well as entertains. This unique program contains all the proven daytime appeals—home service, romance, humor, inspiration—plus the undeniable appeal of true experiences. All material with story appeal, written and produced with "woman appeal." Generous, personalized commercial time. 130 quarter hrs. available on Columbia transcriptions.

Availability: E.T.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Department stores, any home product, beauty salons, utility companies, cigarette or wine firms—any service or product for women.
Audition Facilities: Transcriptions.
Submitted by: Eugenia Price Productions, 75 East Division St., Chicago 10, Ill.

Flo's Feminine Page

Daily from 10:30 to 11:00, talented Florence Gullickson entertains housewives with inside Hollywood gossip, the latest fashion news, cooking hints, household hints. Program made even more appealing by guests—well-known local women. Not "just another show"—just ask the home folks!

Availability: Live talent; E. T.
Running Time: 30 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: WDXB, 539 Vine St., Chattanooga, Tenn.

Gift Shop Of The Air

Here is a program combining pattern, poetry and the nostalgia of favorite songs. Bette Smiley accompanies herself on the piano and engages in badinage with announcer. Talk usually itself with a letter selected by Bette requesting so-called "Memory Tune," submitted by a listener. Writer of letter read on program gets any gift she has requested. Gifts are small and emphasis, despite title of show, is not on gift but on the music and general camaraderie between listeners, announcer and Bette.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WCAE, Inc., Wm. Penn Hotel, Pittsburgh 19, Pa.

Judy And Jed

Man and woman, rural characters. Jed is editor of local newspaper. Program maintains story thread and incorporates human interest news items, recaps, discussions on current affairs, music, local events, and interviews with interesting personalities. Combination story line and news makes this program a little out of the general run.

Availability: Live talent; E. T.
Running Time: 14½ minutes.
Audience Appeal: Female.
Client Suitability: Household products, food, department store.
Audition Facilities: Transcriptions.
Submitted by: WRBL, Columbus, Ga.

The Florence Sando Show

Florence Sando, director of women's activities of WCAE, does a show for the alert modern woman slightly off the usual femme program. An actress and former department store official, Miss Sando has a rare combination of interest in the arts and merchandising. She discards the usual recipe-type woman's show for a fast, alert treatment on the visiting celebs. Housekeeping hints only rarely and when of a special character.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Cost: \$30 per single participation.
Audition Facilities: Transcriptions.
Submitted by: WCAE, Inc., Wm. Penn Hotel, Pittsburgh, Pa.

Shirley's Scrapbook

Miss Shirley Rae, feature editor conducts a five-day strip on home furnishing, decorating and interviews with celebrities visiting the Northwest. It is informal and helpful to many housewives and enjoys a large women's audience.

Availability: Live talent.
Running Time: 14½ minutes.
Audience Appeal: Female.
Client Suitability: Furniture stores, home decorators, food stores & women's stores.
Cost: \$5.00 talent per program.
Audition Facilities: Transcriptions.
Submitted by: Everett Broadcasting Co., Inc., KRKO, Everett, Wash.

Stitchin' Time

Program opens with news about women, shopping tips, fashion news and other women's news. One recording is used each day after about seven minutes of news. After recording, announcer reads out household hint sent in by a listener and awards her two tickets to a local theater. Listeners send in their favorite recipes and household hints. The winner is chosen for the tickets by the announcer who handles the show.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Women's stores, beauty shops, grocery stores.
Audition Facilities: Transcriptions.
Submitted by: WCPS, Tarboro, N. C.

Taken From Life

Here is a quarter-hour narration of success stories with a most unique treatment of this type of format.

Availability: Live talent.
Running Time: 15 or 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Richard Bradley Associates, 540 North Michigan Ave., Chicago 11, Ill.

Kitchen Party

Helen Neville, a graduate home economist, former school teacher, and mother of three children conducts an audience

participation program in the demonstration room of the Electric Building. Lunch-noon served previous to the program. Representative women's organizations are invited daily and honored during the program. At a recent anniversary broadcast of this program delivered a turn-out of 4500 people. Uses pot pooves, community sings, riddles, etc.
Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Female.
Cost: \$30 per spot announcement.
Audition Facilities: Transcriptions.
Submitted by: WKBW, 1333 Rand Building, Buffalo 3, N. Y.

Jane Ellen Ball—Woman Commentator

Participation program of news of interest to women, interviews with special people; Good, straight news giving program with a "punch"—Gives recipes, household helpful hints, stories in the news about famous people which she calls "Giving the back page news first."

Availability: Live talent; E.T.
Running Time: 15 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: WJAS, 1406 Chamber of Commerce Bldg., Pittsburgh 19, Pa.

Listeners' Exchange

"Listeners' Exchange," conducted by Meredith Young, is a clearing house for listeners' questions and answers, problems and solutions . . . patterned on the highly successful "Woman's Page" feature in daily newspapers. Questions vary from how to keep a small child amused while making a long automobile trip to where swimming lessons are given in Washington. Each week, five merchandise prizes are awarded to listeners sending in the best presented problems, solutions and ideas.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Food, cleansers, household articles, children's clothing.
Audition Facilities: Transcriptions.
Submitted by: WOL, 1627 K Street, N.W., Washington 6, D. C.

The Market Basket

Dianna Deanne, KITS food specialist, takes a portable wire recorder to a different home each morning—interviews housewives about household hints, short cuts in housekeeping, favorite recipes and such. Chats about church work, club work, children and school problems. Presents the housewife with a basket containing participating sponsors products and offers to "buy" one item daily for cash if the housewife has unused portion in her pantry or refrigerator.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Food accounts. Limited to one product of each type.
Audition Facilities: Transcriptions.
Submitted by: KITS, Chamber of Commerce Building, Springfield, Mo.

Woman's Club of the Air

Two people run show . . . Peg Graham and Warren Marshall, presenting recipes, poetry, a salute to the birthdays and anniversaries being celebrated, news of women throughout the locality, state, country and the world, blending in commercials for local advertisers. Gifts given daily to "Lucky Ladies" with contest for larger prizes run every five or six months. Large listening audience proven fact.

Availability: Live talent.

FEMININE ANGLE

Running Time: 29½ minutes.
Audience Appeal: Female.
Cost: Limit of live advertisements, \$7.50 each. Total \$37.50.
Submitted by: KDIX, 28 First Ave., West, Dickinson, North Dakota.

Cinderella Weekend

A live talent give-away program with the grand prize a free weekend in New York; a sure audience builder with proven sales ability.
Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Female.
Cost: \$600 weekly including prizes.
Audition Facilities: Transcriptions.
Submitted by: WJMO, 2157 Euclid Ave., Cleveland 15, Ohio.

Downtown and All Around

Husband and wife show featuring guest stars of stage and screen, people who have interesting jobs and Southern California living in general.
Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: KFI, Earle C. Anthony, Inc., 141 North Vermont Ave., Los Angeles 4, Calif.

Your Radio Neighbor

Betty Sills conducts interviews of colorful personalities, new-comers, clearing house for feminine ideas of all kinds. Has membership club for "Neighbors." Recipes, hints, and general information for ladies.
Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Female.
Suggested for: Afternoon.
Client Suitability: Food products; ladies wearing apparel.
Number of Artists: 1.
Cost: \$248 weekly (five half-hours).
Audition Facilities: Transcriptions.
Submitted by: WLAV, Grand Rapids 2, Mich.

The Housewife's Helper

A program of light and informal patter, consisting of (out of this world) household hints, outlandish recipes, telephone contests in which the listener participates in the program from her own home. Prizes galore including shoes, electrical appliances, etc., are awarded. Many novel ideas carried out such as origination of Open House Party from Emcee Eddie Cowell's own home, when 2000 lady listeners requested reservations. Studio parties are held once a month, where the ladies take part in unique contests and valuable prizes are offered.
Availability: Live talent; E.T.
Running Time: 30 minutes.
Client Suitability: Furniture, appliances, dept. store, shoe store.
Audition Facilities: Transcriptions.
Submitted by: WJHL, Main St., Johnson City, Tenn.

Hunt For Happiness

A program designed to reach every woman listener in the North Jersey area. Features Adele Hunt, timely hints for the woman on homemaking, other interests, beauty, interviews with nationally and locally prominent guests, and special segments such as "The Mayor's Wife," "The Woman Talks," with the wives of North Jersey officials and club women participating.
Availability: Live talent.

Running Time: 30 minutes.
Audience Appeal: Female.
Audition Facilities: Will Pipe Live Talent.
Submitted by: WPAT, 7 Church St., Paterson 1, N. J.

Carolyn King

A program of news, views and highlights on the latest fashions for women. Daily features for women from the radio-wires of UP and AP are presented in a personalized manner. Frequent guest and contest winners are interviewed. Saturday morning program is used for story telling for the children.
Availability: Live talent; E.T.
Running Time: 15 minutes.
Client Suitability: Department store, ladies apparel.

Audition Facilities: Transcriptions.
Submitted by: WJHL, Main St., Johnson City, Tenn.

Make Home Your Hobby

A great need exists for professional advice in home decorating and kindred subjects by the middle and low income groups making up our great mass markets. Emily Westcott, one time head of the New York School for Design for Women, has wanted to share her knowledge of Color Dynamics, Decorating, Furniture, etc., acquired in years of study, travel and practical application. From many talks in factories and plants has grown the radio program, successfully tested on WIBX, Utica.

Availability: E.T. Custom Built.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Claude Barrere, 70 East 45th St., New York 17, N. Y.

Margaret Masters' Kitchen

Margaret Masters talks about cooking and meal planning—not in terms of calories and proteins—but in conversational terms of budgets, balanced meals, good eating, and human interest experiences. Each week she offers free charts to listeners on 21 meals for a family of five for \$20, appealing to the housewife battling high prices. Each program includes a "good cook" interview and a favorite recipe. Commercials are integrated into the chatter.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Best suited for food or household product.
Audition Facilities: Transcriptions.
Submitted by: KSL, Pacific Building, Lake City 1, Utah.

The Pattees

Connecticut's original "Mr. and Mrs." program, conducted Mon. through Fri. by Floyd and Betty Pattee. Majority of programs feature informal interviews with authors, theatre people, persons having interesting or unusual hobbies or vocations, etc. Program topics cover a wide range: Family life (authentic because the Pattees have four small children); everyday home problems; movies; plays; books. Commercial message of each product or service advertised is woven into conversation in most effective manner.

Availability: Live talent.
Running Time: 29½ minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: WTHT, 555 Asylum St., Hartford 5, Conn.

FEMININE ANGLE

The 1010 Club

The show is opened with a transcription of Alexander's Ragtime Band—an informal greeting followed by the master and mistress of ceremonies. The body of the program includes birthday greetings, dedications, household hints, Hollywood News, Women's News, Initiations into the club, Club news and membership drives, and a Thought for the Day and Hymn for the Day. Six or seven records are played. This is a participating program and at the present there are four merchants giving a gift to members each day. Ted McKay and Marian Osborn, M.C.'s.

Availability: Live talent.

Running Time: 50 minutes.

Audience Appeal: Female.

Audition Facilities: Transcriptions.

Submitted by: WSUA, Inc., 117½ West Kirkwood Ave., Bloomington, Ind.

Bringing Up Junior

The only authoritative program on child care that includes a glamour angle. Lovely stage and screen star Paula Stone discusses the daily activities and problems of a young mother raising her infant and his three year old brother. Prominent child psychiatrists, pediatricians, teachers, doctors, and health and social study authorities drop in to visit Paula and give her expert advice on the care and raising of her two children. Each program features a wire-recorded actual account of some form of child behavior.

Availability: Live talent; E.T.

Running Time: 15 minutes.

Audience Appeal: Female.

Client Suitability: Manufacturer of baby products and General.

Audition Facilities: Transcriptions; Will Pipe Live Talent.

Submitted by: Gainsborough Associates, Inc., 234 West 44th St., New York 18, N. Y.

Folks Like Us

This program is conducted by Miss Goldie Schlosser Ackerman, talented, well-known personality in Flint, who writes, and airs, an "Eddie Guest" type of verse—using as the basis of her material, the actual family problems, the happiness, the sorrow, the thoughts that every woman experiences in her own home. Since starting her program a year and a half ago, Miss Ackerman has been requested to appear as Mistress of Ceremonies at more than 75 Mother and Daughter banquets, as well as other social functions.

Availability: Live talent.

Running Time: 15 minutes.

Audience Appeal: Female.

Number of Artists: 2.

Cost: \$15.00, plus organist, and station time.

Audition Facilities: Transcriptions.

Submitted by: WFDF, 1632 Mott Foundation Bldg., Flint, Mich.

The Claire Gibson Show

An informal program for women featuring Claire Gibson supported by Don Duncan—presenting information on foods, fashions, club activities and other subjects of interest to the homemaker. Interviews with interesting guests are a consistent feature. There is no concentration on celebrities, but rather an attempt to present interesting and informative cross sections of humanity. Claire Gibson's

friendly warmth and intelligence does a marvelous sales job.

Availability: Live talent.

Running Time: 30 minutes.

Audience Appeal: Female.

Client Suitability: Women's products and food.

Audition Facilities: Transcriptions.

Submitted by: WONS, 54 Pratt St., Hartford 4, Conn.

The Greatest Thing In The World

Features the well known radio personality, Guy Nealand, in a program of poetry and philosophical reading including humor, pathos, religion, humanity and comforting thought. Theme is based on the idea that the "Greatest Thing In The World" is love—love of life, love between human beings, love for all that is good and righteous. Hedlund's melodious voice and sincere conviction make this program extremely listenable.

Availability: Live talent.

Running Time: 15 or 30 minutes.

Audience Appeal: Female.

Audition Facilities: Transcriptions.

Submitted by: WONS, 54 Pratt St., Hartford 4, Conn.

Weekend Diary

Glamorous Adelaide Hawley, noted NBC commentator and women's editor of the MGM "News of the Day" newsreel, presents excerpts from her weekly diary of interviews with famous people (wire-recorded), reviews of fashion, glamour hints, women's news, and comments on new plays, new movies, and new books. Just the show for a delightful break in mid-afternoon listening presented in the incomparable Adelaide Hawley manner.

Availability: Live talent.

Running Time: 15 minutes.

Audience Appeal: Female.

Audition Facilities: Will Pipe Live Talent.

Submitted by: Gainsborough Associates, Inc., 234 West 44th St., New York 18, N. Y.

Women's Edition

Miss Florence Cox conducts the cooking, gardening, fashion and children's pages of "Women's Edition"—with recipes and household aids sent in by listeners. Tested and approved in WJLB AM and FM's test kitchen. Here is a woman's program with a fresh approach on a reliable type of program—with "giveaways" and guest appearances of listeners.

Availability: Live talent.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: WJLB & WJLB-FM, 3100 Broderick Tower, Detroit 26, Mich.

Memos and Melodies

Memos on food, fashions, the home, children, beauty care, and other miscellaneous matters of interest to women are interwoven with melodies appealing to women. Show is handled conversationally with Jean Campbell, woman's director, and Jim Smallwood, announcer with commercials interwoven in script. Purpose of the program is to bring answers to the homemakers about their every-day down-to-earth problems. Informality is the keynote.

Availability: Live talent.

Running Time: 30 minutes.

Audience Appeal: Female.

Audition Facilities: Transcriptions.

Submitted by: WEEK, Commercial Nat'l Bank, Peoria 2, Ill.

Our Neighborhood— Fay Clark

Not just another homemakers' show but one which appeals to women whose interests extend beyond the home itself. Now in its 12th year on the air. Almost daily guests prominent in industry, government and local business and social life. All commercials given Fay's personal, friendly air treatment.

Availability: Live talent.

Running Time: 30 minutes.

Audience Appeal: Female.

Audition Facilities: Transcriptions.

Submitted by: WBRY, 136 Grand St., Waterbury 89, Conn.

Over the Back Fence

A chatty fifteen minutes with the housewife about a variety of subjects ranging from soups to husbands. Informally produced with the element of gossip and helpful hints geared to the housewives problems and interests. Lindley Hines is the chief attraction for the ladies to join him "Over the Back Fence."

Availability: Live talent; E.T.

Running Time: 15 minutes.

Audience Appeal: Female.

Audition Facilities: Transcriptions.

Submitted by: WREN, 411 W. 10th St., Topeka, Kans.

Tarry With Larry

Content of the show is made up of poetry, philosophical gems and human interest stories presented in such a manner as to make it a combination of Ted Malone and Fletcher Wiley. An atmosphere of confidence is created with a distinct personal, friendly touch, which serves to make the listener unawarably vulnerable to the commercial message.

Availability: Live talent; E.T.

Running Time: 15 minutes.

Audience Appeal: Female.

Audition Facilities: Transcriptions.

Submitted by: WABJ, Adrian, Mich.

Woman Of The Week

Each week an outstanding woman in the community is selected and honored on this program, because of service to family, the community, civic interest, etc. The "Woman of the Week" is presented with a worth-while gift.

Availability: Live talent.

Running Time: 15 minutes.

Audience Appeal: Female.

Client Suitability: Woman's clothing store, florist.

Audition Facilities: Transcriptions.

Submitted by: KWC, Muscatine Broadcasting Co., Ltd., Muscatine, Iowa.

Art Baker's Notebook

Art Baker's Notebook is a woman's program—that men like to listen to. Light, whimsical, and often humorously nostalgic, he sticks pretty close to homey, everyday topics. Some radio programs are instructive and formal, like listening to a learned guest in the parlor. Art Baker is more like the type to make an informal call in the kitchen. Most familiar phrase in correspondence: "and you seem just like one of the family. . . ."

Availability: Live talent.

Running Time: 15 minutes.

Cost: \$42.50 per participation; sold in blocks of two, three, four or five times per week.

Audition Facilities: Transcriptions.

Submitted by: KCMO Broadcasting Co., 1515 Commerce Building, Kansas City 6, Mo.

First Lady

Interesting stories of the White House dramatized with a strong feminine appeal.

Availability: Live talent.

Running Time: 15 minutes.

Audience Appeal: Female.

Audition Facilities: Will Pipe Live Talent.

Submitted by: Paul F. Adler Associates, 535 Fifth Ave., New York 17, N. Y.

Heart's Desire

Based on the premise that everyone has a genuine and real "heart's desire" this program grants these heart's desires based on the sincerity of the letters received. M.C. Ben Alexander handles the women who read the letters over the air with deftness, and comments on the desires included in the letters with great sincerity. Great promotional and publicity values in the show.

Availability: E.T.

Running Time: 30 minutes.

Audience Appeal: Female.

Audition Facilities: Transcriptions.

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

Little Women

Little Women—Martha—Joy and Niki Hull! Joy age 13 and Niki 9, keep their mother, Martha, as wide awake as their audience. The entire program is ad libbed—unrehearsed and the topics of conversation may cover household duties and children's allowances—then veer off to why Daddy takes a nap after dinner. They talk about hair styles—Lincoln—medicine—or why teacher kept them in after school (both children are very normal). The adult appeal is here—but the kiddies like it too! It's entertainment for the entire family.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Food product, household and cosmetic products.

Cost: \$140.00 per week, 5 programs, plus time cost.

Audition Facilities: Transcriptions.

Submitted by: KCMO Broadcasting Co., 1515 Commerce Bldg., Kansas City 6, Mo.

Ladies First

Trummell McCall, school teacher, lecturer and former colored news columnist, presents negro women's news in fashions and the culinary art, accomplishments of negro women and interviews with famous negro women in music, art and literary field.

Availability: Live talent.

Running Time: 14 minutes.

Client Suitability: Foods, cosmetics, women's apparel, beauty salon.

Audition Facilities: Transcriptions.

Submitted by: WTEL, 4312 N. Broad St., Philadelphia 40, Pa.

Hilltop House

This famous Top Ten daytime serial returns to the air "packed with the kind of voltage listeners like" (Variety). Scripted by Addy Richton and Lynn Stone, both noted for their successful

Commercial daytime radio, Hilltop House
on Hoopers as high as 8.0; topped the
daytime sponsored median by 50 per cent
when sponsored. Denis of the N. Y. Post
recommends this warm and appealing
story as "A better-than-average soaper,
with a healthy social viewpoint."
Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting
System, 485 Madison Ave., New
York 22, N. Y.

Strictly For Girls

Ed Kobak and Bob Hambley conduct
his format-less half hour featuring the
gamy adventures of "Marjory Margarine,
lady street-cleaner." They kid the girls
from 8 to 80 with nonsensical recipes,
terrifying beauty hints and advice to the
levelorn—and the girls apparently love
it. There's occasional music in the show
to allow listeners to catch their breaths.
Current sponsor is mythical "Phosphores-
cent Toothpaste" but participations are
open.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: WNJR, 91-93 Halsey St.,
Newark 2, N. J.

The Mary Cherry Program

The Mary Cherry Program tells the
homemaker new and simplified ways for
doing the things which keep a husband
happy, principally tasty dishes and meals
easy to prepare. Mary Cherry's charm-
ing personality is reflected in her warm,
friendly manner of advising the thou-
sands of women in the WGY area. Mary
Cherry has a rich background of experi-
ence upon which to draw. Not only has
Mary had agency experience but her ad-
ventures and experiences as an overseas
Red Cross Worker provides interesting
anecdotes. Mary Cherry, a wife and
mother herself, knows the problems of
the day-to-day homemaker. Total of four
participations each program.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Audience Appeal: Female.
Cost: \$40.00 gross per participation.
Audition Facilities: Transcriptions.
Submitted by: WGY, 1 River Road, Schen-
ectady 5, N. Y.

Date With Dot

Program consists of sweet, popular mu-
sic interspersed with chatter between Dot
and announcer, covering all fields of gen-
eral interest to a female audience. Con-
versations are held to a minimum allow-
ing sufficient time for predominant music.
Chatter light and informative, covering
food news, household hints, fashion notes
and anecdotes.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Female.
Cost: \$40.00 week talent plus station time
charge.

Audition Facilities: Transcriptions.
Submitted by: WKAX, 1710 6th Ave. No.,
Birmingham, Ala.

Here's Jane Webster

This is a daily fifteen-minute stint fea-
turing Jane Webster and Bob Gillespie.
Jane talks about everything of interest
to women. A new recipe is given daily
by Jane along with other facts. Inter-
views with notables are featured. One

musical selection each day.
Availability: Live talent; E. T.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Food and household
products; women's clothing and ac-
cessories.
Audition Facilities: Transcriptions.
Submitted by: WWCO, 119 West Main
St., Waterbury 32, Conn.

The Mystery Chef

Discussing one of the world's most vital
subjects, Food—The Mystery Chef gives
recipes in such a simple manner that a
12-year-old child can cook like an expert.
His recipes always include foods that are
easily obtainable and at reasonable
cost. Due to high food costs, this pro-
gram is of utmost importance to house-
wives today. 175 quarter-hour programs
available.

Availability: E. T.
Running Time: 15 minutes.
Audience Appeal: Female.
Number of Artists: 2.
Audition Facilities: Transcriptions.
Submitted by: Harry S. Goodman Radio
Productions, 19 E. 53rd St., New York
22, N. Y.

Radio's Stork Club

This audience-participation program
has been created around the greatest
factor in the average woman's life . . .
her baby. Never before has a program
been devoted to just the things that
young mothers like to talk and hear
about. Never has such an array of topics,
questions, and information been woven
into such a delightful half-hour, and all
santed to the mother and homemaker.
There are added gimmicks for dads and
even for grandmothers, too, and fun for
everybody.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: Commodore Productions
and Artists, Inc., 1350 N. Highland
Ave., Hollywood 28, Calif.

Women and Children First

A more personalized approach to per-
tinent problems and items of interest con-
cerning women, youngsters, and teen
agers. Program conducted as weekly
forum handled by Esther Mullin with
entire panel made up of one age group
or, as in case of adults, group type such
as professional, housewife, etc. Under
Miss Mullin's guidance, program moves
quickly, is highly informative and enter-
taining.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WGAR, Hotel Statler,
Cleveland 1, Ohio.

Allen Prescott—The Wife Saver

The same Allen Prescott who set the
nation giggling via the NBC network—
the same lighthearted personality who
created that fabulous character, "The
Wife Saver,"—the same show that has
brought fan mail by the carload to a
score of nationally-known advertisers is
recorded now for local and regional
broadcast. Full of uproarious informality
and useful household information, pro-
gram features Prescott, with Brad Rey-
nolds as stooge and songster. Series has

FEMININE ANGLE

156 quarter hours for three-a-week airing.
Availability: E.T.
Running Time: 15 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Di-
vision, 30 Rockefeller Plaza, New
York 20, N. Y.

Shopping Circle

Leading woman commentator in the
area, Janet Ross gives practical, helpful
information on a wide variety of subjects
of special interest to women: clothes,
home decorating, furnishings, fashions,
etc. Miss Ross writes her own continuity
and the one-minute commercials on this
participation show are woven in skillfully.
On the air for over 14 years, Miss Ross
has built a great and loyal audience of
women listeners who follow her shop-
ping suggestions.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: KDKA, Grant Bldg., Pitts-
burgh, Pa.

Silver Sails

Original poetry and intimate human
stories with atmospheric music. Good
poems written by listeners from many
walks of life and edited by authorities.
Each verse is accompanied by a per-
sonal story telling why the poem was
written and giving incidents which made
it important in the life of someone like
your average listener. Tested in Chicago,
Hartford and New York City. M.C. is
Jack Brinkley, who has been successful
with this type of show on major net-
works for many years.

Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Brinkley Recording Com-
pany, 232 E. Erie St., Chicago 11,
Ill.

Something For The Ladies

Two boys and a girl exchange chat
about what's going on around various
neighborhoods, with a comedy angle
built around the girl who plays "Dumb
Dora" type. Each show features outstand-
ing guest, either a visiting celeb or some
local figure who's in the news. Tops in
smooth recorded music is used to break
talk, and one live violin and piano tune
on each show, with Eugene Jelesnik and
Larry Pryor. Kay Richins and Will Wright
are regular men on show, with Jane
O'Toole character.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: KDYL, 143 South Main St.,
Salt Lake City 1, Utah.

Your Baby's Health

Every mother will be glad to hear the
advice of Dr. Frederic Damrau on the
care of her baby. In simple conversa-
tional interviews, this program provides
correct information on the care, bringing
up and psychological guidance of babies
and young children. It is interesting and

practical as well as educational. The
program was sponsored for 26 weeks on
a major station.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Mothers.
Client Suitability: Baby product.
Audition Facilities: Transcriptions.
Submitted by: Frederic Damrau, M.D.,
247 Park Ave., New York 17, N. Y.

Furs on Parade (1948-49 Edition)

Acclaimed as the most successful fur
promotion ever created or produced. Re-
vised each season to conform to current
and forthcoming style trends, and to keep
pace with the newest fashions and muta-
tion furs. So comprehensive and accurate,
that leading fur retailers use this program,
aside from promoting and selling furs,
to educate and train their sales per-
sonnel! Former editions have sold mil-
lions of dollars worth of furs, and have
established the sponsors as the fur
headquarters in their respective cities.
Production is handled so that the pro-
gram sounds like a locally built show
in each city, with the sponsor's own fur
expert featured in each episode. The 39
programs in this series cover everything
in the field of furs. Available on a syndi-
cated basis at low cost, exclusive to one
sponsor in a city.

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Furriers, department
stores, specialty shops.
Audition Facilities: E.T.
Submitted by: Kasper-Gordon, Inc., 140
Boylston St., Boston 16, Mass.

Meet Mrs. America

Daytime across-the-board package
built and developed around the Mrs.
America who will be crowned at Asbury
Park, N. J., on September 12. Mrs.
America will conduct "magazine" de-
partments with guest-star interviews and
a once-a-week feminine "gimmick" with
a national award category. Direction and
talent co-ordination — Joan Sinclair;
Scripts — Barbara Hotchkiss; Program
editorial content—Leonard Traube.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Presentation outline.
Submitted by: White Productions & Leon-
ard Traube Associates, 125 East 50th
St., New York 22, N. Y.

Pat And A Mike

A show tailored for the busy housewife.
Runs the gamut from "atomizers to
zebras." Anything and everything is dis-
cussed by Pat Becker, just so there's
human-interest in it and will hit a re-
sponsive chord with Mrs. Average Lis-
tener. Pat has the knack of "being one
of the girls" and never "preaches"—
never talks "down" to her audience. If it's
a new fashion show or a new zipper
guaranteed not to stick and rile Milady's
temper—Pat Becker will tell you about it.
Availability: Live talent; E.T.
Running Time: 15 minutes.
Audience Appeal: Female.

Cost: \$7.50 per spot announcement; \$35
per show.
Audition Facilities: Transcriptions; Will
Pipe Live Talent.
Submitted by: WWRL, 41-30 58th St.,
Woodside, N. Y.



Blackstone, Magic Detective

The world's greatest living magician in his own radio series. Each quarter-hour complete in itself. Containing an intriguing mystery followed with an interesting magic trick that the listener himself can perform and mystify his friends. Booklet of Blackstone Magic is excellent tie-in, available with program. 78 shows already transcribed. Successfully sponsored by Richfield Oil Corp. of New York, and 23 markets of Ohio, West Virginia, Pennsylvania by Pennzoil Corp.
Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Oil companies, bakers, dairies, brewers.
Audition Facilities: Transcriptions.
Submitted by: Charles Michelson, Inc., 23 W. 47th St., New York 19, N. Y.

High School Hop

Teen agers dance to records. Sponsored by female apparel shop, combination model contest and commercial art contest. Winning model interviewed in N. Y. by Conover and Powers, winning artist gets part time summer job plus art scholarship. Kids not participating act as guest disc jockeys, do amusing stunts for prizes such as phono records, bow ties, candy, corsages, etc.
Availability: Live talent.
Running Time: 2 hours.
Client Suitability: Fashion store, dept. men's store, dairy, soft drink, ice cream, candy, bakery.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: WJLL, 129 Main St., Niagara Falls, N. Y.

Juvenile Fun Time

Takes place in theater Saturday afternoons. Divided into four parts: talent, spelling bee, crazy stunts and auction. Prizes awarded to all participants except auction. Prizes auctioned off for dairy bottle caps include bicycles, radios, etc. Over half million bottle caps collected in first 13 weeks.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Dairy, bottler of soft drinks, bakery.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: WJLL, 129 Main St., Niagara Falls, N. Y.

Kiddy Korner

Conducted by "Uncle Ed." Kiddy Korner entertains the kids, ages three to 10, with their favorite recorded music stories. This is a disc jockey show for the smaller children that has caught on like a fire. Uncle Remus, Uncle Don, Mother Goose, Porky Pig . . . these are the things that bring thousands of kids around their radios every morning for Kiddy Korner.
Availability: Live talent; E.T.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Client Suitability: Children's products.
Cost: Time plus \$7.50 talent per show.
Audition Facilities: Transcriptions.
Submitted by: WDIA, 2074 Union Ave., Memphis 4, Tenn.

The Old Oak Tree

The Old Oak Tree is the teller of tails and adventures of Jimmy Skunk, Bobby Beaver, Willie Woodchuck, Talkie Duck,

Jerry Crow, and the Big Brown Bear. All voices are done by Ray Wilkinson in appropriate character. Each story is filled with suspense and each is a complete presentation. This series consists of 260 quarter hour shows. These are stories that sustain avid children interest professionally done without blood, thunder, and gore.

Availability: Live talent; E.T.
Running Time: 12½ minutes, (commercials and theme fill).
Audience Appeal: Juvenile.
Client Suitability: Savings bank, drug store, ice cream company, soft drink bottler, childrens supply store.
Cost: One Dollar per show on a 260 time basis.
Audition Facilities: Transcriptions.
Submitted by: WCEC and WCEC-FM, 215 N. Church, Rocky Mount, N. C.

Sing a Story

Feminine story teller relates the old Fairy Tales, but a new angle is used to hold the interest of the youngsters. One or two songs is used in each story, repeated several times, and the listeners are invited to write for a music sheet and join in the songs. This is designed for in-school listening for 1, 2, 3 and 4th grades but has proven popular with the general public.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Bakery, milk, ice cream, soft drinks, or any juvenile appeal.
Audition Facilities: Transcriptions.
Submitted by: Sing A Story Distributors, Nashville 6, Tenn.

Tell a Story Time

Kiddies (3 to 12) write in for tickets to see and hear Story Lady broadcast animated stories for this age group. "Mr. Quiz Man" talks to every child present before story lady begins. Entire show is produced from public library amid books and games. All kiddies get a "Sponsor's Pin" to wear saying, "I talked Over WQUA's Tell A Story Hour Thru The Courtesy Of (sponsor)." Kiddies join in by singing songs, birthday wishes, and poems.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Juvenile, Female.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: Moline Bcstg. Corp., WQUA, 1319 5th Ave., Moline, Ill.

Uncle Charlie's Program

Uncle Charlie registers children at the station for guest appearances on the program. Child is interviewed and the "Story Lady" (a member of the staff) tells a story. Uncle Charlie stresses safety and urges children not to play in the street. A free ticket is given to each child appearing on the program so they can attend a free show at local theater. The child is asked to sing, recite poems and at conclusion is asked to say their evening prayer.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WXL, Ely, Minn.

Uncle Sev's Children's Hour

This program handled by one of the Northwest's best known disc jockeys who assumes the character of Uncle Sev and

gears the program for children between three and 10. Generally, he selects well known fables and fairy stories which have been recorded in special albums for children. On some occasions he tells the stories in his own style. Throughout the program he emphasizes the theme of obedience, good sportsmanship, and safety.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Client Suitability: Food, clothing, soft drinks, toys, etc.
Audition Facilities: Transcriptions.
Submitted by: WMIN Broadcasting Co., 538 Hamm Building, St. Paul 2, Minn.

Uncle Woody's Woodchuck Club

Participation half-hour, with stress on wholesome entertainment, and "good habit" forming. "Uncle Woody" Hirsch, now beloved local personality, leads children in songs; nursery rhymes and modern; and encourage local talent as well. Makes a great big "get-well-wish" for sick members and their friends — and also names daily birthdays, and sings "Happy Birthday." Conducts bi-monthly contests on "Good safety rules"; "What My Family Means to Me"; etc. Membership over 2,000 children. Written and produced by George G. Ross.

Availability: E.T.
Running Time: 15 or 30 minutes.
Audience Appeal: Juvenile.
Client Suitability: Children's clothing stores; dairy products (milk, ice cream, etc.); a reputable candy bar; toy depts.; kiddie books; breakfast foods.
Submitted by: Utah Broadcasting and Television Co., KUTA, 29 South State St., Salt Lake City, Utah.

It's Time To Take A Nap (Lullaby Time)

A switch of the old story time lady to the inclusion of soft lullaby music. Woman's voice, soft, smooth and persuasive. Encourages youngsters two to three years to relax and take nap (sleep-ness) with soft voiced stories, suggestions and music. Has strong appeal to youngsters as well as Mother who appreciates anything to relax baby at about two o'clock in afternoon. Conductor must have understanding of children, music must be carefully selected.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Audience Appeal: Juvenile; female.
Client Suitability: Dairy, baby foods, children's clothing or furniture.
Audition Facilities: Transcriptions.
Submitted by: WBBB and WBBB-FM, 310 S. Main St., Burlington, N. C.

Kiddies Theater

Show begins with a nursery rhyme recorded by an orchestra. The program consists of playing beloved children records and forming a complete story. Local announcer acts as MC and does the editing of the recordings to make as smooth and enjoyable a show as possible. Program series based five days a week for 13 weeks.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: WDOV, Dover, Del.

The Cinnamon Bear

Famous story of the adventures of twins, Judy and Jimmie Barton who, with their friend, Paddy O'Cinnamon, go to Malybeland in search of the Silver Star, an ornament for their Christmas tree, which has been stolen by the Crazy Quilt Dragon. While there, they meet many strange and exciting people and eventually arrive at the North Pole where they are met by Santa Claus and his helpers who assist them in getting the silver star. Series contains 11 original songs, original incidental music and the characters are excellently portrayed by some of radio's finest actors.

Availability: E.T.
Running Time: 15-minute episodes.
Cost: Minimum price—\$5.00 per 15-minute episode—Cost based on station power and city population.
Audition Facilities: Transcriptions.
Submitted by: Hollywood Recorded Features, Inc., 1131 Bryn Mawr Ave., Chicago 40, Ill.

Daddy Ringtail

A kid show serial with no blood and thunder, cliff-hanging, but plenty of pulling power (13,500 ten-cent books in 2-week offer, one from every two Dallas homes with children; highest kid-show Hooper in Dallas). Locale: great forest. Characters: Daddy Ringtail, his monkey family, other animals. Situation based on childhood complications. Each episode complete, each pointing a moral. High PTA endorsement.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Ideal for breakfast food, beverage or confectionery product; or any sponsor with product aimed at children.

Audition Facilities: Transcriptions.
Submitted by: WFAA, 1122 Jackson St., Dallas 2, Tex.

Tell Us Another Story

Man and woman tell standard children's stories, comics, etc. Two persons portray various characters along with narrative. Also supply humorous and pertinent side comment. Tale moves—exceptional pace keeps listeners well interested. Production does not "read down" to juveniles and dispenses with both lurid and "overly sweet" material.

Availability: E. T.
Running Time: 14½ minutes.
Audience Appeal: Juvenile.
Client Suitability: Cereals, book stores, children's clothiers, bicycle shops, department stores, milk distributors, candy mfrs.
Audition Facilities: Transcriptions.
Submitted by: WRBL, Columbus, Ga.

Uncle Bob's Story Book Land

Opens and closes show with merry-go-round music. Body of program features short chat with audience, advising them as to manners and behaviour. Children's music—birthday acknowledgments and fifteen-minute story. Only the best classical fairy tales are used. Bob Mabry is Uncle Bob. This series consists of 65 half-hour shows.

Availability: E. T.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: WBBC, 112 W. Water St., Flint 3, Mich.

June Darby's Musical Storybook

"Your friend June" puts together a daily 25-minute variety show for younger school children, based upon a warm personality as Mistress of Ceremonies. June plays the favorite children's records of songs, fairy tales, and dramatized narrations, and weaves the whole program together into a close-knit audience participation unit through the surprise birthday gift and other features which she and her young listeners have devised.

Availability: Live talent.
Running Time: 25 minutes.
Audience Appeal: Juvenile.
Client Suitability: Dairy and food products, children's clothing, games, and sports equipment; children's records manufacturers.
Audition Facilities: Transcriptions.
Submitted by: KXLW & KXLW-FM, 8135 Forsythe, St. Louis 9, Mo.

Sleepy Joe

Five quarter-hours a week of music, laughter, and humor for the small fry. "Sleepy Joe" by Jimmy Scribner, the greatest dialectician of our time, star of "The Johnson Family" and "Uncle Remus," now brings Brer Fox, Brer Rabbit and all the other Brers of the animal kingdom to life to entertain America's "Children." 260 individual stories, plus lessons of safety, politeness and sportsmanship. Endorsed by PTA and the National Radio Council.

Availability: E.T.
Running Time: Tracks and music: 12 minutes.
Audience Appeal: Juvenile.
Client Suitability: Dairies, bakeries, soft drinks, etc.
Cost: Based on population — minimum \$1.50 per program.
Audition Facilities: Transcriptions.
Submitted by: The Cardinal Co., 6000 Sunset Blvd., Hollywood 28, Calif.

The Sunday Funnies Party

"The Sunday Funnies Party" dramatizes comic strips from the Knoxville News-Sentinel. It is a one-man show, written, produced and acted by "Uncle Mac"—WNOX program director, Charles McMahon—with distinctive voices for all characters. Ingenious sound effects are used. Each strip has its own impressionistic theme in addition to the program's signature. The funny-page characters often talk with "Uncle Mac" or give messages to their young listeners, everything being woven into entertaining continuity.

Availability: Live talent.
Running Time: 25 minutes.
Audience Appeal: Juvenile.
Client Suitability: Soft drink, milk, ice cream, toyland, cereal, etc.
Audition Facilities: Transcriptions.
Submitted by: WNOX, Knoxville, Tenn.

Uncle Remus

Special Christmas package. Twenty 15-minute programs designed to run four weeks ending Christmas Eve. All are new, original stories based on the old American classic "Uncle Remus." Each story is complete with appropriate musical background by Ivan Ditmars. These are especially designed to stimulate Christmas shopping.

Availability: E.T.
Running Time: 14½ minutes.
Client Suitability: Department stores, confectioners, toy departments, etc.
Cost: Based on population, minimum \$3.00 per program.
Audition Facilities: Transcriptions.
Submitted by: The Cardinal Co., 6000 Sunset Blvd., Hollywood 28, Calif.

Phantom Indian

Available either as single episodes or Mon. thru Fri. strip. Story-lino concerns young Indian brought up by white settlers. The code of the white man governs his actions, but inherent knowledge and instincts of his ancestors guide him as he rides the justice trail on the flaming frontiers of a now Empire.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Cereals, candies, etc.
Cost: \$2,100 across the board.
Audition Facilities: Transcriptions.
Submitted by: Cruger Radio Productions, 5800 Carlton Way, Hollywood 28, Calif.

The Challenge of the Yukon

A stirring adventurous program of the Northwest and the Canadian Northwest Mounties. Each 30 minute program featuring a complete adventure of Sergeant Preston of the Mounties and his dog "King." Exciting, gripping tales of the colorful policemen of the North Country plus the universal appeal of the devotion of a dog to his master, brings to the radio a clean, wholesome program for the entire family.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Trendle-Campbell Enterprises, Inc., 1800 Stroh Bldg., Detroit 26, Mich.

The Frank Luther Show

A happy combination of Frank Luther's stylized showmanship, dramatic routines worked out with Judy (Mrs. Luther) and records, this show is designed primarily for children between the ages of 5 and 12. Luther's simple but direct fables and allegories instill ideas of safety, manners, courtesy, tolerance and religion into children. His friendly philosophy and guidance makes this program unique, inspirational and entertaining for all.

Availability: Live talent.
Running Time: 30 minutes.
Cost: Time and talent \$515.00.
Audition Facilities: Transcriptions.
Submitted by: WNBC, 30 Rockefeller Plaza, New York 20, N. Y.

The Magic Storybook

This is a Saturday morning program designed for younger children. It features all types of recorded stories for children with live narration written by station script writer, Margo Pfeifer.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Suggested for: Saturday morning.
Cost: \$25.00 talent plus time.
Audition Facilities: Transcriptions.
Submitted by: WWJ, Detroit 31, Mich.

Men in Scarlet

Dramatized stories of the Men in Scarlet with Sergeant North in the featured role in the maintenance of law and order. Stories completed in episodes of four to five programs.

Availability: E. T. (300 episodes—open end).
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: International Productions Ltd., 149 Alcorn Ave., Toronto, Canada.

Speed Gibson

Exciting story of the adventures of Speed Gibson, member of the International Secret Service, as he and his pals

JUVENILE

become involved in a series of dangerous adventures which carry them to remote and mysterious places in the Orient in search of the leader of a spy ring who is known as the Octopus. Oriental background adds color and mystery to this thrilling story.

Availability: E. T.
Running Time: 15 minutes per episode.
Audience Appeal: Juvenile.
Cost: Minimum price—\$3.00 per episode.
Audition Facilities: Transcriptions.
Submitted by: Hollywood Recorded Features, Inc., 1131 Bryn Mawr Ave., Chicago 40, Ill.

Stories for Marmaduke

Marmaduke, bookworm with a thirst for knowledge, was born for the reason that Art Lewis, producer, wanted to read stories to children. As pagekeeper, Lewis reads the stories with proper sound effects and characterizations. On the air daily, Mon. thru Friday, 5 P.M. Introduced by original Marmaduke theme song, also written by Lewis and Ed Reich, Educational Dr. Program received honorable mention as best type children's program at Ohio State.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: WOWO & WOWO-FM, 925 S. Harrison St., Ft. Wayne 2, Ind.

Tillie Lou

Tillie Lou is a program aimed at WGY's juvenile audience. The show features Tillie Lou, the talking bird. Program is composed of riddles and jokes sent in by fans and read by Tillie Lou. Recorded musical selections by artists with proven appeal to children are worked into the format of the show. The mainstay of the Tillie Lou Show is a short dramatic sketch of which Tillie Lou is the heroine. Sound effects and recorded background music are employed for realism. The sketch is always somewhat humorous but also has its thrills. Being able to fly, Tillie Lou always manages to outwit human villains to the delight of her youthful fans.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Wonderful show for toy manufacturers, cereals, children's clothing, candy, etc.
Audition Facilities: Transcriptions.
Submitted by: WGY, 1 River Road, Schenectady 5, N. Y.

Uncle Bob's Gang

Due to the tremendous juvenile appeal of "Uncle Bob's Gang" in the mid-south, the program has zoomed to a now record-breaking membership of more than 5,000. It is definitely designed for youngsters in the three-year-old to 14-year-old bracket. Bob Neal, who emceed the feature, reads the youngsters a series of thrilling fiction stories which are highlighted with sound effects and general appeal narration. Membership cards, buttons and code letters are sent out weekly to the vast membership organization which adds impetus to the show.

Availability: Live talent; E. T.
Running Time: 29½ minutes.
Audition Facilities: Transcriptions.
Submitted by: WMPS, Columbian Tower, Memphis, Tenn.

WHAM Junior Players

WHAM Junior Players were organized to give teen-agers a chance in radio and to contribute to the fight against juvenile delinquency. High Schoolers actually conduct the weekly dramatic programs. On the air experience is augmented with actual work in producing, writing, etc. Skits concern a group of young people and the complicated situations they so frequently find themselves burdened with. It's smart situation comedy. Junior Players are a project worthy of sponsorship.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WHAM, 201 Humboldt St., Rochester 3, N. Y.

Red Barber's Club House

America's most famous sports announcer, Red Barber, in a big new sports show designed especially for teen-agers. Program is built around four great features: 1) open house by "The Old Red-head"; 2) in person, a great sports hero or heroine every broadcast; 3) fast sports quiz-deal between teams of teen-age sports enthusiasts; 4) national recognition and cash award to an outstanding local youth organization. Features sharp local merchandising tie-ins for sponsor.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Client Suitability: Youth-appeal advertiser.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

Let's Read the Funnies

Ten-year-old Billy Haag helps comedian John Louthier read the comics.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: WNDR, Wilson Bldg., Syracuse 2, N. Y.

Roy Starkey's Circle Star Ranch

Circle Star Ranch Show features popular radio personality and recording star Roy Starkey with all of his Circle Star Ranch gang. The setting is a WHAS mythical Circle Star Ranch with dialogue and songs done in typical western style. The entire show is pointed to the kid audience as Roy's personal appearances in Kentucky and Indiana have shown his biggest audience is in this age group.

Availability: Live talent.
Running Time: 29½ minutes.
Audition Facilities: Transcriptions.
Submitted by: WHAS, Inc., 300 West Liberty St., Louisville 2, Ky.

The Story Book Lady

Fairy tales and classic legends interpreted dramatically, with the Story Book Lady relating the story and taking the various voice character parts.

Availability: Live talent; E. T.
Running Time: 14½ minutes.
Audience Appeal: Juvenile.
Client Suitability: Cereals, soft drinks, candy, ice cream, baked goods.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: WCAX Broadcasting Corp., Burlington, Vt.

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Tell It Again

Brilliant dramatizations of youth's most beloved story classics, in wide range from Pinocchio and Cinderella to Treasure Island and Trip to the Moon. Series is written, directed and produced by the creator of top-selling Columbia Recording children's albums: Ralph Rose. Less than six months old, the series wins far more listeners than 9 of the 11 juvenile series on the air; has hit Sunday afternoon Hoopsters in the 5's. Billboard: "A valuable and unique property."

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

Tot's Playhouse

Terry Flettrich plays the role of Terry Fairy-godmother. The awed, well-mannered children (mythical) meet her at the Little Tot's Playhouse to hear a story and play with the three dogs—Gig, Bob and Spot. Gig, as a birthday gift from Terry Fairy-godmother, has been given the gift of speech. Raggety Ann is the unofficial hostess that starts the magic phonograph using a thorn from the Hawthorne tree or something similar. Closing the chocolate coated door with the marshmallow knob.

Availability: Live talent.
Running Time: 20 minutes.
Cost: \$25.00 per show.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: WDSU, Stephens Broadcasting Co., Hotel Monteleone, New Orleans 12, La.

Uncle Wiggily

A charming, whimsical program of the adventures of "Uncle Wiggily" stories, written and related by Howard R. Garis, whose syndicated Bedtime Stories have appeared in newspapers across the country for 35 years. Garis takes the parts of all his animal characters himself and is accompanied by sound effects to add childish realism to his tales. A feature of the program is membership in the "Hollow Stump Bungalow Club." Seven thousand North Jersey youngsters are enrolled.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Foods, cereals, department stores, toys.
Audition Facilities: Transcriptions.
Submitted by: WNJR, 91-93 Halsey St., Newark 2, N. J.

The World of David Lee

A half-hour dramatic show with juvenile and adult characters designed to combat juvenile delinquency, but primarily with true dramatic and entertainment values treated deftly and to their fullest. With Roddy MacDowall starring, this piece was show-cased regionally over KF1 (NBC) and transcontinentally over MBS last year. Very warm unsolicited commendation was elicited by these performances. Long-term outline ready for consideration.

Availability: Live talent.
Running Time: Thirty minutes.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Ted Maxwell Productions, 6060 Hollywood Boulevard, Hollywood 28, Calif.

Adventure Parade

With John Griggs as story teller, Adventure Parade completes a well-known classic each week. With such stories as "Treasure Island," "Huck Finn," "The Deerslayer," and "Robin Hood." Griggs tells these stories (backed up with a small cast) in a completely delightful manner. The program has received many national and local educational, civic, and radio awards. Also available in a half hour once a week form.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Destiny Trails

From the bookshelf of American classics to radio, come stories of the struggles, excitement and spirit of adventure in the lives of the pioneers and early settlers. Taken from the works of James Fenimore Cooper, these dramatized adaptations include "The Deerslayer," "The Last of the Mohicans," "The Pathfinder" and other familiar "Leatherstocking" tales. Casts of top network talent including Jackson Beck, Stacy Harris, Frank Lovejoy and Lesley Woods have been assembled to record 156 quarter hour programs, intended for three-a-week broadcast.

Availability: E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

For Children Only

Favorite Saturday listening habit of a majority of metropolitan youngsters. "For Children Only" reveals its popularity in tremendous mail pull from thankful youngsters, teachers, parents, social workers, etc. Eileen O'Connell, emcee, prepares her own scripts, and plays records most popular and appropriate for her audience. Program backed by an intensive publicity campaign, and excellent for merchandising tie-ups with juvenile products and records. Large mailing lists are available for reaching its audience, for promotions, or merchandising.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Client Suitability: Juvenile products—toys, clothing, etc.
Audition Facilities: Transcriptions.
Submitted by: WHN, 1540 Broadway, New York 18, N. Y.

The Good Deed Club

This program setting is the Ames Theater every Sat. afternoon. Fun reigns for everyone under the direction of Lou Emm, emcee. "Quiz of the Jacks and Jills" starts the program, followed by the presentation of the prize for the Good-Deed-of-the-Week. The winner is chosen from the list of eligible "Good Deeders" whose names are sent in by their parents. Balance of the time is rounded out with amateur talent.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Client Suitability: Car dealers; gum manufacturers, etc.
Submitted by: WHIO, Dayton, Ohio.

Happy The Humbug

The fame of "Happy The Humbug," who began his whimsical adventures in this NBC Recorded Program, has now spread to the Sunday color comic pages of 30 large city newspapers, a children's record album, juvenile neckties, jewelry, cardigans and other novelties. Program traces the adventures of a curious animal hybrid and his amusing animal friends. Produced for broadcast before, during and after Christmas, series has 54 quarter-hour episodes for three-or-more-a-week airing.

Availability: E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

The Magic Christmas Window

This NBC Recorded juvenile Christmas program whisks its tiny listeners away into a delightful land of fantasy. With its setting in a world of make-believe—a Christmas toy window comes to life—the program recreates memorable fairy tales such as "The Shoemaker And The Elves," "A Visit From St. Nicholas" and several modern stories. Twenty-five quarter hours for three-or-five-a-week broadcast.

Availability: E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Department and specialty stores.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

Midneters' Club

An expertly-programmed, established disc jockey show designed to reach a great listening audience in one of the nation's richest markets, broadcast 12-2:00 A.M., Monday through Saturday. Emceed by Bill Brant, one of the best-known voices in the area, the program exhibits a high degree of showmanship. In its first year on the air the show established an audience not only in heavily-populated Tri-State area, but pulled mail from 39 other states, many foreign countries.

Availability: Live talent.
Running Time: Sold as unit, or in 15-minute segments.
Audition Facilities: Transcriptions.
Submitted by: KDKA, Grant Bldg., Pittsburgh, Pa.

Playtime Frolics

One hour program Sunday mornings 8-9:00 A.M. designed for small children so mother and dad can get an extra hour of sleep. . . Nursery rhymes, recorded and live stories, children's music. Great care taken in selection of all material so it will not be objectionable in any way to children or parents.

Availability: Live talent.
Running Time: 1 hour.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: WNMP, 2201 Oakton St., Evanston, Ill.

Sheridan's Children Theater

Sheridan's Children Theater, open to all children, regardless of race, creed or ability, presents a 15 minute radio show with an all child cast. Each program is made up of a play taken from old familiar tales, such as "The Town Mouse and the Country Mouse," "Sleeping Beauty," "Dick Whittington" and others. The plays

are rehearsed and given with appropriate sound effects and reflect the sincerity and earnestness of the children themselves.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Client Suitability: Toy shop; children's dress shop.
Audition Facilities: Transcriptions.
Submitted by: KWYO, Big Horn Broadcasting Station, Sheridan, Wyo.

Superman

Through the comics and then through radio "Superman" has many times proven its success to juvenile audiences. The stories of Superman and his high ideals and exemplary actions have made excellent radio in the strip operation. Many public services have been tied in with this show which has an excellent rating history.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Deejay Junior

This is a junior disc jockey program built around recorded children's stories taken from albums. The stories themselves are usually presented in two parts, part one on Saturday "A," part two one week later to keep sustained listener interest. In addition to the stories, the junior emcee sings one or two songs for the kiddies. It's a "mopet" show that's a natural . . . just the thing for a bakery, creamery or cereal sponsor.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Bakery, creamery, cereals.
Audition Facilities: Transcriptions.
Submitted by: WABJ, Adrian, Mich.

Fairytales

Fairytales consists of 156 quarter-hour episodes. This is a collection of world-famous fairytales taken from the immortal stories of Hans Christian Andersen, the Grimm Brothers, the Arabian Nights and from the most popular legends of all nationalities. Jack and the Beanstalk, Cinderella, Sleeping Beauty and the Valiant Little Tailor are the type of stories now brought to life in 15-minute worlds where giants stalk through their manor halls and where "wishing" does some good. These stories are narrated by the veteran radio actor Harry Bechtel, who is a favorite among children. This program is readily approved by the schools and other influential groups who are interested in obtaining good entertainment for children of most any age, and therefore is easy to sponsor. Although particularly designed for children, you will be surprised how many adults enjoy these tales of fantasy. This program does not deal in "blood 'n' guts."

Availability: E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: C. P. MacGregor Company, 729 South Western Ave., Los Angeles 5, Calif.

Trail Of The Northwest Mounties

Trail of the Northwest Mounties contains 156 quarter-hour episodes with spots for 3 commercials with background music. This story is based on the building of the West and the Canadian Pacific

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Railroad. This feature is packed with harrowing fights between the death-defying Northwest Mounted Police and ruthless Indian tribes. In the early eighties, Western Canada was a hotbed of lawlessness, and Trail of the Northwest Mounties brings it to your listening audience with its exciting episodes of prairie fires, avalanches, quick sand, buffalo stampedes, etc., for Trail of the Northwest Mounties is strong with historical value.

Availability: E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: C. P. MacGregor Company, 729 South Western Ave., Los Angeles 5, Calif.

Young Stars of Tomorrow

Chorus of "Young Stars" open show singing "Rhythm in My Nursery Rhyme." Talented children, not more than 16 years old, sing or perform on musical instruments. Performers are selected by audition on each preceding Friday. Station supplies Emcee and piano accompaniment. Present series is 52 half hour shows.

Availability: E. T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WCHS, Charleston 24, W. Va.

Irene Wicker—The Singing Lady

A series of 15-minute song-stories of favorites dear to the hearts of all the children such as "Cinderella," "Little Red Riding Hood," and "Three Little Pigs" with a group of programs about the lives of great composers when they were small. Also programs prepared for special holidays.

Availability: E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: World Broadcasting System, Inc., 50 W. 57th St., New York 19, N. Y.

Kiddies' Korner

In contrast to the hair-raising adventures offered juvenile listeners in radio fare, WHBC's Kiddies' Korner features original stories and songs as told and sung by Bob Smiley and Carol Adams and Charley Pickens at the Music Box (piano). A complete story is dramatized each day. Girl scout groups, etc., are invited to sit in on broadcasts. Birthdays recognized.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Food, apparel, toys, book store, stationers.
Audition Facilities: Transcriptions.
Submitted by: WHBC, 50 S. Market Ave., Canton 2, Ohio.

People, Places and Things

Will earn acclaim of PTAs and critics everywhere. Authentic, factual, exciting stories fascinatingly told by William Lang and staff, assisted by organ and sound effects. Tied-in with current interests, special events, holidays, etc. Sometimes stories continued—other re-tune-in ideas incorporated. Material selected from famous Book of Knowledge and Lang Files. Youngsters invited to send in questions (with box tops)—five of which will be answered on each program. First prize: set of Book of Knowledge.

Availability: Live talent; Adaptable to E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile (6-16).

Client Suitability: Foods, beverages, etc., where kid market or appetite is involved.

Audition Facilities: Transcriptions.
Submitted by: Claude Barrore, 70 East 45th Street, New York 17, N. Y.

Storyland

A quarter-hour show conducted Monday through Friday by Bob Maurer (Uncle Bob). Original stories, based on the adventures of "Chester, the Curious Camel," written especially for the program by a teacher and child psychologist, are read by Uncle Bob, who sometimes uses as many as seven different voices to dramatize the story. Birthday greetings are read daily. No blood and thunder. Program highly endorsed by teachers and parents. Offers many merchandising possibilities.

Availability: Live talent.
Running Time: 14½ minutes.
Audience Appeal: Juvenile.
Client Suitability: Dairy products, breakfast foods.
Audition Facilities: Transcriptions.
Submitted by: WTHH, 555 Asylum St., Hartford 5, Conn.

Westward Ho!

"Westward Ho" is an adventure serial based on Charles Kingsley's great sea classic and following through with the Spanish Main adventures of Sir Amyas Leigh. It is felt that this program will get strong parent-teacher support.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$2000.00.
Audition Facilities: Will Pipe Live Talent.
Submitted by: Gotham Radio Productions, Inc., 120 East 16th St., New York 3, N. Y.

The Adventures of Sonny And Buddy

Sonny and Buddy are actual brothers, they are kidnapped by the proprietor of a traveling show. He smuggles them into Mexico and holds them captive. The attempts of Sonny and Buddy to escape provide many of the thrills and much of the suspense in the program. "Doc," the proprietor, forces Sonny and Buddy to makeup in blackface. It is in the characters of "Rastus" and "Sambo" that the little heroes appear in songs and jokes with Doc's Traveling Show. It develops that Doc is really the father and everyone is happy.

Availability: E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Bakeries, dairies, doughnut makers, kids' clothing.

Cost: Minimum of \$2.50 per program.
Audition Facilities: Transcriptions.
Submitted by: Walter Biddick Co., 1151 South Broadway, Los Angeles 15, Calif.

Blair Of The Mounties

From a lifetime of exciting and thrilling adventures on a wide variety of fronts with the Mounties and similar groups, Colonel Rhys Davies, famous soldier, adventurer and writer, has selected just a few personal highlights and through this fascinating series makes them happen all over again. Each fast-moving episode is a complete story and the list covers the period from the Yukon Gold Rush of '98 to the great war—ranging from fur-stealing and mining mysteries in Alaska to espionage service in Canada and France.

Availability: E. T.
Running Time: 15 minutes.
Cost: Minimum \$2.50 per episode.
Audition Facilities: Transcriptions.

Submitted by: Walter Biddick Co., 1151 South Broadway, Los Angeles 15, Calif.

The Chimney Corner

Nancy Mattoon, the charming young story-teller, weaves the best of children's "many-told" tales into a quarter-hour of exciting entertainment. She is accompanied by a musical background of harp and novachord as she tells "Jimmie," her little boy, the stories that all children enjoy.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Children's apparel; confectioners; toys.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: WBZ, 1170 Soldiers Field Road, Boston 34, Mass.

Magic Turntable

Hundreds of enthusiastic and grateful letters from mothers as well as children indicate this to be one of the city's outstanding children's programs. Conducted by Ruth Lee Jones, it is a story program for children using the finest recorded entertainment in this field.

Availability: Live talent; E. T.
Running Time: 25 minutes.
Audience Appeal: Juvenile.
Client Suitability: Children's clothing, ice cream, candy, etc.
Cost: \$20 plus time per program.
Audition Facilities: Transcriptions.
Submitted by: WJMO, 2157 Euclid Ave., Cleveland 6, Ohio.

Robinson Crusoe, Jr.

An outstanding juvenile show with five youngsters ranging in ages from five to 14 getting shipwrecked on Adventure Island, and having the experiences that all youngsters crave for. This series consists of 39 quarter-hour shows with plenty of promotion material for a Robinson Crusoe Junior Club.

Availability: E. T.
Running Time: 12 minutes.
Audience Appeal: Juvenile.
Cost: \$300.00 for the series.
Audition Facilities: E. T.
Submitted by: Transcribed Radio Shows, 2 West 47th St., New York 19, N. Y.

Story Time With Miss Julie

Julia Boyajian tells fairy stories and plays popular children's albums.

Availability: Live talent, E. T.
Running Time: 15 minutes.
Audience Appeal: Juvenile.
Client Suitability: Children's shops and products.
Audition Facilities: Transcriptions.
Submitted by: KFI, Earle C. Anthony, Inc., 141 North Vermont Ave., Los Angeles 4, Calif.

The Teen Table

Nancy and Hank, a prodigious pair of teen-agers, spend 30 minutes weekly looking at the world through teen-tinted glasses. Features include teen hit record of the week and big name interviews. Kids are students at New York's Professional Children's School, thus having a lot of know-how at the mike and a lot of contacts for "guests."

Availability: Live talent; E. T.
Running Time: 30 minutes.
Audience Appeal: Juvenile.

Audition Facilities: Transcriptions.
Submitted by: WLIZ, 114 State St., Bridgeport, Conn.

Lightning Jim

Western frontier adventure stories featuring U. S. Marshal Lightning Jim, played by Francis X. Bushman and his famous Deputy Whitey Larson, played by Henry Hooper. A great merchandising plan connected with this series.

Availability: E. T.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Adventures In Christmastree Grove

Up in 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, Colly, Woody and Buffo the Clown load Santa's plane and set out for the sponsor's store, where a duplicate of Christmastree Grove has been constructed in the toy department. (Only Christmas trees are necessary for this display.) Two comic villains, Pete and Lobo, try to steal the whistle. Then begins a series of unusual adventures in which hundreds of favorite story book characters take part. Top Hollywood cast and production.

Availability: E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Dan Dunn, Secret Operative No. 48

Radio version of the newspaper cartoon strip of the same title. 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 merchandising tie-ups. Features an all-star Hollywood cast. Completely tested, used by large accounts.

Availability: E. T.
Running Time: 15 minutes
Audition Facilities: Transcriptions.
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

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 Christmas 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 200 stores, and is a favorite everywhere. (15 episodes).

Availability: E. T.
Audition Facilities: Transcriptions.
Running Time: 15 minutes.
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

1948 ★ SPORTS PROGRAMS ★ 1949

Sports Calendar

Here is a 5-minute quickie that spells success in a hurry. It is broadcast three times daily — once in the morning, afternoon and evening. On the show the latest weather and tide information is given, plus road conditions available to the important sport happenings in a 50-mile area. With the assistance of all sports promoters in the area and the local Triple-A, this show is a winner.
Running Time: 5 minutes.
Cost: \$12 per broadcast.
Audition Facilities: Transcriptions.
Submitted by: WLOW, Box 1429, Norfolk, Va.

Sport Whirl

Fifteen-minute nightly sportscast, prepared by sportscaster from local sport events, AP wire, transcriptions, etc. Also predictions of local events, remarkably accurate. Includes broadcast of all local baseball, basketball, football games, etc. Yearly sponsor of sport whirl gets sponsorship credit for all sporting events carried.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Oil Co.
Cost: \$51 per week per year.
Audition Facilities: Transcriptions.
Submitted by: KSVP, Artesia, New Mex.

East Texas Sports Parade

KEBE is East Texas leading authority in the reporting of sports and news. The East Texas Sports Parade is a complete roundup of all sport news, local, national, and international. Program in 3 segments: local; national and international and a 5 minute sports feature from wires of UP. Jake Johnson, ace sports reporter is strictly "big time." Seasonal sports get complete coverage with the emphasis on local sports. "On the spot" broadcasts of all local sports.
Availability: Live talent; E.T. (Tape).
Running Time: 14½ minutes.
Audience Appeal: Male.
Cost: \$5.00 talent plus station time.
Audition Facilities: Transcriptions (Tape); Will pipe live talent.
Submitted by: KEBE, P. O. Box 1071, Jacksonville 1, Tex.

Junior Recreational Reporter

Junior Recreational Reporter is conducted by teen ager (15) with thorough knowledge of sports. Reports news from each city playground with names, times, dates and amusing happenings. Fullest co-operation of City Playground division. Reports three times weekly in Summer and once Saturday mornings in Winter. Exceptional voice and sense of news value with perfect timing. Adult as well as juvenile audience.
Availability: Live talent; E.T.
Running Time: 10 to 15 minutes.
Client Suitability: Children's clothes, sporting goods, dairy or soft drinks.
Audition Facilities: Transcriptions.
Submitted by: WBBB and WBBB-FM, 310 S. Main St., Burlington, N. C.

Today In Sports

All sports is the province of Ray Scott's "Today In Sports." Program is late enough to cover all sports events of that day and Ray is a conscientious collector of the results of events not only on the professional plane, but scholastic, collegiate and sandlot level as well. Ray also follows a policy of guest interviews—especially

visiting sports celebs.
Availability: Live talent.
Running Time: 14½ minutes.
Audience Appeal: Male.
Audition Facilities: Transcriptions.
Submitted by: WCAE, Inc., Wm. Penn Hotel, Pittsburgh 13, Penna.

A Case of Sports

Robert Prince, rapid fire sportscaster gives news of the sports world, scores, interviews with famous sports figures. Fast moving show with plenty of "Zip"—chockful of news of interest, lively sports stories, enjoys a high rating on the audience listening habits.
Availability: Live talent; E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WJAS, 1406 Chamber of Commerce Bldg., Pittsburgh 19, Pa.

Sports Spotlight

Fast-paced sports feature with Johnny Carpenter, one of the Pacific Coast's best known sportscasters. Features complete sports roundup plus special interviews with outstanding sports personalities.
Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Male.
Audition Facilities: Transcriptions.
Submitted by: KOIN, New Heathman Hotel, Portland 7, Ore.

Baseball Scores

Seven times daily we broadcast scores, constantly fed by UP wire; also sports items.
Availability: Live talent.
Running Time: 2 to 5 minutes.
Client Suitability: Soft drinks, beer, sporting goods, men's clothing.
Audition Facilities: Transcriptions.
Submitted by: WNOE, New Orleans 12, La.

Sports Reel

Radio newsreel of sports with re-creations of top sporting events of the day and regional detail reports of sports activities. The re-creations are outstanding because they are power-packed capsules which give scoring and winning plays plus the colorful happenings that let the listener live the event in a few moments.
Availability: Live talent.
Running Time: Minimum of 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: KPQ, Second & Columbia, Wenatchee, Wash.

Good Sports Club

Live audience show features WPDQ sports director Jack Cummins with sports news and stories angled at pre-high school kids. Giving particular emphasis to clean living as a sports requirement. Special attraction is an award to the "Good Sport of the Week"—some boy or girl who has exhibited outstanding sportsmanship. Cummins is the outstanding sports personality in this area, and is well-liked by the kids. Show currently runs Sat. mornings.
Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Client Suitability: Soft drinks, cereals, sporting goods.
Audition Facilities: Transcriptions.
Submitted by: WPDQ, Jacksonville 1, Fla.

Sports Whirl

A nightly recap of the day's activity in the world of sports—local and national

—by Jim Muzzy who handles all play by play accounts of local high school football and basketball games. Awards Women's Bowling Trophy—honors County-Wide football teams (banquet) annually. Program divided by appropriate musical fanfares into segments covering individual sports activities. Fast paced—effective presentation.
Availability: Live talent; E.T.
Running Time: 15 minutes.
Audience Appeal: Male.
Client Suitability: Breweries, men's clothing, sports equipment, food.
Audition Facilities: Transcriptions.
Submitted by: WHBC, 550 S. Market Ave., Canton 2, Ohio.

Today's Sports with Ed Lecius

The most popular sportscaster of two states—Southern N. H. and Northern Mass. brings his listeners complete, up-to-the-minute sports news—and at times sports news before it happens. This sportscaster with an uncanny sense of prediction backed by authoritative information, heads the field in N. H. sportscasting. All radio dials are turned to 900 at 6:15 when "Lecius sports the news." Top names in sports guests on this show.
Availability: Live talent.
Running Time: 15 minutes.
Cost: \$37.00.
Audition Facilities: Transcriptions.
Submitted by: WOTW, Nashua, N. H.

Joe McCarthy Speaks

130 five-minute programs by one of baseball's greatest managers. McCarthy relates stories gathered in his 40 years of professional baseball. Among the great stars discussed are Babe Ruth, Lou Gehrig, Ted Williams, etc. The stories are told in a human way by the man who won seven pennants and six World Series. The transcriptions are open end.
Availability: E.T.
Running Time: 5 minutes.
Client Suitability: Automobile dealers, breweries, men's stores, etc.
Audition Facilities: Transcriptions.
Submitted by: Robert P. Mendelson Productions, 277 Delaware Ave., Buffalo 2, N. Y.

Speaking of Sports

John A. Cluney's name is synonymous with sports up and down the Naugatuck Valley. Former sports editor, baseball, boxing, football and basketball official, John speaks with the voice of authority. Frequent guests like Frank Shea, Buddy Young, Eddie Waitkus and local sports celebrities.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WBRV, 136 Grand St., Waterbury 89, Conn.

Sports Desk

Sports editor, Bernie Bracher, reviews the days sports results, then branches off into highlight material about sports performers and performances, past and present. Also conducts brief interviews with visiting sports figures.
Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Male.
Client Suitability: Men's apparel, automotive service, beverages, etc.
Audition Facilities: Transcriptions.
Submitted by: KSO, 800 Farm Bureau Building, Des Moines 9, Ia.

The Sports Parade

National and local sports notes combined with martial music, and various features, including "Take Me Out To the Ball Game," an imaginary trip to the locale of a major league game, with a complete resume of that game. Interviews with local sports personalities.
Availability: Live talent; E.T.
Running Time: 30 minutes.
Client Suitability: Sporting good stores, men's clothing stores.
Audition Facilities: Transcriptions.
Submitted by: KWPC, Muscatine Broadcasting Co., Ltd., Muscatine, Ia.

Tait Cummins—Sports

Fast-moving, 15-minute, 10:15 p.m., nightly sports review by former newspaper sports editor. World sports news, national and regional sports news, human interest stories and interviews plus personal recollection yarns from Cummins' wide background and personal opinion, comprise the show. Chatty, colorful presentation that's long on humor. More than 125 high school reporters serve as field staff for Tait Cummins, delivering details of regional sports activities, while they are happening, direct to Tait by wire and phone.
Availability: Live talent; E.T.
Running Time: 14 minutes.
Client Suitability: Automobile manufacturers or dealers, sporting goods dealers, automotive service and accessories, gas & oil companies.
Audition Facilities: Transcriptions.
Submitted by: WMT, Paramount Theatre Building, Cedar Rapids, Ia.

Quizzin' The Experts

This program is a 30 minute, late Sunday afternoon show, broadcast from the Radio City auditorium before an audience. Show features MC—four experts (2 regulars and 2 guests). Listeners are invited to write in sports questions and questions are asked board of experts. \$1 is given for each question used—\$5.00 if the experts are stumped. All experts are local Milwaukee sports authorities. MC asks questions—experts indicate they would like to try an answer by raising hands.
Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcription.
Submitted by: WTMJ, Radio City, Milwaukee 1, Wis.

Speaking Of Sports

"Speaking of Sports"—a tight, handy 10-minute sport show reaching men when they're home relaxing and ready for the latest on the day's happenings. Johnny Ambrose is director of competitive athletics in the Worcester Public Schools—knows sports as a schoolboy and collegiate star—professional griddier with the Brooklyn Dodgers—coach at Catholic U.—Director of Naval Athletics—a man who's devoted his entire life to sport—its furtherance and promotion.
Availability: Live talent.
Running Time: 10 minutes.
Audience Appeal: Male.
Client Suitability: Men's wear, tobacco, and other products of interest to men.
Audition Facilities: Transcriptions.
Submitted by: WTAG, 18 Franklin St., Worcester 1, Mass.

Sports Diary Of The Air

A sports program based on "Today in Sports. Yesterday in Sports, and Little-

SPORTS PROGRAMS

Known Stories of the Sports World." Heard Tues. and Thurs. at 6:30 p.m. over WHIO. Harry Butler and Charles Hinkle recall sports memories from every field, with flashbacks to ringside, racetrack, field and diamond for reconstructed play-by-play action dramatized by Charles Hinkle. Frequently outstanding events from sports history are dramatized by local actors.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Male.
Client Suitability: Sports stores; men's clothing stores, car dealers, etc.
Submitted by: WHIO, Dayton, Ohio.

Sports Star Special

Interview and dramatization of personalities who are the "who's who" of the sports world, through "Cue-In" technique.
Availability: E. T.
Running Time: 15 minutes.

Cost: Seven per cent of station's top national hourly time rate, net per show.
Audition Facilities: Transcriptions.
Submitted by: Press Association, Inc., 50 Rockefeller Plaza, New York 20, N. Y.

Through The Sports Glass

All-American sportscaster, Sam Hayes, presents a parade of sports highlights covering the entire field of sports. From his vast store of sports knowledge and experience, Hayes brings to light a wealth of highly interesting material—little-known facts about the great figures and personalities, half-forgotten incidents which helped make sport history. Hayes' rapid-fire, breezy delivery, accuracy of account and engaging air presence make him a favorite sportscaster wherever he is heard. 52 quarter hours for one or two-a-week broadcast.

Availability: E. T.
Running Time: 15 minutes.
Audience Appeal: Male.
Client Suitability: Men's products, automotive.

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

Touchdown Tips

Famed sportscaster Sam Hayes takes his audience into a huddle of fast-moving football forecasts and facts. Starting with the East, Hayes gives highlights across the nation, forecasting right down to the probable score of each game covered. He gives inside facts about rival squads; salutes a "team of the week" and devotes the final portion of each program to an amusing football story. Series available in Fall during football season; programs recorded week-by-week to insure up-to-the-minute accuracy. 13 quarter hours for weekly broadcast.

Availability: E. T.
Running Time: 15 minutes.
Audience Appeal: Male.
Client Suitability: Men's products, automotive.

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

Toast to Sports

Randy Dixon, colored war correspondent and sports editor of "The Independent," Philadelphia colored newspaper, presents a resume of sports news devoted exclusively to the negro in sports. Included are interviews with nationally famous negro sports figures.
Availability: Live talent.
Running Time: 14 minutes.
Client Suitability: Men's clothing, haberdashery, shave creams, breweries, sporting goods, tobacco.

Audition Facilities: Transcriptions.
Submitted by: WTEL, 4312 N. Broad St., Philadelphia 40, Pa.

American Sports-O-Rama

Program covering the entire field of sports in review, forecasts, dramatizations, personalities, etc. Features nationally eminent authority on sports as host-commentator; a staff of nationally celebrated special-events sport announcers, on a rotating basis; individual sports headliners, as program guests. Actionful, informative and entertaining, this show combines all the elements to attract the fans and followers of all lines of American sport.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will Pipe Live Talent.
Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

Bob Bender

Bob Bender's Sports Show brings to the WGY listener a snappy, fast-moving program of sports news delivered in man-to-man sportsmen's language. This is not just another "off the machine" sports report. Bob Bender holds a degree in Journalism from Rutgers, worked directly under Bill Stern at NBC for three years, is a past vice-president of the South Atlantic Baseball League Sportswriters Association and before coming to WGY established his reputation as a sports director at other well-known radio stations throughout the country.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Male.
Cost: \$176 gross per pgm (time) and \$30.80 net (program costs) per program.

Audition Facilities: Transcriptions.
Submitted by: WGY, 1 River Road, Schenectady 5, N. Y.

Sports Journal of the Air

Chuck Sanford's Sports Journal is a live commentary on sports. This show takes in not only the national sports picture, but concentrates on local events. Fighters appearing in this area are interviewed on the Sports Journal, and reports are made on their progress. Baseball, basketball, football and other group sports are followed carefully, and sports such as fishing are given a big play. Chuck is a natural sportscaster, with a voice and personality that gets the excitement of the sports game across to the listener.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Audience Appeal: Male.
Audition Facilities: Transcriptions.
Submitted by: WGUY, Guy Gannett Broadcasting Services, Mt. Hope Ave., Bangor, Me.

Sportscope

This show runs Mon. thru Sat. from 6:15 to 6:30 p.m. Features Bob Gillespie in a running account of all the sports news with accent on local events.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Male.
Client Suitability: Beer, cigarette, cigar, gasoline, auto equip., etc.
Audition Facilities: Transcriptions.
Submitted by: WWCO, 119 West Main St., Waterbury 32, Conn.

Ice Hockey

Play-by-play of Houston Huskies (United States Hockey League), League and Play-Off Champions. In its third year in Houston, Ice Hockey is "In." Bill New-

kirk broadcasts action both at home and on the road.

Availability: Live talent.
Running Time: 1 hour & 40 minutes.
Cost: \$150.00 home games.
Audition Facilities: Transcriptions.
Submitted by: KATL, Houston 2, Texas.

Diamond Dust

A new baseball feature—5 minute stories written now each week during the baseball season. Timely human interest stories of ballplayers past and present—legends behind-the-scene dramas, untold stories of the diamond, tales of screwball rookies and faded oldtimers.

Availability: Live talent.
Running Time: 5 minutes.
Audition Facilities: Transcriptions.
Submitted by: Mac Davis Sports Features, 1 Montgomery Place, Brooklyn, N. Y.

Heartbeats In Sport Headlines

The only 5-minute show of its kind in America. You've never before presented anything quite like these sport stories—dramatic narrations of strange stories covering all sports. Always timely and new for the stories are written from week-to-week by America's outstanding radio sports writer. Now in its 7th consecutive year serving stations and sponsors with surprising results. A sock all year 'round sports show.

Availability: Live talent.
Running Time: 5 minutes.
Audition Facilities: Live Talent.
Submitted by: Mac Davis Sports Features, 1 Montgomery Place, Brooklyn, N. Y.

One For The Book

Unusual stories from the world of sports featuring Sam Balter, America's No. 1 sports commentator. One hundred and ninety-two 5 minute sports stories. Each episode is an action story of real life sports adventure in the dynamic Balter style. Little known stories about big shots in the world of sports—stories with a punch—stories of baseball, football, basketball, racing, golf—stories that gained for Sam Balter a high network rating and a tremendous audience. Particularly appealing to a men's audience.

Availability: E.T.
Running Time: 5 to 15 minutes.
Audience Appeal: Male.
Client Suitability: Any type, particularly gasoline, beer, beverages, men's clothing, wine, cigars, etc.
Cost: ET based on population.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Sports Curious World

A thrilling feature presenting three minutes of strange, amazing, unknown facts from the world of sports—interesting things you've never known before—then feature is topped off by sock dramatic 2-minute yarn based on one of the strange facts. Entertaining, informative, intriguing.
Availability: Live talent.
Running Time: 5 minutes.
Audition Facilities: Transcriptions.
Submitted by: Mac Davis Sports Features, 1 Montgomery Place, Brooklyn, N. Y.

Sports Gentleman And A Lady

A "Mr. and Mrs." program on sports. The most novel 15-minute dramatized sports show in America. This show must

be handled by two commentators, one male and one female. The news, romance, drama, humor and the strangest stories in the history of the passing parade of sports revealed through the "eye-and-voice" of a man and a woman.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Mac Davis Sports Features, 1 Montgomery Place, Brooklyn, N. Y.

The Sports Theatre Of The Air

A 15-minute dramatized show presenting true-life stories of the lives and careers of the legendary and famous heroes and heroines of sport. Each show a complete quarter-hour human-interest drama of the songs, the legends, and the treasured memories from the world of sports. A sports show with everything—novelty, drama, music, humor, story and heart.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Mac Davis Sports Features, 1 Montgomery Place, Brooklyn, N. Y.

Your Sports Question Box

A transcribed radio program which answers radio listeners' questions on all sports—not just baseball. Program appeal is to all ages of both sexes. Covers Bridge, Poker, Gin Rummy, Backgammon, Checkers, Chess, Darts, Shuffleboard, Ping-Pong, Ice-Skating, Skiing, Snow-Shoeing, Golf, Tennis, Badminton, Bowling, Fishing, Boxing, Baseball, Football, etc. Featuring Bob Fuller.

Availability: E.T.
Running Time: 15 minutes.
Submitted by: V. S. Becker Advertising Service, 562 Fifth Ave., New York 19, 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," and Peabody Award winner, is started in this new transcribed series of 5-minute shows, 56 episodes now ready. Stevens tells unusual and little-known stories about sports headliners, each show sparkling with humor and drama. Stories were told to Stevens personally by sports headliners in every field of sports. Available for local or regional sponsorship, or for national spotting in available markets. One sponsor in a city.

Availability: E.T.
Running Time: 5 minutes.
Audience Appeal: Male.
Audition Facilities: Transcriptions.
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Joe DiMaggio Sports Show

Sports show, starring Joe DiMaggio, which includes sports quiz between boys and girls teams, the award of the DiMaggio Citation to the "youngster of the week" for outstanding service to community, dramatization of life of sports personality who then appears for interview with Joe. The sports quiz is conducted in an unusual exciting format which is both highly entertaining and informative.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Jack Barry, 77 Park Ave., New York, N. Y.



Lapeer Party Line or Anytown Party Line

Small communities have been left out of radio, because no station has seen fit to localize radio for them. "Anytown Party Line" is just another telephone show, but it uses "Anytowns" phone book and asks questions about the history of "Anytown." Only persons living in Anytown can participate and only persons living in Anytown can win gifts. Participation is easy to sell small town merchants.

Availability: Live talent.

Running Time: 15.

Submitted by: WBBC, Booth Radio Stations, Inc., 112 W. Water St., Flint 3, Michigan.

Let's Go to a Party

An informal quiz and stunt program is staged in the home of a listener. Station furnishes refreshments, prizes, records program and plays it back in a good ½ hour class "A" time. Program features popular WHEC Mc'Sack Barry with gags and giggles. Running question for jackpot prize climaxes program. Host and hostess receive bouquet and table decorations plus a prize.

Availability: E.T.

Running Time: 30.

Audition Facilities: Transcriptions.

Submitted by: WHEC, Inc., 40 Franklin St., Rochester 4, N. Y.

Much Ado About Music

Four contestants — two musical figures and two from the studio audience—match wits for prizes of record albums of their own choice. The questions pertain purely to music and run from questions about compositions, composers and historical music facts to identification of voices and melodies. Allyn Edwards acts as master of ceremonies.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: Interstate Broadcasting Co., WQXR, 730 Fifth Avenue, New York 19, N. Y.

The Proof's in the Pudding

Fifteen-minute gimmick. Announcer presents recipe with screwy sound. . . . "a pinch of salt" sound: Ouch! . . . etc. Persons in listening audience must fill out Proof's In The Pudding card—tell what the announcer is cooking with the gimmick recipe. Card is presented to Bakery or grocery sponsor for awards.

Availability: Live talent; E.T.

Running Time: 14½ minutes.

Audience Appeal: Female.

Client Suitability: Bakery, grocery.

Audition Facilities: Transcriptions

Submitted by: KUTA, 29 So. State St., Salt Lake City, Utah.

Ice Box Inspector

A local bottling company sponsors show and sends out an inspector each day to cover a certain territory of city. This territory is announced over the air. If he finds any of their particular product in the ice box, \$1.00 per bottle is paid; must be in the ice box cold. If the person called upon is not home or does not have any in the ice box he is given a consolation prize. Results are announced on the following broadcast.

Availability: Live talent.

Running Time: 14½ minutes.

Client Suitability: Soft drink companies.

Audition Facilities: Transcriptions.

Submitted by: KWIX Broadcasting Co., 108½ So. 6th St., Waco, Texas.

You Can't Lose

Two announcers work show, one serving as M.C., the other reads the commercials. Program currently is running participating with six one-minute spots. Questions of local interest are asked of people called on numbers picked at random from phone book. Two completed calls are made per program. Each call is worth a five dollar gift certificate which accumulate until question is answered. In between calls popular recorded music is played. If question isn't answered, the party called receives two theater passes, hence, "You Can't Lose."

Availability: E.T.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: WRJN, Racine Broadcasting Corp., 441 Main St., Racine, Wis.

DuBois Dairy's I. Q. Kids Show

Only children's quiz program in our area. It is held in the Salvation Army Youth Center once a week and attracts 350-400 children per program. 10 contestants are selected from studio audience and they are permitted to select prizes with questions attached. If child can answer his question correctly, then he is entitled to retain the prize. Special features of the program are the awarding of a fountain pen to the child who's at the mike when an alarm clock wins.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Dairy, children's shop or bakery.

Cost: \$25.00 half hour.

Audition Facilities: Transcriptions.

Submitted by: WCED, DuBois, Pa.

On The Spot

Show divided into three segments: 1—Mystery Tune. Recording suggests name of state. Required to give state and state Capitol. 2—Mystery Spot. Cryptic Clues designate some well known spot in town. Required to locate same. 3—Mystery Sound. Required to identify sound. Cryptic Clues give hints. Contestants selected from letters sent in answering question—Why I Should Purchase U. S. Security Bonds. A telephone quiz.

Availability: Live talent.

Running Time: 14½ minutes.

Audition Facilities: Transcriptions.

Submitted by: WRBL, Columbus, Ga.

Telephone Mailbag

Opens and closes with snappy jingle set to music. Program has continuous background music of a very soft timbre. MC picks cards which have been sent to station, bearing writers name and telephone number—this gives MC assured audience—MC then dials number and asks question, if question goes unanswered token award is given. If question is answered a major prize is awarded. Prize list builds up each day as question goes unanswered. Don Callen is MC. Program currently running 5 days per week.

Availability: Live talent.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: WBBC, 112 W. Water St., Flint 3, Mich.

It's the Sponsor Who Pays

Quiz show—asking six questions on each program about station's sponsors and their products, with nightly prize donated by sponsors to winner. Each two questions followed by transcribed music.

Availability: Live talent; E.T.

Running Time: 15 minutes.

Cost: \$14.00 for each ¼ hr. show, plus talent.

Audition Facilities: Transcriptions.

Submitted by: KRUL, Corvallis, Ore.

The Man On The Sidewalk

Lowell Blanchard, "The Man on the Sidewalk," produces his show in front of WNOX. A riddle is asked and the correct answerer receives 20 merchandizing awards — each worth at least \$10.00—plus \$5.00. Each day the riddle is unanswered adds five more dollars to the total which has run as high as \$85.00. A crowd, up to 2,000, begins to gather two to six hours ahead of time. Women outnumber men. They usually win the awards—about 300 answers to the broadcast.

Availability: Live talent.

Running Time: 15 minutes.

Submitted by: WNOX, Knoxville, Tenn.

Newsboy Quiz

Six carriers of local newspaper compete in 30-minute quiz each week, in rounds. Highest scoring boy wins \$25 Savings Bond, and a chance to appear in the finals. Finals winner gets \$250 scholarship to state college. A promotional program in cooperation with local newspaper.

Availability: Live talent.

Running Time: 30 minutes.

Submitted by: KEEN, Hotel De Anza, San Jose, Calif.

Dollars To Donuts

Starring Bill Slater, Dollars To Donuts features the newest quiz twist in years. With listener and studio audience participation, Dollars To Donuts offers a unique public service feature—"The Lucky Letter." The writer of the letter which presents the best reason for educating the child named in this letter, receives the grand prize. Prize goes toward the child's education. Script available.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Will Pipe Live Talent.

Submitted by: Gordon M. Day Advertising Service, 145 E. 53rd St., New York 22, N. Y.

Quaker City Quiz

A quiz show by, for and about Philadelphians and their city. Listeners send in questions about Philadelphia. These questions are asked of contestants called by phone during the program. If the person called knows the answer, he gets an appropriate prize. If he doesn't know the answer, the person sending in the question gets the prize.

Availability: Live talent.

Running Time: 55 minutes.

Audition Facilities: Transcriptions.

Submitted by: WPEN, 1528 Walnut St., Philadelphia 2, Pa.

Something for the Girls

A telephone quiz show designed especially for women. Questions about foods, housekeeping, women in the news, etc., are sent in by listeners, with a prize for each question used. Emcee calls residential phones in the directory, but will ask the question only of women—the men can't play. Valuable merchandise prizes. At some time during the show, an alarm clock rings, automatically adding another prize to the pot.

Availability: Live talent.

Running Time: 30 minutes.

Audience Appeal: Female.

Client Suitability: Home or women's products.

Audition Facilities: Transcriptions.

Submitted by: WPEN, 1528 Walnut St., Philadelphia 2, Pa.

Studio Party

Program features male and female radio personalities on daily half hour program. Questions are selected on S. Illinois history, worth \$2 at the beginning, increasing in worth by \$2 every day question goes unanswered. Listeners register with station. One card is selected arbitrarily each day, and name is read on the air. That person calls WCNT, and gives the answer to the question, if possible. Good comedy is incorporated in the show.

Availability: Live talent; E.T.

Running Time: 30 minutes.

Client Suitability: Grocery products, soaps.

Cost: \$150 per week subject to 15 per cent time discount for 1 year contract.

Audition Facilities: Transcriptions.

Submitted by: WCNT, Centralia, Ill.

The American Family Quiz

The basic idea of this show is so astonishingly simple and appealing we wonder why we didn't think of it years ago. We simply quiz the American family, as represented by husband and wife, teams assembled on the studio stage. Quiz questions are arranged to insure a pyramidal climax. The quiz gimmick recalls great American families. Listeners will participate.

Availability: Live talent.

Running Time: 29½ minutes.

Cost: \$400 plus prizes.

Submitted by: WGN, 441 N. Michigan Ave., Chicago 11, Ill.

Daylight Savings Time

Sponsor, "Daylight Grocery Company." Section One: "Memory Game"—four contestants study table of groceries, then list items. Prizes are merchandise. Section Two: "Table Stakes"—three contestants furnished baskets of groceries with each question, bet one or more items against equal number by emcee. After third round, highest score tries for "Jackpot question." Contestant keeps groceries won or bets all against the table. Correct answer wins grocery jackpot, merchandise prize if contestant loses. Talent: Bernie Adams, m.c.; Ray Eddy, commercials; songs by "Dave and Jo-Anne." Availability: Live talent.

Running Time: 25 minutes.

Client Suitability: Grocers or manufacturer.

Audition Facilities: Transcriptions.

Submitted by: WPDQ, Jacksonville 1, Fla.

The Teen-Agers Quiz Club

Sheila John Daly is the popular 'teen-age columnist of The Chicago Tribune! Harold Teen is the voice of the great 'teen-age comic strip. Six contestants three boys, three girls, are chosen from a 'teen-age studio audience. The Teen Agers Quiz Club is a battle to end all battles—boy against girl, team against team. Sheila John Daly against Harold Teen.

Availability: Live talent.

Running Time: 29½ minutes.

Audience Appeal: Teens.

Cost: \$300 plus prizes.

Submitted by: WGN, 441 N. Michigan Ave., Chicago 11, Ill.

Hold the Phone

A telephone quiz program with the questions based on items and places of local interest. The quizmaster picks the numbers at random from the local telephone book. Person answering the phone receives two complimentary tickets to a local movie. The jackpot increases \$2.50 each time the question is not answered correctly. The show has achieved the position of "must" listening, six mornings a week, with housewife listeners of this area.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Household.
Audition Facilities: Transcriptions.
Submitted by: WAMS & WAMS-FM, 414 French St., Wilmington, Del.

Inquiring Mike

Iowa's oldest man-on-the-street show now in its fifteenth year. Two men on a mike, Bill Baldwin and R. J. Nash, interview noon-day shoppers and luncheoners on timely subjects at Des Moines' busiest street corner. An excellent sampling program and one which offers good merchandising possibilities.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: KSO, 800 Farm Bureau Building, Des Moines 9, Ia.

Personality

Program based on rhyme containing identity of hidden personality. Additional clues to identify given each time program is broadcast. Three telephone calls made each broadcast to allow persons called to identify "hidden personality." Each time person called fails to guess additional money is added to the jackpot. Program is tied together with transcribed music; many spots on the show are transcribed to add variety and interest.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Client Suitability: Food stores, clothing stores, beauty parlors, cosmetics, photographic equipment, home furnishings, appliances, building materials.
Cost: \$36 per week for a participation in all three programs.

Audition Facilities: Transcriptions.
Submitted by: WILK & Wills Advertising Agency, 88 North Franklin St., Wilkes-Barre, Pa.

Quiz Call

Telephone quiz show. Three phone calls daily. Each call pays two dollars. If the question is incorrectly answered, two dollars is added to the worth of the next call. Money also accumulates daily until the question is correctly answered. The question changes upon each correct answer. A new question is used each day. Weekly questions are used for mail pull. Person must answer correctly and name the prize. Only hint given is the department the gift is from.

Client Suitability: General appliance or jewelry stores.
Submitted by: WCHS, Charleston 24, W. Va.

Quiz Quest

This is the only show of its type on any Louisville station and is one that has a distinct public service element. Two member teams from civic clubs of Louisville compete weekly. Questions are of the usual quiz type, with several of community and state interest included, to stimulate local interest. Prizes are given to both winner and loser and all monies go into the Charity Funds of each participating Club. (½ Hour in 15-week segments.)

Availability: Live talent.
Audition Facilities: Transcriptions.
Submitted by: WINN, Earle Hotel, 10th Floor, Louisville 2, Ky.

WTIC's Cinderella Week-End

WTIC's "Cinderella Weekend," a hilarious audience participation show for women, originates in one of Hartford's most attractive eating places. A fast-moving, laughter-evoking program which packs in a capacity live audience daily. Conducted by two competent emcees, Floyd Richards and Bob Tyrol. Valuable daily prizes and weekly grand-prize of glamorous all-expense weekend in New York for winner and escort, including accommodations at swank hotel, visits to famous night clubs, theatres, restaurants, etc.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WTIC, 26 Grove St., Hartford 15, Conn.

Fox and Hounds

The only audience participation show in radio in which the entire audience actually participates and shares in the profits. It's brand new, exciting, entertaining—a show that will get a vast audience and a big rating from the date of its start. The type questions provide good entertainment and the 'gimmick' causes enthusiasm among hundreds of participants, instead of just a few. Well worth looking into as one of the 'big' shows of the year.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will Pipe Live Talent.
Submitted by: Basch Radio & Television Productions, 17 E. 45th St., New York 17, N. Y.

Junior Sports Club

Currently in interest of Junior Legion Ball. Highlighted by sports quiz between two Legion ball teams weekly. Well-known sportswriter and athlete as guests, and sportscaster Mike Gannon as MC. Staff organist opens and leads audience (youngsters from orphanages) in "Take Me Out To The Ball Game" theme and plays 3 selections on show. Successful now—will switch to football and basketball when baseball ends.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: WIS, Columbia, S. C.

Keep Up With The Kids

A refreshingly different and wholesome approach to a quiz show using Benay Venuta as Mistress of Ceremonies. A parent and a teen age child vie with each other on an equal plane for a prize of their own individual selection. Totals of the evening are added up to see if the parents are keeping up with the kids. Each week a Hollywood star appears with his or her child to play the game.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Meet Your Lucky Partner

Meet Your Lucky Partner gives listener and studio contestant alike an equal opportunity to vie for large prizes. Paul Brenner, the MC, introduces the studio contestant to his lucky partner, chosen at random, over the phone. The partners then help each other to win the prizes

QUIZ PROGRAMS

until they reach the jackpot. They then become friendly competitors. The jackpot question is integrated into a running drama. Fast moving with music and laughter, this show gives a break to the home listener.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Shopping by Radio

Three women get an opportunity to win big prizes by answering questions submitted by listeners. One of the guests is chosen from studio audience and the others from those who send in questions. Russell Naughton is MC, assisted by Jane Redding. Program is on daily at 9:15 a.m. and hundreds of questions pour in every day.

Availability: Live talent.
Running Time: 45 minutes.
Submitted by: WDRC, 750 Main St., Hartford, Conn.

Three For The Money

Three For The Money offers Mark Warnow's orchestra, Russ Emery and Mary Small as vocalists, and Clayton "Bud" Collyer as M.C. in a full hour of good musical listening. Collyer asks a phone contestant to arrange three tunes in the order that he thinks Mark Warnow's orchestra will play them. If the contestant arranges them correctly, he has a chance for a second grouping and then a third. Very large cash prizes can be won by the listeners.

Availability: Live talent.
Running Time: 1 Hour (available in half hour segments).
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

What's the Name of That Song?

Highly successful in West Coast ratings and good national ratings, this show is a musical quiz with Bill Gwinn as M.C. Studio contestants try to guess the name of three tunes. They then pick one tune they know well and if they can sing two lines of it they get paid off in cash. It's a game that listeners have fun playing themselves and a game which listeners participate in by sending groups of three tunes to be played. Available without the West Coast.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Dialing For Dollars

Emcee introduces show and briefly outlines rules. Then he dials the first telephone number. Getting the answer to his call, he asks a single question. Correct answer pays five dollars and if contestant has sales slip from show's sponsor, he receives the full jackpot. Jackpot starts off with five dollars and a dollar is added every time the question is missed. Three calls are made each day during 15-minute period.

Availability: Live talent.
Running Time: 14½ minutes.
Audition Facilities: Transcriptions.
Submitted by: WMOC, P. O. Box 423, Covington, Ga.

People Know Everything

Program utilizes telephone and mail participation with prizes given away for answering "mystery music" quiz, and jack-pot or "sound bank" of prizes awarded to listener who identifies "mystery sound effect" by mail or telephone. Merv Amols is quizmaster, assisted by Mac Smith. Show written and produced by Benton Boggs, Jr.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Soft drink, furniture store, department store, cigarette mfr., service station, frozen food distributor, etc.
Cost: \$65 weekly.
Audition Facilities: Transcriptions.
Submitted by: WJLS, Main St., Beckley, W. Va.

Triple B Ranch

A quiz show which combines comedy, entertainment and some education. Bob Smith shares the quizmaster duties with Howdy Doody, currently the most sensational character in radio and television. Valuable prizes are given to two teams of four boys and four girls picked for the contest by school or club authorities.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Audition Facilities: Transcriptions.
Submitted by: WNBC, 30 Rockefeller Plaza, New York 20, N. Y.

Don Miller's Sports Folio

WTOL's sports director, Don Miller, conducts a quiz session using spot questions. His contestants are drawn from the Toledo sporting scene and teams active in the Toledo area. The questions cover current and memory sporting information. The winners receive merchandise and gift certificates from the station and the sponsor.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Male.
Cost: Talent—\$20.00.
Audition Facilities: Transcriptions.
Submitted by: WTOL, Bell Building, Toledo 2, Ohio.

Guess Again

Listeners are asked two questions per day for five days. Answers are submitted at the end of the week. Prize is a trade-out with a buslines for tickets anywhere in the nation. Supplementary prizes are worked out with sponsor and manufacturers.

Running Time: 15 minutes.
Submitted by: KCNC, Blue Bonnett Broadcasting Co., 705½ Min, Fort Worth 1, Tex.

Classroom Quiz

Show is completely informal with Dave Bigley as MC and Quiz Master interviewing students from the grammar schools. Questions are based on text books used by that particular grade.
Availability: Live talent.
Running Time: 29½ minutes.
Audition Facilities: Transcriptions.
Submitted by: WJOI, Florence, Ala.

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Breakfast With the Paul Lights

Breakfast with the Paul Lights features Paul Light, well known columnist on the St. Paul Pioneer Press, and his wife, Mary, in a variety audience participation show presented in the River Room Restaurant of Schuneman's Department Store, which sponsors the program. Various stunts are employed to promote audience participation as well as interviews by Paul and Mary, presentation of guest celebrities, and abbreviated style show and the awarding of prizes. Following the program, the entire audience is served free coffee and doughnuts.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WMIN Broadcasting Co., St. Paul 2, Minn.

Duchess Fun Club

Audience participation shown in local movie theatre; run series of ridiculous and funny contests to get five finalists and elect one of them to the Duchess Fun Club (Duchess Ice Cream Company); audience and participants get ice cream; plenty of action on stage; first contestants perform away from theatre (such as wearing feminine hat they made and trying to exchange with a woman on the street); five finalists are quizzed to eliminate all but one who is the official Fun Club member of the week; gets card entitling him to one ice cream product each week for a year; gets ice cream party for 25.

Availability: Live talent.
Running Time: 29½ minutes.
Client Suitability: Juvenile products preferred; show is sponsored at present.
Cost: \$35-\$40 per broadcast.
Audition Facilities: Transcriptions.
Submitted by: John H. Phipps Radio Stations—WTAL, Tallahassee, Florida.

Hide and Seek

Program is an audience participation show, with the usual amount of giveaways, prizes, etc. Program technique is copyrighted, so far as manner of selection of categories within the program are concerned. Hide and Seek plays the old fashioned kids game in modern up-to-date adult fashion.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: WINK, Ft. Myers, Fla.

Housewives Holiday

Housewives Holiday is a participation show resigned purely for women. It is broadcast before a live audience of 1500 people. Its format consists of "Pennies for your thoughts" "Quarters for Quotations" "Interviews on how you met and how your husband proposed to you". Finally, merchandise awards for producing objects from your purse. The show is emceed by two men, who also have two production assistants.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Female.
Audition Facilities: Transcriptions.
Submitted by: KQV, Chamber of Commerce Bldg., Pittsburgh 19, Pa.

Isle of Chance

The "Isle of Chance" is a local theatre in Barre, Vt. The citizens of the Isle are the audience. The M.C. is "His Majesty", the commercial announcer—"The

Secretary of Commerce", and the roving announcers in the audience—"The Ambassadors." Questions are asked and citizen receives one to three dollars for correct answer. If they miss, they receive a theatre pass. All money not won is put into "Treasury Surplus" that builds up from week to week, if treasury question is not answered correctly.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Grocers, clothing stores, theatres, drug stores.
Audition Facilities: Transcriptions.
Submitted by: WSKI, Union Mutual Building, Montpelier, Vt.

On the Spot

Question-answer blanks picked-up at store—filled-in—dropped in huge Barrel Of Fun. M.C. interviews guests. Guest draws out question blank. M.C. reads. Guest answers—he receives award. If guest fails—writer of question wins. M.C. and guests work on huge linoleum spot. Now has 49% Topeka radio audience. Client—appliance store—Air time: 10:15 A. M. Sponsor hands out small appliances. Theatres comp. oaklies.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Appliances—general home furnishings.
Cost: Air time 15 min.—\$20.00 plus talent and handouts. Total: \$35-\$40.
Audition Facilities: Transcriptions. Will Pipe Live Talent.
Submitted by: KTOP, VFW Building, Topeka, Kans.

The Regional Market Program

The Regional Market Authority of the State of N. Y. is building a Regional Market in Utica, N. Y. and has received the wholehearted co-operation of all growers, truckers, wholesale produce and retailers. WIBX will broadcast a daily Mon. thru Sat. program from 5 A.M. to 7 A.M. giving market prices, interviews with growers, farmers, truckers and allied trades—weather and crop and produce reports—prices—quantities and qualities of produce offered daily.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Agricultural, Daily, Produce, fertilizers, insecticides, farm implements, machinery.
Audition Facilities: Transcriptions.
Submitted by: WBX, 1st Bank Bldg., Utica 2, N. Y.

Three Little Words

Chart layout horizontal three spaces—vertical five spaces. Play three records each 15 minute program (Monday-Friday). Don't mention names of tunes. No vocals. Before and after each selection ask listener to refer to their Three Little Words chart—and place one word of title in designated space. At end of week (or as long as contest is to run) listener takes her 15 words (three words each day for five days) and writes a statement of 200 words or less using at least once her 15 words on any current civic problem, etc.

Availability: Live talent, E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions, Will Pipe Live Talent.
Submitted By: KTOP, VFW Building, Topeka, Kans.

Treasure Is Where You Find It

Something entirely new. A listening audience participation dramatic show. Clues are buried in dramatic script based on tales of buried, hidden or sunken treasures. Contestants solve problem and write brief letter as to why they like sponsor's product for prizes.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will Pipe Live Talent.
Submitted by: Von Baumann Studio, 331 East 71st St., New York 21, N. Y.

Bowling For Dollars

Contestants selected from audience by drawing ticket stubs. Accumulative jackpot. Contestant rolling strike gets jackpot; contestant rolling spare gets three dollar cash prize and a new fountain pen; contestant making score of ten gets two dollars cash; contestant getting less than ten pins gets consolation prize of three tickets for free bowling. Every time contestant fails to get ten pins, another dollar is added to jackpot. Highest jackpot given away to date: \$127.00.

Availability: Live talent.
Running Time: 14½ minutes.
Cost: Averages \$20.00 each program plus air time.
Audition Facilities: Transcriptions.
Submitted by: Monocacy Bcstg. Co., WFMD, Winchester Hall, Frederick, Md.

Shoppers' Special

Full-hour, variety-audience participation show with Eddie Hubbard as m.c., Liberty Magazine food editor Beulah Karney, Rex Maupin's Orchestra, and vocals of Ellen White, Don Moreland, and the Honey-dreamers. Features a market-basket quiz for studio contestants which pays off in grocery products for the clue identification. Listeners also get in on prizes in a "penny pinching" contest and by submitting winning entries in "most polite grocery clerk" gimmick. Program available for sponsorship in quarter-hour or half-hour segments.

Availability: Live talent.
Running Time: 60 minutes.
Submitted by: WENR, American Broadcasting Co., 20 N. Wacker Drive, Chicago 6, Ill.

The Snag Solvers

Man and woman solves household problems submitted by listeners. Problems are submitted to listeners who phone solutions on private studio phone. Gifts are given for best solutions and most perplexing problems. Housewife appeal. An audience participating program without leaving the comfort of home. Program two years old. Still strong. Copyrighted by WBBB. Snag Solver Parties given each 26 weeks with members invited to theatre studio, free, gifts and refreshments.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WBBB and WBBB-FM, 310 S. Main St., Burlington, N. C.

Blind Date

Humorous situation program in which people from the studio audience vie for blind dates with movie personalities, Mistress of Ceremonies, the outstanding comedienne, Binnie Barnes. This is a new

version of the famous "Blind Date" that had an excellent rating history on ABC a couple of years ago. A very potent entrant in the new program field.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$3,500.00
Audition Facilities: Transcriptions; (if necessary will pipe live talent).
Submitted by: Jack Rourke Productions (In New York: Gordon M. Day Advertising Service), 6331 Hollywood Boulevard, Hollywood 28, California.

Mike Goes To A Party

One-quarter hour roving announcer type of program with ideal format allowing for a great deal of flexibility, i.e., announcer each day carries on interviews at various social and recreational functions, sporting events, etc. A fast moving highly entertaining audience participation program.

Availability: Live talent; E.T.
Running Time: 15 or 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Richard Bradley Associates, 540 N. Michigan Ave., Chicago 11, Ill.

Movie Award

Movie Award stars famed radio personality Wendell Niles, and Hollywood columnist, Erskine Johnson. Mr. Johnson's syndicated newspaper column is read in several hundred newspapers throughout the land. Audience participation show is based on the background of movies, stars and stories. Mr. Johnson contributes human interest anecdotes, Mr. Niles interviews the participants from the studio audience. Highly humorous audition record available.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$3,500.00.
Audition Facilities: Transcriptions.
Submitted by: Jack Rourke Productions (In New York: Gordon M. Day, Advertising Service), 6331 Hollywood Blvd., Hollywood 28, Calif.

Repeat It Please

This is a money give-away show. At 8 a.m. each morning a sentence is given (brief and relative to the advertiser). At 8:23, the program goes on the air and some listener is telephoned and asked if she can "Repeat It Please," meaning of course the "key" sentence that was given at 8:00. If she can she is awarded all the money in the "kitty." If she can't another dollar is added and the next day, another phone call is made and etc. until a winner is discovered. . . . Then the program begins anew with \$1.00 in the kitty.

Availability: Live talent; E.T.
Running Time: 5 minutes.
Client Suitability: Dry cleaning establishment, lumber company, coffee company, bakery, dairy and clothing store.
Cost: \$5.00 . . . plus give-away money.
Audition Facilities: Transcriptions.
Submitted by: WCED, DuBois, Pa.

What Do You Know?

Contribution should accompany all letters and all money realized goes toward some philanthropy, such as Red Cross, Salvation Army, YMCA or Firemen's Fund. Program is similar to a "Miss Hush" series. Clues are given each program toward the identification of a person, place or thing. Listeners are invited

o send their names, addresses and telephone numbers if they think they know the answer. This makes them eligible to be called by telephone on a program and asked, "What Do You Know?" If right answer is given, person called gets an entire pyramid of prizes, which are given by a number of local merchants. Transcribed music is used as "fill." We have had four successful series of these programs. . . . Declared the most popular WCED programs.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Automobile firm, loan company, department store.
Cost: \$25.00 per broadcast.
Audition Facilities: Transcriptions.
Submitted by: WCED, DuBois, Pa.

Boom Show

A hilarious stanza based on the suspense of an exciting balloon bursting contest. A new gimmick is introduced on an established and successful audience quiz. Everybody has fun and the winners well paid. Great commercial angle. As good for video as A.M.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any popular priced household commodity. Increase foot-traffic at outlets.
Cost: \$2,000.
Audition Facilities: Transcriptions.
Submitted by: Cruger Radio Productions, 5800 Carlton Way, Hollywood 28, Calif.

The Gold Rush

The Gold Rush—big money give-away show in a colorful setting for simultaneous radio and television transmission. Preliminary winners become "forty-niners" who can parley their winnings to the goldmine jackpot of \$1,000.00. Show has studio and listener-at-home gimmicks plus a sound basic entertainment appeal because of its Gold Rush atmosphere.

Running Time: 30 minutes.
Cost: \$3500.
Audition Facilities: Transcriptions.
Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

Harmony Hall

Live hillbilly music, audience participation, this program is similar to the "Grand Old Opra" broadcast remote from heart of the city and for one year has been drawing huge crowd, may soon be piped out to other small stations in our area. As extra features of this show we use all sorts of contests and old time bidding is stressed a good show for selling anything. Denny Walker is MC. This program has been very successful.

Availability: Live talent.
Running Time: 90 minutes.
Audition Facilities: Will pipe live talent.
Submitted by: WJIM, Box No. 20, Lewisburg, Tenn.

King's Telequiz

Usual Telequiz show, featuring "guessing game" with description of "Store Special," then calls received to identify object. Participant who guesses "grocery special" correctly receives same, plus one dollars worth of merchandise. Five specials run each broadcast.

Availability: Live talent.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Ideal for grocery store.
Cost: \$15.00.
Submitted by: KDIX, 28 First Ave. West, Dickinson, North Dakota.

Suspicion

Exciting, romantic thrilling, law enforcement playlots forceful and dramatic.

Great entertainment plus listener participation if desired. Thirty-nine programs available.

Availability: E.T.
Running Time: 12 minutes.
Audition Facilities: Transcriptions.
Submitted by: Transcribed Radio Shows, 2 West 47th St., New York 19, N. Y.

We The Jury

Vigorous and original. Both sides of human interest every day cases are dramatized with courtroom settings. Prosecution and defense, cross examine the witnesses, and the verdict is left in the hands of the listener. An exceptionally fine vehicle for "audience response" because it has vitality, speed and surprising narrative twists. "We the Jury" will meet all sponsor requirements. Each of the thirty-nine broadcasts is noteworthy for its vigor and originality. An instantaneous proven success wherever broadcast.

Availability: E.T.
Running Time: 12 minutes.
Audition Facilities: Transcriptions.
Submitted by: Transcribed Radio Shows, 2 West 47th St., New York 19, N. Y.

Win And Grin

Show is sponsored by five stores in neighborhood business section. Mobile transmitter is parked in front of client's store (different each day). Shoppers are asked simple question, which if answered correctly gives them choice of five different shells in which is a certificate for merchandise from sponsor's store. Telephone call is also made and if person called can answer a simple question he receives same merchandise as top winner.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WEBR, 23 North St., Buffalo 2, N. Y.

Add Em Up

The script is written up around the grocery prices prevailing at time of the program. Introduction is welcome and 1 minute plug. Music is alternated with three contests in which numbers of size of can, price of items and all other numbers mentioned are added by radio audience. First person calling in with correct answer wins prize of groceries.

Availability: Live talent.
Running Time: 14½ minutes.
Audition Facilities: Transcriptions.
Submitted by: KBIO, Box 461, Burley, Idaho.

Campus Corner

Junior High School students in Jacksonville, Fla., are invited to "bring the gang" along to the WJHP studios every afternoon after school and join in the fun at Campus Corner. Entertainment by school girls and boys, interviews with outstanding students and music requested by the young folks, make up the show's format. A different school participates each day, and at the close of the school year a Campus Corner jamboree features top talent from all of the junior high schools in the city. Record requests are played on the summer-time version of Campus Corner.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Client Suitability: Dairies, grocery stores, clothing stores, school supplies, soft drinks, bakery.
Cost: Rates in S. R. & D. plus \$10 per show talent.
Audition Facilities: Transcriptions.
Submitted by: WJHP, 500 Laura St., Jacksonville 1, Fla.

Movies On The Mind

"Movies On The Mind" is an audience-participation program that is devoted en-

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tirely to the subject of movies and movie personalities. Consisting of three parts, it is actually three show ideas fused into one. A radio quiz-charade game starts things rolling with a guest-star interview by movie fans and a gossip-reviewer column-of-the-air winding the session up.
Availability: Live talent.
Running Time: 30 minutes.
Cost: \$2,000.
Audition Facilities: Will Pipe Live Talent.
Submitted by: Gotham Radio Productions, Inc., 120 East 16th St., New York 3, N. Y.

KMYR's Three Alarm Show

An hour live talent show broadcast afternoons Mon. through Fri. Studio audience and listeners share in free gifts for which they give correct answers to mystery tunes and/or questions asked by M.C. "Dick Schmidt" or Capt. Ozle Waters, heading the musical end of the show. Western and current popular numbers mixed with requests for memory tunes along with a wide variety of jokes and plenty of clowning—including the commercials throughout show—which is handled as a "participating show" available in quarter hour strips or minute spots.

Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: Jewelry stores; furniture; drug; ladies ready to wear.
Cost: Sold on participation basis only: Quarter hour \$150 week; 1-min. participation \$75.00 per week.
Audition Facilities: Transcriptions.
Submitted by: KMYR, 1626 Stout Street, Denver 2, Colo.

High Time

Combination record and participation show direct from Topeka Youth Center. Pop tunes requested by mail during the week plus interviews with teen-agers, contests, gossip column, record album and free soda drink prizes and all ably emceed by Bill Yearout of WREN staff.

Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: Soft drink, sports, client looking for teen market.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: WREN, 411 W. 10th St., Topeka, Kans.

Musical Numbers

An audience participation program in which studio audience, or telephoned listener, or both, are asked to give the correct total of cardinal numbers in popular songs as sung. For instance, in the popular song "Five Foot Two, Eyes of Blue," there is a total of "30" cardinal numbers in one chorus. Contestants are also asked to give the correct total of cardinal numbers in very familiar tunes like "Tea for Two," without benefit of vocal rendition—orchestra only.

Availability: Live talent.
Running Time: 60 minutes.
Audition Facilities: Transcriptions.
Submitted by: Pete Wassser Company, 1306 Keenan Building, Pittsburgh 22, Pa.

Open House At 1450

Program includes music combined with three audience participation contests. Included are "Musical Derby" in which two contestants are pitted to determine which one can name the most musical numbers without missing; "Femme Fact-Finding Contest," which includes general questions of interest to women in which two

contestants compete again; and "Name-loss Noises" game in which two members of the audience are asked to identify common sound effects. The program has Emcee, Girl Foll, Soloist, Instrumental Quartet, Announcer.

Availability: Live talent.
Running Time: 45 minutes; can be expanded to one hour.
Audience Appeal: Female.
Cost: \$125 for 15-minutes 5 days a week.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: WILK, 88 North Franklin St., Wilkes-Barre, Pa.

Come And Get It

This recorded audience participation show opens with the tolling of a huge dinner bell, followed by m. c. Bob Russell issuing a general invitation to "Come And Get It." Russell interviews contestants from Radio City studio audience, giving prizes for correct answers to food questions. Questions are then passed to Board of Experts, Gaynor Maddox and Alma Kitchell, who expand the subjects into a banquet of information. A natural for food advertisers, series has 156 quarter hour for three-a-week broadcast.

Availability: E.T.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Food-household distribution.
Audition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

If I Had My Way

"What would you do if you had your way?" To that question come exciting, dramatic answers from real people. A bootblack has an idea for a screwy invention, a famous movie star has a scheme to help young hopefuls, a boy tells what he'd do as principal for a day. Often these plans are put to real life testing. Top notch entertainment plus public service. Richard Dana scripts.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Roy De Groot Consultants, Inc., 345 Madison Ave., New York 17, N. Y.

Let's Play Reporter

An audience participation program with a newspaper office background. Frances Scott acts as city editor and quizmistress, and gives out assignments to cub reporters, with highly amusing results. This quiz show is entertaining and educational, too. Excellent for a client who wants to promote good will . . . as well as amuse the public. Schools and colleges endorse the idea. Broadcast over NBC for 23 weeks. Good tie-up for both audio and video.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will pipe live talent.
Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17.

That's Life

That's Life is an audience participation show which delves into the happenings of everyone in their everyday lives. The contestants themselves tell interesting stories about what happened to them. Slanted for comedy, That's Life had a very successful run on CBS last summer with a healthy Hooper which climbed

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steadily during the season. The emcee is Harry Mitchell and the production is supervised by Howard Blake.

Availability: Live talent; E.T.
Running Time: 15 or 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: James L. Saphier Agency, 9538 Brighton Way, Beverly Hills, Calif.

Kolorkwiz

(formerly titled Lucky Listener)

Studio audience and listener participation quiz program with money and other awards based on letters and numbers chosen or held by listeners. The winners are determined by "proxies" in the studio acting for listeners and who are seated in seven chairs indicated by seven different colors.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Presentation of procedural script.
Submitted by: Roger White Productions & Leonard Traube Associates, 125 E. 50th St., New York 22, N. Y.

Movie Matinee

"Movie Matinee," with Red Benson, audience participation based on movies and allowing for lots of fun and information, currently broadcast over WOR and the Mutual Broadcasting System.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will pipe live talent & transcription.
Submitted by: Program Production, 551 Fifth Ave., New York 17, N. Y.

Sing It Again

The biggest quiz-participation show in all radio, offering the impact of full-hour, top evening radio—in quarter-hour segments for quarter-hour cost. Each broadcast offers 12 to 15 home listeners in as many different states opportunity to win more than \$13,000 worth of wonderful merchandise prizes. Quiz set in a great cavalcade of popular song hits delivered by singing stars Patti Clayton, Alan Dale, Bob Howard, and Ray Bloch's orchestra with The Riddlers Quintet.

Availability: Live talent.
Running Time: Full hour; available in 15-minute segments.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System, 485 Madison Avenue, New York 22, N. Y.

Winner Take All

Audience participation show combining the popular appeals of quiz with the week-to-week suspense of a serial. Program pyramids tune-in by having the champ of each quiz round remain on the show until he is defeated—weeks, if necessary. Constantly creates legitimate news with feature-news play in magazines, newspapers coast-to-coast. On day-time sustaining, show wins Hoopers as high as 5.6 against sponsored competition. Produced by Todman-Goodson, creators of DeSoto Dealers' "Hit The Jackpot."

Availability: Live talent.
Running Time: 15 or 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System, 485 Madison Avenue, New York 22, N. Y.

Go For The House

John Reed King as Emcee presides over this exciting quiz show on which contestant couples may win a complete house and furnishings.
Availability: Live talent.
Running Time: 30 minutes.
Cost: \$3,750.

Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Hey, Mr. Motorist

Modeled on man-on-street lines, but announcers interview motorists. Established as a safety movement with cooperation of Traffic Department. Originates at intersections of U.S. Routes 30, 24, 33 and 14, assuring cross section of drivers from almost every state, from many foreign countries. Gives ideas of what traffic problems are and how they can be remedied.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Tires, auto accessories, auto dealers, food products.
Audition Facilities: Transcriptions.
Submitted by: WOWO & WOWO-FM, 925 South Harrison St., Ft. Wayne 2, Ind.

How Crazy Are You?

Dramatized vignettes, personal appearances and narrations based on experiences of listeners and their families, friends and acquaintances, and offering cash awards for guest participants appearing either in person or by proxy. Good-humored, light-hearted, fast-paced comedy show; it hands the listeners laughs of the kind he most enjoys—laughs at the ridiculous which is at the same time human, and laughs which harm nobody because the objects of the amusement offer their experiences as laughable themselves.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will pipe live talent.
Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

Riddle Me Rich

A five-a-week 15-minute "man on the street" type of program featuring interviews with audience who are invited to participate in trying to detect the "riddle of the day." The program features hundreds of dollars of prizes weekly and is aired from under the marquee of one of Memphis' leading theaters. A feature of the interview and the program is based on the appeal where the listener appears on the show and then is invited to listen to the program later because it is played back and wire-recorded. This medium attracts the listener as they all "feel an urge" to hear themselves over the air. In addition to the Riddles which are submitted by listeners, the program also conducts a benefit fund for a charitable organization here—namely the Cynthia Milk Fund.

Availability: Live talent; E.T.
Running Time: 14½ minutes.
Client Suitability: Co-op basis.
Audition Facilities: Transcriptions.
Submitted by: WMPS, Columbian Tower, Memphis, Tenn.

Second Honeymoon

With Bert Parks as Emcee, this lively show asks women why they want a "Second Honeymoon." A panel of judges selects the outstanding one daily.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

1948 ★ ★ HOLLYWOOD ★ ★ 1949

Daredevils of Hollywood

Motion picture companies have in every production a huge outlay of money, and in order to avoid expensive delays, they insist that their leading characters use "doubles" in those scenes where an accident might hold up production. The "doubles" used in these dangerous scenes are known as "Stunt Men," and while every precaution is taken to avoid any injuries to them, the fact remains that every time they do a "gag," they more or less take their lives into their own hands. The "gags" and "stunts" are dramatized.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Accident insurance agencies, bakeries, breweries, sport goods, gas and oil distributors, medicinal, etc.

Cost: Minimum: \$2.50 per episode.
Audition Facilities: Transcriptions.
Submitted by: Walter Biddick Co., 1151 South Broadway, Los Angeles 15, Calif.

Look and Listen

A Hollywood commentary program, featuring human interest stories about stars, success tales, heart-throbs and comedy, carefully produced in a very commercial package and featuring interviews with "name" guests, such as

Skitch Henderson, Andy Russell, Virginia Mayo, Gregory Peck, etc. Potent merchandising gimmick—publicity material and photographs of guest stars are provided in advance to help merchandise the show.

Availability: E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Gordon M. Day Advertising Service, 145 East 53rd St., New York 22, N. Y.

Pike's Peek At The Stars

A fifteen-minute commentary and in-person interviews on how the cinema colony keeps fit—interviews with movie personalities plus inside stories on what the stars eat, how they exercise, their hobbies, recreations and personality stories direct from the sets plus brief hints on how the listener can keep fit at home.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Client Suitability: Cosmetic, cereal, food manufacturers.

Audition Facilities: Transcriptions.
Submitted by: "Pike's Peek at the Stars," 1608 No. El Centro Ave., Hollywood 28, Calif.

Hollywood Speaks Up

Starring Edith Gwynn, famous Holly-

wood columnist, Hollywood Speaks Up (a tape recorded show) gives the stars an opportunity to talk about any wrongs they feel have been done them—and more important, to talk about their personal views, about Hollywood, and the entertainment world. The audition record contains such stars as Herbert Marshall, Vincent Price, Alan Young, Maria Montez, and Errol Flynn.

Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: James L. Saphier Agency, 9538 Brighton Way, Beverly Hills, Calif.

A Fella And a Girl in Hollywood

Constructed from the tried and true pattern in which light comedy-drama is smoothly blended with popular melodic tunes, sung in duet and solo, by the two stars. Most of the action generates in Max's Melody Mart, near the world's most famous corner—Hollywood and Vine. Three running characters: Max Ehrman, proprietor of the shop; Colleen Ryan and Johnny Manners who work for him and aspire to become movie stars.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions; Will Pipe Live Talent.

Submitted by: Ted Maxwell Productions, 6060 Hollywood Boulevard, Hollywood 28, Calif.

It's Showtime From Hollywood

A colorful quarter-hour musical-variety show. It's Showtime From Hollywood stars one of America's best-loved band leaders, Freddy Martin, "The Master of Modern Music," whom The Saturday Evening Post features as "The Man Who Helped Kill Swing." The program sparkles with musical thrills he originated, reflects his brilliant and daring direction, his original scoring of many of today's smash hits—features a colorful, ever-changing presentation of musical fancy and variety set to quick-paced tempo. It's Showtime From Hollywood features the singing saxophone of Freddy Martin, the pianistics of Barclay Allen, the song stylings of Stuart Wade and the magnificent Martin Men Glee Club . . . plus the "band that sounds like a symphony." Masterfully directed, brilliantly produced, perfectly transcribed.

Availability: E.T.
Running Time: 15 and 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.



A. L. Alexander's Mediation Board

A. L. Alexander's Mediation Board is one of radio's best-known features, the scope and impact of its real-life dramas accounting for the program's great success in the face of the toughest competition. Under the guidance of A. L. Alexander, both sides of a problem are presented by the participants themselves on a panel of three distinguished citizens to preside at each broadcast and give considered and thoughtful opinion on each case. The variety and range of the problems presented assure a correspondingly wide listener appeal.

Availability: Live talent.

Running Time: 30 minutes.

Cost: 20 per cent of a station's evening hour network rate for talent plus station time.

Audition Facilities: Transcriptions.

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

Gabriel Heatter's Mail Bag

Each day, Gabriel Heatter selects from his bulging mail bag the most colorful, the most dynamic and the most interesting letters he receives, reads parts of these letters on the air, and then gives his own straight-from-the-shoulder comments. This is the public's opportunity to speak up and declare itself — this is the mouthpiece of those millions of people in this country who would give a great deal to speak their minds.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: First program will be Monday, August 30th. Suggested for auto dealers, dairies, bakeries, banks, furniture stores, etc.

Cost: 40 per cent of a station's evening hour network card rate for talent.

Audition Facilities: Transcriptions.

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

Fulton Lewis, Jr.

Tops in the field of national news reporting, Fulton Lewis, Jr. has held the interest and loyalty of his audience for more than ten years. Tops in the sale of local sponsors, Fulton Lewis, Jr. is sold to 305 Mutual stations from Coast to Coast with more than 500 local sponsors. His contacts on Capitol Hill are the headline names of the day; through these men come the daily scoops and exclusive stories as well as the crusades that have upset and improved many a government bureau.

Running Time: 15 minutes.

Cost: 40 per cent of a station's evening hour network card rate for talent.

Audition Facilities: Transcriptions.

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

Meet The Press

An unhearsed press conference of the air, Meet The Press is a fast-moving thirty minutes program with four crack newspaper reporters interviewing a top person in the news. Cabinet members, congressional leaders and political personalities appear on the show, their spontaneous comments often creating the next day's newspaper stories, columns and editorials.

Availability: Live talent.

Running Time: 30 minutes.

Cost: 20 per cent of a station's evening hour network card rate for talent.

Audition Facilities: Transcriptions.

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

John Nesbitt's Passing Parade

Powerful human interest stories of the strange, the unusual and the dramatic narrated by the man who has been called radio's greatest teller of tales. These wonderful stories, all based on fact, are the fruit of years of intensive research in every field of human history and endeavor. A superb writing style combined with a rare gift for dramatization, a magnificent voice and the skill to use it, gives this program a warm down-to-earth quality that goes straight to the heart of the audience.

Availability: E.T.

Running Time: 15 minutes.

Cost: 40 per cent of a station's evening hour network card rate for talent.

Audition Facilities: Transcriptions.

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

Kate Smith Speaks

These noontime commentaries are Kate Smith's opportunity to speak to women . . . about food, about children, about managing the home, about everything that interests them. Using this program (Monday thru Friday — 12:00-12:15 p.m. NYT) to deliver important messages on current events, Kate Smith has received commendations from State Governors, United States officials and other important persons for the work she has done on this series. Kate shares the spotlight with Ted Collins who delivers a summary of the news.

Availability: Live talent.

Running Time: 15 minutes.

Audience Appeal: Female.

Client Suitability: As a Co-op does a job for all types of sponsors. Particularly suitable for soaps, flours, foods, grocers, dairies, etc.

Cost: To sponsors — approximately 40 per cent of station's network card-rate plus station time.

Audition Facilities: Transcriptions.

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

Superman

Although Superman is one of the most fantastic of fictional characters, who can accomplish the most astounding supernatural feats, he uses these powers not on far-fetched fights with felons and fate — but rather, on very real, everyday problems, such as racial and religious discrimination. This method of teaching children the values of democracy and of warning them of the forces which might endanger it has won widespread approval not only among grownups but most important among the children themselves.

Availability: Live talent.

Running Time: 15 minutes.

Audience Appeal: Juvenile.

Client Suitability: Any product of basic appeal to children — soft drinks, baking products, ice cream, bubble gum, etc.

Cost: 20 per cent of a station's evening hour network card rate for talent.

Audition Facilities: Transcriptions.

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

Abbott & Costello

A top-notch comedy team in a riot of slap-stick fun. Their big-time show includes popular Susan Miller as vocalist and Matty Malneck's orchestra. Produced and transcribed in Hollywood.

Availability: Available for local sponsorship only on ABC stations.

Running Time: 30 minutes.

Weekly Talent Cost: 60 per cent of station's local or national spot evening hour rate, depending on type of sponsor.

Audition Facilities: By arrangement.

Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

Martin Agronsky

Nationally known news analyst. Direct from Washington. One of the first network programs each morning from the nation's capital. Many of his sponsors are now in their fifth year.

Availability: Available for local sponsorship only on ABC stations.

Running Time: 15 minutes.

Weekly talent charge: 24 per cent of station's network evening hour rate.

Audition Facilities: By arrangement.

Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

America's Town Meeting Of The Air

The Nation's most popular radio forum which discusses vital issues of the day and features the people most important in those issues — most of whom are famous figures in American life. Debates are spirited, vigorous, stimulating and always present both sides of every question. Moderator is George V. Denny, Jr.

Availability: Available for local sponsorship only on ABC stations.

Running Time: 60 minutes.

Weekly talent cost: 30 per cent of station's network evening hour rate.

Audition Facilities: By arrangement.

Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

Baukhage Talking

Noted news analyst who reports direct from Washington. Baukhage gets his news from the men who make it — the White House, Cabinet members, Senators, Congressmen, etc. Many of his sponsors are in their sixth year.

Availability: Available for local sponsorship only on ABC stations.

Running Time: 15 minutes.

Weekly talent charge: 20 per cent of station's network evening hour rate.

Audition Facilities: By arrangement.

Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

Cecil Brown

In these daytime commentaries, Cecil Brown relates his subject matter directly to the deepest concerns of the housewife. He makes the complex international and domestic situation completely understandable to the average listener and does a topnotch advertising job in each individual market.

Availability: Live talent.

Running Time: 15 minutes.

Cost: 25 per cent of a station's evening hour network card rate plus station time.

Audition Facilities: Transcriptions.

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

Nancy Craig —Woman Of Tomorrow

A lively woman's program that features Nancy Craig's interviews with celebrated guests — world renowned names in fashion, fabrics, literature, stage, screen, the arts and sciences, education, government, etc. Program is slanted especially for women.

Availability: Available for local sponsorship only on ABC stations.

Running Time: 15 minutes.

Audience Appeal: Female.

Weekly talent charge: 20 per cent of station's network evening hour rate.

Audition Facilities: By arrangement.

Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

Bill Cunningham

Bill Cunningham is a crusading journalist who every year travels thousands of miles throughout the country and makes at least four trips abroad to broadcast on the spot reports to his listeners. He discusses the entire week's happenings on each of his Sunday broadcasts with the same skillful use of words that has made him a nationally famous newspaperman.

Availability: Live talent.

Running Time: 15 minutes.

Cost: 10 per cent of a station's evening hour network card rate plus station time.

Audition Facilities: Transcriptions.

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

Elmer Davis

News analysis and commentary by the winner of the 1947 Peabody Award "for outstanding reporting and interpretation of news."

Availability: Available for local sponsorship only on ABC stations.

Running Time: 15 minutes.

Weekly talent charge: 30 per cent of station's network evening hour rate.

Audition Facilities: By arrangement.

Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

The Fishing & Hunting Club Of The Air

A half hour, once weekly program presided over by a board of famous experts and directed to fishermen, huntsmen and all lovers of the great outdoors . . . to the expert, novice and the casually interested. Each program gives away prizes like guns, gun sights, outboard motors, portable radios, etc., to the listeners whose questions, stories, or tips are used.

Availability: Live talent. (Available for local sale over MBS stations not used by network sponsor, Mailpouch Tobacco Co.)

Running Time: 30 minutes.

Audience Appeal: Male.

Number of Artists: 5.

Cost: 20 per cent of a station's evening hour network card rate plus station time.

CO-OP

Audition Facilities: Transcriptions.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Gang Busters

Dramatizes actual crime cases taken from police files and uses real names and dates. The co-operation of law enforcement agencies makes the scripts authentic stories of crime and punishment. A feature of the show is the broadcasting of clues concerning criminals at large. Originated and produced by Phillips H. Lord.

Availability: Available for local sponsorship only on limited number of ABC stations.

Running Time: 30 minutes.

Weekly talent cost: 30 per cent of station's local or national spot evening hour rate, depending on type of advertiser.

Audition Facilities: By arrangement.
Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

The Happy Gang

Five half hours weekly of music, comedy and song presided over by Bert Pearl. A good spirited musical show with comedy with each of the nine members of the orchestra able to double as soloist. Performed before a live audience. Canada's top rated daytime program now available as a Co-Op in the States.

Availability: Live talent.

Running Time: 30 minutes.

Cost: 40 per cent of a station's evening hour network card rate plus station time.

Audition Facilities: Transcriptions.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Headline Edition

A summary of the day's major news stories by Taylor Grant, editor and narrator, and on-the-spot interviews by his staff with prominent people who make the news. Features exclusive first-hand reports and scores consistently with important "scoops." List of noted people who have appeared on this program includes U. N. delegates, top government officials, industrialists, labor leaders, stage and screen stars, sports celebrities, etc.

Availability: Available for local sponsorship only on ABC stations.

Running Time: 10 minutes.

Weekly talent charge: 20 per cent of station's network evening hour rate.

Audition Facilities: By arrangement.

Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

George Hicks And The News

One of the most highly regarded news-men in radio—famous for his historic eye-witness account of D-Day from a warship under fire. Presents the morning news together with his own special comments.

Availability: Available for local sponsorship only on ABC stations in eastern and central time zones.

Running Time: 10 minutes.

Weekly talent charge: 15 per cent of station's network evening hour rate.

Audition Facilities: By arrangement.

Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

The Inside Of Sports

Available for local sale over all MBS stations not used by network sponsor, Bayuk Cigars. A regular sports newspaper of the air with latest results, special features, editorial comment and the story behind the sports headlines. Featuring Bill Brandt.

Availability: Live talent.

Running Time: 15 minutes.

Audience Appeal: Male.

Client Suitability: Any product of basic appeal to men. Brewing cos., etc.

Cost: 20 per cent of a station's evening hour network card rate plus station time.

Audition Facilities: Transcriptions.

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

The Johnson Family

Jimmy Scribner, called "The Man With a Thousand Voices" is the Johnson Family . . . All twenty-two of them. The humor and simplicity of the Southern negro are brought to life by the numerous Johnson Family and their friends.

Availability: Live talent.

Running Time: 15 minutes.

Cost: 20 per cent of a station's evening hour network card rate plus station time.

Audition Facilities: Transcriptions.

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

Henry La Cossitt's The Editor's Diary

Blending human interest stories with unusual anecdotes and interviews with outstanding personalities, Henry La Cossitt draws on his extensive editorial background for his discussions of the news of the day. He applies his journalistic inquisitiveness to a wide variety of fields, selecting stories for entertainment value, timeliness, and color and delivering these stories with authority and style.

Availability: Live talent.

Running Time: 15 minutes.

Cost: 20 per cent of a station's evening hour network card rate plus station time.

Audition Facilities: Transcriptions.

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

Mr. President

Starring MGM's Edward Arnold, program vividly dramatizes true but little-known incidents in the lives of American Presidents. Gives intimate glimpses into behind-the-scenes activity of the White House. Supported by an able cast, Edward Arnold plays the title role with sincerity and understanding that bring the Chief Executives to life.

Availability: Available for local sponsorship only on ABC stations.

Running Time: 30 minutes.

Weekly talent cost: 30 per cent of station's local or national spot evening hour rate, depending on type of advertiser.

Audition Facilities: By arrangement.

Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

The Private Lives of Ethel And Albert

A delightful comedy series about a typical young married couple and their

baby. Each broadcast is a complete episode in their amusing and unpredictable lives. Heart-warming entertainment.

Availability: Available for local sponsorship only on ABC stations.

Running Time: 15 minutes.

Weekly talent charge: 20 per cent of station's network evening hour rate.

Audition Facilities: By arrangement.

Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

Tell Your Neighbor

Tell Your Neighbor, as narrated by Walter Mason, selects from listeners' mail favorite poems, bright sayings, humorous alibis, helpful hints and rewards the listeners whose material is used in an appropriate manner. "The Golden Rule Award" is given to the person selected by a listener who has been shown to live generously, unselfishly and according to The Golden Rule. Prizes.

Availability: Live talent.

Running Time: 15 minutes.

Audience Appeal: Female.

Cost: 20 per cent of a station's evening hour network card rate plus station time.

Audition Facilities: Transcriptions.

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

The Buddy Weed Show

A fast-paced musical novelty show featuring Buddy Weed and his trio, Jimmy Blaine, and musicologist Gene Hamilton. Based on the eternal dispute concerning which type of popular music is better—"hot, lowdown stuff" or "sweet and sentimental," the show includes "hot" vocals by Buddy Weed and "sweet" ones by Jimmy Blaine. Gene Hamilton, well-known for his commentary on the Boston Symphony, is the arbiter—but it proves too much for him.

Availability: Available for local sponsorship only on ABC stations.

Running Time: 15 minutes.

Weekly talent cost: 6 per cent of station's local or national spot evening hour rate, depending on type of advertiser.

Audition Facilities: By arrangement.

Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

Harry Wismer's Sport Show

A rapid-fire summary of the week's most exciting sports news by ABC's ace sportscaster, Harry Wismer. His program includes colorful interviews with big sports headlines.

Availability: Available for local sponsorship only on ABC's stations.

Running Time: 15 minutes.

Weekly talent cost: 6 per cent of station's network evening hour rate.

Audition Facilities: By arrangement.

Submitted by: American Broadcasting Company, 33 West 42nd St., New York 18, N. Y.

The Morey Amsterdam Show

The Morey Amsterdam Show revolves around the career of a night club performer—Morey himself. He is supported in his antics by the best character actors and stooges in the business. Morey, known as a one-man gag factory, makes this half-hour show one of the funniest in radio. He plays a "sad" cello, sings crazy songs (many of which, incidentally, he writes himself) and creates an air of constant confusion.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: Columbia Broadcasting System—Co-operative Division, 485 Madison Ave., New York 22, N. Y.

Broadway & Vine With Radie Harris

Broadway & Vine with Radie Harris as emcee, features a daily interview with prominent stage, screen and radio stars, Miss Harris, a well-known columnist, directs her questions so that her guests are "On mike" almost continuously with intimate and inside highlights of their interesting careers.

Availability: Live talent.

Running Time: 5 minutes.

Audition Facilities: Transcriptions.

Submitted by: Columbia Broadcasting System—Co-operative Division, 485 Madison Ave., New York 22, N. Y.

It Pays To Be Ignorant

It Pays To Be Ignorant is a big-time comedy in a burlesque of all quiz shows. Emcee Tom Howard asks questions like, "What part of the body does a throat doctor take care of?" His board of "in-experts," seasoned-in-corn vaudevillians, never come within shouting distance of an answer. For each question, he gets ten in rebuttal which are slanderous or irrelevant—and so it goes for the half hour.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: Columbia Broadcasting System—Co-operative Division, 485 Madison Ave., New York 22, N. Y.

C. B. S. News Of America

C.B.S. News Of America brings listeners a complete roundup of all the news by Don Hollenbeck and then an eye-witness account of news on the home front where it is actually happening told by top-flight CBS Network and affiliate correspondents from all sections of the country.

Availability: Live talent.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Columbia Broadcasting System—Co-Operative Division, 485 Madison Ave., New York 22, N. Y.

C. B. S. World News Roundup

C.B.S. World News Roundup is the day's first full, authentic report from wherever the news is actually happening, told by top-flight CBS correspondents, plus a concise and complete roundup of all the news at home and abroad by Douglas Edwards in CBS' New York studios.

Availability: Live talent.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Columbia Broadcasting System—Co-Operative Division, 485 Madison Ave., New York 22, N. Y.

Chet Huntley-News

The Chet Huntley News is compiled at CBS, Hollywood, in the "West's finest news bureau" from news supplied by the four major wire services and CBS correspondents stationed throughout the world. This news is carefully edited by Chet Huntley, then written into a concise, complete newscast that is noteworthy for its clarity and impartiality.

Availability: Live talent. (Available to Pacific and Mountain Time Stations only.)

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Columbia Broadcasting System—Co-Operative Division, 485 Madison Ave., New York 22 N. Y.

1948 ★ CULTURAL PROGRAMS ★ 1949

Booklore

This program is done by a literary critic and gives a report on what is choice and what is generally known in addition to what is new and good.

Running Time: 15 minutes.
Submitted by: WIZE, 117 West High St., Springfield 35, Ohio.

Frankly Speaking

This half hour program brings to the microphones of WRRF the people who are never heard otherwise. The man who is to be coaxed to present his views because his voice is small. This discussion program centers around a different topic each week, the subject is then thoroughly talked "out" by an expert, a moderator and the "little people." The program idea is not new to radio but is here so we have every reason to call this "show for tomorrow" and today too.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Prefer sponsor who wants to sell services rather than product.
Audition Facilities: Transcriptions.
Submitted by: WRRF, Washington, N. C.

The WSPR Community Forum

A "town-meeting," full-hour, forum-type, discussing local questions, or larger topics at local level. Mayor or city is honorary chairman of Citizen's Steering Committee, representative of industrial, labor, religious, racial, civic, agricultural, educational and mercantile interests of community. Speakers, qualified local personalities. Local college president, program moderator. Four speakers on each program. Main talks followed by exchange among speakers, followed by questions from studio audience. Originate in Museum theatre.

Availability: Live talent.
Running Time: Sixty minutes.
Cost: \$200 per program.
Audition Facilities: Transcriptions.
Submitted by: WSPR, WSPR Building, 63 Chestnut Street, Springfield 5, Mass.

Miracle Of Faith

The world's best known and most thoroughly authenticated and universally accepted miracles of faith triumphant, often under supernatural circumstances, narrated by Robert Swan over organ background by Chauncey Haines, staff organist of Warner Bros. Pictures. Of the 156 spots, 78 are of religious significance and 78 have to do with the world progress of democracy. Series thoroughly tested on representative stations.

Availability: Live talent.
Running Time: 5 minutes.
Cost: \$3.00 to \$30.00 per week (3 spots per week) minimum of 13 weeks. (52 weeks—156 spots available).
Submitted by: Fred C. Mertens & Assoc., 946 South Normandie Ave., Los Angeles 6, Calif.

Books On Trial

Current provocative books are put on trial with literary critic Sterling North as judge, and the author of the book on the stand. Prosecuting and defense attorneys are picked for their dialectical ability, and knowledge of the book subject. Result is a battle of wits, a literary tug of war, completely unrehearsed. Show emanates from a radio theater seating 300, with a jury of 12 picked from the audi-

ence, which renders final decision on the book. A top program, excellently advertised and publicized, reaching a large evening audience.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WHN, 1540 Broadway, New York 18, N. Y.

The Fountain Speaks

"The Fountain Speaks" is a history of Cincinnati's Fountain Square in story and song. Events that tie into the Fountain as the Queen City's landmark are narrated into a series with fitting period music. Typical stories include the story of the Fountain, the "Seven Hills," the Beecher Family, Cincinnati Symphony Orchestra, Great Ice Gorge of 1918, the Reds of 1869. The series is narrated by Nelson King; the announcer is Fred Kenny.

Availability: E. T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: L. B. Wilson, Inc., WCKY, Hotel Gibson, Cincinnati 1, Ohio.

In Our Town

"In Our Town" presents stories about points-of-interest in Chicagoland . . . of interest to all Chicagoans. Cloyd Head, distinguished author and commentator conducts the program. As script-writer-narrator of "In Our Town" Cloyd Head takes listeners behind the scenes in Chicago with descriptions and highlights of the functions, features and physical plants of the different points-of-interest. "In Our Town" has been publicly commended for considerable stimulation of attendance at points-of-interest covered.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$100 net for one broadcast per week.
Audition Facilities: Transcriptions.
Submitted by: WMAQ, Merchandise Mart, Chicago 54, Ill.

Mightier Than The Sword

Dramatization of leading national and international issues with audience participation angles. Written by Peggy Mann.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will pipe live talent.
Submitted by: Paul F. Adler Associates, 535 Fifth Avenue, New York 17, N. Y.

Opinionaire

This new approach to the forum presents two top public figures in a debate with each supported by a "defense" lawyer. A vote is taken on the issue at the start of the program by a panel, and another vote is taken after the debate. Telephone calls are made in different key cities each week to record the reaction to the issue. Results of this voting have proven extremely accurate in political campaigns and national issues.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions; Will pipe live talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Preview Of Tomorrow

Mature-voiced, top-flight WMT newscaster delivers contemporary, dramatic incidents in man's progress toward a bet-

ter world—stresses triumphs in the struggle against disease and the improvement of social and economic conditions. Written with authority, "Preview of Tomorrow" is beamed to Sunday night audience—to the whole family in a "sit-back-and-listen" mood. Show has Sunday supplement appeal, aimed at universal, all-age-group curiosity about the new and the unknown.

Availability: Live talent; E. T.
Running Time: 14 minutes.
Client Suitability: Pharmaceutical laboratories, banks, insurance companies, public utilities.

Audition Facilities: Transcriptions.
Submitted by: WMT, Paramount Theater Building, Cedar Rapids, Iowa.

What Are You Doing Tonight

This is one of the most ambitious "around the town" radio programs ever devised. It, brings New York listeners news of places to go, food to eat, music to hear, things to do on Broadway and at home, fun for the children, books to read. Includes recordings made while roaming the city from Broadway to the Fulton Fish Market. Features famous people, strange people, experts on spending leisure time.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Roy De Groot Consultants, Inc., 345 Madison Ave., New York 17, N. Y.

Let's Talk About It

Each week civic leaders are gathered in the KWPC studios for a discussion of one of the vital problems facing the community. These generally are problems of civic interest, relating to city government and city administration.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Banks, or similar. Best suited to public interest programming.
Audition Facilities: Transcriptions.
Submitted by: Muscatine Broadcasting Co., Ltd., KWPC, Muscatine, Iowa.

Footprints On The Sands Of Time

260 little biographies of outstanding men and women of our American Heritage together with others who have had a marked influence on our history.

Availability: E. T.
Running Time: 5 minutes.
Audience Appeal: Entire family.
Suggested for: Day or evening.
Client Suitability: All types.
Number of Artists: Art Baker.
Cost: Priced according to market. Prices range upward from \$2.50 per program.
Audition Facilities: Transcriptions.
Submitted by: World Broadcasting System, Inc., 50 W. 57th St., New York 19, N. Y.

Youth Forum

Adult problems are discussed pro and con by a group of representative high school students from this area. Political, social and economic problems are argued—the approach being that the youngsters

will have to live in a time when decisions made today will affect them in the future. For that reason they should have a voice in the solution of the problems discussed.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Advertiser who would prefer institutional announcements.
Audition Facilities: Transcriptions.
Submitted by: WGAC, Augusta, Ga.

Child's World

The unrehearsed comments of children on the world as they find it. The discussion is led by the distinguished educator, Helen Parkhurst.

Availability: E. T.
Running Time: 30 minutes.
Cost: \$1200.00.
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Your Public Library

Program presented by the Holyoke Librarian, Gilbert C. Rich. Rich is President of the Mass. Library Assn. and has eight years of radio experience. Program is promoted and endorsed by the Mass. Dept. of Education and Library Assn. Books are reviewed in a chatty, informal manner. All types of literature which is available at the library. A cultural show, yes, but definitely not the stuffy type that appeals to a minority. Good ratings and acceptance.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WHYH, 180 High St., Holyoke, Mass.

Opinion Unlimited

This program is a roundtable type of show. Guests are invited to participate each week and diversified subjects are treated. Topics range from the new draft law discussed by high school students to the Tito government discussed by native born Yugoslavians. The program is highly stimulating and thought provoking.

Availability: E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WKMH, Dearborn, Mich.

Parents' Magazine On The Air

Each program is a sales promotion merchandiser featuring authoritative and authentic advice on the care of children. Guest appearances of famous parents; musical background. Produced in close cooperation with the editors of Parents' Magazine, program reflects the high purpose and distinguished editorial background of the publication. Dramatized advice of baby experts includes talks by advisory editors of Parents' Magazine, and the foremost authorities on child welfare, hygiene and pediatrics.

Availability: E.T.
Audience Appeal: Female.
Client Suitability: Adaptable to Department stores, dairies, baby shops, food, drug products, etc.
Cost: ET based on population.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Crack the Safe

This show is built around the solving of a combination to a safe which is on display at a local jewelry store. Clues to the combination are broadcast (in verse form) on various programs sponsored by the store. With the start of the contest, \$2500.00 in jewelry merchandise was placed in the safe. Each week additional merchandise is being added until, at the end of a ten week period, the grand total will amount to \$5,000.00. Anyone over 18 eligible except members of staff of WMIN, jewelry store & their families. Each person is given two minutes in attempting to open the safe. The show is doing a great promotion job for both the station and the sponsor. The contest will continue until the safe is opened and, as time passes, clues will be broadened so as to effect an easier solution to the combination.

Availability: Live talent.
Running Time: 10 minutes.
Audition Facilities: Transcriptions.
Submitted by: WMIN Broadcasting Co., 538 Hamm Building, St. Paul, 2, Minn.

Long Island Marine, Tide and Weather Report

A twice each day service to marine, fishing and aviation interests on Long Island. Program consists of specially prepared reports by the U. S. Weather Bureau and Coast and Geodetic Survey local weather report, including wind velocities, inland water forecasts, ocean and sound waters around Long Island, storm warnings, visibilities, ceilings, Long Island temperature and humidity, tide tables and long range forecasts.

Availability: Live talent.
Running Time: 5 minutes.
Client Suitability: Suppliers of marine equipment, etc.
Audition Facilities: Transcriptions.
Submitted by: WHLI & WHNY-FM, Hempstead, N. Y.

The Murray-Go-Round

Lou Murray, popular general manager of the Miners Broadcasting Service chats about life in Schuylkill County, adding humor, pathos, human interest, local color, news of nite life, motion picture and play reviews plus comments on local news and situations that has attracted the largest local following of any network or local show.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WPAM, Pottsville, Penna.

The Other Fellow's Business

A show that travels in more ways than one; across the traffic log and around the town. Tucson, like many another city in the U. S., is growing—but big. Old firms are expanding or having to give way to up-and-coming youngsters. The purpose of this show is not just to give a paen of praise to the sponsor, but to give the human interest story behind the expansion or the new project and to show how it will be of service to the community. Remote control to store, interviews with customers, music interspersed. Two announcers.

Availability: Live talent.
Running Time: 30 minutes.
Cost: Package, including spots, \$100.00.
Submitted by: Tucson Broadcasting Co., KTUC, Tucson, Ariz.

The Sheriff's Story

A public service feature, contrasting old and new methods of law enforcement in Ariz. Starts with story of recent criminal case, told by Deputy Sheriff who worked on case, in his own words. Then contrasting story of similar case is worked in about a similar case in the days when the West was wild. County Sheriff's Dept. supplies information and personnel, with studio narrator tying the story together in interview form.

Availability: Live talent.
Running Time: 14½ minutes.
Client Suitability: Automotive, sporting goods, men or boys' wear.
Audition Facilities: Transcriptions.
Submitted by: KTUC, 900 E. Broadway, Tucson, Ariz.

According To The Record

A five-minute almanac-type program, running seven-times-per-week, with copy devoted to the history of the day, important dates, historical events, inventions, births, anniversaries.

Availability: Live talent.
Running Time: 5 minutes.
Submitted by: Broadcast Music, Inc., 580 Fifth Ave., New York 19, N. Y.

Betty And Ed

An across-the-breakfast-table patter and platter show. Combination of comedy and music—with conversation built around local happenings, news item, household-tips, current events. Betty does a live piano-and-song act.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WGH, 500 Portlock Bldg., Norfolk 10, Va.

In Memory's Garden

Daily program of friendly philosophy, melody and verse, narrated by Rex Howell, with Jack Puter at studio pipe organ. Written by Karl Zomar radio's famed "Friendly Philosopher."

Availability: Live talent; E.T.
Running Time: 15 minutes.
Client Suitability: Banks, insurance, utility or other institutional user.
Audition Facilities: Transcriptions.
Submitted by: KFXJ, Grand Junction, Colo.

The Inside Story

The Inside Story tells the facts concerning the origin of words, customs, superstitions, expressions, and with each program the story of a song and how it came into being.

Availability: Live talent.
Running Time: 15 minutes.
Submitted by: Broadcast Music, Inc., 580 Fifth Ave., New York 19, N. Y.

Kiddie Court

Five children between the ages of five and eight are brought in each week and discuss their problems before the mike. Local baker sponsors. Children come from elementary schools in the surrounding area of seven counties. Prizes to each from the sponsor. Show drawing terrific interest from audience.

Availability: Live talent.
Running Time: 29½ minutes
Client Suitability: Bakeries, dairies, sports stores, etc.
Audition Facilities: Transcriptions.
Submitted by: WMRN, North Main St., Marion, Ohio.

Souvenirs

KEBE's friendly old poet and philosopher reads from his old scrapbook, the Souvenirs he has collected for a lifetime, and gives his personal, philosophical interpretations of them, and makes modern adaptations. Always winds up with an old adage he calls a "Glum Drop." Soft transcribed organ in continuous background. Old timers who remember Tony Wons know exactly the type of show this is. Network caliber voice . . . deep, rich, friendly, and very impelling.

Availability: Live talent; E.T. (Tape).
Running Time: 14½ minutes.
Cost: \$10.00 plus station time.
Audition Facilities: Transcriptions (Tape); will pipe live talent.
Submitted by: KEBE, PO Box 1071, Jacksonville 1, Texas.

Tips For Tomorrow

Weather reports, recipes, highway bulletins, general miscellany, assembled in flexible format with emphasis on humor. Program combines music, sound effects, voices. Fast moving, breezy.

Availability: Live talent.
Running Time: 5 minutes.
Cost: \$50.00 talent charge for 5 weekly 5-minute programs.

Audition Facilities: Transcriptions.
Submitted by: WFBR, Baltimore Radio Show, Inc., Radio Center, 10 E. North Ave., Baltimore 2, Md.

Chance Or Judgment

This one-quarter hour is highly entertaining in that each episode builds to a new dramatic high, the turning point leading to the ultimate success of men and women in various fields of endeavor, i.e., was it Chance or Judgment that channeled their real abilities and led them to the place they now hold in the spotlight.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Richard Bradley Associates, 540 N. Michigan Ave., Chicago 11, Ill.

Man In The Window

Show is run by M. C. in the show window of a local furniture store. He subtitles it "Nice Things About Nice People" and gives human interest stories about people in our listening area. He often interviews local people, particularly children. Sometimes he uses music by quartets, soloists or choral groups.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Any store or business that has a large show window.
Audition Facilities: Transcriptions.
Submitted by: WCPS, Tarboro, N. C.

Art Baker's Notebook

"Art Baker's Notebook" is a five a week, sponsor participating program, for women—that men enjoy, too. Light, whimsical, and often humorously nostalgic, he sticks pretty close to homey, every-day topics. Art Baker is the type to make an informal call in the home. Most familiar phrase in correspondence "and you seem just like one of the family." His listeners are loyal purchasers of "Notebook" products, proven by 10 years of successful selling.

Availability: E.T.
Running Time: Both 11½ and 23 minutes.
Audience Appeal: Female.
Client Suitability: Food, soaps, household cleaners and appliances.

Cost: Based on population—starting at \$3.00 per quarter hour—\$6.00 half hour.

Audition Facilities: Transcriptions.
Submitted by: The Cardinal Co., 6000 Sunset Blvd., Hollywood 28, Calif.

Music and Madness

An early morning platter and chatter program . . . depending on personality of emcee. Music used is strictly on novelty side, and program has the reputation of "we play anything—up to a point." Time signals, weather reports, late news, baseball scores.

Availability: Live talent.
Running Time: 45 minutes.
Audition Facilities: Transcriptions.
Submitted by: KGVJ, Graham-Fagg Bldg., Greenville, Tex.

Teen-Age Open House

Live program using teen-age performers from local high schools on tryout-invitation basis. Permanent talent is teen-age MC and teen-age accompanist. Program includes bulletin-board announcements of teenage interest, sports events, club meetings, etc. On air 3 years Saturday mid-morning.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any client wanting to reach 15-20 age groups.
Cost: \$15.00 to talent.
Audition Facilities: Transcriptions.
Submitted by: WSFA, Montgomery 2, Ala.

Teens and Tunes

Two students (boy and girl) just graduated from the local high school, gives newsy items about students, doings during vacation time, plans of graduates to attend college in fall, news items of particular interest to teen agers, and popular recorded music.

Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Juvenile.
Client Suitability: Teen agers wearing apparel, etc.
Audition Facilities: Transcriptions.
Submitted by: KGVJ, Graham-Fagg Bldg., Greenville, Tex.

Harriet And Ted

Well-known kitchen designer with largest American appliance manufacturer, and his real-estate operator wife, give "husband and wife" treatment to problems of home planning. Covers everything from laying foundations to new roofing. Covers interior decorating, kitchen design, etc. Style "chatty" rather than "expert." Info given strictly expert.

Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WLIZ, 114 State St., Bridgeport, Conn.

Jeff Bryant Show

With a large carry-over audience. Story-Tellin' Jeff Bryant and his Cow-horn, featured on the Fishing and Hunting Club of the Air, tells delightful yarns to perfection in a transcribed series of five-minute "naturals." A unique "open middle-and-end" arrangement helps insure high listener attention to the commercials, permits flexible use of commercial time. The show can be used under regular sponsorship, or as a framework for spot announcements.

Availability: E.T.
Running Time: 5 minutes.

Addition Facilities: Transcriptions.
Submitted by: Gordon M. Day Advertising Service, 145 East 53rd St., New York 22, N. Y.

Fact & Fallacy

Currently sponsored on KHJ, Los Angeles, this show contains unusual facts and odd stories, lending themselves to dramatic narrative, punctuated by music and sound effects. Recording available.

Availability: E.T.
Running Time: 15 minutes.
Addition Facilities: Transcriptions.
Submitted by: Gordon M. Day Advertising Service, 145 East 53rd St., New York 22, N. Y.

Weather Reports

At 7 a.m., 8:30 a.m., 12:15 p.m., 5 p.m. and 11:30 p.m. daily, we switch to Weather Bureau for the latest weather report, given by Bureau employee. This is publicized as a service to the many whose daily plans are dependent upon the status of the weather.

Availability: Live talent.
Running Time: One to two minutes.
Addition Facilities: Transcriptions.
Submitted by: WNOE, New Orleans 12, La.

The Dream House

Gaylord McPherson reads his and his listeners' favorite poems and philosophy with the usual organ music background. Live music could be arranged and organ or piano is available in studio. Program wholly dependent for success upon McPherson's ability to project his personality and to arrange clever production details. Has pulled excellent mail with only moderate offers of copies of poems.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Audience Appeal: Female.
Addition Facilities: Transcriptions.
Submitted by: WDOE, Hamilton National Bank Bldg., Chattanooga, Tenn.

Melodic Moods

Designed to offer information about the little "great" people. Backgrounded with music not too long-hair, but is a prestige-type of show with a public service appeal.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

Strange Adventures

This program is narrated by Pat McGeehan, one of the best radio actors in Hollywood today. Pat uses his wide voice talents in characterizations on all shows.

Availability: E.T.
Running Time: 5 minutes.
Cost: Minimum \$1.50 per show.
Addition Facilities: Transcriptions.
Submitted by: Teleways Radio Productions, Inc., 8949 Sunset Boulevard, Hollywood 46, Calif.

Sundown Serenade

Offers music which does not distract, but rather backgrounds that twilight time of day set aside for relaxation. Primarily a poetry program.

Availability: Live talent.
Running Time: 15 minutes.
Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

Could This Be You?

A new idea that sells. This is a broadcast of actual conversations between motorists stopped for a traffic violation, and a state highway patrolman. There is a

build-up to the actual arrest by an announcer in the patrol vehicle—then the conventional fencing between driver and patrolman. The entire interview is tape-recorded, using a concealed microphone, then subsequently edited to delete names and addresses and personal references. Dramatic traffic safety lessons, produced on the spot.

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Automobile dealer, insurance agency, oil company.
Addition Facilities: Transcriptions.
Submitted by: KVI, Puget Sound Broadcasting Co., Camlin Hotel, Seattle 1, Wash.

Getting The Most Out Of Life Today

Dr. William R. Siddgor, one of radio's most outstanding speakers, and a colorful dynamic personality with a vast knowledge of human nature, gives friendly, straight-from-the-shoulder talks. He draws from his own rich life and contacts to bring to listeners spiritual uplift and courage. The highest type of public service program—for sponsored or sustaining use—this series contains 117 five-minute programs.

Availability: E.T.
Running Time: 5 minutes.
Audience Appeal: Female.
Addition Facilities: Transcriptions.
Submitted by: NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

May I Come In?

Monologue reading (with character voice interpolations) of books (fiction) with locale laid in Mohawk Valley. Books are those of Walter D. Edmonds, master of the history, folklore and color of historic upstate N. Y. Delivery in warm "story-telling" style, arousing interest of both lovers of history and a good story.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Institutional, bank, book-stores, etc.
Addition Facilities: Transcriptions.
Submitted by: WRUN & WRUN-FM, 258 Genesee St., Utica, N. Y.

Time For A Story

With a flavor reminiscent of Alexander Woolcott, Alan Mowbray—famous Hollywood star and raconteur—tells stories and anecdotes about Hollywood and the entire world.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Addition Facilities: Transcriptions.
Submitted by: James L. Saphier Agency, Inc., 9538 Brighton Way, Beverly Hills, Calif.

Joe Emerson's Hymn Time

Joe Emerson, originator and former star of "Hymns of All Churches" presents own show featuring well-known hymns and spirituals. His friendly inspiring philosophy makes the program popular with everyone and the format has proved successful in selling all types of products in all locales. 156 fifteen minute open-end episodes allowing approximately three or more minutes for commercials.

Availability: E.T.
Running Time: 15 minutes.
Addition Facilities: Transcriptions.
Submitted by: Morton Radio Productions, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Ken Meeker's Trilogy

Ken Meeker's "Trilogy" entertains Kentuckian housewives at 9:30 a.m. Monday through Friday. With Howard Hiatt, Meeker introduced "Trilogy" to the WHAS audience on July 16, 1946. They've been an air team continuously

MISCELLANEOUS

over since. Mooker unfolds some 700 stories a year on "Trilogy." Biographical have ranged from Perry Como to Chiang-Kai-Shok. Historical and geographical tales have run the gamut from "The Man Without a Country" to "Hidden Valley, New Guinea."

Running Time: 14½ minutes.
Addition Facilities: Transcriptions.
Submitted by: WHAS, Inc., 300 West Liberty St., Louisville 2, Ky.

Nothing But The Truth

Chatty, accurate, human-interest talks on everything under the sun. Written and broadcast by Alexander McQueen throughout the United States, from 1928 on. Friend-making feature for sponsor. If desired, unusual "loads" into sponsor's message. 5, 10 or 15 minutes; up to 5 times a week. (Reg. U. S. Pat. Office.)

Availability: Live talent; E.T.
Running Time: 5, 10 or 15 minutes.
Addition Facilities: Transcriptions.
Submitted by: Alexander McQueen, 5222 N. Lakewood Ave., Chicago 40, Ill.

Your Pet

Bill Martin flashes news bulletins about lost dogs and cats, gets losers and finders together, announces canine and feline blessed events, finds worthwhile homes for surplus pets. He gives valuable advice on care of pets—tells human interest and animal interest stories.

Availability: Live talent.
Running Time: 5 minutes.
Client Suitability: Dog food; pet shop.
Addition Facilities: Transcriptions.
Submitted by: WNDR, Wilson Bldg., Syracuse 2, N. Y.

Baby Days

Baby Days features Dr. A. S. De Loya, a physician whose talks on each program deal with Child Care, Baby Feeding and Behavior of Infants and Children. 52 quarter-hour programs available. The Doctor also answers questions sent in by listeners; such answers designed to guide Mothers in the important task of providing Baby with a healthy, happy childhood.

Availability: E.T.
Running Time: 15 minutes.
Audience Appeal: Female.
Client Suitability: Product or service appealing to mothers-to-be and mothers of young children—toy shops, drug stores, food products, etc.

Addition Facilities: Transcriptions.
Submitted by: Harry S. Goodman Radio Productions, 19 E. 53rd St., New York 22, N. Y.

The Country Church of Hollywood

For Sunday use—the philosophies of Josiah Hopkins, an unassuming country parson, delivered informally in his rich, rustic drawl, contain pearls of common-sense wisdom and humor. His lectures are modern parables of everyday people that demonstrate the quotations of the scriptures. His talks, between the hymn singing of a male quartette, are not preaching but are tempered with a homespun philosophy that is non-sectarian and appeals to every listener.

Availability: E.T.
Running Time: 15-minute episodes.
Cost: Based on station power and city population—Minimum, \$3.00 per 15-minute episode.
Addition Facilities: Transcriptions.
Submitted by: Hollywood Recorded Features, Inc., 1131 Bryn Mawr Ave., Chicago 40, Ill.

This Is Your World

Bill and Colla Winter present an average American husband and wife traveling around the world to meet the people. They took with them recording equipment so that the listening audience will "have dinner with the President of the Philippines"—"attend a recital of native music in the Marshall Islands"—"go shopping in a Hongkong Department Store"—"visit a mosque in Batavia," etc. There is no politics in This Is Your World. Just the story of the peoples of the world, their everyday habits and customs, their music, traditions and culture.

Availability: E.T.; 90 shows available.
Running Time: 15 minutes.
Addition Facilities: Transcriptions.
Submitted by: Harry S. Goodman Radio Productions, 19 E. 53rd St., New York 22, N. Y.

The Pet Department

Free air time to the general public for give-away, wanted or lost and found pet "air-ads." Ads received by telephone or mail. No commercialism for ads (do not sell or buy pets). Ads run six days, if listener doesn't call telling results, ad is dropped automatically assuming he is satisfied with results.

Running Time: 15 minutes.
Submitted by: KCNC, Bluebonnet Broadcasting Co., 705½ Main, Fort Worth 1, Tex.

Winner Take All

Winner Take All is an exciting quiz contest between people—the contestant not only has to be right, but he has to be first—and allows a winner to stay on the air day after day and continue to win lavish prizes as long as he gives the right answers. Bill Cullen asks the questions, keeps the listeners posted on the score and rewards those defending their championship with all manner of prizes.

Availability: Live talent.
Running Time: 30 minutes.
Addition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System—Co-Operative Division, 485 Madison Ave., New York 22, N. Y.

The World Tonite

The World Tonite is a summary of the day's happenings as reported by Richard C. Holtelet or Ned Calmer, together with an analysis of the news by Joseph C. Harsch or Quincy Howe. All of these newsmen have had years of experience in the field of reporting news events in this country and abroad. This roster of topflight reporters and analysts coupled with CBS' famous news gathering services makes this fifteen minutes of late news a "must" with Americans who have made a habit of tuning in on the news before retiring.

Availability: Live talent.
Running Time: 15 minutes.
Addition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System—Co-Operative Division, 485 Madison Ave., New York 22, N. Y.

Of Thee I Sing

Bringing you the recorded and transcribed songs of and about the land we live in, describing the origin of these old American songs and their composers. Written and directed by Bill Mogle.
Availability: Live talent.
Running Time: 15 minutes.
Addition Facilities: Will Pipe Live Talent.
Submitted by: V. S. Becker Advertising Service, 562 Fifth Ave., New York 19, N. Y.

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Campus Capers

Beamed to college and high school students in area carries news of schools activities, interviews with school and student personalities, request numbers from students, previews of school and college plays, occasional skits and school talent. Availability: Live talent; E.T. Running Time: 14½ minutes. Client Suitability: Ladies ready-to-wear; department store; men's clothing; cafes. Excellent for participating. Submitted by: KLBW, Old Oregon Trail, La Grande, Ore.

Personal Autograph

Half-hour program features Jim Ameche as m.c., the Dinning Sisters, George Barnes' Octet and Rex Maupin's Orchestra. Each week two "namo" guest recording artists stop in to "sign the register" and perform. Guests to date have included Cab Calloway, Rose Murphy, the Harmonicats, Louis Jordan, Julia Lee. Availability: Live talent. Running Time: 30 minutes. Submitted by: WENR-American Broadcasting Co., 20 N. Wacker Drive, Chicago 6, Ill.

Your Triple Treat

Show opens with the record chosen as the hit of the day. Then a brief review of the late Hollywood news is given. An instrumental mystery tune is played for identification. Listeners write in and identify the mystery tune and win a prize offered by the sponsor. Availability: Live talent; E.T. Running Time: 14½ minutes. Client Suitability: Theatres, dance studios, photography studios. Audition Facilities: Transcriptions. Submitted by: KWTX Broadcasting Co., 108½ So. 6th St., Waco, Tex.

The Clark & Kirby Show

Clark Fiers at the Hammond, assisted by Kirby Brooks, vocalist. The boys use gags, poetry and fillers which vary from day to day. Each day features an entirely different line-up of "departments"—such as "The Fisherwoman's Corner," "The One-Act Theatre," "The Story With A Moral," "The Hats Off Department," "Puzzle of the Week," "Special Investigations Department" and many more. Fast live show written and produced by WIOD program director Scott Bishop, author of many NBC and CBS programs. Availability: Live talent. Running Time: 15 minutes. Audition Facilities: Transcriptions. Submitted by: WIOD and WIOD-FM, News Tower, Miami, Fla.

Three Alarm

Listeners requested to write in stating that "They Listen to 'Three Alarm' because . . ." Three of the best entries are selected and these persons are called during the show and asked to answer three questions: a regular question—jackpot question—and bullseye question. As the contestant answers each question correctly, he wins the prizes in the respective groups. Recorded music and the music of the KMPC orchestra are featured on the show. Frank Graham and Van Des Autels are the emcees and are also producers of the show. Availability: Live talent. Running Time: 1 hour, 45 minutes. Audition Facilities: Transcriptions. Submitted by: KMPC, 5939 Sunset Blvd., Los Angeles 28, Calif.

Glacy's Basement

Live morning show featuring novelty tunes and arrangements, plus revivals of yesterday's hits. M.C. Bob Glacy carries out basement theme by off the cuff delivery of commercials and frequent by-play with musicians. It is the only live morning show in the western New York area. M.C. Robert Glacy, musical director, Bobby Nicholson, producer, Paul Martin. Availability: Live talent. Running Time: 45 minutes. Client Suitability: Department store. Audition Facilities: Transcriptions. Submitted by: WKBW, 1333 Rand Building, Buffalo 3, N. Y.

Bedlam With Balfe

This is a "zany" type of show. Announcer blends plenty of Joe Miller corn into "Daffy Drama," and similar departments, reading of humorous news items, time signals (Saturdays, time-and-a-half), weather forecast, etc., with recordings based on juke box popularity. Availability: Live talent. Running Time: 3 hours. Audition Facilities: Transcriptions. Submitted by: WPGH, 220 N. Highland Ave., Pittsburgh 6, Pa.

Easy Street

A bouncy situation comedy liberally sprinkled with gags. Highlighted by fresh, new comedy writing, Easy Street relates the progress (usually in a backward direction) of Ken Mason, that young man of unbounded energy, exalted vision, and two cents cash. Mason doesn't live on Easy Street, but he's always making plans to move there. Orchestra bridges and middle musical number. Scripts by Carroll Moore, Jr., well-known comedy writer. Availability: Live talent. Running Time: 30 minutes. Audition Facilities: Will pipe live talent. Submitted by: Gordon M. Day Advertising Service, 145 East 53rd St., New York 22, N. Y.

Luncheon Previews

Each noon, WPGH magnetic tape recorder taken to various leading restaurants, where diners are interviewed, presented with corsage, and asked name of favorite musical selections. Next morning, tape recording played back, with musical selections requested inserted between interviews. Availability: Live talent; E. T. Running Time: 30 minutes. Client Suitability: Restaurants; florists. Audition Facilities: Transcriptions. Submitted by: WPGH, 220 N. Highland Ave., Pittsburgh 6, Pa.

The Dave And Jo Anne Show

Show consists of songs by Dave and Jo-Anne . . . one piano and two voices. Features wide variety of musical selections (mostly harmony), with occasional piano solos by Dave, and a novelty record thrown in now and then for a breather. Dave and Jo-Anne are relaxed, casual . . . and their between-songs chatter and ad-libbed commercials are amusing and easy-to-take. Show is currently running 8:00 to 9:00 a.m. Hooper is good and mail count high. Availability: Live talent. Running Time: 55 minutes. Audition Facilities: Transcriptions. Submitted by: WPDQ, Jacksonville, Fla.

Youngstars On Parade

Uncle Louis Boisvert directs this program bringing to the air young singers, instrumentalists and groups of both up to 16 years old. Performers are screened before their air appearance and individual programs arranged to achieve delightful variety and general interest. Availability: Live talent. Running Time: 30 minutes. Client Suitability: Breakfast foods, dairies, children's apparel. Audition Facilities: Transcriptions. Submitted by: WBRY, 136 Grand St., Waterbury 89, Conn.

Julie 'n' Johnny

Julie Chase and Johnny Dowell wrap up an hour-long package of pleasant morning listening, with the able assistance of Danny Patt at the novachord. Outstanding feature of this show is "Question of Music," a quiz on all types of music with members of the WTAG staff as "experts," and questions sent in by listeners. "Julie 'n' Johnny" include among their features, travel talks, birthday greetings, and interviews with celebrities, local and national. Availability: Live talent. Running Time: 60 minutes. Audition Facilities: Transcriptions. Submitted by: WTAG, 18 Franklin St., Worcester 1, Mass.

Talent Jackpot

A completely rehearsed talent show employing talent already established in the entertainment world but who usually have not hit the big time. John Reed King as M.C. conducts this show which offers a variety of talent backed up by a large orchestra. Talent receives cash according to their score on the applause meter and the winner gets a return engagement plus week's local engagement. Availability: Live talent; E. T. Running Time: 30 minutes. Audition Facilities: Transcriptions; will pipe live talent. Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Teen Age Time

During school year, two high schools are guests in participating on the show supplying two record emcees, students to take part in a round-table discussion, and interviews. Bulletin board of teenage activities given each week. Program planned by WTMJ Teen Age Council composed of representatives of youth organizations. Guest schools given 400 tickets for each program staged in auditorium of Milwaukee's Radio City. Record request program with special features conducted during summer vacation period. Availability: Live talent. Running Time: 2 hours. Audition Facilities: Live talent; Transcription. Submitted by: WTMJ, Radio City, Milwaukee 1, Wis.

Time Out For Fun And Music

Divided into three separate series, program follows a variety format with music, comedy and chatter. Allen Prescott, Ted Steele, Grace Albert and Gwen Williams are featured. Three series have a combined total of 65 quarter hours, for one-or-more broadcasts weekly. Availability: E. T. Running Time: 15 minutes.

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

Hollywood Showcase With Mickey Rooney

A new treatment of musical variety, using Hollywood's all-American talent pool of stars-of-tomorrow as network entertainment, under the auspices of famous star Mickey Rooney. Each broadcast presents four top Hollywood professional acts in a balanced, fast-paced blend of comedy, music and drama—plus Rooney himself co-starring with each of the four candidates in the second half of the acts. Panel of professional star-makers chooses a winner to remain for the following week's broadcast. Availability: Live talent. Running Time: 30 minutes. Audition Facilities: Transcriptions. Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

Jersey Jamboree

Jersey Jamboree is a program of western ballads, folk songs, comedy and audience participation, plus guest star appearances of such notables in the Western show world as Patsy Montana, Lula Belle & Scotty and Dick Thomas. Backed by the music of his famed "Harmony Rangers," playing a collective total of 29 instruments, Mac McGuire duos as vocalist and emcee. Availability: Live talent. Running Time: 30 minutes. Audition Facilities: Transcriptions. Submitted by: WIP, 35 South 9th St., Philadelphia 7, Pa.

All Star Western Theater

Foy Willing and his Riders of the Purple Sage, movie stars from Republic Pictures, and guests combine talents to bring music, comedy, drama, and adventure—all in one half-hour. 94 half-hour shows available. Availability: E.T. Running Time: Approx. 27 minutes. Audition Facilities: Transcriptions. Submitted by: Harry S. Goodman Radio Productions, 19 E. 53rd St., New York 22, N. Y.

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This is a variety show with John Conte as singing M.C. with Patricia Bright comedienne and guest stars, Jimmy Lytell and his orchestra. Availability: Live talent. Running Time: 30 minutes. Audition Facilities: Transcriptions. Submitted by: Lester Lewis Associates, One Christopher St., New York 14, N. Y.

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Most ambitious and spectacular program yet developed for use by spot local clients through means of transcriptions. Show matches in all respect 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, Hildegard, Peter Lorre, Pat O'Brien, Lucille Ball, Luise Rainer, Martha Scott, Basil Rathbone, Faye Emerson and guest comedians such as Milton Berle, George Givot, Bert Lahr, Peter Donald, Jan Mur-

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VARIETY

ray, Jackie Gleason and many other Hollywood stars and famous comedians. Guest vocalists such as Harry Cool, Jerry Cooper, Patricia Gilmore, Nan Wynn, Monica Lewis, Danny O'Neil, Phil Brito and others appear. First series of 26 shows feature Enric Madriguera and his orchestra while second series of 26 feature Ray Bloch and his orchestra. Jim Ameche is host-emcee on entire 52 shows. Availability: E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: Kermit-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

It's A Great Show

Program features the star of stage, screen and radio, Jackie Gleason, who goes backstage at hit Broadway plays, nightclubs, sporting arenas and any place else where a "Great Show" is taking place. Gleason interviews stars and the interview segues to actual performance taking place on stage. Not just an interview show, but great performances by the greatest entertainers in the world. Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Kermit-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

Pappy Smith And His Hired Hands

Thirty-nine simple, homey quarter-hour programs with all the ingredients of top variety entertainment, featuring Pat Barnes, veteran M.C., as the genial Pappy Smith whose "cornhusker philosophy" and keen wit will appeal to all listeners. Other headliners include Frank Novak (the "Stokowski of Corn") and the Hired Hands, solos by the world's foremost accordionist, Charles Magnante and songs by cowboy Eddie Smith. Consisting of 7 to 8 selections in each show, the first, fourth and last instrumentals may be faded for commercials. Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: SESAC, Inc., 475 Fifth Ave., New York 17, N. Y.

Tomorrow's Tops

Features Margo Whiteman and Jimmy Blaine. The program presents teen-age talent of distinction who will be "Tomorrow's Tops." A large orchestra conducted by Glenn Osser supports. Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Audition Ambition

Show is built on "So You Want To Get Into Radio" theme and is handled by WGAR veteran Sid Andorn. Program is open to all types of radio talent including announcers, writers, musicians, actors, etc. As part of air show a professional panel of judges discusses critically with each contestant his or her possibilities. Any aspirant rated "ready" by one of the judges receives one week's paid engagement at WGAR. Availability: Live talent; E.T.

Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WGAR, Hotel Statler, Cleveland 1, Ohio.

Boost & Buy

Tells the story of your city or town from it's beginning to the present day and includes the establishment of all of the firms to the present day who are co-sponsors. Sold by our salesmen on a co-operative basis with the Radio Station. No cost to station.
Availability: Live talent; E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: National Radio Features, 100 State St., Albany 7, N. Y.

Calling All Girls

Designed specifically to appeal to the teen-age girl—especially for department store sponsorship. Features the nation's foremost fashion authority, Nancy Pepper, and Patsy Campbell, Linda Allen, Dick Brown—popular baritone, Tommy Jones, and Hank Sylvern's music. Famous for entertainment personalities such as Barry Wood, Peter Lawford, Xavier Cugat, Benny Goodman, Vaughn Monroe, Ray Bolger, etc. Two-time winner of the CCNY Radio Program Awards. Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Old Corral

A Western variety musical show starring Pappy Cheshire. There's a thread of story running through it—heart interest between Salfy Foster and Wade Ray. The highlight of the program is a stirring western story by Pappy Cheshire himself. Large vocal and instrumental groups made up of popular Western stars of both screen and radio fame. Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Pick And Pat Modern Minstrels

America's foremost blackface comedians. Former stars of Maxwell House Show-Boat and for Dill's Best Tobacco in a new and modern minstrel variety show. This show offers the maximum in mass appeal and can be readily adapted to that new medium, television. Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will pipe live talent.
Submitted by: Wolf Associates, 420 Madison Ave., New York 17, N. Y.

Teen Canteen

"Teen Canteen" created by Kathi Norris, outstanding teen age authority, is a half-hour variety show utilizing teen age talents of all kinds but having a broad general entertainment appeal. "Teen Canteen" is written by Kathi Norris who knows what teen agers want and how they want it. Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will pipe live talent.
Submitted by: Program Productions, 551 Fifth Ave., New York 17, N. Y.

1948 ★ VARIETY PROGRAMS ★ 1949

Campus Capers

Beamed to college and high school students in area carries news of schools activities, interviews with school and student personalities, request numbers from students, previews of school and college plays, occasional skits and school talent. Availability: Live talent; E.T. Running Time: 14½ minutes. Client Suitability: Ladies ready-to-wear; department store; men's clothing; cafes. Excellent for participating. Submitted by: KLBW, Old Oregon Trail, La Grande, Ore.

Personal Autograph

Half-hour program features Jim Ameche as m.c., the Dinning Sisters, George Barnes' Octet and Rex Maupin's Orchestra. Each week two "name" guest recording artists stop in to "sign the register" and perform. Guests to date have included Cab Calloway, Rose Murphy, the Harmonicats, Louis Jordan, Julia Lee. Availability: Live talent. Running Time: 30 minutes. Submitted by: WENR-American Broadcasting Co., 20 N. Wacker Drive, Chicago 6, Ill.

Your Triple Treat

Show opens with the record chosen as the hit of the day. Then a brief review of the late Hollywood news is given. An instrumental mystery tune is played for identification. Listeners write in and identify the mystery tune and win a prize offered by the sponsor. Availability: Live talent; E.T. Running Time: 14½ minutes. Client Suitability: Theatres, dance studios, photography studios. Audition Facilities: Transcriptions. Submitted by: KWTX Broadcasting Co., 108½ So. 6th St., Waco, Tex.

The Clark & Kirby Show

Clark Fiers at the Hammond, assisted by Kirby Brooks, vocalist. The boys use gags, poetry and fillers which vary from day to day. Each day features an entirely different line-up of "departments"—such as "The Fisherwoman's Corner," "The One-Act Theatre," "The Story With A Moral," "The Hats Off Department," "Puzzle of the Week," "Special Investigations Department" and many more. Fast live show written and produced by WIOD program director Scott Bishop, author of many NBC and CBS programs. Availability: Live talent. Running Time: 15 minutes. Audition Facilities: Transcriptions. Submitted by: WIOD and WIOD-FM, News Tower, Miami, Fla.

Three Alarm

Listeners requested to write in stating that "They Listen to 'Three Alarm' because . . ." Three of the best entries are selected and these persons are called during the show and asked to answer three questions: a regular question—jackpot question—and bullseye question. As the contestant answers each question correctly, he wins the prizes in the respective groups. Recorded music and the music of the KMPC orchestra are featured on the show. Frank Graham and Van Des Autels are the emcees and are also producers of the show. Availability: Live talent. Running Time: 1 hour, 45 minutes. Audition Facilities: Transcriptions. Submitted by: KMPC, 5939 Sunset Blvd., Los Angeles 28, Calif.

Glacy's Basement

Live morning show featuring novelty tunes and arrangements, plus revivals of yesterday's hits. M.C. Bob Glacy carries out basement theme by off the cuff delivery of commercials and frequent by-play with musicians. It is the only live morning show in the western New York area. M.C. Robert Glacy, musical director, Bobby Nicholson, producer, Paul Martin. Availability: Live talent. Running Time: 45 minutes. Client Suitability: Department store. Audition Facilities: Transcriptions. Submitted by: WKBW, 1333 Rand Building, Buffalo 3, N. Y.

Bedlam With Balfe

This is a "zany" type of show. Announcer blends plenty of Joe Miller corn into "Daffy Drama," and similar departments, reading of humorous news items, time signals (Saturdays, time-and-a-half), weather forecast, etc., with recordings based on juke box popularity. Availability: Live talent. Running Time: 3 hours. Audition Facilities: Transcriptions. Submitted by: WPGH, 220 N. Highland Ave., Pittsburgh 6, Pa.

Easy Street

A bouncy situation comedy liberally sprinkled with gags. Highlighted by fresh, new comedy writing, Easy Street relates the progress (usually in a backward direction) of Ken Mason, that young man of unbounded energy, exalted vision, and two cents cash. Mason doesn't live on Easy Street, but he's always making plans to move there. Orchestra bridges and middle musical number. Scripts by Carroll Moore, Jr., well-known comedy writer. Availability: Live talent. Running Time: 30 minutes. Audition Facilities: Will pipe live talent. Submitted by: Gordon M. Day Advertising Service, 145 East 53rd St., New York 22, N. Y.

Luncheon Previews

Each noon, WPGH magnetic tape recorder taken to various leading restaurants, where diners are interviewed, presented with corsage, and asked name of favorite musical selections. Next morning, tape recording played back, with musical selections requested inserted between interviews. Availability: Live talent; E. T. Running Time: 30 minutes. Client Suitability: Restaurants; florists. Audition Facilities: Transcriptions. Submitted by: WPGH, 220 N. Highland Ave., Pittsburgh 6, Pa.

The Dave And Jo Anne Show

Show consists of songs by Dave and Jo-Anne . . . one piano and two voices. Features wide variety of musical selections (mostly harmony), with occasional piano solos by Dave, and a novelty record thrown in now and then for a breather. Dave and Jo-Anne are relaxed, casual . . . and their between-songs chatter and ad-libbed commercials are amusing and easy-to-take. Show is currently running 8:00 to 9:00 a.m. Hooper is good and mail count high. Availability: Live talent. Running Time: 55 minutes. Audition Facilities: Transcriptions. Submitted by: WPDQ, Jacksonville, Fla.

Youngstars On Parade

Uncle Louis Boisvert directs this program bringing to the air young singers, instrumentalists and groups of both up to 16 years old. Performers are screened before their air appearance and individual programs arranged to achieve delightful variety and general interest. Availability: Live talent. Running Time: 30 minutes. Client Suitability: Breakfast foods, dairies, children's apparel. Audition Facilities: Transcriptions. Submitted by: WBRY, 136 Grand St., Waterbury 89, Conn.

Julie 'n' Johnny

Julie Chase and Johnny Dowell wrap up an hour-long package of pleasant morning listening, with the able assistance of Danny Patt at the novachord. Outstanding feature of this show is "Question of Music," a quiz on all types of music with members of the WTAG staff as "experts," and questions sent in by listeners. "Julie 'n' Johnny" include among their features, travel talks, birthday greetings, and interviews with celebrities, local and national. Availability: Live talent. Running Time: 60 minutes. Audition Facilities: Transcriptions. Submitted by: WTAG, 18 Franklin St., Worcester 1, Mass.

Talent Jackpot

A completely rehearsed talent show employing talent already established in the entertainment world but who usually have not hit the big time. John Reed King as M.C. conducts this show which offers a variety of talent backed up by a large orchestra. Talent receives cash according to their score on the applause meter and the winner gets a return engagement plus week's local engagement. Availability: Live talent; E. T. Running Time: 30 minutes. Audition Facilities: Transcriptions; will pipe live talent. Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Teen Age Time

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Time Out For Fun And Music

Divided into three separate series, program follows a variety format with music, comedy and chatter. Allen Prescott, Ted Steele, Grace Albert and Gwen Williams are featured. Three series have a combined total of 65 quarter hours, for one-or-more broadcasts weekly. Availability: E. T. Running Time: 15 minutes.

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A new treatment of musical variety, using Hollywood's all-American talent pool of stars-of-tomorrow as network entertainment, under the auspices of famous star Mickey Rooney. Each broadcast presents four top Hollywood professional acts in a balanced, fast-paced blend of comedy, music and drama—plus Rooney himself co-starring with each of the four candidates in the second half of the acts. Panel of professional star-makers chooses a winner to remain for the following week's broadcast. Availability: Live talent. Running Time: 30 minutes. Audition Facilities: Transcriptions. Submitted by: Columbia Broadcasting System, 485 Madison Ave., New York 22, N. Y.

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Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WGAR, Hotel Statler, Cleveland 1, Ohio.

Boost & Buy

Tells the story of your city or town from it's beginning to the present day and includes the establishment of all of the firms to the present day who are co-sponsors. Sold by our salesmen on a co-operative basis with the Radio Station. No cost to station.
Availability: Live talent; E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: National Radio Features, 100 State St., Albany 7, N. Y.

Calling All Girls

Designed specifically to appeal to the teen-age girl—especially for department store sponsorship. Features the nation's foremost fashion authority, Nancy Pepper, and Patsy Campbell, Linda Allen, Dick Brown—popular baritone, Tommy Jones, and Hank Sylvern's music. Famous for entertainment personalities such as Barry Wood, Peter Lawford, Xavier Cugat, Benny Goodman, Vaughn Monroe, Ray Bolger, etc. Two-time winner of the CCNY Radio Program Awards. Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Road, Cincinnati 6, Ohio.

Old Corral

A Western variety musical show starring Pappy Cheshire. There's a thread of story running through it—heart interest between Sally Foster and Wade Ray. The highlight of the program is a stirring western story by Pappy Cheshire himself. Large vocal and instrumental groups made up of popular Western stars of both screen and radio fame. Availability: E.T.
Running Time: 15 minutes.
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America's foremost blackface comedians. Former stars of Maxwell House Show-Boat and for Dill's Best Tobacco in a new and modern minstrel variety show. This show offers the maximum in mass appeal and can be readily adapted to that new medium, television. Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will pipe live talent.
Submitted by: Wolf Associates., 420 Madison Ave., New York 17, N. Y.

Teen Canteen

"Teen Canteen" created by Kathi Norris, outstanding teen age authority, is a half-hour variety show utilizing teen age talents of all kinds but having a broad general entertainment appeal. "Teen Canteen" is written by Kathi Norris who knows what teen agers want and how they want it. Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Will pipe live talent.
Submitted by: Program Productions, 551 Fifth Ave., New York 17, N. Y.

1948 ★ DRAMATIC STRIP SERIAL ★ 1949

Open House

WHEC's Joe Deane, of popular music, heads up an hour disc show with a definite audience appeal. Program uses four quarter units with contrasting music. Sponsors revolve thru whole hour with one popular artist being in the spotlight quarter hour each day.

Running Time: 60 minutes.

Audition Facilities: Transcriptions.

Submitted by: WHEC, Inc., 40 Franklin St., Rochester 4, N. Y.

Swing Clinic

The unique idea of a doctor administering to the musical ailments of his patients is used in this different type of disc jockey program. Dr. Jive, alias Bob Nelson, spins records and sells products for nearly two hours daily. This is a pioneer WBBQ program, having been on the air since the station started nearly two years ago. It still employs the same successful format and M.C.

Availability: Live talent.

Running Time: 95 minutes.

Client Suitability: Especially suitable for drug and food products. Cigarettes.

Cost: 15 min. strip \$9.80; 5 min. strip \$4.90; spots \$2.60 per.

Audition Facilities: Transcriptions.

Submitted by: WBBQ, Augusta, Ga.

Hackberry Hotel

Two-voice rural comedy serial set in Hackberry Hotel in mythical Peaceful Valley. Characters: Hack Berry, hotel keeper and Willie Botts, 14-year-old colored porter. Other characters appear in telephone conversations. Writing, acting and sound effects by characters themselves. Locale and type of comedy universal appeal, unrestricted to any region. In 6th year on WFAA-570. Pulled 23,000 mail count in 2-week joke book offer 1944 and nearly 24,000 in a repeat offer 1947.

Availability: Live talent; E.T.

Running Time: 15 minutes.

Client Suitability: Sponsored consistently since inception, currently by Armstrong Packing Company (Swift) for Birdbrand products.

Audition Facilities: Transcriptions.

Submitted by: WFAA, 1122 Jackson St., Dallas 2, Tex.

In The Limelight

A daytime serial with all the elements of appeal currently associated with daytime serials, but incorporating in addition a background of Hollywood, Calif. Motion picture personalities are occasionally woven into the script, but not as guests, rather as part of the story line. Unusual approach to daytime listening that can't miss.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: A client wishing to reach women.

Cost: \$2,000.00 weekly.

Audition Facilities: Will pipe live talent; script and presentation.

Submitted by: Jack Rourke Productions (In New York: Gordon M. Day Advertising Service), 6331 Hollywood Boulevard, Hollywood 28, Calif.

Leisure House

"Leisure House," a home of today fashioned for modern living. Daytime domestic drama revolving around typical middleclass American family, friends, neighbors, and the influence exerted by "Leisure House," a new type of domestic service institution, in which daughter of the family (Mary Lansing) is assistant. Babette Bear, as unhappy young wife and mother; Bea Bendaret, as winsome widow with young daughter; Fred MacKaye as the bachelor menace; Ted Osborn as the ambitious young son of the family, sustain love interest and suspense.

Availability: E.T.

Running Time: Approx. 14 actual minutes.

Audience Appeal: Female.

Client Suitability: Public utilities, dept. stores, furniture, home appliances, milling, canning, provision companies, bakeries, dairies.

Cost: \$5.00 to \$40.00 per episode. Show usually runs 2 per week.

Audition Facilities: Transcriptions.

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

Living Pages From The Book Of Life

The Bible dramatized as a serial story in 52 30-minute plays in which all-star national network cast brings to life listeners' best known and most-loved Bible stories. Nonsectarian, thoroughly tested, supported by two European symphony orchestras in public domain music. Popular with all ages, classes, creeds, races. Contract includes commercials, promotion, complete copy service.

Availability: E.T.

Running Time: Approx. 28½ actual minutes.

Client Suitability: Banks, insurance, savings and loan, retail merchandising, milling companies, bakeries, dairies, agricultural implements, seed, feed, fertilizer, fuel, memorial parks, mortuaries, monument work.

Cost: \$5.00 minimum on small 250-watt outlets to \$40.00 per week, minimum of 13 weeks. Radically lower group station rates.

Audition Facilities: Transcriptions.

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

1340 Club

Disc-Jockey Bill Gordon conducts this two-hour record show. A true showman—his knowledge of music and his unique use of sound effects has established his 1340 Club in this area to a point where there is nothing to touch it. He is attracting national attention. Record distributors and band leaders from all over the nation contact him for promotion of their latest releases. He commands one of the finest Hooper-ratings for this type show.

Availability: Live talent; E.T.

Running Time: 2 hours.

Audition Facilities: Transcriptions.

Submitted by: WHHM, Sterick Bldg., Memphis, Tenn.

Sally Matthews

Still in its cellophane wrappings, this brand-new package features the experiences of an engaging young city woman's life in a small coastal town of the Northwest. Aside from Keith "Chick" Douglas (mature lead), and Kelly Fleming (his hard-hitting newspaperman pal), the characters are all citizens (of high medium and low social status) of the town of Northcliff. Much of the plot and action centers in the office of the town's newspaper (where Sally works), The Enterprise.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Food, soaps, detergents.

Audition Facilities: Will pipe live talent.

Submitted by: Ted Maxwell Productions, 6060 Hollywood Blvd., Hollywood 28, Calif.

The Sparrows Of London

A delightful human story of a Cockney family from the turn of the century to the present day. Its charm and flavor resemble Noel Coward's "This Happy Breed." So popular that after the first 30 broadcasts by first sponsor, he requested extension of contract.

Availability: E.T.

Running Time: 13 minutes.

Audition Facilities: Transcriptions.

Submitted by: Pan American Broadcast Company, 330 Madison Ave., New York 17, N. Y.

The Story Of Holly Sloan

A top-flight show by a writer who for eight years has kept 'em in the upper 10. In pre-tested 39 weeks run for General Mills over NBC 1947-48, achieved enviable peak of 5.0 and climbed above two much older shows on same period. Two long-term outlines are ready for reading and consideration by anyone sincerely interested in picking up tag on this one. Particularly interesting is the "new look" to the package price!

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Food, soap, detergents, Audition Facilities: Transcriptions; will pipe live talent.

Submitted by: Ted Maxwell Productions, 6060 Hollywood Blvd., Hollywood 28, Calif.

Linda's First Love

A "soaper" on the air for 11 continuous years for Kroger Grocery, Cincinnati. Available outside Kroger area for local or regional sponsorship. 1,000 quarter-hours available.

Availability: E.T.

Running Time: Approx. 11½ mins.

Client Suitability: Soap, pharmaceuticals, food, etc.

Audition Facilities: Transcriptions.

Submitted by: Harry S. Goodman Radio Productions, 19 E. 53rd St., New York 22, N. Y.

Pete Chase—Editor

Fast-moving, hard-hitting and frequently laugh-rocking incidents in the office of Pete Chase, editor . . . as played by

Adolphe Menjou, who has made this type of characterization famous on the screen. Headline hunter Menjou shows real flexibility as Pete, who tries to pretend that the world centers about news headlines, but reveals in the clinches that he's a guy with a great heart.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: Les Mitchel Productions Inc., 9310 Hillrose, Sunland, Calif.

High Polish

The hilarious adventure of Dolly, manicure girl at the swank Belveigh Hotel Barber Shop. Glamorous Dolly (to be played by a Hollywood star) has a dozen suitors but she seems to concentrate on settling everyone else's love affairs. Wise-cracking Dolly is a new characterization—and she furnishes romance, pathos, excitement and plenty of laughs. Series is magazine stories adaptation, and Dolly is slated to be a radio regular once she's been heard.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: Les Mitchel Productions Inc., 9310 Hillrose, Sunland, Calif.

Home Sweet Hollywood

Bebe Daniels, Ben Lyon, and their own two children, Barbara and Richard Lyon in their sumptuous Hollywood home. No attempt is made to make this "the average American family." Bebe is an independent movie producer; Ben is Talent Executive at 20th Century-Fox; Richard has starred in several movies and Barbara is a successful radio actress. Their friends (who drop in) are Hollywood celebrities. The household is one of the zaniest, glamorous, most amusing homes you've ever "listened in" on.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: Les Mitchel Productions Inc., 9310 Hillrose, Sunland, Calif.

Major Troubles

Colorful, Major Timmins, U. S. Army: retired, still lives and talks in army terms. But now the beloved old codger is running a small town post office and store. He maneuvers the cases of pickles, string beans and corn in the time he cadges from his most usual occupation—maneuvering the lives and loves of his neighbors. You'll love the crusty old major—soon to take his place with the other beloved character men of the airwaves. The major is played by the outstanding character actor of screen and radio, Mr. Griff Barnett.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Transcriptions.

Submitted by: Les Mitchel Productions Inc., 9310 Hillrose, Sunland, Calif.

Show Business

Andy Russell, Della Norell (Mrs. Andy) and Dick Wesson, their side-kick, in a comedy series based (roughly) on Andy's road to fame. Emphasis is on gay comedy.

story—with Wannon acting the aggressive promoter who gets the couple into continual hot water—but Andy sings, too . . . and Della joins him in some of the delightful duets they've recorded for Capitol. Following Andy's ups and downs as he tries to become established as a singer, will make everyone admit that "there's no business like show business."

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Will pipe live talent.

Submitted by: Los Mitchell Productions, Inc., 9310 Hillrose, Sunland, Calif.

Betty And Bob

The same engrossing story of American life that captivated millions for eight years as a sponsored network serial, but with all new, dynamic material. Much of the same cast and the same crack team of writers and directors who created and popularized the program are here to make "Betty (Arlene Francis) and Bob" (Carl Frank) more than ever the best-known couple in daytime radio. 90 quarter hours for five-a-week airing.

Availability: E.T.

Running Time: 15 minutes.

Audience Appeal: Female.

Suggested for: Daytime.

Client Suitability: General.

Cost: On request.

Audition Facilities: Transcriptions.

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

Aunt Mary

Heartwarming story of a small town woman's struggle to defend human dignity and further better understanding. Locale is a typical American rural community, peopled with real people faced with real problems. Written by Virginia Crosby and produced in Hollywood by

George Fogle, the program has casts of leading West Coast talent. Series has 605 quarter-hour programs, designed for five-a-week broadcast.

Availability: E.T.

Running Time: 15 minutes.

Audience Appeal: Female.

Audition Facilities: Transcriptions.

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

Green Valley Lines

A back country railroad story thriller of the early 20th Century. Morristown in America some 35 years ago. Romance ties in with the perils involved in the construction of the short line. You'll love our hero who comes to Green Valley incognito with "Spider" McGoo, a tramp fireman who has travelled the rails from one side of the country to the other. Plenty of excitement runs through each episode as our hero turns out to be the son of Jim Reed, the owner of the rival railroad.

Availability: E.T.

Running Time: 15 minutes.

Client Suitability: Sportswear stores, gasoline and oil distributors, etc.

Cost: Minimum \$2.50 per episode.

Audition Facilities: Transcriptions.

Submitted by: Walter Biddick Co., 1151 South Broadway, Los Angeles 15, Calif.

Treasure Of The Lorelei

Jimmy Braden purchases the "Lorelei" at government auction, with this ship he proposes to realize the dream of his life—a South Sea cruise on a ship of his own. Placing the "Lorelei" in drydock. Barney O'Hagen, the mate, unloads her ballast. Below the upper tiers of pig-iron ballast he finds \$5,000,000 in gold, camouflaged as rusty iron. Dr. von Roeder, who was in charge of the "Lorelei" for the

DRAMATIC STRIP SERIAL

Gorman government before her capture, attempts to buy the ship from Braden.

Who gets the treasure of the Lorelei?

Availability: E.T.

Running Time: 15 minutes.

Client Suitability: Drygood stores, sporting goods, gasoline and oil distributors, bakeries, etc.

Cost: Minimum, \$2.50 per episode.

Audition Facilities: Transcriptions.

Submitted by: Walter Biddick Co., 1151 S. Broadway, Los Angeles 15, Cal.

The Party Line

The Party Line—serial . . . The goings on in a small mid-west community are soon through the "eyes" of the town telephone operator. Strong story content which is, however, completed in 3 to 10 episodes. Designed for the regular serial audience plus the casual listener who will be captivated.

Availability: Live talent; E.T.

Audience Appeal: Female.

Client Suitability: Package Goods—Mass item.

Cost: \$3500.

Audition Facilities: Transcriptions.

Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

The O'Neills

One of the greatest five-a-weekers that ever hit the air. Its record speaks for itself. Led the field in ratings many a time. During a six-week give-away The O'Neills pulled over 4,200,000 letters, each containing two soap wrappers. Still a smart buy for a smart buyer. The same writer and director are available for this series.

Availability: Live talent.

Running Time: 15 minutes.

Audition Facilities: Will pipe live talent.

Submitted by: Wolf Associates, 420 Madison Ave., New York 17, N. Y.

Pirate Ho!

"Pirate Ho!" a romantic adventure serial with action taking place in the days when the pirates infested the Atlantic. Series is written by Sheldon Stark who has long been associated with such adventure series as "The Lone Ranger," "The Green Hornet," etc. "Pirate Ho!" has romance, suspense and excitement.

Availability: Live talent.

Running Time: 30 minutes.

Audition Facilities: Live talent.

Submitted by: Program Productions, 551 Fifth Ave., New York 17, N. Y.

Uncle Jimmy

Uncle Jimmy represents the best acting of William Farnum's long stage, screen and radio career. It's a down-to-earth human-interest drama, filled with intelligent philosophy and everyday situations. Uncle Jimmy is the kind of wanderer you'd like to visit you—and how he unravels the tangled lives of one family is something that makes for excellent radio fare. A "soap opera" on a par with anything on the networks. Written by Edward Lynn, and produced at Warner Brothers studios—a combination that means excellence. 156 ¼-hour episodes available. Open-end.

Availability: E.T.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

1948



HILLBILLY



1949

Jimmie Wells and the Dakota Roundup

A western band of instrumental and vocal numbers consisting of four males and three females. Sing and play Hill Billy and western music requested by mail. Play for dances.

Availability: Live Talent.

Running Time: 30 minutes.

Client Suitability: Any client interested in reaching the farming trade.

Audition Facilities: Transcriptions.

Submitted by: KABR, Aberdeen, S. D.

Keebie Korral Hit Parade

This is definitely East Texas biggest hill billy musical show. Pulls about 100 pieces of fan mail daily with no prize offers of any kind. "Texas Tom" is the loveable MC with a "line" that's right down the rural folks' alley. Show is 100 per cent all requests and pulls mail from every surrounding community in our coverage area. Show runs 1½ hrs. Monday through Friday . . . 1 hr. Sunday . . . and two hours on Saturday, all starting at 1:00 P.M. . . . the best time to catch the rural audience.

Availability: Live talent; E.T. (Tape).

Running Time: 15, 30 or 60 minutes.

Cost: \$2.50 per ¼ hour plus station time.

Audition Facilities: Transcriptions (Tape); Will pipe live talent.

Submitted by: KEBE, P. O. Box 1071, Jacksonville 1, Tex.

Sunrise Roundup

Designed to reach farmers and early risers who work in industrial plants, program features the tops in recorded and transcribed western music. Market reports and weather forecasts are interspersed for the convenience of the early riser. Time signals are given between all musical selections.

Availability: Live talent; E.T.

Running Time: 30 minutes.

Client Suitability: Has been used successfully by appliance and furniture stores. Would be best for feed or other farm supplies.

Cost: Five dollars talent per quarter hour plus station time.

Audition Facilities: Transcriptions.

Submitted by: WPAY, Portsmouth, Ohio.

Alva & Flora Joiner

Husband and wife show composed of hillbilly music, sung and played in authentic Kentucky style.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Farm supply stores, feed companies, seed companies.

Cost: \$4 per program.

Audition Facilities: Transcriptions.

Submitted by: WHIR, Danville, Ky.

Georgia Crackers

These RCA-Victor recording artists are long-time favorites in this area and feature top hill-billy and Western tunes as well as their own compositions. Three Newman brothers do solo and harmony augmented by excellent electric guitar and accordion.

Availability: Live talent.

Running Time: 15 or 30 minutes.

Audience Facilities: Transcriptions.

Submitted by: United Broadcasting Co., WHKC, 22 E. Gay St., Columbus 15, Ohio.

WLOS Jamboree

A real, old-fashioned hillbilly show featuring cast of 50 with top-notch emcee. Length of stage show one hour and a half—one hour broadcast. Show emanates from different auditoriums throughout Western N. C. each Saturday night. Cast features three string quartets, two comedians, girls' trio, religious quartet, Dixieland pianist, two juvenile stars, square dance team and others.

Availability: Live talent.

Running Time: 59½ minutes.

Client Suitability: National food accounts, farm products, flour, etc.

Cost: \$100.

Audition Facilities: Transcriptions.

Submitted by: WLOS, Asheville, N. C.

Bluejean Jamboree

Best in Southwest! Been on 8:30-9:00 P.M. C.S.T. for 8 months. Showing up on last two Hooper breakdown 4.6! Cast of 10. Jerry Irby (Recording Artist) and His Texas Ranchers, Jerry Jerico (Featured Singer), Boyd Whitney (MC) and Gene Lewis, (Announcer). Fast moving against established network shows with good ratings.

HILLBILLY

Availability: Live talent; E.T.
Running Time: 30 minutes.
Cost: \$150.00 plus time.
Audition Facilities: Transcriptions.
Submitted by: KTHT, 4000 So. Main,
Houston, Texas.

Red's Gang

Well known KOIN staff Western group headed by Owen "Red" Dunning—featuring Western music by soloist Johnny Carpenter, a quartet and 6 musicians. Available in 15-minute three or five times weekly or ½ hour once weekly.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: KOIN, New Heathman Hotel, Portland 7, Ore.

Wiregrass Jamboree

Wiregrass Jamboree is a live-talent show featuring the outstanding singers and artists of the wiregrass area. Outstanding is Little Lew Childre, nephew of Lew Childre of Grand Ole Opry fame. Suitable for weekly hour broadcast. Program M. C. is Charlie Cummins.
Availability: Live talent; E. T.
Running Time: 30 or 60 minutes.
Audition Facilities: Transcriptions; Will pipe live talent.
Submitted by: WOOF, 110 South Foster, Dothan, Ala.

Cherokee Jack & His Rhythm Ridin' Wranglers

Cherokee Jack is undoubtedly one of the biggest 'western' drawing cards in the Northwest. His entertainers and musicians do the complete show featuring songs of the plains, ranges, and hills, along with novelty selections for laughs.
Availability: Live talent; E. T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: KMO, Tacoma 1, Wash.

Col. Flapdoodle's Western Melodies

Rousing western-hill billy music with emphasis on novelty tunes. A Billboard competition award winner. Its key to success is "Col. Flapdoodle" as M.C. and stooge "Cousin Buck" in humorous home spun gags and special introductions.
Availability: Live talent; E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: KPQ, Second & Columbia, Wenatchee, Wash.

The Pappy Howard Show

This is a well-produced appealing show for the entire family performed by a group well-established in Cleveland with repeated proof of superiority in their field, having twice been rated the best live Cleveland program by the Cleveland Press Radio Poll.
Availability: Live talent; E. T.
Running Time: 30 minutes.
Cost: \$300 weekly.
Audition Facilities: Transcriptions.
Submitted by: WJMO, 2157 Euclid Ave., Cleveland 6, Ohio.

Barnyard Jamboree

Half-hour, better type, hillbilly show with abundance of good talent and Jimmie Jeffries as Master of Ceremonies.
Availability: E. T.
Running Time: 30 minutes.

Cost: Minimum \$5.00 per program.
Audition Facilities: Transcriptions.
Submitted by: Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

Hi-Neighbor

The popularity of this program is evidenced by the so large a demand by North Jerseyites to get more of it that WPAT has scheduled the show for two segments daily instead of its previous one-time slot. Featuring "native American music," with in-between chatter by the soft-spoken Ed Ladd, it also presents various novel gimmicks that keep it a fastpaced music and interesting show.
Availability: Live talent; E. T.
Running Time: 2½ hours.
Audition Facilities: Will pipe live talent.
Submitted by: WPAT, 7 Church St., Paterson 1, N. J.

Western Serenade

A quarter-hour of entertainment integrated with honest (not stuffy) presentation, making sense to the majority of rural and small-urban listeners. A variety of country-style music with hayseed continuity.
Availability: Live talent; E. T.
Running Time: 15 minutes.
Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

Hill Billy Jamboree

Program made up from requests sent in by listeners. Music-hill billy records, Emcee Howard Turner joshes with records, reads letters written by fans, plays requests, and makes dedications. 1-hour show daily, 5 times weekly, for sale in quarter-hour segments.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WGST, Box 674, Atlanta, Ga.

Kentucky Harmonizers

Old-fashioned hymn singing of the Stamps-Baxter variety.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Foods, farm products.
Cost: \$100.00 per week.
Audition Facilities: Transcriptions.
Submitted by: WKYW, 431 West Jefferson, Louisville 2, Ky.

Rhythm Range

Songs of the prairies by Cottonseed Clark and his talented cowhands. Strictly for cookin' on the front burner with that vast segment of your audience who come running whenever a cowboy singer unlimbers a larynx and lassos a load of liltin' lyrics.
Availability: E. T.
Running Time: 15 minutes.
Cost: Priced according to market. Prices range upward from \$510 per program.
Audition Facilities: Transcriptions.
Submitted by: World Broadcasting System, Inc., 50 W. 57th St., New York 19, N. Y.

Cheer Up Time

A live orchestra of accomplished musicians in the interpretation of Hillbilly and Western Music, six days a week. A trio adds additional flavor. It is fast-paced and breezy, with the announcer

following the spirit of the program in delivering the commercials. The Saturday program is a "Round-up" of the week's "most-requested" tunes. (¼-hour—13 to 52-week segments.)
Availability: Live talent.

Audition Facilities: Transcriptions.
Submitted by: WINN, Earle Hotel, 10th Floor, Louisville 2, Ky.

Roy Queen's Hillbilly Hit Parade

Roy Queen, the original St. Louis Hillbilly disc jockey, has built a steady mail response by his unique system of classifying Hillbilly hits on the basis audience request, and has also built himself into two Hillbilly Hit Parade sessions on KXLW daily, the first a two-hour stand from 6:00 to 8:00 A.M. and the second an abbreviated repeat from 10:00 to 11:00 A.M.

Availability: Live talent.
Running Time: 180 minutes.
Audition Facilities: Transcriptions.
Submitted by: KXLW & KXLW-FM, 8135 Forsythe, St. Louis 5, Mo.

Roy Jackson and the Northwesterners

Roy Jackson and the Northwesterners aired by KEX in 15-minute strip Mon. thru Fri. Group has been on air continuously for over 2 years. Sponsored in fall of '47 by Groves Lab. Participating spots now sold in the show. Group also sponsored by Western Door & Plywood Corp. in half-hour Friday evening show titled "Neath Western Skies." Recent 2nd place winners in Billboard Magazine award in category: Western Music.
Availability: Live talent.
Running Time: 15 minutes.
Suggested for: Morning.

Audition Facilities: Transcriptions.
Submitted by: KEX, 1230 SW Main, Portland 5, Ore.

Uncle Si's Almanac

Features locally famous radio character Uncle Si. Show opens with "Yodeling Dan." Si's pet rooster, crowing. Body of show consists of folksongs by Uncle Si or local talent of the hillbilly variety with Si's humor interspersed. Frank Wellington characterizes Uncle Si. Present series calls for a daily 15-minute show for 13 weeks.

Availability: E. T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WCHS, Charleston 24, W. Va.

Louise Massey and The Westerners

One hundred and fifty-six 15-minute segs. of Western music presented in informal, gay manner; featuring popular Curt Massey and Louise Massey as star soloists. The group has headlined "The National Barn Dance," "Maxwell House Showboat," "Log Cabin Dude Ranch," and "Plantation Party" to establish a large enthusiastic audience and uses the same appealing format in this transcribed series. Produced in such a manner that the entire series can be repeated several times and still remain fresh and attractive. Rural and urban listeners like it and sponsors get very desirous results.
Availability: E. T.

Running Time: 15 minutes (open-end).
Audition Facilities: Records.
Submitted by: Morton Radio Productions, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

The Eddie Hill Show

A half-hour program across the board highlighting folk, hillbilly and Western music. Eddie Hill, popular hillbilly artist of the southland, attracts a wide audience with his free, easy style of moving into platters for WMPS and mid-south audiences. It is a show patterned to invite the listeners to get "neighborly" with Eddie Hill's free and winsome delivery. Hill also features his Western draws which actually places the program in the different category of disc jockey shows.
Availability: Live talent; E. T.
Running Time: 29½ minutes.
Audition Facilities: Transcriptions.
Submitted by: WMPS, Columbia Tower, Memphis, Tenn.

Noontimers

Features top hillbilly talent in Western New York: Max Raney and His Hi-Boys (cowboy band); Pete and Joe (instrumental-vocal-comedy team); Flossie (vocalist and square dance caller). Format features lots of music, "earthy" patter and good comedy. Broadcast from Rochester Radio City Auditorium . . . seating 400.
Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WHAM, 201 Humboldt St., Rochester 3, N. Y.

Peanut Patch Parade

Peanut Patch Parade derives its name from its ability to please the lovers of Hillbilly and Western Music in the world's peanut growing center. Music is recorded and transcribed by outstanding artists and local chatter is provided by WOOF's Peanut Picker, Charlie Cummins. Program has proven exceedingly popular with rural listeners.
Availability: E. T.
Running Time: Can be adapted to any time up to 1 hour.
Client Suitability: Clothing store, soft drink, automobiles, general merchandise, etc.
Audition Facilities: Transcriptions.
Submitted by: WOOF, 110 South Foster, Dothan, Ala.

Prairie Stars

Rosalie Allen, hillbilly specialist and queen of feminine yodelers as sparkling star and emcee of the friendliest show on the air. Hill-country ballads, western melodies and liltin' cowboy songs presented on records in a program patterned for the happy heart. Rosalie Allen intermittently plays her guitar and sings for a huge and loyal audience. An evening show as neighborly, as colorful, as old as new and as ever popular as the Western sunset.
Availability: Live talent; E. T.
Running Time: 2 hours.
Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Chuck Wagon Jamboree

Big names and top tunes in an entirely different 15-minute format with music for every taste. Western, Mountain, Oldtime, Folk and Popular. Top western picture star Ken Curtis emcees the show. He talks a bit like Crosby, sings a lot like Sinatra. The incredibly versatile Novelty Aces handle everything—from barbershop to hymns. From opening announcement to sign-off, the proceedings move at a lively pace.
Availability: E.T.
Running Time: 15 minutes.
Cost: Based on population.
Audition Facilities: Transcriptions.
Submitted by: Mayfair Transcription Co., 8511 Sunset Boulevard, Hollywood 46, Calif.

1948 ★ INTERVIEW PROGRAMS ★ 1949

Just Strolling

Strolling man moves about city with wire or tape recorder interviewing people on various subjects; theme is Just Strolling with the "stroller" humming or whistling a tune in between interviews; informal and laughable.
Availability: Live talent.
Running Time: 14½ minutes.
Cost: \$10.50 per show including local time.
Audition Facilities: Transcriptions.
Submitted by: John H. Phipps Radio Stations—WTAL, Tallahassee, Florida.

Meet Your Neighbor

Pack the portable recording unit and make tracks to the "man or woman of the week," stop and talk, plenty of room for I. I. and goodwill building. Program is recorded early in the week at the home or office of the "guest personality," playback is made on Sunday, complete with music and commercials, if sponsored.
Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WRRF, Washington, N. C.

This Week In The State House

A weekly review, broadcast from Boston studios of pending legislation and activities of state government; Average of four elected or appointed state officials a informative discussion and explanation of matters affecting every resident of Commonwealth; non-partisan commentary on important developments of the week with leaders of measures participating.
Availability: Live talent.
Running Time: 30 minutes.
Cost: \$240 for half-hour plus \$100 talent fee.
Audition Facilities: Transcriptions.
Submitted by: WLAW, 278 Essex St., Lawrence, Mass.

A Penny For Your Thoughts

Chief announcer Mackie Quave appears as "Inquiring Microphone" in front of leading downtown theater—chats with passers-by on some current topic of the day. One question of current interest is taken, and interviewees give their opinions and thoughts on same. Each contestant, instead of winning gigantic prizes, gets a small membership card for the wallet that has name imprinted, with date of appearance on broadcast as souvenir, signed by announcer, and center of card has a bright red penny for the "thoughts."
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WIS, Columbia, S. C.

It's A Living

This program presents people with out-of-the-ordinary occupations. The fact that people make their living by growing worms, stunting, teaching whistling, or imitating an ape for the movies makes for a variety of entertaining interviews. Ben Alexander handles the interviews

which result not only in laughter and fun but also in making it evident that odd occupations do make a living for many people.
Availability: Live talent; E.T.
Running Time: 30 minutes.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

America Close-Up

This is a half hour program with Harriet Van Horne from N. Y., Bebe Daniels from Hollywood and Martin Agronsky from Washington. With Milo Boulton as M.C. It has two guests from each city.
Availability: Live talent; E.T.
Running Time: 30 minutes.
Cost: \$3000.
Audition Facilities: Transcriptions.
Submitted by: Lester Lewis Associates, 1 Christopher St., New York 14, N. Y.

Candid Microphone

A new departure in radio featuring the un-rehearsed comments of people heard on the Candid Mike. It has pathos, comedy, and suspense. A truly different program.
Availability: Live talent; E.T.
Running Time: 30 minutes.
Cost: \$3000.
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

This Is Detroit

Here is a package that is as dynamic as the Capital of industry—Detroit! The "Roving Reporter" now has a wire recorder strapped on his back and gets more intimate stories than even "The Candid Microphone." Here are two "scoops" already rung up—first Detroit to Paris flight from Willow Run—The Navy air disaster crash in mid air over Detroit's east side. Scooped even the papers—drama of life!
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WJLB & WJLB-FM, 3100 Broderick Tower, Detroit 26, Mich.

Embassy Platter Party

Interviews by emcees Claude Taylor and Wayne Farrell with guests at the popular night club, the Embassy, each night are recorded on tape. Guests at the club are invited in the interviews to select a popular tune which they would like played on the Embassy Platter Party over WJHP the following evening. The next night at home they may hear their interviews played back over the air, with the records dubbed in between. WJHP also makes discs of the interviews and musical numbers for persons who want them. Not available for sponsorship.
Availability: E.T.
Running Time: 1 hour.
Client Suitability: Night clubs, restaurants, supper clubs.

Audition Facilities: Transcriptions.
Submitted by: WJHP, 500 Laura St., Jacksonville 1, Fla.

It's Your Miss Fortune

Variety interviewers, "on-the-spot"—Miss Charlotte Fortune, director of women's programs for WQXI takes wire recorder into homes, shops, club meetings, hospitals, air terminals, night spots, fashion shows, etc., and records 15-minute informal interviews with housewives, social and civic leaders, professional groups, clubwomen. Includes such topics as current events, local happenings of interest, promotion for forthcoming events, views on current fashions, home economics, etc. Occasionally highlights local talent. Takes mike to women, rather than having women come to mike!
Availability: Live talent; E.T.
Running Time: 15 minutes.
Client Suitability: Department store, millinery shop, dress shop, food products, cosmetic accounts.
Audition Facilities: Transcriptions.
Submitted by: WQXI, 3165 Mathieson Drive, N.E., Atlanta, Ga.

Pantry Party

Interviewer takes wire recorder into two Elmira homes. Interviews housewife with interesting opinion questions, interviewee also participating in stunts for prizes; also tries to answer a catch-all question for a pyramid of prizes. Each person interviewed gets a large cake from the sponsor—a cake shop.
Availability: E.T.
Running Time: 14½ minutes.
Cost: Time plus \$5 per sponsor talent fee.
Audition Facilities: Transcriptions.
Submitted by: WELM, 222 E. Market St., Elmira, N. Y.

Who's Who at Rock City

Rock City is an unusual vacation-spot on Lookout Mountain near the city of Chattanooga, Tenn. It is a cleverly designed series of walkways and lookout-points among the natural crevasses and formations of glacial rock. Ken Keese interviews visitors from all over the U. S. at one particular point, where everyone stops to look at the view. Prizes (samples of locally-manufactured products) are given to party from farthest point, and other gifts are awarded to those who answer questions having to do with Rock City. Show largely dependent upon Keese's ad lib ability and friendly interviews.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WDOE, Hamilton Nat'l Bank Bldg., Chattanooga, Tenn.

Let's Get Around

Two radio reporters, Bud Guest and Dale McIntyre, each with a nose for news and a keen sense of human interest, record on-the-spot happenings in Metropolitan Detroit. Typical of the program are a trip into the Detroit salt mines, a visit with a coffee taster, eavesdropping

at the marriage license bureau, talking with animals at the zoo. An exciting, humorous, informative show for all ages.
Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WJR, Fisher Building, Detroit 2, Mich.

Luncheon at Lorenzo's

Bob Planer table hops at Casa Lorenzo, interviewing local folks and visiting celebrities. Special mike for Lorenzo's canary. Interviewees request tunes which Bob sings right then and there—with the help of Don Hayes at the Lorenzo piano. Flowers and other gifts to all luncheon guests.
Availability: Live talent.
Running Time: 30 minutes.
Audience Appeal: Female.
Client Suitability: Food or wine distributor, restaurant itself, florist.
Audition Facilities: Transcriptions.
Submitted by: WNDR, Wilson Bldg., Syracuse 2, N. Y.

Life Is What You Make It

As a qualified psychiatrist, Dr. Frederic Damrau discusses letters (names omitted) received from worried people who write in about their troubles. The letters are read by the interviewer. The program is patterned to sound ad lib and conversational, but the script is followed carefully so as to give only correct advice that will be useful to a wide audience. It combines human interest and drama with medical authority.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

Take Off Time

This program is tape recorded at Willow Run Airport the world's largest. It features interviews with air travelers, including noted business men, stars of stage, screen, radio, etc. People interviewed are screened so as to insure interesting interviews.
Availability: E.T.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WKMH, Dearborn, Mich.

You Can Keep Young

Now in its third year as a sustainer in New York City. Dr. Frederic Damrau and Adeline Maneery tell how to halt the march of time. An authoritative program of practical and scientifically correct information aimed at listeners who don't want to grow old. It presents authentic secrets of rejuvenescence which can be applied in daily life. Told in simple and conversational style.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.



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AIR FEATURES
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247 PARK AVENUE

NEW YORK CITY

PLaza 5-2700