

RADIO DAILY

presents

THE SEVENTH
ANNUAL EDITION

of

SHOWS OF TOMORROW

ADULT DRAMATIC SERIAL STRIP • ADULT DRAMATIC SERIES • JUVENILE SERIES
QUIZ • MUSICAL • AGRICULTURAL • VARIETY • COMEDY • SPORTS • TELEVISION • F. M.
CO-OP PROGRAM • HILL BILLY PROGRAM • NEWS PROGRAMS • HOLLYWOOD ATMOSPHERE
FEMININE ANGLE • FOREIGN LANGUAGE • CULTURAL PROGRAMS • MISCELLANEOUS

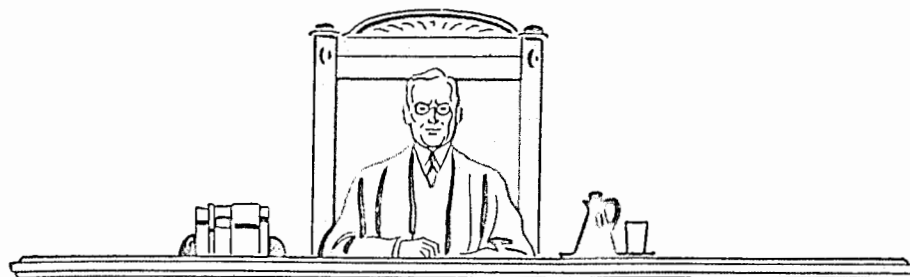
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"A SLUGGER, WITH ZING
AND SHOWMANSHIP"

...WALTER WINCHELL

"EXCELLENT RADIO,
FULL OF SOCK MATERIAL"

...VARIETY



Books on Trial

Each week the writer of a timely book defends his views before WHN microphones and a jury of twelve in the studio theatre. "Judge" Sterling North, literary editor of the New York Post presides while guest "prosecutors" and "defense" argue it out in this battle of books. Broadcast Mondays, 8:00 to 8:30 P.M., the

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"Books on Trial" typifies the sort of program planning and production which today distinguishes WHN service. Top power...top programs...top personalities at their entertaining best...you get them all on WHN—plus the potential of America's first market.

**50,000 WATTS
1050 KILOCYCLES**

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RADIO DAILY

*Presents The Seventh
Annual Edition of*

SHOWS OF TO-MORROW

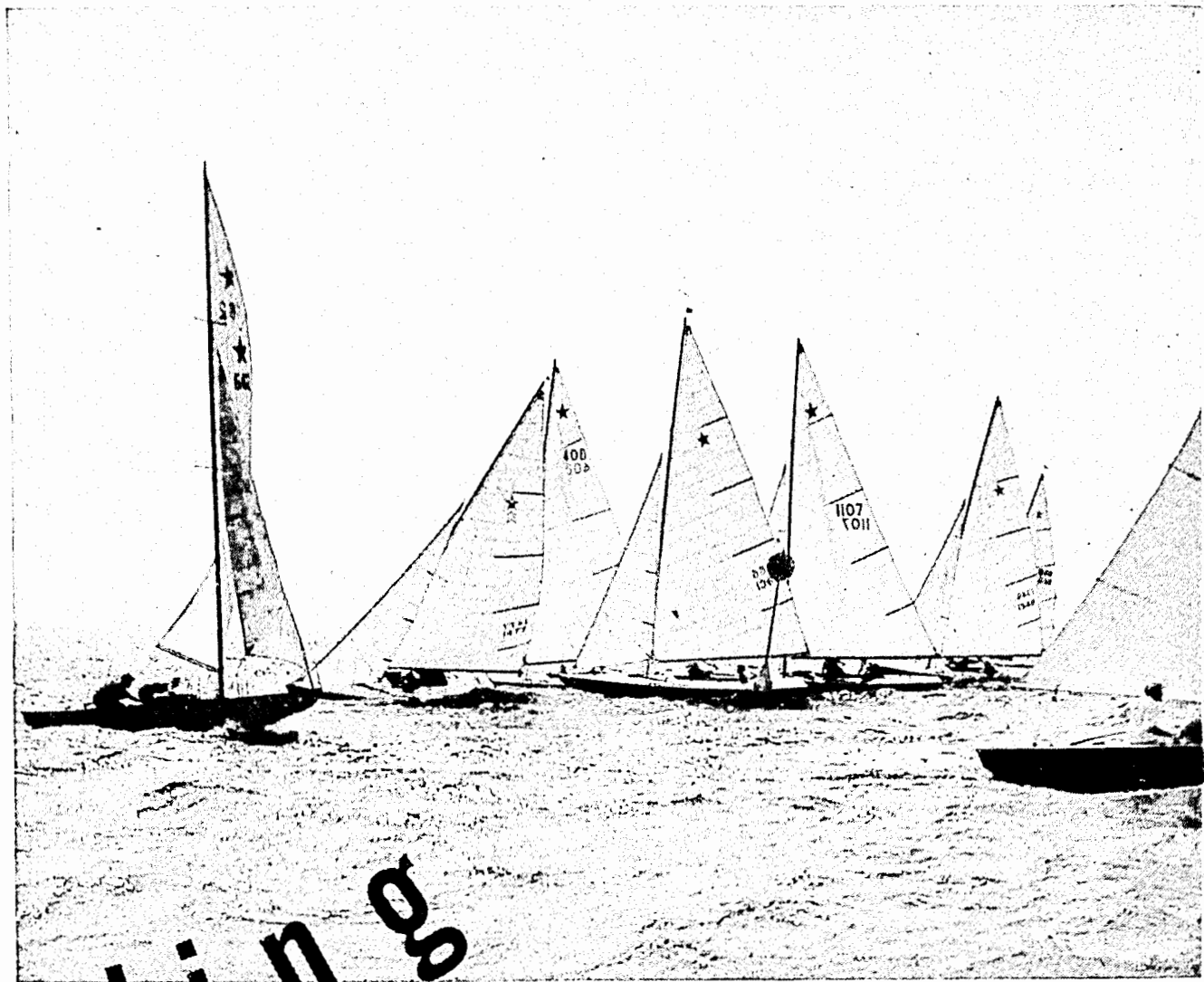
SALUTING the creative minds of Radio and Television, RADIO DAILY presents the 1946 Edition of "SHOWS OF TOMORROW," a comprehensive catalogue of new ideas in entertainment and public service.

IN PUBLISHING this year's edition we acknowledge, with gratitude, the wholehearted cooperation received from the networks, independent stations, sponsors, writers, and producers in compiling the data contained in this issue.

THIS YEAR'S "SHOWS OF TOMORROW" signalizes the advent of a new era in programming. The post-war period had its challenging problems. Today broadcasters plan for the world-of-tomorrow. Their progressive thinking, devotion to public service, and high standards of programming is reflected in these pages.

Jack Oliveira

Publisher



rounding the halfway mark

Our stations tell us happily of the plus signs in their ledgers as they round the halfway mark this year. Put Weed and Company's staff of seventeen men to work and watch the plus signs multiply.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD

PROGRAM PATTERNS OF 1946

radio and television

By Frank Burke
Editor, RADIO DAILY

ALTHOUGH hampered by problems of reconversion, discord with AFM, and other operative annoyances which has affected the whole structure of radio programming, broadcasters have forged ahead with new concepts of public service shows.

The nation's broadcasters, who gave yeomen service to all agencies during World War II, are continuing their support of governmental activities in peace. Noteworthy among these contributions have been the continuance of Treasury programs, the drive for clothing for the destitute of Europe, and the current campaign to save food for the relief of hunger abroad.

Applying public service to programs which support the United Nations organization and their preaching of peace, radio has showed its creativeness in many ways. Through the medium of live and transcribed programs, both networks and stations have developed, both entertaining and educational shows, based on the personalities and plans of the UN. The tempo of these programs will be accelerated with the opening of the UN general assembly in New York in September.

Commercial programming have undergone some interesting changes. Mystery shows—who-done-its, new and old, have increased in numbers, both live and transcribed. Audience participation shows hyped by giveaways which include everything from automobiles to choice cuts of meat and nylons, have been running wild, and indications are that the cycle will continue throughout the summer.

Serial shows or soap operas continue to hold away as morning program fare on the webs. Tried and true romantic formulas and series of marital mixups comprise most of the scripts with occasional diversion for treatment of public service messages.

News programs continue to hold their own with many stations throughout the country putting emphasis on local news coverage. In some instances, stations have setup their own news bureaus, assigned reporters for local news coverage, and are featuring this local service in their news digests.

Musical, variety, comedy, dramatic, and quiz shows are still the entertainment leaders in both the live and transcribed programming fields. They are tried and true formats that have satisfied both the listener and client alike and have brought coveted ratings.

The recent clarification by the FCC of its definition of sustaining and commercial programming aided materially in clearing up the confusion since the issuance of the Blue Book report. The Commission said: "A commercial program is any program the time for which is paid for by a sponsor or any program which is interrupted by a spot announcement, at intervals of less than 14½ minutes."

In referring to co-operative programs furnished to affiliates by network the Commission made it clear that programs "available for local sponsorship are network sustaining programs, if no local sponsorship is involved and are network commercial programs where there is local sponsorship even though the commercial announcement is made by the station's local announcer."

The Commission defined sustaining programs as follows: "Any program which is neither paid for by a sponsor or interrupted by a spot announcement. A network program is any program furnished to the station by a network or another station. Transcribed delayed broadcasts or network programs are classified as 'network,' not 'recorded.'"

In evaluating programming in 1946, it is significant to note the growing interest in television and FM. While television is still in the experimental stage, strides have been made in the application of dramatic shows, audience participation programs, variety entertainment and special events to the visual field. The casting of many of the live video shows indicates the revival of the art of pantomime and personality entertaining which had its vogue in the two-a-day vaudeville field. Audience participation shows like "Meet the Missus," "Breakfast Club," and "Ladies Be Seated" have proven excellent video entertainment. In the special events field, television gained ground with its coverage of the Louis-Conn fight, the atom bomb drop at Bikini, and for its treatment of boxing, baseball, tennis matches, and other sporting events.

FM programming, on the other hand, has not progressed as rapidly as it should. Two factors which have contributed to the frustrated FM picture has been the lack of production of receivers, transmitters, and the ultimatum from James Petrillo and the AFM that live musical program originating on AM stations or networks cannot be rebroadcast by FM outlets. Because of this Petrillo edict the FM stations have confined their musical programming to transcribed shows.

Among educators, FM is regarded as a new service which will enhance tomorrow's educational programs. In Illinois, Ohio, Michigan, and Wisconsin, educators have discussed plans for FM networks and have explored the possibility of utilizing frequency modulation broadcasting in classrooms. These plans, like those of the commercial broadcasters, have necessarily been tabled because of the manufacturing delays in FM receivers and transmitters.

Summing up the radio programming outlook for this year, it is a conservative prediction that the coming months will bring a healthy revival of commercial business, and that programming will progress—keeping pace with the new era in the expanding electronic world. The future of programming is wrapped in the future of America and time will frame the formats and the trends.

BOSTON'S BEST BUY

WORLD



THIS LITTLE BUDGET WENT TO THE

"920 CLUB"

Boston, Massachusetts

THE YEAR AHEAD IN SHOWS

— predictions are hazardous —

By Clarence L. Menser

Vice-President In Charge Of Programs
National Broadcasting Co.

WHenever the season for predictions comes around, we put in a hurried call for the Crystal Globe Department in quest of an interpretation of the picture that is forming. Judged by the rapid turn of events and of attitudes throughout the world, it seems very foolish even to attempt a prediction for more than a few hours ahead.

It is to be expected that with the general upset in everyone's plans about reconversion, radio would also be considerably upset. The changes that have come about in the last six months are no more radical or sudden than any which occurred in the months before. The big experience gained in handling a war, where wariness made radio subject to change without notice has also made it possible for us to translate that alertness in terms of rapidly changing conditions immediately after the war. The result is that alarmists have been chasing themselves from one alarm to another as they found many of their predictions carrying little substance. Only recently there was a great flurry about cancellations. Radio was supposed to be facing its greatest trial, in the minds of some, the decision had already been rendered and it was well on its way to the plotline. To be sure, there have been some cancellations, but for some of the periods cancelled there is also a long waiting line.

It is more to the point that there will be a number of shifts in program schedules. Where a cancellation occurs in prime time, it is only natural that clients who have what they feel is less favorable time, should be anxious to better their position. This has to do with networks, as well as schedules within the networks. It is pertinent to assume, and perhaps even to hope, that the best programs will have little difficulty in finding sponsors and good methods, while some of the poorer ones will simply fade from the schedule.

The cancellation or shift of programs which will open up more time for the networks or stations to fill is likely to bring about additional experimentation with new ideas and program types. This, perhaps, mean a new breath of life for artists and producers alike, because it will provide opportunity for new artists and a chance for producers to try out some of their pet schemes. But only professional critics of radio will regard this as the dawn of the new millennium. To those who know and understand radio, it will be nothing of the sort. Rather it will demonstrate again what the apple-grower knows, that the more vigorously you shake the barrel, the more you assure the big ones coming to the top and the little ones going down where they belong. This is not to be interpreted in any sense as opposing experimentation; it is only a realistic attitude toward what one may expect to result from such experimentation.

Since the opening up of a few more periods may coincide with the rising interest in world affairs, with particular attention centered on such projects as United Nations, the control of atomic energy, and many other phases of life-to-be which are a part of the new electronic age, we are certain to have an increase in what most of the audience will regard as "heavy programming." This will include speeches and documentary presentation calculated more to

inform than to stir the audience. They will bid for consideration on the basis of the high purpose they espouse rather than upon the high rating they will probably not get. My guess is that the heaviness of these programs will be counterbalanced by an influx of very light programs; perhaps light music and light entertainment of all sorts.

However, the main body of radio programming, and incidentally the part upon which radio must rest both from the point of view of listener interest and of client expenditure, will consist of stable program types which remain in the schedule year after year for the simple and elemental reason that people like them.



In this category come audience participation shows of one sort or another. They have demonstrated again and again that they meet the public interest. The fact they happen to give away money or electric broilers is too often over-emphasized to the exclusion of the real reasons for their success. So far as give-aways are concerned, the approach which most audience participation programs use has some aspects of the Cinderella story. That basic story in one form or another has found its way into the literature of all peoples, for thousands of years. There isn't anything wrong with it as the

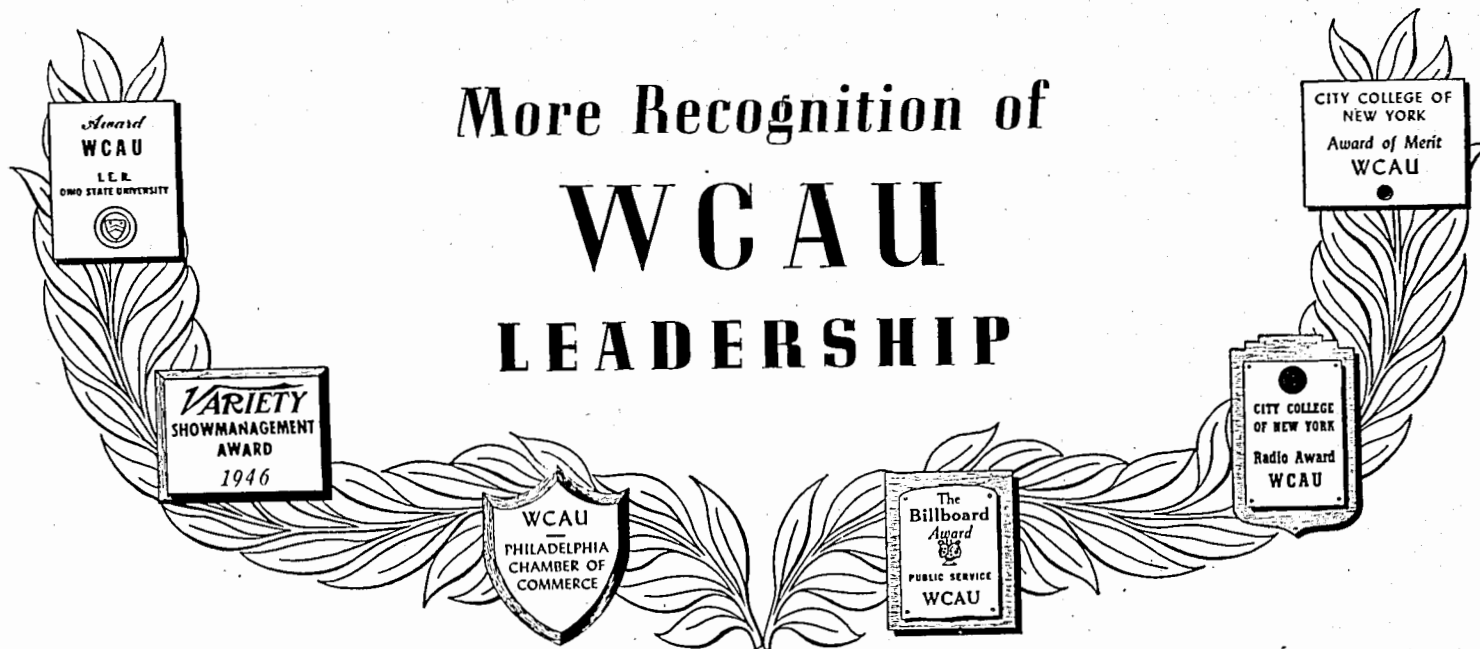
basis for a radio program. The second element which is not to be overlooked is that of human interest. This element is very strong in all the successful audience participation programs. It is a perfectly normal element in life and may well be used as a basis for a radio program.

A second in the series of stable programs is the daytime serial. NBC hopes to continue daytime serials in its regular schedule. We also hope they will be presented at their highest level and that, where improvement is indicated, it will be made. We have plans now under way for a discussion with our advertisers using this form of radio which we believe will make it more effective and widen listener interest.

A third category which is very popular is the mystery and crime program. We believe NBC has successful programs of this type because they are well done and because they do not emphasize the wrong thing. In a mystery or crime series, it is perfectly simple to place major emphasis upon items which NBC will not accept. Chief among these is the type of story which would place emphasis upon the method of committing a crime, rather than upon the ingenuity in solving it. All the producers of our crime and mystery shows know what our attitude is and their co-operation in helping to maintain that attitude has been excellent.

NBC program planning for the next year will take into account several moves calculated to protect and continue our circulation. We believe we have a vast listening audience to whom we have a great responsibility. It is to bring them programs which they will accept and approve. We also have a responsibility to the advertiser, who pays the bills and without whom neither the excellent commercial programs nor any of the sustaining programs which we present would be possible.

We are also making plans which will put certain elements of radio back into the show business, and at the same time bring radio back to the people. We expect, during the next year, to travel more programs than we have at any time in NBC history.



More Recognition of WCAU LEADERSHIP

AWARDS AND CITATIONS RECEIVED BY WCAU IN 1946 FOR PROGRAMS BUILT AND BROADCAST IN THE PUBLIC INTEREST:

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Institute for Education by Radio, Ohio State University: "... An outstanding radio series, distinguished for its originality and freshness of treatment ..."

Variety: "... Civic conscious WCAU ... an auspicious project helping young America to speak up and answer, as well as ask, questions ..."

Chamber of Commerce and Board of Trade of Philadelphia: "... In recognition of an outstanding contribution to the future business life of Philadelphia ..."

Billboard: "... Local Section of National Radio Editors cites WCAU for its outstanding public service program, The Career Forum ..."

"CRUSADE FOR BETTER DRINKING WATER"

City College of New York: "... Citation for the outstanding public service program broadcast by a clear channel station ..."

"Award of Merit for the most effective public service program ..."

The facilities that created the programs that merited these awards are available to all WCAU advertisers.

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

PUBLIC SERVICE PROGRAMS

— and what they entail

By Lyman Bryson
CBS Councilor On Public Affairs

I CAN'T recall a time when there has been so much talk about public service programming as has been heard in the last six months. If this is true—if there is more talk about public service programming than ever before—then it must be true that more people are more aware of the importance of public service programs than ever before, and the net result of all the talk is bound to be good.

I suspect, however, that if you were to ask any group of these people to define "Public Service Program," you would get a different definition from each member of the group. And the differences would be particularly noticeable, if the group had no knowledge or direct interest in the business of broadcasting. In some sense, every program that is broadcast is, to its specific audience, a public service program. I will now try to illustrate.

The Sunday afternoon concerts of the New York Philharmonic-Symphony Orchestra have been a part of the CBS program schedule since 1930, and because they are broadcast over a coast-to-coast network, it is possible for nearly every person in the United States to hear them. A few million do so every week. It is assumed that they do so because they enjoy listening more than anything else they might be doing at the time. It is certain that, without radio, all but a few hundred in Carnegie Hall would be denied the enjoyment. For people who want to listen, but who cannot be present at Carnegie Hall, CBS is rendering a public service when it broadcasts a Philharmonic concert.

Now let me reduce my illustration to an absurdity. Suppose the Philharmonic radio audience included a few very articulate and influential people who sincerely believed these concerts had qualities that raised the cultural and spiritual level of all who heard them. Suppose these people (by what means I can't imagine) persuaded CBS to add more, more and still more hours of music to its programming schedule. Would anyone, with the exception of the most rabid Philharmonic fans, believe that CBS had thereby improved or widened the scope of its public service programming?

The radio audience is so big, and the variety of the radio fare so wide, that broadcasting will always be exposed to the special pleading of those who profess to know what "most people" want to hear. For that reason, broadcasters must appraise public service programming, not in the light of individual criticism or specific audience taste, but in the light of the variety of tastes that exist in 100,000 U. S. radio homes. Only by taking this wide range into account can the structure of public service programming be accurately examined for strength, balance and substance.

I am of the opinion that broadcasters, because they are accustomed to thinking in terms of their total audience, are best qualified to make a well-balanced and impartial selection of public service programs. The quality level of these programs, however, is another matter. Here, I am in agreement with those who say radio could do a better job. Theoretically, every program that has ever been broadcast could have been improved. Most public service programs, however, leave room for practical as well as theoretical

improvement. At CBS, we are not so much concerned with the quantity and range of our public service programs as we are with their quality.

It is generally agreed, I think, that radio did an exceptionally good job of news reporting during the war; that radio's informational public service programs are better than its cultural and educational public service programs. I hope this is true, for important as other cultural and educational programs may be, I believe that

the spreading of information is the most important public service radio can perform today. It is also, strange as that may seem, about the most difficult.

Radio in its reporting capacity has sometimes been compared to a mirror, which can be held before the face of the nation and the world. Since we, as broadcasters, hold the mirror, it is our duty to see that its surface is clear, without curvature, coloration or flaw. It is also our duty to hold it with a steady hand, even when it reflects such unsightly blemishes as bigotry, intolerance, disunity and greed. All too often, in spite of our effort, radio offers clouded, incomplete or distorted reflections of the domestic scene.

This is a commonplace, but nevertheless significant to say that radio in no other country does a better job. It is a fact that the listener in this country is better served than is the listener in any other country in the world. Nevertheless, the superficiality of our informational public service programming is, at times, astonishing. It has long been conceded that radio owes its listeners more than the reading of press association dispatches.

News reporting, through the medium of radio, should go well beyond the news, itself. Domestic reporting, for example, should be based on first-hand observation of the varying modes of life within this country. Radio, better than any other medium, can tell this country (and others) how this country lives, what it believes in, what it is doing and thinking. But it must be intelligent and thorough and altogether honest in the telling.

One of the most difficult problems involves the separation of ascertainable fact from human opinion. For broadcasting must use the human voice, and a voice can—among other things—alarm, deprecate, emphasize, excite, persuade, plead, understate, and warn. None of these qualities is a part of good radio reporting. We at CBS believe that the shaping of opinion must be kept outside the province of broadcasting.

Anyone commenting on what public service programming entails must sooner or later be reminded that the "chain" is "no stronger than its weakest link." Stations have the responsibilities as well at networks. Although existing faults can usually be traced to specific stations or programs, adverse criticism in most cases is delivered as a blanket indictment.

From what I have seen and heard in recent months, there is a definite trend toward this bit-by-bit or cumulative improvement. In time, our critics may notice it too, though I hope without the effect of causing them to silence their criticism. Without continuing criticism, we should indeed be in a sorry state.



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These programs are building audiences in major markets, as well as smaller markets. Cities in which at least one of the programs are broadcast include:

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- Kansas City
- Philadelphia
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- Oklahoma City
- Columbus, Ohio
- Washington, D. C.
- Denver, Colorado
- Jacksonville, Florida

STAR TIME

Fascinating big names from Hollywood, Broadway, and the fields of art and literature in absorbing 15-minute dramatizations.

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Colorful, all-time stars of the sports world in exciting, 15-minute dramatizations.

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A big-time 15-minute program series based on the unusual and startling stories of the nation's outstanding reporters, presented by O. E. Gramling, author, editor and authority on news.

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Check their audience appeal. Write for audition discs today.

CO-OPERATIVE PROGRAMMING

its future course

By Adrian Samish

Vice-President In Charge Of Programs
American Broadcasting Co., Inc.

THE most recent development in radio broadcasting has been the syndication of programming, much in the same manner that news coverage and feature coverage has been applied in newspaper field. In radio we call this "co-operative programming" and in this field the American Broadcasting Co. took the lead. To break precedent is too often a thankless task, one which is not only disliked, but many times actively opposed by those who are content to rest upon laurels won through the application of proven successful operations. But, also to the innovator, if he acts upon carefully thought out plans and develops those plans with ingenuity and skill, he wins the new honors. Co-operative programming has, in the past few years, ably demonstrated this. Co-ops are here to stay. Not merely because they are new or a novelty, but because they fill a real need. Two factors stand out in their application of this new development.

Through co-operative activity the local station and the local sponsor can present a quality program at a price they can afford. A department store can, and within the limits of its budget, say: "The Blank Store now takes you to Washington with Raymond Swing." Banding together to share costs, a hundred stations, on behalf of local clients, can present a sports program with a national figure such as Harry Wismer, or a dramatic program with star players, at only a fraction of the cost such a program would entail if they tried it by themselves, if they could gather the talent—which is doubtful.

The second major factor involved in co-op programming is the opportunity it presents for national advertisers to cover test markets to present a program of national quality in regional markets. One on a single station may be purchased to determine whether or not radio will sell the client's goods, or a region where sales are weak can be blanketed by the purchase of a co-op on all of the stations in that region, while still another sponsor or several sponsors may purchase the program in other areas.

As a result this syndicated programming accomplishes two immediate things for the good of broadcasting in general. It introduces programs of the highest possible quality at all hours of the day for all sections of the country no matter how remote, and it produces new sponsors to broadcasting. One additional factor also deserves consideration. Inasmuch as stations may carry a co-op program sustaining during periods when it is not sponsored locally, and as it is almost beyond the realm of imagination that individual sponsors would cancel at the same time, a continuity of programming is assured. While there may be a constant turnover of individual sponsors, the program is continuous.

This new programming technique is now an established factor in broadcasting, and as is always true with any successful innovation, it has been adopted generally by the industry. The future of co-operative programming now concerns us. A cynic might say that to consider the future of co-ops, which admittedly are only one portion of the broadcasting picture, is like putting frosting on only one wedge of a cake. We believe, however, that it is only by studying and bettering one part at a time that the whole can be improved.

By its very structure co-operative programs present an ideal testing ground for new developments and new techniques. Just what these will be none of us know. Predicting the shows of the

future is like peering into a crystal ball, where many times most of us see our wishful thoughts mirrored in wonderful and exaggerated reflections.

All of us would like superior shows, at a minimum cost, shows that would educate, bring laughter and tears, and, in the cast of sponsored programs, that will enable a sponsor to sell his products and in the final analysis provide the funds with which to maintain the entire broadcasting structure. Unfortunately, none of us can peer into our crystal ball and, without trial and error, come up regularly with such ideal programs. The co-operative plan, we believe, provides an ideal vehicle for such experimentation.



In broadcasting no new development can or should replace all that has gone before; ideally it is an added feature, reflected perhaps in changes in existing programs, but in the main supplementary. There always will be certain programs that must be truly national in character, whether sponsored or sustaining. A broad public relations policy, an institutional campaign for a company or an idea must have its own program. But for localized problems the co-operative program offers many advantages.

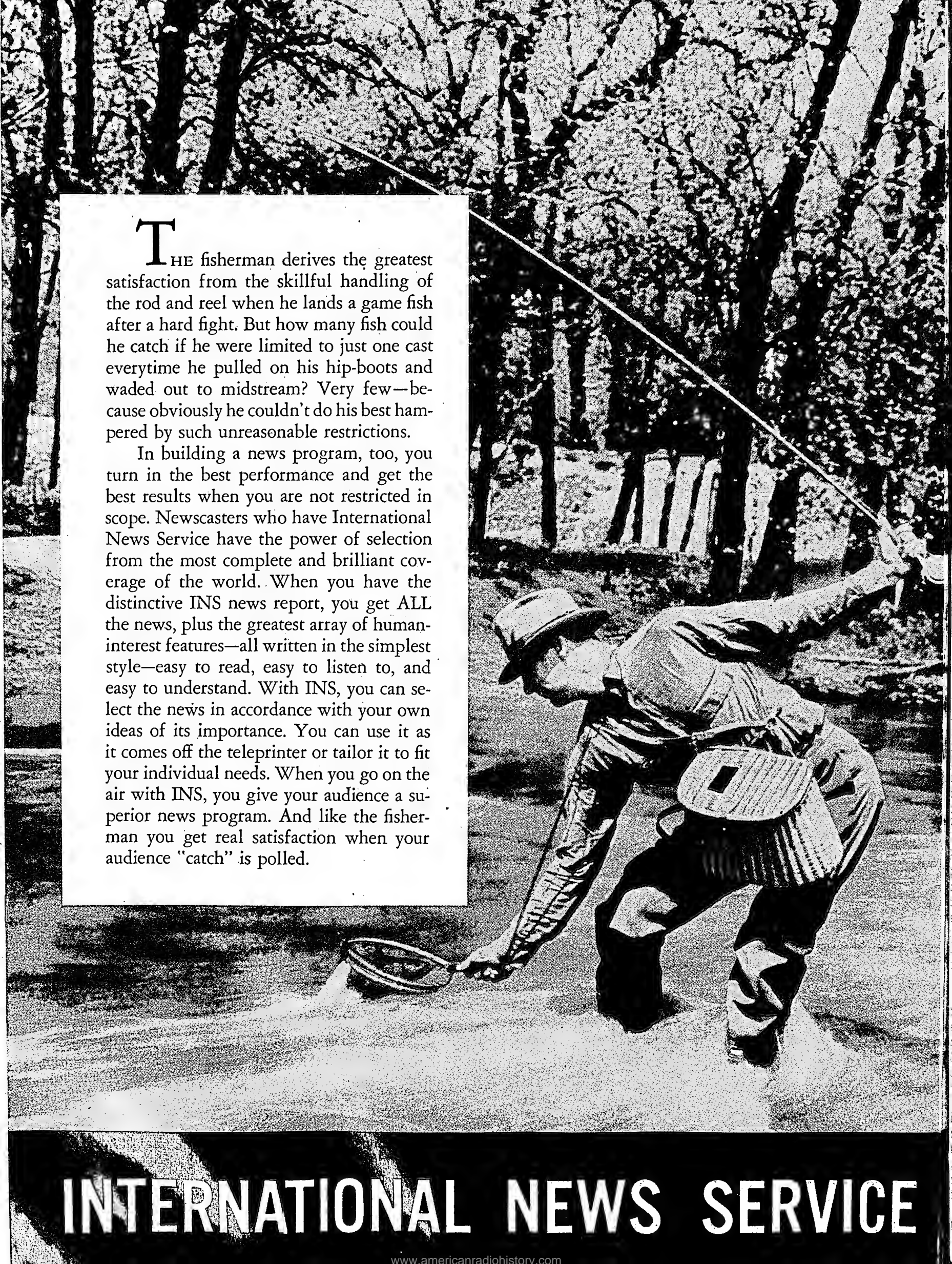
Again, we get back to fundamentals. Any innovation in programming or the dissemination of those programs must appeal to the ultimate critic, the man or woman seated before the radio in their own living room. Recently, in the world of the legitimate stage, there has been a controversy concerning the rights and the power of the dramatic critic. There is not and can not be any such discussion in radio. A flick of the dial, or a gentle tap on a push button, and the listener has had his say—and ultimately the program is off the air.

Because local sponsors and the local stations are directly in touch with the audience in their own community, the co-op is given its test in the fastest possible manner. The local merchant, if successful, knows what his audience wants or soon finds out. Here, then we have the ideal testing ground.

In this, however, we readily can see one program weakness. The co-operative program must, to be successful, establish an audience in a hurry, or, at least accomplish the purpose for which the individual sponsor purchased it. We can not expect the local sponsor, with the small advertising budget to do our pioneering.

Until recently news and commentaries have been the standard fare of the co-operative program. Drama is entering its own, as illustrated by ABC's "Ethel and Albert," and undoubtedly this field of co-operative programming will expand. Our new program, "The Powers Charm School of the Air," will, we believe, immediately find its place in the program structure.

With the return of millions of sports-loving young men from service, the increase in number of participating sports events, professional stars once again free to compete, the interest in all types of sports broadcasts will soar. This field offers an immediate opportunity to co-operative programmers. Our new sports co-op featuring Harry Wismer already has met with signal success.



THE fisherman derives the greatest satisfaction from the skillful handling of the rod and reel when he lands a game fish after a hard fight. But how many fish could he catch if he were limited to just one cast everytime he pulled on his hip-boots and waded out to midstream? Very few—because obviously he couldn't do his best hampered by such unreasonable restrictions.

In building a news program, too, you turn in the best performance and get the best results when you are not restricted in scope. Newscasters who have International News Service have the power of selection from the most complete and brilliant coverage of the world. When you have the distinctive INS news report, you get ALL the news, plus the greatest array of human-interest features—all written in the simplest style—easy to read, easy to listen to, and easy to understand. With INS, you can select the news in accordance with your own ideas of its importance. You can use it as it comes off the teleprinter or tailor it to fit your individual needs. When you go on the air with INS, you give your audience a superior news program. And like the fisherman you get real satisfaction when your audience "catch" is polled.

INTERNATIONAL NEWS SERVICE

SPEAKING OF GOOD SHOWS

— and, that "blue book" —

By Phillips Carlin

Vice-President In Charge Of Programs
Mutual Broadcasting System, Inc.

THERE'S been an awful lot of argument lately about a certain Blue Book. Various and sundry radio editors have been scintillating as they echoed many of the sentiments found in this latest treatise on Radio. Mr. Sydney Kaye has waxed ever more eloquent as he took up the cudgels for us boys.

More stations are booking more local live talent shows and more talk than they were a year ago. Some might say that these bookings result from a fall-off in business, but I'm sure none of us would agree to that. There was no talent left in many towns during the war, which fact accounted for some of the dearth of live shows. All of which brings me to the thought that with this chit-chat and reform agitation (following a war) no one has defined public service. What is it? A low rating show? A show without music? A program mostly talk? The Story of Daniel Boone? Organ Music? Local politicians? P. T. A.'s? A string quartette? A bad local singer? Is it any sustaining program which hasn't been or can't be sold? Or is public service applicable to any program which interests, enlightens, enlightens the listener regardless of its sponsorship?

When you ride the trains sometimes you enjoy the trip, but at other times it's purely business, or you're going to a funeral. I suppose if you like it, then it's "commercial," but if you don't, it's public service. Of if you enjoy the scenery and the diner, you should not feel you're riding on a public service carrier, but should stifle your pleasure with the thought that the railroads are run for a profit. In either case the scenery, the food, the fellow travelers and the destination are identical. In the case of radio, usually the contents of commercial programs are better, therefore are enjoyed by more people, but shouldn't be because they are not public service! Who says they are not public service? 70,000,000 Americans or 7?

Perhaps if dubious, low audience connotation hadn't been given public service, there would be even more solid thought and inspiration in "commercial" radio and fewer debates on a sustaining basis! The term "Public Service" frightens agencies and clients alike. So I say let's get a proper definition for public service and let the critics stop implying that any idea that's sponsored is not public service and therefore must be looked at with suspicion. Under the present standards sponsors are rarely given any credit for rendering a service of any kind.

It has always been my belief that a nostalgic tune or story can soothe and charm just as effectively whether sponsored or not. I believe that Discovery of Penicillin is just as important, exciting and educational under Brass & Copper sponsorship as it is under Mutual. I think a Kansas City coloratura sounds just as "high" for soap as she does for Kobak. And an impersonator just as "funny" for hair tonic as for Ben Gimbel in Philadelphia.

The war taught us to "sell" ideas and drives through the rating shows. We sold more war needs in small doses through big audience shows than we did in large doses on special series or special one-shots. If a new, clear definition of public service were given or if the phrase were eliminated entirely, then we perhaps might find that all radio was a service of entertainment, education, information culture and what you will. Perhaps we should

coin a new name for local public service versus national.

Perhaps the local program could be labelled "city service" or something equally "attractive." And perhaps with the boys returned home local managers will drop a few records in favor of live talent.

Looking ahead on the national side, the commercial shows will perhaps embrace more ideas and less escape, using the same good talent but with more effort to channel its output along constructive and uplifting lines. As it is today there is too little thought given to combining entertainment with constructive suggestion for better living. This will make the job tougher for all of us, but I think it will have to be done to advance the industry and bring us a more complete satisfaction in meeting our responsibilities.

Recently "Superman" led all kids shows Hooper-wise, despite, or because it embraced a "tolerance" theme. "Land of the Lost," our brilliant fantasy, has just totaled over 100,000 letters from kids telling us grown-ups how to save food. That contest didn't hurt listener-ship—it built it while focusing attention on a vital, worthwhile need for food salvage. "House of Mystery" entertained while curing kids of their phobias. Our "Married for Life" is punching for sounder marital relationships while using all the usual devices for attracting an audience. Our new "Juvenile Jury" will enlighten parents on child thinking, but they'll laugh while learning. When they laugh, they tune back. When they tune back, clients buy.

"Leave it to the Girls" rolls them in the aisles, but many a heart sick dame listening gets the right advice and wins or bounces her man. That's public service (but try to sell that to some folks).

So as time goes on, I believe, more and more commercials will seek to slant or combine their talent and writers in the interest of better living. Perhaps meanwhile we can bury the absurd concept that commercialism means the absence of public service. Gabe Heatter is a friend to millions and kept millions of war wives and mothers in hope—while he sold tubes and bottles.

Is it public service to cheer up old men and widows with comedy or must we ask them to keep tuned while we dramatize the life of an ant eater? I wish more people liked the story of the ant eater. I wish more people tuned in our excellent string quartette and Mr. Haydn. Perhaps we haven't discovered yet how to combine Beethoven, the U. N., Harry James and Jack Bailey in one gigantic "Queen for a Day" show so that we get a Hooper sales, a good editorial in a liberal newspaper, and a gold star for Public Service. Perhaps we have become typed in our show thinking. Perhaps we ape successes too often. But we do keep trying. Wouldn't it be swell if the public were ahead of us, and through mass listening would force clients to sponsor history, philosophy and forum discussions. Alas the public will not be served! So we must continue to sneak up on them hoping all the while that some day we'll receive 100,000 letters requesting more Stravinsky.

My editor friend, have I clearly outlined for you my ideas on "Patterns for tomorrow" as you requested? No? Dear Reader, what do you think?



theatre



Merchandise Mart, headquarters of NBC in Chicago



A Service of Radio
Corporation of America

of tomorrow

"To restore Chicago to its proper place in the radio picture . . . to take full advantage of excellent studio facilities and staffs . . . to develop radio talent of all types . . . to stimulate production activities . . ."

These are NBC's aims in its expanded Chicago operation. Stated early in the year by C. L. Menser, vice-president in charge of programs, they are being fulfilled by outstanding dramatic shows—today. Tomorrow, the importance of Chicago in radio will grow with its programs—will hold its dominance in the scope of . . .

AMERICA'S NO. 1 NETWORK

the National Broadcasting Company

GRAND MARQUEE

Fascinating, fast-moving dramas of romance—suspended in a diverting atmosphere of high comedy . . . featuring Jim Ameche, a favorite star of many popular network programs, and an all-star cast.

THE OLMSTED PLAYHOUSE

World-famous short stories—stories of love and romance, of valor, of jealousy, of loyalty and friendship, of comedy and adventure—retold on the air by a master of dramatic narration, Nelson Olmsted, with a brilliant supporting cast.

EASY MONEY

The high-powered, topical adventures of a racket-busting sleuth . . . exposing financial racketeers . . . focusing the spotlight on gamblers and confidence men who try to victimize the public.

LIGHTS OUT

The famous hair-raising "chill" program, back on the air with an accent on fantasy rather than pure horror . . . thrilling, unusual, weird . . . timed to entrance late evening listeners.

TALES OF THE FOREIGN SERVICE

Out of the secret files of the U. S. Department of State . . . dramatizing the daring adventures of government agents through 170 years of State Department activities . . . revealing, stirring . . . and true.

THE EDUCATIONAL PROGRAM

—its post-war outlook—

Col. Harold W. Kent

Director, Radio Council—WBEZ
(Chicago Board of Education)

EDUCATION is about to embrace frequency modulation broadcasting as a teaching tool. What is involved? It may be dangerous to say that enthusiasts for educational frequency modulation radio have over-publicized the glamour of ownership and operation of a frequency modulation station by school systems. But such is the case. These enthusiasts have not supplied a well-filled-in outline of the complicated program problems, station personnel requirements, technical difficulties and the myriad other angles that exist in the broadcast field.

The Federal Communications Commission has contributed to the confounding of educational radio progress by slowing down a movement that was beginning to develop bone and sinew through requiring that all frequency modulation broadcasting must move to a higher frequency. This is causing broad and expensive revision in equipment and plans. Even at this date educational broadcasters cannot place reliance in having both transmitter and adequate receivers available simultaneously in sufficient quantity to guarantee getting well under way as station operators before 1947. It is to be hoped there will be no further changes promulgated by the Federal Communications Commission which might again entail such drastic consequences. (If such changes are again made FM radio, insofar as educational ownership and operation is concerned, will be a completely dead issue.)

There is another problem closely related to introduction of frequency modulation in the school; it is the struggle going on between proponents of individual portable

receivers for the classroom and those supporting the school-wide installation of central sound public address systems. This equipment feud, is often generated by salesmen who do not understand the true function of radio as a teaching medium—nor are educators altogether acquainted with the differing functions of available sound equipment. Most classroom teachers are still not oriented in the intelligent integration of radio programs with their teaching processes. These matters are far more important than radio people have assumed. All of these matters suggest the ultimate need of co-ordination as among the Federal Communications Commission, school administrative personnel, and the great body of the teachers.

Granted the need for this co-ordination. How is it to be achieved? The answer lies in the pioneer efforts of present frequency modulation school system licenses, radio teacher institutes, section meetings at the School Broadcast Conference in Chicago and at the Institute for Education by Radio at Columbus, and in the support of the Association for Education by Radio.

J. W. Studebaker

U. S. Commissioner of Education

PUPILS in our elementary schools, high schools, and colleges have become conscious of radio as a force in their own lives. The admirable work done by the networks and individual local stations in the educational field as a part of their public service has just now begun to reap rewards of glory. For a generation has passed since radio began to provide entertainment and enlightenment. A new avenue of letting America know its strength was created and countless numbers of people, now the fathers and mothers and teachers of this

school generation, have utilized radio programs for keeping this Nation great.

Now FM has come. The twenty channels provided education by the FCC are fast being taken up. This new development in education began with great city systems such as New York, Chicago, Cleveland, and San Francisco and universities like the University of Illinois and Kentucky. A long list of licenses has been granted by the Commission during recent months. Joining the vanguard this summer are city systems like Kansas City, Buffalo, Newark, Detroit, Sacramento, El Paso, and universities headed by Columbia, University of Iowa, University of Southern California, University of Michigan, State University of Louisiana, and the University of Wisconsin. In Wisconsin, two additional stations are being erected in strategic parts of the State.

W. D. Armentrout

President, Rocky Mountain
Radio Council

A YEAR has passed since the atomic test bomb was exploded in the desert at Los Alamos, N. M., thus creating the age of atomic energy with all its attendant problems. For decades adult education has operated on a small and quite inadequate scale throughout the country. While all students of our democratic society recognized the importance of maintaining an informed and alert citizenry there was no immediate threat to disturb the complacency of most of us. Now time is a critical element. We are faced with a race between information and catastrophe. The people of this country and the world must be informed. They must be assisted over suspicion into a world understanding. There is no time for the errors sometimes made through the democratic process in the past

when people acted without adequate knowledge. Education must face the challenge. It must find a way to reach and influence the adult public to an extent hitherto unknown.

Obviously radio is the medium which can be used most effectively to reach the public quickly and influence it profoundly. I have confidence that broadcasters and educators can proceed together, but it will take the showmanship of the one and the wisdom of the other to do so. The strong purpose of the industry is indicated by such elaborate, expensive and significant programs as "Opera Crossroads." The impetus among educators is equally vital.

The real task facing us is of reaching and influencing new audiences. The "People's Forum," the "University of Chicago Roundtable," and "American Town Meeting" are excellent programs. They should be continued and strengthened. They do, however, reach down to the average man to capture his attention and stimulate his thinking. Programs of class appeal must be supplemented significantly by offerings much more subtle and direct in their approach. Since the average person feels rather lonely, we educators must overcome our tendency to pre-empt everything in a tightly local fashion. We must recognize the worth of programs vitalized by emotional appeal. We must assist and assist broadcasters to these techniques in which they are skilled for serious objectives. Here is the challenge for educators and broadcasters alike in 1946—to develop programs of very broad appeal which will awaken adult Americans to realization of the problems facing them so that they may react with intelligent solutions through democratic processes.

SCOPE

*Scope,
like tomorrow,
is a far-reaching word.
NBC defines it in terms of
versatile creative talent—the
kind of skills and experience that
build finished radio productions . . .
that mean balanced broadcasting.*

*With music, news,
personalities, sports, variety,
comedy and special service programs,
NBC is today broadcasting
its shows of tomorrow—
programs built and produced
by NBC to meet the selective tastes
of listeners and advertisers.*

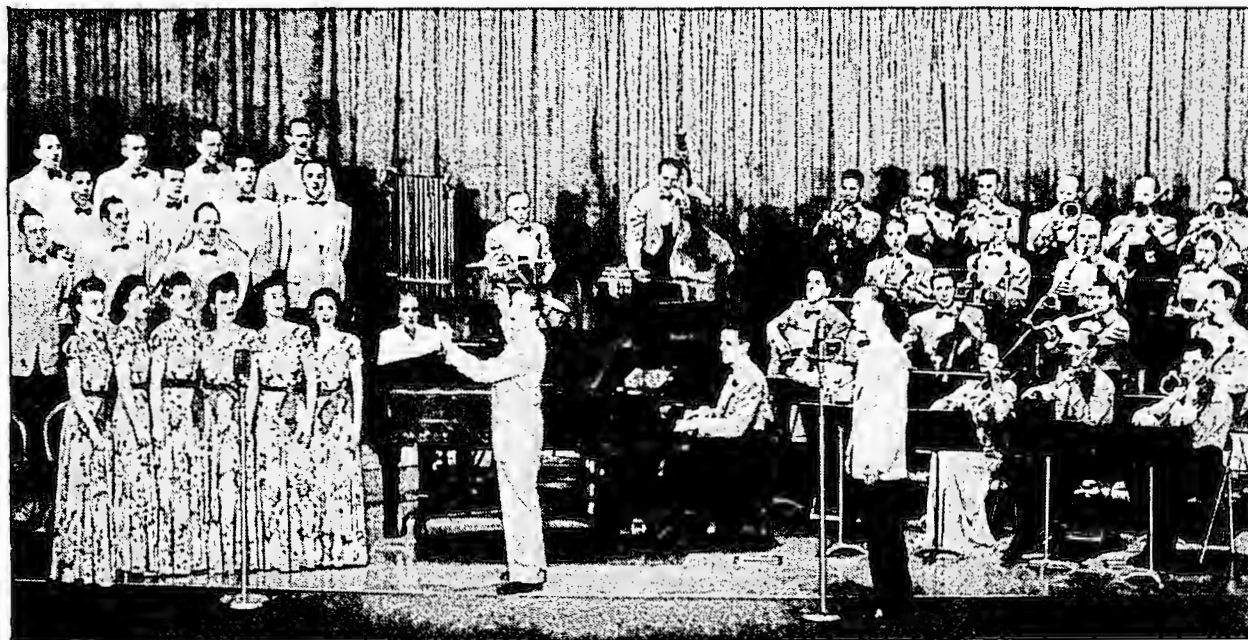
*Add to the high quality
of these programs the
best audience opportunity
in radio—*

and there's NBC's scope . . .



"The NBC Symphony Orchestra"

under the direction of Arturo Toscanini, presents great music by great composers. The only symphony orchestra created and maintained solely for radio, it is manned by the finest of the world's instrumentalists and conductors. It has welcomed the world's great concert soloists. During the past three years it has been doing a memorable and effective public relations job for General Motors.



"The Fred Waring Show"

presents Fred and his company—as versatile as radio itself. Their ideas, talent and showmanship, spurred by initiative and constant practice, have developed a formula for musical presentation that is hard to beat, night or day. Presented five mornings a week, the show is sponsored Tuesday and Thursday mornings by the American Meat Institute . . . and is currently replacing the top-rated Fibber McGee and Molly program for the makers of Johnson's Wax.

Personalities



"Maggi's Private Wire"

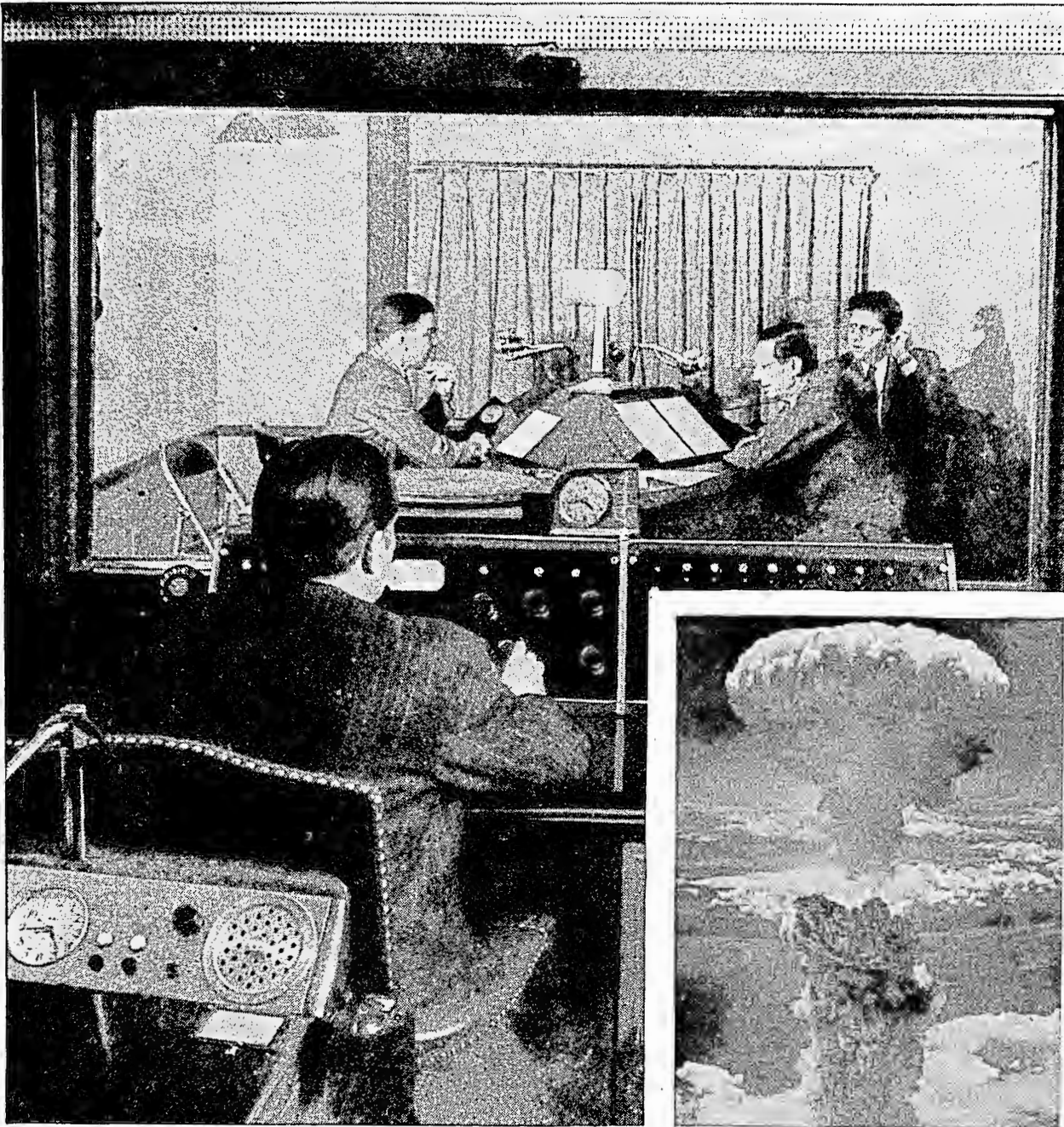
with Maggi McNellis at the microphone is the spirit of Manhattan on the NBC Network, Monday through Friday afternoon. She presents such celebrities as Gregory Peck, Gypsy Rose Lee, Ezio Pinza and others from her glittering host of personal friends. She describes beauty recipes, style hints and fashion trends. One of NBC's popular radio personalities, Maggi is the kind of girl everybody likes.

Sports



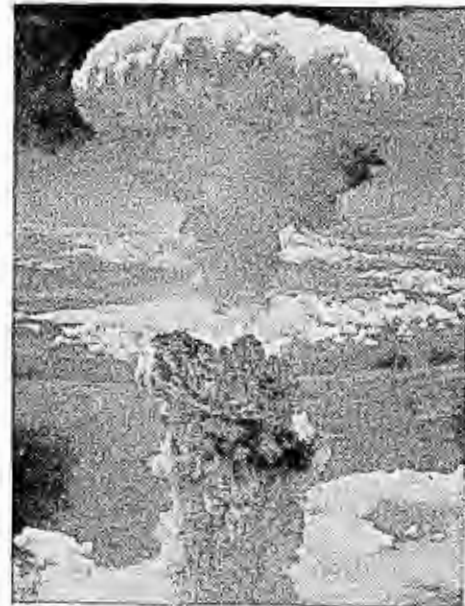
"Spotlight on Sports"

brings listeners one of NBC's sports authorities, Clem McCarthy, every Monday through Friday. The program features last-minute sports headlines, stories about people in sports, and informative interviews with well-known sports figures as guests. McCarthy is NBC's turf expert, too. He's been describing horse races on the air since 1928, covering more than 200 events.



“The World News Roundup”

broadcasts a daily morning review of current events. Starting in the NBC newsroom in New York with an expert, clear and accurate report of the news at home by such seasoned NBC newsmen as James Stevenson and John MacVane, the program switches to the nation’s capital, and then to strategic listening posts overseas to get factual, complete accountings of the latest news abroad.



“The National Hour”

was created by NBC to bring thinking people a clear, comprehensive interpretation of peace and reconversion problems. Employing the techniques of documentary presentation—narration, dramatization, on-the-spot interviews and round-table discussions—the program reflects attitudes in both governmental and private circles on an unlimited range of topical subjects.



“Honeymoon in New York”

is an early morning Monday-through-Friday holiday with gifts for honeymooners of today, tomorrow and yesterday. An audience participation show (that is—for honeymooners), it is kept moving at a lively pace by Durward Kirby, the emcee, assisted by Herb Sheldon and Joy Hodges, who sings, as well, to the music of Jerry Jerome and his Orchestra.



“Broadway Carnival”

features Bernie West—young, new and truly a “star of tomorrow.” It’s a weekly comedy program built around a 12-ring carnival. Taking listeners along the midway for laughs and musical entertainment, the cast includes many new and bright young artists. Music is by Hollips Levine and his Lucky Seven Orchestra.

Information



"Home Is What You Make It"

is dramatized information. A series of timely and authentic programs designed to enlighten as well as entertain listeners, it covers problems related to the home and how to make it a better place in which to live. The program is currently broadcasting its second series of summer shows telling the story of "Home Around the World."



"Veteran's Advisor"

is Tyrrell Krum, who aids ex-servicemen and women, acquaints them with their rights and keeps them informed of the latest developments that affect their future. Lt. Com. Krum, U. S. N. R. (retired), served in World Wars I and II. Heard on NBC each Saturday, he is a well-known newspaperman and a recognized authority on veterans' affairs.

Youthful



"Story to Order"

presents stories by Lydia Perera, a smart young mother from Boston, who cooks up fairytales from lists submitted by NBC's young audience of "any three things in the world." According to *Variety*, her program is "... an amusing potpourri of story and fantasy ..." And *Time* says, "... she is a rarity among children's entertainers ..." Lydia's mailbag proves NBC listeners agree with the critics.



"The Adventures of Archie Andrews"

dramatizes the trials and tribulations of a young man in his teens. Everything happens to Archie Andrews. Based on a popular comic strip read by an estimated ten million readers from coast to coast, the antics of Archie and his friends are brought to laugh-packed life over the NBC network every Saturday morning.

SCOPE



AMERICA'S NO. 1 NETWORK

... the National Broadcasting Company

EMPHASIS ON PROGRAMMING

— perennial market for good shows

By **M. H. Shapiro**
Managing Editor, RADIO DAILY

THEY tell about the local broadcaster who met the local banker at a Rotary luncheon with the latter giving his friend a rib about his soft racket. "You get a license from the FCC, invest a little money and then spend the rest of your time filling up with commercials," joshed the old money-bags. "Not half as easy," retorted the broadcasters, "as opening a bank, investing a little capital and having people come in and drop money in the teller's box." Thus it developed into a bet that the broadcaster could run the bank better than the banker could the station, and vice versa. The broadcaster said he would make it easier for the banker, all he would have to do is concentrate on being a program director and run the program the station for 18 hours or less, daily. After a little of the kidding that contained a great deal of truth therein, the banker looked out graciously but decisively.

Intelligent management and good programming may be the backbone of good station operation. However, unless the operator has a powerful array of programs up his sleeve, he is still out of luck, no matter how excellent his intentions. Broadcasting is not comparable to that of any other industry apart from show business. If business goes badly at a hotel, for instance, the manager goes off the 10 upper stories and that's that. Nobody staying at the hotel or going by knows the difference. If a retailer's business slides off or he is unable to obtain goods for his shelves, he benches accordingly on his sales help and dresses up the shelves and windows with dummies.

Not so the broadcaster. The more commercials he loses, the more he must delve into the coffers for new and better programs to fill the gap. His costs rise as his commercial time slips; not only does he lose income but he is forced to greater expenditures via additional programs. He must constantly build his audience, both for the sake of current and future clients, whether it is network or purely local operation.

Thus the business of programs and programming the station or network is continuous. It never lags, for it is profitable for the one who has the right program idea, methods, format or whatever the case may be. The industry stands or falls on its programs, whether right entertainment, public interest, special event, news, music or what have you, in any category. Without a program plan, no operator can see daylight. It is one matter of policy that makes or breaks the station or network, in the over-all picture.

Nobody wants to deliberately put on a poor program. Sometimes one's judgment is off, sometimes it is good and again the "not laid plans," etc., wind up with a first rate flop although everything on paper looks like a sure-fire hit. No layout contains fewer flops than a mess of plays, whether it is the legitimate theater or radio.

And yet the shrewd showman can pick them with a higher batting average on successes than a hit-and-miss programmer who goes by titles, a first script or places all his dough on a name artist. So, the proverbial Shakespeare quote still holds good. "The play is the thing," if you only knew when you had the play.

Radio is fortunate in having a vast array of men and women who are wholeheartedly in the business of supplying programs for the industry. This goes for both transcribed and live shows, and script-library material. As everyone knows, the Jack Bennys, the Fred Allens, a Joan Davis, the Jimmy Durantes, Fannie Brices, had routines in vaudeville or musical comedy that ran for years, more or less, with a few occasional changes of song or patter. What got all them started in radio years later than they did, was a fearful wonder as to where the material was coming from which would allow for a new, fresh program every week. They didn't think it was possible and their early shows readily proved their lack of faith in their radio future. Two examples are both Bob Hope and Benny who were far from successful with their first routines.

Here is where the radio-wise producer came in. He had the faith, determination and courage. Which of course goes for the advertising agency and its client, not to mention the network foresight in knowing the need for new and additional talent. But the said talent still had to be wrapped up in a "program." Wrapped up they were and if one takes a look at the web and agency billings, and the talent's income, most everybody did okay, and of course still doing. Producers get kicked around on many occasions, but we really do need them, whether doing a staff job or independent. He's the guy who takes the material, good, bad or indifferent, raw or seasoned, and seeks to create the entertainment that holds the audience in its chair in millions of respective homes.

The initiative on the part of the program producer is commendable. Every new show is a gamble yet he continues to invest his money in order to have a client pick a winner or more from his wares. He is always open to suggestion and amenable to the adjustments that nearly every show needs when in course of actual production or presentation. Tin Pan Alley is famed for the scores of hits that sold well over a million copies, yet the same song was hidden in some publisher's safe for years. "Dogs" have been turned into hits by the happy thought of inserting or changing one phrase in the second line of the chorus. Radio programs are not immune to such treatment.

In the pages that follow, undoubtedly there are programs obviously good, some so-so perhaps, and others in need of that little something to put them over. Probably all are worthy of consideration, all depending on one's needs. As has been proven in the past, now and then a first-class "sleeper" is discovered which went on to make network history. The usual percentage of these is on hand judging by the total number of entries. To the seller and buyer, may you both win!



The HONORABLE OWEN D. ROBERTS,
Retired Justice Supreme Court of the United States, Permanent Moderator.

Distinguished and Dynamic!

DISTINGUISHED in its sponsorship and its roster of outstanding speakers.

DYNAMIC in its spirited discussion and in its potent appeal to the people of Philadelphia.

BOARD OF ADVISORS

- HONORABLE BERNARD SAMUEL, *Mayor of Philadelphia*
 MR. WALTER H. ANNENBERG, *Publisher, The Philadelphia Inquirer*
 MR. WILLIAM L. BATT, *President, SKF Industries, Inc.*
 HONORABLE ROBERT V. BOLGER, *Judge, Orphans Court*
 MR. EARL D. BOND, M. D., *Director of Research, Pennsylvania Hospital*
 MR. EDWARD G. BUDD, *President, Edward G. Budd, Mfg. Co.*
 MR. RICHARD L. DAVIES, *Chairman, Foreign Policy Association*
 DR. THOMAS S. GATES, *Chairman, University of Pennsylvania*
 HONORABLE HERBERT F. GOODRICH, *Judge, United States Circuit Court of Appeals*
 MR. EARL HARRISON, *Dean, Law School—University of Pennsylvania*
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 DR. ROBERT L. JOHNSON, *President, Temple University*
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 DR. ALEXANDER J. STODDARD, *Superintendent, Philadelphia Public Schools*
 MR. LEON C. SUNSTEIN, *Chairman, Allied Jewish Appeal*
 HONORABLE NOCHEM WINNET, *Judge, Municipal Court*

That's the Philadelphia and Suburban Town Meeting, another WFIL program in the public interest that captures the public's interest.

TOPICS FOR DISCUSSION

- *Will there be another war in our time?*
- *Do we need higher taxes to obtain needed city improvements?*
- *Is Philadelphia losing its standing among America's first cities?*
- *Are the best interests of management and labor compatible?*
- *Should Philadelphia improve its port facilities?*
- *Can Communism and Democracy exist together in a World at peace?*
- *Should all Americans have equal freedom of opportunity?*

The Philadelphia and Suburban Town Meeting joins the roll of well established WFIL public interest programs such as:

THIS WEEK IN PHILADELPHIA • WITHIN OUR GATES
THE MAGIC OF BOOKS • SCIENCE IS FUN
MUSIC IN THE AIR • CULTURAL OLYMPICS

560 KC

FIRST ON YOUR DIAL IN PHILADELPHIA

WFIL

The Philadelphia Inquirer Station

An ABC
Affiliate

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

ES
UN
CS

LOUIS G. COWAN

presents



LOUIS G. COWAN

Incorporated

Network productions

Transcriptions

Radio Consultants

16 mm. Films

New York 19

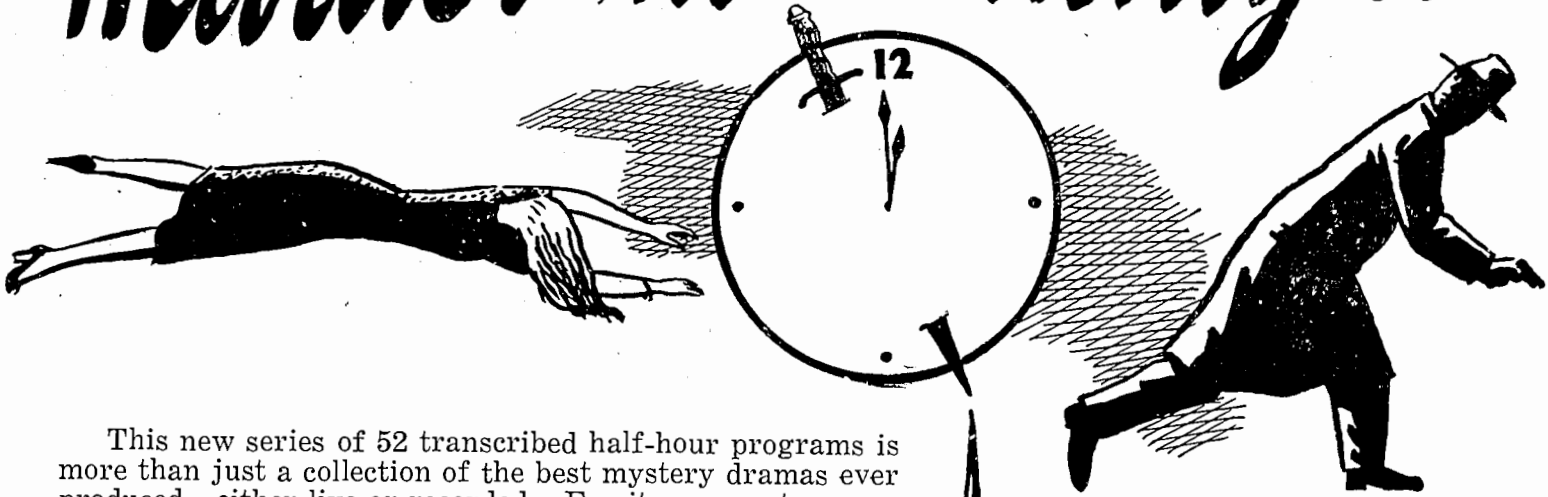
250 West 57th Street, Circle 6-4864

Chicago 3

8 South Michigan Avenue, Randolph 2022

**For Sale! At a price any client can afford!
A NEW KIND OF TRANSCRIPTION SHOW!**

Murder at Midnight



This new series of 52 transcribed half-hour programs is more than just a collection of the best mystery dramas ever produced—either live or recorded. For it represents a new idea in electrical transcription—the idea that a transcribed show's budget should match "live" show budgets. As a result, "Murder At Midnight" bows to no other program on the air.

Top-notch writers, actors, directors and producers have collaborated on this new recorded show. Top-notch engineering skill has recorded it. No expense has been spared to make it—yet it's offered at a price 1/2 to 1/3 lower than you'd expect. And the result is a witch's broth of shivers and suspense that will knock your audience for a ghoul!

TOP-NOTCH WRITERS: ROBERT NEWMAN (*Inner Sanctum, Mystery in the Air, The Man from G-2*) BILL MORWOOD (*Bulldog Drummond*) SIGMUND MILLER (*Inner Sanctum, Suspense*) PETER MARTIN (*Celebrity Club, An American Portrait*) MAX EHRlich (*Suspense, House of Mystery, Counterspy*) JOSEPH ROSCOLL (*Mystery Theater, Radio Reader's Digest*).



TOP-NOTCH CAST: Narration: RAYMOND MORGAN (*This is Your FBI, Famous Jury Trials, Gangbusters, Counterspy*) Talent includes: BARRY HOPKINS, BETTY CAINE, BERRY KROEGER, AGNES YOUNG, AMZIE STRICKLAND, FRANK BEHRENS, LAWSON ZERBE, ROBERT LYNN, and other well-known network stars.



TOP-NOTCH DIRECTION AND PRODUCTION: Director: ANTON M. LEADER (*Radio Reader's Digest, You Make the News*). Music Director: CHARLES PAUL (*Mr. and Mrs. North, Ellery Queen*). Producer: LOUIS G. COWAN, INC. Sales, Recording and Processing: WORLD BROADCASTING SYSTEM.



52 PROGRAMS AVAILABLE

Flash!

Here's what the critics say about "Murder at Midnight"

Variety: . . . you've got a show of network quality. There's other good creeper stuff on the air but little that beats this.

Radio Daily: . . . for sheer psychological suspense we'll match it with anything now on the air . . . it's powerful stuff. If you liked "Lights Out" wait'll you get an earful of this.

LOUIS G. COWAN, INC.

250 WEST 57th STREET, NEW YORK 19, N. Y.

Circle 6-4864

THE WAX NETWORK TREND

—forgive us our transcription

By John L. Sinn
Frederick W. Ziv Company

WAX NETWORK! We have heard that phrase as long as we have heard radio programs. But exactly what is a "Wax Network?" Obviously it means something entirely different today from what it meant ten years ago or five years ago or even one year ago.

Today "Wax Network" means that regional sponsors can have local programs of network calibre. Not just one-man shows—but lavish, elaborate productions with star values, big bands, top writers. Not just music tracks thrown together by a local announcer—but complete shows with all the showmanship of dialogue, drama, variety, comedy, etc.

Today the "Wax Network" rivals in importance any network on the air. Yes, it even rivals the network in what, up until now, has always been their chief stock in trade—name stars. Here are just a few of the big names now available to the "less than network" sponsor via transcriptions: Kenny Baker, Barry Wood, Margaret Whiting, Vincent Lopez, Philo Vance, Wayne King, Boston Blackie, Easy Aces.

Certainly these are stars that any network would be proud to carry.

In program production, too, the "Wax Network" now rivals and occasionally surpasses networks. Top notch writers, directors, arrangers, conductors, technicians, many of whom rose to fame on the networks now devote their best efforts to transcribed programs. And frequently the transcribed program turns out even better than the network production. Schedules are not so rigid and writers and directors have more time. And because transcriptions offer opportunities for "retakes" artists are sure that only their best efforts reach the "Wax Network." On transcribed programs, the fluffed line, the orchestra clinker, the flat top note, all disappear.

In the final analysis the purpose of any radio program is to attract an audience. How do the ratings on the "Wax Network" stack up against network ratings? Frequently transcribed programs offer the sponsor an even larger audience than competing network programs. I have before me the December-January Hooper rating for Chicago which shows that at 9:30 Monday night "Boston Blackie" transcribed on WGN enjoyed a rating of 11.5, far exceeding many nighttime network ratings. A recent Hooper in Chicago also shows "Easy Aces" with a 6.7 at 6:45 p.m. across the board, ahead of most of its network competitors. Now that local Hoopers are readily available the E. T. advertiser can measure *his* program audience too. He is learning that good programs on wax command top ratings.

An important problem in any type of radio today—wax network or live network—is time availability. Many national advertisers are finding better time availabilities on a local basis than they can find on any network. It is no deep dark secret that network avail-

abilities are few and far between. Yet fine transcribed programs are running in choice spots on top stations all over the country. For example our records show one of our half-hour mystery "Boston Blackie" broadcast at times like these—Chicago 9:30 p.m. Monday, Pittsburgh 8:30 p.m. Wednesday, San Francisco 9:30 p.m. Tuesday, and "Easy Aces" in Chicago 6:45 across the board, Cincinnati 5:45 p.m., Pittsburgh 6:15 p.m., New York 6:00 p.m. mention only a few. Yes, local availabilities surprise many advertisers who have learned of the big difficulty of network availabilities.

Even more amazing is what wax programs do for "local" sponsors. Take the local department store for example. Certainly a pigmy, each local department store does anywhere from ten to fifty million dollars worth of business annually. Imagine a firm of that caliber having to depend solely upon whatever talent happens to be in the market at the moment. In most markets there is rarely any local talent available worthy of sponsorship by a firm doing upwards of ten million dollars per annum. Obviously top talent and fine programs on wax is the answer.

Just what is the scope of the "wax network"? How big is it? Actually no one knows exactly. But we do know that it is growing all the time. Each fine new transcribed program that is produced automatically expands the flexible "wax network." And more and more firms are producing ET programs each month.

You get some idea of the "wax network's" size when you learn that a station like WKRC, the CBS outlet in Cincinnati, carries twenty-seven half-hours of Ziv transcribed programs each week in addition to other wax shows they may broadcast produced by other transcription firms.

And you get a further idea of the scope of the "wax network" when you realize that one of our transcribed shows like "Call the All Girls" was broadcast last week on 154 stations, "Easy Aces" on 167 stations.

Yes, the "wax network" is not only here to stay, it is here to grow. For too many stations, advertising agencies and sponsors it offers a practical and economical answer to their radio problem.

Upon reading the above it occurs to me that something I have said might be construed as indicating that we as producers of transcribed programs are in competition with the networks. There is no need for such rivalry. We do not consider ourselves in such competition. We feel there is ample business for both methods of operation. We want the networks to continue the great job they have done to date for that helps all stations and all advertisers. Our main interest in producing transcribed programs is to enable the less-than-network advertiser, the regional advertiser and the local advertiser to present on the air programs which will attract a large audience, programs that are of network caliber, programs that will sell merchandise. Certainly programs on wax have proved their ability to produce results for all types of sponsors—national, regional and local—large and small.

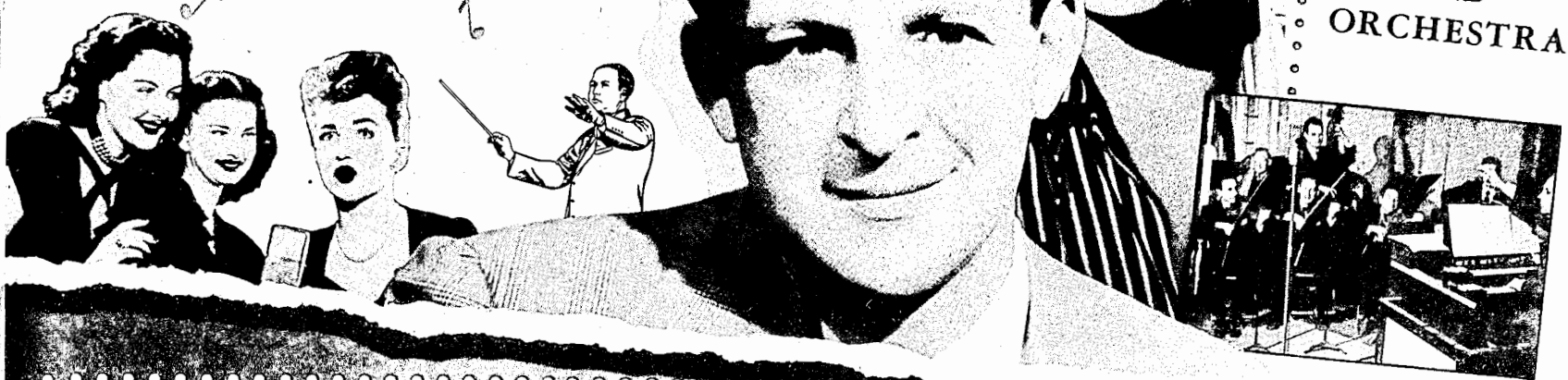
3 GREAT MUSICALS

The new transcribed

BARRY WOOD SHOW

SMOOTH IS THE WORD FOR IT!

WITH
 ☆ MARGARET WHITING
 ☆ THE MELODY MAIDS
 ☆ HENRY SYLVERN AND ORCHESTRA



WRITE, WIRE OR PHONE FOR AVAILABILITIES

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A NEW HIGH IN TRANSCRIBED ENTERTAINMENT

"Sincerely
 Kenny Baker"

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 Little Miss Rhythm
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☆ BUDDY COLE
 And his men of
 Music

☆ JIMMY WALLINGTON
 Your Favorite Master
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"YOUR PLEASURE PARADE"

VINCENT LOPEZ

DICK BROWN

PAULA KELLY

LILLIAN CORNELL

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★BARRY WOOD
"THE BARRY WOOD SHOW"



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WASHINGTON VIEWS AND INTERVIEWS

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★DICK BROWN
"CALLING ALL GIRLS"



★GOODMAN ACE ★JANE A.
"EASY ACES"



★ALAN COURTINE
"THE KORN KOBBLERS"



★JIMMY WALLINGTON
"SINCERELY KENNY BAKER"



★THE MODERNAIRES
"YOUR PLEASURE PARADE"



★VLADIMAR SELINSKY
"SONGS OF GOOD CHEER"



★THE MELODY MAIDS
"THE BARRY WOOD SHOW"



★THE PLEASURE PARADE ORCHESTRA
"YOUR PLEASURE PARADE"



★JERRY SEARS
"SONGS OF GOOD CHEER"



★SAM BAIZER
"ONE FOR THE BOOM"



★THE KORN KOBBLERS



★BUDDY COLE
"SINCERELY KENNY BAKER"



★HENRY SYLVERN
"THE BARRY WOOD SHOW"



★DICK KOLLMAR
"BOSTON BLACKIE"



TRANSCRIBED
SHOWS FROM
*THE HOUSE
OF HITS*

SHOWS • OF • TOMORROW

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

1946 ★ DRAMATIC STRIP SERIAL ★ 1947

Anna Lucasta

This program series is based on the story Anna Lucasta which was essentially designed as a comedy program to highlight further experiences and adventures of Anna Lucasta. The radio series begins where the play ends and carries on with Broadway cast. There will be 3 comedies of Anna Lucasta playing consecutively in America and one in London. The radio adaptation is presented by John Redberg who is also the producer of the play and was producer of Porgy & Bess, and One Touch of Venus. Predictions are that the play will run for 5 years which will give the sponsor a live hit show playing consecutively with the broadcast. It can be bought with traveling cast from any city (remote) where Anna Lucasta plays.

Availability: Live talent or E. T.
Time Units: 15 or 30 minutes, once to 7 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 15 or more depending on characters
Auction Facilities: Transcriptions
Submitted by: Ted Nelson, 730 Fifth Ave., New York 19, N. Y.

Belle and Martha

Homey "over the back fence" dialogue between two women in a small town, with interesting, comical events and problems that arise.

Availability: E. T.
Time Units: 200 episodes of 5 minutes
Audience Appeal: Female
Suggested for: Morning or afternoon
Number of Artists: 6
Auction Facilities: Transcriptions
Submitted by: Harry Jacobs Productions, 8220 Sunset Blvd., Hollywood 46, Calif.

"Beyond Reasonable Doubt"

A powerful, thrilling and romantic story serial form, starring Arlene Francis, David Ross, Frank Loveloy and Nick Dawson. The story revolves around an outstanding criminal lawyer and his efforts to obtain acquittal for his client, a beautiful young woman charged with murder. The story is packed full of thrills and adventure as the lawyer sets out to prove her innocence. "Beyond Reasonable Doubt" is a natural for anyone searching for a thrilling mystery drama. The series consists of 78 episodes and is vertically available.

Time Units: 15 minutes, 3-5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Department Stores, Food Products, Bakeries, etc.
Auction Facilities: Transcriptions
Submitted by: Exclusive Radio Features Company Limited, 14 McCaul St., Toronto 2B, Ont.

Clara, Lu, 'n' Em

A recent four-city survey showed 52 per cent of the women had been steady listeners to this top network show and 82 per cent of these asked when the girls would be back. The three girls act out all family happenings, playing up the funny human things, and noting in passing all the world's happenings from international affairs to new recipes. Gentle, humorous writing makes Clara, Lu 'n' Em a rich fare.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female and entire family
Suggested for: Morning or afternoon
Client Suitability: Drugs, Foods, or Household Products
Number of Artists: 4 to 6
Cost: On request
Auction Facilities: Transcriptions
Submitted by: W. Biggie Levin Agency, 612 North Michigan, Chicago 11, Ill.

"Dearest Mother"

A dramatic serial for women listeners—a thrilling and exciting story of a young girl's struggle for happiness. The story of Rita Morgan, a young girl of twenty, who seeks 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 Rita writes to her Mother. These letters contain Rita's hopes, thoughts, suspicions and loneliness.

Availability: E. T.
Time Units: 143 episodes—15 minutes, 3-5 weekly
Suggested for: Morning or afternoon
Client Suitability: Department Stores, Beauty Parlors, Women's Apparel, Bakeries
Auction Facilities: Transcriptions
Submitted by: Exclusive Radio Features Company Limited, 14 McCaul St., Toronto 2B, Ontario

Dearest Mother

Daytime serial story. Designed specifically to appeal to the housewife. A thrilling day by day drama of heart-stirring romance and pulse quickening action. Its cast includes the finest network talent available.

Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Grocery or drugs
Number of Artists: 5
Cost: ET—based on population
Auction Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

Dick and Jeannie

This musical romance weaves a hit song into each episode with a bit of intriguing dialogue written by Margaret Sangster to tell a story of a couple of talented kids (Roy Williams and Phyllis Creore) coming to New York City to crash radio. Falling in love, the struggle for recognition and success make this a hit series. Musical background under the direction of Henry Sylvern.

Availability: E. T.
Time Units: 260 episodes of 5 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Home Products
Number of Artists: 5
Auction Facilities: Transcriptions
Submitted by: Harry Jacobs Productions, 8820 Sunset Blvd., Hollywood 46, Calif.

Forbidden Diary

Unusual dramatic continued story . . . the story of the Wynns of Willowville, starring 14 year old Judy Wynn. Hooper surveys and fan mail response prove Forbidden Diary outpulls network competition. Star-studded array of network talent. Unusual merchandising hook. Scripted by one of radio's foremost writers.

Availability: E. T.
Time Units: 15 minutes, 5 or 6 weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Any type
Number of Artists: Approximately 6 per program
Cost: ET—based on population
Auction Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

"Hate, Incorporated"

WIP has joined with the Philadelphia Fellowship Commission in presenting the series of exposes hitting the professional hate peddlers shrouding themselves in patriot's clothing as they set race against race, religion against religion, negro against white, and business man, farmers and laborers against each other in order to feather their own political and financial nests. Each weekly segment is a complete story in itself, dramatized and un-

masking of the hate mongers trying to rise again from the underground wherein they crawled immediately following Pearl Harbor.

Availability: Live talent
Time Units: 30 minutes, once a week
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists: 10
Cost: On request
Auction Facilities: Transcription
Submitted by: WIP, 35 S. 9th St., Philadelphia 7, Pa.

Imperial Leader

The dramatized life story of Winston Spencer Churchill, England's fighting Prime Minister. Produced in Australia with an all-star Australian network cast, this show tells of Churchill's early boyhood, follows his experiences in the Army, his first political speech, throughout his colorful career, and up to recent times in wartime England. One of the greatest programs of all time, tying up with headlines Churchill constantly makes. 52 quarter-hours.

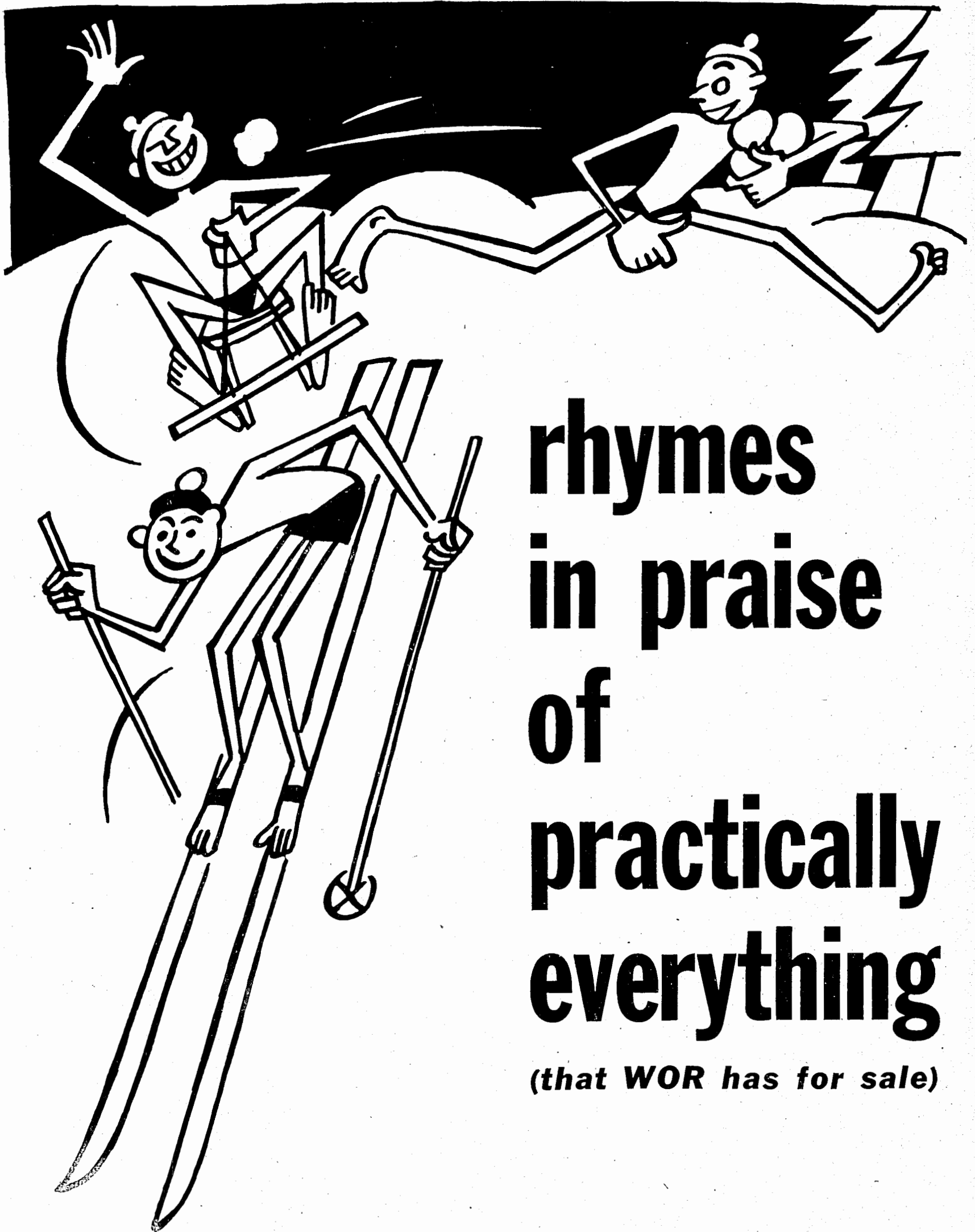
Availability: E. T.
Time Units: 15 minutes, 1 to 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any kind of advertiser
Number of Artists: About 40
Cost: Based on population of market, power and rates of station used
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

"Leisure House"

A home of today, fashioned for modern living. Day-to-day average American family problems involving middle-aged, newly weds, young mothers, bachelor girls and boys, adolescents, and youngsters. Drama and suspense but no nerve-racking agony or melodramatic corn. Story is tied in with "Leisure House" service center for modern homemakers.

Availability: E. T. or scripts
Time Units: 15 minutes, 2 weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Public Utilities, Appliances, Stores, Department Stores
Number of Artists: 8
Cost: \$10.00 to \$50.00 per episode, depending on population of primary radius . . . minimum contract, 26 episodes

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



**rhymes
in praise
of
practically
everything**

(that WOR has for sale)

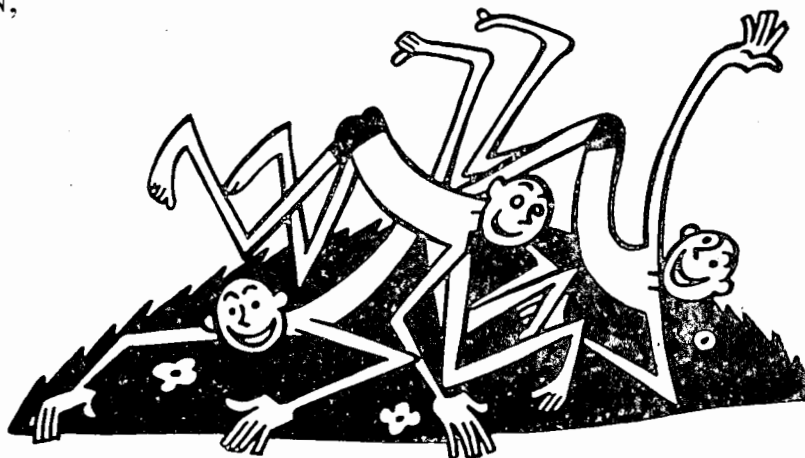
We have, dear Sirs, a tale to tell
of WOR-thy shows you should know well.
New properties that have reaped cheers,
And things that have been tops for years.
All of them, you understand,
Neatly priced and bird-in-hand,
And if not at instant beck and call,
Then open for the early Fall!

★ ★ ★

To say more clearly what we mean,
There is, for instance, MARTHA DEANE,
Whose charming way with womenfolk
Is, to put it mildly, oke.
Or AL McCANN, whose Pure Food stanza
Is also called "The Sales Bonanza".
UNCLE DON, still in the groove
With the market known as "juve".
BESSIE BEATTY . . . she's a prize
At making sales and good-will rise.
Renowned JOHN GAMBLING . . . the ANSWER MAN,
Sports' STAN LOMAX . . . MONAGHAN.
Yes, and in this roundelay,
We'll put "THE BETTER HALF MATINEE".
FULTON LEWIS, JR., too. (Why
Hasn't some keen buyer tabbed that guy?)
RAINBOW HOUSE, the great youth show,
BARRY GRAY who, as you know,
Churns the air all through the night.
(Does he sell? NATCH. Well, all right.)

And then, of course, there are clicks,
WOR cooked up in '46.
Take "Juvenile Jury". All down the line
The press sent it a valentine.
(TIME and NEWSWEEK, to mention two,
Made a big-space whoopdeedoo.)
"VOICE IN THE NIGHT" . . . with Brisson the
voice

Is also very new and choice,
As is "Private Showing", Hampden starred.
Two revivals on our card!
"MYRT AND MARGE" and "EASY ACES",
Tested hits with fresh new faces.
Who've we omitted from our nest?
Ah, "DAILY DILEMMAS" and "TELLO-TEST",
"IT'S UP TO YOUTH", a teen-age forum,
And that, we guess, makes quite a quorum.



NOTE: The majority of these WOR shows are not only low-priced and sales-proved, but consistently rank among the most popular non-network, local programs in New York. For instance, according to the March-April Hooper report, 9 of the 15 most popular local shows (other than news) were WOR shows.

WOR

—that power-full station

at 1440 Broadway, in New York

MUTUAL

WHY

Associated has more

FM

Subscribers than any other Library!

FM calls for not only the finest in music but the finest in *reproduction* of that music. On *both* scores ASSOCIATED ranks first among all libraries!

Every test proves that ASSOCIATED'S wider range, *vertically-cut* transcriptions do full justice to FM transmission.

And now, ASSOCIATED'S *exclusive* new formulation, for vinylite assures pressings with minimum distortion . . . more freedom from surface noise . . .

more natural, life-like tone.

Programming material in the ASSOCIATED library meets the approval of the most critical FM audience . . . because the artists and selections are chosen to give you the *most* hours of the best *radio* music.

Now, more than ever before, ASSOCIATED is a *plus* for AM, a *must* for FM. Want the facts, without obligation? Write today for the ASSOCIATED LIBRARY booklet.

MOST Hours of the Best RADIO Music

Associated Program Service

151 West 46th Street, New York 19, N. Y.

Matt and Elmer

Two old men have a filling station and each room one mile from town. Comedy and drama are taken from customers who patronize them. Thirteen weeks of scripts, a week to suit. Endless plot material available. Never more than 4 characters any script. Many of the characters are played by the main characters.

Availability: Live talent or E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Late afternoon
Client Suitability: Cereal; Oil, Any Food Stuffs, Gasoline

Number of Artists: 3 or 4
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: W. M. Ellsworth, 75 E. Wacker Drive, Chicago 1, Ill.

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. Starring lovely Martha Scott and Joseph Cotten, and an all-star cast and featuring unusual theme and mood music by an original acapella choir. Remarkable success record.

Availability: E. T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Grocery or Drugs

Number of Artists: 10
Cost: ET—based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

The Newlyweds

This is a story of a returned veteran and his wife, whom he married only four days before entering the Service. They hardly know each other. All about how they "reconvert" is told with lots of local color and in a local setting.

Availability: Live talent
Time Units: 15 minutes, twice weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Local retailer
Number of Artists: Four
Audition Facilities: Transcriptions
Submitted by: WKZO, Kalamazoo 99, Mich.

"The Story of Mary Marlin"

One of radio's top rating daytime serials is now available. Jane Crusinbery, creator and author of "Mary Marlin" will again write the new series which will be produced in Hollywood. "Mary Marlin" is a proved radio commodity backed by 11 years of "first three" daytime network Hoopers.

Availability: Live talent and E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: General daytime
Audition Facilities: Transcriptions
Submitted by: Trans-World Productions, John Marshall-John More, 6500 Yucca St., Hollywood 28, Calif.

"Today's Yesterday"

"Today's Yesterday" is the story behind the headlines of the past. Interesting yarns

DRAMATIC STRIP SERIAL

that made great news stories; happenings that should be remembered, complete with the music that was popular when these events were transpiring. A dramatic narration of a headline happening that helped shape the destiny of the cavalcading events of today. Merchandising tie-in: For an established product, tie-in in that product was established when events occurred in the past.

Availability: E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Late afternoon or early evening

Client Suitability: All types
Number of Artists: 3
Cost: \$300.00 weekly
Audition Facilities: Transcriptions
Submitted by: Radio Station KORN, Pathfinder Hotel, Fremont, Neb.

"Uncle Jimmy" Starring William Farnum

"Uncle Jimmy" represents the best acting of William Farnum's long stage, screen and radio career. It's a human-interest drama filled with down-to-earth philosophy and every-day situations that will do much to boost morale of all who hear it. Sponsored successfully by many leading accounts. Production of Warner Bros. studio.

Availability: E. T.

Time Units: 15 minutes, 3 or 5 times weekly

Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Any product with feminine appeal

Number of Artists: 7 to 12
Cost: Based on population of city, power and rates of radio stations used
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

"Young Marilyn Young"

Here is a half hour family show . . . with Marilyn Young, her parents and friends living their lives for listeners. Exceptionally well written, by a well known writer who understands human nature . . . and knows how to make his fictional characters act like real people. It's a lovable, laughable situation that confronts the family each week.

Availability: Live talent
Time Units: 30 or 15 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product that is sold to a family

Number of Artists: Depending on individual scripts
Audition Facilities: Will submit script
Submitted by: Basch Radio Productions, 17 East 45th St., New York 17, N. Y.

1946 ★ DRAMATIC SERIES ★ 1947

"A Voice in the Night"

Here is something new in radio shows—a "whodunit" with music! Carl Brisson, the attractive Dane whose rich baritone voice has made him an international favorite, stars in this delightful and unique series which mixes murder with music. Brisson in the role of Carl Neilsson, a night club singer, has thrilling adventures resulting from his hobby of amateur sleuthing. Roger Bower directs; Emerson Buckley conducts the orchestra.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 4 to 8 actors plus orchestra
Audition Facilities: Transcriptions
Submitted by: WOR, 1440 Broadway, New York 18, N. Y.

Adventure for Hire

John Loder as Captain Clint, has adventures for hire. Travelling anywhere with any kind of cargo, the Lady Denise puts no most any port and no questions asked. Each week this exciting radio program brings you a different voyage, a different cargo, and a different tale . . . all flavored with mystery and adventure. This show is tailored for listener-appeal plus, fast-moving, fascinating, thrill-packed plots holds audiences of all ages all the time.

Availability: Live talent
Time Units: 30 minutes
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Variable—as depends on the story
Submitted by: National Concert and Artists Corp., 711 Fifth Ave., New York,

Adventures of Dr. Worthington

Series of weird dramas combining mystery and adventure based on eerie and uncanny mental manifestations. Each story reveals strange behaviors, unaccountable acts, fears, prejudices resulting from common and extraordinary mental complexes. The fictitious Dr. Elliot Worthington, Complex-Hunter, solves these mysteries of the mind in the language of the layman. This absorbing, thrilling program provides perfect escape entertainment for the average listener and appeals to the vast ready-made audience for thriller stories.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 6 (minimum) to 10; plus music
Cost: Available on request
Audition Facilities: Will pipe live talent
Submitted by: Radio Features of America, 37 West 46th St., New York 19, N. Y.

Airlanes, Inc.

Program story of the activities of a guy and a gal both out of service who have opened their own private airport in a small town. Activities include chartered flights which build up to exciting sequences.

Availability: Live talent and E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 8
Audition Facilities: Transcriptions
Submitted by: WIBG, 1425 Walnut St., Philadelphia 2, Pa.

Arrowhead Playhouse

Original modern dramas designed to appeal to the whole family. Dramas of suspense, mystery, fantasy—plays guaranteed to hold audience interest and entertain.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 7 or 8
Audition Facilities: Transcriptions
Submitted by: WEBC, WEBC Building, Duluth 2, Minn.

Blackstone, The Magic Detective

Seventy-eight transcribed quarter hours featuring the adventures of Blackstone, The World Famous Magician. Each program a complete story. Special tricks explained on each program to be performed by listening audience. Blackstone, performs amazing tricks in catching criminals, all tricks used are actually performed by Blackstone in his regular theatrical appearances. Complete merchandising campaign available. Especially suitable for point of consumption contact with listener.

Availability: E. T.
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food and Drink Manufacturers. Makers of special adult package goods.
Number of Artists: 5 to 10
Audition Facilities: Transcriptions
Submitted by: Charles Michelson, Radio Transcriptions, 67 West 11th St., New York 18, N. Y.

Boston Blackie

Exciting robust sleuthing, starring Richard Kojimar as Boston Blackie, Maurice Tarplin and Leslie Woods, etc. Based on stories in Cosmopolitan Magazine and currently featured in the famous motion picture series released by Columbia Pictures.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types who want a large audience
Number of Artists: Approximately 10 and music
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

Carrington Playhouse

"The Carrington Playhouse" is a half-hour dramatic show designed to give new authors a chance in radio. Anyone is eligible to submit a script, provided he is not an established radio writer. The accent is on discovering new talent, and the type of material The Playhouse is looking for is not confined to any one theme. It has been made up of dramas, comedies, mysteries, and simple love stories, each complete in a single broadcast.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Cast 8 to 10—orchestra—22 pieces
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 17, N. Y.



“There’s a great radio show coming into your life if you—

Listen to ABC”

STATION TIME, coverage and such are important, but experience-wise advertisers know “the show’s the thing.” That’s why ABC offers you program service that can really deliver when you’re casting about for a new show.

Just look at the record!

ABC has developed a barrel of successful programs. For example, there’s *Breakfast in Hollywood*, frequently in first place among all daytime shows . . . *Counterspy*, currently earning a 7.1 Sunday afternoons after showing an even higher rating in evening periods . . . *Breakfast Club*, another morning show that rarely gets below second place among all network morning shows . . . *My True Story*, currently averaging a 4.8 daytime rating . . . *Bride and Groom*, a new afternoon show in the ABC technique that Sterling Drug bought after a few initial broadcasts . . . and *Right Down Your Alley*, another brand-new show which has just been snapped up by an alert sponsor, Hastings Manufacturing Company.

Interested in the Future?

What have we got available for you right now—this minute? Just take a good look at these excellent buys:

FAMOUS JURY TRIALS. Because of its many years of uninterrupted broadcasting, undoubtedly one of the best known programs on the air. It’s now earning a 7.8 Hooper, or a 25.2 share of audience! Offers the advertiser one of the largest audiences in radio without gamble and at a bargain price. Saturdays, 8:30-9:00 P. M., EDST.

FOREVER TOPS. Paul Whiteman, the biggest name in modern music, at his best. His new show is already well on the way to building a steady, loyal audience that spells sales for some sponsor. Now on ABC Mondays 9:30-9:55 P. M., EDST.

I DEAL IN CRIME. Bill Gargan playing Ross Dolan, “a private eye,” puts over an outstanding job of script writing. Listen in next Monday 9:00-9:30 P. M. and see if you don’t agree this is a show that’s going places.

SO YOU WANT TO LEAD A BAND. Here’s a chance to make Sammy Kaye your star salesman! His great new show combines audience participation, cash and merchandise

prizes from Sammy Kaye’s famous Band Box, swing music, vocalists, humor and showmanship into sure-fire entertainment for the whole family. What’s more, you can have this big variety show out on the road working for you night after night—giving your dealers a chance to merchandise the living daylights out of your product. New time—Tuesdays, 8:30-9:00 P. M., EDST.

THE FAT MAN. This Dashiell Hammett detective-thriller has already set a record. In just a few months it has shot up to a 7.3 rating with a 21.8 share of audience. In the hands of an advertiser who knows how to smash-promote a good show, *The Fat Man* could become one of the biggest things in radio. Mondays 8:30-9:00 P. M., EDST.

THE COURT OF MISSING HEIRS. Back on the air after a war vacation, this is the same program that proved itself over a period of three years with an average Hooper of 8.4 and a high of 13.3. Listen Wednesdays at 9:00 P. M., EDST.

ESQUIRE SPORTS PARADE. A natural for the manufacturer who wants a male-appeal show. Says *Variety*, “Aired in conjunction with *Esquire* magazine, the show has snap, good continuity, and boasts of a very adult job of writing by Ken Houston . . . timing is excellent . . . fast and intelligent script. Outstanding is Paul Barnes, whose deep quiet pipes add dignity to the show.” Wednesdays, 10:00-10:30 P. M., EDST.

Space prevents a full listing, but here are a few more shows now being readied and soon to hit the air: two brand-new participationers—*The Society of Amateur Chefs* starring Alan Prescott, a riot of fun in the kitchen; and *Meet Me at the Astor*, with Walter Kiernan presiding as the Tom Breneman of New York.

Looking for comedy? ABC is bringing out two new ones! A half-hour show starring Henry (Here’s) Morgan and a new program built around Ray Wencil, graduate of night clubs and vaudeville. Ray has been wowing the G. I.’s abroad and gives promise of being that great new comedian sponsors are praying for.

When you think of radio in terms of a new show, check with ABC.

American Broadcasting Company
A NETWORK OF 207 RADIO STATIONS SERVING AMERICA

Cavalcade of Drama

Twelve dramatized stories of the great names in history. "Cavalcade of Drama" deals dynamically and factually in the lives of such personalities as Napoleon Bonaparte, Marie Antoinette, Edgar Allan Poe, Brigham Young, Johann Sebastian Bach, etc. These and many other famous names may now be brought to the very living room of every American family to see again in the reality that is radio. Each story is complete in thirteen episodes. Written and produced by Kimball Woodruff.

Availability: E. T.
Time Units: 15 minutes, 6 times weekly;
 156 episodes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food Accounts, Automobile Accounts, Household Appliances, etc.
Number of Artists: 6 to 8
Cost: Based upon the size of the station and the market
Audition Facilities: Transcriptions
Submitted by: C. P. MacGregor, 729 South Western Ave., Hollywood, Calif.

Cavalcade of History

This historical series consists of dramatic "Dates-That-Made-History"; events of interest to every American, including the Declaration of Independence, "Landing of the Pilgrims," "Building of the Panama Canal," and "Betsy Ross." A 32-piece cast and two very fine vocalists introduce and close each of the 62 programs with memorable singing semi-classical songs. Institutional copy offered in connection with this program.

Availability: E. T.
Time Units: 15 minutes, 1, 2, or 3 times weekly
Audience Appeal: Entire family
Suggested for: Morning, Sunday afternoon or evening
Client Suitability: Department Stores, Utility Companies, Banks, Opticians, Insurance Companies, etc.
Number of Artists: 50
Audition Facilities: Transcriptions
Submitted by: Transcribed Radio Shows, 2 West 47th St., New York 19, N. Y.

Challenge of the Yukon

"Challenge of the Yukon" consists of ten-minute dramas. Each complete in itself, episodes take Sergeant Preston and his dog, King, through the Yukon territory during the period of 1898. It's packed with thrills—and written and produced by the top-notch staff that originates the immortal "Lone Ranger."

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: General product with mass appeal
Number of Artists: 6
Audition Facilities: Transcriptions
Submitted by: King-Trendle Broadcasting Corp., Station WXYZ, 17th Fl., Stroh Bldg., Detroit 26, Mich.

Club Rendezvous

Between the Copa and Leon and Eddie's you'll find Club Rendezvous whose Velvet Smith, manager, plays cupid, bounce man, and detective to his clientele of some of the most interesting cross-sections of homophobes around. There's not a night goes by when drama doesn't happen at one of the tables or in the back rooms—a debutante, a columnist, a prizefighter, a blackmailer, the famous and the infamous, you'll see them all and hear their tales, so come to you at Velvet Smith's Club Rendezvous.

Availability: Live talent
Time Units: 30 minutes

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Variable as to story
Submitted by: National Concert and Artists Corp., 711 Fifth Ave., New York, N. Y.

Country Sheriff

A half-hour detective comedy-drama, featuring Sheriff Luther Bates, of Chinquapin county. Although the analysis is not quite correct, the show has been called a "hillbilly mystery." The action takes place in Middle City, county seat of Chinquapin county and a typical small town. No crime laboratory wizard, the sheriff is a kindly, shrewd philosopher who never lets legal technicalities obscure his ideas of justice. In his slow, easy way he out-smarts the smarties.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 6 to 12
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Airshows, Incorporated, 612 North Michigan, Chicago 11, Ill.

Crime Files of Flamond

Flamond, a psychologist detective, deals in the natural conflict of human personality. His methods are to analyze reactions of the criminals, rather than use devices such as ballistic reports or laboratory findings. Consistently attracting capacity audiences to WGN on Thursday nights, Flamond features Chicago's finest acting talent.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 6 to 10
Cost: On request
Audition Facilities: Transcriptions
Submitted by: W. Biggie Levin Agency, and WGN Inc., 612 North Michigan, Chicago 11, Ill.

Crimson Trail

A hard-riding Western thriller based on the story of the building of the Canadian Pacific Railroad. Strong with historical value, Crimson Trail is packed with thrills and harrowing fights between the death-defying Northwest Mounted Police and ruthless Indian tribes. In the early 80's Western Canada was a hot-bed of lawlessness, and Crimson Trail brings it all to you with its exciting buffalo stampedes . . . prairie fires . . . quicksands . . . avalanches . . . yes, even the last-minute rescue of a beautiful heroine almost caught in a stampede of wild horses. Written and produced by Perry Crandall. . .

Availability: E. T.
Time Units: 15 minutes, 6 times weekly;
 156 episodes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food Accounts, Automobile Accounts, Household Appliances, etc.
Number of Artists: 6
Cost: Based upon the size of the station and the market
Audition Facilities: Transcriptions
Submitted by: G. P. MacGregor, 729 South Western Ave., Hollywood, Calif.

Danger, Death at Work

Danger, Death At Work is a highway safety program so designed and so presented as to command attention. The public will appreciate the safety messages and profit by the lesson delivered with each broadcast. The program is designed for use once per week at a time when it can be heard by adults. It will render a distinct community service, will gain the support

DRAMATIC SERIES

of safety minded individuals, gain extensive conversational advertising, and attract a large, responsive audience.

Availability: E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Adult
Suggested for: Evening
Client Suitability: Those desiring to render distinct public service
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: Webber Radio Programs, 401 Shops Building, Des Moines 9, Ia.

"Deeds That Never Die"

"A biographical sketch of a famous person, each week. Florence Nightingale and then the Red Cross; Abraham Lincoln and free men; Madame Curie and then the elements that lead into the atomic bomb; idea is to dramatize their lives right up to their death; commentator then picks up last five minutes and brings to date their "Deeds That Never Die." Show calls for Hollywood or New York City names. Case of "Madame Curie" pitch would be for Garson and Pidgeon with George Hicks doing narration.

Availability: Live talent
Time Units: 30 minutes weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: A client desiring to do an institutional job.
Number of Artists: Varies 2 to 4; 4 to 8; 8 to 16, etc.
Cost: Hollywood names, \$9500 including 20pc work. "No names," \$3500
Audition Facilities: None but script available
Submitted by: Bob Post of Pittsburgh, 1820 Oliver Building, Pittsburgh, Pa.

Easy Money

"Easy Money" is an absorbing half-hour program full of action, intrigue, humor, and pathos that exposes those who make "easy money" by swindling the unsuspecting, gullible public. Each episode is complete in itself, starring Willard Waterman as Mike Trent, an ex-magician turned racketeer-detective. This show was on the air in Chicago for 44 weeks and won a Hooper rating of 9.2, placing it among the top detective programs on the air.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Male and female
Suggested for: Evening
Client Suitability: Insurance, Financial Institutions, and General
Number of Artists: 25
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

Exclusive Story

"Exclusive Story" consists of dramatizations based on the fact that from the four corners of the world come tomorrow's newspaper scoops gathered by reporters at home and abroad. Series is full of human interest, pathos, comedy, tragedy and excitement. Each release is self-contained.

Time Units: 15 minutes, once or more weekly
Audience Appeal: Entire family
Number of Artists: 5 to 7
Audition Facilities: Transcriptions
Submitted by: G. C. Bird & Associates, 1745 N. Gramercy Place, Hollywood 28, Calif.

Elsie Stapleton's "Guide to Happiness"

Dramatizations of authentic cases presented to Mrs. Elsie Stapleton, nationally known consultant on family spending. Vital stories of individuals and families, who find happiness through Elsie Stapleton's wise counsel on spending for happiness. Elsie Stapleton has been budget adviser at Wanamakers and Gimbels for the past 20 years.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Male and female
Suggested for: Afternoon
Client Suitability: General
Number of Artists: Average—5
Cost: Moderate
Audition Facilities: Will pipe live talent
Submitted by: Douglas F. Storer, 1270 Sixth Ave., New York, N. Y.

Fact and Fable

A tightly produced fifteen minute segment featuring about five separate unusual stories per program. Organ music intensifies dramatic appeal presented by narrators Terry O'Sullivan and Richard Foster. Program has great commercial adaptability, permitting stories of human interest about related products of the sponsor.

Availability: Both
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Any product
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: Jack Rourke Productions, 6331 Hollywood Blvd., 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. Stories are full of comedy, human interest and pathos, and all are actual fact.

Availability: E. T.
Time Units: 15 minutes, once or twice weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon or evening
Client Suitability: General
Number of Artists: 5 to 15
Cost: Based on market used and station power. From \$5.00 per program up
Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Productions, 8 E. 52nd St., New York 22, N. Y.

Famous Jury Trials

This program is unique in several respects. Authentic courtroom procedure and custom is assured by a New York attorney. The program has always enjoyed the enthusiastic support of leading law professors and legal personalities. Some of them have appeared on the program.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Submitted by: American Broadcasting Company, 30 Rockefeller Plaza, New York, N. Y.

THE MILKMAN'S MATINEE

WITH ART FORD

ON WNEW

Still has the all-night
audience



A PULSE OF NEW YORK SURVEY (January 1946) SHOWED:

49.2% of all 12 midnight-to-6 a.m. listeners tune to **WNEW**

25.6% of all 12 midnight-to-6 a.m. listeners tune to 50,000-watt network station "A"

17.4% of all 12 midnight-to-6 a.m. listeners tune to 50,000-watt network station "B"

7.7% of all 12 midnight-to-6 a.m. listeners tune to independent station "C"

PROVING THAT THE MILKMAN'S MATINEE—NOW IN ITS TENTH YEAR ON WNEW—
IS STILL METROPOLITAN NEW YORK'S FAVORITE ALL-NIGHT PROGRAM!

For further information on Greater New York's all-night audience—how many people listen, who they are, where they live, how desirable a market they represent and why ART FORD has almost half of them tuned to 1130:



WNEW

501 MADISON AVENUE, NEW YORK

TEN THOUSAND WATTS—1130 ON YOUR DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

Fat Man

and Runyun is one of Dashiell Hammett's greatest creations. In addition to giving this provocative combination of voice and humor on the air, you'll soon see him in the motion pictures. The "Fat Man" tracks down criminals. Well written, snappy, compact, fast moving episodes. Complete story each week with the new and fresh personality of the Fat Man. Variety of action and alluring girls, Dashiell Hammett's "Fat Man" adds up to a sure winner.

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

Federal Agent

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

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

Five Star Theater

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

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

"Front Row, Center"

The houselights dim, and Mr. and Mrs. America are the sponsor's guests at a special performance of an actual Broadway production, currently on the boards in New York. This transcribed show is not only the listener in Chicago, Los Angeles and Detroit . . . it's for the people in small towns throughout the nation, people who cannot hop to New York to catch the latest Broadway hit. "Front Row, Center" is an end-to-end transcription, presenting each act with the original stars.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Number of Artists: 10-15
Audition Facilities: Will pipe live talent
Submitted by: International Radio & Television Features, 152 East 53rd St., New York 22, N. Y.

Grand Marquee

Dramatizations of the best works of America's outstanding contemporary au-

thors adapted by top rank radio writers. Jim Ameche, favorite MC and actor on many of radio's best shows, heads the cast. Musical background is specially scored by a large orchestra directed by Joseph Gallichio. Each program is different from the others with a different locale, and atmosphere, and written by a different author to give "Grand Marquee" new freshness and vitality each week. The emphasis is on a good story and these are the stories that all America loves.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 40
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

Hunting Hour

"Mystery at its best"—half-hour dramatizations of original psychological mysteries, "whodunit" thrillers—use of mood music and sound effects set the scene for these exciting mystery stories—features prominent stars of stage and screen—top flight writers furnish original scripts—the program creates true characters, presents possible situations and keeps the listener on edge—each episode is a thrilling experience.

Availability: E. T.
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 8-14
Cost: Available at syndicated rates
Audition Facilities: Transcriptions
Submitted by: NBC Radio Recording Division, National Broadcasting Co., 30 Rockefeller Plaza, New York 20, New York, N. Y.

"Heart Room"

The human, compelling story of a Swedish immigrant, Lars Svendsen, who lives his belief in the old saying, "Where there is heart room, there is house room." His boarding-house fills with motley types, from many streams of life, contributing their share of smiles, problems, and heartaches, but all benefitting from the enormous heart of Lars, who has room for all.

Availability: E. T.
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Entire family
Number of Artists: 4 to 7
Cost: Based on station rates
Audition Facilities: Transcriptions
Submitted by: Arthur W. Field Productions, 6233 Hollywood Blvd., Hollywood 28, Calif.

Here Is a Story

Individual narratives of the sea, adventure tales, philosophical treatises, sagas of human interest, criminal yarns, and stories with a touch of mystery, eeriness, or fantasy. The program requires one actor who portrays the main character of the story. Each program is a distinct type, and a different actor would be preferred for each program.

Availability: Live talent; Scripts for other stations
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type client or product
Number of Artists: 1
Cost: Based upon size of station and market
Audition Facilities: Transcriptions
Submitted by: KECA, The American Broadcasting Company, 1440 North Highland Ave., Hollywood 28, Calif.

DRAMATIC SERIES

"Hildegard Withers"

Stuart Palmer's famous spinster detective from books and screen arrives on the air in this new half hour comedy-mystery series. Nine novels, fifty-two short stories and six motion pictures have endeared Miss Withers and "The Inspector" to millions. Now she will claim new plaudits via radio. Something new in comedy-mystery.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Audition Facilities: Transcriptions and will pipe live talent
Submitted by: Trans-World Productions, John Marshall-John More, 6500 Yucca St., Hollywood 28, Calif.

History In The Making

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

Availability: E. T.
Time Units: 13 ¼-hour episodes; 1 or 2 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Banks, Department Stores, Food Products, etc.
Number of Artists: 7 to 12
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

"Hollywood Radio Theater"

A Lux Radio Theatre in miniature . . . the only difference the length of program running time. H.R.T., 30 minutes in length. Stars—leading personages of Stage, Screen and Radio—names too numerous to mention. At present playing 18 markets in Canada—top results—unexcelled by any other transcribed show. Has bucked leading networks with comparable results.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types—Department Stores, Cosmetics, Jewellers, etc.
Number of Artists: An average of five on cast. Usually one "Star," periodically, two
Audition Facilities: Transcriptions
Submitted by: Exclusive Radio Features Company Limited, 14 McCaul St., Toronto 2B, Ontario

Honor the Law

Highly dramatic action stories, each complete, colorful description of fights against gangsters by the law. Moral: Crime does not pay.
Availability: E. T.
Time Units: 39 episodes of 15 minutes
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 14
Audition Facilities: Transcriptions
Submitted by: Harry Jacobs Productions, 8820 Sunset Blvd., Hollywood 46, Calif.

I Can't Forget

I Can't Forget is a half-hour show of the suspense type patterned to fit the needs of an advertiser seeking the coverage among a class of listeners who have boosted ratings for this class broadcast. Network talent used for cast, director, music and stories.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Adults
Suggested for: Evening
Client Suitability: Razors, Shampoo, etc.
Number of Artists: Changes with each broadcast
Cost: Low budget for Regional or TC
Audition Facilities: Transcriptions
Submitted by: Geo. R. Bentel Agency, 6606 Sunset Blvd., Hollywood 28, Calif.

I Deal in Crime

"I Deal in Crime" is a mystery series, one of the best in radio. It is fast, packed with suspense and thrills, leavened with humor. The leading character, Ross Dolan, is a "private eye," a private detective just back from the wars. And Ross Dolan just naturally attracts trouble—and women. Played by Bill Gargan, one of the films' most outstanding young actors, Dolan is tough but appealing. The story "I Deal in Crime" is told in slick, first person narration, fading into action. It's a great writing job.

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

I Devise and Bequeath

Stories of strange wills made by strange people. Written by Ken Krippene, attorney at law, after ten years' research into old wills. Runs the gamut of human emotion. Starring Warren William, with Lurene Tuttle. Each half hour platter is a complete story. A natural for banks, trust companies, most manufacturers and retailers. Sample titles: Mad Concerto, Dr. Svengali, Black Interlude, Midnight on the Moor. Audition platter \$2.50 refundable.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Number of Artists: Varies—5 to 8
Cost: Varies by markets
Audition Facilities: Transcriptions
Submitted by: Teleways Radio Productions, Inc., 8905 Sunset Blvd., Hollywood 46, Calif.

In Another World

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

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



WCCO marches through six states

...with "Northwest News Parade"

The finest of its kind! That's how Ohio State's 16th Institute for Education by Radio hailed WCCO's "Northwest News Parade".

And listeners agree. When it was a Sunday morning event, "Northwest News Parade" had more listeners than all other competing programs combined!* Now WCCO's parade is on the march from 6:30 to 7:00 on Thursday nights when far more listeners are available for the reviewing stand.

Because people are always interested in neighborhood news, "Northwest News Parade" is devoted exclusively to newsworthy happenings in the Northwest territory. Imaginatively scripted by the WCCO writing staff, these human interest stories, sporting events and banner headlines are re-enacted by a network-calibre cast.

"Northwest News Parade" marches through the main streets of six states.† See us or Radio Sales to join the parade. It's a show of tomorrow that's available *today* on WCCO.

*CBS Listener Diary Study, Spring 1945

†WCCO Nighttime Primary Listening Area, 7th Series, 1944

WCCO
 MINNEAPOLIS-ST. PAUL
 50,000 Watts · 830 kc
 COLUMBIA OWNED

"Good Neighbor
 to the Northwest"

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
 NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, SAN FRANCISCO, ATLANTA

Client Suitability: General
Number of Artists: 6-10
On request
Auction Facilities: Transcriptions
Submitted by: WTAM, NBC Building,
Cleveland 14, O.

In His Steps

Dramatization of the famous book of the same title, the circulation of which reached 22 million copies. . . . Program has deep human appeal and is excellent family entertainment. . . . Carries important message of kindness and tolerance. . . . a great Sunday show or institutional. . . . a prestige show. Full orchestral accompaniment and backgrounds including the famous Robt. Mitchell Boychoir of 34 voices.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday, afternoon or evening
Client Suitability: Any client or product that needs a high class show
Number of Artists: 10 to 14
Based upon population
Auction Facilities: Transcriptions
Submitted by: Edward Sloman Productions, 1654 Cherokee Ave., Hollywood 28, Calif.

It's a Young World

It's a Young World, featuring Mr. Edgar Guest. Mr. Guest's daily column is currently appearing in newspapers with a combined circulation of more than 20 million. In the show Mr. Guest talks with big men and women from farms and cities who discuss their plans with him. "It's a Young World" capitalizes on Mr. Guest's loyal audience and great personal popularity.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Any type
Number of Artists: Mr. Guest, organist, announcer and dramatic cast
On request
Auction Facilities: Transcriptions
Submitted by: W. Biggie Levin Agency, 612 North Michigan, Chicago 11, Ill.

Johnny Law

Johnny Law is the type of program that has been tried and proven both as good published fiction in the Thrilling Detective Magazine and as a popular trend in radio motion pictures.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General appeal for locally distributed medium priced items such as tooth paste, hair tonics, etc.
Number of Artists: Varies with each program
Low cost for Regional or TC broadcast
Auction Facilities: Transcriptions
Submitted by: Geo. R. Bentel Agency, 6905 Sunset Blvd., Hollywood 28, Calif.

Jonathan Trimble, Esquire

A half-hour, weekly program, concerning the family of a small town newspaper publisher back in the year 1905. The truth and humanness of this show, combined with the nostalgic pleasantness of the simple 1900's, makes for one of the most listenable programs on the air. Based on the successful publishing, motion picture and Broadway stage promotion of vehicles set in "days of yore," Jonathan Trimble" has quickly gained a loyal and growing audience.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Cast 6 to 10—orchestra 18
Auction Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

"Keeping Up With the Wigglesworths"

A fifteen minute dramatic serialization combining entertainment and economic education—a laugh and learn show. Each program represents a complete episode in the lives of the Wigglesworth family. Through family discussions, timely and topical subjects of worldwide interest are made palatable for all members of the listening audience. The various members of the family are portrayed by top-notch network talent, well directed by Laurence Hammond, with original music supplied by Lloyd Shaffer and his orchestra.

Availability: E. T.
Time Units: 15 minutes, once or on a multiple basis weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: General, including Banks and Bakeries
Cost: Nominal charge for discs—based on station power and population
Auction Facilities: Transcriptions
Submitted by: New Tools for Learning, 280 Madison Ave., New York 16, N. Y.

Klondike

Romance and adventure. English news-hound gets bumped off in Soapy Smith's Skayway saloon. Rival reporter tries to scoop gold rush. Deceased's daughter carries on. Lots of intrigue. Two couples provide double love interest. Serial, complete with logical ending with 39th episode. Saga of goldrush days in Alaska. Written by Hector Chevigny. Directed by Ted Bliss. Music by Tommy Poluso.

Availability: E. T.
Time Units: 39 quarter-hours ready, final
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Non-luxury Products
Number of Artists: Average 7
Cost: \$100 per quarter hour for complete U. S. rights
Auction Facilities: Transcriptions
Submitted by: Ralph L. Power, Advertising, 767 Castelar St., Los Angeles 14, Calif.

"Living Pages From the Book of Life"

Fifty-two half-hour, non-sectarian dramatization of the world's most-loved Bible stories popular with Christian and Jew, Catholic and Protestant. Done in dignified but simple modern English. All-star Hollywood cast; European symphony orchestra musical curtains and backgrounds.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Any time
Client Suitability: Banks, Life Insurance, Trust Companies, Department Stores, Dairies, Bakeries, Public Utilities, Mortuaries, Memorial Parks
Number of Artists: 10 average
Cost: \$15.00 to \$75.00 per episode on 52-weeks contract, depending on population of primary area served
Auction Facilities: Transcriptions
Submitted by: George Logan Price, Inc., 946 South Normandie Ave., Los Angeles 6, Calif.

DRAMATIC SERIES

"Love Making, Inc."

A show for girls from six to sixty. A romantic musical comedy in 26 hilarious episodes giving "lessons in love" to the tune of music that you will hum or whistle all day. This series was produced with an all-star cast and original music. Audition pressings are available on request on lateral or vertical World pressings.

Availability: E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Female and entire family
Suggested for: Anytime
Client Suitability: Ladies' Ready-to-Wear, Department Stores, Beauty Aids, etc.
Auction Facilities: Transcriptions
Submitted by: Transcribed Radio Shows, 2 West 47th St., New York 19, N. Y.

Manhunt

A fast, exciting mystery adventure. Superbly written, expertly cast, featuring Larry Haines, Jean Ellyn, Maurice Tarplin, etc.

Availability: E. T.
Time Units: 15 minutes, one weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: Approximately 5
Cost: ET—based on population
Auction Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

March of Science

Stories that have been done so successfully in the movies now brilliantly dramatized on the air. Stories of the great men of science such as Louis Pasteur, Edison, Alexander Graham Bell, Madam Curie, etc. Network actors.

Availability: E. T.
Time Units: 30 minutes, one weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon, or evening
Client Suitability: Any type
Cost: ET—based on population
Auction Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

"Marriage With Susan"

Jane Withers stars as "Susan" in this delightful comedy-drama series written by radio's famous Jane Crusinberry. A complete story each week with the added plus of a continuous story line, will assure "Marriage With Susan" a top rating per dollar invested by a client. Audition scripts are available.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Auction Facilities: Will pipe live talent
Submitted by: Trans-World Productions, John Marshall-John More, 6500 Yucca St., Hollywood 28, Calif.

Married for Life

"Married for Life" combines realism and dramatic story with the basic appeal that marriage and the wedding ceremony generally have for women. It emphasizes the seriousness of marriage and at the same time touches that sympathetic good feeling we all have toward young people and their desire to have a good start in married life. "Married for Life" helps every listener relive the memories of his Bride-and-Groom-days. From the dedication line "to patience, loyalty, love and understanding that lead to lasting marriage," through the dramatization of the couple's story, their interview, the audience participation, the gifts and music, the

poems and songs, the program is done with dignity and good taste. "Married for Life" takes the whole field of daytime radio into a new dimension of dramatic realism.

Availability: Live talent
Time Units: 30 minutes, 5 weekly
Audience Appeal: Adult
Suggested for: Morning
Client Suitability: General—excellent merchandising possibilities
Number of Artists: Cast 3 to 6, singer and organist
Auction Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Meet Mr. Magic

Meet Mr. Magic (Steve Wayne) and follow his exciting escapades as he solves the most baffling mysteries with the aid of common sense magic. Steve, a magician at the famous "Blue Parrot" Night Club has a secret passion for crime detection. With girl friend Gloria and Police Inspector Farrell he chases murderers, embezzlers and spies through many merry half hour episodes. Each show teaches a cute trick to the listener, neatly tied in with the sponsor's product. Meet Mr. Magic and watch him pull a terrific Hooper rating out of his hat.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of product
Number of Artists: 3 regulars, 4 additional
Auction Facilities: Will pipe live talent
Submitted by: International Radio & Television Features, 152 East 53rd St., New York 22, N. Y.

Mercer McLeod . . . The Man With the Story

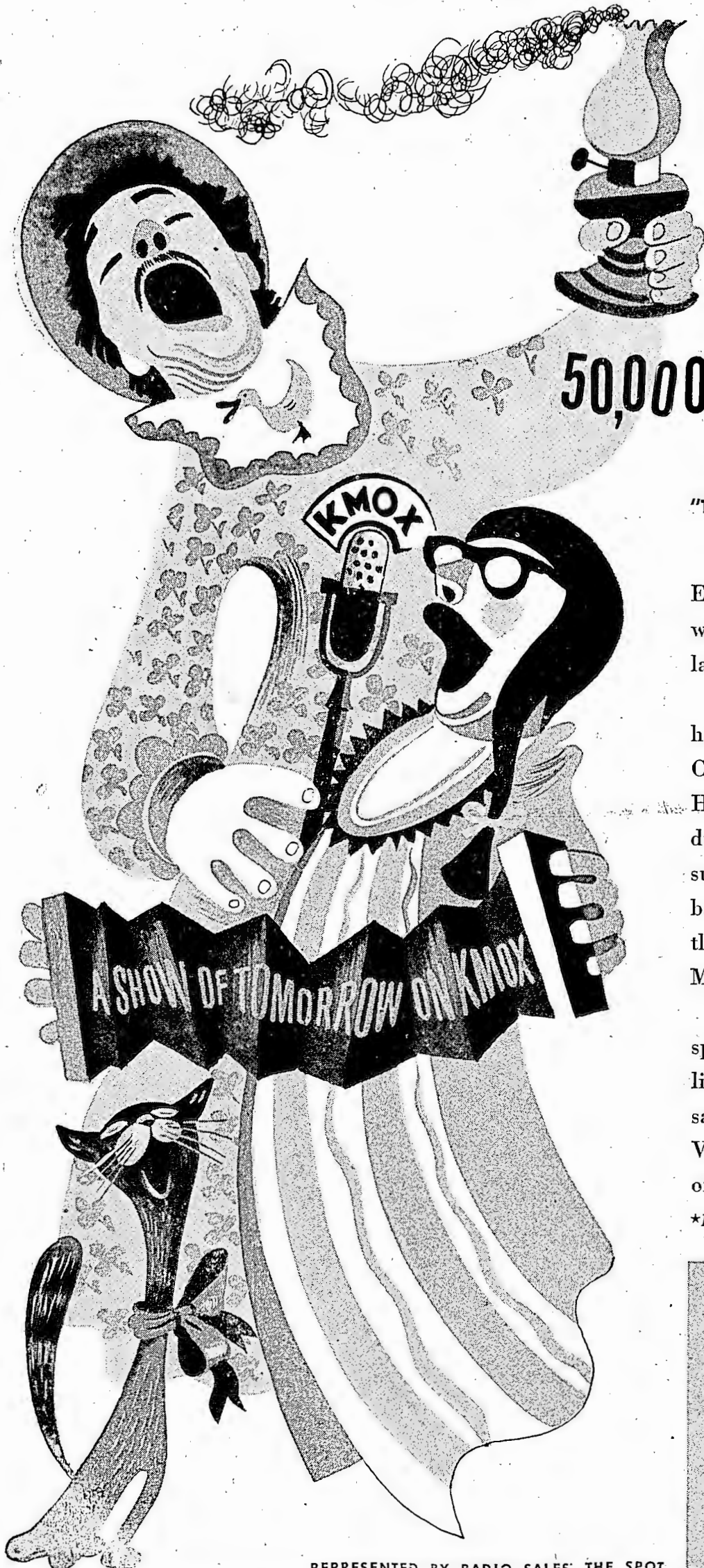
Eerie tales dramatized by Mercer McLeod, master storyteller—all male parts played by McLeod himself—feminine parts played by his wife, Reta—these exciting, unusual stories will appeal to all—recreate experiences of adventure, suspense, mystery—some of them improbable perhaps, but not impossible—The New-Made Grave, The Invisible Wound, The Mysterious Drawing—these are but a few of the intensely dramatic tales told by Mercer McLeod—The Man With the Story.

Availability: E. T.
Time Units: 15 minutes, 2 times weekly
Audience Appeal: Female and male
Suggested for: Afternoon or evening
Client Suitability: General
Number of Artists: 3
Cost: Available at syndicated rates
Auction Facilities: Transcriptions
Submitted by: NBC Radio Recording Division, National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Miracle Doctors

The true and exciting facts about miraculous medical discoveries told by Dr. Frederic Damrau. Authentic episodes are dramatized by flashbacks. This series will prove that truth is stranger than fiction. All programs will deal with discoveries touching the lives and emotions of millions of listeners.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 2
Cost: Adjustable
Auction Facilities: Live talent
Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.



50,000 watts of laughter

**"THE CHUCK BARNHART SHOW"
ON "THE VOICE OF ST. LOUIS"**

Every weekday night at 10:15, the 50,000-watt voice of KMOX touches off gales of laughter in 63 counties of two states*.

Our chuckle provoker is "The Chuck Barnhart Show"—a carefree free-for-all staged by Chuck Barnhart and his clowning stooge, Howard Dorsey. Breathcatching interludes during these fifteen frenzied minutes are supplied by Lorraine Parker. She warbles ballads of the day to the accompaniment of the 20-piece KMOX orchestra batoned by Music Director Seth Greiner.

"The Chuck Barnhart Show" holds a warm spot in the hearts of mid-Mississippi Valley listeners...and offers an ideal spot for your sales message. Check Radio Sales or "The Voice of St. Louis" for details about this show of tomorrow that's available *today* on KMOX.

*KMOX Nighttime Primary Area, 7th Series 1944.

KMOX

COLUMBIA OWNED
50,000 WATTS
CLEAR CHANNEL

THE VOICE OF ST. LOUIS

REPRESENTED BY RADIO SALES; THE SPOT

BROADCASTING DIVISION OF CBS WITH OFFICES IN NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, SAN FRANCISCO, ATLANTA

"Miss Marple"

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

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Depending on individual script
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: Basch Radio Productions, 17 East 45th St., New York 17, N. Y.

"Murder At Midnight"

"Murder at Midnight" . . . the clock ticks stabbing at the skies . . . the invariable heart-beat of unyielding time as death! "Murder at Midnight" is as sweet—but brewed with drugs, dissonance, dolor. "Murder at Midnight" is the best mystery-horror series! Unbelievably—really unbelievably original—old tales from the arsenic-dipped pens of America's best horror-struck authors. Skillfully directed by one of radio's greatest directors. "Murder at Midnight" is a show that will make America shudder, dial your station. Murder, calculated murder—at Midnight!

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Adults
Suggested for: Evening (midnight)
Client Suitability: General
Number of Artists: 10 to 12
Cost: Based upon size of station and market
Audition Facilities: Transcription
Submitted by: Louis G. Cowan, Inc., 250 W. 57th St., New York, N. Y.

"Prayer Was Answered"

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

Availability: E. T.
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Banks, Mortuaries, makers of name brand household goods
Number of Artists: 4 to 6 plus music
Audition Facilities: Transcriptions
Submitted by: Charles Michelson, Inc., Radio Transcriptions, 67 West 44th St., New York 18, N. Y.

"Mystery House"

Fifty-two thrilling mystery stories. The most flexible format of any mystery on air—built around publishing firm owned "Mystery House," owned and operated by Barbara and Dan Glenn. As obtained in opening of each show, staffs out best stories before publishing them. Device permits wide variety of settings and backgrounds and yet maintains important factor of two constant themes. A 10.5 Hooper over WGN, Chicago.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening, 7-10:30 p.m.
Client Suitability: General

Number of Artists: 8 to 11 depending on script
Cost: Based on size of city
Audition Facilities: Transcriptions
Submitted by: Harry Goodman Radio Productions, 19 E. 53rd St., New York 22, N. Y.

New York State Troopers

A series of dramatizations of true stories taken directly from the files of the New York State Police. Fictitious names are used for the characters involved but the real names of the officers are used. This program, originating at WHAM, has set a record of 456 consecutive broadcasts.

Availability: Live talent
Time Units: One-half hour weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Varies from 5 to 15
Audition Facilities: Transcriptions
Submitted by: Station WHAM, Rochester 4, N. Y.

Nick Carter

The "Nick Carter" stories originally saw the light of day way back in 1886. And from then until now, the doings of this master detective have thrilled audiences throughout the world, wherever they've been read, heard or seen. Nick Carter is a man of his word; a man of forceful and forthright thinking; of direct and speedy action. As a consequence, the programs are as entertaining as the fastest-moving detective stories of the day. Still "tops" in its field, "Nick Carter" should grow more and more entertaining to radio audiences, for generations to come.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 7 to 9—plus organist
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

"Nite Cap Yarns"

This program, starring Frank Graham, was written to appeal to the readers of "pulp" magazines and comprised of five programs weekly and was released in the late evening. Each program is complete in itself and comprises a varied type of story. It was a nightly feature of the Columbia Broadcasting System's Pacific Network and originally ran for one year. The program was repeated in this area by public request. Open for all territories east of Denver.

Availability: E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Male
Suggested for: Evening
Cost: One-third of station time paid by sponsor
Audition Facilities: Transcriptions
Submitted by: Selected Radio Features, 1583 Cross Roads of the World, Hollywood 28, Calif.

Noises in the Night

Who has not heard Noises in the Night? Who can truthfully say that the sudden screech of a cat—a window opening stealthily—or the drip of water from a faucet, has not at some time or other frightened them out of their wits? This series of hair-curling stories has been constructed around dozens of familiar or unfamiliar sounds—Noises in the Night! Noises in the Night aims at the terrifying and frightening rather than the mystifying . . . Noises in the Night is not a detective show . . . there is no attempt to solve or explain.

DRAMATIC SERIES

Availability: E. T.
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Adult
Suggested for: Late evening
Client Suitability: General—good for Beer accounts
Number of Artists: 4 to 5 people
Cost: Based on size and number of stations and markets
Audition Facilities: Transcriptions
Submitted by: Premier Radio Enterprises, Inc., 3033 Locust St., St. Louis 3, Mo.

O'Hanna—Private Detective

A mystery series based on the short stories of Dale Clark, well-known mystery writer. Scene is laid at swank California resort hotel, with O'Hanna as hotel dick. Stories have loads of excitement plus local color. Name star will handle title role.

Availability: Live talent
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 7 to 9
Audition Facilities: Will pipe live talent
Submitted by: Production Associates, 545 Fifth Ave., New York 17, N. Y.

Once to Every Family

This is a teen-age in-as-much as the central characters are selected from that particular group of youngsters. Stories are written by the editor of a national magazine published for children, talent is tops, direction and music in keeping with a splendid show.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Foods, household utilities, etc.
Number of Artists: Each cast varies aside from main characters
Cost: In accord with production
Audition Facilities: Transcriptions
Submitted by: Geo. R. Bentel Agency, 6606 Sunset Blvd., Hollywood 28, Calif.

Parents' Magazine on the Air

Based on world-famous Parents' Magazine. Regular features include "Out of the Mouths of Babies," Father and Mother Brown and their children, the dramatized advice of baby experts including talks by Advisory Editors. Complete merchandising tie-up.

Availability: E. T.
Time Units: Fifteen Minutes, 1 weekly
Audience Appeal: Female
Suggested for: Morning, afternoon, or evening
Client Suitability: Department Stores, Bakers, Dairies, Laundries, etc.
Number of Artists: Approximately 10
Cost: ET—based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

Philo Vance

An outstanding half hour adventure-detective program. Written by S. S. Van Dine, 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 pictures . . . a total of twelve have been released to date. On the network, Philo Vance has proved an audience-winner. Now avail-

able for regional and local sponsorship via transcription.

Availability: E. T.
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types who want a large audience
Number of Artists: Approximately 10 per program
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

Policewoman—Mary Sullivan

The story teller will be an actress impersonating Mary Sullivan who for years has been Head of Women Detectives on New York's Police force. The program is devoted to a re-enactment and expose of confidence games that are perpetuated on women exclusively and also deals with women criminals and how they were caught. We believe this is the first time any such type of program has been slanted exclusively toward a woman's audience.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: General
Submitted by: American Broadcasting Company, 30 Rockefeller Plaza, New York, N. Y.

"Press Club"

A program based upon mystery stories originating in the Editor's office of a daily newspaper. Each show complete in itself.

Availability: E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of client
Number of Artists: Average 6
Cost: One-third of station time as paid by the sponsor
Audition Facilities: Transcriptions
Submitted by: Selected Radio Features, 1583 Cross Roads of the World, Hollywood 28, Calif.

Psalm of Life

Although the Psalms of David supply the themes for this dramatic series it is not a religious program. It is inspirational. It is powerful drama touching the innermost depths of human emotion—a suitable vehicle for high quality institutional advertising.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Week-end afternoon or evening
Client Suitability: Banks, Insurance Companies, Public Utilities, Automobiles
Number of Artists: 5 to 10 plus Orchestra (optional)
Submitted by: Ann Barbinel Prod., 54 Riverside Drive, New York 24, N. Y.

"Pulitzer Prize Plays"

The Pulitzer Prize . . . the greatest award bestowed upon the work of the writer in literature, the theatre or journalism. Here is a series presenting these chosen works to the radio listener. Each week brings to the airways the finest plays, histories, biographies and news stories, adapted for radio. There is an ever-increasing wealth of material for this show, which presents the author of each

A SHOW OF TOMORROW ON WBBM

Showmanship

with a Light Touch



It's WBBM's "Dangerous Age"

WBBM steers clear of the heavy heart formula in its new light-hearted daytime serial — "The Dangerous Age". The program keeps tab on the escapades of two sisters, Ellen and Vicky Carroll, teen-agers with a breathtaking zest for life. Offering a poor anchor to windward is their mother—a young beau-beset divorcee. It's a frolicking story of a mother and her daughters, well seasoned with WBBM showmanship and originality.

"The Dangerous Age" is custom built to reach a big buying feminine audience. WBBM has that audience—the largest daytime listening audience in Chicago.* Call us or Radio Sales for details about this show of tomorrow that's available today on WBBM.

*Hooper Report (Feb.-April, 1946)

WBBM
 COLUMBIA OWNED
 50,000 WATTS • 780 kc
 WBBM'S Showmanship Show

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS • OFFICES IN NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, SAN FRANCISCO, ATLANTA

work as often as possible. Pulitzer Prize
 is the answer to the cry for fine
 entertainment. Narrator—N. Y.
 Critic, Robert Coleman.
 Availability: Live talent
 Time Units: 30 (or 60) minutes, once week-
 ly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: All types
 Number of Artists: Depending on script
 Audition Facilities: Will pipe live talent
 Submitted by: International Radio & Telo-
 vision Features, 152 East 53rd St.,
 New York 22, N. Y.

Radio Theater of Famous Classics

Radio Theatre of Famous Classics" is
 an all-hour dramatic show bringing to the
 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
 acted. 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 and E. T.
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Sunday afternoon or eve-
 ning
 Client Suitability: Manufacturer of trade
 name brand or large trade retailer
 Number of Artists: 7 to 16
 Cost: Transcribed show from \$10 per pro-
 gram up; as live network show fea-
 turing name guest star lead, \$3500
 weekly
 Audition Facilities: Transcriptions
 Submitted by: Kermit-Raymond Radio Pro-
 ductions, 8 E. 52nd St., New York 22,
 N. Y.

"Salute to Song"

The Musical Hit Show of 1946. This new
 series of 52 programs features fine actors
 and vocalists in dramatizations of never-
 before-forgotten songs including: "After the
 Gun Is Over," "Meet Me in St. Louis,
 Mo.," "I'll Take You Home Again, Kath-
 arine," and many others. Excellent produc-
 tion, grand old-time favorites and good
 continuity insure wide appeal. Audition
 passing available upon request.

Availability: E. T.
 Time Units: 15 minutes, 1, 2, or 3 times
 weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: Department Store, La-
 dies' Ready-to-Wear, Jewelers
 Number of Artists: 38
 Audition Facilities: Transcriptions
 Submitted by: Transcribed Radio Shows,
 2 West 47th St., New York 19, N. Y.

"Secrets of the Secret Service"

"Secrets of the Secret Service" . . . the
 relentless pursuit of those falcons of
 justice in tracking down the counterfeiter
 and the plotters against the Government
 and the lives of the President and his
 family . . . what matter to them, if in their
 pursuit of the criminal they uncover murder,
 arson, espionage . . . it's in a day's
 work. Based on the actual experiences
 of Capt. Thomas J. Callaghan, for thirty-
 seven years a member of the Secret Ser-
 vice and from actual case files, Capt.
 Callaghan in his role of narrator takes the
 listeners through some thrilling escapades.
 Availability: Live talent, E. T.
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family

Suggested for: Evening
 Client Suitability: General
 Number of Artists: 10 to 12
 Audition Facilities: Transcriptions
 Submitted by: Richard Bradley Association,
 20 No. Wacker Drive, Chicago 6, Ill.

Snow Village

This program originated in 1930 and
 has been one of radio's outstanding suc-
 cesses. Written weekly by Mr. William
 Ford Manley, the two leading roles are
 played by Arthur Allon and Parker Fon-
 nolly. The stories, complete in each week-
 ly episode, depict a typical segment of
 American life as seen through the eyes
 of the little New Hampshire hamlet,
 known as Snow Village.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General
 Number of Artists: 4 to 6 plus organist
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting Sys-
 tem, 1440 Broadway, New York 18, N. Y.

Something New

Something New is exactly what the
 name implies—a new dramatic show pre-
 sented in a unique format with new
 voices and new plays by radio's top
 playwrights.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: Cosmetics, Hair Oils,
 Lotions, etc.
 Number of Artists: Each program calls for
 special cast
 Cost: Low budget for Regional or TC
 broadcast from Hollywood
 Audition Facilities: Transcriptions
 Submitted by: Geo. R. Bentel Agency,
 6606 Sunset Blvd., Hollywood 28,
 Calif.

SRO—(Standing Room Only)

Dramas run from the mysterious and
 social problem type to dramatizations of
 Public Service promotions. When straight
 drama is used then 5 to 7 minutes is
 allocated to a message from some Public
 Service Bureau. For commercial purposes
 there could be a short opening; a middle
 commercial and a closing one.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Adults
 Suggested for: Evening
 Client Suitability: Most any type that
 wants a good listening audience, to
 get its message to
 Number of Artists: 3 to 8
 Submitted by: WEBB, 23 North St., Buffalo
 2, N. Y.

"Story Rejected"

"Story Rejected" . . . ever written a
 story? . . . turned down by the publisher,
 eh? . . . send it to Story Rejected . . .
 if it has overlooked merit . . . it will be
 dramatized for radio . . . writer will re-
 ceive \$100. The chance authors have been
 waiting for. The stories submitted will
 provide all types of programs . . . sponsor
 in role of public benefactor . . . aiding
 writers . . . established and otherwise
 . . . the new gimmick makes it enticing
 to listener. They love the "underdog."
 Explanation at tag end as to why story
 in original form was rejected.
 Availability: Live talent, E. T.

DRAMATIC SERIES

Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General
 Number of Artists: 10 to 12
 Audition Facilities: Transcriptions
 Submitted by: Richard Bradley Association,
 20 N. Wacker Drive, Chicago 6, Ill.

Suspicion

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

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

Tales of a Wanderer

A startling premise advanced in the first
 few seconds—then an exotic, incredible
 dramatic tale related by the Wanderer—
 to whom the strange, the weird, the dis-
 tant and inscrutable are part and parcel
 of his amazing past. New lands and lo-
 cales for adventure—or terror! The Wan-
 derer touches the stream of countless lives
 —and brings the drama to us! Eerie,
 haunting, thematic music.

Availability: E. T.
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: General
 Number of Artists: 3
 Cost: Based on station time rates. \$5.00
 minimum
 Audition Facilities: Transcriptions
 Submitted by: Arthur W. Field Produc-
 tions, 6233 Hollywood Blvd., Holly-
 wood 26, Calif.

The Adventures of Jane Arden

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

Availability: E. T.
 Time Units: 15 minutes, 3 or 5 weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: General
 Audition Facilities: Transcriptions
 Submitted by: Webber Radio Programs,
 401 Shops Building, Des Moines 9, Ia.

The Avenger

Fifty-two half-hour programs, complete
 in each episode, presenting the Adven-
 tures of "The Avenger" in his fight against
 crime. Produced as a companion feature
 to "The Shadow" this mystery thriller
 offers adventures, agencies and stations
 network caliber production. The principal
 characters are bio-chemist Jim Brandon
 (The Avenger), his assistant Fern Collyer,
 played by Dick Janiver and Helene Adam-
 son. The Avenger is built for family ap-
 peal with adult appeal dominating.

Availability: E. T.
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Family Products, Adult
 Package Products
 Number of Artists: 8 to 14
 Audition Facilities: Transcriptions
 Submitted by: Charles Michelson, Incor-
 porated, 67 West 44th St., New York
 18, N. Y.

The Dixie Radio Theater

Series of original radio plays, of varied
 types, but generally slanted for Southern
 audience, featuring local talent. Series has
 received favorable comment from audi-
 ence. Merchandising possibilities good
 if bought by local firm, or in a contest
 manner if by national.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening (now at 10:30
 Tuesdays)
 Number of Artists: Varies from approxi-
 mately 5 to 10
 Audition Facilities: Transcriptions
 Submitted by: WSB, Biltmore Hotel, At-
 lanta, Ga.

"The Green Hornet"

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

Availability: Live talent and E. T.
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Breakfast Cereal,
 Creamery or and product with mass
 appeal
 Number of Artists: 8
 Audition Facilities: Transcriptions
 Submitted by: King-Trendle Broadcasting
 Corp., Station WXYZ, 17th Fl., Stroh
 Bldg., Detroit 26, Mich.

The Grey Seal—The Adventure of Jimmie Dale

A mystery story based on the Jimmie
 Dale series of books written by Frank L.
 Packard (author of The Miracle Man). The
 Jimmie Dale series was one of the most
 popular mystery novel series from 1914
 through 1930, with 2,000,000 copies of the
 books sold. A well-known movie star will
 play the title role.

Availability: Live talent
 Time Units: 30 minutes, 1 time weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Number of Artists: 7 to 9
 Audition Facilities: Will pipe live talent
 Submitted by: Production Associates, 545
 Fifth Ave., New York 17, N. Y.



Hitch your wagon to our Stars

...WBT's "CAROLINA HAYRIDE"

We hitched a wagon to the stars...WBT's stars. Now every Saturday night, they take listeners in 100 counties* on a carefree "Carolina Hayride"—WBT's new 9:15 to 11 P.M. jamboree.

Our team of stars have a pulling power that can't be beat in the Carolinas. There's GRADY COLE, two-time winner of a personal Variety plaque...THE JOHNSON FAMILY, whose own show draws 61% of all listening families in the WBT Primary Area†...ARTHUR SMITH AND HIS CRACKERJACKS, cited by Variety in '45 for outstanding performance on CBS...THE BRIAR-HOPPERS, for the past eleven years sponsored by the same advertiser...FRED KIRBY, famed

recording artist and composer of the current hit, "Atomic Power"...THE SWANEE RIVER BOYS, one of the country's best quartets...CLAUDE CASEY AND HARRY BLAIR, both noted Victor recording artists...and LEE KIRBY, star of a host of successful WBT productions.

After riding the airways over a coast-to-coast CBS network on Saturday afternoons, "Carolina Hayride" now is available for local sponsorship on Saturday nights—in time blocks tailored to fit your pocketbook. To hitch *your* wagon to our network-calibre stars, call us or Radio Sales about "Carolina Hayride"—a show of tomorrow that's available *today* on WBT.

*WBT Nighttime Primary Area, CBS Listening Area Study, 7th Series 1944 †CBS Listener Diary, Spring 1945

WBT SOUTHEASTERN BROADCASTING COMPANY
CHARLOTTE, 50,000 WATTS • THE SOUTH'S PIONEER STATION



Represented by Radio Sales, the Spot Broadcasting Division of CBS • New York, Chicago, Los Angeles, St. Louis, San Francisco, Atlanta

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 Brooks and many others of equal name and fame. On each show a different guest (in some cases more than one) appears with an outstanding supporting cast of Broadway and Hollywood talent. The 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 and E. T.
Time Units: 30 or 15 minutes, once or twice weekly

Audience Appeal: Entire family
Suggested for: Sunday afternoon or evening

Client Suitability: Food Products, Beverages and Home Appliances
Number of Artists: 8 to 16

Cost: \$4,000 weekly for live network show; one quarter of "A" one time rate of station used as syndicated transcribed show

Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Productions, 8 East 52nd St., New York 22, N. Y.

The Olmsted Playhouse

Nelson Olmsted, radio's foremost story teller, in a new series of radio plays based on the world's greatest contemporary short stories by authors such as Rex Beach, Somerset Maugham, Paul Gallico, Stephen St. Vincent Benet, Irwin S. Cobb, and others. Presented with musical background by Joseph Gallichio and orchestra. Olmsted loses none of the essential flavor or style of the original author, and achieves a new high standard.

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

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: General
Number of Artists: 35

Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

The Playhouse of Favorites

Features leading actors and actresses from the stage and screen in dramatizations of famous stories that never grow old—series of adventure, romance, comedy and pathos—written by such great writers as Dickens, Longfellow, etc. Some outstanding "favorites" are David Copperfield, Pride and Prejudice, Treasure Island, Tale of Two Cities—the stories remain authentic—are skillfully adapted into brilliant half-hour radio productions.

Availability: E. T.
Time Units: 30 minutes, 1 time weekly

Audience Appeal: Entire family
Suggested for: Evening

Number of Artists: 10-20
Cost: Available at syndicated rates

Audition Facilities: Transcriptions
Submitted by: NBC Radio-Recording Division, National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

The Saint

The Robin Hood of modern crime, the twentieth century's brightest buccaneer, already known to everyone through 30 best-selling novels, 8 motion pictures, and two previous radio series, in a new series of the gay and exciting adventures which have established him as the prize headache of cops and crooks alike.

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

Audience Appeal: Entire family
Suggested for: Evening

Number of Artists: 8-10
Cost: Depends whether done as star vehicle or AFRA cast

Audition Facilities: Transcriptions
Submitted by: Saint Enterprises, Inc., 314 N. Robertson Blvd., Hollywood 36, Calif.

"The Strange Cases of Dr. Morton—Humanologist"

The Strange Cases of Dr. Morton—Humanologist is a series of physiological murder mystery dramas. Dr. Morton is a humanologist dealing with inhuman and unhuman minds. "Humanology" is a word created by us merely in keeping with the subject matter of the program, and is an imaginary science which is a combination of all of the "ologies." This is a series of pure fiction based upon actual psychiatric experience. It will feature top-flight acting talent.

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

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Any national advertiser or local retail establishment
Number of Artists: 6 to 12

Cost: Upon request
Audition Facilities: Transcriptions
Submitted by: Kaye-Martin Productions, Inc., 36 West 44th St., New York 17, N. Y.

"The Vagabond Adventurer"

Tom Terriss is the last remaining survivor of the 20 people present at the opening of the Tomb of Tut-ank-ahmen in 1923. Since that time he has traveled in more than 100 countries, making motion picture travelogues which have played all over the world. Tom Terriss was on the stage for more than 20 years, and in his sketch "Scrooge" gave more than 1,000 performances in the United States. He was featured in the network shows "Letters from Abroad," "This Amazing America," "We Americans," and "Our Yanks Abroad." In "The Vagabond Adventurer," Tom Terriss dramatizes and appears in a collection of his most bizarre and exciting adventures. 13 stories, each consisting of three episodes to make a 3-times-weekly 13-week campaign. Stories are set in Mandalay, Singapore, Paris, Morocco, Egypt, Italy, and other far-off places in a colorful pageant of adventure.

Availability: E. T.
Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Any type of product
Number of Artists: 8 to 19

Cost: Based on population of market
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

DRAMATIC SERIES

The Voice of the Moment

One brief Moment in Time—fleeting, yet how charged with drama and power! One Moment in History—empires totter, or Science discovers a secret to alter the course of civilization forever! Drama in the eyes of such a Moment—told by the Voice of the Moment! A gripping format for a series of topflight suspenseful stories. In six months on a Pacific Coast network, an unbelievable Hooper on Saturday afternoons! Details on request.

Availability: E. T.
Time Units: 15 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: General
Number of Artists: 6 to 9
Cost: Based on station rates. \$10.00 minimum

Audition Facilities: Transcriptions
Submitted by: Arthur W. Field Productions, 6233 Hollywood Blvd., Hollywood 28, Calif.

This Is America

Patriotic programs dramatizing the events which are the heritage of America. Paul Revere's Ride, The Signing of the Declaration of Independence, Washington at Valley Forge, etc. Superbly dramatized, historically accurate.

Availability: E. T.
Time Units: 15 minutes, 1 weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Any type
Cost: ET—based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

This Thing Called Love

A presentation of the world's greatest love scenes of history and literature . . . each program complete in itself and a perfect cameo of romance and charm . . . delightful orchestral themes and backgrounds . . . a perfect "natural" for women . . . each program contains the heart of every famous love story . . . the pinnacle of romance and charm.

Availability: E. T.
Time Units: 5 minutes, once or 5 weekly

Audience Appeal: Female
Suggested for: Anytime

Client Suitability: Any commodity in which women are interested
Number of Artists: 3
Cost: Based upon population
Audition Facilities: Transcriptions
Submitted by: Edward Sloman Productions, 1654 Cherokee Ave., Hollywood 28, Calif.

Thrill Theater

Psychological mystery program—fastest climbing format of the day. Frank Graham does a narration-type opening and close, with an entirely new gimmick. Program is written and directed by Larry Marcus, author of "Dark Venture." Rated as tops in this type of radio drama. Half-hour or 15-minute strip.

Availability: Live talent and E. T.
Time Units: 15 or 30 minutes, once or 5 times weekly

Audience Appeal: Entire family
Suggested for: Evening

Number of Artists: 8
Cost: \$1,400
Audition Facilities: Transcriptions
Submitted by: Vallee-Vodra, 717 Equitable Building, Hollywood 28, Calif.

True Confessions

A half-hour, daily, dramatic presentation, featuring stories adapted for the air, from the nationally-known True Confessions Magazine. Designed specifically for women, each program—complete within its half-hour—deals with the basic emotional problems—love, romance, marriage, financial security—that interest a feminine audience. Fawcett Publications offers an intensive publicity tie-up between the program and their magazines.

Availability: Live talent
Time Units: 30 minutes, 5 weekly

Audience Appeal: Adult
Suggested for: Afternoon or evening

Client Suitability: General
Number of Artists: Average 5—plus organizer

Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, 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 complete story.

Availability: E. T.
Time Units: 15 minutes, 1, 2, or 3 times weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Any type
Number of Artists: 5 to 15
Cost: Based on population of market
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

"Veterans of Victory"

Back to the days of the battlefield—and what happened to our G.I. Joes. They are back now. Some have no hands and many no feet. Some are blind. What happens now? How does a grateful nation react? What can we do to repay our "Heroic Valiants?" "Veterans of Victory," the production that will really make Americans think and act. Has the cooperation of the U. S. Treasury Department and Veterans Administration. Truly great, and deserves your airing. We will sell it for you, too. Illustrated with shield-banners and printed history, with talks by prominent men connected with Veteran Organizations and Veteran Rehabilitation.

Availability: E. T.
Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Sunday afternoon or evening

Client Suitability: General
Number of Artists: 10-12
Cost: Aired with the cooperation of the Radio Station

Audition Facilities: Transcriptions
Submitted by: National Radio Features, 100 State St., Albany 7, N. Y.



A SHOW OF TOMORROW ON KNX

Songs of Yesterday

...*"The Hollywood Barn Dance"* on KNX

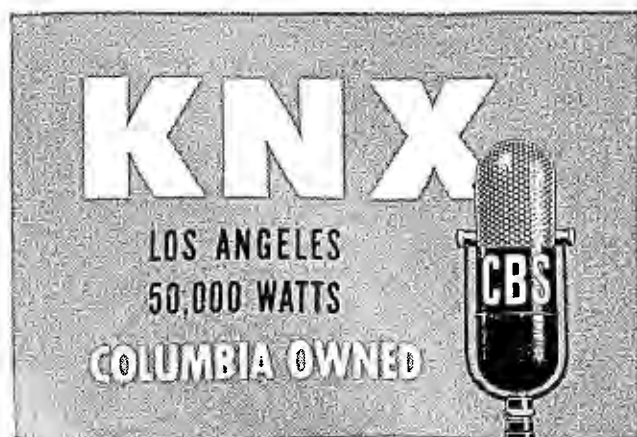
Recapturing the spirit and songs of Far Western yesteryears, "The Hollywood Barn Dance" ranks as a show of tomorrow.

Broadcast over KNX—CBS in Hollywood—"The Hollywood Barn Dance" is Western entertainment at its rollicking best. For 30 minutes it rocks to fiddle-paced rhythms and rolls with gales of laughter.

It's a corral-ful of top talent. There's Cottonseed Clark as emcee; music by Foy Willing and

His Riders of the Purple Sage; Johnny Bond, famed western funny man; Cliffe Stone, the hilarious heckler; Ken Card, and his banjo; Tex Atchison, champion fiddler; Colleen Summers and The Southerners. No wonder thousands upon thousands of Southern California's adopted and native-born sons (and daughters, too) listen to "The Hollywood Barn Dance" from 10:15 to 10:45 every Saturday night!

If you're trying to round up the rich Southern California market, you can do it with "The Hollywood Barn Dance". Call us or Radio Sales for details about this show of tomorrow that's available *today* on KNX.



Columbia's Station for All Southern California
 REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
 NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, SAN FRANCISCO, ATLANTA

"Answer Me This"

A musical quiz . . . with music . . . conducted by local announcer, with studio guests as contestants. Questions are given around selections and artists in the associated transcription library. Listeners have a chance for prizes in weekly "Memory song" and "local musical history" contests. Format lends excellent possibilities for promotional tie-ins with retail music shops, motion picture theaters, picnic clubs, etc.

Time Units: 15 or 30 minutes, 1 time weekly

Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Audition Facilities: Scripts
Submitted by: Associated Program Service, Inc., 151 West 46th St., New York 19, N. Y.

"Dinner at the Maxwell House"

Interview-quiz of diners in ornate dining room of famous old Maxwell House, with prizes and music. Music supplied by localist, accompanied by accordion. Two announcers. Questions vary, but usually follow theme of historical information, set in location in famous old hostelry.

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

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: General, but more especially with products associated with dining . . . silverware, food, china, kitchen electric appliances

Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: WLAC, Nashville Tenn.

"Do Re Mi for You"

"Do Re Mi For You" is an easy, fast, amusing musical game that can be played by everyone, and holds the interest of a wide radio audience and an enthusiastic studio audience, for 15 minutes each day. The game is a simple reverse of the "Guess The Tune" idea, only in "Do Re Mi For You," the listener submits the name of a well-known published song and challenges the Organist to play it. If the listener's song is used on the program and the Organist is not able to play it, the listener who submitted the song title receives a prize. During each broadcast approximately 15 songs are played.

Availability: Live talent
Time Units: 15 minutes, 3 or 5 times weekly.

Audience Appeal: Entire family
Suggested for: Anytime

Client Suitability: Any type, particularly household

Number of Artists: 3
Cost: On request

Audition Facilities: Transcriptions
Submitted by: WIP, 35 S. 9th St., Phila. 7, Pa.

Feel and Tell

This is man-on-street show. Large box decorated with station call letters contains variety of everyday articles. Interviewee reaches in and tries to guess article picked up. If he does, a certain amount of money is given. If he names a song connected with the article, more money. Text, a movie title suggested by article—

more money. Articles are changed each day. If all "article questions" are answered, participant receives the article—alarm clock, thermometer, mouse trap, etc. (Title and format copyrighted 1946.)

Availability: Live talent
Time Units: 15 minutes, 5 times weekly.
Suggested for: Monday 9-12 noon.

Client Suitability: General. Or front of theatre or department store

Number of Artists: MC and assistant
Cost: According to market
Audition Facilities: Transcriptions
Submitted by: WKIX, Inter-City Advertising Company, Inc., 1127 Lady Street, P. O. Box 1133, Columbia, S. C.

Fight to a Finish

This is a half-hour audience participating quiz, slanted for the teen-age market. Stu Wilson, one of the top mcees in the business, handles the fast paced musical offering. The show is geared to a definite coverage.

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

Audience Appeal: Juvenile
Suggested for: Saturday afternoon

Client Suitability: Sponsors of cosmetics, clothes, beverages, etc.

Number of Artists: 1
Cost: Depending on stations used or coverage wanted

Audition Facilities: Transcriptions
Submitted by: Cruger Radio Productions, 5800 Carlton Way, Hollywood 28, Calif.

For Ladies Only

Audience participation broadcast presented from the stage of a local Theatre. Title was chosen by client who purchased program. Prizes in money offered on each broadcast and in addition theatre passes and promotional gifts will be given on each show. Programs embracing audience participation idea can be built.

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

Audience Appeal: Entire family
Suggested for: Afternoon

Client Suitability: Already sponsored by Roanoke Gas Co.

Number of Artists: 4
Cost: Other programs in this category can be built. Cost on request

Audition Facilities: Transcriptions
Submitted by: Radio Station WDBJ, P. O. Box 150, Roanoke 2, Va.

"Going Up"

A remote control broadcast from a Department Store. Contestants selected daily by a new twist in advertising questions! A gift-packaged program with contestants winning purchase certificates (amount optional) to be used in any department, any floor in the store! A solid commercial show, (commercial listeners will hear and remember!) A "must" in advertising for every department store in the country, but, when limited to one per city, the increase in sales will be amazing!

Availability: Live talent
Time Units: 30 minutes, 5 or 6 days weekly

Audience Appeal: Female
Suggested for: Morning-forenoon

Client Suitability: Department store
Number of Artists: 1 (Emcee)

Audition Facilities: Format available
Submitted by: Radio Station KTOH, Oklahoma City 2, Okla.

"Guesso"

"Guesso" is a game of skill in which the listening audience, both young and old, may play. Here is one of radio's newest, easiest and most delightful radio games, loads of fun for everyone. Easy to play based entirely on skill. The game of "Guesso" is based on the audience's ability to detect the name of a vocalist, title of a song, name of a sound, or the identity of some famous personality. All of these go to make up the game of "Guesso." "Guesso" is conducted by Murray Arnold, well-known radio master-of-ceremonies, and conductor of many tried and proven radio programs. Murray Arnold is Program Director of WIP. The program is produced by Edward Wallis, well-known producer of many radio and contest games such as "Dollars To Dollars," "Musi-Quiz," and "Guesso."

Availability: Live talent and E. T.
Time Units: 1/2 hour weekly

Audience Appeal: Entire family and Juvenile

Suggested for: Evening
Client Suitability: Varied

Number of Artists: 3
Cost: On request

Audition Facilities: Transcription
Submitted by: WIP, 35 S. 9th St., Phila. 7, Pa.

How Well Can You Spell

Listeners send in words of all types but proper names and medical names are not allowed. Announcer picks telephone numbers from book each day at random. People called are asked to spell the word selected and each day the word goes unspelled the sender of the word gets an additional dollar and, of course, the eventual speller of the word receives whatever the word is worth the day they spell it. Program has wide listening audience and words sent in by listeners are innumerable. Merchandising possibilities are good.

Availability: E. T.
Time Units: 15 minutes, Mon. thru Fri.

Audience Appeal: Entire family
Suggested for: Afternoon

Client Suitability: Any commercial advertiser could use show

Number of Artists: 1
Cost: \$100 Weekly

Audition Facilities: Transcriptions
Submitted by: WLBC, Radio Center, Muncie, Ind.

If It Had Been You

"If It Had Been You" is an audience and listener participation show which presents a series of self-contained dramatized quiz playlets. In these shows the principals are confronted with a grave problem or crisis in which the difference between life and death can only be solved by quick thinking and almost instant action. Several courses are presented but only one is correct. It is for the audience to discover which is correct from the dramatization. The solution is dramatized in the following episode.

Availability: E. T.
Time Units: 15 minutes, once or twice weekly.

Audience Appeal: Afternoon, evening

Number of Artists: 5 to 7
Unit Cost: Dependent upon market

Audition Facilities: Transcriptions

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

"Inter-Collegiate Quiz"

Interesting and exciting treatment of battle of wits between teams representing girl's and men's colleges. Show tours and plays in auditoriums and gymnasiums on the campuses. Name band with program, plays at school prom following radio show. Universal interest and appeal. Prizes to individual contestants and teams.

Availability: Live talent and E. T.
Time Units: 30 minutes, 1 time weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: General
Number of Artists: 2, plus band

Cost: Moderate
Audition Facilities: Transcriptions and will pipe live talent

Submitted by: Douglas F. Storer, 1270 Sixth Ave., N. Y., N. Y.

"Invitation to College"

"Invitation to College" makes radio history with a college scholarship as grand-prize-climax to thirteen weeks of fast-moving quiz programs for highschool students. This series of half-hour history quizzes has been carefully planned to the last detail. Scripts, operational procedure, directions for the quiz-master, and a full scholarship are tied up in an outstanding package. "Invitation to College" is a network-caliber production designed to raise community interest to fever pitch as local students compete for a college education.

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

Audience Appeal: Juvenile; entire family
Suggested for: Evening

Client Suitability: Highest type. Banks, large corporations, etc.

Number of Artists: Six to ten students, and quiz master

Cost: Based on market-area
Audition Facilities: Transcriptions

Submitted by: B. Ellis Associates, 11 E. 44th, New York City

"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 goodwill . . . as well as amuse the public. Schools and colleges endorse the idea. Broadcast over NBC for 23 weeks, and telecast over ABC Television. Good tie-up for both audio and video.

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

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: General
Number of Artists: Frances Scott, guest star, 4 actors, orchestra and piano

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: Basch Radio Corporation, 17 East 45th St., New York 17, N. Y.

A capital gain for the nation's capital

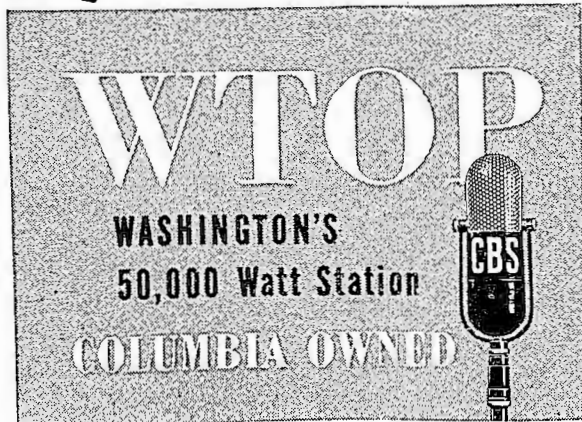
...WTOP's "Meet the Missus"

WTOP made an investment in imagination that's paying big dividends to listeners in the nation's capital. We took a program idea that had proved itself from coast to coast... altered it to fit the special wants of Washington... and then invited D.C.ers to "Meet the Missus."

Has Washington accepted our invitation? Matrons, teenagers — and men too — are clamoring for tickets. We're booked up solid weeks in advance. Yet the show has been on the air for just a little bit more than a month.

Ed Gallaher, a nimble-witted gentleman with a talent for talk, presides over our 1:00 to 1:30 Saturday afternoon funfest. From a Simple Simon goldfish bowl he fishes up stunts that throw contestants into confusion and keep listeners laughing. Prizes range from fat dressed hens to nylon stockings and dinners at Washington's favorite nightspots.

To make a capital gain in the nation's capital, we suggest you "Meet the Missus." We or Radio Sales will be glad to tell you more about this show of tomorrow that's available *today* on WTOP.



REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, SAN FRANCISCO, ATLANTA

"Lobby Parley"

Howard Jones, veteran announcer and radio liberator, at 12:15 to 12:30 noon, Monday through Friday, puts a microphone under his arm and fares forth to the Benjamin Franklin Hotel Lobby to find out what the "man in the street" thinks about the world and its doings. A definite topic carefully thought out in advance—is the subject of discussion each particular day's interview. Naturally these subjects are ones that are present parading through the minds of anyone who is alert to the news of the

Availability: Live talent
Time Units: 15 minutes daily, 5 times weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Food, clothes, drug advertisers
Number of Artists: 2 to 3
Submitted by: On request
Auction Facilities: Transcription
Submitted by: WIP, 35 S. 9th St., Phila., Pa.

Man With the Hat

This is a man on the street program with a different twist. Don Bell, station man wearing a top hat with questions taped to the inside band, talks to passers-by, then doffs his hat and asks them to choose one of these questions. Questions earn participants cash awards and are from simple ordinary questions to request to have person sing a song, wear a jig, or walk barefooted to the street and back. Anything can happen and usually does.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: General
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: WJW, 1375 Euclid Ave., Cleveland 15, O.

"Meet Your Neighbor"

"Meet Your Neighbor" is a half-hour audience participation quiz show built on the idea that neighbors don't know as much about one another as they think they do. Pairs of previously selected neighbors compete against each other for prizes in an attempt to discover which one knows more about the other. Featured contest features are "The New Neighbor of the Week" and "The Best Neighbor I Ever Had," both selected on the basis of letters to the station.

Availability: Live talent
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General
Number of Artists: 10-12
Submitted by: Based on size of station and market
Submitted by: Rodgers & Brown, 200 W. 20th St., New York, N. Y.

Men on the Street

A street interview show that is different from any other conducted by two men with sharply contrasting personalities and styles. Program is kept on strictly entertainment basis by informal, human-interest type questioning. No serious politico-type questions. Show lends itself well to civic motion. Stresses cooperation with veterans. Veterans' interviews bring out service-record and one day a week turned over to GIs who have a housing problem.

Availability: Live talent

Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family. (12:15 p. m.) afternoon
Suggested for: Afternoon
Client Suitability: Any product of interest to the housewife
Number of Artists: 2
Submitted by: WHKK, 51 West State St., Akron 8, Ohio.

Movie Award

A quiz show about the motion picture industry, stars, and stories, featuring M. C. Wendell Niles and movie commentator, Sydney Skolsky. Each contestant selected from the studio audience is asked questions about movie subjects, combining Hollywood gossip and human interest. Each contestant who answers the quartet of questions correctly becomes eligible for the Movie Award at the end of the show. After each contestant is quizzed by M. C. Niles, commentator Skolsky inserts some Hollywood human interest story suggested by the quiz question. Movie Award winner is given all sorts of gifts connected with the picture industry.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product
Number of Artists: 10
Auction Facilities: Transcriptions
Submitted by: Jack Rourke Productions, 6331 Hollywood Blvd., Hollywood 28, California.

"My Private Opinion"

Our mikes go onto the busy Randolph Street in Chicago's Loop to test the popular thinking on current local, national and international issues. This is a cross-section of Chicago speaking and thinking as they feel on the issues which affect them directly or indirectly. This is the public making itself heard as only radio can spread their opinions. "My Private Opinion" is entertaining, lively and informative.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General
Number of Artists: 1
Cost: Talent plus time rate
Auction Facilities: Transcriptions
Submitted by: WCFL, Chicago, Ill.

"National Quiz"

A combination battle of the sexes and battle of the bureaus develops in this new-type quiz show with a different government bureau selected each week to send teams of three male and three female contestants to answer questions concerning their bureau. Each member of winning team receives savings bonds, losing team flowers. With a husband and wife combination emceeding program, lively battle develops. All questions are prepared by officials of government bureaus concerned.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 2 emcees and 1 announcer
Cost: \$200 weekly
Auction Facilities: Transcriptions
Submitted by: Cowles Broadcasting Co., WOL, 1627 K Street, N. W., Washington 6, D. C.

QUIZ PROGRAMS

Pays to Listen

A new kind of money give away show that covers your entire audience whether they have phones or not. Handling is unique and can be a big pull for big Hoopers.

Availability: Live talent or E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General merchandise or variety store, drugs
Number of Artists: 2
Cost: Varies in accordance with prizes
Auction Facilities: Transcriptions
Submitted by: KRKO, Everett, Wash.

"People Know Everything"

"People Know Everything." . . . Audience and an income of cards and letters! . . . Fun and interest and money outgoing to people with and without telephones! . . . Earnestness and a zeal to win through cooperation and the spirit of loyalty to other persons. Contacts by telephone or street corner. Success through new approach!

Availability: Live talent
Time Units: 15 minutes, daily
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: General and Participating
Number of Artists: Announcer
Cost: 1996 Associates Contract or Single Rate
Auction Facilities: Transcriptions
Submitted by: The W. E. Long Company, Radio Division, 155 North Clark St., Chicago 1, Ill.

"People Know Everything"

"People Know Everything" is a fast moving quiz session, conducted on the street, from the heart of Times Square. Three main questions are asked nightly. Prizes include sponsor's product as well as cash. Each session contains novelty situations caused by the constantly changing Broadway audience.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 1
Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Pick A Tune

The turn around telephone quiz. M. C. calls number at random, asks person to pick tune. If tune can be found in one minute on record or transcription, it is played as request. If not found, person who picks it is awarded prize. Prize winners go to store of sponsor to receive gifts or cash. Direct merchandising tie-up thus possible.

Availability: Live talent
Time Units: 3 or 5, 15 minutes weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Department stores particularly
Number of Artists: 2—M.C. and partner to find tunes
Cost: On request

Submitted by: Mark Boyden, WSBT, 223 W. Colfax Avenue, South Bend 26, Ind.

"Pick the Hits"

Pick the Hits is a script show. One local announcer does the complete production job. Three popular tunes are played each day, and the listener is asked to list the three tunes in the order which will be established by the majority of the participants. One letter is then drawn and if the winner has picked the hits in the correct order, he will win the prize. If no winner money is carried over to next show.

Availability: Live talent
Time Units: 15 minutes, one to six weekly.
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Number of Artists: One local announcer
Cost: Based on market (scripts and royalty)
Auction Facilities: Transcriptions
Submitted by: Imperial Radio Productions, 444 University Ave., Toronto 2, Ontario, Canada

"Quiz For Cash"

"Quiz For Cash" is a fascinating, profitable Studio-Telephone game! The Master of Ceremonies of "Quiz For Cash" asks a question of the one who answers his phone call. The correct answer wins a prize. The phone number is drawn in the customary manner of such programs. It is not necessary for the person called on the telephone to be listening to Station WIP, or even to the radio, as the question asked is not taken from the Program, but is one of a general quiz value, similar to a quiz show conducted with a live audience in the studio.

Availability: Live talent
Time Units: 15 minutes, 1, 2, 3, 4 or 5 times a week
Audience Appeal: Entire family
Suggested for: Morning or Afternoons
Client Suitability: Any type
Number of Artists: 1
Cost: On request
Submitted by: WIP, 35 S. 9th St., Phila., Pa.

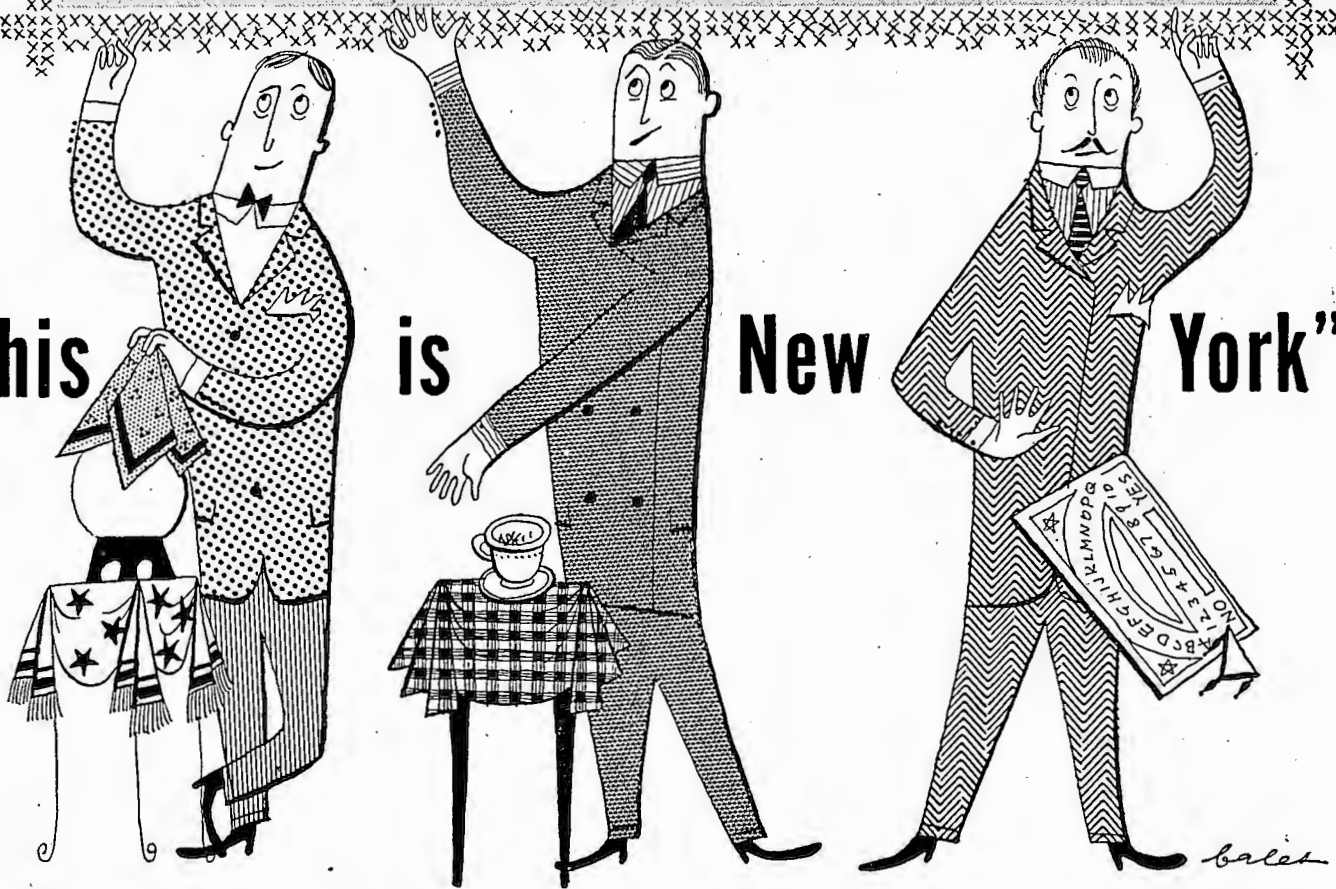
"Quizmaster!"

Working for Live Audiences, "Quizmaster!" selects nine contestants and brings to stage. This is done by cutting house lights and roving searchlight lands on one person. They are asked question submitted from listening audience. Either they win double or the person submitting question does. After all nine are on stage, you turn show over to them because they're all frustrated "Quizmasters" announcers, producers and sponsors and they run the show. Based on successful game created by producer called "Quizmaster!"

Availability: E. T.
Time Unit: 30 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Anything selling between 5c and \$1.00
Number of Artists: "Quizmaster" and asst. floor men; four floor men, stage hands, etc.
Cost: \$3000 wkly, excluding prizes. Much, much higher if you want Milton Berle
Auction Facilities: Transcriptions
Submitted by: Bob Post of Pittsburgh, 1820 Oliver Building, Pittsburgh, Pa.

A SHOW OF TOMORROW ON WABC

"This is New York"



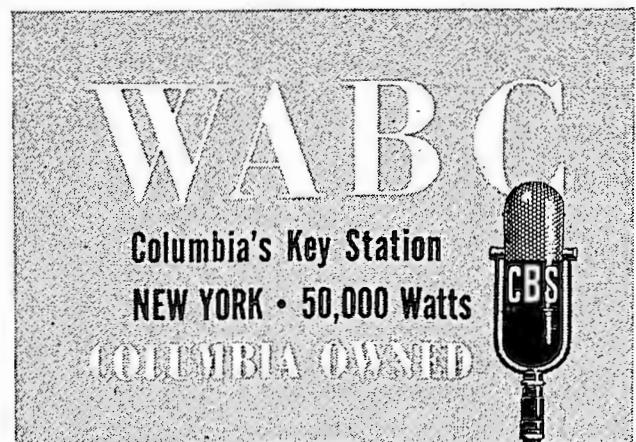
Put a dust hood on your crystal ball. Tell the Gypsy Tea Room to cut you off its mailing list. Use your ouija board for firewood...

Because if you're thinking about, talking about, *looking for* New York's show of tomorrow, this is it—"This Is New York"—and there's no guesswork about it!

It's forty-five minutes (9:15 to 10:00 A.M., Mon.—Sat.) of dramatic reporting about New York and New Yorkers by Bill Leonard and a staff of seasoned leg-men... a skillful blending of news, information, coming events, and a multitude of human interest stories about the biggest, the busiest city in the world.

"This Is New York" already has crashed through the underbrush of hundreds of local features broadcast in New York. *Right now* it's basking in the sunlight reserved for only the *best* programs in this market.

It's participating—and there's still room for you. See us or Radio Sales for this show of tomorrow that's available *today* on WABC.



REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS • NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, SAN FRANCISCO, ATLANTA

QUIZ PROGRAMS

Radio Steeplechase

All Hour show featuring audience (Horses), six Studio guests (Jockeys), Four (Horses) and home stretch). Questions, Music-spelling, sports and general questions. Home stretch is general question and first to answer is admitted to wire. Prizes for "Horses" and "Jockeys" First, Place and Show. Large and designed like race track used to score and show position of contestants. Listeners send in names and addresses and suggested name for "horse" and letter is drawn.

Availability: Live talent
Time Units: 30 minutes once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Wide Audience appeal
Suitable for any sponsor
Number of Artists: Studio staff only
Submitted by: CKSO, Sudbury, Ontario, Canada

"Sho-Biz-Quiz"

Now has been on over year, sponsored. Idea fully covered format and all possible titles. Three of nation's best radio critics which happen to be in town are asked questions that pertain to show business I.E. motion pix and legit preference, ask following guests who have appeared; Benny Rubin, Wild Bill Lewis, Mary Jane Walsh, Charles Coburn, Rose and Lindsay, Anita Colby, Jack Ed, Little Jackie Heller; mail pull five hundred letters per week; no audience participation. Show designed for the listener.

Availability: E. T.
Time Units: 30 minutes once weekly, or can be recorded and done 15 minutes daily with open end recordings.
Audience Appeal: Entire family
Suggested for: Afternoon (on et's), or evening (live)
Client Suitability: Anyone trying to crack the mass market
Number of Artists: 7
Submitted by: Bob Pest of Pittsburgh, 1820 Oliver Building, Pittsburgh, Pa.

Society of Amateur Chefs

The Society of Amateur Chefs gives an exciting new angle to audience participation shows and it can deliver radio program of warm, good humor and lots of real laughs. Name people on stage pep up the proceedings and make it more exciting than ever. It is fun to earth and full of fun—and it all takes place in the kitchen.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food or kitchen equipment
Auction Facilities: Transcriptions
Submitted by: American Broadcasting Company, 30 Rockefeller Plaza, New York.

Square With the World

"Square with the World". Now you square them . . . those little debts . . . and you don't! Now they are . . . and they change . . . they are no more! Fun in circumstances revealing of extravagances, necessities and incidents.

Availability: Live talent
Time Units: 30 minutes once weekly
Audience Appeal: Entire family
Client Suitability: General
Number of Artists: Master of Ceremonies, et al
Cost: Low budget
Submitted by: Music Corporation of America, 430 North Michigan Avenue, Chicago 11, Ill.

Swingo

Cheer up America! It's Joy Time! Swing Time! Sing Time! The world's musical favorites in a rollicking frolic of fun . . . the new musical game. Swingo! Swingo Time is all the time. One "Disc Jockey" who can also act as "MC." Two ways to play "Swingo": 1. Music Library—Transcriptions and recordings. 2. Live Bands. Audience Participation in both. Prizes distributed.

Availability: Live talent or E. T.
Time Units: One hour, one-half hour; one, three or five weekly
Audience Appeal: Entire family
Client Suitability: Drug Stores, Chain Stores, Grocery Stores, Automobile Dealers, Dairies, Home Appliances, Radio Stores, etc.
Number of Artists: One M.C. and Platter Jockey
Cost: Depends upon area, location of sponsor and station
Auction Facilities: Transcriptions
Submitted by: Swingo, Inc., 1103 El Centro Ave., Suite 201, Hollywood 28, Calif.

"Teacher's Pet"

Participation show in which entire listening audience can take part. Quiz mistress is a different local school teacher each week. Ten questions are asked and those of previous week answered by teacher with transcribed music interspersed between each set. Contestants mail in answers and the earliest, most accurate set of answers wins for its submitter a cash or merchandise prize and the title of "Teacher's Pet." Winner of previous week is announced at end of each program.

Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening 8:30-9:00
Client Suitability: Any type, but particularly suited to spot announcements as audience listens attentively to both questions and answers
Number of Artists: 2
Submitted by: Radio Station KINY., Decker Building, Juneau, Alaska

"Teletime"

Teletime is a new angle on the telephone-out quiz show. Three telephone numbers are selected from the directory on each program. The person is asked to estimate the correct time within 30 seconds as indicated by the master clock in the studio. If no winner money is carried over to next call.

Time Units: 15 minutes, 1 to 6
Suggested for: Morning or Afternoon
Client Suitability: Jewelry account
Number of Artists: 2 local announcers
Cost: Based on market, (royalty and scripts)
Auction Facilities: Transcriptions
Submitted by: Imperial Radio Productions, 444 University Ave., Toronto 2, Ontario, Canada.

The Service Club Hour

Teams of six men from service clubs (Kiwanis, Lions, Rotarians, etc.) meet teams of 6 from women's service clubs in a battle of wits, with program not only providing educational tid-bits and laughs, but also helping promote the various philanthropic & civic activities in which clubs are engaged thru subtle plugs throughout program by its mcee, a high school principal. More than 100 such clubs thruout N. J. area scheduled to participate. Papers in their towns run before & after broadcast stories, with pics.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 13 each broadcast
Submitted by: WPAT, 7 Church Street, Paterson 1, N. J.

Spin the Bottle

A new type audience participation show starring Bill Slater as Spinmaster using five contestants that claim they have been unlucky throughout their lives. Short dramatization of letters from audience on subject: "Luckiest Day Or Event In My Life" and featuring an all round jackpot question. Music supplied by Hy Grossman at the Hammond Organ. Bert Knapp announcing. This is a fast moving audience participation show with a new twist. It is so designed to keep listener interest throughout and questions are picked to appeal to crosssection of listener audience.

Availability: Live talent
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Any product in a bottle or General
Number of Artists: Spinmaster, 3 actors, Hammond organist
Auction Facilities: Transcriptions
Submitted by: Ted-Bert Enterprises, Inc. 1674 Broadway (Suite 704), New York 19, N. Y.

They Said It!

Famous sayings of famous men. Public participation show. Stage divided in two sections. One for contestants, M. C. and announcer. Other for actors, sound effects and producer. Circumstances leading to famous words by a famous person are briefly dramatized; contestant is then asked to tell that famous saying. Or the reverse; contestant is asked to tell who said the famous words the circumstances of which he has just heard dramatized. Listeners get prizes for suggestions or sketches of famous sayings. Highly entertaining and educational.

Availability: Live talent or E. T.
Time Units: 30 or 60 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 6-8

Cost: Based upon size of station and market
Auction Facilities: Transcriptions or will pipe live talent
Submitted by: Marcel Baulu, 1434 West St. Catherine St., Montreal 25, P. Q. Canada.

"Topsy Turvy Quiz"

"Topsy Turvy Quiz" is just what the name implies . . . only more so! Telecast for six weeks for ABC Television, the show and its MC, Frances Scott, received rave notices from Variety; made this year's Billboard Editors' Poll; and received the first award of merit from This Month Magazine. Highly original reasons for giving away money and dozens of valuable and expensive gifts to contestants, who really work for what they get! It's that rare find . . . a show that's tops for both television and radio, for a smart client who wants to tie up both media successfully.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Depending on individual script
Auction Facilities: Transcriptions or will pipe live talent
Submitted by: Basch Radio Productions, 17 East 45th Street, New York 17, N. Y.

Touro Quiz

Quiz program with questions about people, sports, history, etc., in State of Tennessee. Correct answers worth miles toward destination. Contestant with most miles at end of "tour" receives largest gift in merchandise.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Client Suitability: Any
Suggested for: Evening
Number of Artists: 4
Cost: \$50.00 plus prizes
Auction Facilities: Transcriptions
Submitted by: WBIR, Knoxville, Tenn.

"Treasure Chest"

Program is a new version of the "Man On The Street" broadcast. The announcer carries with him, strapped on his shoulder, a small treasure chest along with 10 keys to open this chest but only one key fits the lock. In the treasure chest is located prize money and merchandise. The participants are given questions and, if the question is answered, they are given a chance of opening the chest. If they select the right key and open the chest, all of the contents of the chest at the time is theirs. If they fail to open the chest, they are given a small consolation prize.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly.
Audience Appeal: Entire family
Suggested for: Noon
Client Suitability: General
Number of Artists: 2
Auction Facilities: Transcriptions
Submitted by: Radio Station KMAC, National Bank of Commerce Building, San Antonio, Texas.

"What Burns You Up?"

"What Burns You Up" was sponsored by Norwich Pharmacal Company, over the Yankee Network, attaining a 10-CAB rating. This is an audience participation program that can go on forever. Name' guest on each show. Excellent merchandising and promotion tie-ups with newspapers and magazines. Here's a tested and proven program that all ages enjoy.

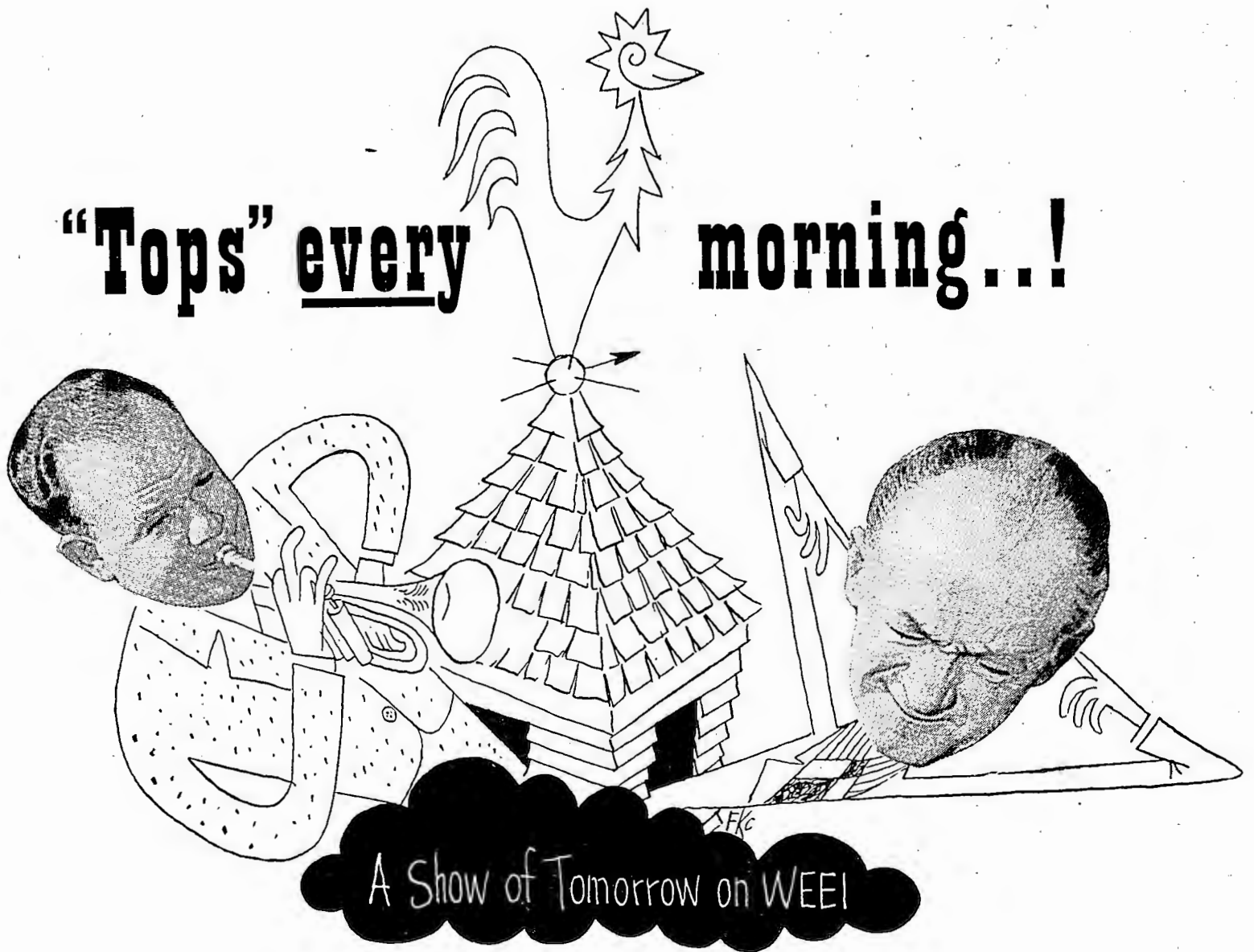
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 2 to 3
Auction Facilities: Transcriptions or will pipe live talent
Submitted by: Basch Radio Productions, 17 East 45th St., New York 17, N. Y.

Zing-O

An amazing radio game. Played with cards, player trying to identify various sounds heard on the program and marking the pictures on the card with numbers. Instead of calling numbers, the station plays a transcribed, dramatic episode with sound effects. Spoken sounds serve as clues.

Availability: E. T.
Time Units: 15 minutes, 1 or 3 weekly
Suggested for: Anytime
Client Suitability: Any type
Cost: E. T.—based on population
Auction Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio.

"Tops" every morning..!



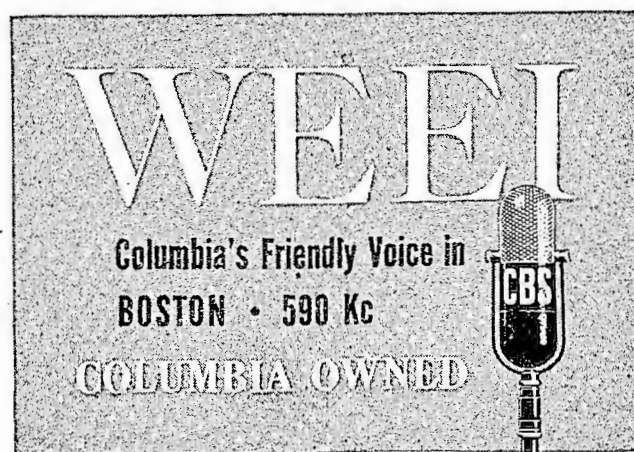
The zany gags and songs that piano-playin' Carl Moore and trumpet-tootin' Ray Girardin perpetrate over WEEI every weekday morning have kept them the favorite breakfast companions of families from Maine to the Cape for seven years. Now, their 9.1 rating* for "Top O' The Morning" is "tops" every weekday.

In fact, all of WEEI's weekday programs between 6:30 and 8:00 A.M. have the highest ratings of any Boston station! Beginning with the "Farmer's Almanac of the Air" at 6:30 WEEI dominates the six weekday breakfast time quarter hours with ratings from 4.9* to 11.7*.

With live local programs starring outstanding personalities, WEEI is as welcome and refreshing as the morning's first cup of coffee. To

keep company with thousands and thousands of New England families—at breakfast—let us or Radio Sales tell you about a show of tomorrow that's available *today* on WEEI.

*CBS Listener Diary, Spring 1946.



Represented by Radio Sales, the Spot Broadcasting Division of CBS • New York, Chicago, Los Angeles, St. Louis, San Francisco, Atlanta



"A Penny for Your Thoughts"

Public participation type of program held in the lobby of the city's largest and best theatre three afternoons a week. Listeners take part in the show insofar as they supply the questions, those of human interest or humorous import, for which five cents is paid if the question is used. Each person interviewed is awarded "a penny for your thoughts" on a small souvenir card. The mail count averages 1000 letters a week.

Availability: Live talent
Time Units: 4:45-5:00 p. m., three days a week.

Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: All types
Number of Artists: Emcee and staff announcer
Audition Facilities: Transcriptions
Submitted by: WJR, the Goodwill Station, Inc., Fisher Building, Detroit 2, Michigan.

"Brunch at the Bungalow"

Forty minutes of music and fun from a local restaurant, featuring an MC, euphonia and clarinet, plus a male and female singer. A musical quiz is worked into the body of the show where the MC has fun with the ladies in the audiences.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly.

Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any product that interests the ladies
Number of Artists: 5
Cost: \$35 per day
Audition Facilities: Transcriptions
Submitted by: KRKO, Everett, Wash.

Cafe International

Variety—in an unusual setting—"Nuff Said."

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Week-end, afternoon or evening

Client Suitability: Any product in general use
Number of Artists: 5 or 6 plus orchestra
Submitted by: Ann Barbini Prod., 54 Riverside Drive, New York 24, N. Y.

Cal Tinney's Calendar

A unique musical program which stars Cal Tinney and the full Edwin Franko Goldman Band, a chorus of twenty-five voices, and each week features a famous guest soloist. Every week from East to West there are dozens of Meetings, Conventions, Special Events, etc. The purpose of the program is to mention as many of these happenings in the week as possible. These important occasions become the "springboard" for an outstanding musical program furnishing pleasant relaxation and delightful musical enjoyment for every age.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1 regular, orchestra, and variable
Submitted by: National Concert & Artists Corp., 711 Fifth Ave., New York, N. Y.

Carnival With Bernie West

The twelve-ring carnival featuring the stars of tomorrow with Bernie West, late of Cafe Society and New York's best night clubs as MC and comic. The supporting cast includes "Dr." Henry "Hotlips" Levine and his Lucky Seven with guest stars such as The Smoothies Quartet, Phil Leeds, comedy star of the Village Vanguard, Pat Hoseloy and Flora Mc-Michaels, comedienne, Yvette, and others. This is NBC's showcase for new talent. A headliner in variety radio entertainment.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 25
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

Club Bobby-Sox

The floor-show for Club Bobby-Sox is a half-hour long, and full of songs, fun and teen-age appeal. A hep five-piece combo and a cast of variety show veterans assures a loyal high school audience. The show includes five musical numbers, a comedy sketch, and a solid-sending special feature.

Availability: Live talent and E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Saturday morning or weekday afternoon
Client Suitability: Department stores, or any product with teen-age appeal
Number of Artists: 9 to 11
Audition Facilities: Transcriptions
Submitted by: Al Burton Radio Productions, 2040 Sherman Avenue, Evanston, Ill.

Doodlesockers

Sparkplug of this entertaining show is indefatigable Sydney TenEyck, emcee. Listeners' ribilities are tickled by his faculty of introducing performers with a string of alliterative superlatives. High spot of the program is his description of some fantastic episode in the life of his fabulous grandfather Tarbaby TenEyck. Music is provided by Keith Wildeson's Orchestra. Vocals are handled by Tenor Jack Brown, Sylvia and the Mary, Jean and Betty vocal trio.

Availability: Live talent or E. T.
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General product adaptability
Number of Artists: 15
Cost: Upon request
Audition Facilities: Transcriptions
Submitted by: WLW, 40 W. Ninth Street, Cincinnati 2, Ohio.

Dunninger

A variety show starring telepathy by Dunninger. Top-notch talent in music and singing. Each week celebrities as guest judges watch the Master Mentalist perform his feats of wizardry. He reads the minds of members of the audience and then as startling climax he performs a new "Brainbuster" each week. Altogether a masterpiece of showmanship and ex-

cellent entertainment as Dunninger keeps his audiences enthralled.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 3 regulars, a singer, and orchestra
Audition Facilities:
Submitted by: National Concert & Artists Corp., 711 Fifth Avenue, New York, N. Y.

Fair Exchange

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

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client or product
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Mary D. Chase Productions, 875 Fifth Ave., New York 21, N. Y.

Gaslight Gayeties

A program for all who like the old songs. It has music, drama and comedy! Featuring a Quartet, Girl Singer, Old Time Orchestra, Gaslight Gayeties is bound together with the patter of the Old Stager who is a past-master in the art of situation comedy. This series is based on research of the doings in the Gay Nineties.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or Evening
Client Suitability: Furniture, Men's Shops, Home Appliances, etc.
Number of Artists: 12
Cost: Varying
Audition Facilities: Transcriptions
Submitted by: Radio Station CKNX, Wingham, Ontario, Canada.

"Gloom Dodgers"

A truly spectacular four-hour live program featuring outstanding popular vocalists, comedians, instrumentalists, of American show business. Aired Monday through Saturday from 9:00 a.m. to 1:00 p.m., it is the ideal "escape" entertainment on the broadcast band. Program also offers regularly-spaced 15 minute news reports. "Gloom Dodgers" is the only show of its kind in the metropolitan area. The co-masters of ceremonies are the gifted Morey Amsterdam and Ward Wilson.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General
Number of Artists: 35
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: Station WHN, 1540 Broadway, New York 19, N. Y.

Goodwill Minstrels

A daily quarter-hour airing of a great American institution, the Minstrel Show. Veteran black-face comedians combine with typical music that carries the audience back to the days of Dockstader and Honey Boy Evans. It's a happy interlude in the listening routine of any day.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Suggested for: Evening
Client Suitability: Home and Farm Products
Number of Artists: 9
Cost: \$15.00 per program
Audition Facilities: Transcriptions
Submitted by: Radio Station KMA, Shenandoah, Iowa

Happiness Hotel

A half-hour night time variety show with local at "Happiness Hotel," vacation villa, inherited and managed by madcap Rosemarie with Paul Regan, ex-air corps captain back at his old job as Bell Captain. Bess Myerson (Miss America), concert pianist, attempts to crash Hollywood through visiting celebrities. Buddy Boylan, male vocalist, casanova of D'Artega's All-Femme Ork who causes many sleepless nights for maestro. Bert Knapp announcing. A fast moving musical-variety with comedy, songs, and music with all ingredients to make it a top variety show.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: (Most any type) General
Number of Artists: 5 plus orchestra
Audition Facilities: Transcriptions
Submitted by: Ted-Bert Enterprises, Inc., 1674 Broadway (Suite 704), New York 19, N. Y.

Heart of America Barn Dance

A DeLuxe Barn Dance Production consisting of a large group of different type Barn Dance performers using famous Hill-billy and Western acts as Guest Stars. Complete show including bands, trios, choir, dancers, Producers, MC, soloists.

Availability: Live talent or E. T.
Time Units: one hour once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 60
Submitted by: W. M. Ellsworth, 75 E. Wacker Dr., Chicago 1, Ill.

Hi-School Jamboree

Hi-School Jamboree is a half-hour audience-participation show for teen-agers. Contestants are picked in a unique way, and win prizes after completing hilarious stunts. Live music fills in the show.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Saturday morning
Client Suitability: Any product with teen-age appeal
Number of Artists: 6
Audition Facilities: Transcriptions
Submitted by: Al Burton Radio Productions, 2040 Sherman Avenue, Evanston, Ill.

premeditated showmanship

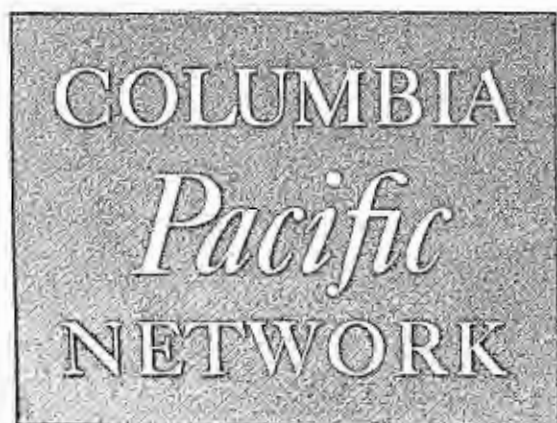
...“THE DEFENSE NEVER RESTS”

“The Defense Never Rests”—a thrill-packed program that rallies around the underdog—is an open and shut case of deliberate showmanship.

Providing thirty minutes of adventure that keeps listeners on the edge of their chairs, “The Defense Never Rests” is the story of Mark Ryan, idealistic attorney. In his struggle for justice, Ryan plays a lone hand...with the cards stacked against him. It’s a tough, dangerous fight—one that often attracts more bullets than praise. Despite the odds, keen-witted Mark Ryan moves swiftly, strikes hard...and gets justice.

“The Defense Never Rests” may be just the show you need to reach the rich West Coast market. If not, we can build another show—one designed specifically for you. In either case, call us or Radio

Sales for a show of tomorrow that’s available *today* on the Columbia Pacific Network.



Palace Hotel, San Francisco 5. Columbia Square, Los Angeles 28. Represented by Radio Sales, the SPOT Broadcasting Division of CBS.

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM



NCAC

presents

NEW RADIO PACKAGE SHOWS

We give you a list for your recommendation of talent and programs, a MAJOR sensation. To the SPONSORS we render this portfolio 'Cause they know advertising by radio Brings buyers, a market, prosperity plus! So . . . here's what we offer . . . to SPONSORS from US!

NEWS!

"News in a Nutshell!"
Frank Singiser
Accurate! Hot!
Interesting events of today!

LAUGH!

Perry Ward gets the pie in his face
in riotous audience-participation.
Prizes! Chuckles! Fun!

ADVENTURE!

"Adventure for Hire"
John Loder
Swashbuckling! Exciting!
Drama on the high seas!

MUSIC!

"Prima Donna"
Vivian Della Chiesa
Grand Opera Yesterday
in a
Tapestry of Romance

DUNNINGER!

Master Mentalist . . . mind reader!
Tune in with him on mental air
waves topped off with fascinating
"Brain Buster."

EDUCATION!

"Town Meeting of the Air"
Enlightening discussion of today's contro-
versial questions. Leader in its field for
over 11 years!

SPORTS!

"American Outdoor Sportsmen's Show"
Adventure in the Great Outdoors!
Information from Experts

MELODY!

"Melody U.S.A." the drama that is
America . . . its story and music.
Magnificent Americana!

SPECIAL EVENTS

Keep in tune with the times with
"Cal Tinney's Calendar."
Unusual events reviewed each week accom-
panied by Edwin Franko Goldman Band
and chorus.
Informative! Refreshing! Light!

MYSTERY!

"Crooked Square"
Here is murder in capsule form!
Vivid drama . . . won raves from
"Variety."
Chills, thrills in complete-in-one
story.

So . . .

THINK of your product and buy it a show . . .

And . . .

WATCH the results as upwards they go!

NCAC

NATIONAL CONCERT AND ARTISTS CORPORATION

LECTURE AND POPULAR ATTRACTIONS DIVISION — DANIEL S. TUTHILL, *Director*; SELMA WARLICK, *Asst. Director*

711 FIFTH AVE.

PLaza 3-0820

NEW YORK 22, N. Y.

Hi Variety

Built around the high schools of the province, with pupils from a specific school participating each week, the programme keeps listeners informed of current high school events with special reference to sport, hobbies and recreational activities. A two-minute, unrehearsed act by teen-agers chosen from the audience, a quiz, lots of transcribed dance music and a well-known guest star, add to the popularity of this show among adults as well as school kids.

Availability: Live talent or E. T.
Time Units: 1 hour, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Department Store
Number of Artists: 20

Submitted by: CFRB, 37 Bloor St., W., Toronto, Ont., Canada.

Hits and Scores

A full afternoon feature that brings the listener diversity in music, news and baseball scores on the half-hour. This show is extremely flexible and saleable in various segments with spot availabilities featuring the baseball scores. Hits and scores from the realms of music and sports.

Time Units: 5, 10, 15 and 30 minutes, 7 weekly

Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General

Submitted by: WHKK, 51 West State St., Akron 8, Ohio.

Honeymoon in New York

A morning variety show with music highlighting honeymooners. Durward Kirby, Master of Ceremonies, known from coast to coast in daytime radio, and Joy Hodges featured vocalist and one of Broadway's newest singing stars, interview a honeymoon couple, a newly engaged couple, and an older married couple celebrating their anniversary. Each couple receives an arm load of gifts for their holiday in New York. Ideal for the feminine angle with emphasis on music, and romance for the morning mood.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: General
Number of Artists: 15
Audition Facilities: Transcriptions

Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

"It's Bedlam Time"

A zany, slap-happy late hour musical variety that rates high in popularity not only in Detroit but in more than a dozen states. WJR's 50,000 watts, and a clear channel at 11:30 p. m. EST, broadcasts Toby David, comic announcer, emcee and writer, backed by a 16-piece rhythm orchestra with boy and girl singers. The nightly show is packed with fast-tempo and gags in an informal off-the-elbow manner, as well as unusually fine orchestra arrangements.

Availability: Live talent
Time Units: 11:30-12:00 p.m., 5 days weekly
Audience Appeal: Entire family

Suggested for: Evening
Client Suitability: All types
Number of Artists: Approximately 20
Audition Facilities: Transcriptions
Submitted by: WJR, The Goodwill Station, Inc., Fisher Building, Detroit 2, Michigan.

"Jive Junction"

Jive Junction is custom-built for Bobby Soxers! The features of this teen-age package: The "Jive-Five" Ork, with vocalist Nancy Scott, beats out the best in music; there's a two-minute survey of national teen-age news; an audience-participation feature is included; and the special presentation is the "Tale-of-a-Top-Tunesmith"—a dramatic story of a music-maker, with an ear-catching twist—spun by narrator Mel Diamond.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Afternoon

Client Suitability: Department stores, or national products with teen-age appeal

Number of Artists: 9-11
Audition Facilities: Transcriptions
Submitted by: Al Burton Radio Productions, 2040 Sherman Avenue, Evanston, Illinois.

Kilocycle Kapers

This program is a variety show featuring a blues singer, organist, six piece house orchestra and a wide awake MC. Comedy skits can be added without disrupting format of program. Also a male singer will be added to the program when and if client deems necessary.

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

Client Suitability: General. (Good for direct selling)

Number of Artists: 12
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Radio Station WDBJ, PO Box 150, Roanoke, 2, Va.

Let's Build a Home

Program of informal chatty nature between man and woman. Information given on building home of tomorrow from the time site is chosen to interior decorating. Has been on the air two years commercially, bringing up to the minute information on building materials, new gas equipment and financing for the returned soldier and civilian. Merchandising has included award of a bond for best post-war building idea. Display has been made of several model tomorrow's homes with each sponsor. Set of 5 home planning and building booklets mailed on request.

Availability: Live talent or E. T.
Time Units: 14 minutes, 29 weekly
Audience Appeal: Female and Male
Suggested for: Morning or Evening

Client Suitability: Due to reference library compiled, is suited for lumber dealer, floor covering, furniture, gas company, bank, hardware, home fixtures, plastics, china and all home commodities

Cost: Flexible depending on amount of promotion work, mail, etc.
Submitted by: WICC, Box 230, Bridgeport, Conn.

VARIETY

Lucky, Penny and Dean

Lucky, Penny and Dean are an experienced trio composed of vocalists, accordion, guitar, Hammond organ and bass fiddle. Modern, western, folk music. Two excellent solo voices.

Availability: Live talent
Time Units: 15 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 3

Submitted by: W. M. Ellsworth, 75 E. Wacker Dr., Chicago I, Ill.

"Lunchtime with a Punchline"

Thirty minutes of Variety mc'd by Peter Roberts, who presents Clarence Fuhrman and his 17-piece orchestra, the furious five, as hot as they are furious, Kokomo, the boogie-woogie piano man, Penny Reed, that sweet singer, Roger Coleman, a real voice, the Shelley Quartet, spirituals with spirit, Andy Arcari, the wizard of the squeeze box, Mary Lou Howard, a Texas gal that is blue, Gene Graves, a singer who always sounds as tho' he is singing to his one and only, Phil Sheridan, the little boy with the big voice. Lunchtime with a Punchline draws on the above five half-hours a week.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon, 12:15-12:45 P. M.
Client Suitability: Food
Number of Artists: 25
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Westinghouse Station KYW, Philadelphia, Penna.

Mainstreet

Everyday happenings that occur on the main street of your home town and mine, interspersed with the music heard today and yesterday on the busy thoroughfares of the midwest. Bits of philosophy as applied to everyday life, sprinkled with humor and the funny side of the news, are important hits of patter included in the program. Subjects on the serious side restore balance to the program, such as: news of the day and its probable effect upon the daily lives of the people along mainstreet.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Food and household products for the home
Number of Artists: 7 to 8
Cost: \$15.00 per program
Audition Facilities: Transcriptions
Submitted by: Radio Station KMA, Shenandoah, Iowa

"Musical Mailbag"

Old time recorded music interspersed with interviews with studio visitors who may send informal greetings to their friends. Excellent for reaching rural family audience.

Availability: Live talent
Time Units: 15, 30 or 50 minutes, six times weekly

Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Agricultural
Number of Artists: 2
Audition Facilities: Will plpe live talent
Submitted by: Radio Station CKFI, Fort Frances, Ontario

Pappy Smith & His Hired Hands

Fast paced show within a framework of music, fun and bits of homey philosophy. Featuring Pat Barnes playing "Pappy Smith" as well as himself—Frank Novak, virtuoso on more than 30 instruments, and the world famous master of the accordion, Charles Magnante, highlight the musical portion with sparkling solos. Humor—down-to-earth jokes and light banter, the entire cast participating, create an infectious, irresistible mood. Philosophy—simple homespun thoughts — poetry that touches the heart, an effective balance for a variety show.

Availability: E. T.
Time Units: 15 minutes, optional weekly
Audience Appeal: Entire family
Suggested for: Morning general
Client Suitability: General
Number of Artists: 5
Cost: Based on quarter hour daytime rate as listed in Standard Rate & Data
Audition Facilities: Transcriptions
Submitted by: SESAC, Inc., 475 Fifth Ave., New York 17, N. Y.

Ray Perkins' Show

Ray Prkins does an hour and a half of the "piano and chatter" for which he became famous on the national networks before the war, built the latest popular phonograph record program giving an unusual twist to the latter type of show. Humorous or serious comment on the music, weather, current events, etc., and songs by Perkins are interspersed with records combining the live personality with the participating record show technique.

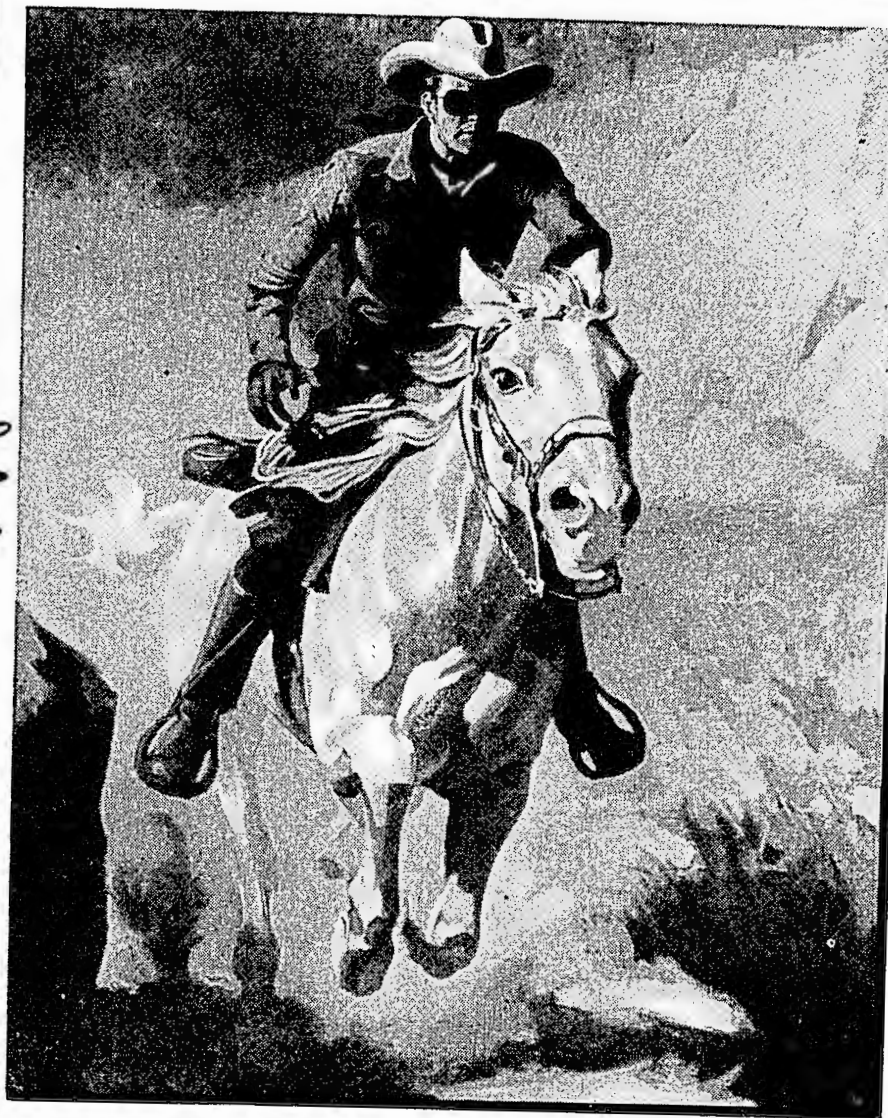
Time Units: 5 and 15 minutes, 3 or 6 times weekly
Suggested for: 2:30-4 p.m.
Client Suitability: Any
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Eugene P. O'Fallon, Inc. KFEL, Albany Hotel, Denver 2, Colo.

Rex Allen, The Arizona Cowboy, & His Range Riders

A musical program with a distinct Western flavor. Allen sings cowboy songs and ballads, many of his own composition. Continuity written by Jack Holden, one time Tom Mix scripiter has a Western tang and includes stories of the old and new west.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any
Number of artists: 6
Audition Facilities: Transcriptions
Submitted by: WLS, 1230 W. Washington St., Chicago 7, Illinois.

NOTHING SUCCEEDS LIKE SUCCESS...



HI YO SILVER, AWAY!

The Lone Ranger is more than success. HE HAS BECOME A LEGEND, since over TEN MILLION PEOPLE LISTEN three times every week to this thrilling program — OVER EIGHT MILLION WORDS HAVE BEEN WRITTEN about this champion of the Old West . . . EACH BROADCAST SETS A NEW WORLD RECORD for half-hour dramatic shows.

No other half-hour dramatic program in the history of radio has surpassed the outstanding record established by "The Lone Ranger", who for over 14 years and more than 2000 consecutive broadcasts has stood the test of time and continues to prove that "nothing succeeds like success!"

WRITTEN AND PRODUCED BY THE KING-TRENDEL

Now Available for National Sponsorship . . . "THE GREEN HORNET"

Another proven network favorite by
the producers of "The Lone Ranger"

THE GREEN HORNET

An already established network show—"The Green Hornet", now being aired by the American Broadcasting Company each Saturday evening — has thrilled coast-to-coast network audiences for seven years. Two "Green Hornet" motion picture serials proved to be second in popularity only to "The Lone Ranger" movies, topping every other serial produced prior to that time. "Green Hornet" comic books have been favorite sellers since they hit the news stand in 1940.

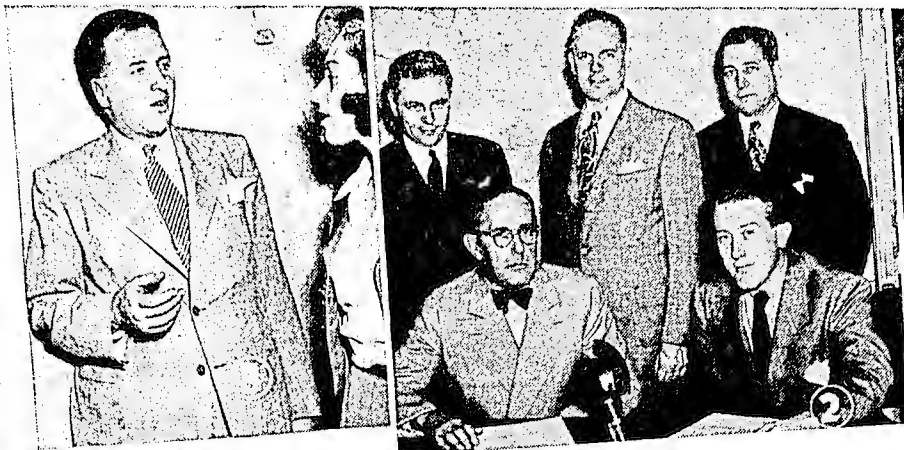
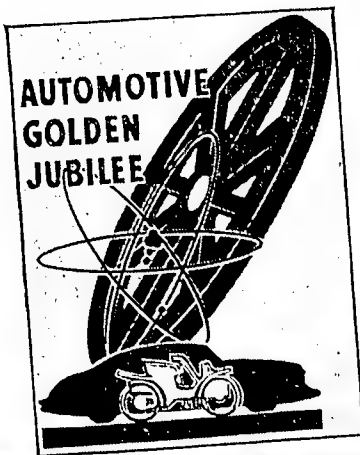
All new and timely half-hour dramas—each complete in itself, "The Green Hornet" programs are thrill-packed, drama-filled, mystery adventures with assured appeal for the entire family.



Wire or write

THE GREEN HORNET, INC.
1700 Stroh Bldg., Detroit 26, Michigan
or
The American Broadcasting Company

BROADCASTING CORPORATION



"YANKEE GOES TO DETROIT"

Exclusive-for-New England Coverage of Automotive Golden Jubilee

Four members of Yankee's Special Features Department, under the direction of Linus Travers, Executive Vice-President of The Yankee Network, recently returned from the Automotive Golden Jubilee celebration in Detroit. They brought with them, via Wire Recorder, behind-the-scenes interviews with top-ranking executives of the automotive industry; PLUS an important message from Governor Kelly of Michigan especially directed to New England dealers, future customers and to the six New England governors.

"Yankee goes to Detroit", another example of on-the-spot reporting of headline events, was broadcast June 8, 10 to 11 PM from WNAC, Boston, over Yankee stations in New England; and presented before the Massachusetts State Automobile Dealers Association 6th Annual Convention, Boston, June 18.

ILLUSTRATIONS: 1. Mary Grace Simescu, Queen of the Golden Jubilee with George W. Mason, President of the Automobile Manufacturers Association and President of Nash-Kelvinator. Wire-recorded interviews include: 2. Chrysler Corporation; 3. Henry Ford II; 4. General Motors; 5. De Soto Division of Chrysler; 6. Nash Motors; 7. Chevrolet Division, General Motors; 8. Packard Motors Company.

THE YANKEE NETWORK INC.

Member of the Mutual Broadcasting System

21 Brookline Avenue, Boston 15, Mass.

Represented Nationally by EDWARD PETRY & CO., INC.



SESAC Transcription Library

Diversified transcription service—easily adapted to all types of sponsors. Modern format made 15-minute programs consisting of a variety of music in the following categories: Series "A"—American folk music, square dances, cowboy, hillbilly and western songs; Series "C"—concert music; Series "H"—Hawaiian music; Series "N"—novelties; Series "R"—Religious music, gospel songs, hymns, spirituals, etc.; Series "S"—South American and Spanish music, perfectly paced shows with talent from all branches in the entertainment field.

Availability: E. T.
Time Units: 15 minutes, optional weekly
Audience Appeal: Entire family
Suggested for: Morning, General
Client Suitability: General
Number of Artists: Unlimited
Cost: Based on quarter hour daytime rate as listed in Standard Rate & Data
Submitted by: SESAC, Inc., 475 Fifth Ave., New York 17, N. Y.

Smile Time

This quarter-hour, five-times-weekly show, features the screwball writing, gags, patter and antics of Wendell Noble and Steve Allen, in as funny a take-off on radio soap opera as may be heard on the airwaves.

Program never begins in same manner twice. And Noble and Allen, proprietors of the "Nit-Wit Network", keep things at fever-heat throughout their daily stint.

Availability: Live talent
Time Units: Fifteen minutes, three and five times weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: General
Number of Artists: Cast of 3 and 2 musicians
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York, 18, New York

"Songs to Remember"

Grace Wilson. "The girl with a million friends," a featured vocalist with WLS for 15 years, and WLS orchestra, directed by Herman Felber. Songs old and new, featuring ballads Miss Wilson has popularized thru the years. Fine music, well presented.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon and Evening
Client Suitability: Any
Number of Artists: 23
Audition Facilities: Transcriptions
Submitted by: WLS, 1230 W. Washington St., Chicago 7, Ill.

Star Time

Personalities from the news in absorbing 15-minute dramatizations—stars of Hollywood and Broadway, fascinating big names from the fields of art and literature . . . with the exclusive, new "Cue-in" technique that localizes the program.

Availability: E. T.
Time Units: 15 minutes, optional, weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: Press Association Inc., 50 Rockefeller Plaza, New York 20, N. Y.

"Swingphony Hall"

A show with a double wallop. A sombre "Professor" gives dead pan comedy introductions to tunes, then cuts loose with ratter-rattling jazz. Excerpt from typical intro: "Our next selection is performed by the famed Hoboken String Trio. One member of this group formerly played first violin with the New York Philharmonic; another played second cello with the Boston Pops; while the other played third base with the Brooklyn 'Dodgers.'" Emphasis is on dialogue, intro's running approximately one minute each. Contrast between "dead" delivery and hot music gives this show a unique appeal.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening (8:00 or later)
Client Suitability: Has general appeal, can sell anything
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Station KUTA, 29 So. State St., Salt Lake City 1, Utah

Tall Corn Varieties

Fast moving, 75 minutes, live and transcribed Hill-Billy, Western and Folk Music, interspersed with spot news and commercials, live and transcribed. So diversified that the tuner stays on full-time. Spotted between two homemaker programs, makes ideal 2 hours listening for the ladies, but is also a popular program for business house tuning. Set up to be as nearly unobjectionable as possible for every type listener.

Availability: Live talent or E. T.
Time Units: 1, 3, 5, 15, 30 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning, 10:00 a.m.
Client Suitability: Ideal for any type participation. In 15 or 30 minute segments. Adaptable for Feed, Machinery, Hardware or Hatchery advertising.
Number of Artists: 8 to 12
Audition Facilities: Transcriptions
Submitted by: KFNF, 407 W. Sycamore, Shenandoah, Ia.

Teen Age Time

Teen Age Time is an all student program, with built up broadcast by talent of major high schools. Open and close given by school chorus—talk by "Miss Teen Age" on good grooming and "Mr. Teen Age" on sports wear for high school boys. Instrumental and vocal talent is interspersed with news by school newscaster. Can be tied up with Teen Age Fashion Show—Teen Age Recreation Centers.

Availability: Live talent
Time Units: 29 minutes, 30 weekly
Audience Appeal: Juvenile
Suggested for: Evening
Client Suitability: Clothing, Ice Cream, Candy, Sports Goods, Beauticians
Number of Artists: Usually about 6 basic (chorus additional)
Submitted by: WICC, Box 230, Bridgeport, Conn.

"The Bandbox"

"The Bandbox" consists of "name" bands and "name vocalists" performing leading popular music. The general appeal of the program is also enhanced by the presence of Jim Ameche as emcee and a "Name" comedian to be used throughout the program. Each program will star a different "name" band, a different "name" comedian and two different "name" vocalists. In this fashion we will achieve variety and distinction since each

VARIETY

band has its own unique style. Such "name" vocalists as Nan Wynn, Jerry Cooper, and others will appear and will at times have the use of a choral background. Also appearing will be such guest comedians as Henry Youngman, George Givot, Peter Donald, Jan Murray and others.

Availability: Live talent and E. T.
Time Units: 15 minutes, 1, 2 or 3 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or Evening
Client Suitability: Any
Number of Artists: 24 (minimum)
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: Kermit-Raymond Radio Productions, 8 E. 52nd St., N. Y. 22

The Burlington Buggy Ride

Musical theme—"Surrey With the Fringe On Top." An imaginary surrey ride around town chatting about old times—old streets, old buildings and business establishments. Digging into the past. Music suitable to chatter. Stop at one "Buggy Riders" house with a cash or merchandise gift every day. The "Hostess" must call in to chat with the surrey "Driver" in order to collect her gift. The hostesses name was selected from mail received. Requests for birthdays and anniversaries used as often as possible.

Availability: Live talent or E. T.
Time Units: 30 minutes, 5 days weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any type merchandise
Number of Artists: 1, and guests
Audition Facilities: Transcriptions
Submitted by: KBUR, Burlington, Iowa

The Cliff Edwards Show

A three-way audience-builder—the incomparable singing of the new Cliff Edwards, "The Man of Many Voices" . . . captivating new arrangements . . . and sensational renditions by a swingtime instrumental quartet in an extensive new library, complete with program continuity.

Availability: E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Any time
Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: Press Association Inc., 50 Rockettler Plaza, New York 20, N. Y.

The Happy Gang

The highest rated network program in Canada now available transcribed. A half-hour program featuring The Happy Gang who have been on the air 10 years in Canada. This series especially designed for United States audiences, features music, comedy and skits. Excellent promotion piece, particularly adapted to sponsors using regional and local campaigns. The Happy Gang has been sponsored in Canada for 6 years by Colgate-Palmolive-Peet Co.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Family products, and household goods

Number of Artists: 12--15
Audition Facilities: Transcriptions
Submitted by: Garry J. Carter, Inc., 67 West 44th St., New York City, 18

Town & Country Time

A combination of all successful local station programming . . . live talent, hometown news . . . farm news . . . audience participation contests . . . makes up this "audience-holding" Monday through Friday, half-hour. Four highly versatile musicians play and sing music from Foster to Mercer. The Harmony Hands sing the sentimental old-fashioned ballads; Miss Francis, the popular songs; the Valley Ramblers, the western tunes; and the Tune-chasers, the sophisticated swing. Five minutes devoted to Minnesota Valley news—five to farm happenings complete the show.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Noon hour
Client Suitability: Farm or home products
Number of Artists: 7
Audition Facilities: Transcriptions
Submitted by: Radio Station KYSM, 101 North Second St., Mankato, Minn.

WAYS Playhouse

The WAYS Playhouse is a full hour participating program (available in sponsorship blocks also) each day from 3:30 to 4:30 p.m. live talent in the person of hillbillies, vocalists, instrumentalists and guest artists are featured. Interwoven throughout are brief features such as news roundup, theatre guide, names in the news, local items of interest, salute to a daily citizen, etc. Program is conducted very informally with complete WAYS staff of artists taking part daily.

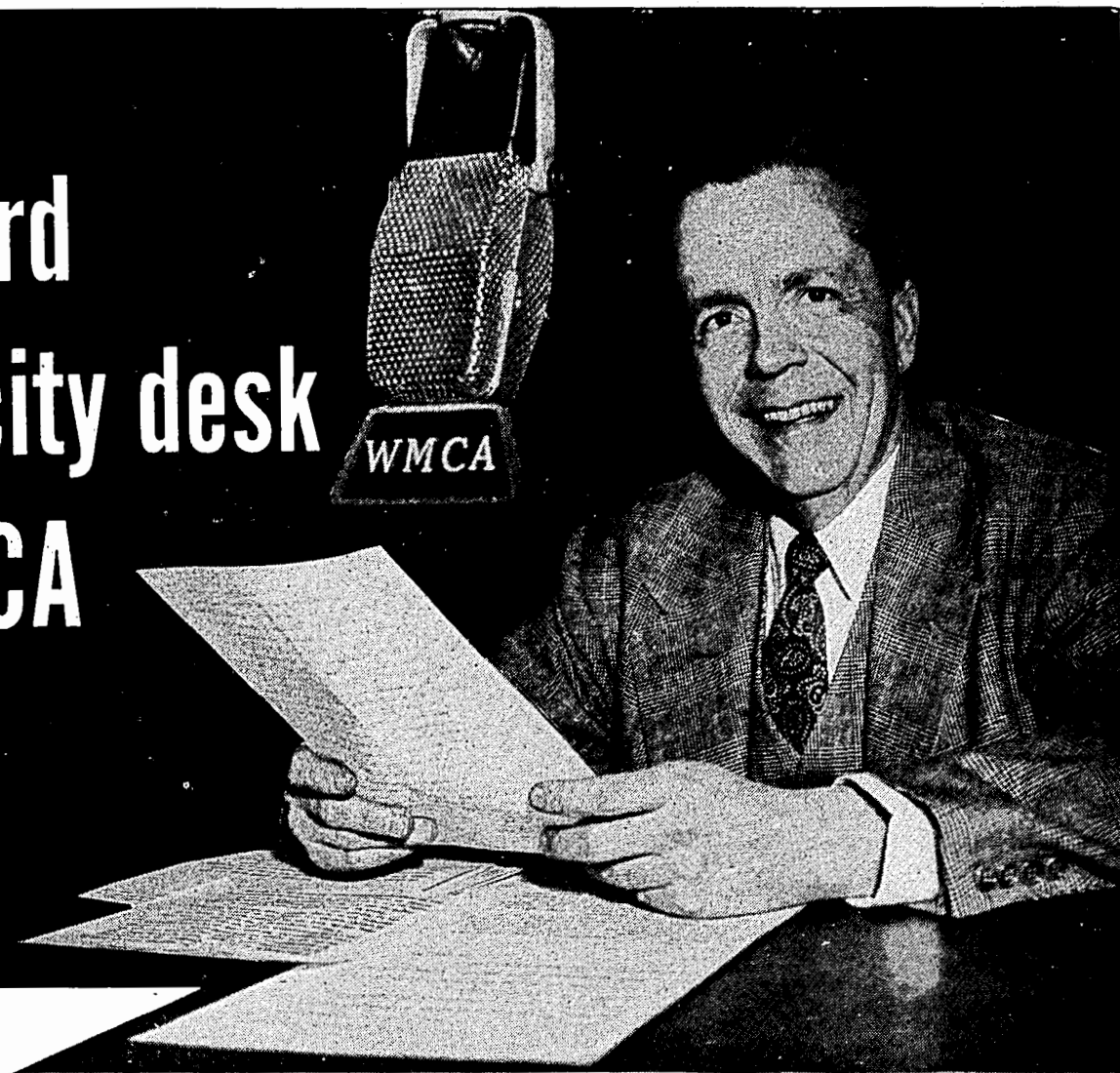
Availability: Live talent
Time Units: 60 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Department, Grocery or Drug Store
Number of Artists: 10
Audition Facilities: Transcriptions
Submitted by: WAYS, Charlotte, N. C.

Welcome Inn

Fast moving half hour of variety with music under WGAR musical director Henry Pildner and humorous script by Ernie Joseph . . . Musical unit is seven piece instrumental group with special arrangements by Howard Wellman, ex-Tommy Tucker arranger. Vocals by pop ballad stylist Joan Baird . . . Show built around fictitious locale and character who is owner-manager of Inn . . . Comedy gimmicks are take off on soap operas and "daytime review of night time radio for people who want to go to bed early." Show utilizes stooge and announcer as foils for owner-manager.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 11
Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: WGAR, Hotel Statler, Cleveland 1, Ohio

Don Goddard shifts his city desk to the WMCA newsroom



DON GODDARD has served New Yorkers his special edition of the daily news with breakfast and lunch for nearly a decade. From world-moving news events right down to the weather forecast, **GODDARD**'s reports carry that personal touch which has endeared him to hundreds of thousands of loyal listeners. Charm, sincerity, straightforwardness and a nose for *local* news—all have developed the program and its reporter into an institution in New York radio.

For the past eight years, the **GODDARD** "newsroom" has operated from a key network station. Now, he's moved his city desk over to WMCA, broadcasting the noontime news at 12:30 p.m. Monday through Saturday. A flood of congratulatory mail tells us that his huge audience is moving right over with him. So, too, are his sponsors!

Among **GODDARD**'s many sponsors (he was booked

continuously those eight years) is the Manhattan Soap Company. **GODDARD** broadcast under Manhattan's banner for the past six years; Manhattan has such confidence in his salesmanship that they immediately signed up for half of his new WMCA series. This leaves three broadcasts a week still available—an outstanding name on the right station at the right time with top-flight "sponsor references".

Details on this important addition to WMCA's extensive news service are awaiting you, as always, at the WMCA Sales Office or Weed & Company.

wmca

first on New York's dial
first with New York's news

▶ AMERICA'S LEADING INDEPENDENT STATION

**"City Desk"**

WTOP's "City Desk" is edited by Joe McCaffrey. McCaffrey is a young man with a gadget, i.e. the wire recorder. He collects most of his news on the spot—going out for interviews with everyone from a member of Congress to a mother who has just invented a new way to pin papers on her new-born baby. "City Desk" has local color with a capital "L"—and listeners in the nation's capital swear by it.

Availability: Live talent
Time Units: 10 minutes, 5 times weekly
Audience Appeal: Male and Female
Suggested for: Late afternoon or early evening

Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WTOP, Earle Building, Washington 4, D. C.

"Community News"

What's so "new" about "Community News?" Nothing, perhaps, except its prompt accurate airing of news of the community? This series was created to do justice to "Local News"—handled so aptly and biased by local newspaper. Started January 15, 1945, its fame spread like A-bomb rays not only in immediate vicinity but throughout area. Compiled and edited by well-known personality, Charlie Gray; aired not once but three times daily.

Availability: Live talent
Time Units: 15 minutes, 18 times weekly
Audience Appeal: Entire family
Suggested for: Anytime

Client Suitability: Those serving Portsmouth, Dover and nearby areas
Number of Artists: In airing, 1 only; 2 in compilation news
Audition Facilities: Transcriptions
Submitted by: WHEB, Inc., Portsmouth, N. H.

Confidentially Yours

The original inside news show—featuring stories and forecasts that provide radio listeners with the key to what's going on behind the scenes. Confidentially Yours developed an idea unique in news-gathering—that of collecting and sifting news available through private channels, while maintaining correspondents in key spots throughout the world. On the air consecutively for more than seven years, Confidentially Yours is the program that turns the headlines inside out, scoring consistent scoops on the big news behind the news.

Availability: Scripts for live talent.
Time Units: 15 minutes, 6 weekly
Audience Appeal: Sunday Afternoon script or Evening, Weekdays and Sunday

Client Suitability: Applicable for use by most any type sponsor.
Number of Artists: One newscaster with dramatic background.
Cost: Quoted on request.
Audition Facilities: Scripts
Submitted by: News Story Worldwide, Inc., 11 West 42nd Street, New York 18, N. Y.

Copydesk—Newspaper of the Air

This program has the unique wrinkle of dramatizing the presentation rather than

the news itself. Various members of the staff report to the editor with their stories and when he asks them what they have they give him a summary thereby giving him that phase of the news. Prop background noises contribute atmosphere of a busy newspaper office. Cable, domestic, sports, women's financial and entertainment news is covered.

Availability: Live talent and E. T.
Time Units: 15 to 30 minutes daily.
Audience Appeal: Entire family.
Suggested for: Afternoon and evening.
Number of Artists: 5 to 9.
Audition Facilities: Transcriptions.
Submitted by: Bernard Estes, 15 Central Park West, N. Y. 23, N. Y.

"Covering Chicago"

Rambling reporter, Jack Odell, travels the Chicago news beat, tracking the stories and the personalities which create the news in America's second largest city. Odell writes and reads the copy as he sees it, writing and reading in the style of a veteran newsman. His guests are people from all walks of life, guests who stream from Chicago's human, endless parade.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family.
Suggested for: Evening.
Client Suitability: General.
Number of Artists: Two
Cost: Talent plus time rate
Audition Facilities: Transcriptions
Submitted by: Radio Station WCFL, Chicago 11, Ill.

"Day in Review"

This up-to-the-minute radio newspaper reviews the latest news events at the close of the business day. The program is devoted to both world-wide and local news delivered in a personalized style that has won large followings in Detroit and Michigan throughout the years. With capsule commentaries and interpretations, the program is aimed at keeping listeners well-informed of the main events of the day and their significance in only 15 minutes of listening.

Availability: Live talent and E. T.
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any legitimate product or utility
Number of Artists: One artist
Audition Facilities: Transcriptions
Submitted by: King-Trendle Broadcasting Corp., Station WXYZ, 17th Fl., Stroh Bldg., Detroit 26, Michigan

"Five Star Edition"

A complete 15-minute script news show, based on an exclusive formula that has given it the top daytime Hooper rating in ten largest cities in U. S., over five-month period. This program does not duplicate or imitate existing news broadcasts. It can be aired at any time during day or evening and is designed for the advertiser who wants something different in a news program.

Availability: Live talent
Time Units: 15 minutes, six or seven days weekly
Audience Appeal: Entire family.
Suggested for: Morning anytime

Client Suitability: (Applicable to most any sponsorship)

Number of Artists: Station's best newscaster

Cost: Quoted upon request

Audition Facilities: (Scripts)

Submitted by: Transradio Press Service, Inc., 521 Fifth Ave., New York 17, N. Y.

"Griffin at One"

Mr. Griffin makes it his business to dig out the actual facts behind the news pertaining to every conceivable subject of pertinent interest to Mrs. and Miss America! He discusses with his woman listeners the whys and wherefores, pros and cons of such subjects as: "Why are there not enough nylons?" "What would be the real result of the lifting of OPA Ceilings on the housewives budget?" . . . "Where is the butter which used to be so plentiful?" etc. etc.

Availability: Live talent and E. T.
Time Units: 15 minutes, daily 5 times weekly

Audience Appeal: Female

Suggested for: Afternoon

Client Suitability: Food, Drug, Clothes Advertisers

Number of Artists: 1

Cost: On request

Audition Facilities: Transcriptions

Submitted by: WIP, 35 S. 9th St., Philadelphia 7, Pa.

Hometown Headlines

This is a roundup of local and regional news, aired in mid-week, and on Sundays. In addition to summaries of local, state, and regional news, there is a 2-minute cut-in for each of the following: a. Sports Editor; b. Farm Editor; c. Women's Editor; d. Local News Commentator.

Availability: Live talent

Time Units: 15 minutes, twice weekly.

Audience Appeal: Entire family

Suggested for: Sunday morning and Wednesday evening

Number of Artists: Five

Audition Facilities: Transcriptions

Submitted by: WKZO, Kalamazoo 99, Mich.

Journal of the Air

The four pages of the Journal include: A personality in the news, a terse punchy sketch of the man or woman behind the news-name, local news, a five minute roundup of important local news events, a citizen of the day, a human interest sketch of a local personality. Both those whose names are in the news and those whose volunteer contributions have helped the community, and lastly, an 'editors viewpoint', quotes from leading newspapers on important topics of the day.

Availability: Live talent

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Suitable for any product or institution with family appeal

Number of Artists: 2 announcers and writer

Audition Facilities: Transcriptions

Submitted by: WHEC, 40 Franklin St., Rochester 4, N. Y.

KDKA News

An exceptionally popular 10-minute News program that produced outstanding results for a local sponsor for over 2½ years. An established audience provided by some of NBC's top network shows awaits this newcast. Mail results prove the wide popularity of the program. A map offered free 17 times pulled 34,904 replies from 32 states and Canada—an average of 2,053 pieces of mail per announcement. This exceptional mail count was received despite the fact that the offer was made in summer and despite the fact that two other Pittsburgh radio stations carried the same offer made by the same sponsor. The results were 19 to 1 and 6 to 1 in KDKA's favor.

Availability: Live talent
Time Units: 10 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening, 11:05-11:15 p.m.
Client Suitability: Especially suited for male audience

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Radio Station KDKA, 3rd Floor, Grant Building, Pittsburgh 19, Pa.

Main Street Editor

One of KDKA's best-known news programs. William Thomas, editor of a typical small-town newspaper, gives a weekly summary of the news with a Main Street slant. His news review, carefully edited by this experienced newsman, is concise, simple, to-the-point. One of the leaders of journalism in the district, Mr. Thomas has a tremendous influence among both urban and rural listeners. When he offered a souvenir edition of his newspaper—a one-time offer—he received 8,000 replies from 25 states.

Availability: Live talent

Time Units: 15 minutes, 1 time weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Radio Station KDKA, 3rd Floor, Grant Building, Pittsburgh 19, Pa.

Man in the Street

Informal interviews; set questions on national and local issues. Microphone set up in entrance of jewelry store on city's principal thoroughfare. Interviewees are thus flanked by show windows whose contents form subject of written commercials, as well as ad lib references to client and products. Movie theatre to which passes are given is just up the street. Visual impact of client, product and movie tie-in is strong and immediate.

Availability: Live talent

Time Units: 15 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Any time

Client Suitability: Client with show windows on street level, preferably within sight of movie free pass tie-in, if any

Number of Artists: One

Audition Facilities: Transcriptions

Submitted by: Piedmont Broadcasting Corporation, WBTM, Hotel Danville Building, Danville, Va.

new..

Capitol's BIG NAME

TO RAISE YOUR LISTENER LEVEL

Big-name talent . . . hit tunes . . . top-flight programming aids. Just what you need to attract new listeners and sponsors. And just what you get in Capitol's new *Transcription Service*. All the elements of big-time network shows . . . skillfully combined by the artists and technicians who made Hollywood America's entertainment Capitol.

Capitol Transcriptions give you a new sales approach to the local sponsor—the man with a relatively limited budget. You now can give him just what he wants: network-type programs at "local" rates—more for his money.



TRANSCRIPTIONS

More Than 2000 Selections

You'll build your shows from Capitol's basic library of 2,000 transcriptions. Besides, Capitol guarantees you a minimum of 50 brand new numbers each month. As an extra bonus, production schedules indicate not 50 but 70 new monthly releases . . . and at no cost increase.

Names Everyone Knows

Every Capitol name is an audience-builder. Dozens of Hollywood's finest artists now record exclusively for Capitol Transcriptions. Big-name singers, top bands, western stars, and variety groups will lure more listeners, sell more sponsors.

BIG NAME BANDS

DUKE ELLINGTON • JAN GARBER • SKITCH HENDERSON • STAN KENTON • GENE KRUPA • EDDIE LEMAR
ENRIC MADRIGUERA • ALVINO REY

BIG NAME SINGERS

JUNE CHRISTY • HAL DERWIN • DINNING SISTERS • CAROLYN GREY • KING SISTERS • PEGGY LEE

BIG NAME VARIETY

BUDDY COLE'S FOUR OF A KIND • FRANK DeVOL • KING COLE TRIO • DANNY KUAANA
DEL PORTER AND HIS SWEET POTATO TOOTERS • JUAN ROLANDO • DICK SHANNON'S
ALEUTIAN FIVE • PAUL WESTON

BIG NAME WESTERN

SHUG FISHER • WALLY FOWLER • JACK GUTHRIE • KARL & HARTY • OAK
RIDGE QUARTETTE • TEX RITTER • MERLE TRAVIS • WESLEY TUTTLE • UNCLE
HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS

Sparkling Programming Aids

Capitol gives you all the tools to build complete shows: Brilliantly arranged opening and closing themes for 22 programs. Voice and chatter tracks by featured artists. Musical interludes to background commercials.

A Complete Format Service

As an extra help for your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated program formats for 22 complete shows come to you every month. It's just like adding Hollywood's foremost program specialists to your own station staff.



Hear all the features that make Capitol Service different. Capitol will be glad to send you a recorded demonstration transcription.

Capitol TRANSCRIPTIONS
A DIVISION OF CAPITOL RECORDS, INC.

PROGRAM SERVICE

FROM HOLLYWOOD

SUNSET AND VINE

AL JARVIS



AND HIS
ORIGINAL

“MAKE-BELIEVE BALLROOM”

NOW OVER
THE NEW

K-L-A-C

HOLLYWOOD

PRESENTS
HIS
ORIGINAL

“CAN YOU TIE THAT?”

EVERY
SUNDAY

12:05 TO 1 P.M., P.S.T.

“TOP OF THE DIAL” — 570 KILOCYCLES

"Meet the Press"

This half-hour once-weekly program, broadcast Fridays 10:30-11:00 p.m., is, in essence, an unrehearsed "press conference of the air," during which four leading newspaper reporters from newspapers throughout the nation, question the most prominent person of the news week. In its discussion—in which "no punches are pulled"—the personality is asked to explain and justify his position, remarks, attitude, etc., on the subject of national interest. Off-the-record items and incidents are often revealed which scoop the press across the country.

Among radio programs, "Meet the Press" has attained the signal distinction of being covered every week by A.P., U.P., and I.N.S.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Adult
Suggested for: Evening
Client Suitability: Institutional
Number of Artists: Four newspapermen, the Expert and the Referee
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

"Nebraska Newsreel"

"Nebraska Newsreel" is a word picture, in dramatic narrative form, of the week's top news in the state, plus a page from the history of the state. It features interviews with colorful and noteworthy personalities plus a preview of what's to come in the State. Show is ideally suited to a firm which seeks to build goodwill with a tie-in as to its accomplishments. Direct sales possibilities especially for firm dealing in agricultural equipment and supplies.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Late afternoon or early evening
Client Suitability: All types
Number of Artists Employed: Three
Cost: \$200.00
Audition Facilities: Transcriptions
Submitted by: Radio Station KORN, Pathfinder Hotel, Fremont, Neb.

News at Noon

News at noon. This newscast features George Putnam, who Walter Winchell describes as the best male voice in radio. Available at noon, Monday through Friday, Coast to Coast.
Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Adult
Suggested for: Noon
Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

"Newspapermen"

"Two actual newspapermen go 'Out to dinner' at 7 p.m. They go to 'Nick's' restaurant for 'coffee—and' . . . you pick them up leaving the newsroom and they discuss the highlights of the day's news as they walk along the street when they enter the Greek's restaurant, Nick greets them as well as 'Buddy' the negro dishwasher and they talk over the day's news as one would do in a normal vein. They cover the topflight international news, national, statewide and local on 11 subjects of news and late sports."
Availability: E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Early evening

Client Suitability: Anyone who would like to get away from the stereotyped "news broadcast"

Number of Artists: Three
Cost: \$785 weekly
Audition Facilities: Transcriptions
Submitted by: Bob Post of Pittsburgh, 1820 Oliver Building, Pittsburgh, Pa.

News Reel of the Air

This program covers the day's news and special events as the Readers Digest covers the magazine field. Using the technique of a news reel, it consists of an edited and abbreviated recordings of the major news events each day throughout the world, condensed to 15 minutes. Names of great and small who actually participate in the news are heard on such a program.

Availability: E. T.
Time Units: 15 minutes, 3-5 or 6 times weekly
Audience Appeal: Adult
Suggested for: Evening
Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Once Over Lightly

A humorous treatment of the news with Alan Scott, who touches on the lighter side of today's happenings and who prognosticates about things unimportant with the aid of Murdock, his voiceless stooge.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Adult
Suggested for: Anytime
Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Report to Knoxville

A resume of the important local news of the week featuring the personal appearance of the people who helped make the news.

Availability: Live talent
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists: Three
Cost: \$50.00 talent
Audition Facilities: Transcriptions
Submitted by: WBIR, Knoxville, Tenn.

Side Street, America

Side Street, America is not a parade of events. The usual brass band gives way to a warm, friendly, fireside approach. The program has the "snap" of news but the warmth of people as the two voices, that make up the cast, handle each story. It is a program that brings the listener true stories, true happenings from the crossroads and side streets of America.

Availability: News wire script
Time Units: 15 minutes, once weekly.
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: General
Audition Facilities: News Wire script
Submitted by: Press Association, Inc., 50 Rockefeller Plaza, New York 20, N. Y.

Special Assignment

Exciting, gripping dramatizations, presented by Oliver Gramling, editor, author and authority on news. A big time 15-minute program series based on the unusual and startling stories of the nation's outstanding reporters.

NEWS

Availability: E. T.
Time Units: 15 minutes, optional weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening.
Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: Press Association, Inc., 50 Rockefeller Plaza, New York 20, N. Y.

The National Hour

Robert St. John and Robert McCormick of the NBC special events staff act as narrators in a half-hour presentation of the major problems of America in a post-war world. Through dramatizations and interviews with the nation's outstanding experts, a documentation of one of these problems is presented each week: atomic power, post-war jobs, transportation, world government, trends in style and entertainment, the plastics industry and other up-to-the-minute developments in the headlines of the day. This is NBC's outstanding news offering of the week presented with a large orchestra and featured pickups from the news capitals of the world.

Availability: Live talent
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: General
Number of Artists: 45
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, New York

"The Story Behind the News"

"The Story Behind the News." Side-lights on personalities and events currently in the news. Written and delivered by Walter O'Hearn, journalist, news editor, radio writer, author. Previously on the air six days per week for two and a half years, Walter O'Hearn has just terminated four years as an officer in the Royal Canadian Navy. His material and style of delivery is mature and dramatic.
Availability: Live talent or E. T.
Time Units: 5 minutes or 15 minutes, 5 or 6 weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: One
Cost: Based upon number of stations and markets
Audition Facilities: Transcriptions
Submitted by: Radio Programme Producers, 317 Keefer Building, Montreal, Canada.

The Teen Tattler

The Teen Tattler is a fifteen-minute round-up of Chicago high school news by teen commentator, Al Burton. Each week Burton not only gives the social, athletic and incidental news of the high schools, but he interviews a teen-age celebrity in local or national news. On each show, 50 to 70 high schoolers' names are woven into the news, to bring a close-listening, big audience.

Availability: Live talent
Time Units: 15 minutes, 1-5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Any product with teen-age appeal
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Al Burton Radio Productions, 2040 Sherman Ave., Evanston, Ill.

"Times' News"

"Times' News" is a summary of news of Massena and Northern New York, and immediately precedes the ABC feature, "Baukhage Talking." Massena news is supplied by the Massena Bureau of the Watertown Daily Times . . . news of the surrounding area arrives at WMSA by direct teletype. Broadcast packs a punch followed-up by arrival in Massena three hours later of several thousand copies of the Times. Home folks listen for news of their neighbors . . . then buy!

Availability: Live talent
Time Units: 5 minutes, 2, 3, 5 or 6 weekly.
Audience Appeal: Female and male
Suggested for: Afternoon
Client Suitability: General
Number of Artists: One
Audition Facilities: Transcriptions
Submitted by: Radio Station WMSA, Central Bldg., Massena, N. Y.

Under the Capitol Dome

Another first-flight feature, first of its kind in its field, an expert and lively report, interpretation and comment from and about Washington by George J. Marder, whose more than 18 years with the United Press have given him unusual understanding of both national and international news.

Time Units: 5 minutes six days a week; 15 minutes Sunday
Audience Appeal: Entire family
Client Suitability: General
Number of Artists: 1 announcer
Submitted by: United Press Radio, 220 E. 42nd, New York 17, N. Y.

Washington Views and Interviews

Featuring Barnet Nover interviewing outstanding guests on current affairs such as Lord Halifax, General Omar Bradley, J. Edgar Hoover, Judge Justin Miller, Paul McNutt, Wilson Wyatt, Chester Bowles, etc.

Availability: E. T.
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family.
Suggested for: Afternoon or evening
Client Suitability: Any type
Number of Artists: 2
Cost: ET-based on population
Audition Facilities: Transcriptions
Submitted by: Frederic M. Ziv Company, 1529 Madison Rd., Cincinnati 6, Ohio

World News Roundup

NBC commentator, James Stevenson, from New York, calls in NBC correspondents around the globe and from Washington, D. C., presenting up-to-the-minute news and commentary from the world-wide sources of the NBC news room. These first hand reports on the events of the day from Cairo to Cape Town; authoritative and complete, reach a large man and woman morning audience.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General
Number of Artists: 10 to 15
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, New York



MAIL COUNT TO-DATE 89,125
ON "IT'S FUN TO COOK"
A WFBR-BUILT AND PRODUCED SHOW

Some two years ago, the Program Department at WFBR developed and produced a show "It's Fun to Cook." It was sponsored by Schluderberg-Kurdle Co. proprietors of Esskay—one of the best known names in meat on the Atlantic Seaboard.

Originally it was broadcast only three days a week, but devised as it was to help the young, inexperienced house-wife, popular demand raised it to five a week. Some weeks the mail count ran over 2,000—to date

the total mail count is 89,125. That mail has come from every zone in Baltimore and from 18 surrounding counties.

And all because WFBR proved "It's Fun to Cook." No cash prizes—no spectacular offers. What's more Esskay has been able to educate housewives to improved meat buying techniques and to trace definite sales results.

All of which again proves WFBR delivers the *real* Baltimore Listener—the one who listens and buys.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.



**"A Tour of the World"**

A group of 25 children (boys and girls) perform folk dances in provincial French costumes and also perform a series of sketches dealing with the particular locale from which they came.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Morning
Client Suitability: Children's Wear
Number of Artists: 25 comedians—15 musicians
Cost: Approximately \$150
Audition Facilities: Will pipe live talent
Submitted by: CJSO, 72 rue Du Roi, Sorel, P. Q., Canada

Adventure Unlimited

Adventure Unlimited is a geographical-sugar-coated, educational program designed on comic strip attractiveness. Although in serial form, each story is complete in itself with all the romance of spy-rings, high-jacking, love interest and 'right will win in the end' motif. It is the story of two radio-minded lads who decided to search for adventure, pinching jobs to bring them to their next destination. Although designed and based on fact, the stories are pure fiction with a complete 'happy ending' finish.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile and male
Suggested for: Evening
Client Suitability: Correspondence schools, Rubber Manufacturers, Sports' Manufacturers, Food Products
Number of Artists: 10
Cost: Medium budget show
Audition Facilities: Will pipe live talent
Submitted by: John Adaskin Productions, Suite No. 315, 67 Yonge St., Toronto, Ontario, Can.

"Adventures in Christmas-tree Grove"

"Adventures in Christmas-tree Grove" is perhaps the most successful Christmas toy program and promotion in the entire history of retailing. Almost 200 department stores have used this series successfully, and it is perennially good. 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 Buffalo the Clown load Santa's plane and set out for the sponsor's store, where a duplicate of Christmas-tree 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. (15 episodes.)

Availability: E. T.
Time Units: 15 minutes, 3 to 5 times a week
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Department store toy department
Number of Artists: 8 to 15
Cost: Based upon market, station
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston St., Boston 16, Mass.

Adventures of Archie Andrews

A dramatic series presenting Archie Andrews as the typical American boy;

his friend, "Jughead," and his heart in Toronto, Betty and Veronica, an leading characters in an adaptation of the famous Archie Andrews of the comic strips and Archie Comics magazine. Each episode is complete. Tremendous promotion possibilities available through Archie Comics, publishers, and leading newspapers want to coast now carrying Archie as a daily comic strip. One of the top ratings among juvenile shows now on the networks.

Availability: Live talent
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Juvenile and Entire family
Suggested for: Morning or Evening
Client Suitability: General
Number of Artists: 10-12
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

Adventures of Dick Cole at Farr Military Academy

Fifty-two half-hour transcribed programs starring Leon Janney as Dick Cole. Action-packed stories built to hold the interest of a juvenile audience 6 to 16 years. A program especially adapted to food and drink sponsors. Full merchandising campaign available. Each program a complete story. Adventures of Dick Cole is especially built for getting Saturday morning youngster audiences.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Saturday morning or evening
Client Suitability: Particularly for Soft Drink Bottlers, Dairies, Ice Cream Makers
Number of Artists: 8 to 10
Audition Facilities: Transcriptions
Submitted by: Charles Michelson, Inc., Radio Transcriptions, 67 West 44th St., New York 18, N. Y.

Adventures of Nero Wolfe

Adventures of the well-known detective, Nero Wolfe, famed in leading magazines and books.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Early evening
Client Suitability: General
Number of Artists: 8 to 10
Audition Facilities: Transcriptions
Submitted by: Fadiman Associates, Ltd., 1501 Broadway, New York 18, N. Y.

Bedtime Story

When shadows fall and the sandman beckons, it's time for another "Bedtime Story." For the youngster all ready for bed, this is the end of a perfect day: that last treat before dashing into the arms of Morpheus. Each story is complete, with the right ingredients to make this night's visit into the land of make-believe a regular habit with kiddies and parents alike. Stories are told by "Mrs. Moonlight", with sound-effects and music.

Availability: E. T.
Time Units: 15 minutes, 1 to 5 times weekly
Audience Appeal: Juvenile
Suggested for: Evening
Client Suitability: Children's foods, clothes, toys or publications (national) Children's shops, schools, or organizations, (locally)
Number of Artists: 3

Audition Facilities: Will pipe live talent
Submitted by: International Radio & Television Features, 152 East 53rd St., New York City 22

"Black Flame of the Amazon"

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

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

Calling All Girls

Designed specifically to appeal to the teen-age girl for department store sponsorship. Starring Patsy Campbell, Linda Allen, Nancy Pepper (the nation's foremost teen-age fashion authority), Dick Brown, Tommy Jones, Henry Sylvern plus guest stars including Barry Wood, Xavier Cugat, Vaughn Monroe, Richard Himber, Jeanne Cagney, Mary Small, Virginia Weider, etc. Winner for second year in the CCNY Radio Program Awards.

Availability: E. T.
Time Units: 15 minutes, 1 weekly
Audience Appeal: Juvenile
Suggested for: Any time
Client Suitability: Department Stores
Number of Artists: Approximately 12 per program
Cost: Based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

Children's Hour

Broadcast from 8:05 to 9:00 a.m., Sunday morning. Features Rita Ascot, prominent Chicago actress, as Aunt Rita; Howard Peterson at the organ; and Jack Brinkley announcer. Aunt Rita announces children's birthdays for the coming week tells a musical story, usually of a fairy tale nature and with Peterson and Brinkley reads riddles submitted by children. Each riddle used on the program wins a pencil box for the sender—usually 12 given away each week. Mail response averages fifteen hundred letters per program.

Availability: Live talent
Time Units: 55 or 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Morning
Client Suitability: Any product where a box top premium offer might be made or any children's product
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: WLS, 1230 W. Washington St., Chicago 7, Ill.

"Dan Dunn, Secret Operative No. 48"

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

Availability: E. T.
Time Units: 15 minutes, 3, 5 or 6 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Dairy, bakery, food product, department store, etc.
Number of Artists: 14
Cost: Based on population of city, power and rates of stations used
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston St., Boston 16, Mass.

Fairy Tale Theater

Unusual dramatic strip utilizing talents of Greater Cleveland youngsters, enacting famous children fairytales. Produced and directed by WGAR staffer Esther Mullin, founder and director of children's theater of Cleveland's famed Play House. Stories adapted for radio by noted Cleveland authoress, Aldarilla Beistle. Show has built unusually strong following in first season and lends itself to special merchandising with juvenile appeal. Organ background and bridges for scene changes. Miss Mullin also acts as narrator.

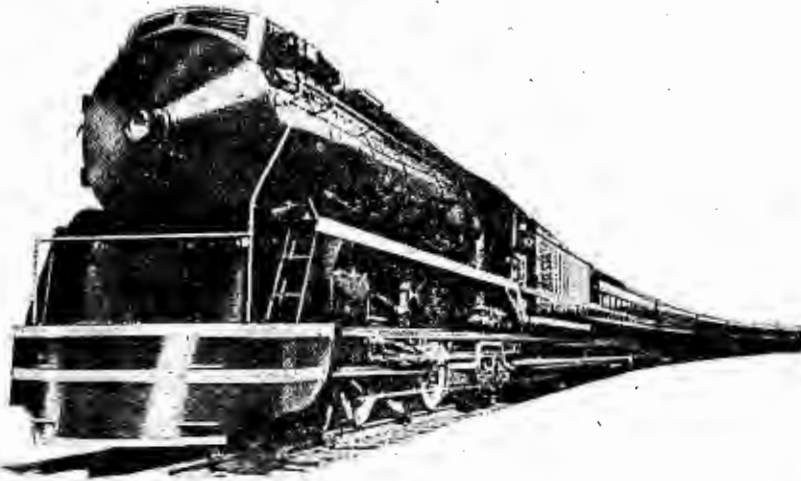
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile and entire family
Suggested for: Sunday afternoon
Client Suitability: Show currently sponsored by large local shoe company
Number of Artists: Average 6
Audition Facilities: Transcriptions
Submitted by: WGAR, Hotel Statler, Cleveland 1, O.

Fairy Tales

A collection of world-famous fairy tales taken from the immortal stories of Hans Christian Anderson, 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 . . . where "wishing" does some good . . . where horses talk and roosters sing . . . and elves and gnomes dance again in the mooded glens of imagination. Written and produced by Kimball S. Sant.

Availability: E. T.
Time Units: 15 minutes, 6 weekly; 156 episodes
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Food Accounts, Automobile Accounts, Household Appliances, etc.
Number of Artists: 10 to 12
Cost: Based upon the size of the station and the market
Audition Facilities: Transcriptions
Submitted by: C. P. MacGregor, 729 South Western Ave., Hollywood, Calif.

ADVERTISE ON THE BIGGEST SHOW IN HARTFORD!



Roy Hansen, popular MC, has helped bring the "Shoppers Special" to its present high Hooper in Hartford.

WDRB's "Shoppers Special"

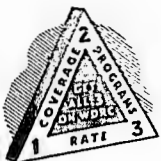
WITH MARKET BASKET* PRODUCT IDENTIFICATION

You can advertise on WDRB's "Shoppers Special" for the cost of a 1-minute announcement. This participation gives you:

1. Your regular 1-minute copy, on a rotating basis between 7 and 9 o'clock in the morning.
2. Product identification in the "Market Basket", which is filled with merchandise and given away twice each morning.
3. Good representation (3 mentions) on the biggest show in Hartford, with mc, live band, vocalist, local color, comedy, weather and time reports, UP and AP news.

The "Shoppers Special" runs from 7 to 9 a.m., Monday through Saturday. Participations are taken on a non-competitive basis. Write William F. Malo, WDRB, for full details.

**An Original Program Idea, Created by WDRB's Program Department*



WDRB
HARTFORD 4 CONNECTICUT
WDRB - FM

5000 WATTS
BASIC CBS
Connecticut's
Pioneer Broadcaster
Represented by Paul H. Raymer



Jim Garrett and Jean Chesley go calling twice each morning with WDRB's Mobile Unit for "Market Basket" home interviews.

"For Children Only"

This is the ideal program for children. Features hit juvenile recordings designed for the younger generation with specially written material delivered by a voice with appeal to children. It is a program especially for the lollipop and airplane model and has been described by informed critics as the most outstanding of the "disks" attractions on the air.

Availability: Live talent
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Juvenile
Suggested for: Saturday or Sunday morning
Client Suitability: Maker of children's products
Number of Artists: 1
Audition Facilities: Will pipe live talent
Submitted by: Station WHN, 1540 Broadway, New York 19, N. Y.

Hawkeye the Hunter

The famous Leather Stocking Tales by James Cooper have been woven into an absorbing series of tales for children. Basic plot situations and characters have been retained. The early West has and always will have a peculiar fascination for children of every age... the magic of woodcraft and hunter's camp, Indian skirmishes, canoe journeys, and pioneer life can be adapted to any type of young radio audience. The five novels in Cooper's series furnish 13 weeks each of entertainment... a total of 65 weeks.

Availability: E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile
Suggested for: Late afternoon
Client Suitability: Any product aimed to sell through the juvenile audience
Number of Artists: 5 to 6
Cost: Based on size and number of stations and markets
Audition Facilities: Transcriptions
Submitted by: Premier Radio Enterprises, Inc., 3033 Locust St., St. Louis 3, Mo.

Here's Howe

Program consists of facts, jokes, stunts, tricks, ways to make and do things—as Pete Howe says: "anything you know but think others would like to know"—submitted by children in listening audience. Pete Howe makes selection and pays children from one to five dollars in Savings Stamps for each item broadcast. Appeal is to children—but 78 per cent of those tuned in have one or both parents also listening. Program has been a constant mail puller, with high parent-teacher approval. Merchandising: Entire program consists of merchandising material—tricks, stunts, jokes, etc.—which can be covered in booklet form. Special competitions, with store and also school cooperation, are equally practical.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Children's Foods—Cereal, Bread, etc.
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

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 Honry Hoopel. A great merchandising plan connected with this series.

Availability: E. T.
Time Units: 30 minutes, 1 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon or evening
Client Suitability: Any type
Number of Artists: Approximately 7 per program
Cost: ET—based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

Have Fun With Stamps

"Having Fun with Stamps" is especially designed for the 5,000,000 youngsters who are devout postage-stamp collectors throughout the United States. The program is arranged in such a style that it can be presented either on the largest or smallest of stations. Postage stamps of various values will be offered as prizes, and these will be furnished to the stations, plus a weekly stamp-review pamphlet as publicity.

Availability: Live talent
Time Units: 30 minutes, 1 to 3 times weekly
Audience Appeal: Juvenile and entire family
Suggested for: Morning or afternoon
Client Suitability: Products consumed by youngsters (food, toys, etc.)
Number of Artists: 1 (emcee)
Cost: \$5 to \$50 per program
Audition Facilities: Sample script
Submitted by: Broadcasting Program Service, 45 West 45th St., New York 19, N. Y.

"Highlight Special"

"Highlight Special" is a program for teenagers done by a teen-ager—18 year old Dolores Craig, a vivacious, enthusiastic and extremely able M.C. Program features interviews with guest stars from stage, screen and radio who have a teenage appeal, Hollywood gossip of interest to teen-agers, and the recorded music most popular with the teens.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Teen-age Attire, Soft Drinks, Music Shops
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Station WHOM, 29 West 57th St., New York 19, N. Y.

Joe Palooka

Joe Palooka, idol of millions, and hero of the world's top comic strip in a transcribed series of five fifteen-minute shows a week that will appeal to millions. A kid show, yes, but also a show that every ex-G.I. will go for, as well as every lover of good clean American sportsmanship. Audition platter sent for \$2.50 C.O.D., refundable.

Availability: E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile, entire family
Suggested for: Afternoon or evening
Client Suitability: Most types
Number of Artists: 5 or more
Cost: Varies by markets

JUVENILE

Audition Facilities: Transcriptions
Submitted by: Teleways Radio Productions, Inc., 8905 Sunset Blvd., Hollywood 46, Calif.

Lost Empire

A powerful dramatization of the book "Lost Empire," a MacMillan Company best seller. "Lost Empire" is the dramatic story of Russia's early attempt to colonize the West Coast of North America during the reign of Catherine the Great. Each episode of this dynamic drama sticks to historical facts, yet it is told with such intense action and romantic intrigue that its listeners believe they are hearing some fantastic novel. Written and produced by Hector Chevigny.

Availability: E. T.
Time Units: 15 minutes, 6 weekly; 180 episodes.
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Food Accounts, Automobile Accounts, Household Appliances, etc.
Number of Artists: 10 to 12
Cost: Based upon the size of the station and the market
Audition Facilities: Transcriptions
Submitted by: C. P. MacGregor, 729 South Western Ave., Hollywood, Calif.

"Men in Scarlet"

Dramatization of stories of the Royal Canadian Mounted Police. Program has had four years' successful business for one sponsor. Now released for general sponsorship. Enthusiastically received by juvenile audience, but male adult appeal is notable. Winner of one of Canada's Beaver Awards, 1945. Great merchandising opportunities for any product with juvenile appeal. Could be used as late evening show for tobacco or cigarette manufacturer. Glamour of the "Mounties" suggests many merchandising features.

Availability: E. T.
Time Units: 15 minutes, 2 to 3 weekly
Audience Appeal: Juvenile and male
Suggested for: Afternoon or early evening
Client Suitability: Chocolate bars, etc. Young people's sports equipment, foods, etc.
Number of Artists: 3 to 7 per episode
Cost: By request
Audition Facilities: Transcriptions
Submitted by: International Production Limited, King Edward Hotel, Toronto, Ontario, Can.

"My Friend Flicka"

Mary O'Hara's best sellers become the backdrop for a new half-hour dramatic series to be produced in Hollywood. The characters, beloved by millions in the books and on the screen, will enact a complete story each week. Over 1,250,000 books have been sold to date with the third of the series, "Green Grass of Wyoming" out this fall. Here is a ready-made audience for something fresh and new in radio entertainment for the whole family. Audition script now ready.
Availability: Live talent
Time Units: 30 minutes, once weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Basic commodity with family-type appeal
Audition Facilities: Script
Submitted by: Trans-World Productions, John Marshal-John More, 6500 Yucca St., Hollywood 28, Calif.

"Renfrew of the Mounted"

New series adventure stories built around the character made famous in motion picture, books and radio, "Renfrew Of The Mounted."

Availability: Live talent
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Juvenile
Suggested for: Evening
Client Suitability: General
Number of Artists: Average 6
Cost: Moderate
Audition Facilities: Transcriptions
Submitted by: Douglas F. Storer, 1270 Sixth Ave., New York, New York

"Robinson Crusoe, Jr."

Every child in the audience will participate in the adventures of "Robinson Crusoe, Jr.," a rich man's son who takes his poor school mates on a cruise. The story begins with the seven youngsters being shipwrecked on Adventure Island. After many thrilling events, the children are rescued by a United States sub flying Old Glory. Every youngster would live this story if the opportunity presented itself. Seven outstanding youngsters in the show. The only show in which youngsters actually take their parts.

Availability: E. T.
Time Units: 39—15 minutes, 3 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Number of Artists: 15
Cost: \$10.00 per program
Audition Facilities: Transcriptions
Submitted by: Transcribed Radio Shows, 2 West 47th St., New York 19, N. Y.

"Santa's Magic Christmas Tree"

A boy and a girl rub a "Magic Lamp", dream of Santa Claus, and are transported to Santa's Magic Christmas Tree by the Genie of the Lamp. The Wicked Wizard, freed from Aladdin's spell when the lamp changed ownership, follows them and attempts to recover the wonderful lamp. In Santa's Magic Christmas Tree, every branch and limb is a different "department" where toys and Christmas Gifts are made. 8 original and clever 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 130 stores, and is a favorite everywhere. (15 episodes)

Availability: E. T.
Time Units: 15 minutes, 3 or 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Department stores, candy, juvenile shops
Number of Artists: 9 to 20

SUCCESSFUL PROGRAMS

Network, Regional and Local



ALLEN C. KAYE-MARTIN

Charm School of the Air

Judith Andrews—Modern Home Maker

Ida Bailey Allen and the Chef

John Robert Powers—The Powers School of the Air

Paula Stone—Hollywood Fanfare

Live and Transcribed Programs

KAYE-MARTIN PRODUCTIONS, INC.

Tribune Tower
Chicago, Illinois
Superior 0100

36 West 44th Street
New York 19, New York
MUrray Hill 2-8198-9

SUCCESSFUL PROGRAMS

Network, local and regional

In New York

“WJZ—POWERS CHARM SCHOOL”

Starring

JOHN ROBERT POWERS

America's foremost authority on
Charm, Style, Fashion and Beauty
Monday through Friday, 12:35 p.m. to 1 p.m.

In Chicago

“WGN—CHARM SCHOOL OF THE AIR”

Featuring

Virginia Clark, Lee Bennett, Forrest Lewis

Live and Transcribed

IDA BAILEY ALLEN

and **THE CHEF**

PAULA STONE—HOLLYWOOD FANFARE—5 DAYS WEEKLY

JUDITH ANDREWS—THE MODERN HOMEMAKER

Mystery—Drama—Quiz

KAYE-MARTIN PRODUCTIONS, INC.

Tribune Tower
Chicago, Illinois
Superior 0100, Ext. 326

36 West 44th Street—N. Y. C.
MUrray Hill 2-8198-9



Why get the wrong number?

Philadelphia listeners don't. They dial 950. We asked them recently to give the dial settings of local radio stations. More of them gave the right answer for WPEN than for any network station in the city.

WPEN has won this recognition by giving listeners in the Philadelphia area the kind of programs they prefer. Ever since this station was acquired by *The Evening Bulletin*—the largest evening newspaper in America—its programming has been getting better and better. WPEN now puts on more good music, more special events, more shows with a Philadelphia flavor and appeal than ever before.

These are some of the reasons why so many Philadelphia listeners have got the habit of turning to 950 for information and entertainment. They know that 950 means WPEN and a good show at any hour. Advertisers know that WPEN means a good buy.

950
WPEN
 PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
 New York • Detroit • Atlanta
 San Francisco • Los Angeles

JUVENILE

The Freshest Thing in Town

The adventures of Johnny Lawrence, The Freshest Thing in Town. A juvenile show.

Availability: E. T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Juvenile
Suggested for: Morning or afternoon
Client Suitability: Bakeries
Cost: ET—based on population
Audition Facilities: Transcriptions
Number of Artists: Approximately 9 per program
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

The Land of the Lost

The "Land of the Lost" is an imaginary kingdom at the bottom of the sea, ruled over by King Find-All. Everything that has disappeared from earth, finds its way there and comes to life. Two earth children Isabel and Billy save the life of the wise talking fish, Red Lantern, guiding light to the kingdom. As a reward they are permitted to pass through the magic seaweed curtain, into the Land of the Lost, a land of fantasy and charm, beloved by every juvenile and adult listener.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Saturday morning or Sunday afternoon
Client Suitability: Milk Companies, Cereal Manufacturers, Bakers, etc.
Number of Artists: Cast 8 to 11 plus vocal quartet and organist
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

"The Story Book Lady"

The Story Book Lady goes to the public library each Saturday morning at 10:30 a.m. and tells stories to the children assembled. The stories are selected each week from books at the library and are told in a dramatic manner with the story lady talking and acting out the various character parts. The program at present is being operated sustaining, but is an excellent vehicle for children's store; dairy; department store, etc. An average of 300 boys and girls attend the broadcasts each Saturday morning.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile
Suggested for: Morning
Client Suitability: Department stores; Children's Stores; Dairies, etc.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WHBY, 600 S. Lawes St., Appleton, Wis.

"Twilight Tales"

"Twilight Tales" stars talented Elinor Gono, who tells stories by Hans Christian Andersen and Jacob Grimm in a delightfully different style. Scripts have been endorsed by PTA's, Board of Educations, and are used in classrooms by Teachers, Series endorsed by American Council on Education, Radio Division, and also being listed in United States Bureau of Education, Federal Radio Education Committee, FREC Monthly Service Bulletin. Many of the Hans Andersen stories are translated direct from original Danish. Plenty of merchandising and publicity tie-ups, plus ad mats; publicity stories, etc. 94 one-quarter hour episodes.

Availability: E. T.
Time Units: 15 minutes, 1, 2, 3 or 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Dairy, bakers, food product, department stores, etc.
Number of Artists: 2

Cost: Based on population of market, power and rates of station used
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston St., Boston 16, Mass.

Uncle Mariner

With a parrot on one shoulder, a monkey on the other, a strange foreign kitten under his arm — Uncle Mariner comes striding into the homes of his thousand and one nephews and nieces, full of jolly fun and rollicking, breath-taking stories. The animals join in, too—for a top series of stories for youngsters five years and up. Clean, wholesome, entertaining.

Availability: E. T.
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Juvenile
Suggested for: Late Afternoon
Client Suitability: Children's or family food products
Number of Artists: 3
Cost: Based on station time rates. Minimum \$5.00

Audition Facilities: Transcriptions
Submitted by: Arthur W. Field Productions, 6233 Hollywood Blvd., Hollywood 28, Calif.

Youth Courageous

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

Availability: E. T.
Time Units: 15 minutes, 1, 2 or 3 weekly
Audience Appeal: Entire family
Suggested for: Evening or Sunday afternoon
Client Suitability: Banks, Dairies, Public Service Corporations
Audition Facilities: Transcriptions
Submitted by: Webber Radio Programs, 401 Shops Bldg., Des Moines 9, Ia.

Suggested for: Morning, Saturday or Sunday afternoon

Client Suitability: Dairies, Bakeries, Department Stores, Children's Shops, etc.

Number of Artists: 6

Cost: Based on population

Audition Facilities: Transcriptions

Submitted by: Harry S. Goodman, 19 East 53rd St., New York 22, N. Y.

Teen Air Theater

Teen Air Theater features a dramatization of a different fairy tale every Saturday morning at 9:00. The "Story Book Lady" introduces the first few lines of the story, and fades into the dramatization by the juvenile cast. Under the direction of Ellen Reisz, the stories and dramatizations were successfully sponsored for years by one of the nation's largest department stores.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Juvenile and female
Suggested for: Morning
Number of Artists: 5 to 15, depending upon script
Audition Facilities: Transcriptions
Submitted by: KROW, Broadway at 19th St., Oakland 12, Calif.

"Tex and Loco"

This is the story of Tex, a young boy, and Loco, his donkey, their travels and adventures on the western plains. The story is narrated or "remembered" by Old Jim, a lively old-timer who played an important part in the adventures of Tex and Loco. Packed with adventure and excitement, this story is woven around animal lore and outdoor life. It stresses better understanding of animals and people and a sense of fair play.

Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Bread, candy, breakfast cereal, any juvenile product
Number of Artists: 4 or 5
Submitted by: Jim Boles, 425 East 51st St., New York 22, N. Y.

The Adventures of Pinocchio

A charming presentation of the famous Carlo Collodi classic that every child loves . . . full of fun and mischief . . . high adventure and deep mystery . . . delightful, unique characters with whom every child falls in love. Full orchestral themes and backgrounds of haunting and original music. Endorsed by P.T.A.'s, School Boards and Child Welfare Organizations.

Availability: E. T.
Time Units: 15 minutes, 3 to 5 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon or evening
Client Suitability: Department Stores, Bakeries, Soft Drinks, Dairies, Toys
Number of Artists: 12 to 15
Cost: Based upon population
Audition Facilities: Transcriptions
Submitted by: Edward Sloman Productions, 1654 Cherokee Ave., Hollywood 28, Calif.

Cost: Based upon market, station

Audition Facilities: Transcriptions

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

Skibo of the Northwoods

A new series of adventure set in the magnificent north country of America. Involves intrigue with Indians, lumbermen, and hunted outlaws. Thrilling, daring, educational. More than a kid show, it will appeal to an estimated 67 million listeners. Written by Frank Dufresne, world-famous authority on wild life, and Chief of the Division of Information, U. S. Fish and Wildlife Service. Merchandising opportunities unlimited. Transcribed, 5 fifteen minute weekly. Audition platters available.

Availability: Live talent and E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Juvenile and entire family
Suggested for: Afternoon or evening
Client Suitability: Dairies, Bakeries, Millers, Sporting Goods
Number of Artists: 5 or more
Cost: Varies by markets
Audition Facilities: Transcriptions
Submitted by: Teleways Radio Productions, Inc., 8905 Sunset Blvd., Hollywood 46, Calif.

"Sonny and Susie"

Written by Canada's outstanding children's script writer, it deals with adventures of twins, Sonny and Susie. Everyday happenings dramatized naturally and humorously. Child appeal. The adventures of these two children are just what children have, or would like to have. Mother-appeal: the comical doings of any child appeal to any mother. Sponsored by one of Canada's largest department stores. Outstanding merchandising opportunities or children's apparel, accessories, toys, sports equipment, food, candy, etc. Merchandising tie-ins: Sonny and Susie cut-outs, books, comic-strip, etc.

Availability: Live talent or E. T.
Time Units: 15 minutes, 2 to 5 weekly
Audience Appeal: Juvenile and female
Suggested for: Afternoon
Client Suitability: Any product in which the housewife or children are interested

Number of Artists: 3 to 6 per episode

Cost: On request

Audition Facilities: Transcriptions

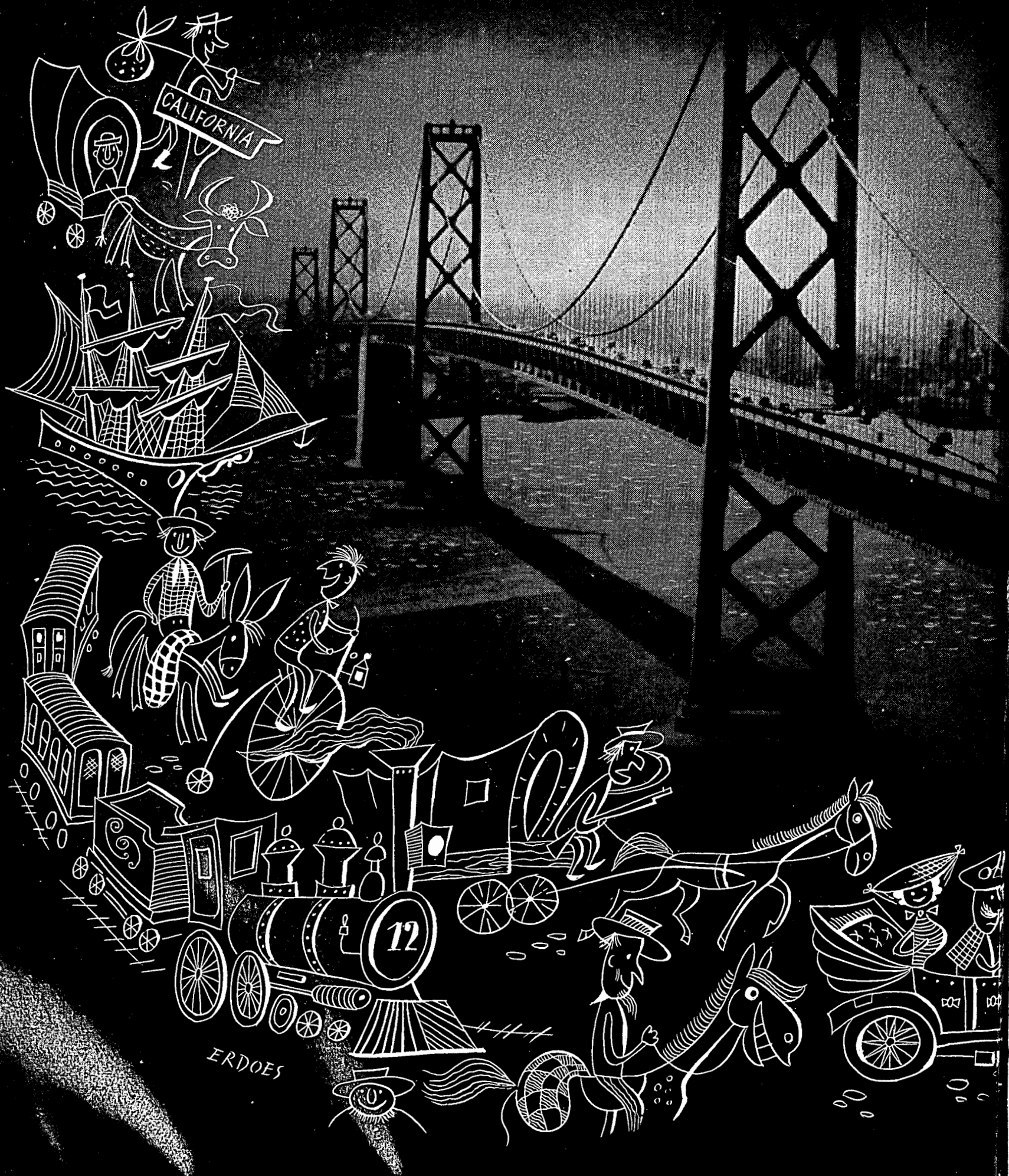
Submitted by: International Productions Limited, King Edward Hotel, Toronto, Ontario, Can.

Streamlined Fairy Tales

Clever writing, distinctive production, streamlined versions of your favorite fairy tales and the Korallites. The Korallites—six talking voices blended in precision and harmony. All sound effects done vocally. Laugh provoking imitations—"Kay Kyser" as "The Pied Piper of Hamelin," "Joe Penner" as "The Boy Who Cried Wolf" and many more. Seventy-seven different tales for kids 6 to 60.

Availability: E. T.
Time Units: 15 minutes, one to three times weekly
Audience Appeal: Juvenile

The



past is prologue

Northern California is rich in tradition with a history that stands as tribute to the pioneer spirit of early America. Rich as this tradition is, it has always served as a background for continued progress. The past of Northern California is colorful—its future exhilarating.

Since 1940, the six-county metropolitan district of San Francisco has had the greatest population growth of any corresponding area in the United States—and the growth continues. Today, 4,500 diversified factories are operating in the Bay Region alone and every day brings new industry . . . new people . . . new markets.

Acutely aware of the blending of the old and the new, KPO brings to listeners in Northern California varied radio fare, skillfully presented. Here is one outstanding example of exciting local programming:

THIS IS YOUR HOME

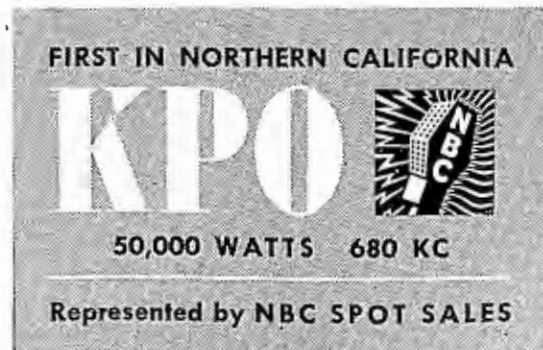
. . . a half-hour dramatic history of San Francisco's rise as a great city of America

presented each Sunday morning by W. & J. Sloane, one of the city's leading furniture stores. Since 1941 both long-time residents and newcomers in Northern California have thrilled to the vivid stories of the early Golden Gate days . . . stories of the men and women who contributed to the building of the West.

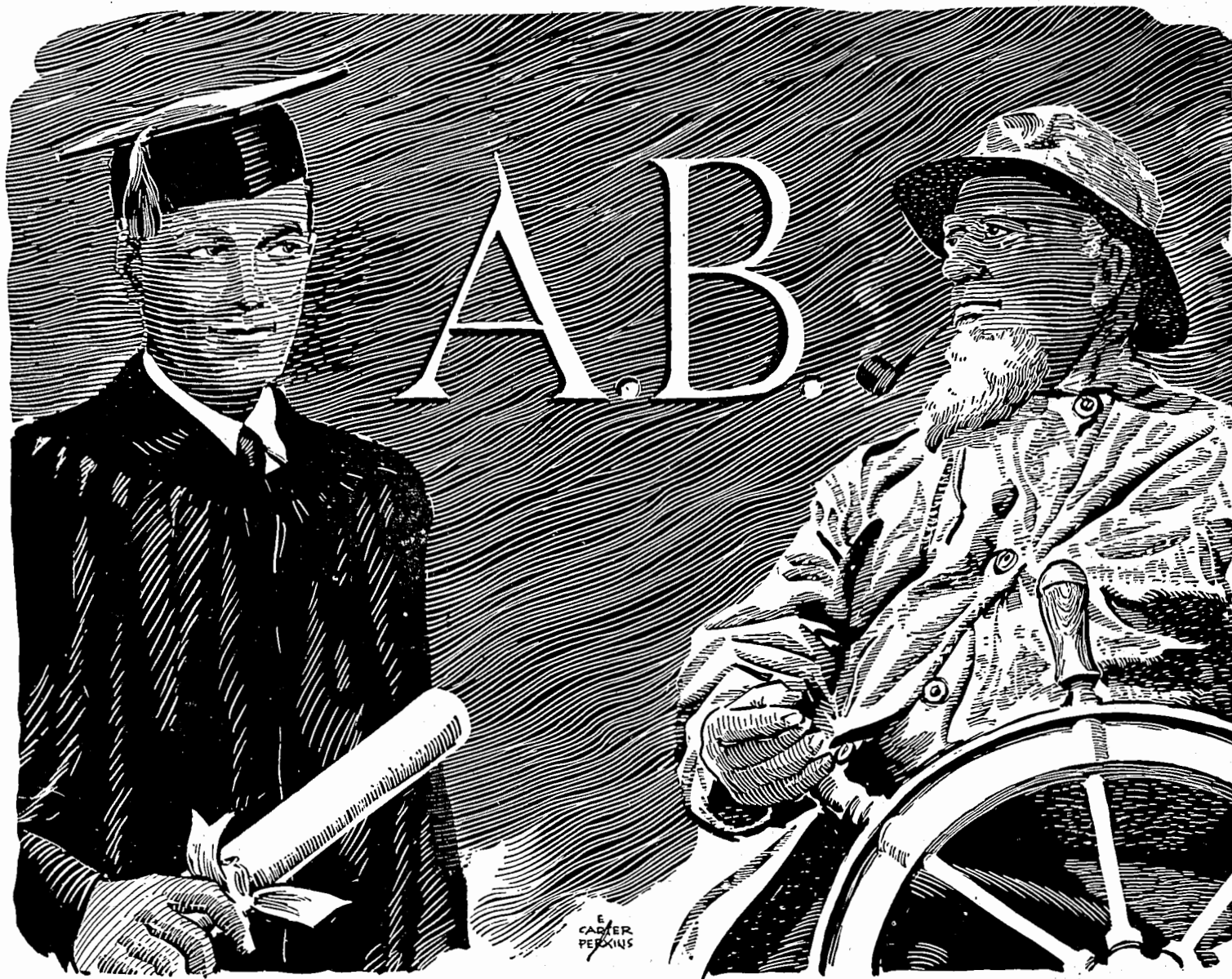
Broadcast in the form of dramatic narration, with well-integrated sales messages, *This Is Your Home* has helped to build keen community spirit in the 40 wealthy counties of KPO's daytime primary area. W. & J. Sloane's constant renewals of sponsorship are striking evidence of the program's selling power.

KPO, TOO, IS RICH IN TRADITION

For over 24 years listeners in Northern California have looked to KPO for the best in radio programs. The NBC Parade of Stars, local features like *This Is Your Home* and 50,000 watts of power have given KPO a dominance for sponsors obtainable in no other way.



THE NATIONAL BROADCASTING COMPANY



Sailors and Scholars, Too!

The letters A.B., if you're talking about the sea and ships, mean an able-bodied seaman. But if the background is a university, *then* A.B. means Artium Baccalaureus or Bachelor of Arts. Though diverse, each in its field, symbolizes a certain achievement.

The letters WCBM have a diversity of

meaning for Baltimore's radio listeners. All income groups, yes, sailors and scholars too, are represented in its audience. Radio time buyers recognize WCBM's broad appeal as an achievement in the Baltimore

Market and use it as an effective and economical way to build sales. Have you asked what WCBM can do for you?

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President

Free & Peters, Inc.
Exclusive National Representatives

GEORGE H. ROEDER, General Manager



American Sportsman's Show

Appeals to 26,000,000 sports men throughout the country with thrills of the chase, valuable hints for every sportsman, exciting stories of trips afield, and outdoor tales for All-America: Elements of drama and public service integrated to produce sure-fire attention-getter. Harris H. commentator, in seventh full year his own radio program—knows what they want, how they want it. To sponsor: 5 per cent of every sporting dollar in U.S., is spent on hunting and fishing. Public claims: Tops! Sportsmen say: Reliable! Sponsor knows: It sells! Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Practically any product which would be needed by people on trips afield or vacationing
Number of Artists: 4 men
Auction Facilities: Transcriptions
Submitted by: National Concert & Artists Corp., 711 Fifth Avenue., New York

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 social events sports 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
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 3 stars; 6 to 8 actors; plus orchestra
Cost: Available on request
Auction Facilities: Will pipe live talent
Submitted by: Radio Features of America, 37 West 45th St., New York 19, N. Y.

Bud Watson—Sports

An accurate compilation of the latest sports by one of the nation's top sports personalities. Bud Watson, ace miker and sportswriter has a background that's hard to beat. Before coming to WJR he was sports director of United Press (radio) in New York and his features were used in hundreds of stations daily. Current programs feature capsule reconstruction of Detroit Tigers home and away games. He won great acclaim in all of Michigan in many stunts including special broadcasts directly from various schools and colleges.
Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Men's products
Number of Artists: 1
Cost: Upon request
Auction Facilities: Will pipe live talent
Submitted by: WJTB, 22 West 45th Street, New York 18, N. Y.

Chuck Thompson

Chuck Thompson, WIBC sportscaster, has a special sports broadcast nightly.

devoted entirely to the interests of the sandlot and scholastic athlete. Program carries material about such teams, their players and schedules. It is aired from 8:45 to 9:45 p.m. Program is a public interest feature and is not available for sponsorship.

Time Units: 10 minutes, 6 times weekly
Audience Appeal: Male
Number of Artists: 1
Submitted by: WIBG, 1425 Walnut Street, Philadelphia 2, Pa.

Clem McCarthy Sports

Clem McCarthy, the noted turf expert whose winged words out race the fleetest three-year-olds, in a nightly five minute sports cast. This sports reporter is equally expert in baseball, wrestling, polo, and boxing; a man who has been covering the great sporting events for millions, and is known throughout the nation.

Availability: Live talent
Time Units: 5 minutes, 5 times weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: General
Number of Artists: 3
Auction Facilities: Transcriptions
Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

Diamond Dust

A sensational baseball feature of exclusive baseball yarns written new each week during the season. Timely, exciting, human interest stories of ballplayers past and present—legends, behind the scene dramas, untold stories of the diamond—tales of screwball rookies and faded old-timers . . . a baseball feature with a home-run wallop!

Availability: Live talent
Time Units: 5 minutes, 1 to 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: General
Number of Artists: 1 commentator
Submitted by: Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

Don Dunphy's Sport Review

Here's a man who talks the game and knows whereof he speaks. Here's a man who, by virtue of descriptive word pictures of leading sporting events, is recognized as one of radio's top sports reporters. Here's a man who knows the score in the world of sports and presents it in a fast-moving, living "Sports Review" that is vivid and accurate. Here's your man—Don Dunphy.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Men's products
Number of Artists: 1
Cost: Upon request
Auction Facilities: Will pipe live talent
Submitted by: WJTB, 22 West 45th Street, New York 18, N. Y.

Eddie Dooley

Featuring Eddie Dooley, former All-American quarterback, editor of the "Illustrated Football Magazine," and feature writer for the "New York Sun," in his football predictions and round-up.

Availability: Live talent and E. T.
Time Units: 15 minutes, twice weekly

Audience Appeal: Juvenile

Suggested for: Evening

Client Suitability: Products for Men

Number of Artists: 1

Cost: Low

Auction Facilities: Transcriptions

Submitted by: Douglas F. Storer, 1270 Sixth Ave., New York, N. Y.

Esquire Sports Review

The Esquire Sports Review digests all the sports of the nation each week. Every week the program will consider, in detail, four or five distinct sports categories. There will be no attempt to "report" on individual events in the manner of newspaper sports pages or on-the-spot coverage. The program is always an over-view, looking ahead to coming sports events, dramatizing the personalities of the people who will figure in the events and showing the relationship of the coming event to the sport as a whole.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Razors and razor blades, hats

Auction Facilities: Transcriptions
Submitted by: American Broadcasting Company, 30 Rockefeller Plaza, New York

Fred Schilling Sports Review

Fred Schilling's Sports Review leads in Massena, a sports-minded town. Baseball, softball, football, hockey, harness racing and others sports activities require expert attention—and Fred Schilling gives just that, as he does in the national sports scene. Fred also covers the morning sports picture daily at 7:20. WMSA, proud of its sports coverage, offers both of its sports programs for sale to the advertiser who wants business in Northern New York.

Availability: Live talent
Time Units: 5, 10 or 15 minutes, 2, 3, 5 or 6 times weekly

Audience Appeal: Male
Suggested for: Evening
Client Suitability: Gas and oil, tobacco, men's wear, etc.

Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: Radio Station WMSA, Central Bldg., Massena, N. Y.

Heartbeats in Sport Headlines

The only 5-minute script show of its kind in America! . . . dramatic narrations for single-voice . . . strange and amazing stories covering all sports, also little-known sport stories in the lives of famous personalities in the news . . . all thrilling tales pounding with the heartbeat of the of the sports world. Always timely, always new for the stories are written from week-to-week by America's outstanding radio sportswriter. Sports-story-telling at its best!

Availability: Live talent
Time Units: 5 minutes, 1 to 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

One for the Book

Five-minute sports stories transcribed by America's No. 1 coast-to-coast sports commentator, Sam Balter, 4 years coast-to-coast network. A unique program with proved rating and remarkable record of sales success, 192 programs recorded . . . can be used as 5-minute program or a feature part of a variety program . . . or 3 stories can be grouped as a 15-minute program.

Availability: E. T.
Time Units: 5 minutes—3, 5, or 6 times weekly

Audience Appeal: Male
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 1
Cost: ET—based on population
Auction Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Rd., Cincinnati 6, O.

"One I'll Never Forget"

Jack Stevens, formerly sponsored by Phillies Bayuk Cigars over a 74-station network in "The Inside of Sports," is starred in this new transcribed series of 5-minute shows. 156 episodes now ready. Stevens tells unusual and little-known stories about sports headliners, each show sparkling with humor and drama. Stories were told to Stevens personally by sports headliners in every field of sports. Sponsored successfully by men's clothing companies, beer and ale, men's furnishings, jewelers, gasoline and tire distributors and others. Available for local or regional sponsorship, or for national spotting in available markets. One sponsor in a city.

Availability: E. T.
Time Units: 5 minutes, 3 or 5 times weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Any product with masculine appeal

Number of Artists: 1
Cost: Based on population of market, power and rates of station used
Auction Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston St., Boston 16, Mass.

"Strictly Sports With Bob Steele"

"Strictly Sports with Bob Steele" brings ball scores . . . game highlights . . . stories . . . general sports news of the day . . . commentaries . . . predictions . . . and interviews with outstanding personalities. Bob Steele has a sports following second to none in Southern New England radio. A former professional boxer and motorcycle racer, Bob knows his sports, and combined with his real "mike" personality, his programs are "musts" for sportsmen in Southern New England.

Availability: Live talent
Time Units: 15 minutes, across the board
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Products for men
Number of Artists: 1—Bob Steele
Auction Facilities: Transcriptions
Submitted by: WJTB, 22 West 45th Street, New York 18, N. Y.

"In the Public Interest" also Interests Sponsors!

Emphasis placed by WTOL on programs aimed to serve cultural and community interests, attracts and retains listener loyalty from all walks of life. Toledoans learned to depend on WTOL during the War years.

And in the Toledo of Tomorrow WTOL marches forward with greater contributions to listener entertainment and information. Just add the 25 daily WTOL produced features to the sparkling array of ABC programs and you have the reason for WTOL's amazing record in listener loyalty and sponsor interest!

—2 of the many WTOL originations—

JUNIOR TOWN MEETING—

The only radio program ever conceived that resulted in the formation of a national association to perpetuate and enlarge its acceptance by America. Est. by WTOL March 23, 1942, and now broadcast by 26 stations.

THE HI-TEEN SHOW—

The original teen-age program. Every talented teen-ager is given a starring opportunity. A unique audition plan keeps the program a lively variety entertainment appealing to all ages. Now in fourth season under same department store sponsorship.

A Basic Station of the American Broadcasting Co.

Toledo's Friendly Station

WTOL

ARCH. SHAWD, Gen. Mgr.

NATIONAL REPRESENTATIVES: PAUL H. RAYMER COMPANY

"Outdoor Life Time"

"Outdoor Life Time" is the open-end described show that has everything, the 26,000,000 million hunters and fishermen are a vast waiting audience—that'll buy! An optional mail-pulling contest—combined with unusual promotional spots as well as a detailed Promotional Loss Book, make this transcribed show unique in its completeness. "Outdoor Life Time" has been prepared and produced with meticulous care.

Availability: E. T.

Time Units: 15 minutes, once or three times weekly.

Audience Appeal: Male
Suggested for: Anytime

Client Suitability: Any men's product as best exemplified by beer, shaving accessories, sporting good stores, gas stations, etc.

Cost: One-third of the time cost, with special minimum rates

Audition Facilities: Transcriptions

Submitted by: Richman Productions, 10 East 43rd Street, New York 17, N. Y.

"Roll Call of Sports"

Features Stan Lomax with up-to-the-minute sport yarns with sports questions and answers to test the knowledge of sport fans on football, racing, boxing, polo, hockey, tug-of-war, baseball and all other sports.

Availability: E. T.

Time Units: 5 minutes, 3 times weekly

Audience Appeal: Male

Suggested for: Afternoon or evening

Client Suitability: Any business which caters to men; soft drinks or beverage firm

Number of Artists: 3

Cost: \$5.00 per program

Audition Facilities: Transcriptions

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

"Salty Says"

Frank Mallants as "Salty" covers the South Florida picture as regards Fishing and Hunting and general Wildlife Conservation. Reports of catches in Salt and Fresh Water—complete Marine Weather report and stories of the sea and the sporting life he's lived. Now sponsored 6 times weekly—available four mornings at 7:35 to 7:45 a.m.

Availability: Live talent

Time Units: 10 minutes, 4 times weekly

Audience Appeal: Male

Suggested for: Morning

Client Suitability: Sporting goods of any kind—clothing for sportswear—beer

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Isle of Dreams Broadcasting Corporation, 600 Biscayne Blvd., Miami 30, Fla.

Speaking of Sports

A special script on the highlights, the breakdown the big and little which make sports what they are. The most popular features, high in use and sponsorship. Excellent sports commentary and so valuable to every sportscaster.

Time Units: 5 minutes, 6 days weekly

Audience Appeal: Entire family

Client Suitability: General

Number of Artists: 1 announcer

Submitted by: United Press Radio, 220 E. 42nd, New York 17, N. Y.

"Sports Answer Man"

This program features the well known sports personality, France Laux, and consists of sports questions and answers,

biographic material, and feature stories.

This program does not interfere with your regular sports shows, but can be used as an added sports feature, or can be tied in with local sports news. A quarter-hour program, this feature can easily be adapted to a 10-minute period by cutting away from the accurate cues supplied.

Availability: E. T.

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: General

Number of Artists: 2

Cost: Based on market area, and-or, station card rate

Audition Facilities: Transcriptions

Submitted by: Sherman Productions, 334 Arcade Bldg., St. Louis 1, Mo.

Sports Curious World

A new thrilling feature presenting three minutes of strange, amazing and unknown facts from the world of sports . . . interesting facts never known before—topped off by a sock dramatic 2-minute yarn based on one of the strange facts. Entertaining, informative, intriguing.

Availability: Live talent

Time Units: 5 minutes, 1 to 3 times weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Client Suitability: General

Number of Artists: 1 commentator

Cost: Based on size of station and market

Audition Facilities: Transcriptions

Submitted by: Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

Sports Fanfare

A series of 156 programs depicting in breath-taking eloquence those little dramas, those inside human-interest stories of the sports world that the score boards never reveal. Tom Carr, the story-caster featured on the show, has at his fingertips an endless supply of sports doings and his circle of intimate friends—sportsdom's greatest—supply much of his material.

Availability: Live talent or E. T.

Time Units: 5 or 15 minutes, 3 times weekly

Audience Appeal: Male

Suggested for: Afternoon after 5 p.m., or evening

Client Suitability: Men's clothes, beer, wine, cigars, etc.

Number of Artists: 1

Cost: Based on population

Audition Facilities: Transcriptions

Submitted by: Harry S. Goodman Radio Productions, 19 E. 53rd Street, New York 22, N. Y.

"Sports News and Views"

Bill Cochran, with 35 missions over Germany as a B-17 Pilot as his wartime experience, reviews the World Of Sports nightly at 6:15 p.m. Coverage of all main sporting events—local, national and international . . . with scores and results. All local sporting events covered by spot transcription or shortwave and aired during this period.

Availability: Live talent

Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Beer, men's clothing, soft drink

Number of Artists: 1

SPORTS

Audition Facilities: Transcriptions

Submitted by: Isle of Dreams Broadcasting Corporation, 600 Biscayne Blvd., Miami 30, Fla.

Sports On Parade

Tom Manning, nationally famous sportscaster, in a "foodbox huddle" with the world's top sports talent, as they drop in on the Cleveland scene. Joe Louis, Jack Dempsey, Byron Nelson, Henry Picard, Don Budge, Bob Feller and Paul Brown are only a few of the colobrillos Tom has had on his program. Roundtable discussions of current sports topics by these experts, are also on the agenda.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Male or entire family

Suggested for: Evening

Client Suitability: Tobacco, men's clothing, gum, soft drinks, beer, etc.

Number of Artists: Varied

Cost: On request

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WTAM, Cleveland 14, Ohio

"Sports Parade"

"Sports Parade" is a review of the week's activity in the field of sports. Personalities in Sports the Nation over are invited to appear in person on "Sports Parade," to tell their own interesting stories in interviews with Sports Editor, Stoney McLinn. National personalities are also "brought in" from other stations of the Mutual Network. The entire half-hour production of "Sports Parade" is scored against a background of tuneful salutes played by Milton Starr and the WIP orchestra, making it a vivid presentation that is easy to listen to, and complete with information covering every field of sports, and the men and women who participate in them.

Availability: Live talent

Time Units: One-half hour weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: Any type

Number of Artists: 15 with orchestra

Cost: On request

Audition Facilities: Transcriptions

Submitted by: WIP, 35 S. 9th Street, Philadelphia 7, Pa.

Sports Review

Fast, short sports bulletins. On order of Bill Sterns' Sports Newsreel with two announcers. Unique, as sponsors products are spoken of in a manner that gives the listener a feeling that they are listening to another bulletin.

Availability: Live talent or E. T.

Time Units: 30 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Food

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: KOB, Albuquerque, N. M.

Sports Stadium of the Air

This program can be billed for 15 minutes or a half-hour in evening time. It would be the radio newsreel of the week's sporting events. Instead of listening through a full fight or to an entire football game lasting two hours, this program

cuts out, via recordings at the scene, the important highlights, the exciting events that take place and builds it into a fast-running program featuring Bill Slater as the sports narrator, a band, and sports stars.

Availability: Live talent and E. T.

Time Units: 15 or 30 minutes, once weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: Razors, shaving soaps, etc.

Audition Facilities: Transcriptions

Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, New York

Sports Star Special

Colorful, all-time stars of the sports world in all-star dramatizations. These "great" are brought to the local listener to re-tell their own great moments in sports and their rise to fame. Sports Star Special is localized and personalized through a new, exclusive program technique called "Cue-In."

Availability: E. T.

Time Units: 15 minutes, optional weekly

Audience Appeal: Male and Entire family

Suggested for: Afternoon or evening

Client Suitability: General

Audition Facilities: Transcriptions

Submitted by: Press Association, Inc., 50 Rockefeller Plaza, New York 20, N. Y.

"Starring Tom Harmon"

Tom Harmon, ace All-American football star, forecasts outcome of football games (each week during the season), scoring high on his predictions. Packaged for Criterion by Vick Knight, one of radio's outstanding producers. Available E. T. to stations and agencies for sponsorship locally and regionally. Thirteen-week series includes forecasts of the Bowl games. Teaming of Harmon and Knight, plus topflight announcer and organist, combine to make this an exceptional sports program.

Availability: E. T.

Time Units: 15 minutes, once weekly

Audience Appeal: Juvenile and male

Suggested for: Evening

Client Suitability: Drug stores, oil companies, bakeries, men's and boys' clothing, jewelers, etc.

Number of Artists: 1 (plus talent indicated)

Cost: Depends upon station and market area

Submitted by: Criterion Radio Features, Inc., 360 N. Michigan Avenue, Chicago 1, Ill.

The Sportsman

The Sportsman brings the listener the fast-moving background of sports. It's 15-minutes of excitement and color from the sports world. It's dope from the dugout . . . gossip from the gridiron . . . topics for the turf fans. It's everything about everybody in sports . . . where they are . . . where they've been . . . where they're going. For the complete day-to-day story of America's most popular pastime it is tops.

Availability: News Wire Script

Time Units: 15 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Audition Facilities: News Wire Script

Submitted by: Press Association, Inc., 50 Rockefeller Plaza, New York 20, N. Y.



Transcribed Programs That **SELL!**

• As the OLDEST syndicated transcribed program producer in the United States, and the originator of the transcribed musical announcement and other highly successful radio ideas, we are prepared to cooperate with you as we do with agencies, stations and advertisers from Coast to Coast. For suggestions and program ideas for your next radio campaign—whether it is for 1/2-hour, 1/4-hour, 5-minute, 1-minute, 100 word, or 30 word spots — write or wire us. And be sure to investigate the possibilities of these successful transcribed syndicated shows!

SYNDICATED SHOWS NOW AVAILABLE

"CONGRESS ON THE AIR"	52	1/2-hour
<i>Preview Forum of Congressional Agenda, with Senators and Representatives</i>		
"EAT-ITORIALLY SPEAKING"	78	1/4-hour
<i>Starring Dick Stone in the most unusual food program in the country</i>		
"REAL ROMANCES"	52	1/4-hour
<i>Dramatizations of Stories in Real Romances Magazine</i>		
"SONGS OF CHEER & COMFORT"	52	1/4-hour
<i>Starring Richard Maxwell, famous Gospel singer</i>		
"THE THEATRE OF FAMOUS RADIO PLAYERS"	39	1/2-hour
<i>Entire cast of Hollywood network performers, in original dramatic shows.</i>		
"THE VAGABOND ADVENTURER"	39	1/4-hour
<i>Starring Tom Terris, Internationally known adventurer</i>		
"FAMILY ALBUM"	260	1/4-hour
<i>Musical Memories, featuring soloist and girl quintet</i>		
"UNSOLVED MYSTERIES"	39	1/4-hour
<i>Dramatizations of true mysteries as yet unsolved</i>		
"ONE I'LL NEVER FORGET"	156	5-minute
<i>Unusual sports stories, starring Jack Stevens</i>		
"TWILIGHT TALES"	94	1/4-hour
<i>Fairy tales for children, unusually told by Elinor Gene</i>		
"DAN DUNN, SECRET OPERATIVE No. 48"	78	1/4-hour
<i>Juvenile series based on famous newspaper cartoon strip</i>		
"FUN WITH MUSIC"	26	1/4-hour
<i>Starring Sigmund Spaeth, The Tune Detective</i>		
"UNCLE JIMMY"	156	1/4-hour
<i>Daytime family serial, starring William Farnum</i>		
"FAMOUS MOTHERS"	78	5-minute
<i>Starring Jane Dillon. All parts taken by Miss Dillon</i>		
"JERRY & SKY, THE MELODY MEN"	208	5-minute
<i>Hillbilly series; may be used as 5 or 15-minute program</i>		
"IMPERIAL LEADER"	52	1/4-hour
<i>Dramatized life story of Winston Churchill</i>		
"HISTORY IN THE MAKING"	52	1/4-hour
<i>Dramatizations of outstanding historical events</i>		
"FURS ON PARADE"	39	1/4-hour
<i>Sponsored successfully by hundreds of fur retailers</i>		
"A CHRISTMAS CAROL"	1	1/2-hour
<i>Original one-half hour adaptation starring Tom Terris</i>		
"ADVENTURES IN CHRISTMASTREE GROVE"	15	1/4-hour
<i>Sponsored annually by more than 200 department stores</i>		
"SANTA'S MAGIC CHRISTMAS TREE"	15	1/4-hour
<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.

One of The Country's Largest Program Producers

1946 ADDITIONAL LISTINGS 1947

The shows listed under this category have in some cases arrived too late for inclusion under their own respective listings.

Bob Bright's Bandstand

A record program of pop music conducted by Bob Bright, who embodies it with just the right chatter for the type listener he has and with constantly new features and promotions, at the present time being the guiding spirit of a tremendous army promotion and "ideal American Girl" contest in which twenty-eight newspapers are giving him front-page support. Not only does an effective spot for the advertiser on the air, but also it gets him reams of free newspaper publicity.

Availability: Live talent or E. T.
Time Units: 90 minutes, 6 days weekly
Audience Appeal: Juvenile and female
Suggested for: Afternoon
Number of Artists: 1
Submitted by: WPAT, 7 Church St., Paterson 1, N. J.

"It's A Woman's World!"

"It's A Woman's World" stars Glenda Farrell in a 15-minute three times weekly woman's show, handled in a new and exciting manner. Miss Farrell and her always amusing taxi-driver discover the best in homemaking aids, fashion news, beauty secrets, health hints, etc. In addition, Miss Farrell visits each day with a famous personality with a story for Mrs. America. This series combines fast-paced entertainment with the tried-and-true ingredients of the daytime woman's program with giveaways offered to assure sponsor of mail draw.

Availability: E. T.
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Feminine
Client Suitability: Women's shops, markets, groceries, dairies, etc.
Suggested for: Daytime
Number of Artists: 2 plus guest star
Auction Facilities: Transcriptions
Submitted by: International Transcribed Shows, Inc., 17 E. 42nd Street, New York, N. Y.

"That's My Son"

This is a fast-paced 15-minute once, twice, or three times weekly comedy of an average American family, with the hilarious situation young Jimmy, 16, and bursty with "inspirations," manages to thrust upon his ever-hopeful family . . . Pop, always fighting for that much-needed audience . . . Mom, positive her Jimmy is "genius" and needs special understanding . . . and of course, Peggy, who lives next door, thoroughly in agreement with Mom that Jimmy is a bundle of hidden talents and it's her duty to stand by him in his trials and tribulations. Each broadcast complete.

Availability: E. T.
Time Units: 15 minutes, once, twice, or three times weekly
Audience Appeal: Entire Family
Suggested for: Evening—Saturday or Sunday afternoon
Client Suitability: Practically any type
Number of Artists: 4 to 6
Auction Facilities: Transcriptions
Submitted by: International Transcribed Shows, Inc., 17 E. 42nd Street, New York, N. Y.

"You Women"

Glib adlibber Gene Flanagan is heard representing a daily women's program from

a man's viewpoint. Sparked with humor, witticism and criticism Flanagan tells his female listeners how to care for children, how men like to have women dress, make-up, and wear hairdos. He advises women how to arrange homes to suit a man's taste, discusses women in the news as a man sees it. "You Women" is an interestingly different women's program adaptable to department stores and female products and lending itself to heavy promotion and publicity possibilities.

Availability: Live talent
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Women's products, food, clothing, department stores
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: Station WWRL, 41-30 58th St., Woodside, L. I., N. Y.

"Your Box at the Opera"

"Your Box at the Opera" features recordings of favorite operatic arias by the greatest voices of all time—selected by WTIC's music commentator Robert E. Smith from his own personal library of more than 10,000 records, one of the finest in the world. Mr. Smith has many rare recordings, and some of his programs contain records of which there are no duplicates in the United States. An album of records is awarded each week to the person who correctly identifies a "Mystery Record" and can give reasons how he made the identifications.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon or evening
Client Suitability: Banks, Public Utilities, etc.
Number of Artists: 1—Robert E. Smith
Auction Facilities: Transcriptions
Submitted by: WTIC Studios, 26 Grove St., Hartford 15, Conn.

Your Gospel Singer

Edward MacHugh, nationally known singer of Gospel hymns, has demonstrated that there's a steady, very loyal audience for his singing. His ratings have been phenomenal and when he recommends a product, that type of listener and their loyalty means almost 100 per cent response from a buying standpoint. Hymn books available to sponsors at low cost. 420 transcribed programs available.

Availability: E. T.
Time Units: 15 minutes, up to 7 times weekly
Audience Appeal: Entire family
Suggested for: Any time
Client Suitability: General
Number of Artists: 2—MacHugh and organist

Cost: Based on population
Auction Facilities: Transcriptions
Submitted by: Harry Goodman Radio Productions, 19 E. 53rd St., New York 22, N. Y.

"Your Time"

"Your Time"—Your time to forget the cares of the day as your baritone troubadour sings, from a repertoire of over 2,000 songs, the ones which your cards and let-

ters indicate are your favorites. Here are the latest toe-tingling rhythms, and old musical bouquets; birthday and anniversary numbers; rollicking folk songs and stirring spirituals, sensitively interpreted to the unobtrusive accompaniment of a versatile guitar. Your favorite tunes—for your listening pleasure—and Your Time.

Availability: Live talent
Time Units: 20 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon (noon hour)
Client Suitability: General
Number of Artists: 1
Cost: Based upon size of station and market
Auction Facilities: Transcriptions
Submitted by: Radio Station KBUR, Burlington Broadcasting Co., National Bank Building, Burlington, Ia.

Your Weather Man

Richmond, Virginia, office U. S. Weather Bureau furnishes weekly weather forecast, together with national survey for current month of climate, long-range notes on weather based on past records, temperature readings and miscellaneous weather references on farming operations. Material supplemented with notes on crops and weather from other sources. Program angled toward farmers and week-end travellers.

Availability: Live talent
Time Units: 5 minutes, once weekly (Saturday)
Audience Appeal: Adults
Suggested for: Any time
Client Suitability: Farm, heating and air-conditioning equipment; travel bureau
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: Piedmont Broadcasting Corporation, WBTM, Hotel Danville Building, Danville, Va.

"Yours for a Song"

A street broadcast with a musical twist and with the audience in the "know." On a direct cue from the street, a studio band starts a selection which is broadcast and which the participant on the street does not hear. Five cues are given to guess the melody being played. Theatre tickets are the prizes, the number being won depending on the number of cues necessary to guess the mystery tune.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 3 (if records or transcriptions are used)
Cost: Based upon size of station and market
Auction Facilities: Sample script
Submitted by: Station KROS, Clinton, Iowa

"Yours to Enjoy"

30-minutes of "dinner-hour" music; salon and popular classic. Program on air for three years, large listening audience.

Ideal for selling to entire family. Though recorded and transcribed, the music is carefully selected, timed and the program produced to perfection.

Availability: E. T.
Time Units: 6:30 to 7:00 p.m., 7 weekly
Audience Appeal: Entire family
Suggested for: Evening 6:30 to 7
Client Suitability: Dept. Stores; foods, financial
Number of Artists: 2
Cost: Card rate plus small production fee
Auction Facilities: Transcriptions
Submitted by: Universal Broadcasting Co., KSFO, San Francisco 6, Calif.

"Jewish Festivals and Other Jolly Functions"

A colorful, entertaining series portraying customs, traditions, holidays, and other picturesque scenes from Jewish life, with appropriate melodies. Lively, dramatic narration, enhanced by traditional music, brings merry and meaningful functions to life. An ideal vehicle for any product. "Jewish Festivals and Other Jolly Functions" is a natural for a product used in preparation of or in connection with a party, dinner, or gathering of any kind. A sure-fire sales builder.

Availability: Live
Time Units: 15 or 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon or evenings
Client Suitability: Food or beverage manufacturer
Number of Artists: 3
Auction Facilities: Transcriptions
Submitted by: WEVD, New York

"Israel Among Nations"

"Israel Among Nations" introduces men and women whose contributions to the progress of civilization and the welfare of mankind have made history. Their names include scientists, physicians, artists, musicians, statesmen, philosophers. 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
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 7 to 10
Auction Facilities: Transcriptions
Submitted by: WEVD, New York

"Motel the Waiter"

A comedy serial of Jewish life, through which a different story will be completed each week—a story each week within the general format. Drama and music intertwined to make an entertaining and humorous performance. An excellent vehicle to put the listener in a good, receptive, responsive mood.

Availability: Live
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Housewives
Suggested for: Daytime
Client Suitability: Food, household, or drug manufacturer
Number of Artists: 12 to 14 weekly
Auction Facilities: Transcriptions
Submitted by: WEVD, New York

Here is AN OPEN-END TRANSCRIBED "Outdoors" Program !
that has EVERYTHING

Outdoor Life Time!

Produced in Association with America's Leading Magazine for Sportsmen
*Outdoor Life

● **A READY MADE AUDIENCE NUMBERING 20,000,000**

Regular appearance of America's best known outdoor life authorities make **Outdoor Life Time** a LISTENING "MUST" for the 20,000,000 Sportsmen who buy fishing and hunting licenses each year . . . and who spend *FOUR BILLION DOLLARS ANNUALLY* for equipment and supplies.

In addition . . . these same authorities will provide listening enjoyment for the multitudes of Dog lovers, Boating enthusiasts — in fact, EVERYONE who enjoys life in the open!

● **POPULAR ENTERTAINMENT — WIDE "HUMAN INTEREST" APPEAL**

Amazing oddities and fascinating facts about life in the open — told in friendly, non-technical, "down-to-earth" language — make **Outdoor Life Time** popular entertainment for *every member of the family!*

● **PROMOTIONAL PRESSBOOK**

A complete Promotional Kit — including, Feature Stories, biographies, station announcements as well as photos and mats, is included with the **Outdoor Life Time** series.

● **"MAIL-PULLING" CONTESTS AND POINT-OF-SALE PROMOTION**

Sure-fire "mail-pulling" contests — as well as potent point-of-sale promotion pieces — unique in transcribed radio — are available as optional services with **Outdoor Life Time**.

*Outdoor Life Magazine is read by 1,500,000 sportsmen every month!
And Known To Millions More

*

Outdoor Life Time was released for broadcast June 1; and within two weeks was sponsored in numerous local areas including—Hartford, Connecticut; Knoxville, Tennessee; Tucson, Arizona; Halifax, Nova Scotia and Oklahoma City, Oklahoma.

Outdoor Life Time is an expertly produced program — written and directed by Charles Cromer, well-known for his versatility and creative ability; original writer of first network outdoors program. **Outdoor Life Time** is transcribed on Western Electric High-Fidelity Equipment.

RICHMAN PRODUCTIONS

10 EAST 43rd STREET
NEW YORK 17, NEW YORK
MUrray Hill 2-5854

WRITE, WIRE OR PHONE
FOR AUDITION RECORDING
AND DETAILS

"Adventures Into the Mind"

Radio's first complete course in psychology, conducted by Dr. Allen Fromme, prominent clinical psychologist. Lecture material is illustrated by entertaining, inductive dramatic sketches. Studio audience participates in question-answer period and all scripts are available to listeners. Advisory board includes some of the biggest names in education circles. Daily publicized and promoted.
Availability: Live talent and E. T.
Time Units: 30 minutes, weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Book publisher, institutional, etc.
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: WMCA, 1657 Broadway, New York 19, N. Y.

Adventures in Western Michigan

High school students from communities in your listening area put on the program, coached by their teachers and thoroughly rehearsed by our staff. Includes musical groups and soloists. Conducted on interview basis and brings out information about history, industries, interesting features of the "home town."
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Saturday afternoon
Number of Artists: Varies
Audition Facilities: Transcriptions
Submitted by: WKZO, Kalamazoo 99, Mich.

"Americana"

"Americana" . . . How swiftly fly the passing years. And how quickly forgotten are events of time. "Americana" remembers. "Americana" presents collections of recollections. . . . Life stories in review. . . . A daily parade of people. . . . Of near-to-be-forgotten incidents from the past to the present. Of facts from the pages of record, history and legend of a Great America.
Availability: Live talent
Time Units: 5-10-15, and 30 minutes, daily
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: General, long established
Number of Artists: Announcer
Submitted by: 1996 Associates Contract or Single Rate
Audition Facilities: Transcriptions
Submitted by: The W. E. Long Company, Radio Division, 155 North Clark St., Chicago 1, Ill.

America's Town Meeting of the Air

This program presents American people on both sides of current controversial questions in joint discussion with national and international authorities. Combines excellent showmanship and educational integrity to make this radio program a national institution. In 11 years it has won 33 awards, and is the only program to have twice won the George Foster Peabody Award. Moderator is George Denney, president of New York's Town Hall.
Availability: Live talent

Time Units: 1 hour, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Better type of merchandising
Number of Artists: 1 regular and 4 guests weekly
Audition Facilities: Transcriptions
Submitted by: National Concert and Artists Corp., 711 Fifth Ave., New York, N. Y.

"Books on Trial"

One of the best literary free-for-alls. Controversy is the keynote of this new and original book program which features each week on the witness stand the author of a new book defended by an outstanding critic and prosecuted by an equally well known literary light. Sterling North, literary editor of the N. Y. Post, is the permanent presiding justice of this book court of the air. A jury of twelve men and women chosen by lot from the WHN Barbizon Plaza Theatre audience votes approval or disapproval of book. Walter Winchell calls "Books on Trial" "A Slugger!" "Zing and Showmanship."
Availability: Live talent
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 5
Audition Facilities: Transcriptions and will pipe live talent
Submitted by: Station WHN, 1540 Broadway, New York 19, N. Y.

Columns Write

A forum on which four editors of leading New Jersey weeklies meet each week to give readers reaction, from canvases made by staffs, and own editorial opinions on current topics of vital importance; to also exchange ideas on how they can better serve the community, state and nation through their newspaper columns. Publicity is terrific, with not only editors involved (25) giving each program front-page spreads, but others commenting on topics discussed editorial and in news columns.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Male and female
Suggested for: Evening
Client Suitability: Large Department Store, National Account
Number of Artists: 25 editors of leading New Jersey weekly newspapers
Submitted by: WPAT, 7 Church St., Paterson 1, N. J.

"Congress on the Air"

The only Congressional Preview Forum made up exclusively of Senators and Representatives, discussing vital legislative problems. Participants recruited from all sections of United States, from both political parties. Discussions are non-partisan, conducted in informal manner. At this crucial period in our history, America's domestic problems are of topmost concern. Program has foretold course of America's early postwar history, and being a preview of Congressional Agenda, keeps ahead of Congressional action. Moderator: Ernest K. Lindley, nationally known columnist, chief of Newsweek Washington Bureau. Recorded each week by direct line from Washington, each Wednesday, processed, pressed, and air-expressed to stations carrying the programs.

Availability: Live talent and E. T.
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Banks, insurance, financial institutions, department stores, other high calibre advertisers acceptable to producer.
Number of Artists: Varies
Cost: Based on station and market
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston St., Boston 16, Mass.

"Distinguished Guest Hour"

Outstanding program stars contemporary distinguished guests. Featured on Chicago's 50 k.w. WGN and sponsored during the past 3 years by Carson Pirie Scott & Co. Subjects are timely and deal with important topics of the day. All guests are qualified authorities experienced in public speaking. Typical variety includes: Sister Kenny, Ely Culbertson, James R. Young, Father Flanagan, Mrs. Glenn Frank, Com. Donald MacMillan, Alexander Kerensky, Kenneth Horan, Will Durant, etc. An all-star cast that attracts and holds listeners.
Availability: Live talent and E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Department Stores, Banks, Insurance Companies, Quality Sponsors acceptable to Criterion
Number of Artists: 1
Cost: Based on market and station area
Audition Facilities: Transcriptions
Submitted by: Criterion Radio Features, Inc., 360 North Michigan Ave., Chicago 1, Ill.

Dutch Treat Forum

Dutch Treat Forum, local business men cooperating in a luncheon broadcast to intelligently discuss issues of the day, local and national. It's America's oldest form of expression, the open forum, which is made doubly forceful by broadcasting. Local business men represent the above average thinking in a community, mold the community, tell their thinking on Dutch Treat Forum, a program which introduces business men to radio and radio audiences to business men.
Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family; adults
Suggested for: Noontime
Client Suitability: General
Number of Artists: Unlimited
Cost: Upon request
Audition Facilities: E. T.
Submitted by: KODY, 1521 West 12th St., North Platte, Neb.

"Forum of Public Opinion"

This is the oldest and most successful Forum conducted by Philadelphia Radio. The program is presented in the public interest by Station WIP in cooperation with the University of Pennsylvania Forum, for the past three years, and it cracks a general audience. The Forum is a round-table discussion headed by an outstanding moderator, either Scully Bradley, professor of the English Department at the University, or Edgar Cale, profes-

sor of Economics at the University. Members of the panels are drawn from top names on the subject to be discussed. Top names from the various branches of our Federal Government, Foreign Ambassadors, Consuls, and Foreign Correspondents, have appeared as authorities on the Forum. Here is a well-established public interest air display program that is built to order.
Availability: Live talent
Time Units: 30 minutes weekly
Audience Appeal: Adult
Suggested for: Afternoon or evening
Client Suitability: Class appeal for Institutional Advertising
Number of Artists: 7-8
Cost: On request
Audition Facilities: Transcription
Submitted by: WIP, 35 S. 9th St., Philadelphia 7, Pa.

Good Reading

Not a book review in the strict sense but rather a high type, dignified resume of subject matter, presented in an impeccable treatment of "voice," "English," and material, not high brow but perfect balance. A program in which any sponsor may take pride. Audition records available. Scripts original, and subject matter derived from carefully selected literature, current and classic.
Availability: Live talent
Time Units: 15 minutes weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Banks, Utilities, Publishers, or "General Institutional"
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WSAY, 328 E. Main St., Rochester 4, N. Y.

"Halls of Congress"

Verbatim dramatization of the week's debate in Congress, with material culled directly from the Congressional Record. Professional cast brings to the air the very words of our lawmakers in action . . . shows listeners how their government functions. Special Washington reporter provides first-hand material for all shows. Dramatic, entertaining, informative. . . .
Availability: Live talent and E. T.
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional, Automobiles, Fine Stores, etc.
Number of Artists: 10
Audition Facilities: Transcriptions
Submitted by: WMCA, 1657 Broadway, New York 19, N. Y.

"Know Your America"

"Know Your America" . . . St. Augustine to New Orleans . . . and on to Sacramento! Over turbulent rivers and wide plains a restless people pushed on to make settlements, build cities and forge American history. Presidents were elected and laws were passed, and lands were set aside for parks. Wars were won . . . and men and women marched to fame! That is Your America. Listeners come to gain a special pride in all that is America through this program.
Availability: E. T.
Time Units: 5-10-15, and 30 minutes, daily
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening

Allan H. Miller

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CULTURAL

Client Suitability: General
 Number of Artists: Narrator
 Cost: 1996 Associates Contract or Single Rate
 Audition Facilities: Transcriptions
 Submitted by: The W. E. Long Company, Radio Division, 155 North Clark St., Chicago 1, Ill.

Leave It to the Girls

"Leave It to the Girls" is radio's first roundtable of romance. Each broadcast features five of the most beautiful glamor-ous and successful girls in America who discuss questions of romance sent in by listeners from all over the country. One of the highlights of the show is the department, "The Man Strikes Back!" Each week a well-known male guest defends the man's point of view against the combined wits and charm of his five lovely protagonists. Paula Stone, famous star of stage, screen, and radio acts as the moderator for a weekly bevy of beauties.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Adult
 Suggested for: Evening
 Client Suitability: Cosmetics, Foods, Wearing Apparel

Number of Artists: 6
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

"Makers of America"

A series of dramatizations of the lives and works of members of the National Institute of Arts and Letters, stressing the contributions of these men and women to the cultural life of America.

Availability: Live talent
 Time Units: 30 minutes, 1 time weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Large National Advertiser
 Number of Artists: 10-12
 Audition Facilities: Transcriptions
 Submitted by: Rodgers & Brown, 200 W. 20th St., New York City, N. Y.

Nelson's Public Opinion Forum

Nelson's Public Opinion Forum is one of WCEB's most listened to programs, mainly because it's timely and informative. It's unique, in that the four who make up the forum are representative of four religious groups. . . . A rabbi, a priest, a protestant and the moderator. . . . It was said by some that a program of this type could be arranged. That four of such varied faiths could not meet on common ground.

Stanley J. Wolf

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 4. "Next door" location. Immediate delivery.

Rockhill Radio, Inc.

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. . . But WCED has proved that it can be done. This program promises to be a highlight of tomorrow.

Availability: Live talent
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: The program is on the air now and is sponsored by a fur company
 Number of Artists: 4
 Audition Facilities: Will pipe live talent
 Submitted by: Radio Station WCED, 80 N. Park Place, Dubois, Pa.

Palmetto Landmarks

South Carolina is the Palmetto State . . . full of human interest and historical landmarks. "Palmetto Landmarks" visits (vicariously) three of these spots on each program . . . climaxing the program format with a favorite South Carolina story delivered in person by an outstanding South Carolinian. Two voices handle the program, which after the first few airings, is getting requests for scripts.
 Availability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Morning

Client Suitability: Solid, substantial firms, themselves landmarks in the public mind . . . preferably firms who want emphasis on institutional
 Number of Artists: 3
 Cost: Talent cost
 Audition Facilities: Transcriptions
 Submitted by: WIS, 1811 Main St., Columbia H, S. C.

"Pan American Round Table" Discussions

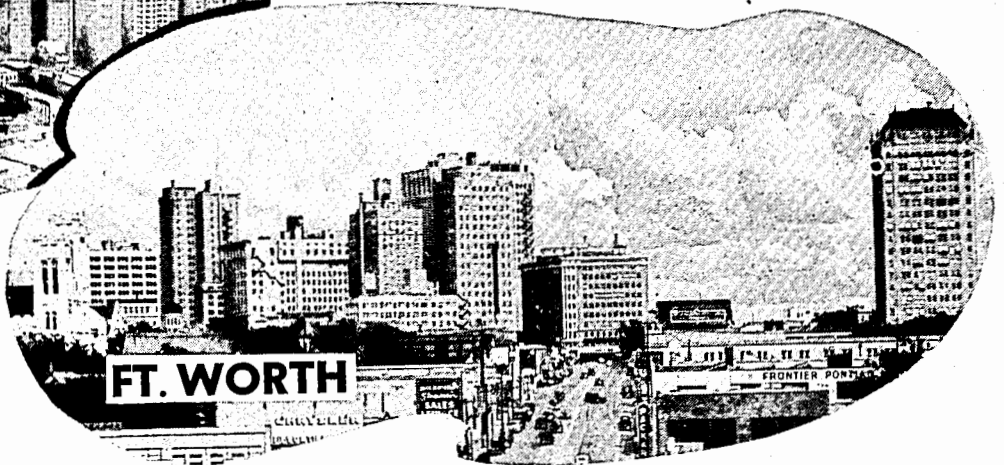
A public service program to promote goodwill and a spirit of cooperation between the U. S. and the Pan American countries. Program is particularly suitable for this area as population has large Latin American population percentage. It involves forums and discussions on various issues and problems by members of local civic organizations recognized for their work in promoting good neighborliness. Features both Spanish and English programs.
 Availability: Live talent
 Time Units: 15 or 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Early evening

Client Suitability: General with international appeal
 Number of Artists: No talent cost
 Cost: Rate card on request
 Submitted by: KPAB, Hamilton Hotel, Laredo, Texas

Pride and Prejudice

An informal, extemporaneous panel discussion in which representatives of different faiths and races reply to questions sent in by radio listeners. These questions deal with problems arising out of prejudice. The panel includes: Dr. Leon M. Birkhead, Director of Friends of Democracy; Rabbi William F. Rosenblum, of Temple Israel; Prof. Robert J. O'Donnell, of the Committee of Catholics for Human Rights; Roy Wilkins, Assistant Nat. Secy., National Association for the Advancement of Colored People.
 Availability: Live talent
 Time Units: 30 minutes, 1 time weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Sustaining
 Number of Artists: 4
 Submitted by: Station WEVD, 117 West 46th St., New York, 19, N. Y.

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1310 KC.
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MARKET DATA

.5 MILLIVOLT AREA

Population1,902,700
Retail Sales....\$ 963,424,000
Food Stores....\$ 237,279,000
Gen. Mds.....\$ 200,767,000
Drug Stores....\$ 51,153,000
Buying Income \$1,996,237,000
*Bank Debits....\$9,106,710,000
†Radio Homes.....376,844
*Fort Worth & Dallas Only
†Radio Market Data Handbook
All other data SM Survey
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"Pulse of the People"

"Pulse of the People" is a combination news analysis and man-on-the-street interview program. Commentator-Interviewer briefly explains pros and cons involved in current controversial subject selected for discussion, then interviews men and women on the street for a 15-minute period getting their reactions and concludes program by analyzing the opinions expressed. The interview portion is transcribed to enable the commentator to do subject analysis preceding the interviews, and the interview analysis follows the interviews.

Availability: Live talent and E. T.
Time Units: 25-30 minutes, once weekly
Audience Appeal: Female and male
Suggested for: Afternoon; early evening
Client Suitability: Drug Products, Department or Furniture Stores
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: Station WHOM, 29 West 57th St., New York 19, N. Y.

"Ray Zaner—Poet Scout"

Utilizing the talent and personal magnetism of Ray Zaner, former Boy Scout Commissioner for Eastern Pennsylvania, "Ray Zaner—Poet Scout" offers school children an incentive for writing original verse. Judging is done by school representatives and each winner reads his or her poem on the regular Saturday Morning program (11:45 a.m., EDT). Best poems of the year are awarded cash prizes by WBA and luncheon is arranged following presentation program by the Poet Scout.

Availability: E. T.
Time Units: 14½ minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Bank or any other strictly institutional advertiser
Number of Artists: Ray Zaner, The Poet Scout, Organist, Announcer
Auction Facilities: Transcriptions
Submitted by: Radio Station WSBA, RFD No. 5, York, Pa.

Report to the People

This is a monthly thirty minute program in which all civic officials including Mayor, a city commissioner, a county commissioner, the Chamber of Commerce, and the Business Men's Association make report on what they have done in the past month and are planning to do in the coming month for the betterment of the city and county.

Availability: Live talent
Time Units: 30 minutes, once monthly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Irregular
Auction Facilities: Transcriptions
Submitted by: Radio Station WROX, Clarksdale, Miss.

"TAC Radio Playhouse"

TAC is York's Teen Age Center. Each Wednesday evening before a WSBA microphone talented TAC members sing, dance, solo with a fine 16-piece TAC orchestra. One program every month is a half hour dramatic show—the remainder musical or variety. Scripts are directed and produced by WSBA utilizing wealth of fresh, imaginative juvenile talent available.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Home furnishings, Institutional or Juvenile Fashions
Number of Artists: 1 Professional—writer/producer
Auction Facilities: Transcriptions

Submitted by: Radio Station, WSBA, RD. No. 5, York, Pa.

"The Church and --"

A public sustaining service program which follows the trends in the news through the eyes of outstanding religious leaders of this metropolitan area—a moral yardstick for material living. The program's full title changes monthly and presents the viewpoints of theological authorities in such a variety of subjects such as "United Nations," "World Famine," "The Atomic Age." Neither offered or suitable for commercial sponsorship.

Availability: E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Client Suitability: Sustaining
Submitted by: WENR, 20 North Wacker Drive, Chicago 6, Ill.

The Inter-City Mayors' Council (of New Jersey)

With 37 chief executives of New Jersey cities and towns involved, 3 meet each week to exchange ideas on municipal improvement, analyze pro and con pending state legislation, offer suggested state legislation of their own that assembly should consider for the better welfare of state's local governments. Again, most of N. J. papers carry stories on each program, with N. Y. highlighting it. Moderator is one of state's most prominent active judges.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Male and female
Suggested for: Afternoon; evening
Number of Artists: 37 (excepting moderator), 4 each program
Submitted by: WPAT, 7 Church St., Paterson 1, N. J.

The Mankato Forum

Inaugurated over Station KYSM in January, 1946. Each week, the Forum deals with some controversial subject that is being discussed by the public. In choosing members for the discussion groups KYSM stays clear of experts and glib speakers. Rather, ordinary people who do ordinary jobs around town are chosen. Five or six local residents make up the round table each week. Program is scriptless. Moderator: News Editor Orrin Melton. Audience reaction has been gratifying.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: If sponsored, best suited to institutional client
Number of Artists: News Editor, acting as Roundtable Moderator
Submitted by: Radio Station KYSM, 101 North Second St., Mankato, Minn.

The Pulse of the Nation

Listening audience invited to submit questions of national interest to be polled by the POTN. Four leading questions used in ten thousand national interviews weekly. Results announced and dramatized on each airshow, in addition to the airing of two live interviews from five different cities and talk on top question by leading authority on subject. Listeners invited to sound out opinion on topics in own neighborhood and predict the results of each week's poll—with prizes for best guessers.

Availability: Live talent
Time Units: 15 to 30 minutes per week
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 3 to 5
Auction Facilities: Will pipe live talent
Submitted by: Bernard Estes and Sydney

CULTURAL

Roslow, 15 Central Park West, New York 23, N. Y.

"This Week in Music"

Program features Charles Dana Beaschler, top Washington music figure and director of District of Columbia's finest choir. Beaschler discusses current music events of the week, coming musical attractions, and gives detailed biographical sketch of prominent concert artists. These artists are frequently interviewed and their recordings are featured. Show draws high level listening audience and great amount of mail containing questions, all of which are meticulously answered on the program.

Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any type
Number of Artists: 1 musical commentator and 1 announcer
Cost: \$50 weekly
Auction Facilities: Transcriptions
Submitted by: Cowles Broadcasting Co., WOL, 1627 K St., N. W., Washington 6, D. C.

Voices of Knoxville

Open forum broadcast dealing with the political, economic, and cultural life in the community.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Publications, Department Stores, Manufacturers
Number of Artists: 2
Cost \$50.00 talent
Auction Facilities: Transcriptions
Submitted by: WBIR, Knoxville, Tenn.

Watch the Birdie

Shutterbugs all over the nation will go for this one, a breezy show about photography. America's Number 1 hobby. Mabel Scacheri, well-known author, lecturer and teacher of every phase of lens magic, tells you how to take better pictures, gives you inside tips on darkroom technique, and chats with the best known camera craftsmen in the country. Nothing high-brow about these sessions, they're aimed at the amateur and conducted in non-technical "down-to-earth" language.

Availability: Live talent
Time Units: 15 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Best suited for local camera stores, photo-finishing houses, etc.

Number of Artists: 2
Auction Facilities: Will pipe live talent
Submitted by: International Radio & Television Features, 152 East 53rd St., New York 22, N. Y.

Philadelphia Parade

Philadelphia Parade is a program "about" Philadelphia "for" Philadelphians. Charmingly narrated, with dramatized episodes, it brings to life colorful fashion and interesting stories. Should be of particular value sponsored by old Philadelphia organizations—institutions which themselves found inception here. Replete with civic pride, Philadelphia Parade is designed in fascinating manner.

Availability: Live talent
Time Units: 1-15 minutes, weekly
Suggested for: Morning or afternoon
Number of Artists: 2 to 6 (varies)
Auction Facilities: Transcriptions
Submitted by: WDAS, 1211 Chestnut St., Philadelphia 7, Pa.

WIS Public Forum

The WIS Public Forum dealing exclusively in South Carolina issues and topics... leaving to the network the discussions on national and international topics. Three prominent persons in South Carolina, representing the Pro, the Con, and the Middle-of-the-Road positions on state controversial issues, take part. The chairman is the WIS program director who sums up the major points of issue at the conclusion of each program.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Sunday noon day
Client Suitability: Any firm interested in raising the level of public opinion on state issues in South Carolina
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: WIS, 1811 Main St., Columbia, H, S. C.

"Young America Answers"

Young America Answers gives an opportunity for the youth of San Antonio and Texas to express their opinions of varied subjects in a forum style program. Broadcast from the "Campus Club" by remote control, this program is aimed at curtailing or eliminating juvenile delinquency. Program aims at letting the youths of the area be the focal point, by discussing problems which are close to their hearts. . . . Program Young America Answers, is unrehearsed and questions of the week are selected from among those sent in by members of the "Campus Club" and listeners. . . "Campus Club" is a local organization backed by Junior League and other civic organizations for purpose of creating better understanding of young people and their problems and to have a meeting place, where they can enjoy themselves on a higher plane.

Availability: Live talent
Time Units: 30 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: (Mid-Evening)
Client Suitability: General
Cost: On request
Auction Facilities: Transcriptions
Submitted by: KABC, Milam Building, San Antonio, Texas

Your Health Forum

Lively episodes from real life concerning patients who visit the doctor. Delivered in the form of an interview between Dr. Frederic Damrau and his secretary, Adeline Maneery. No serious diseases are discussed. Each patient is typical of thousands of listeners who can profit by the same advice. Presentation: simple, interesting and human. Educational in purpose, but without lecture style, and in strict conformity with best medical opinion as to the facts.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Drug or Health Products
Number of Artists: 2
Cost: Adjustable
Auction Facilities: Live talent
Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY



Carolina Home and Farm News

Program is designed to furnish helpful information to farmers and housewives. Material for broadcasts is compiled from releases of North Carolina State College Extension Service, Clemson Agricultural College and the United States Department of Agriculture. Mecklenburg County Farm and Home Demonstration Agents are featured on program with daily talks. WOC's Mobile Unit accompanies County Extension Office personnel to farms and schools to give on-the-spot accounts of happenings, such as: 4-H Club Activities, demonstrations of new aids to farmers, etc. Broadcasts by the Mobile Unit stimulate much interest among the farmers. Transcribed music suitable to the program is also used.

Availability: Live talent and E. T.
 Time Units: 20 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Lunch time
 Client Suitability: Program now sustaining—if commercialized farm products should be advertised
 Number of Artists: Number varies with type of program
 Production Facilities: Transcriptions
 Submitted by: WSOC, Charlotte, N. C.

Country Fare

Country Fare is a program of farm news, market reports, weather reports, and transcribed music of the old time variety. The program is conducted by Ed Murray, WHAM's farm service director, as a special service to the thousands of rural people in WHAM's listening area.

Availability: Live talent
 Time Units: 25 minutes daily
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Farm Equipment and Supplies
 Number of Artists: 1
 Production Facilities: Transcriptions
 Submitted by: WHAM, 111 East Ave., Rochester 4, N. Y.

Farm Fair

Program designed to aid farmers in shopping hard to get materials during war and now. Although format has not changed, the swaps are more popular when started. Program gives farming household hints and gives listener opportunity to buy, sell or swap any items wanted on the show. Handled by mail.

Availability: Live talent
 Time Units: 15 minutes, twice weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Will sell any farm products or products that farmers buy.
 Number of Artists: 2
 Cost: \$30 a show
 Production Facilities: Transcriptions
 Submitted by: Radio Station WAGM, Presque Isle, Maine

Farm Service Hour

15 fifteen minute Monday through Saturday sustainer, humorous story, current farming conditions, notes from USDA and M colleges, music especially selected to appeal to rural audience this market.

weather advisory service to insure adequate warning in plant care. Interviews with local farmers, ranchers, and county agricultural agents.

Availability: Live talent
 Time Units: 15 minutes, 6 times weekly
 Audience Appeal: Entire family (rural)
 Suggested for: Morning
 Client Suitability: Dealers in farm machinery, hardware, farm implements, etc.
 Number of Artists: 1
 Cost: Rate card on request
 Submitted by: Station KPAB, Hamilton Hotel, Laredo, Texas

"Farm Time"

Program designed to furnish accurate information to the farmer, including farm quotations, weather report (on a remote from the weather bureau), interviews with county agents—with whom he has a constant field contact. Frank Schwartz is the Farm Director of WBNS and has been heard over the CBS Country Journal Program. Also he has participated in Agricultural panels at educational meetings

and keeps a lively interest in actual contact with the farmer and farmer representatives.

Availability: Live talent
 Time Units: 15 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Noon hour
 Client Suitability: Agricultural and farm products
 Number of Artists: 1
 Submitted by: WBNS, 33 North High St., Columbus, O.

On the Farm Front

One of the oldest U-P features that is showing a steady climb in client use and sponsorship. There's good reason for that: Written by a farm news expert who knows the needs of radio, it is timely, colorful, authoritative . . . a report and interpretation of the news so important to the farmer, supplemented by regional reports furnished by United Press news bureaus in key agricultural areas.
 Time Units: 5 minutes, 7 days weekly
 Client Suitability: Farm supplies, equipment, etc.

Number of Artists: 1 announcer
 Submitted by: United Press Radio, 220 E. 42nd St., New York 17, N. Y.

The Modern Farmer

Every weekday morning for one hour this informal newsy program keeps listeners up to date about the weather, news, markets, and current agricultural conditions in the great Eastern seaboard farm area. Don Lerch, WEA's Farm Director, conducts the broadcasts with guest experts. Here is a program made to order to reach the vast rural audience of WEA.

Availability: Live talent
 Time Units: 60 minutes, 6 times weekly
 Audience Appeal: Female
 Suggested for: Morning
 Client Suitability: Farm Products and Implements
 Number of Artists: 3
 Audition Facilities: Transcriptions
 Submitted by: WEA, 30 Rockefeller Plaza, New York 20, N. Y.

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"Legend of the Silver Kid"

"Heart Room"

"Boys Will Be Men"

"Cupid Quiz"

"When Lights Are Low"

"Uncle Mariner"

"Presenting The Stars"

"Let's Build a Home"

"Charm"

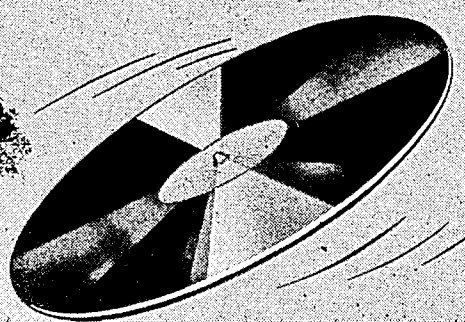
"Lovey 'n Lil"

"A Boy and a Girl in Hollywood"

"Unfamiliar Fables"

"Voice of the Moment"

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Adrienne Ames

Adrienne Ames, widely known actress of stage and screen, and one of radio's outstanding attractions, brings to her listeners a fresh point of view on the things on in all fields of show business as well as the world of fashion. Miss Ames has a wide following. Her ability to bring to the air the most important stage, screen, and fashion world personalities of today and to make them tell an interesting story is one of the many reasons why she is such a successful buy for advertiser.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Beauty and fashion products
Number of Artists: 1 and guests
Audition Facilities: Transcriptions and will accept live talent
Submitted by: Station WHN, 1540 Broadway, New York 19, N. Y.

Here's Hollywood

"Here's Hollywood" is a carefully produced and scripted Hollywood human interest program, based on newspaper column of same name. It features announcer, Terry O'Sullivan, Hollywood commentator, Jack Rourke, and organist, Mood settings developed by organist. The program gives this Hollywood approach a new twist. Great merchandising possibilities through its parent newspaper.

Availability: Live talent and E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Any product
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: Jack Rourke Productions, 331 Hollywood Boulevard, Hollywood 28, Calif.

Hollywood Doings

"Hollywood Doings" brings to the listener not only the latest film and radio news and gossip reported by Jack Parker, a picture and radio columnist, but also from late pictures and news of the "back side of Hollywood" not found in Hollywood columns and radio programs. The program is a solid attraction for teen-age and adult female listeners, and maintains its own staff of "news reporters." At times, this program features "in-studio" radio and screen stars at the request of its listeners.

Availability: Live talent and E. T.
Time Units: 30 minutes, one time weekly
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Adult female and all teen-agers
Number of Artists: One and at times guest star
Audition Facilities: Transcriptions
Submitted by: Time & Space Associates, Hollywood 28, Calif.

Visiting the Stars With Ona Munson

The program contains all the elements that make up the stories appearing in

the Motion Picture Fan Magazines, plus the added feature of music properly woven into the program.

Availability: E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Anything of interest to the home or personal use.
Number of Artists: 3
Cost: One third of the station rate as paid by the sponsor.

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

"Paula Stone's Hollywood Revue"

Paula Stone's Hollywood Revue is a 15 minute, 5 times a week program with 260 transcriptions guaranteed. It features Paula Stone as principal broadcaster assisted by John Christian as the announcer actor and Dick Leibert Radio City Organist for the background music. From time to time it also features top-flight Hollywood stars and introduces a "new candidate for stardom" each week.

Availability: E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Any national or local advertiser.
Number of Artists: 3
Cost: Upon request.
Audition Facilities: Transcriptions
Submitted by: Kaye-Martin Productions, Inc., 36 West 44th St., New York 17, N. Y.

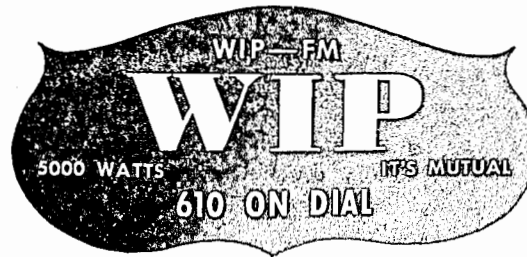
"Hollywood's Open House"

Most ambitious and spectacular program yet developed for use by spot local clients through means of transcriptions. Show matches in all 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, Walter Abel, Luise Rainer, Constance Bennett, Margo, Faye Emerson, Martha Scott, Bonita Granville and guest comedians such as George Givot, Milton Berle, Peter Donald, Jan Murray and many other Hollywood stars and famous comedians. Guest vocalists such as Harry Cool, Patricia Gilmore, Jerry Cooper, Monica Lewis, Nan Wynn, Danny O'Neil and others appear. First series of 26 shows feature Eric Madriguera and his orchestra, while second series of 26 features Ray Bloch and his orchestra, Jim Ameche is host-emcee on entire 52 shows.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: General
Number of Artists: 38
Cost: \$20 per program up, depending upon market and population
Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Productions, 8 E. 52nd St., N. Y. 22, N. Y.



Of course you weren't. You know a good radio buy when you see one. Next time you want to cover the Philadelphia market, look into the coverage WIP gives you in its 14,000 square mile area comprising nearly 8 million prosperous people.



REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERY CO.

*CREDIT GARSON KANIN, PLAYWRIGHT

Kermit-Raymond Radio Productions

presents

RAY GREEN'S

PRODUCTION OF

"HOLLYWOOD'S OPEN HOUSE"

(A Thirty Minute Transcribed Program)

STARRING AS GUESTS EACH WEEK

THE GREATEST STARS OF HOLLYWOOD

in Radio Adaptations of Hit Pictures

The Greatest Comedians of Stage-Screen and Radio

plus

THE ORCHESTRAS OF

RAY BLOCH

and

ENRIC MADRIGUERA

(second series)

(first series)

And the Program's Genial Host

JIM AMECHE

TWO SERIES TOTALING A MINIMUM OF 52 HALF HOUR SHOWS

And On Each Show From Three To Five Big Name Stars

A NAME HOLLYWOOD STAR—A NAME COMEDIAN—A NAME VOCALIST

OUR GUESTS TO DATE IN ORDER OF THEIR APPEARANCE

Marlene Dietrich
Luise Rainer
Allan Jones
Ruth Chatterton
Eddie Mayehoff
Hildegarde
Rags Ragland
Ann Rutherford
Henny Youngman
Harry Cool
Margo
Glenda Farrell
Jan Murray
Constance Bennett
Harrington & Hyers
Fay Wray
Joseph Calleia
Block & Sully

Peter Lorre
Jerry Cooper
Eddie Norris
Morey Amsterdam
Mabel Todd
Joseph Schildkraut
George Givot
Skippy Homeier
Neil Hamilton
Wesson Brothers
Wendy Barrie
Jack Waldron
Jane Withers
Peter Donald
Gregory Ratoff
Elsa Maxwell
Guy Kibbee
Richard Arlen

Milton Berle
Bonita Granville
Stuart Erwin
Frances Faye
Danny O'Neil
Dick Powell
Jack Pearl
Nan Wynn
Erin O'Brien Moore
Joy Hodges
Edith Fellows
Walter Abel
Adele Astaire
Dinning Sisters
Bobby Doyle
Jean Parker
Bob Hopkins
Stroud Twins

Jack Benny
Mary Livingstone
Phil Harris
"Rochester"
Don Wilson
Martha Scott
Lee Sullivan
Mary Wickes
Zero Mostel
Kay Francis
Faye Emerson
Ralph Morgan
Helmut Dantine
Lenny Kent
Johnny Morgan
Roland Young
Monica Lewis
Diana Barrymore

STILL AVAILABLE IN SOME MARKETS

WIRE — WRITE — PHONE

KERMIT-RAYMOND CORP.

8 East 52nd Street
New York 22, N. Y.

ELdorado 5-5511

"At Home with Faye and Elliott"

with

FAYE AND ELLIOTT ROOSEVELT

**"THE MOST TALKED OF RADIO SHOW OF
ITS KIND IS NOW READY!"**

You've heard people talk of it . . . you've read of it in newspapers and national magazines . . . you've heard of it on the air on such radio shows as "WALTER WINCHELL," "INFORMATION PLEASE," "HILDEGARDE," "THE FITZGERALDS" and other programs . . . and NOW *"The most talked of radio show of its kind is ready!"*

"AT HOME WITH FAYE AND ELLIOTT" is a series of quarter-hour programs to be used three or five times weekly. The program may be used during the *day* or *evening hours*. The program features a distinguished guest who visits with the Roosevelts on each program. Jim Ameche is the announcer for "AT HOME WITH FAYE AND ELLIOTT."

This is the first time a program of this nature and of this importance has been transcribed for local and regional sponsorship!

Some markets are still available. Phone, wire or write —

**RAY GREEN — 8 East 52nd Street
NEW YORK 22, N. Y. • ELdorado 5-5511**

ANSON BOND PRODUCTIONS
CREATORS AND PRODUCERS
 OF
OUTSTANDING
COMMERCIAL FILMS

Just Completed
 Our Ninety-Ninth Production
 The First Three of a Series of Authentic
 Dramatizations on "The Bible"

"THE NATIVITY"
 "THE PARABLE OF THE SOWER"
 "THE WOMAN OF SAMARIA"

These Truly Beautiful Pictures to be Distributed Throughout
 the World by—

— THE AMERICAN BIBLE SOCIETY —

In Production
 Thirteen Shorts for the Gruen Watch Company
 These Pictures Demonstrate the Perfect
 "Bonding"
 of EYE AND EAR Advertising

Available for Radio
 "THE CRAIG RICE CRIME DIGEST OF THE AIR"
 A "BONDED" RADIO PROGRAM
 With the Renowned Author of
 "HOME SWEET HOMICIDE"

AND MANY OTHER TOP MYSTERIES,
 MISS CRAIG RICE
 AS MISTRESS OF MAYHEM.

LET ANSON BOND PRODUCTIONS
 SHOW YOU THE WAY IN
 PICTURES
 RADIO
 and
 TELEVISION

ANSON BOND PRODUCTIONS
 913 NORTH LA CIENEGA BOULEVARD
 HOLLYWOOD (46), CALIFORNIA

Phone — CRESTVIEW 5-6151

1946 ★ FEMININE

A Woman's Europe

Here is the post-war story of Europe as seen by an American woman, the story of European women by an American among them, what they think, what they wear, how they live. Cabled daily from overseas by Ann Hagen, known by most women broadcasters through her long experience in preparing women's programs. A highly useable, highly sponsorable program by a person who knows what feminine programs need and what American women want to hear.
 Time Units: Five minutes, 6 days weekly
 Audience Appeal: Female
 Client Suitability: General
 Number of Artists: 1 announcer
 Submitted by: United Press Radio, 220 E. 42nd St., N. Y. 17, N. Y.

Allen Prescott . . . The Wife Saver

A show designed for Mrs. Housewife but one that appeals to the whole family—features Allen Prescott as The Wife Saver—offers lots of laughs but at the same time provides helpful household hints for harrassed housewives—(e.g. You can peel tomatoes much easier if you heat them first over an open flame)—Prescott's aid is Brad Reynolds who, besides stooging for Prescott, brightens up the show with songs. A show that's informative, full of laughs and entertaining from start to finish. . . . Allen Prescott . . . The Wife Saver.
 Availability: E. T.
 Time Units: 15 minutes, 3 times weekly
 Audience Appeal: Female and entire family
 Suggested for: Morning or afternoon
 Client Suitability: Department Stores, Cosmetics, Food Distributors.
 Number of Artists: 3
 Cost: Available at low syndicated rates
 Audition Facilities: Transcriptions
 Submitted by: NBC Radio Recording, National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

Breakfast With Bill

Informal breakfast audience participation program with Bill De Marse who puts feminine participants through stunts, quizzes and games.
 Availability: Live talent
 Time Units: 30 minutes, 5 times weekly
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Any product or service angled mostly to women or family
 Number of Artists: 2 with optional piano team
 Audition Facilities: Transcriptions
 Submitted by: WHEC, 40 Franklin St., Rochester 4, N. Y.

Charm

Did you ever shampoo your hair with beer? Don't laugh, ladies—that's only one of a thousand suggestions from Evelyn Scott, glamorous radio and screen player whose own incomparable charm is a living example of their efficacy. A five-minute strip show to give milady the lat-

est, smoothest hints on lipstick, coiffure—in short, the secrets of Charm.
 Availability: E. T.
 Time Units: 5 minutes, 5 times weekly
 Audience Appeal: Female
 Suggested for: Morning
 Client Suitability: Women's shops, mfgs., cosmetic goods
 Number of Artists: 2
 Cost: Based on station size and popularity
 Audition Facilities: Transcriptions
 Submitted by: Arthur W. Field, Inc., 6233 Hollywood Blvd., Hollywood 28, Calif.

Charm School of the

Charm School is a departure from usual woman's participation programs that it is the first to conduct an actual charm school on the air and includes music and comedy in its Material is supplied by an outstanding authority on beauty. The scene is a "salon" and the characters of it all have jobs as instructors or reporters in the school. Its great appeal due to its informality and the fun.
 Availability: Live talent
 Time Units: 30 minutes, 5 weekly
 Audience Appeal: Female
 Suggested for: 9:30 a.m.
 Client Suitability: Cosmetics, clothing, decorating, etc.
 Number of Artists: 5—Virginia Cla Bennett, Forrest Lewis, Harold and one other
 Audition Facilities: Transcriptions
 Submitted by: WGN, Inc., 441 N. M. Ave., Chicago 11, Ill.

Conversation Piece

An ingratiating confab between MC and listener. Her wish is his command. He talks. She listens. And out of the music or the info she supposes asked for. Program follows no formula is based primarily on music and news squibs—movies—markets—of interest to distaff audience. Designed as a show of Alladin's genius.
 Availability: Live talent or E. T.
 Time Units: 15 minutes, 3-5 weekly
 Audience Appeal: Female
 Suggested for: Morning or afternoon
 Client Suitability: General
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: KFDM, Edson Hotel, El Paso, Texas

**Dick Stone—
 "Eat-Itorially Speaking"**

"Eat-Itorially Speaking" has been broadcast more than 1600 times in Indianapolis. After the initial series of broadcasts, public demand kept "Eat-Itorially Speaking" on the air for more than 10 years. "Eat-Itorially Speaking" is a recipe program. It deals with interesting information on hundreds of food items, estingly told. In Indianapolis it is sponsored by such advertisers as meat markets, groceries, public utilities, hardware stores, soaps, bakeries, dairies, and others—where it is used as a cooking feature. Now "Eat-Itorially Speaking"



scribed, is on the air in other cities, and may be used by a single sponsor in a city, or also used as a station participating show. Seventy-eight quarter-hour episodes available in the first unit.

Availability: E. T.
Time Units: 15 minutes, 1, 2, 3 or 5 times weekly

Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Foods, public utilities, groceries, etc., etc.

Number of Artists: 2
Cost: Based on population of market
Auction Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston St., Boston 16, Mass.

"Easy Does It"

"Easy Does It" is a program made up of helpful hints to housewives, sent in by listeners and conducted by "Helping Henry." The program is a clearing house of ideas to make household work simpler and more efficient. Each "hint" which is put in and used on the air is worth a cash award to the sender. Recorded musical selections are used throughout the program to break up the continuous talk.

"Helping Henry," the conductor of the "Easy Does It" program, is Howard Jones, who was chosen for his brilliant storehouse of general information and his genial and ingratiating manner. His personality is one that commands confidence, and it is quite significant that much of the mail comes directed to "Helpful Henry" rather than to the program.

Availability: Live talent
Time Units: 15 minutes, 1 to 5 times a week
Audience Appeal: Housewife

Suggested for: Morning
Client Suitability: Food, drug, clothes advertisers
Number of Artists: 1
Cost: On request
Auction Facilities: Transcription
Submitted by: WIP, 35 S. 9th St., Philadelphia 7, Pa.

"Famous Mothers"

Jane Dillon, international artist, has been called "within herself a complete theatre. Individual and self-sufficient, she is an entity among entertainers." "Famous Mothers" is enacted entirely by Jane Dillon. Her 3-octave voice range enables her to vividly portray rugged masculine faces, those of boys and children, and feminine characters of every age. She changes voice in a flash, and experts have been baffled by her performances all over the world. In "Famous Mothers," 15-minute transcribed programs, she tells the stories of some of the most famous mothers, past and present. Many will remember Miss Dillon as author and star of the NBC series, "The Happy Family," in which she also enacted all parts.

Availability: E. T.
Time Units: 5 minutes, 3, 5 or 6 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Dept. stores, bakers, dairies, food products

Number of Artists: 1
Cost: Based on population of city, power and rates of stations used
Auction Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston St., Boston 16, Mass.

Frances McGuire

The "Frances McGuire" show is a round-up of chatter and ideas by an outstanding authority on women's interest. Mrs. McGuire brings all the latest news pertaining to kitchen and parlor domesticity to the listener, and seldom misses a program in which she has an interview with a celebrity.

Rapid-fire delivery, which sets a pleasant tempo for the early morning hours, is beautifully handled by this woman who has a world of experience in raising a family with all the attendant child and household problems.

Availability: Live talent
Time Units: Participating Sports—3 times weekly
Audience Appeal: Female and juvenile
Suggested for: Morning
Client Suitability: Women's products
Number of Artists: 1
Cost: On request
Auction Facilities: Transcription
Submitted by: WIP, 35 S. 9th St., Philadelphia 7, Pa.

"Furs on Parade"

A sequel to the "Know Your Furs" series which was sponsored successfully by more than 200 stores. "Furs On Parade" is the most comprehensive radio program ever produced for fur retailers. It meets current conditions and problems in the fur field. Each episode is divided into two sections, dramatized, for use as the highlights of a quarter-hour program. Total for "Furs On Parade" is about 7 minutes. Remainder of 15-minute session comprised of commercials and music from station musical transcription library. Thirty-nine episodes in series, brought up to date for the 1946-1947 fur selling season.

Availability: E. T.
Time Units: 15 minutes, 1, 2 or 3 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Furrier, department store, specialty shop
Number of Artists: 2
Cost: Based on population of city, power and rates of stations used
Auction Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston St., Boston 16, Mass.

"Harriet's Diary"

A 15-minute, once-a-week night time or Sunday afternoon show, starring Harriet Van Home, newspaper woman and writer. The program consists of amusing and interesting experiences that Miss Van Home finds during the past week. There is a guest star on each show, and actors are used in vignettes. Johnny Gart pro-

W D S U

Tops In Daytime Listening
(—Hooper)

Serving New Orleans and Gulf Coast

24 Hours A Day

With 164 Hours

Monthly of Local

Live Programming

Combined With AMERICAN Network

And Other Features

5000 WATTS

1280 KC

F.M. CONDITIONAL GRANT

vides the appropriate musical background, and Bob Novak directs.

Availability: Live talent

Time Units: 15 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any general account

Number of Artists: 5

Cost: \$1,000 per broadcast

Audition Facilities: Transcriptions

Submitted by: Lester Lewis, 1 Christopher St., New York 14, N. Y.

"Hollywood Portraits"

A program of Hollywood news gathered from the agencies furnishing such data. Items are rewritten to include local color or possible showing of film in local theatre. Greatest amount of material centers around "beauty," "fashion" or "food" in order to attract the ladies. Autographed photographs are offered on the program for best letter each day on "My Favorite Star." Program is emceed by male announcer, script read by female.

Availability: Live talent and E. T.

Time Units: 15 minutes, 5 weekly

Audience Appeal: Female

Suggested for: Afternoon

Client Suitability: Cosmetics—drug store

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: WGOV—P. O. Box 233, Valdosta, Georgia

Home Is What You Make It

In cooperation with the National Congress of Parents and Teachers, General Federation of Women's Clubs, and the American Home Economics Association, the NBC University of the air presents a

dramatized program with Ben Grauer as narrator on the subject of home around the world: children, food, the family, clothing, housing, and cultural influence. Under the direction of Jane Tiffany Wagner, director of home economics for NBC, this lively dramatized program depicts the home as the most important element in American life. The program has won wide acceptance from listeners throughout the country and from organized women's clubs, universities, and colleges.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Female

Suggested for: Morning

Client Suitability: Household appliances, food, financial institutions, and drugs

Number of Artists: 25

Audition Facilities: Transcriptions

Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

Homemakers Bureau

Homemakers Bureau is presented under the capable direction of Gail Clark, who, for years has been a well-known expert in the home and garden field. The program has been running twice daily for the past four years and is well-established as a listening "must" by housewives in Tacoma and vicinity. It deals primarily with news of interest to women, household hints, garden suggestions and recipes. Both the morning and afternoon edition have been nearly always completely sold on a participating basis, allowing three five minute segments for individual sponsors. The program is widely promoted throughout the area because of Gail Clark's popularity as a speaker and lecturer in connection with garden exhibits, flower shows, home demonstration programs, etc.

FEMININE ANGLE

Availability: Live talent

Time Units: 5 minutes or 15 minutes, 10 times weekly

Audience Appeal: Female

Suggested for: Morning or afternoon

Client Suitability: Soft drinks, foods, garden supplies, household appliances, etc.

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Radio Station KMO, 914 1/2 Broadway, Tacoma 1, Wash.

"Ida Bailey Allen and the Chef"

Ida Bailey Allen and the Chef is a 15 minute, 5 times a week transcribed series. 260 programs guaranteed. It features Ida Bailey Allen noted home economist as the principal broadcaster, assisted by Charles Premmac the gay, globe trotting gourmet. Dick Leibert, Radio City Organist provides the musical background and Walter Hirlehy assists as an actor, announcer. While the program concerns itself primarily with home management problems, it is built with those elements of variety, music and comedy that provide good daytime entertainment.

Availability: Live talent and E. T.

Audience Appeal: Female

Suggested for: Morning or Afternoon

Client Suitability: National food and household appliances, local grocers, butchers, other retailers, etc.

Number of Artists: 4

Cost: Based upon size of market. Submitted upon request

Audition Facilities: Transcriptions

Submitted by: Kaye-Martin Production Inc., 36 West 44th St., New York 1 N. Y.

"I've Just Heard"

The major part of the program is devoted to social news of the listening area often preceded by some general news feature of interest to women . . . fashion trends, women or events in the news, innovations in various fields, etc. Society news items, mostly of organizational nature, also personal, are contributed by listeners. From time to time various personalities are interviewed . . . some visitor in city, or occasionally local persons in connection with a timely event.

Availability: Live talent

Time Units: 15 minutes, 5 times (Mon.-F.)

Audience Appeal: Female

Suggested for: Morning

Client Suitability: Department Store Household furnishings and appliances; Beauty Shop

Number of Artists: "Margaret Lou"—Program Editor

Audition Facilities: Transcriptions

Submitted by: WSAU—Northern Broadcasting Company, 125 Third Wausau, Wisconsin

"Just Between Us"

Here is a combination of poetry and philosophical readings, blended with appropriate transcribed organ, violin and harp background music. J. B. Clark.

STANLEY-KRAMER-LYON

Agency

RADIO—MOTION PICTURES—STAGE

Producers of

"IT PAYS TO RHYME" WITH
SAMMY CAHN & JULE STYNE

"THE BARNEY ROSS SHOW"

"OUT OF THE DEEP"

"BOY AND GIRL IN HOLLYWOOD"

"HAPPINESS UNLIMITED"

"I KNEW HOLLY SLOAN"

6047 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIFORNIA

FEATURING TRANSCRIBED
AND LIVE SHOWS

FEMININE ANGLE

erator, writes the majority of material and frequently asks for submissions of original material by listeners. Atmosphere created is one of romance, friendly intimacy, neighborly chatter. A late evening hour is suggested as ideal broadcast-time, although the program has been successful at twilight hour. Ideal for perfume, cosmetic, wearing apparel firms.

Availability: Live talent or E. T.
Time Units: 30 minutes, 1 weekly
Audience Appeal: Female
Suggested for: Evening
Client Suitability: Perfume, cosmetic, wearing apparel, photographer.
Number of Artists: 1
Cost: \$10 talent per broadcast
Audition Facilities: Transcriptions
Submitted by: WAYS, Charlotte, N. C.

"Kitchen Klinik"

A fast-moving, homey discussion of hard-to-get items that affect the home, in general, and the kitchen, in particular. Currently, interesting features are posters for plans for new equipment, through which sponsors letters; and helpful suggestions for substitutions and clever preparation of foods for better menus during the short-ages. Canning discussions are popular during the summer. Spotted just before noon, it features quickly prepared dishes, that facilitate lunch planning for busy housewives.

Availability: Live talent
Time Units: 15 minutes, six times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Has been very successful for flour and grocery accounts. Adaptable to appliances and home furnishings
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: KFNF, 407 W. Sycamore, Shenandoah, Iowa

"Kitchen Konzert"

Announcer accompanies each step of the washing and drying of luncheon dishes with a transcribed or recorded tune, and light chatter. For example: "Now while you girls are starting in to wash the silverware—and it it's your Sterling, be sure to handle each piece separately so you don't scratch it—here's..... with their arrangements of..... Surveys show that housewives try to time their dishwashing to tempo of program. Feature "Women Today" read in mid-program.

Time Units: 30 minutes, six times weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Hand Cream, Soap Products, or any other item whose appeal is to the housewife
Number of Artists: Announcer only, although woman commentator can be used for "Women Today"
Submitted by: Radio Station KINY, Decker Building, Juneau, Alaska

Lady Be Beautiful

A program designed to bring to the modern woman, the expert help of Hollywood's "glamour-makers."

Each program of the week features expert on a different subject of feminine beauty. Monday is makeup clinic day. Tuesday, a fashion clinic is presented. Wednesday, hat-making and hat-buying is offered. On Thursday, a hair-style clinic is the topic and Friday combines the first four days in an over-all charm and personality discussion. The program—an audience-participation type daily show—presents to all American women the expert deductions of Abe Shore, Max Factor's Dean of Make-Up—Renie, world-famous designer for RKO studio—Joseph, hat designer without a peer—Hazel Rogers, known the world over for her hair-styling—Rita Laroy, head of Hollywood's most famous model school, and Ben Alexander, of motion picture and radio fame, as emcee.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Cosmetics, Drugs, Dress Mfgs, Soaps, etc.
Number of Artists: 6
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York

Maggi McNellis

Maggi McNellis, that lady-about-town who knows all about the entertainment world and its personalities, has won wide acceptance from her feminine audience for her gossipy chatter. Maggi McNellis, a Chicago society girl who sang herself into the hearts of Cafe Society, offers the latest gossip from Hollywood, Radio Row, and Broadway, gives tips on the best eating places and introduces name guests from the stage, the night spots, and radio. This is a participation program.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WEAJ, 30 Rockefeller Plaza, New York 20, N. Y.

Margaret Arlen

WABC's "Margaret Arlen" program sustains interest throughout the week with a wide diversity of subjects, all of interest to women. Margaret Arlen reports on the leading luncheons, teas, fashion shows, etc.: on latest events in the women's world, on new plays and movies, current best sellers, fashion forecasts, and other colorful items. Her interview guests are among the most famous people of the stage and screen, science, the arts, business and public life.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: General (Participating Sponsorship)
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WABC, 485 Madison Ave., New York 22, N. Y.



S. Campbell Ritchie Our New DIRECTOR of PROGRAMS and PRODUCTION

● When the above job opened up several weeks ago, Vice President and General Manager J. E. Campeau could have selected any one of several qualified men to handle this important post. But he naturally turned to "Cam" Ritchie . . . and for good reason. "Cam's" background of experience was tailor-made for the job.

Since 1934, when at nineteen he entered radio as a baritone soloist, thereafter joining CKLW in 1936, he has been an Announcer, Continuity Director, Traffic Manager, and Producer. In 1942 he was commissioned an Infantry Officer in the Canadian Army, serving overseas until June, 1944, after that, producing shows for the AEF (Allied Expeditionary Forces Program) . . . as Major in charge of this service until its termination in February, 1946. Honorably discharged May 1, he's ready for peacetime action once more. We assure you that he's adept and experienced for a job that's mighty important . . . especially since we at CKLW are famous for having a far more than average alertness to world and home events . . . plus an intelligent, friendly way of presenting the times in which we live. It's a formula that makes sales for our sponsors, and builds good will for their companies and themselves.

In The Detroit Area, It's

CKLW

5,000 WATTS AT 800 KC. DAY AND NIGHT
 MUTUAL BROADCASTING SYSTEM

Adam J. Young, Jr., Inc., Nat'l Rep.
 Canadian Rep.: H. N. Stovin, Toronto

Mary Margaret McBride

This is one of the top women's shows of the nation with a long history of a sell-out success, conducted by Mary Margaret McBride. America's best loved woman commentator who attracted 18,000 of her loyal listeners last year to her Madison Square Garden party observing her tenth anniversary in radio. Mary Margaret McBride gets the top names for her guest interviews, and her unique ad lib style, freshness and sincerity always make this a must daytime listening. This is a participation program.

Availability: Live talent

Time Units: 45 minutes, 5 times weekly

Audience Appeal: Female

Suggested for: Morning or afternoon

Client Suitability: Food, household appliances, Women's wear and general

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: WEA, 30 Rockefeller Plaza, New York 20, N. Y.

Modern Homemakers Institute

"Modern Homemakers Institute" this half-hour feature offers something of interest to every "homemaker" Betty Underwood, who conducts this program talks on books, modern home hints, fashions, children, pets, food, interior decoration and other subjects. The merchandising tie-ups are unlimited.

Availability: Live talent and E. T.

Time Units: 30 minutes, 3 times weekly

Audience Appeal: Female

Suggested for: Morning

Client Suitability: Any product of interest to women

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: Jack Parker and Associates, Box 2222, Hollywood 28, Calif.

News by E. Christy Erk

A fifteen minute, Monday through Friday newscast by Radio Editor of two newspapers who knows his city as a native should. Homey, man-to-man reporting of city, state and world news. Personal items, birthdays anniversaries—a terrific local slant. Guaranteed audience. A sure-fire program for spot advertising.

Availability: Live talent

Time Units: 15 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WBRY, 136 Grand St., Waterbury 89, Connecticut

"Open House"

As title suggests, "Open House" is cordial invitation to step into mythical home and meet daily guests, bringing up-to-the-second tips on home-making, gardening and better living. Conducted by Hostess Lee Spencer, who often runs remote broadcasts from such unusual places as hospitals, rehabilitation centers, home-canning factories, bedsides, and circuses. Sponsorship by "Participation" only. Monday thru Friday. A program made extra-interesting by appearances of interesting people.

Availability: Live talent

Time Units: 1-minute ad-libs, 5 times weekly

Audience Appeal: Female

Suggested for: Morning

Client Suitability: Foods, cereals, beauty preparations

Number of Artists: 1

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WHEB, Inc., Portsmouth, N. H.

FEMININE ANGLE

Our Neighborhood— Fay Clark

As its title implies, this is a program for the people by the people. Guests every day from all walks of city, state and national life. Handled by Fay Clark in an easy, friendly, informal way. Designed for the housewife but the whole family loves it. This is a radio "natural."

Availability: Live talent

Time Units: 30 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: General

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WBRY, 136 Grand St., Waterbury 89, Connecticut

"Pat and Mona"

A daily women's program with a refreshingly different slant is the "Pat and Mona" series conducted by Pat Becker and Mona Fisher a sister-team. With widespread contacts from many years in show business "Pat and Mona" feature interviews with topflight guest stars, offer tips on homemaking, beauty, child care and discuss news of the women's world. Sister team ties in with all major women events in New York making show extremely good for promotion and publicity.

Availability: Live talent

Time Units: Quarter-hour, 5 times weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Women's products, food, clothing, department stores

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: Station WWRL, 41-30 58 St., Woodside, N. Y.

Personal Problems

Mrs. Allie Lowe Miles, known to millions as a capable authority on personal problems, is featured in a series of 26 programs. In presenting Mrs. Miles, sponsor gives public service and gets keen listener interest. Mrs. Miles reads over the air excerpts from letters submitted by listeners needing advice or help. She analyzes the problems and offers sound solutions. In conjunction with the program Mrs. Miles personally will answer letters requesting advice.

Availability: E. T.

Time Units: 15 minutes, 3 to 5 weekly

Audience Appeal: Female

Suggested for: Morning or afternoon

Client Suitability: Any sponsor wishing to reach large feminine audience

Number of Artists: 2—Mrs. Miles and a nouncer

Cost: Based on population

Audition Facilities: Transcriptions

Submitted by: Harry S. Goodman, 19 53rd St., New York 22, N. Y.

"Real Romances"

Dramatization of stories in Real Romances Magazine, offering a variety of basic themes such as intrigue, adventure, love, pathos, hate, jealousy, etc. By special arrangement with the magazine publishers, we post placards at all newsstands selling Real Romances Magazine when a sponsor is signed. Placards mention sponsor, station, days and time broadcast. In key markets, magazine d

MILDRED FENTON PRODUCTIONS

38 E. 57th St., New York City

PL. 3-1030

butors carry banners on fleets of trucks help publicize series. Also supplied are mall space newspaper ad mats, publicity stories, and transcribed advance user spot announcements. "Real Romances" is now clicking in dozens of markets, sponsored by advertisers whose products are slanted towards the feminine audience. Fifty-two one-quarter-hour episodes in first unit. 52 more in preparation.

Availability: E. T.
Time Units: 15 minutes, 1 to 5 times weekly

Audience Appeal: Female
Suggested for: Anytime

Client Suitability: Dress shops, department stores, millinery, food, drugs, cosmetics, etc.

Number of Artists: 5 to 12

Cost: Based on population of market

Audition Facilities: Transcriptions

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

Special Delivery

One of newest and freshest angles yet in programs for the ladies. Man and woman handle show with small musical group. It is anything but usual with male championing cause of men regarding views on women's clothes, habits and behavior. Woman carries on in behalf of her kind defending same. Scripting is far above quality heard in many shows with feminine angle. Occasional guest appearances by women outstanding in field of fashion, beauty and homemaking.

Availability: Live talent
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Female

Suggested for: Morning or Afternoon

Client Suitability: Dept. Store or Women's fashion shop

Number of Artists: 5

Submitted by: Radio WOW, Inc., Omaha 2, Neb.

"The Girl Friend"

This is an informal program, light and airy in parts, deadly serious in others, but always casual. It's aimed at women, not as housewives as much as thinking individuals, interested in the world about them. The format isn't standard it varies with the happenings of the day, locally and worldly. News from the world of books, fashion, child care, music to the mood . . . a bit of humor . . . blended with the shopping tips of the day.

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

Audience Appeal: Female

Suggested for: Afternoon

Client Suitability: General

Number of Artists: 1

Cost: Based on size of station and market

Audition Facilities: Transcriptions

Submitted by: Radio Station WWNY, Watertown, New York

"The Lady of Charm"

"The Lady of Charm," Edythe Fern Melrose, expounds daily the many feminine angles of charm in an appealing, understandable (and saleable) way. Her program is based on what she considers the three fundamentals of a woman's charm: 1. The way she acts; 2. The way she looks; 3. The way she cooks. She gives practical hints on developing the three factors and recommends the use of various beauty preparations, clothing, household and food products as a means of acquiring charm in the home.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly

Audience Appeal: Female

Suggested for: Afternoon

FEMININE ANGLE

Client Suitability: Dept. stores, home or women's products of all types

Number of Artists: 3

Audition Facilities: Transcriptions

Submitted by: King-Trendle Broadcasting Corp., Station WXYZ, 17th Fl., Stroh Bldg., Detroit 26, Michigan

The Wishing Well

Program combines music, information of interest to women and contest. Contestant is asked to write letter describing an article in sponsor's store and state why she wishes for it. That creates store traffic. Sponsor grants certain wishes weekly, and follows up before birthday or wedding anniversary of other contestants with letter to next of kin suggesting purchase of "wish" for a gift. That sells merchandise. Complete promotion furnished to sponsor.

Availability: Live talent and recordings
Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female

Suggested for: Morning or afternoon

Client Suitability: Department stores and ladies specialty shops

Number of Artists: 2—an announcer and a mistress of ceremonies

Cost: Based on population

Audition Facilities: Transcriptions and Scripts

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

"This Woman's World"

A completely new approach to women's participation shows. Susan B. Anthony (grand niece of famous suffragette) and Eunice Hill actually invites listeners as

their guests at functions around New York. Their aim: to get women out of the home and into the world around them. Guest interviews and audience shows on which short cut products and services are displayed and explained—giving listeners that extra time. Excellent for frozen foods, post war products, etc.

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

Audience Appeal: Female

Suggested for: Morning

Client Suitability: Frozen foods, laundry, post-war products, pre-cooked food, etc.

Number of Artists: 2

Cost: \$90—2 times; \$125—3 times; \$175—5 times.

Audition Facilities: Transcriptions

Submitted by: WMCA, 1657 Broadway, New York 19, N. Y.

Topics 'N' Tunes

Junior makes a car for the soap box derby. Woman finds nylon hose. Oddities in the news carried on in the conversational patter of Toby Wizardi who was raised in show business as a part of a wire act. Tunes are unusual collectors items in the novelty manner. Women phone and write about things that happen to them or their friends.

Availability: Live talent or E. T.

Time Units: 15 minutes, 6 weekly

Audience Appeal: Female

Suggested for: Morning

Client Suitability: Creamery fashion shop home appliances

Number of Artists: 1, plus announcer

Audition Facilities: Transcriptions

Submitted by: Radio Station KVAK, 422½ Commercial, Atchison, Kansas

AVAILABLE NOW!

✓ "The Bonnie Baker Show" —Radio's brightest new musical quarter hour!

✓ "My Friend Flicka" —Mary O'Hara's best seller becomes the background for a brilliant new half hour series!

✓ "Mary Marlin" —The famous "top hooperater" to be produced from Hollywood!

✓ "Hildegade Withers" —Stuart Palmer's characters from 9 novels, 6 pictures and 52 short stories combine laughs and chills for a pre-sold radio audience!

✓ "Marriage With Susan" —Jane Withers stars as "Susan" in this amazing-amusing new half hour series penned by radio's famous Jane Crusinberry!

✓ OTHER NEW SHOWS IN PREPARATION

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"Abbie and Slats"

The adult comic strip, Abbie and Slats, is known by millions through its extensive newspaper syndication. The main character and comic tragedian, Bathless Groggins, has been everywhere and done everything so he says. His beautiful daughter is constantly striving to keep up the family honor he so successfully destroys. Abbie and Slats is situation comedy at its very best.

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

Submitted by: Continental Radio-Television Productions, 6381 Hollywood Blvd., Hollywood 28, Calif.

Club "99"

This locally produced show is the fastest, zippiest, zaniest presentation in Knoxville radio. Les Sand, master of ceremonies, takes the contestants through the paces with the gagging of a Bob Hope and the mischief attitude of Ralph Edwards. The program is presented Monday through Friday to a live audience in the WNOX auditorium. Music is furnished by Eddie Hill and his Swingsters. Club "99" is the program that keeps all Knoxville and East Tennessee laughing.

Availability: Live talent
Time Units: 45 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Children's Wearing Apparel, Food Manufacturers, etc.
Number of Artists: 11
Audition Facilities: Transcriptions
Submitted by: WNOX, 110-112 S. Gay St., Knoxville, Tenn.

Client Suitability: All types who want a large audience

Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

Go Get It

The Scavenger Hunt of the Air. Where "Go-Getter" go out and bring back various objects, people and stuff, then go on the air with them or it and tell about it. This audience participation show is unrehearsed, unrestricted and uninhibited. Anything can happen and usually does. This hilarious fun-provoking show was sponsored and topped all of its competition.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client or product
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Mary D. Chase Productions, 875 Fifth Ave., New York 21, N. Y.

"Alexander the Great"

A half hour situation comedy transcribed with top cast and music. The screwy adventures of an accidental genius who gets himself into hilarious messes—but generally comes out ahead, in spite of himself. Features Jack Carrington, Robert Regent and top radio names.

Availability: E. T.
Time Units: 28 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Anything with home appeal
Number of Artists: 16 and orchestra
Cost: Open
Audition Facilities: Transcriptions

Easy Aces

Easy Aces network show now available for local and regional sponsorship via ET. Not a continued story, rather a series of riotous comedy by America's funniest husband and wife. Same cast, theme and characters which created sensational ratings on the networks, and are now rating even higher on local stations via transcription.

Availability: E. T.
Time Units: 15 minutes, 3 to 6 weekly
Audience Appeal: Entire family
Suggested for: Evening

"Groans by Jones"

An early morning show of unusual caliber. Conducted by Bob Jones, the program has combined songs ("local vocal by your local yokel"), hilarious humor and true crusading zeal. Jones' humor spills over spontaneously, without impediment of script. Overwhelming responses have come from his various drives for old clothes, Christmas presents for hospitalized soldiers, homes for returning veterans. Stunts, such as giving away nylons, running for county "Lampost lighter," keeps show moving fast. Participating.

Availability: Live talent and E. T.
Time Units: 60 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General, on participating basis

Number of Artists: 1
Cost: Card rate plus talent
Audition Facilities: Will pipe live talent transcriptions
Submitted by: WBIG, O'Henry Hotel Greensboro, N. C.

Grouch Club

Only morning radio show ever to completely pack the Hollywood Bowl at 9 a.m. Available either as a 15-minute strip or half-hour weekly. Stars Jack Lescoulie a Grouchmaster, whose cynicism has diametrically opposite effect upon the listener: makes humor out of woe. Prior to Jack's induction into service, this show held to honors of any morning broadcast locally aired in Southern California vicinity. Penney Poll indicated a rating of 26 from 7:15 to 7:30 a.m.

Availability: Live talent and E. T.
Time Units: 15 to 30 minutes, 5 times or once weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any
Number of Artists: 3
Cost: \$665.00 T. C.
Audition Facilities: Transcriptions
Submitted by: Vallee-Vodra Inc., 71 Equitable Building, Hollywood 21, Calif.

Here's Morgan

A one man show, Henry Morgan's droll wit, his cogent comment on the passing scene have won for him a following the borders on the fanatical. He is generally conceded to be the fresh note in radio comedy. He has achieved wide publicity through his unique method of handling sponsor's commercials.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Submitted by: American Broadcasting Company, 30 Rockefeller Plaza, New York, N. Y.

Niles and Prindle Show

Excellent situation comedy show, featuring Wendell Niles, who is known for his announcing on the Bob Hope show and many others, and Don Prindle, considered to be one of Hollywood's outstanding comedy writers. Niles and Prindle collaborate on a fast paced thirty minute of hilarity, featuring Billy Mills and his orchestra, vocalist Jeannie McKeon, and several top name supporting actors. Prindle supervises the script and the two other top writers working with him. Program ran for twenty-six weeks on ABC. It got a good rating in a difficult time space.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product
Number of Artists: About 30
Audition Facilities: Transcriptions
Submitted by: Jack Rourke Production, 6331 Hollywood Blvd., Hollywood 21, Calif.



- Aim their spot shots into New York's FOREIGN LANGUAGE high-income family group.
- Use the power of WBNX to sail deep into the heart of this rich FOREIGN market!!

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Number One Bad Boy

Tom Sawyer was a Chinese youngster, you can bet your highest Hooper'd resemble Eddie Wu . . . "Number One Bad Boy" of New York's Chinatown! Earl Glick created Eddie in his best-selling book, "Shake Hands With the Dragon." You'll love "Number One Bad Boy" . . . a normal American boy at home, to the exasperation of Papa and Mama Wu . . . but a tongue-in-cheek Chinese lad outside, to the exasperation of the neighborhood!

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 6-8
Cost: \$4,500 per program
Audition Facilities: Will pipe live talent
Submitted by: Art Henley, 88-04 63rd Drive, Forest Hills, N. Y.

Ray Wencil Show

Fast-moving half hour. Situation comedy. Starring Ray Wencil, new radio find; Lily Gray, and Nina Clouden. Clocked 7 yocks in 30 minutes. One of the funniest shows ever to be waxed. Al Woodberry and his 20-piece orchestra with vocalist Betty Bradley doing musical honors. Will fill the merchandising needs of any night-time sponsor.

Availability: Live talent and E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 30, including orchestra
Cost: \$3,800.00 T. C.
Audition Facilities: Transcriptions
Submitted by: Vallee-Vodra, Inc., 717 Equitable Building, Hollywood 28, Calif.

The Anderson Family

A dramatic family comedy based on the home, its problems, and its laughs. Oliver Anderson, the father, is always getting into trouble trying to help Junior Anderson, his precocious youngster, who is always involved in "childhood jams." Mary Anderson is patient and philosophical about it all. Homer Meister, the next door neighbor, in his ignorant and simple way, generally confuses every situation to provide the laughs.

Availability: Live talent, KECA, scripts for other stations
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type client or product
Number of Artists: 5
Cost: Based upon size of station and market
Audition Facilities: Transcriptions
Submitted by: KECA, The American Broadcasting Company, 1440 North Highland Ave., Hollywood 28, Calif.

"The Bob Warren Show"

The "Bob Warren Show" is a situation comedy program dealing with the humorous happenings in the life of a young comedian. The star, Bob Warren, a new comic find, is surrounded by an outstanding cast of characters. Each story revolves around one particular incident. The show is written by one of America's finest young comedy writers, and makes a bright, sparkling half-hour of comedy, supplemented by music and vocals.

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

COMEDY

Client Suitability: Consumer items—Food, Drug, Household, etc.

Number of Artists: 8 actors, announcer, orchestra, small vocal group

Audition Facilities: Will pipe live talent

Submitted by: Televisor Company, 515 Madison Ave., New York 22, N. Y.

Toby and Suzy

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

Availability: E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Bakeries, flour, feed, beer, dairies, farm audience
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: Webber Radio Programs, 401 Shops Building, Des Moines 9, Ia.

Tune Tabloid

This is a take off on a news daily, as suggested by the title. "Keystone's Raving Reporter" gives advice to the lover, solves murders, and reports variously on topical subjects . . . each of

them is gagged to a fare-thee-well . . . in a flash-flash newspaper jargon. This show has possibilities for the sponsor who is looking for a light, humorous, musical program.

Availability: Live talent and E. T.
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Publishing House, Food Concern, Sporting Goods, etc.
Audition Facilities: Transcription
Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

Willie's Got It!

Willie's got everything at the little general store in mid-west America . . . bellylaughs, drama and your product! You'll know the town and its people and whenever something happens, to the town or to the people, you'll know it'll be Willie who'll work it out. If you're looking for a real-life, hilarious comedy program . . . "Willie's Got It!"

Availability: Live talent and E. T.
Time Units: 15 or 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening, anytime
Client Suitability: General
Number of Artists: 5-7
Audition Facilities: Will pipe live talent
Submitted by: Art Henley, 88-04 63rd Drive, Forest Hills, N. Y.

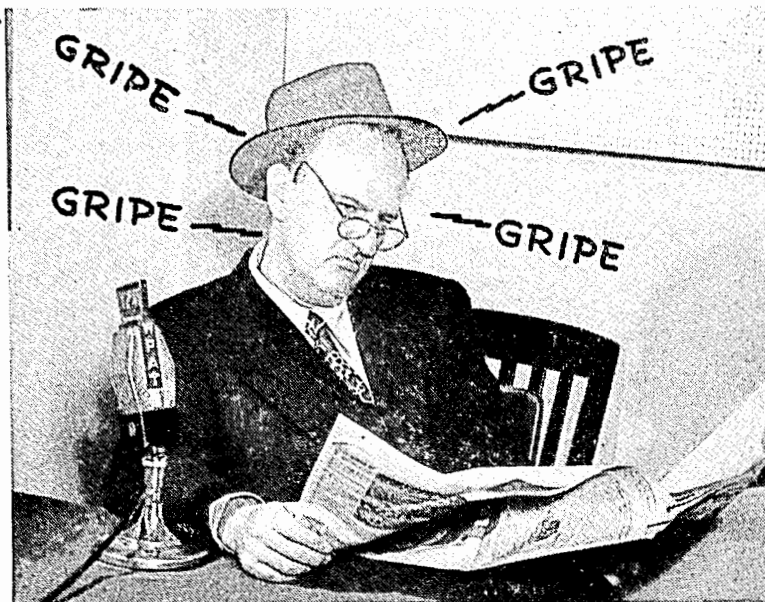
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MISCELLANEOUS

Alexander's Mediation Board

This program, broadcast commercially since 1939, is presently available for sponsorship. Each week, a panel of distinguished citizens reviews the problems of listeners throughout the country and render a judgment which the participants, seeking, agree to abide by. Without pomposness, technicalities or red tape, this panel of distinguished citizens is made up of more than 100 different people, including public officials, industrialists, clergymen, authors and educators. At each half-hour hearing, three of these citizens, together with Mr. Alexander, preside. This is a human, moving, heart-warming broadcast of an extremely entertaining, as well as service-giving, nature.

Availability: Live talent

Time Units: 30 or 45 minutes, once weekly

Audience Appeal: Adult

Suggested for: Afternoon or evening

Client Suitability: General

Number of Artists: 2

Audition Facilities: Transcriptions

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

"Business Builders"

Business Builders—5 minute tailor-made programs produced for specialized businesses. Dramatized human-interest stories to help create sales for Men's stores, Federal Savings & Loan, Ladies' Ready-to-Wear, General Insurance, Beer, Optical, Jewelry, Laundry, Laundry-Dry-Cleaning, Furniture, Small Loans, Savings & Loan Associations. From 25 to 65 programs of each one of these series are available—also commercial tie-ins of proven value for each series.

Availability: E. T.

Time Units: 5 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: The specialized businesses for which the programs were produced

Audition Facilities: Transcriptions

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

"Breakfast on Nob Hill"

Program originates from dining room of Fairmont Hotel, San Francisco, Monday through Friday, 9:00 to 9:30 a.m., PST. On air since Feb. 4, 1946. MC'd by Bill Baldwin and Ruby Hunter. Different tricks everyday. Prizes include flowers, candy, neckties, nylons, butter, meat, etc. Breakfast served to more than 200 people daily. Fraternal and industrial groups featured. Veterans' and civilian hospitals honored with gifts.

Availability: Live talent

Time Units: 30 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Morning, 9:00 to 9:30 a.m.

Client Suitability: General—especially foods and candy

Number of Artists: 3

Cost: (Available for co-sponsorship)

Audition Facilities: Transcriptions

Submitted by: Universal Broadcasting Co., KSFO, San Francisco 6, Calif.

Air-O-Torials

Air-O-Torials is a "Feature-news-csule," as gathered, written and narrated by Gless Conroy. It brings to the listener a compact 15-minute program of "Little-known" and seldom told stories, odd bits and bits of interesting information. The program so named because articles on paper being editorials, those on the air should rightfully be called Air-O-Torials. Sponsor's message fits in as another "Story" in the program, and thereby becomes integral part of the show. Listeners are invited to write in for information, etc.

Availability: Live talent

Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Almost any type product

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Radio Station KMO, 91 Broadway, Tacoma 1, Washington

At Home in Rochester

Two questioners visit homes in Rochester and vicinity—and chat informally about the family—their hobbies, jobs, interests and get their opinions on current city and national problems. High in human interest appeal since program touches all income levels.

Availability: E. T.

Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Institutional or for use product

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: WHEC, Inc., 40 Front St., Rochester 4, N. Y.

"Crime Clues"

New series of the eminently successful "Crime Clues." Exciting mystery adventures of Spencer Dean and Dan Casper Master Detectives. Top mystery show over five years.

Availability: Live talent

Time Units: 30 minutes, 1 time weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: Average 8

Cost: Moderate

Audition Facilities: Transcriptions

Submitted by: Douglas F. Storer, Sixth Ave., New York, New York

"Pocket Book Mysteries"

Suspenseful and exciting full dramatizations of nationally advertised "Pocket Book Mysteries," by world-famous mystery writers.

Availability: Live talent and E. T.

Time Units: 60 minutes, 1 time weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: Average 10

Cost: Moderate

Audition Facilities: Transcriptions and pipe live talent

Submitted by: Douglas F. Storer, Sixth Ave., N. Y., N. Y.

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MISCELLANEOUS

Hi! Jinx

The All-American couple: Jinx Falkenberg, Conover model, movie and radio star—and her husband, Tex McCrary, recently Air Forces Colonel, formerly of the New York Mirror, now Executive Editor of the "American Mercury"—in a bright, lively half-hour of conversation and wit from New York—its people, problems, personality. Available in units of 3 or more 15-minute segments a week. Famous guest stars—showmanship—good humor—common sense, make this a radio realer for 1946.

Availability: Live talent
 Time Units: 30 minutes, 6 times weekly
 Audience Appeal: Female
 Suggested for: Morning
 Client Suitability: General
 Number of Artists: 2
 Audition Facilities: Transcriptions
 Submitted by: National Broadcasting Company, 30 Rockefeller Plaza, New York 17, N. Y.

Opportunity U.S.A.

"Opportunity, U. S. A." is the story of eleven million men converted from military life into the Army are now reorienting themselves back to civilian life. What are all these eleven million men doing? Many are starting business, many are going into industry, many are going to school, many are starting professions. Is there an opportunity for these men? "Opportunity, U. S. A." is handled by two ex-veterans, both radio experts in civilian life, who are going to tour the United States—48 states—in a jeep. The two men, combination producer and announcer, will spend two to four or five hours in each community interviewing and bringing out veterans who have started their own businesses. There is great potential possibility in this program. The program can be properly lettered, the broadcast can be held from showrooms, or displaying points connected with the sponsor's business. The American Legion, Veterans of Foreign Wars, and others will cooperate in welcoming the "Opportunity, U. S. A." jeep into each town and giving it free publicity.

Availability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Adult
 Suggested for: Afternoon or evening
 Client Suitability: General with very strong local merchandising possibilities
 Number of Artists: 2
 Audition Facilities: Transcriptions
 Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

"Poems By Wanda"

A program unique in New York, suitable for local, national or transcription presentation, featuring "Wanda" with readings of original poems written in response to audience requests and aired against a background of appropriate music. Listeners are invited to send in requests for poems written for their region. "Wanda" writes and dedicates poems to listeners on each show. Weekly poetry column by "Wanda" tying in with program appears in a number of newspapers in New York. Talented and possessing an excellent voice "Wanda" offers excellent listening and merchandising possibilities.
 Availability: Live talent
 Time Units: 15 minutes, twice weekly

Audience Appeal: Entire family
 Suggested for: Afternoon or evening
 Client Suitability: Suitable for all type products
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: Station WWRL, 41-30 58th St., Woodside, L. I., N. Y.

"Meet the Missus"

Here's a proven program idea to which a variety of new stunts has been added. The result is a show that goes just a little farther with gags and guffaws than any predecessor has ever gone. "Meet the Missus" is conducted by WTOP's inimitable Irishman, Ed Gallaher, who presides over a Simple Simon bowl from which he fishes up stunts that throw contestants into confusion and keep the audience howling with laughter. Prizes range from poultry and nylons to gardenias and dinners at top local nightspots. Participation isn't limited to matrons alone. Anyone who has the mortal courage can try for a prize. See WTOP Ad, this issue.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: General
 Number of Artists: 3 (including announcer)
 Audition Facilities: Transcriptions
 Submitted by: WTOP, Earl Building, Washington 4, D. C.

Swap Shop

This program is truthfully a "classified column of the air" giving listeners an opportunity to buy and sell articles free of charge over the radio. It is available only to individuals operating as non-commercial enterprises who have articles, or need same.

Availability: Live talent or E. T.
 Time Units: 15 minutes, 5 weekly
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Household Products
 Number of Artists: 1
 Audition Facilities: Transcriptions
 Submitted by: Radio Station WROX, Clarksdale, Miss.

"The Singing Weatherman"

One minute musical spots, adaptable to chain breaks, pertaining to all types of weather. 30 second local commercial to be inserted between opening and closing lyrics. Over 21 spots in series from which daily selections are made to match local forecast. Talent is Hayder Hendershott's Debonairs, produced and written by L. A. Gifford.

Availability: E. T.
 Time Units: One minute, unlimited weekly
 Audience Appeal: Entire family
 Suggested for: Anytime
 Number of Artists: 4
 Cost: On request—based on power and market
 Audition Facilities: Transcriptions
 Submitted by: Radio Productions, Inc., 2901 South Moreland, Cleveland 20, O.

What's New

What's New is a 30-minute program every Sunday morning, 10:00-10:30, giving information about what is around the corner in refrigerators, automobiles, homes, furniture, coffee-makers, new gadgets and improvements on everyday useful items.

LESTER LEWIS

RADIO PRODUCTIONS

LESTER LEWIS — JULIET LEWIS

Artists

BILL STERN

HARRIET VAN HORNE

Writers

ALTON ALEXANDER

ROBERT BAGAR

SEAMAN JACOBS

MORT LEWIS
(Hollywood)

ONE CHRISTOPHER ST.
 NEW YORK 14, N. Y.
 CHELSEA 2 - 8 0 3 3

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Owned and Operated by
 CANNON SYSTEM, Ltd.
 Glendale 6, California

Kenneth O. Tinkham
 General Manager

Trades 'N' Sales

A sell, buy, swap program established in the past 15 years over KMO, which for 15 years did a terrific job for a single sponsor. During the past three years, the program has been broken down into a part participation show, limited to four sponsors. All types of contacts are affected because listeners write in to place their items (averaging 15 to 20 a day), and for further information concerning the things on the programs, listeners call the radio station for the phone numbers and addresses of those parties using Trades 'N' Sales. This program is a natural for those sponsors who particularly have barter campaigns to promote, and in the past has proved one of the most successful public service programs presented by the station. Phone calls average 100 per day following each broadcast.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Almost any product.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Radio Station KMO, 914 1/2 Broadway, Tacoma 1, Washington

"The Swap Shop"

Each weekday our two folksy Swap Shop "proprietors" hit the air for a session of "swappin' and sellin'." Listeners send in a list of items they'd like to trade, acquire or trade, buy, or sell. Items are described on the air and names and addresses of owners are given. Interested parties contact owners and do business. As a public service of agricultural segment of the audience, notices of lost, strayed, or stolen livestock are read. Costs listener nothing, everyone has fun, and sponsor's product is sold.

Availability: Live talent

MISCELLANEOUS

Time Units: 15 minutes, 5 days weekly
Audience Appeal: Entire family
Suggested for: Morning, (12:00 Noon)
Client Suitability: Any trying to merchandise on "Friend of the family" basis
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Station KUTA, 29 So. State St., Salt Lake City 1, Utah

The Veterans Advisor

Lt. Comm. Ty Krum, a veteran of both World Wars, presents this informative program as a service to veterans and their families. Commander Krum has long been interested in veterans affairs. He discusses current legislation and the latest news and revelations of the Veterans Administration, or other agencies concerned with the service man or woman. He interviews prominent administrators and lawmakers and answers veterans questions. This is a program well suited for the advertiser wishing to reach the immense veterans audience.

Availability: Live talent
Time Units: 15 minutes, 1 time weekly
Audience Appeal: Male and female
Suggested for: Morning or afternoon
Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 4, New York

This Is New York, Bill Leonard Reporting

Here is a show built around New York and its environs . . . around the multitude of events and stories and places which make New York the busiest and most fas-

inating city in the world. Bill Leonard and his staff of experienced reporters cover New York 24 hours a day, to bring their listeners eye-witness reports on the people they've met, the plays and pictures they've seen, the human interest stories they've witnessed.

Availability: Live talent
Time Units: 45 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General (Participating Sponsorship)
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WABC, 485 Madison Ave., New York 22, N. Y.

Voice of John Citizen

Aimed at keeping the average Canadian familiar with the topics of the day, John Citizen, representing the public in general, each week calls upon two or more well-informed personages to discuss some controversial subject. The discussion is well balanced by having one of the guest speakers supporting and the other opposing the argument.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 7
Submitted by: CFRB, 37 Bloor St., West, Toronto, Ont., Canada

"Voices of Yesterday"

Dramatized incidents in the lives of historic personages with the actual voices climaxing every program. These voices have been recorded through modern methods and amplified so that they may be heard in true historic dramatizations at the same level as the supporting cast. Famous persons such as King George V., Florence Nightingale, Will Rogers, P. T. Barnum, Thomas A. Edison, Woodrow Wilson, and many others, are heard on this series. An educational and entertaining series, consisting of 52 episodes.

Availability: E. T.
Time Units: 15 minutes, weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Department Stores, Insurance Companies, Banks, Bakeries, Retail Stores, Drug Stores
Audition Facilities: Transcriptions
Submitted by: Exclusive Radio Features Company, Limited, 14 McCaul St., Toronto 2B, Ontario

World of Tomorrow

A novel show. A program which dramatizes the scientific, the political, the social developments, many born of war, which make the world a better place to live in, now that peace is here. The discoveries which hold great promise for the future—colorfully told, informatively presented. A high level for combining an educational and entertainment feature for radio.

Time Units: 10 minutes, every Sunday, weekly
Audience Appeal: Entire family
Client Suitability: General
Number of Artists: 1 announcer
Submitted by: United Press Radio, 420 East 42nd St., New York 17, N. Y.

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General Manager
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NEW YORK CITY
PLaza 5-7620

"At Home With Faye and Elliott Roosevelt"

"At Home With Faye and Elliott Roosevelt" is a 15-minute transcribed program which theoretically takes place in the Elliott Roosevelt cottage at Hyde Park. Each day on the program the Roosevelts have a guest personality, one taken from all walks of public life. The subject matter is dependent, on each individual program, upon the guest appearing that particular day. Guests are very varied. Such guests as the following appear: Hildergarde and her manager, Anna Sosenko, Mr. and Mrs. Douglas Chandor (Chandor is the artist who painted the "Big Three" which will hang in the Capitol, and recently painted Winston Churchill while he was here), Lucille Ball and husband, Desi Arnaz, Sgt. Mickey McKeogh, (Gen. Eisenhower's orderly during the war), George Jessel, Martha Scott, Quentin Reynolds, Toots Shor, restaurateur, together with motion picture star, Rags Ragland, Henry Kaiser, Orson Welles, Gen. Jimmy Doolittle and many other equally famous personalities taken from all walks of life. 260 shows available.

Availability: Live talent and E. T.
Time Units: 15 minutes, 3 or 5 times weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: General
Number of Artists: 6
Cost: Dependent upon market, based on population
Audition Facilities: Transcriptions
Submitted by: A Ray Green Production, 8 East 52nd St., New York 22, N. Y.

Your Psychological Problems

Interesting case histories illustrating common psychological problems, told conversationally. Delivered as an informal interview between Doctor Frederic Damrau (recognized psychologist and psychiatrist) and his secretary, Adeline Maneery. No serious mental diseases or depressing conditions are discussed. Each patient is typical of thousands of listeners who can profit by the same advice. The purpose is educational but the program is simple, interesting and human.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 2
Cost: Adjustable
Audition Facilities: Live talent
Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

What Do You Say?

Fast-moving dialogue type show interspersed with music suitable to topics, featuring stories behind words, origin, with stress on correct pronunciation of such words as "either," "macadam," etc. Tells how pronunciation came about, and how differences in pronunciation occurred.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning, (Saturdays)
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WSB, Biltmore Hotel, Atlanta, Ga.

MISCELLANEOUS

"When Lights Are Low"

Narrator, human-interest stories and poems with organ interludes and partial dramatic interpretations. Human, heart-warming, whimsical and dramatic—anecdotes, friendly philosophy and poems narrated by Ralph Langley. Organ melodies with the colorful, matchless technique of Gaylord Carter. . . The world's best songs! Designed from ten years' radio experience—local Program Director to Hollywood staff, American Broadcasting Company—to fill a definite need in local programming. This program sells those hard-to-please institutional sponsors—banks, mortuaries, utility or financial companies—sponsors who demand a program with appeal, taste, dignity.

Availability: E. T.
Time Units: 15 minutes, 1 to 3 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Class merchants—institutional sponsors
Number of Artists: 2 to 3
Cost: Based on time rates—\$5.00 minimum
Audition Facilities: Transcriptions
Submitted by: Arthur W. Field Productions, 6233 Hollywood Blvd., Hollywood 28, Calif.

Words With Music

Program of poems and philosophy for late evening—easy listening. Strings furnish music.


Availability: Live talent or E. T.
Time Units: 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Client chosen by artist
Number of Artists: 1
Cost: Station Time \$15; Talent Fee \$5
Audition Facilities: Transcriptions
Submitted by: Radio Station WAGM, Presque Isle, Me.

Hot From Hollywood

Program ideal for theater exhibitors. An excellent radio "trailer" featuring the latest news and reviews of forthcoming motion pictures.

Availability: E. T.
Time Units: 5 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Any time
Client Suitability: Theatre Exhibitors
Number of Artists: 5
Cost: Free
Audition Facilities: Transcriptions
Submitted by: Thomas J. Valentino, Inc., 1600 Broadway, New York 19, N. Y.

**THE RAY PERKINS SHOW—on
KFEL for 90 minutes every day—
features the best record hits
and the mirth and melody of an
expert showman with many years
experience on the major
networks.**



RAY PERKINS

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This is Mutual
5000 WATTS

Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937
The Lengthened Shadow of Men who KNOW HOW from EXPERIENCE

1946 ADDITIONAL LISTINGS 1947

The shows listed under this category have in some cases arrived too late for inclusion under their own respective listings.

A Sports Gentleman and a Lady

The most intriguing sports show in America! Something really new and different. A lady and a gentleman look at sports and reveal male and female drama hidden behind the human interest stories that made sports-history! Strange and amazing and weird tales told intimately and the parts men and women played to make them come true!

Availability: Live talent
 Time Units: 15 minutes, once weekly
 Audience Appeal: Female, male and Entire family
 Suggested for: Evening
 Client Suitability: General
 Number of Artists: 2 commentators
 Cost: Based on size of station and market
 Audition Facilities: Transcriptions
 Submitted by: Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

See America

Program highlights vacation possibilities of the various states based on literature from state Chamber of Commerce. Scenic highlights narrated. Interesting facts—in history, economics, etc., spotted. Little known facts pointed out and dramatized where feasible. For department store, clothing store or sporting goods—a natural. What you can do there—will get

big attention. This aimed at a vacation-hungry audience.

Availability: Live talent
 Time Units: 30 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Evening
 Client Suitability: Department store, clothing, automobile dealer, sport goods
 Number of Artists: 6 to 8
 Submitted by: KFDM, Edison Hotel, Beaumont, Texas

"Hollywood Newsreel"

"Hollywood Newsreel" is an amusing dramatized documentary of Hollywood highlights of the week. There are anecdotes about the stars, news flashes, preview scenes of new pictures and guest spots for interesting movietown personalities. In the dramatized parts of the show, movie stars are impersonated by two clever artists. The guest stars include actors, directors, writers, technicians . . . in short, all the great minds of Hollywood who helped to turn out motion pictures.

Availability: E. T.
 Time Units: 15 minutes, 1 time weekly
 Audience Appeal: Entire family
 Suggested for: Afternoon
 Client Suitability: All types
 Audition Facilities: Will pipe live talent
 Submitted by: International Radio & Television Features, 152 East 53rd St., New York 22, N. Y.

"Today's Feature Story"

Features moving Reporter Maury Farrell in real-life transcriptions of stories prominent in local news. Story may be human-interest event, or personality of national or international prominence who happens to pass through city. Farrell takes it all down on portable GE Wire Recorder. Samples of recent stories: Alec Templeton giving highlights of his life, with some of his popular imitations on piano; "Life Story of a Letter"—in which Farrell followed a letter from time sender dropped it into mail box until it got to postoffice, thence into plane that flew it out of town. Farrell is veteran sports and newscaster, "scoop reporter" type. Was responsible recently for flying bull calf to President Truman as invitation to Birmingham Rodeo and Cattle Show.

Availability: Live talent or E. T.
 Time Units: 15 minutes, 5 weekly
 Suggested for: Evening
 Client Suitability: Any client selling to a general audience
 Number of Artists: One
 Cost: Station Time, plus \$12.00 per program net to station
 Audition Facilities: Transcriptions
 Submitted by: Radio Station WAPI, Birmingham 3, Ala.

This Is Football

An exciting passing parade of the gridiron! Dramatic 5-minute narrations revealing the strange history, legends and romance of unforgettable dramas of the gridiron—credible yarns about the heroes who've played the game and the hidden stories behind the moments that made football history. A 13-week feature available only during football season.

Availability: Live talent
 Time Units: 5 minutes, 1 to 3 stories weekly
 Audience Appeal: Juvenile, female, male and entire family
 Suggested for: Afternoon or evening
 Client Suitability: Beer, tobacco, automobiles, sports shops, clothing
 Number of Artists: 1—sports commentator
 Audition Facilities: Transcriptions
 Submitted by: Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

Hampshire County Extension Service

Presented each Saturday morning at 7:30 a.m., the program is conducted by the Hampshire County Extension Service, with five different speakers presented on a rotating schedule. Program presents guests of interest to the particular audience who discuss their peculiar farm problems.

Availability: Live talent and E. T.
 Time Units: 15 minutes, once weekly
 Audience Appeal: Entire family
 Suggested for: Morning
 Client Suitability: Farm products
 Number of Artists: 2
 Audition Facilities: Transcriptions
 Submitted by: WHYD, 180 High St., Holyoke, Mass.

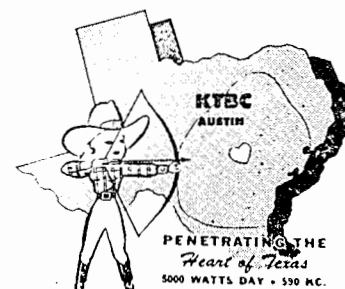
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by

KEEPING UP WITH

THE WIGGLESWORTHS

A Public Interest Show

ENTERTAINING! EDUCATIONAL!

EACH 15-MINUTE EPISODE COMPLETE

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EACH MARKET

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PRO-FOOTBALL • WARM-UP TIME
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50,000 WATTS
at
1050

TOPS IN SPORTS

Johannes Steel

For ten years the highest rating of
any New York City commentator.

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THE JEWISH PHILOSOPHER

(דער אידישער פילאָזאָף)

Largest Listening Jewish Radio Audience
Oldest Continuous Yiddish Language Show on Radio
Highest Paid Yiddish Language Radio Artist
Enviably Record of Sponsors' Sales Production
Admired and Revered by All Jewish Factions
(Rabbis—Educators—Social Workers)

9th consecutive year for Carnation Milk (Daytime)
3rd consecutive year for H. J. Heinz (57) Company (Evenings)

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Terms on Request

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Producers of Distinctive Radio Programs

117 West 46th Street, New York, N. Y.

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Suite 401, WEVD Bldg.

ADDITIONAL LISTINGS

"Movie Man"

Ran 42 weeks, 5 times weekly, for last sponsor. Program features Don Naylor as Hollywood commentator . . . with Hollywood news . . . gossip about the Stars . . . Hollywood style notes . . . Hollywood beauty tips and Hollywood recipes (latter only occasionally). Each program also features a hit tune from a Hollywood musical production. (Optional feature—telephone quiz, consisting of one question each program, concerned with Hollywood. First person calling with correct answer, within 30 seconds, gets theatre passes and cash award.)

Availability: Live talent and E. T.

Time Units: 15 minutes, 1-3 or 5 times weekly

Audience Appeal: Female

Suggested for: Afternoon or evening

Client Suitability: Any product used by women, or the entire family

Number of Artists: Don Naylor and announcer (Music is by transcription.)

Cost: On request

Audition Facilities: Transcriptions

Submitted by: Radio Station WGST, Box 674, Atlanta 1, Ga.

The Sports Theater of the Air

It's new! It's different! It's exciting! A novel 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 treasure memories from the world of sports. The sports show with everything—novelty—drama—music—humor—story and heart.

Availability: Live talent

Time Units: 15 minutes, once weekly

Audience Appeal: Juvenile, male and entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 3 to 5

Cost: Based on size of station and market

Audition Facilities: Transcriptions

Submitted by: Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

Washington Spotlight on the Carolinas

WBT goes to Washington . . . and it on-the-spot notes on people and doing high in the interest of Carolinians at home are translated into an intimately interesting newscast . . . Washington Spotlight on the Carolinas, news of the Carolina and Carolinians as they fit into the Washington scene . . . is like a newsletter home . . . welcomed and waited for . . . by WBT listeners throughout the two Carolinas. Another WBT exclusive; it's the only radio news service giving complete daily coverage of Carolinas news in the nation's capital.

Availability: Live talent

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female and male

Suggested for: Afternoon

Client Suitability: General

Number of Artists: Newscaster and Washington News Bureau

Audition Facilities: Transcriptions or play live talent

Submitted by: WBT, Charlotte 2, N. C.

KFH Farm and Fun Hour

A full noon hour of news—music—vital farm information. Four fifteen minute shows tied together to make a full hour of noon time entertainment for farmers and city dwellers. Arkansas Valley Boys play a rousing musical show from 12 to 12:30. Leading KFH News Man, George Gow takes over from 12:30 to 12:45 with the latest news. The closing fifteen minutes features Bruce Beyhmer, a man the farmers respect.

Availability: Live talent

Time Units: Four 15 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Noon time

Client Suitability: Any type of client

Number of Artists: 20

Submitted by: KFH, KFH Building, Wichita, Kan.

Nell Darling's "Hollywood Diary"

This is a one-half hour transcribed show, the first 15 minutes interview and dramatization of events with pioneer of the motion picture industry, such as Bryant Washburn, William Farnum, Bill Hart, etc., with Nell Darling, noted writer, actress and artist. The last quarter hour presents the newer stars of motion pictures in light comedy skits. Music by "The Symphoners" will all star cast throughout.

Availability: E. T.

Time Units: 28 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any organization desiring Hollywood names and drawing power

Number of Artists: 12 to 20 and 14 voice ensemble

Cost: Open

Submitted by: Continental Radio-Television Productions, 6381 Hollywood Blvd., Hollywood 28, Calif.

"The Sportscope"

Jocko Maxwell, who has been conducting sports shows in New York City for years, conducts the twice weekly "Sportscope." Program features interviews with well known sport stars, late sport news and sports contestants. To promote the sports show Maxwell features his "WWJ Sports Club" issuing membership cards and giving members chance to air their sports opinions. Program has heavy audience built over many years. Maxwell extremely active in sports circles, writes byline stories for dozen sport magazines.

Availability: Live talent

Time Units: 15 minutes, twice weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: Men's products, beverage ages

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Station WWJL, 41-30 51 St., Woodside, L. I., N. Y.

ADDITIONAL LISTINGS

Voice of the People

Program starts with news highlights of day with ad lib commentaries by staff members and visitors, then we read letters from listeners and comment on same. An application to radio of letters and letters, with commentaries added. Program is four years old. Has never been surpassed. An independent survey shows as many listeners in Norfolk as Tom Werman and Fred Waring combined.
Units: 30 minutes, 6 times weekly
Audience Appeal: Female
Best Time for: Morning (10:15 a. m.)
Client Suitability: Products purchased by women. Can be transferred to 12:45 noon to reach entire family
Number of Artists: 5
Cost: \$48 less quantity discounts
Submitted by: WJAG, Norfolk, Nebraska.

WAPI Model Kitchen"

Features Mrs. Leo Copeland, home economist; Jimmie Willson, emcee and commercial announcer, and Stanleigh Malotte, musical director. A participating program in the form of a cooking school with preliminary recipes given by Mrs. Copeland, authoritative hints on good cooking. Musical variety furnished by WAPI's baritone Jimmie Willson and Orchestra Stanleigh Malotte. From 30 to 40 bound copies of shows daily recipes mailed out annually. Has a 7-year commercial record.

Availability: Live talent
Time Units: 30 minutes, 5 weekly
Audience Appeal: Female
Best Time for: Afternoon
Client Suitability: Food and household products. Limited to 6 non-competitive products
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: Radio Station WAPI, Birmingham 3, Alabama

"Stars in Your Eyes"

"Stars in Your Eyes" . . . a new treatment of the Hollywood "chatter" type program . . . featuring Ann Marsters columnist, movie actress . . . intimate interviews of the Hollywood stars . . . gay . . . variety show . . . makes this one different. Interviews . . . male singers . . . dramatic type . . . ties-up directly with Hollywood in many features including singing song and most danced to music famous Hollywood spots . . . most provocative questions about certain star . . . private screenings of new pictures and nyons . . . Sponsor benefits from typed type program.

Availability: Live talent or E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Best Time for: Evening
Client Suitability: General
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: Richard Bradley and Associates, 20 No. Wacker Drive, Chicago, Ill.

WAYS Party Line

J. B. Clark, WAYS Director of Special Events, telephones names at random from directory. To each he puts a question with a cash reward beginning at \$1 and increasing until a successful answer is given. First call, \$1; second call, \$2, and so on. If no one answers, the money is carried over to the next broadcast and the reward begins to build from there. Sponsor could substitute samples of his product or his store merchandise for money if desired. Informal friendly atmosphere is created on calls.

Availability: Live talent
Time Units: 15 minutes, 3 or 6 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Department, drug, grocery store; dress shop, beauty shop.
Cost: \$10 talent per broadcast
Audition Facilities: Transcriptions
Submitted by: WAYS, Charlotte, N. C.

WDBJ Dramatic Guild

A half-hour broadcast of dramatic scripts of all types. A diversified offering of good radio drama utilizing local talent with professional ability. Previous run of this program was on experimental basis and successfully presented half-hour dramas for six years. Curtailed only by lack of manpower during war. Will resume this series very shortly.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Average 10
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Radio Station WDBJ, P. O. Box 150, Roanoke 2, Va.

"What Do You Think?"


A thrilling half hour dramatic series, of mental and psychic phenomena. Each story complete. Based on true experiences collected by Ed Bodin, nationally famous collector and writer.

Availability: Live talent
Time Units: 30 minutes or 15 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General (any product that is sold to men and women)
Number of Artists: Depending on script
Audition Facilities: Will submit script
Submitted by: Basch Radio Productions, 117 East 45th St., New York 17, N. Y.

The Sport Glass

"The Sport Glass" Dan Tucker, covers more sport news in 15 minutes than any other sportscaster on the air. Dan covers every major sport and even some of the minor ones. This feature is sure-fire and gives the sport fan a full coverage of the sport world.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female and male
Suggested for: Evening
Client Suitability: Any product of interest to men
Number of Artists: 1
Audition Facilities: Will pipe talent
Submitted by: Jack Parker and Associates, Box 2222, Hollywood 28, Calif.



A DOCTOR ON THE AIR

POPULAR MEDICINE PROGRAMS

backed by Medical Authority
AVAILABLE FOR SPONSORSHIP

- "YOU CAN KEEP YOUNG"
 The secrets of youth, told with medical authority. Of vital interest to men and women. Sustaining program on New York station since March 7th.
Time: 15 minutes once a week.
Talent: Dr. Frederic Damrau with Adeline Maneery.
 Script and live audition on request.
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 True and exciting stories of miraculous medical discoveries, narrated and dramatized. Entertaining and educational for whole family.

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 2 New Audience-Participation Shows
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 (Drew 30,000 pieces of mail 1 year, WOR)
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 Lanny & Ginger Sing and the Radio Listeners have their say thru a clever gimmick on this show.
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Under Direction of

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ADDITIONAL LISTINGS

What Do You Think?

An unusual program which enables five people, selected in advance from the studio audience, to discuss with M. C. Terry O'Sullivan, ideas on domestic problems with the emphasis on romance. Program makes use of the average American point of view. Participants are selected to represent different categories . . . unmarried girl, unmarried fellow, married couple, and someone chosen for comedy relief. A highly entertaining and instructive half hour.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product
Number of Artists: 8
Audition Facilities: Transcriptions
Submitted by: Jack Rourke Productions, 6331 Hollywood Blvd., Hollywood 28, California.

"What Would You Do?"

"What Would You Do?" is a five-minute package of lively fun and bright ideas with tested appeal for all women. Against a background of sparkling repartee and music, Les Tremayne and Vicki Vola test housewives with a series of quick quiz questions. Paced for commercials, music and extra-entertainment, "What Would You Do?" has station appeal, sponsor appeal, and listener appeal. Build business for your sponsor, goodwill for yourself—air "What Would You Do?" Now!

Availability: E. T.
Time Units: 5 minutes, minimum three weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: General
Number of Artists: 3
Cost: Based on market—area
Audition Facilities: Transcriptions
Submitted by: B. Ellis Associates, 11 E. 44th St., N. Y. 17, N. Y.

"Where To Go Tonight"

"Where to Go Tonight" is a program designed to aid the listeners by offering suggestions of places of amusement or otherwise that will solve their problem of where to go tonight. The program is of 10 minutes duration and is announced by a male and a female voice. On the program is included such suggestions as theaters, stage shows, ball games, sporting events, circuses, club meetings, church socials, church services, etc. The program is given life by the occasional personal appearance of stars, artists and participants of suggested places of entertainment.

Availability: Live talent or E. T.
Time Units: 10 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Taxicab Company
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Radio Station KMAC, San Antonio, Texas

WGN—"Charm School of the Air"

This is a live 30 minute, 5 times a week program available on a participating basis in Chicago only, over Radio Station WGN. It features Virginia Clay Lee Bennett, Forrest Lewis and Hal Turner. It contains the elements of nighttime variety built into a daytime show with its center theme dealing with a subject matter as charm, style, taste and beauty. This program is going into its second year on this station.

Availability: Live talent and E. T.
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: National or local advertisers dealing with charm, fashion and beauty.

Number of Artists: 4
Cost: 5 times a week participation \$3 times \$275; 2 times \$200
Audition Facilities: Transcriptions or pipe live talent
Submitted by: Kaye-Martin Products Inc., 36 West 44th St., New York N. Y.

World Premiere

Fresh, startling, punchy . . . "World Premiere" tops the topical! Here's a show that rides high on atomic power to give your Hooper to new and dizzy heights to give that product all the sell it's possible . . . to delight every listener in America! And the best part is the best . . . it's strictly up to you . . . because you're catering to curiosity, the public got to listen to . . . "World Premiere"

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional
Number of Artists: Varies
Audition Facilities: Will pipe live talent
Submitted by: Art Henley, 88-04 Drive, Forest Hills, N. Y.

WOW Jamboree

Bright Comedy—Variety show, featuring guest star who might be anybody from top songwriter to veteran carnival barker. Station talent appears in comedy skits. Music by staff orchestra directed by Morton Wells. Only show of its type in the entire territory, and has won widespread acceptance in six months it has been a success.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning or Afternoon
Client Suitability: Oil Company, Store, Foods, Transportation
Number of Artists: 13
Audition Facilities: Transcriptions
Submitted by: Radio WOW Inc., Insurance Bldg., Omaha, 2 Nebraska

ADDITIONAL LISTINGS

WJZ—"Powers Charm School"

The WJZ Powers Charm School is a participating program featuring John Robert Powers, America's foremost authority on charm, style, fashion and beauty, in a one hour five times a week series on matters of interest to women with respect to the subject matter of the program. Mr. Powers is assisted by Peggy Allenby who acts as Managing Director of the Powers Charm School Radio Program and Kenneth Lynch who acts as Physical Instructor and Pat Hosley who acts as the teen-

Availability: Live talent
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Any product or service dealing with charm, style, fashion and beauty
Number of Artists: 4
Cost: \$500—5 time participation, 1 major and 1 minor participation \$200, 1 major participation \$150
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: Kaye-Martin Productions, Inc., 36 West 44th St., New York 17, N. Y.

"Yankee Doodle Club"

The "Yankee Doodle Club" is written and produced for WSBA by Helen L. Fisher, author of many radio plays for children and instructor of literature at Hannah Penn Junior High School. Programs are topical, March of Dimes, Circles, Holidays, etc., each one dedicated to a particular occasion. "The Yankee Doodle

Club" utilizes outstanding juvenile talent (5 to 15 years) and is tied to ether with dialogue. Each participant is given membership card and certificate and a chance to appear on future programs. Preemed in 1942, program has been consistently fine.

Availability: E. T.
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Saturday morning
Client Suitability: Children's Clothing, Institutional or Spot Advertiser
Number of Artists: Helen L. Miller, writer/producer, 1 announcer—professionals.
Audition Facilities: Transcriptions
Submitted by: Radio Station WSBA, RD No. 5, York, Pa.

You Can Keep Young

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. Listening audience established by sustaining program in New York since March 7th.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Female
Suggested for: Evening
Client Suitability: Cosmetics or women's apparel
Number of Artists: 2
Cost: Adjustable
Audition Facilities: Live talent
Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

CO-OP PROGRAM

ABC—"Powers Charm School"

The Powers Charm School Co-op Network Program features John Robert Powers, America's foremost authority on charm, style, fashion and beauty in a 15 minute 5 day a week series on matters of interest to women with respect to the subject matter of the program. Mr. Powers is assisted by Peggy Allenby who acts as Managing Director of the Powers Charm School Radio Program and Kenneth Lynch who acts as Physical Instructor and Pat Hosley who acts as the teen-ager.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Varied
Number of Artists: 4
Cost: Local time rate plus 25 per cent of one time evening hour rate, as full weekly talent charge
Audition Facilities: Transcription or will pipe live talent
Submitted by: Kaye-Martin Productions, Inc., 36 West 44th St., New York 17, N. Y.

"Boost and Buy"

Many types of businesses were converted into making products and needs of the Armed Forces during the war. They are now going back to their previous merchandise product. "Boost and Buy" reacquaints the general public with the product the business, professional and industrial firms are now producing. It makes for the general public's acquaintance with their individual storekeeper and makes towards acquaintanceship between businessman, manufacturer and the buying public. Actually makes them come in person and makes for better sales and larger income.

Availability: E. T.
Time Units: 15 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: (Mid-afternoon)
Client Suitability: General
Number of Artists: 5 to 7
Cost: Based on commercials purchased
Audition Facilities: Transcriptions
Submitted by: National Radio Features, 100 State St., Albany 7, N. Y.

"Incredible, But True"

Based on true phenomena stories taken from Dean Schaefer's fabulous collection of well over 50,000 authentic and carefully documented cases—true accounts of Witchcraft, Dreams, Apparitions, Ghosts, Werewolves, Miracles, Inexplicable occurrences on land and sea and in the air, and a host of Unsolved Mysteries that defy every attempted explanation. Casting, original music and production are of network quality. No limit to the number of episodes to be produced.

Availability: E. T.
Time Units: 15 minutes, 1 to 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All products
Number of Artists: 6 to 12
Cost: Based on station card rate and Radio Homes Coverage
Audition Facilities: Transcriptions
Submitted by: Unusual Features Syndicate, 203 North Wabash Ave., Chicago 1, Illinois

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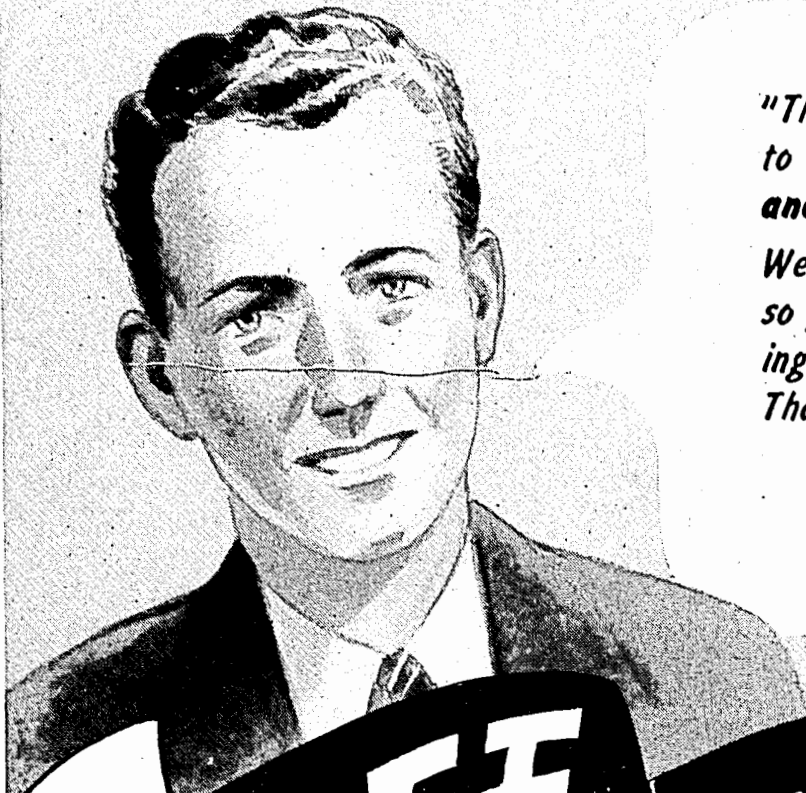
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"They're terrific. Keep 'em coming! I'm referring to the new BMI Continuity feature, 'Love Letters and Love Songs.'

We've already scheduled them for a local sponsor, so please keep them coming. Incidentally, I'm having success with 'According to the Record,' too. Thanks a lot!"

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Program Director KDB
Don Lee Broadcasting System

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5-MINUTE MUSICAL PROGRAMS
—ready-made family shows for the program director who wants Maximum Audience Appeal and for the commercial manager who wants Sales and Profits.

Hundreds of alert program managers like Don Roberts are cashing in on BMI Continuities.

Whether your music programming makes use of phonograph records or electrical transcriptions, BMI CONTINUITY answers your every need . . . in sustaining or sponsored shows.

Each script includes the use of carefully selected BMI-licensed music, cued to all of the major transcription libraries and to available phonograph records.

All are distinctive and refreshing program ideas, smoothly and effectively written by a staff of capable continuity writers.

LOVE LETTERS AND LOVE SONGS—

Exciting, romantic entertainment. A complete series of 5-minute programs scheduled to run five times per week for 52 weeks.

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.

SPOTLIGHT ON A STAR—

A headline radio show. New and unusual. Soon to be available. Also 5-minutes, five times weekly.

This BMI services is provided throughout the year, without cost, to all BMI-licensed stations. Write to Russell Sanjek for your copies of these scripts.



BROADCAST MUSIC, INC.

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



MUSIC IN SHOWS OF TOMORROW

— symposium by the 'societies' —

Merritt E. Tompkins
General Manager
Broadcast Music, Inc.

PROGRAM building is an art. The proper selection of the right musical selection for the right place is as important to the radio program as seeing to it that the cornerstone of a building is not used as a capstone.

Every note of music which comes out of the loud speaker creates a definite reaction upon the listener. The program director who selects his music with the same care that the artist gives to the composition of his canvas, the architect to his building or the author to his theme will come far nearer to pleasing the greatest number of listeners and to building good will for his program and his station.

Music, regardless of type, is one of the greatest agencies in the world for good or evil. He who intelligently uses it, whose programs are designed with care and focused on a definite purpose, whether it be for dancing, the interest of patriotism, religion, inspiration, comedy or just plain entertainment, will stand head and shoulders above the man who just "fills time."

The audience for music continues to grow steadily, the obvious reason being the influence of broadcasting on the public. As the audience grows, the influence of good music has its effect upon the very medium that makes use of it—radio. Good music, and, what is more important, good voice of music programming, can help or hinder any radio presentation.

Fortunately, today there is a closer harmony between the people who make music and those who present it for public enjoyment. This co-operation is reflected in the general excellence of musical programs throughout the wide scope of broadcasting, and in the efforts being made by the broadcasters to develop and improve music in radio.

The responsibility of insuring high standards in music broad-

casting is shared by more than those who actually are employed in radio. The music profession, consisting of the composers, the lyric writers, the arrangers, the publishers, the very persons who have a hand in distributing and bringing music to the attention of radio producers, are equally responsible for the results that come through the loudspeaker.

Broadcast Music, Inc., has been able to contribute its share of that responsibility during the few short years of its existence. For not only is BMI an essential factor in the music profession, as a performing rights organization and as a publisher of music, but in its service to broadcasters it is recognized as an important arm of the entire broadcasting industry.

John G. Paine
General Manager of ASCAP

THE American Society of Composers, Authors and Publishers is happy to salute the broadcasting industry, and to take this opportunity to express some thoughts on the Shows of Tomorrow.

Music has always been and always will be a basic essential of good radio shows. The reasons for this are varied and, what one might almost say, obvious. Music is an emotional language. It evokes memories, it can be amusing, haunting, sad, descriptive and, as was ably demonstrated during the war, when it is martial it is most stirring.

Radio has found music to be the perfect prop for all types of programs. It is a musical interlude which describes Fred Allen's and Portland Hoffa's stroll in "Allen's Alley"; on mystery and detective shows it is music which provides the eerie atmosphere necessary for their successful projection. In short, it is the one ingredient of show business which is always certain to have a large audience appeal.

In radio shows of tomorrow ASCAP feels that music will play an increasingly important role.

Opportunities will increase for the broadcasting industry to contribute to the public service of the nation through musical education and appreciation programs. Television, most assuredly, is going to provide a greater scope for the teaching of music. And it is for this reason that ASCAP invites the broadcasting industry to more thoroughly explore the ever-widening and comprehensive repertoire which is made available to them through their ASCAP license.

Certainly the responsibility of alert program directors to devise ear-appealing shows will be greater when shows also attain eye-appeal. And the top musical works of the leading authors and composers in the country will, as always, be available through the American Society of Composers, Authors and Publishers.

Paul Heinecke
President, SESAC

MUSIC no longer belongs exclusively to musicians. It belongs to all people. Fine music is no longer just classical music. It has become once more the possession of the folk song groups, school and college musical organizations and indeed the choir loft. In fact, music is where people live—in what they do and how they express themselves.

From its very inception SESAC resolved to provide through radio, motion pictures, recording and transcription companies, the Best Music in America. As we go into our sixteenth year, this takes on a broader and deeper meaning in the expansion of music catalogs and services made available to our allied industries.

Under SESAC's banner are one hundred and fifty important American and foreign music publishers but we have stressed the beautiful melodies of such prominent American composers as Edward McDowell, H. H. A. Beach, Charles Wakefield Cadman, Bruno Huhn, Rudolph Friml, Victor Herbert, and many others. The last mentioned beloved melody maker has more than fifty works in SESAC's widely varied repertoire.

Another typically American music interest is in its western, hillbilly and cowboy songs. We have devoted special effort in gathering together a wide variety of the best of this type of song literature. Equal emphasis has been given to diversified religious and concert melodies and also should be mentioned the score or more of military and college band music publishers with songs and marches of the Universities of Wisconsin, Pittsburgh, Ohio, Michigan, Illinois and many other important colleges or universities of our nation. Nor should we neglect including SESAC's official Army and Navy hymnals and the American Red Cross March.

But the most outstanding project launched in mid-1945 is the SESAC Transcription Library Service. In less than a year broadcasters throughout the United States and Canada have subscribed in large numbers for their stations varying in power from highest to lowest to this specially built feature, ideal in its practical approach to any and all stations' program needs.

But SESAC first made a nationwide survey through its field representative to learn what the broadcaster preferred in a transcription library and only after carefully weighing the great many suggestions, brought out what most broadcasters wanted most—the only Two-in-One Transcription service available. This means that each record side can either be used as a complete 15-minute program or in regular library routine. Each record side is a well-balanced program of short selections permitting opportunity for great flexibility and use of an adequate number of interspersed announcements—all within a 15-minute period and never requiring the fading or cutting of any of the musical selections.

We have great faith in this important and youngest SESAC service to the radio industry and pledge our every effort to make it continue to be what most broadcasters wanted most—an ideal transcription library.

PLUNGE



into your local
population pool with an
NBC-Recorded show

ONE for the money . . .

There's no better buy than an NBC-Recorded Program . . . built for the advertiser with big ideas . . . but a *limited budget*.

TWO for the show . . .

Choose an NBC-Recorded Program for all-around quality . . . produced like a network show with radio's finest talent, skilled NBC directors, full-range Orthacoustic recording.

THREE to make ready . . .

Write, wire or phone for *audition records* of any of the outstanding shows on this page.

FOUR to go . . .

With the addition of your own commercials . . . your new NBC-Recorded show will bring a round of applause from the listeners in your town.

TWENTY-ONE DIFFERENT NBC-RECORDED SHOWS TO CHOOSE FROM . . . HERE ARE SOME:

MERCER McLEOD . . . THE MAN WITH THE STORY—actor, writer, world traveler, colorfully dramatizes strange tales.

Schedule: 2 quarter-hours a week
Available: 26 weeks of broadcasting

ALLEN PRESCOTT . . . THE WIFE SAVER—hilarious antics of Mrs. Housewife's favorite household adviser. Songs by Brad Reynolds.

Schedule: 3 quarter-hours a week
Available: 52 weeks of broadcasting

PLAYHOUSE OF FAVORITES—the famous stories of famous authors put into vivid dramatic form with "name" talent of stage, screen, radio.

Schedule: 1 half-hour a week
Available: 52 weeks of broadcasting

ART VAN DAMME QUINTET WITH LOUISE CARLYLE—a jet-propelled musical that jumps with the rhythms of America's greatest accordionist and the songs of lovely Louise Carlyle.

Schedule: 3 quarter-hours a week
Available: 26 weeks of broadcasting

NBC



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**"1280 Club"**

The "1280 Club" is a nightly program conducted by hep-wise Fred Robbins, and is noted for its hep-wise feature presentation. Mondays . . . it's "Blue Monday" featuring famed blues records. On Tuesdays, two collectors play their favorite recordings on "Collectors' Corner." Wednesday brings "Diggin' the Boogie," Thursday "Antime-on the Beam," presenting recordings of small combinations. A celebratory takes over the show on Friday's "Best in the House." Saturdays, it's the request show, "Juke Box Saturday."

Availability: Live talent and E. T.

Time Units: Minutes on breaks and 15 minutes 6 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General product suitability

Number of Artists: 1

Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

"1600 Club"

The "1600 Club" offers listeners a daily popular record show complete with membership cards, prizes, contests, and interviews with bandleaders and entertainers. The "1600 Club" offers sponsors a heavily publicized and promoted New York program reaching a large audience built over many years at a key listening time with a heavy family and teenage audience. Program conductor Fred Barr is known to thousands of ex-G.I.s for his army record shows in the Pacific. Program ties-in with ball record shop promotion, band contests, jazz concerts, and newspaper promotions.

Availability: Live talent

Time Units: 15 minutes daily

Audience Appeal: Entire family

Suggested for: Afternoon

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Station WWRL, 41-30 58th St., Woodside, L. I., N. Y.

A Date With Music

One hundred and thirty hour musical programs transcribed by Phil Brito with Whipple at the organ and Sammy Bar at the piano. This program especially suited for promoting regular household products, and for introducing new products with feminine appeal. Music based on standard popular tunes from pictures, musical comedies and operettas. Ailknit, fast moving musical show. Excellent merchandising facilities available national or regional sponsors.

Availability: E. T.

Time Units: 15 minutes, 3 to 5 times weekly

Audience Appeal: Female and entire family

Suggested for: Morning or evening

Client Suitability: Any feminine article— or household goods.

Number of Artists: 4

Audition Facilities: Transcriptions

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

A Father and Three Sons

Bud Morohead and his three sons, with guitar accompaniment, offer an exceptionally fine Negro quartet specializing in spirituals, popular and semi-classical numbers. On its numerous personal appearances the quartet is well received. The program provides an appealing broadcast for almost any type of sponsor and has been under local sponsorship for two years.

Availability: Live talent

Time Units: 15 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Morning or evening

Client Suitability: General

Number of Artists: 5

Cost: Card rate plus talent

Audition Facilities: Will pipe live talent

Submitted by: WBIG, O'Henry Hotel, Greensboro, N. C.

Adventures in Music

Slanted for kids from 3 to late teens. Features varied music—good lighter classics with the story it tells, recorded stories for younger kids, a live story which ties in with such things as the story of Grieg's Peer Gynt Suite. Excellent reaction to premier program. Tie-ins with schools, juvenile societies, etc., possible. Show is records plus live story-telling.

Availability: Live talent and E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Juvenile

Suggested for: Saturday mornings

Client Suitability: Makers of Juvenile

Wear, Breakfast Cereals, etc.

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WSB, Atlanta, Ga.

Alan Phillips Sings

An informal song show, featuring staff singer, Alan Phillips, backed by a four-man combo consisting of bass, saxophone, muted trumpet and piano. Alan sings the songs in a sweet manner (light baritone), and acknowledges requests from listeners on Request Time in middle of show. This is a smooth 15-minute stanza with appropriate chatter between announcer and singer.

Availability: Live talent or E. T.

Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Anytime

Client Suitability: Ladies' shops, home appliances, cosmetics, etc.

Number of Artists: 6

Cost: \$35.00

Audition Facilities: Transcriptions

Submitted By: CKNX, Josephine Street, Wingham, Ont.

Allan Jones Show

Allan Jones Show with Ray Sinatra and his orchestra, starring America's favorite popular tenor and featuring Ray Sinatra's famous musical arrangements and his piano and band. Plenty of gay patter between the boys, and song contest feature for listener participation. Contest winners receive free platter of Allan Jones' late recordings and his autograph. Will create store traffic and fan mail. Display banners, counter cards, newspaper mats available. Audition platter for \$2.50 C.O.D. refundable. Half hour.

Availability: E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: All types

Number of Artists: 14

Cost: Varies by market

Audition Facilities: Transcriptions

Submitted by: Tolowaya Radio Productions, Inc., 8905 Sunset Blvd., Hollywood 46, Calif.

Aristocrats

Perfect mixture of sweet and swing by a fine instrumental unit of six. Special arrangements and direction by Howard Wellman longtime feature instrumentalist and arranger for Tommy Tucker. Included in current 25 minute set are three vocals by Tommy Terrell, romantic tenor. Format includes special waltz number by orchestra and violin solo by Julius Martesak. Script for show is by James Orgill.

Availability: Live talent

Time Units: 15 or 30 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Morning or afternoon

Client Suitability: General

Number of Artists: 8

Audition Facilities: Transcriptions

Submitted by: WGAR, Hotel Statler, Cleveland 1, O.

"Ballads From Broadway"

Show tunes from Broadway productions arranged in an imaginary 'tour' of the Great White Way. Street sounds are used between numbers, and each selection is from a different musical and a different theater, viz: "Our Broadway stroll takes us now to the St. James Theater where "Oklahoma" is still running, and as we sit down Alfred Drake makes his entrance to sing: "People Will Say We're in Love!" "Lullaby of Broadway" is used as theme song, though "Give My Regards to Broadway" or similar tune could be used.

Time Units: 30 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Evening 7:30-8:00

Client Suitability: Music Store or Record Shop

Number of Artists: Announcer only if recorded and transcribed music is used

Submitted by: Radio Station KINY, Decker Building, Juneau, Alaska

"Bea Wain's Juke Box Jubilee"

A 15-minute once to five-times-a-week musical program, starring Bea Wain and Andre Baruch, with an outstanding musical combination of Johnny Blowers, Hank D'Amico, Bobby Haggart, Carl Kress, and Dave Bowman. This is a make-believe record company that provides discs for the juke boxes and homes. Written by Alton Alexander, it is an informal musical session that should appeal to a wide audience.

Availability: Live talent

Time Units: 15 minutes, 1 to 5 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: Any general account

Number of Artists: 9

Cost: From \$1350 to \$5000

Audition Facilities: Transcriptions

Submitted by: Lester Lewis, 1 Christopher St., New York 14, N. Y.

Between the Verses

A quarter-hour of "poetry set to music"—highlights the twilight hour at 7:45 p.m. over WDSU. Shirley Kilgore, narrator, brings listeners bits of philosophy, poems to fit every mood, and a "vignette from life"—now and then. The background is organ music of a staid mood. Heard Monday through Friday at 7:45 p.m. Availability: Live talent and E. T. Time Units: 5-10 minutes, 1-6 times weekly Audience Appeal: Entire family Suggested for: Any time Client Suitability: General Number of Artists: 1 (narrator) Audition Facilities: Transcriptions or will pipe live talent Submitted by: Stephens Broadcasting Company, WDSU, Hotel Monteleone, New Orleans 12, La.

Bureau of Missing Tunes

Gay and informal is the mood of this song-packed program. Favorite tunes of a few months or years ago which are now missing from the airwaves are brought out and brushed up by singing emcee, George Carrol. Equally enjoyable are the harmonizations in the modern style by the two teenage Clooney Sisters. Clarinetist Jimmy Wilbur leads the 15-piece orchestra playing the numbers that listeners long to hear.

Availability: Live talent or E. T.

Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 18

Cost: Upon request

Audition Facilities: Transcriptions

Submitted by: WLW, 140 W. Ninth St., Cincinnati 2, O.

Captain Stubby and the Buccaneers

Here is one of the most versatile group of radio entertainers in the business. Each one is a musical artist in his own right . . . and as a combination, they are capable of sweet legitimate harmony, a raz-ma-taz tune with washboard and bicycle horns or a comedy novelty that is always a Buccaneer specialty. These boys are just out of the service where they spent two years entertaining the GIs around the world.

Availability: E. T.

Time Units: 15 minutes, 3 or 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 5

Cost: Based upon Station's own time cost

Audition Facilities: Transcriptions

Submitted by: Transcription Sales, Inc., 117 West High St., Springfield, O.

Carolina Hayride and Hit Parade

Musical merriment from the heart of the Carolinas, as refreshing, gay and carefree as a summer vacation shared with friends. Carolina Hayride and Hit Parade paints a well-loved picture . . . etched with slow, rich rhythms of the cotton fields . . . plaintive heritage tunes of the hills . . . crisp, sparkling melodies for dancing feet in the Town Square Saturday night . . . heartspun philosophy of a people who have always found time to laugh

LOOK FOR THE OUTSTANDING LABEL



IT CARRIES THE NAME OF SUCH
POPULAR RECORDING ARTISTS
AS

HAL MCINTYRE



TONY PASTOR



BOBBY BYRNE



LARRY CLINTON



PAT KIRKWOOD



KAYE CONNOR



TUBBY THE TUBA



DOLORES O'NEILL

DALLAS BARTLEY

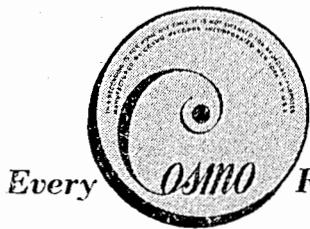


KEN CARSON



SLEEPY VALLEY FIVE

and the inimitable comedienne **SHIRLEY BOOTH**



Every *OSMO* Release-An Invitation To Pleasure

live . . . WBT's invitation to audience
oyment. . . The Carolina Hayride and
Parade.

Availability: Live talent or E. T.
Time Units: 10:15 to Midnight, Saturdays;
in 15 or 30-minute blocks; once
weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 24
Audition Facilities: Transcriptions or will
pipe live talent
Submitted by: WBT, Charlotte 2, N. C.

Chicago Theater of the Air

Full hour of the world's greatest
was adapted for radio and presented
an all-star cast and chorus, numbering
100 performers each week. This is
of the finest musical shows ever
broadcast and presents—besides the opera
selected for the week—a commentary by
Colonel Robert R. McCormick, editor and
publisher of the Chicago Tribune, who
talks briefly on some interesting "topic
of the times."

Availability: Live talent
Time Units: 60 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Cosmetics, Drugs, Fuels
Number of Artists: Over 100 each week.
Soloist, chorus and orchestra
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting Sys-
tem, 1440 Broadway, New York 18,
N. Y.

Deb Dyer's Gospel Singing Bee

A fine choir properly trained for hymn
singing all the old church songs. A good
trier and conductor.
Availability: Live talent or E. T.
Time Units: 15 or 30 minutes, once weekly
Audience Appeal: Female
Suggested for: Afternoon
Number of Artists: 8 to 10
Audition Facilities: Transcriptions
Submitted by: W. M. Ellsworth, 75 E.
Wacker Drive, Chicago 1, Ill.

Do You Remember?

Nostalgic melodies of years gone by,
collected by Paul Reed at the pipe organ.
Narration by Rex Howell woven into the
program identifies selections by significant
openings that took place during the
year the selection was written, or reached
peak of popularity. Emphasis is on old
rhodes and familiar folk songs.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Readily adaptable to
wide variety of types of sponsorship.
Number of Artists: 2
Time: Upon application
Audition Facilities: Transcriptions
Submitted by: Western Slope Broadcasting
Co., KFXJ, Box 30, Grand Junction,
Colo.

Down Memory Lane

Rock and Pop were spooning to this
music. Early recording artists join the
show to bring back memories of long ago.
The music comes from private collection of
"oldie disks." This is a series with appeal
to both young and old. Close your eyes,
and let yourself wind up the old gram-
ophone. Remember Mary's first beau—re-
member Sousa's band concert in the town
square. Stroll down Memory Lane.
Availability: Live talent or E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Banks or Long Estab-
lished Department Store.

Number of Artists: 2 to 4
Audition Facilities: Transcriptions
Submitted by: Radio Station KVAK, Atch-
ison, Kan.

"Dr. Heckel and Mr. Jive"

Transcriptions and recordings are used
in a novel and interesting way to prove
entertainingly that many of the popular
tunes have been stolen directly from the
classics. Representing the classicists is
Dr. Heckel, with Mr. Jive upholding the
moderns.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General—Music Store
preferred
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Central New York Broad-
casting Corp., WSYR, 224 Harrison
St., Syracuse 2, N. Y.

"Dream Boat"

Poetic narration with organ background.
Availability: E. T.
Time Units: 15 minutes, once weekly
Audience Appeal: Adults
Suggested for: Evening
Number of Artists: 2
Cost: One-third of the station rate paid by
sponsor
Audition Facilities: Transcriptions
Submitted by: Selected Radio Features,
1583 Cross Roads of the World, Holly-
wood 28, Calif.

Duke's Mixture

A musical program of fifteen minutes
duration daily at 5:00 p.m., CST, featuring
"Duke and His Uke," Duke Palmer is a
fine musician, and really Plays His Uke—
not just a strummer. He features ukelele
solos and sings with a well trained voice.
MC's his own show with a clever line of
patter and sings the popular and past
popular songs. Young and old alike enjoy
his music, songs, patter and friendly pro-
gram.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon, 5:00 p.m., CST
Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions or will
pipe live talent
Submitted by: Radio Station KNET, 219
Municipal Building, Palestine, Texas

"Family Album"

Two hundred sixty quarter-hour pro-
grams of familiar songs, sung by top male
vocalist, with background of girl quintet,
piano and Hammond electric organ. All
special arrangements of songs everybody
loves to sing, with clever introductions to
each selection. Time allowed for brief
middle commercial, as well as customary
opening and closing plugs. Series is now
in production, and total of 520 programs
anticipated. Old songs sometimes "swung"
to give them new twist.

Availability: E. T.
Time Units: 15 minutes, 3 or 5 times
weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Any type
Number of Artists: 8
Cost: Based on market, station
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorpo-
rated, 140 Boylston St., Boston 16,
Mass.

MUSICAL

First Piano Quartet

Four concert artists at four concert
grands. Have excited the attention of
music-lovers and musicians throughout
the country with their arresting arrange-
ments of the popular classics and truly
novel musical approach. Not only is this
the only group of its kind in the musical
world, but they make all their own ar-
rangements since there is virtually no
music written for four pianos.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: General
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: Fadiman Associates, Ltd.,
1501 Broadway, New York 18, N. Y.

Forever Tops

This is a musical-variety program with
an idea and the biggest name in modern
music—Paul Whiteman. Whiteman acts
as MC, using bright, interesting copy and
selecting and playing the top tunes of
past years and today. He also tells per-
sonal anecdotes about the music or the
people who introduced it, from his own
experience. With Whiteman and the 35-
piece orchestra there are a male vocalist,
female vocalist and a mixed chorus of
twelve voices.

Availability: Live talent
Time Units: 25 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Submitted by: American Broadcasting
Company, 30 Rockefeller Plaza, New
York, N. Y.

Four Notes

This program highlights composer-
celebrities and includes thumbnail
sketches of these music makers and their
smash hit tunes. Also includes interesting
notes on Broadway productions and Holly-
wood films . . . a real "clef-dwellers"
show. We recommend this program for
record companies, institutions, food and
drugs, etc.

Availability: Live talent or E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Record Companies, In-
stitutions, Food and Drugs, etc.
Audition Facilities: Transcriptions
Submitted by: Keystone Broadcasting Sys-
tem, Inc., 6331 Hollywood Boulevard,
Hollywood 28, Calif.

"Fun With Music" Starring Sigmund Spaeth

Sigmund Spaeth, The Tune Detective, is
known all over the world as an outstand-
ing authority on music. Author of a score
of books which have made music easy to
take for the masses, he goes even further
in this transcribed series of 26 shows, and
demonstrates how easy it is to have fun
with music, with any kind of instrument.
In the series are quartettes, string groups,
swing bands, toy instruments, soloists,
etc. Series has been sponsored in a score
of cities with success. Ad mats, publicity,
etc. with series.

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

Client Suitability: Baker, dairy, food, drug,
department store, music dealer, bank
Number of Artists: About 60 in series
Cost: Based on population of market,
power and rates of stations used
Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorpo-
rated, 140 Boylston St., Boston 16,
Mass.

Gypsy Holiday

A famous balalaika ensemble and a
vocal soloist, all experienced network
artists, in a romantic, tuneful, colorful, set-
up, with commercials woven in as part
of the script.

Availability: Live talent
Time Units: 15 minutes, 2 to 6 times week-
ly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Cosmetics, Perfume, Ac-
cessories, Jewelry
Number of Artists: 4 to 7
Audition Facilities: Transcriptions
Submitted by: Ann Barbinel Prod., 54
Riverside Drive, New York 24, N. Y.

Hymn Time With Smilin' Ed McConnell

A quarter-hour transcribed program of
hymns done in the well known style of
Smilin' Ed McConnell with Elaine at the
organ. Especially suited for sponsors
reaching older audience age groups. This
program has been used successfully by
Lever Bros. and various independent local
sponsors.

Availability: E. T.
Time Units: 15 minutes, 1 to 3 times
weekly
Audience Appeal: Entire family
Suggested for: Morning or evening
Client Suitability: Insurance Companies,
Banks, Mortuaries, Products for
older people
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: Charles Michelson, Inc.,
Radio Transcriptions, 67 West 44th St.,
New York 18, N. Y.

"Hymn Time"

Johnny Dixon sings familiar old Hymns
with organ accompaniment. The script is
brief, with the story of one hymn each
day. The introductions are quotations or
thoughts for meditation as logical tie-ins
with the hymn.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon, 1:45 p.m.
Client Suitability: Has been successful
for Church Supplies, also readily
adaptable for Florists
Number of Artists: Soloist and Accom-
panist
Audition Facilities: Transcriptions
Submitted by: KFNE, 407 N. Sycamore,
Shenandoah, Ia.


Her Education to a Symphony

Half hour musical record show . . .
featuring master symphony weekly with
commentation on composer and musical
work. Program handled in a dignified
manner. Merchandising includes giving a
light short selection unannounced at the
end with a tag asking for requests as to
its title and composer, also information on


Two New Distinguished Scores!

Just received on microfilm from the Soviet Union

Now available for radio • television • motion pictures



DMITRI SHOSTAKOVICH
symphony no. 9



SERGE PROKOFIEFF
war and peace

The home of boogie-woogie is now The home of the world's most distinguished composers!

THE GYPSY

MISTER FIVE BY FIVE

SHOSTAKOVICH

PAUL CRESTON

ALONG THE NAVAJO TRAIL

ALL OR NOTHING AT ALL

PROKOFIEFF

HENRY COWELL

SHOO-SHOO BABY

COW-COW BOOGIE

DARIUS MILHAUD

ALEXANDRE TANSMAN

For further information, write, telephone or wire

LEEDS MUSIC CORPORATION • RKO BUILDING • RADIO CITY • NEW YORK • LOU LEVY, PRESIDENT

Program given to music clubs throughout evening area.

Availability: Live talent.

Time Units: 29 minutes, 30 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Jewelers—Public Utility Concerns

Number of Artists: 1

Submitted by: WICC, Box 230, Bridgeport, Conn.

"Jack Parker Sings"

"Jack Parker Sings." This program goes back to 1921, when Mr. Parker, made his radio debut in Chicago, his voice now as then, has held the attention of both the male and female listeners to the last note. The sympathetic appeal in his voice sells the product of his sponsor in a very satisfactory manner. Old and new songs are featured with organ background.

Availability: E. T.

Time Units: 15 minutes, 2 or 3 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Number of Artists: 2—singer and organist

Audition Facilities: Transcriptions

Submitted By: Time & Space Associates, Box 2222, Hollywood 28, Calif.

"Jazz Pathways"

... weekly half-hour broadcast, given in cooperation with the National Jazz Foundation of New Orleans—heard Saturday nights at 9:35 p.m. Aired by Albert Diket, jazz historian, the program traces the history of Jazz from "Basin Street to the Big Apple" and is presented in narrative form with interludes of collector-item records. Listeners hear early recordings of the original Dixieland Band—Bunk Johnson, "Daddy Roll" Morton, Fate Marable—King Oliver and other pioneers of Jazz who paved their way!"

Availability: Live talent and E. T.

Time Units: 15 minutes, once to twice weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: Most any

Number of Artists: 1 (Mr. Diket is both narrator and writer)

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WDSU, Stephens Broadcasting Co., Hotel Monteleone, New Orleans 12, La.

"Jimmie Willson Sings"

Features WAPI Program Manager Jimmie Willson "with a song in his heart for you!" This afternoon series is based on listener requests for all types of music and is conducted by WAPI's popular baritone in an intimate and homey style. Willson is accompanied by WAPI pianists, with Stanleigh Malotte, pianist. Keynotes are a piano-string-guitar combination of top instrumentalists. Both Willson and Malotte are veteran radio and theatre showmen with an amazing commercial record on stations throughout the nation.

Availability: Live talent or E. T.

Time Units: 15 minutes, 3 weekly

Audience Appeal: Entire family

Suggested for: Late afternoon

Client Suitability: Any client interested in family audience

Number of Artists: 3

Cost: Station time plus \$10.00 per program net to station

Audition Facilities: Transcriptions

Submitted by: Radio Station WAPI, Birmingham 3, Ala.

Johnny Grant's "Good Morning Neighbor"

An early morning strip show chock full of vitaminized entertainment that starts the day right . . . skips the kids happily off to school . . . and merrily zooms the family breadwinners to their appointed chores. "Good Morning Neighbor" is an hour long variety program, emceed by glib Johnny Grant, featuring transcribed wake-up music cheerfully blended with time signals, weather reports, news flashes and topped off with Johnny's incomparable "on-the-spot" interviews with personalities of stage, screen, radio and sports.

Availability: Live talent or E. T.

Time Units: 60 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: General

Number of Artists: 1 and guests

Cost: Rate card plus talent

Audition Facilities: Will pipe live talent

Submitted by: WINS, 28 West 44th St., New York 18, N. Y.

"Just in Passing"

Late evening program of organ melodies interspersed with the 'small fry' stories of the day. The lighter, human side of life and living combined to create easy listening. Music features the melodies of yesterday and tomorrow.

Availability: Live talent

Time Units: 30 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Evening (late)

Client Suitability: Florists, Real Estate, Soft drinks, clothing.

Number of Artists: 2

Cost: Talent plus time rate

Submitted By: Radio Station WCFL, Chicago 11, Ill.

Just Music

"Just Music" is the favorite program of light classical music which has continually been one of the top programs of all New York stations, networks and non-networks between 11 p.m. and midnight. Well-known semi-classical, operetta and musical comedy selections, played in transcription, comprise "Just Music," making it a program of continuous restful music. Volume of mail from listeners requesting that "Just Music" be reinstated was so great that the program has been rescheduled on WQXR.

Availability: E. T.

Time Units: 30 minutes, 7 days weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: Announcer

Audition Facilities: Transcriptions

Submitted by: Radio Station WQXR, 730 Fifth Ave., New York 19, N. Y.

Keystone Sunday Symphony

This program as its name suggests, is a well rounded one, presenting best known classics, with program notes on the com-

MUSICAL

posers and the music and would tie in well for institutional advertising.

Availability: Live talent or E. T.

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Client Suitability: Institutional Advertising

Audition Facilities: Transcriptions

Submitted By: Keystone Broadcasting System, Inc., 6331 Hollywood Boulevard, Hollywood 28, Calif.

Latin American Rhythms

Authentic music of Latin-Americana, from the record collection of Evans Clark, make up this program. Melodies from the Rio Grande to the southernmost tip of South America are included in this collection offering the blendings and shadings of the age-old music.

Availability: Live talent or E. T.

Time Units: 30 minutes, once or twice weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: Radio Station WQXR, 730 Fifth Ave., New York 19, N. Y.

"Le Fevre Trio"

Trio—two men and one woman—singing religious songs, with piano and guitar accompaniment. Has consistently maintained large local following for about 7 years. Very large mail pull. Jimmy Kirby announces the show and takes part in personal appearances in Atlanta and surrounding cities.

Availability: Live talent and E. T.

Time Units: 15 minutes, 1-3 or 5 times weekly

Audience Appeal: Entire family

Suggested for: Morning or afternoon

Client Suitability: Patent Medicines, Flour, Poultry Feeds, Soft Drinks

Number of Artists: 4

Cost: Upon request

Audition Facilities: Transcriptions

Submitted by: WGST, Box 674, Atlanta, Ga.

Let's Dance

Program has been running ten years as request show, conducted by mail, weekdays and telephone on Saturday. A 45-minute informal session with the kids to play their tunes and read their names. Show has sold everything and has the largest mail count of the station.

Availability: Live talent or E. T.

Time Units: 45 minutes, 6 weekly

Audience Appeal: Juvenile

Suggested for: Afternoon

Client Suitability: Currently doing bang up job for Music Wholesale House

Number of Artists: 2

Cost: Station Time No. 30, Artists \$7

Audition Facilities: Transcriptions

Submitted By: Radio Station WAGM, Presque Isle, Maine

Let's Make Music

Completely new formula for presenting music—will have unusual appeal and ready listenership. Built around outstanding young American composer—conductor with years of successful broadcasting over major network with consistent high rating; program utilizes special talent of his, never before aired. Also features renowned musical figure as commentator and outstanding guest soloist appearing as integral part of program.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 2 stars; 1 or 2 guest soloists and large orchestra

Cost: Available on request

Audition Facilities: Will pipe live talent

Submitted by: Radio Features of America, 37 W. 46th St., New York 19, N. Y.

Lines for Living

This is a program of related verse with connected continuity. The musical background may be either alive or transcribed. It follows the almanac of days in observing special holidays and anniversaries. Human interest and appeal are its strong values and it is a natural for hard-to-please sponsors who want programs that are simple and yet have dignity. Restaurants, clothiers, mortuaries, cosmeticians, florists, and hospitals have sponsored this show.

Availability: Live talent or E. T.

Time Units: 15 minutes, 5 days weekly

Audience Appeal: Female and male

Suggested for: Anytime

Client Suitability: Anyone who sells beauty in any form

Number of Artists: Narrator and organist

Submitted By: Script Associates, 822 S. Parkview, Los Angeles 5, Calif.

Little Show

The "Little" Show is a 15-minute musical program, built in honor of the Red Cross, and presented by WHAM once a week. It features music by the WHAM orchestra and a soloist. Mr. Walter Hastings is the representative of the Red Cross and tells interesting facts and stories on each program.

Availability: Live talent

Time Units: 15 minutes, weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 5 to 20

Audition Facilities: Transcriptions

Submitted By: WHAM, 111 East Avenue, Rochester 4, N. Y.

"Lover's Lane"

Here's a smooth night-time show designed to attract teen-agers and up. Uninterrupted musical program—all smooth, sentimental, ballads including pop and standard tunes. Commercials inserted with harp or celeste in and out to music. Selections bridged with more of same. Appeals to sentimentalists—good for merchandising cosmetics, diamonds or jew-

dry, beauty aids or feminine loveliness appeals.

Availability: Live talent or E. T.

Time Units: 30 minutes, 6 times weekly

Audience Appeal: Female

Suggested for: Evening

Client Suitability: Cosmetics, jeweler, or ladies' store

Number of Artists: 1 to 2

Cost: Based upon length of contract

Audition Facilities: Will pipe live talent

Submitted By: Radio Station WCBI, Columbus, Miss.

"Make Believe Ballroom"

"Make Believe Ballroom" is an unusual type of record program that in Detroit has always enjoyed (1) a large radio audience, (2) impressive Hoopers, (3) enthusiastic sponsors. It is a three-quarter hour show presenting the name bands of America playing the music the audience wants to hear. In a mythical setting of a popular distinctive ballroom with realistic applause, laughter, background table and dancing conversation sound effects, the leading orchestras and guests are presented on records at their peak performance by Eddie Chase as Master of Ceremonies.

Availability: Live talent

Time Units: 45 minute periods, 5 times weekly; one hour period, Saturday night and Sunday morning

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: Any product or client

Number of Artists: 1

Submitted by: King-Trendle Broadcasting Corp., Station WXYZ, 17th Fl., Stroh Bldg., Detroit 26, Mich.

Melodic Moods

This program combines light classical and salon tunes with a once-a-week quiz, and notes about people in the news. The quiz program includes brain teasers on all subjects, from Hollywood stars to international affairs. The notes about notables center around personalities of the day. This program might well be recommended for institutions, fashions, publishing houses, etc.

Availability: Live talent or E. T.

Time Units: 15 minutes, 3 to 5 times weekly

Audience Appeal: Entire family

Suggested for: Anytime

Client Suitability: Institutions, fashions, publishing houses, food and drugs, etc.

Audition Facilities: Transcriptions

Submitted By: Keystone Broadcasting System, Inc., 6331 Hollywood Boulevard, Hollywood 28, Calif.

"Melodies by Mason"

Musical program—featuring Baritone, Buddy Mason, singing popular love songs. Accompaniment—Instrumental Trio, with Hammond Organ, Electric Guitar and Piano. Although program has been on the air only a few months, it has a tremendous following, as indicated by mail pull.

Availability: Live talent and E. T.

Time Units: 15 minutes, 1-3 or 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any product for women, or use of entire family

Number of Artists: 5

Cost: Upon request

Audition Facilities: Transcriptions

Submitted by: Radio Station WGST, Box 674, Atlanta 1, Ga.

MUSICAL

Melodies That Linger

Melodies That Linger is a program of smooth—sweet music, favorites, old and new, by an ensemble without the harshness of brass. The program, Melodies That Linger, can be readily tied in with any product. Audience appeal is primarily designed for women, and should be effective when used with a women's product. Music, good music such as this, is always welcome, that is why Melodies That Linger will be an outstanding program for you.

Availability: E. T.

Time Units: 15 minutes, 3 times weekly

Audience Appeal: Female; entire family

Suggested for: Any time

Client Suitability: Can be built for any client, but specifically for cosmetics

Number of Artists: 9 to 11

Cost: Based on size and number of stations and markets

Audition Facilities: Transcriptions

Submitted by: Premier Radio Enterprises, Inc., 3033 Locust St., St. Louis 3, Mo.

"Memory Lane"

A musical program composed of 3 men. 1. Vocalist; 2. Organist; 3. Pianist. Program works and is built around the old saying "Something old, something new, something borrowed, and something blue." A musical stroll down Memory Lane. The vocalist is a male baritone; and a Hammond Organ is used as well as piano for accompaniment. The program is ballad type as well as rhythmical. History of the tunes are briefly given as well as interesting facts concerning composers.

Availability: Live talent

Time Units: 15 minutes, 3 times weekly

Audience Appeal: Female and male

Suggested for: Evening supper hour

Client Suitability: Most any type

Number of Artists: 3

Audition Facilities: Transcriptions

Submitted by: Radio Station WHBY, 6 S. Lawe, St., Appleton, Wis.

Mirth and Melody

Program is a quarter-hour of live Hammond Organ music interspersed with humorous items in the news. Program conducted by staff organist and local announcer.

Availability: Live talent

Time Units: 15 minutes, 5 days

Audience Appeal: Entire family

Suggested for: Morning or afternoon

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted By: Radio Station WHOT, 9th & Monroe Sts., South Bend Ind.

Mood Music

A complete library of thematic bridge music for your dramatic productions, skits, plays, etc., contains 153 different original compositions averaging to 20 seconds, in 2 albums. Recorded vinylite pressings, 78 rpm.

Availability: E. T.

Audience Appeal: Entire family

Audition Facilities: Transcriptions

Submitted by: Standard Radio, 360 Michigan Ave., Chicago 1, Ill.

BARTON MUSIC CORP.—

Gives You the Songs of Tomorrow

FULL MOON and EMPTY ARMS

BUDDY KAYE and TED MOSSMAN

SOMETHING OLD, SOMETHING NEW

RAMEZ IDRIS and GEORGE TIBBLES

HOW CUTE CAN YOU BE?

BILL CAREY and CARL FISCHER

BARTON MUSIC CORP.—1619 BROADWAY—N. Y. 19, N. Y.

NEW YORK
LESTER SACKS—Prof. Mgr.
SHERMAN BRANDE
BERT BROOKS

CHARLES ROSS—Gen'l Prof. M'gr

CHICAGO
NORMAN FINK

HOLLYWOOD
MACK MARTIN
SAMMY FRIEDMAN

Moon Dreams

Moon Dreams—featuring a gypsy violinist, Del Castillo's genius at the organ, and Warren White, Hollywood's great pianist, with the Romanticist Bold, reader of poetic poems to a musical background. Scheduled for late evening, Moon Dreams appeals to all ages. It's a relaxing show that lets the listener at ease. No special type of sponsor suggested, for it's a natural for almost any business. Promotion helps available. Half-hour. Audition platter sent for \$2.50 C.O.D. refundable.

Availability: E. T.
Time Units: 30 minutes, 1 to 5 times weekly

Audience Appeal: Entire family
Suggested for: Afternoon or evening

Client Suitability: All types

Number of Artists: 5

Cost: Varies by markets

Audition Facilities: Transcriptions

Submitted by: Teleways Radio Productions, Inc., 8905 Sunset Blvd., Hollywood 46, Calif.

Mr. and Mrs. Melody

Mr. and Mrs. Melody, played by Bessie Varnum and Glenn Taylor (a talented pianist with years of stage and radio experience to their credit) spend a half hour every Saturday afternoon listening to their favorite recorded tunes. The talk (between the two) is pleasantly domestic, whimsical, and romantic by turns. Occasionally a word or two is spoken when Mrs. Melody overdraws her account or forgets to pay a bill. But, on the whole, this young married couple has a lot of fun—and so do the folks who listen to them.

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

Audience Appeal: Female and male

Suggested for: Afternoon or evening

Client Suitability: General

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: WTOP, Earle Bldg., Washington 4, D. C.

Music A La Mood

Twenty-five minutes daily, a full-hour program of the finest classical and semi-classical transcribed music, which has built up, in the five years of its existence, one of the best-rated programs for its station on the air, with a large class-audience, faithful following. A program that has been guarded jealously, commercially or otherwise, by the station's management to the point where its acceptance is guaranteed.

Availability: E. T.
Time Units: 25 and 90 minutes, daily—Sundays

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: High grade

Number of Artists: 1

Submitted by: WPAT, 7 Church Street, Paterson 1, N. J.

Music at 6:15

Program on Monday, Wednesday and Friday features organ, piano and male vocalist. Program on Tuesday and Thursday feature two piano teams.

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

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any

Number of Artists: 3 and 2
Audition Facilities: Transcriptions
Submitted by: WEBR, 23 North Street, Buffalo 2, N. Y.

Music Box Matinee

Disc Jockey Show from 3:00 to 5:00 p.m. daily, from conclusion of to beginning of new baseball season. Program sold in 15-minute periods, features Dick Mabry, crackerjack sales plugger. News at 3, 4 and 5 for five minutes.

Availability: Live talent
Time Units: 15 minutes, 3 or 6 times weekly

Audience Appeal: Juvenile, entire family
Suggested for: Afternoon

Client Suitability: Mabry can sell anything

Number of Artists: 1 on show, 1 for news
Submitted by: WIBG, 1425 Walnut St., Philadelphia 2, Pa.

Music By Martin

A series of 156 or more quarter-hour radio shows featuring the music of Freddy Martin and His Orchestra and The King's Men as guest stars, giving the "Martin touch" to the popular tunes of the day, and popularizing such classics as Tchaikowsky's Piano Concerto in B-flat minor, the Warsaw Concerto, Liszt's Hungarian Rhapsody, and many others. The Martin band features such outstanding vocalists as Artie Wayne, Gene Conklin and the Martin Men, as well as the famed pianist Jack Fina.

Availability: E. T.
Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family
Audition Facilities: Transcriptions

Submitted by: Standard Radio, 360 N. Michigan Ave., Chicago 1, Ill.

Music From the Theater

A 30-minute parcel of the outstanding musical compositions that first saw the light of day in a theatrical production. Tunes that all ages hum and sing. The special arrangements are written by Al Boss and the 17-piece orchestra is conducted by Clarence Fuhrman with vocal interpretations by Roger Coleman. The show currently enjoying a 10.2 rating.

Availability: Live talent
Time Units: 30 minutes, 1 time weekly

Audience Appeal: Entire family
Suggested for: Afternoon (Sunday) or any evening

Client Suitability: General
Number of Artists: 19

Cost: On request
Audition Facilities: Transcriptions

Submitted by: Westinghouse Radio Station KYW, Philadelphia, Pa.

Music of the Americas

A gay, fast-paced musical show—featuring Broadway tunes and Latin-American music. Highlight of the broadcast is a 3-minute Spanish lesson from "International House"—conducted by Marion Bermudas, Shirley Kilgore, as the pupil—asks questions from a listeners point of view. Ed Prendergast of WDSU, announces the program. Heard Monday through Friday at 5:45 p.m.

Availability: Live talent and E. T.
Time Units: 15 minutes, 6-7 times weekly

Audience Appeal: Entire family
Suggested for: Any time

Client Suitability: General

MUSICAL

Number of Artists: 3
Audition Facilities: Transcriptions or will pipe live talent
Submitted by: Stephens Broadcasting Company, WDSU, Hotel Monteleone, New Orleans 12, La.

"Music of the Masters"

Outstanding program of the best in the field of music classics. Produced from outstanding musical recordings. Each program complete, including appropriate continuity and format. Has been sustaining and institutional on station for past six years. Now being offered commercially for first time. Large listening audience already established.

Availability: Live talent
Time Units: 45 minutes, Monday through Friday weekly

Audience Appeal: Entire family
Suggested for: Afternoon 3:15-4:00 p.m.

Client Suitability: Adaptable for any type of sponsorship

Number of Artists: "Recorded"
Submitted by: WSAY, 328 E. Main St., Rochester 4, N. Y.

"Musical Jewel Box"

A program containing the interesting stories about rare gems and jewels and their interesting legends with organ music blended into the stories.

Availability: E. T.
Time Units: 15 minutes, 1 times weekly

Audience Appeal: Adults
Suggested for: Evening

Client Suitability: Exclusively designed for jewelers

Number of Artists: 2
Cost: One-third of the station rate as paid by the sponsor

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

Musical Reveille

Presented Monday through Friday, 7:15-8:00 a.m. Popular tunes of the day mixed well with standard favorites. Time, news, local bulletins—all are part of this across-the-board package which over the years has built an established audience, all ages and occupations.

Availability: Live talent and E. T.
Time Units: 45 minutes, 5 times weekly

Audience Appeal: Entire family
Suggested for: Morning

Client Suitability: Bread, milk, cereal, department store

Number of Artists: 1 or 2
Audition Facilities: Transcriptions

Submitted by: WHYN, 180 High St., Holyoke, Mass.

My Country Sings

A program series devoted entirely to the men who write the popular melodies My Country Sings. Here are the true life stories of the top-flight composers and lyricists of the past four decades, written around their own hit tunes. The script recalls their beginnings, their experiences on the way up, and how they came to write their most successful numbers. It is a 15-minute, 3-a-week program of song

and story. In each, four appropriate musical selections are suggested—for record, transcription or live performance. Several alternates are also named. As a program series based on the songs all America has been singing from the turn of the century to the night before last, it is perfectly attuned to the musical tastes of our time.

Time Units: 15 minutes, 3 times weekly
Audience Appeal: Entire family

Suggested for: Afternoon or evening
Number of Artists: 1 (announcer—man or woman)

Submitted by: ASCAP, 30 Rockefeller Plaza, New York 20, N. Y.

"Naughty Marietta"

Concert presentation of this famous, sparkling operetta, bringing all the romance and allure of its music and charm. Yvonne Chafonte is a French lyric soprano of concert, opera and radio reputation.

Availability: Live talent
Audience Appeal: Entire family

Suggested for: Evening
Client Suitability: Almost any type of firm that could use a musical program

Number of Artists: 1
Audition Facilities: Will pipe live talent

Submitted by: Estelle Lutz Artists Bureau, 25 E. Jackson Blvd., Chicago 4, Ill.

'Neath the Southern Moon

An uninterrupted half-hour of unusually fine transcribed music selected by our musical director. Aired each night except Wednesday, when we carry CBS' "Invitation to Music." Week nights it is composed chiefly of semi-classical or sweet and light popular melodies, on Sundays of pure classics. The transcriptions are especially selected for pleasant late-evening listening. Several prospective sponsors have been rejected. Program has a distinguished listening audience, requires sponsor of dignity and established reputation.

Availability: E. T.
Time Units: 30 minutes, 6 times weekly

Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Financial, furniture, insurance or cosmetic company, bank

Number of Artists: None
Cost: Card rate

Audition Facilities: Transcriptions
Submitted by: WIBG, O'Henry Hotel, Greensboro, N. C.

Notes From Frances

A very good man-woman handling of music and chatter. Frances is a piano boogie-woogie specialist. She can "boogie" any thing, popular or classical . . . and she does, for 15 minutes each week, while a male announcer, who joins her occasionally in a duet harmony vocal, swaps informal repartee with her. Every program built around an idea to which all music and chatter contribute. In other words, every program "adds up to something."

Availability: Live talent
Time Units: 15 minutes, 1 time weekly

Audience Appeal: Juvenile and Female
Suggested for: Morning or afternoon

Number of Artists: 2
Audition Facilities: Transcription
Submitted by: Station WIS, 1811 Main Street, Columbia H, S. C.

On the Sunny Side

Taking its title and tempo from the theme song, this program is as cheerful as any on the air. Basic elements are bright music and delightful choral singing. Clarinetist Jimmy Wilbur leads the 15-piece band in perennial favorites and latest hits. The Harmonaires, unique group of twelve male voices, thrill with their beautiful rendition of hymns and spirituals. A novel feature is the Sunny-side Herald—chatty news report about folks in the listening area.

Availability: Live talent or E. T.

Time Units: 15 minutes, 1 to 3 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 27

Cost: Upon request

Audition Facilities: Transcriptions

Submitted By: WLW, 140 W. Ninth Street, Cincinnati 2, Ohio

"One Hour at the Opera"

A one-hour program dramatizing the librettos of the world's most famous operas in an effective easy-to-understand manner. The dramatizations, which are true to the plot and story of the opera, are highlighted by recorded selections of the principal songs.

Availability: Live talent and E. T.

Time Units: 60 minutes, 1 time weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Wines, cheese products, department stores

Number of Artists: 8

Audition Facilities: Transcriptions

Submitted By: Station WHOM, 29 West 57th Street, New York 19, N. Y.

Organ Treasures

Over 200 organ solos of familiar folk songs, sacred music, Southern spiritual and classical compositions. Some vocal and instrumental renditions with organ accompaniment. Recorded on 12 inch lateral cut, 33-1/3 rpm, Vinylite pressings, 3 selections to a side. Provides the ideal musical fare for building slumbertime "music for listening" programs. Available on outright purchase basis.

Availability: E. T.

Audience Appeal: Entire family

Audition Facilities: Transcriptions

Submitted by: Standard Radio, 360 N. Michigan Ave., Chicago 1, Ill.

"Passport to Romance"

A luxury liner, moonlight nights, enchanting visits to alluring ports, soft music. The perfect radio setting for musical romance between Mitzi Green and Larry Brooks. These two Broadway stars play the leading roles in this new musical comedy series which skillfully blends story and song into a delightful half-hour. Eddie Nugent heads the supporting cast, and Sylvan Levin conducts the orchestra.

Availability: Live talent

Time Units: 30 minutes, 1 time weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 5 to 10 actors plus orchestra

Audition Facilities: Transcriptions on the Air

Submitted By: WOR, 1440 Broadway, New York 18, N. Y.

Pleasure Parade

An up-to-the-minute musical with a huge cast of famous names including Jimmy Wallington, The Glenn Miller Modemaïres, Paula Kelly, Bob Kennedy (singing star of "Oklahoma"), Dick Brown and Vincent Lopez and the Pleasure Parade orchestra.

Availability: E. T.

Time Units: 15 minutes, 3 or 5 times weekly

Audience Appeal: Entire family

Suggested for: Anytime

Client Suitability: Any type

Number of Artists: 10 and orchestra

Cost: ET—based of population

Audition Facilities: Transcriptions

Submitted By: Frederic W. Ziv Company, 1529 Madison Rd., Cincinnati 6, Ohio

"Prelude to Slumber"

Soft, melodic, relaxing music at the close of the day, uninterrupted between sign-on and sign-off. Popular, semi-classical, operatic and classical music represented, the only restriction being as to its quiet, tranquil character. Ideal merchandising medium for perfume or cosmetic company, beautician, florist, phonograph record manufacturer, etc.

Availability: E. T.

Time Units: 15 or 30 minutes, 7 times weekly

Audience Appeal: Entire family

Suggested for: Evening 11:30-12 Mid.

Client Suitability: As described above, or any other

Number of Artists: Announcer

Submitted by: WBNX Broadcasting Co. Inc., 260 E. 161st St., New York 51, N. Y.

Ray Perkins Show

Ray Perkins does an hour and a half of the "piano and chatter" for which he became famous on the national networks before the war, built the latest popular phonograph record program giving an unusual twist to the latter type of show. Humorous or serious comment on the music, weather, current events, etc., and songs by Perkins are interspersed with the records combining the live personality with the participating record show technique.

Availability: Live talent

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

Audience Appeal: Entire family

Suggested for: Afternoon 2:30-4 p.m.

Client Suitability: Any

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted By: Eugene P. O'Fallon, Inc. (KFEL), Albany Hotel, Denver 2, Colo.

Record Bar

Show carried on in imaginary record shop the "Record Bar" with crowd heard buying records, etc. Music used is selected through the results of various popularity polls—number of times played on jukes—sheet music sales—radio plugs, etc. A natural for record sales.

Availability: Live talent or E. T.

Time Units: 30 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Record manufacturer or music store

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted By: Radio Station KVAK, Atchison, Kans.

MUSICAL

Reminiscing With Singin' Sam

Show features the familiar melodies of Singin' Sam in a brand new series. Sam is assisted by the Mullen Sisters and the orchestra of Charlie Magnante. Sam himself is radio tradition. Add to that the streamlined appeal of those three lovelies, the Mullen Sisters and the accordion of Charlie Magnante and you have one of the most appealing musicals of the present day. Oh yes Singin' Sam is available to transcribe each local sponsors' message.

Availability: E. T.

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 10

Cost: Based upon stations own time rate

Audition Facilities: Transcriptions

Submitted By: Transcription Sales, Inc., 117 W. High Street, Springfield, Ohio

Restful Music

Our distinguished Concert Ensemble (three violins, viola, cello, string bass, piano—sometimes joined by organ) featured in classical, semi-classical and musical comedy selections. Directed by Margaret Banks, the Ensemble has played concert dinner music for important occasions throughout the South and was invited to play at the White House. The program has been sponsored by an Insurance Company for three consecutive and more than ten intermittent years.

Availability: Live talent

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Morning or evening

Client Suitability: Financial, furniture, insurance or cosmetic company, bank

Number of Artists: 7

Cost: Card rate plus talent

Audition Facilities: Will pipe live talent

Submitted by: WBIG, O'Henry Hotel, Greensboro, N. C.

Rhythm and Romance

A real audience getter with a great romantic tenor. Excellent musical background and a blend of romantic stories that makes it a sure bet for the women.

Availability: Live talent

Time Units: 15 minutes, 5 times weekly

Audience Appeal: Female

Suggested for: Morning

Client Suitability: Women's wear, beauty parlors, cosmetics

Number of Artists: 3

Cost: \$18.50 per day

Audition Facilities: Transcriptions

Submitted By: KRKO, Everett, Wash.

"Rythm by Rami"

Toni Rami, a song stylist extraordinary, is a young singer of versatile talents, who despite her youth has already created a special niche for herself among the more unusual song and entertainment artists. Miss Rami vocalizes in the Latin-American style with Bill Knight at the piano. In "Rythm By Rami" she sings modern Spanish and Latin-American numbers with a flair and genuine feeling that is only possible to one of Latin blood. Each num-

ber is introduced by clever leading continuity.

Availability: Live talent and E. T.

Time Units: 15 minutes, 1 to 5 weekly

Audience Appeal: Entire family

Suggested for: Afternoon or evening

Client Suitability: General

Number of Artists: 2

Cost: Based upon time and station

Audition Facilities: Transcriptions or pipe live talent

Submitted by: Republic Radio Feat. 64 East Lake St., Chicago 1, Ill.

Robert Q. Lewis

A colorful disc jockey who is on every afternoon and evening except Sunday. Freshness of spoken material as well as skillful use of all types of current recordings mark the Lewis programs. He brings to the microphone top makers, song writers and publishers plays the top discs of the week, and gives complete resumes of activities in the recording industry. He is one of few jockeys who covers the trade angle thoroughly. Zany satirist. Appeals to young and old. Unique sales-pulling person. Available on a participation basis.

Availability: Live talent

Time Units: 15 minutes, 5 or 6 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any client

Number of Artists: 1 and guests

Audition Facilities: Will pipe live talent

Submitted by: Station WHN, 1540 Broadway, New York 19, N. Y.

Serenade To America

A distinctive 25-minute musical, 1 day thru Fridays, featuring outstand vocalists under the baton of leading work conductors, presenting American favorite music, old and new, popular classic. Featured vocalists are The Hayward, tenor; Marie Ragndahl, soprano; and other stars of opera and operetta. Ideal as a show for the entire family.

Availability: Live talent

Time Units: 25 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 25

Audition Facilities: Transcriptions

Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

"Shepard's Serenade"

"Shepard's Serenade" is a mood show combining the romantic tone voice of Dick Shepard with specially composed light verse and distinctive musical arrangements—guaranteed to listener appeal and to spur sales of sponsor. "Shepard's Serenade" is a veteran production, born and tested in tough audience, the overseas G.I. program was selected by the military officials of the Armed Forces Radio Service to be the first American broadcast aired over the entire network as a

MUSICAL

"Songs of Cheer And Comfort"

Richard Maxwell in gospel songs and hymns, plus down-to-earth philosophy which has made Dick Maxwell one of the best loved personalities in radio. Maxwell was rated 13th most popular artist in the entire country, in a 40-city poll conducted by the New York Daily News. 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, jeweler, 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.
Time Units: 15 minutes, 1 or 2 times weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Any
Number of Artists: 2
Cost: Based on population of market, power and rate of station used.

Audition Facilities: Transcriptions
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston St., Boston 16, Mass.

Songs of Good Cheer

A musical show containing a galaxy of gorgeous voices. Featuring Willard Young, Lydia Summers, Mary and Henry Shope, Philip Duey, Stanley Carlson, etc.. The program includes carefully selected tunes from famous operettas and from the pens of Victor Herbert, Gershwin, Cole Porter, Friml, Sigmund Romberg, arranged by that brilliant young composer-arranger Gerald Allaire Sears and conducted by Vladimir Silensky.

Availability: E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Any time
Client Suitability: Any type
Number of Artists: 15
Cost: ET—based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

Sparky and Dud

Musical variety program transcribed by these scamps of the army camps, those renegades of the regiment, "Private" Sparky and "Strictly Private" Dud. Featuring Happy Jim Parsons, Fred Hall and Lazy Dan. Songs old and new, and a million laughs. Special appeal to everyone who has someone in uniform. Special song books for merchandising offer.

Availability: E. T.
Time Units: 15 minutes, 3, 5, or 6 weekly
Audience Appeal: Entire family
Suggested for: Any time
Client Suitability: Popular priced product
Number of Artists: 2
Cost: ET—based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

Special Events and Holiday Programs

An ASCAP program series commemorating all dates of national and international importance throughout the year. Half-hour scripts, they treat of four names, dates and events in world history—Lincoln's Birthday, Pan-American Day, Easter Sunday, V-E Day, Christmas, as well as such interesting celebration dates as New Year's Eve, Valentine's Day, Mother's and Father's Day. The program format is designed for the performance of eight musical selections, but can be easily adapted to any desired length or manner of production. Sixteen suggested selections accompany the script. ASCAP issues approximately 50 such programs during the year.

Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: 1 (announcer—man or woman)
Submitted by: ASCAP, 30 Rockefeller Plaza, New York 20, N. Y.

Standard Program Library

The Library of Tomorrow—Today for FM and AM. Contains over 3000 basic selections, 80 monthly releases, running the gamut of transcribed musical literature from symphony to swing. Recorded to NAB lateral recording characteristic. Fifty 12,000 cycles on Vinylite pressings. Current subscribers total more than 425 radio stations in the U. S. and Canada.

Availability: E. T.
Audience Appeal: Entire family
Audition Facilities: Transcriptions
Submitted by: Standard Radio, 360 N. Michigan Ave., Chicago 1, Ill.

Sunlight and Shadows

This half-hour program is tailored to fit the female audience. The music is recorded and transcribed, carefully selected from KROW's more than 25,000-library. Only instrumental orchestrations, by large aggregations (Kostelanetz, Raymond Paige, David Rose, etc.) are used in the program. Each selection is introduced by a reading of the first few lines of the lyrics over the music. Each day a different poem (sent in by listeners) is read.

Availability: Live talent or E. T.
Time Units: 25 minutes or ½-hour, 5 times weekly
Audience Appeal: Female
Suggested for: Afternoon, 4:00 p.m.
Client Suitability: Household Items, Women's Wear, Furniture, Cosmetics
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: KROW, Broadway at 19th St., Oakland, Calif.

Symphony Hall

Prestige, listenability and audience are the three important factors of "Symphony Hall." Presenting the favorite classical works of the masters, "Symphony Hall" has been on WQXR since 1936 and has been rated the most listened-to classical program of any daily symphonic program on the air.

Availability: E. T.
Time Units: 55 minutes, 7 days weekly

format for a successful program is a large orchestra and a comedian! This program has proved to be easy and popular listening for western Colorado housewives, every afternoon. Emphasis is on old popular numbers and ballads.

Availability: Live talent
Time Units: 15 minutes, week days

Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Cosmetics, Food, Drug, or Women's Apparel

Number of Artists: 1
Cost: Upon application
Audition Facilities: Transcriptions
Submitted by: Western Slope Broadcasting Co., KFXJ, Box 30, Grand Junction, Colo.

Song Shop

General framework is a shop which sells songs as merchandise. Script made up of whimsical banter between announcer (The Boss), girl soloist (who sings the songs sold as merchandise), and the pianist (who accompanies songs and plays solo numbers). Product sponsoring program is plugged along with songs—increasing the products "sold" by the Song Shop, so to speak.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Music Shops a natural, but any product aiming at women audience

Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: Radio Station WBNS, Columbus 15, O.

"Song Shop"

The Song Shop—the locale is a busy little sheet music emporium where imaginary customers call for 'hits of today and yesterday' and the proprietors give them a once through for the customer. Penny Reed and Phil Sheridan handle the ballads with Fred Shimmins doing the piano accompaniment. The program presents America's song hits in a novel and pleasing manner.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Client Suitability: General
Number of Artists: 5
Cost: On request
Audition Facilities: Transcriptions
Submitted by: Westinghouse Radio Station KYW, 1619 Walnut St., Philadelphia 3, Pa.

Song Stories

Hymns, folk songs and "old favorites"—one each program. Theme: "On Wings of Song." 150-200 word scripts based on background material, with copies offered to listeners. Emphasis placed on unusual or particularly interesting circumstances connected with composition of words or music, such as romantic, regional and topical associations; composer influenced by strong feeling of grief, nostalgia, religious experience, etc.

Availability: Live talent and E. T.
Time Units: 5 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Any time
Client Suitability: Any
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Piedmont Broadcasting Corporation, WBTM, Hotel Danville Building, Danville, Va.

ple of modern American programming musical trends!

Availability: E. T.
Time Units: 15 minutes, 1 to 3 times weekly
Audience Appeal: Entire family
Suggested for: Morning and afternoon
Client Suitability: Women
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: Broadcasting Program Service, 45 W. 45th St., New York 19, N. Y.

"Show Music"

The music which enjoys probably the broadest approach to universal appeal is that of the successful operettas, or musical comedies. "Show Music" offers excerpts from this entire field, from DeKoven's "Robin Hood" and the Gilbert & Sullivan repertoire, through the famous productions of Herbert, Friml, Romberg, Kern, Gershwin, Youmans, Berlin, Lehar, etc., to the current "Oklahoma" and the current Harold He hit "Call Me Mister."

Availability: E. T.
Time Units: 15 or 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening 8:30-9:00
Client Suitability: All
Number of Artists: 1
Submitted by: WBNX Broadcasting Co., Inc., 260 E. 161st St., New York 51, N. Y.

Sincerely Kenny Baker

Featuring America's favorite romantic tenor singing America's favorite romantic ballads, assisted by Donna Dae, the smooth sweet music of Buddy Cole and his men, with Jimmy Wallington as master of ceremonies.

Availability: E. T.
Time Units: 15 minutes—1 to 5 times weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Any type
Number of Artists: 6
Cost: ET—based on population
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Rd., Cincinnati 6, Ohio

"Sincerely Yours"

Intimate, appealing conversation, plus poems, sayings and music, make "Sincerely Yours" a sincere invitation to good listening. Pianist Phyllis Iovine, vocalist Boak, do full justice to this informal Monday through Friday quarter-hour. Mutual bridges, and soft background to poems and chatter, lend this simple show much listenable good will and power.

Availability: Live talent
Time Units: 15 minutes, 5 days weekly
Audience Appeal: Entire family
Client Suitability: Ladies apparel, beauty preparations, department stores
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WHEB, Inc., Portsmouth, N. H.

Soliloquies in Black and White

Here is a program whose essence is simplicity. An uninterrupted program of piano music. This show is KFXJ's answer to the network contention that the only

Audience Appeal: Female and Male
Suggested for: Evening
Client Suitability: General
Number of Artists: Announcer
Audition Facilities: Transcriptions
Submitted by: Radio Station WQXR, 730
Fifth Avenue, New York 19, N. Y.

"Symphony Sid"

Backed by a reputation and listening circle of more than 10 years of playing records in New York City, "Symphony Sid" is rated as the conductor of New York's Number One Jazz and Swing Show. "Sid" features juke box favorites, latest jazz recordings, and a line of patter and chatter that has made him an outstanding favorite among New York's Negro population. In addition to his daily record show "Sid" serves as master of ceremonies at New York jazz concerts and night clubs.

Availability: Live talent
Time Units: 15 minutes, 6 times weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Juvenile market items, products aimed at Negro market
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Station WWRL, 41-30 58th St., Woodside, L. I., N. Y.

Tea Time Tunes

Although this show is scheduled three times each week, it is broken up as follows: a once a week romantic interlude with a Spanish Senorita . . . the adventures of a sad-eyed gypsy another day . . . and a tea time chatter program . . . with matching mood music, national and international. This program might well be recommended for, fashions, food and drugs, department stores, etc.

Availability: Live talent or E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Any time
Client Suitability: Fashions, Food and Drugs, Department Stores
Audition Facilities: Transcriptions
Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Boulevard, Hollywood 28, Calif.

The Barry Wood Show

Fifteen minutes of the smoothest entertainment ever available for local and regional sponsors. Featuring Barry Wood as singing star and master of ceremonies, Margaret Whiting, the "It Might As Well Be Spring" girl, The Melody Maids and the silken strings orchestra under the direction of Henry Sylvern.

Availability: E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening
Client Suitability: Any type
Number of Artists: 6 and music
Audition Facilities: Transcriptions
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

"The Beatrice Kay Show"

Beatrice Kay stars in this sprightly variety show blending gay tunes and humorous situations. Featured is Peter Lind Hayes, master impersonator, night club singer and actor. Miss Kay and Hayes in the roles of friendly rivals in the same theatrical office are at their

best in this fast-moving program with a show-business setting. Sylvan Levin conducts the orchestra.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 5 to 10 actors and orchestra
Audition Facilities: Transcriptions; On the air
Submitted by: WOR, 1440 Broadway, New York 18, N. Y.

"The Bonnie Baker Show"

A bright new musical quarter hour starring inimitable Bonnie Baker, who shares vocal honors with Ernie Newton. Chick Floyd arranges and conducts to provide something really fresh in musical entertainment. The show format is available as a one, three or five time a week strip, with unusual musical guest artists and idea for each night of the week. Audition transcriptions are available.

Availability: Live talent and E. T.
Time Units: 15 minutes, 1, 3 or 5 times weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Any product that has need to reach a wide audience
Audition Facilities: Transcriptions
Submitted by: Trans-World Productions, John Marshall-John More, 6500 Yucca St., Hollywood 28, Calif.

The Fred Waring Show

The biggest show in daytime radio, chosen as tops in daytime listening by three nation-wide polls. Thirty minutes daily of Fred Waring's music with the Waring orchestra and famed glee club. Honey and the Bees, Jimmy Atkins, Gordon Goodman, Jane Wilson, Joan Weatley, and the entire Waring organization—plus Fred Waring himself as Master of Ceremonies. A real high-spot for the daytime audience. The best in radio for the sponsor who wants true listener dividends.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: General
Number of Artists: 70
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, New York

The Gordonaires

Here's the program you've been looking for. A smartly arranged 15 minute musical variety in the very 11:00 a.m. spot that Fred Waring made famous before time change. With Lee Gordon handing out the beat to WTAM's own Orchestra and lovely Dorothea Brooks doing the contralto vocals, it's a "hate-to-miss" with the Cleveland morning audience. Remember this program goes on in Cleveland at 11:00 EST, when the Network competition is out for lunch. Incidentally, Lee Gordon is WTAM's Music Director, Composer and program maker de luxe. His arrangements are the talk of the town.

Availability: Live talent
Time Units: 15 minutes, 3 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General

MUSICAL

Number of Artists: 18
Cost: On request
Audition Facilities: Transcriptions
Submitted by: WTAM, Cleveland 14, O.

The Music Box Playhouse

Original musical comedies with music and lyrics by Irvin Graham, book by J. Gottlieb and S. H. Samuels. Orchestra and chorus handled by Lyn Murray. Well-known stories, time-honored plots and historical material will be used as theme sources.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 45
Cost: \$8,800 weekly
Audition Facilities: Will pipe live talent
Submitted by: Production Associates, 545 Fifth Avenue, New York 17, N. Y.

The Musical Information Quartet

The Musical Information Quartet (composed of Dr. Sigmund Spaeth, Dr. Felix Guenther and Dr. Hans Rosenwald, all of whom are famous names in the world of music. The fourth person comprising quartet is chosen from the sponsor's group) A very unusual program, comprising entertainment, fun, laughter, wit, satire, plenty of piano playing to "illustrate," never a dull moment.

Availability: Live talent and E. T.
Time Units: Can run from 15 minutes to 1 hour
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Colleges, big clubs, educational institutions, musical firms
Number of Artists: 4
Costs: \$1000 per performance
Audition Facilities: Will pipe live talent
Submitted by: Estelle Lutz Artists Bureau, 25 E. Jackson Blvd., R 1321, Kimball Bldg., Chicago 4, Illinois.

The NBC Symphony Orchestra

One of the outstanding orchestras of the nation, the NBC Symphony Orchestra under the direction of Maestro Toscanini comprises some of the finest musicians, many of them distinguished soloists in their own right, with world famous soloists from the opera and concert stage, and Toscanini himself as the guiding genius, recognized everywhere as the greatest symphonic conductor of them all, this program has become the most distinguished musical offering on the air. Other equally famous guest conductors are featured including Dimitri Mitropolis, Leonard Bernstein, Fabian Sevitzyk, Vladimir Golschmann, Eifren Kurtz, and others. Listeners and critics alike have called this the outstanding cultural program on the air.

Availability: Live talent
Time Units: 60 minutes, 1 time weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General
Number of Artists: 110
Audition Facilities: Transcriptions

Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, New York

"The Nite-Mayor of the Town"

Comes night-time, dials spin, rad blare, Marconi turns over in his grave, the Nite-Mayor comes on the air! True, has set radio back ten years, but w pleasanter way to commit hari-kari? Wh the Nite-Mayor takes over, nothing escap his eagle eye . . . nothing can stop acid tongue. Things may not be run orthodox methods while his honor reig; but oddly enough . . . he has swung unique way into a thousand hearts.

Availability: Live talent
Time Units: 45 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening 11:15-12:00 mid
Client Suitability: General
Number of Artists: 1
Cost: Time available in amounts up 1-minute spots
Audition Facilities: Transcriptions
Submitted by: Central New York Bro casting Corp.—WSYR, 224 Harris St., Syracuse 2, New York.

The Sons of the Pioneers

The Sons of The Pioneers—America favorite singers in a transcribed series—songs we all love to hear and sing. B lads, classics, popular numbers, west songs, hymns, barber shop harmony, a songs that never die. The Sons of Pioneers are stars of six new moti pictures annually. Guested on practica every top radio show. Known the coun over. Fifteen minutes five times week.

Audition platter sent for \$2.50 C. O. refundable.
Availability: E. T.
Time Units: 15 minutes, five times week
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: All types
Number of Artists: 6
Cost: Varies by markets
Audition Facilities: Transcriptions
Submitted by: Teleways Radio Prod tions, Inc., 8905 Sunset Blvd., Hol wood 46, Calif.

The Tune Chasers

Modern music in a delightfully diff ent style.—Four solid characters w play nine different instruments!—A sin featured in the past at favorite nite sp throughout the country!—Named in a tional \$1000.00 prize contest! A natu for all products! Music that catches att tion and builds up a listening audier from 6 to 60. They will never go want for a sponsor!

Availability: E. T.
Time Units: 15 minutes, 7 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: All types
Number of Artists: 4
Cost: Upon request
Audition Facilities: Transcriptions
Submitted by: KMBC, Pickwick Hotel, K scs City 6, Missouri.

The Wayne King Show

Wayne King, America's Waltz King, is familiar on the networks and through his recordings and radio programs again delights the radio audience in this new half hour series. Star vocalists Nancy Evans and Larry Delas and the voice of your favorite announcer, Franklyn MacCormack, introducing in his own pleasing style the new music of Wayne King, the Waltz King and orchestra of 17 men.

Availability: E. T.

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All types who want a large audience

Number of Artists: 4 and music

Audition Facilities: Transcriptions

Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

"This Is Vernon"

Vernon White, authority on recorded music, reviews and introduces the newly released and re-issued discs of wide popular appeal. He gives his listeners an intimate picture of the popular band leaders, singers and instrumentalists returning for all record makers and interests many of them, in person, on transcription. Each show is accompanied by a booklet of the records and a perfectly printed cue sheet. Vernon is a top disc jockey with "Hollywood connections."

Availability: E. T.

Time Units: 30 minutes, 3 times weekly

Audience Appeal: Juvenile; entire family

Suggested for: Any time

Client Suitability: Perfect for Music Stores; ideal for Food, Drugs and Household Products

Number of Artists: 1

Cost: On request

Audition Facilities: Transcriptions

Submitted by: Universal Broadcasting Co., 6757 Hollywood Blvd., Hollywood 28, Calif.

"This Week's Music"

This program of the world's finer music, the high quality arrangement and content by the eminent music critic, Edward H. Schloss, the appearances of world-famous guests and word-of-mouth publicity achieved in a short time throughout musical circles, makes "This Week's Music" a number one musical offering.

Availability: Live talent-E. T.

Time Units: 1/2 or 1 hour

Audience Appeal: Entire family

Suggested for: Afternoon, Evening, Sunday

Client Suitability: Any

Number of Artists: 2

Cost: On Request

Audition Facilities: Transcription

Submitted by: WIP, 35 S. 9th St., Philadelphia 7, Pa.

Three Suns and a Starlet

Rhythmic melodies that will set your tapping provided by The Three Suns, one of America's greatest trios—featuring vocals by Artie Dunn at the Hammond, Alvin's electric guitar and Morty Nevins' accordion—it's music that gives you a new arrangement that are distinctive, different! Such lovely song stylists as Nanette, Dorothy Claire, Irene Daye and 17 Armen further enhance the smooth rhythms of The Three Suns. A sparkling new wave of music and song. The Three Suns and a Starlet!

Availability: E. T.

Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Anytime

Client Suitability: General

Number of Artists: 5

Cost: Syndicated for low cost

Audition Facilities: Transcriptions

Submitted by: NBC Radio Recording, National Broadcasting Company, 30 Rockefeller Plaza, New York 20, New York.

Tic Toc Time

This is a straight musical program featuring organ, piano, guitar, accordion and bass. Male and female vocalists.

Availability: Live talent

Time Units: 2—15 minute programs, 10 times weekly

Audience Appeal: Entire family

Suggested for: Morning or afternoon

Client Suitability: Any

Number of Artists: 7

Audition Facilities: Transcriptions

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

Time to Sing With Lanny and Ginger

Featuring the boy-girl team who has delighted listeners from coast to coast . . . Time To Sing With Lanny And Ginger Grey is best described as "young love in harmony" . . . Love songs, ballads, cute novelties are all included in their unending repertoire. Appealing songs are bridged by happy patter. It's the brightest little show in radio.

Availability: E. T.

Time Units: 5 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Morning or Afternoon

Client Suitability: General

Number of Artists: 2

Cost: Syndicated for low cost

Audition Facilities: Transcriptions

Submitted by: NBC Radio-Recording, National Broadcasting Company, 30 Rockefeller Plaza, New York 20, New York.

"Toast to Toast"

Johnny Marshall, veteran waker-upper, presents music of the day, weather, sports, time signals, philosophy and humor daily. Display windows (2) available for products plus letters to retail trade.

Availability: Live talent

Time Units: 30 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Anything except beer, wine, and soft drinks

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WLAV, Keeler Building, Grand Rapids 2, Mich.

"Variety Matinee"

"Variety Matinee" is a fast-paced jamboree of music, comedy, patter, and outstanding features styled for anyone who likes a free-and-easy half-hour of good listening. The show, which made its debut on April 1, already has found a big—and ever increasing audience. (Just look at all the fan mail and the Hooper rating!) "Variety Matinee" highlights amiable emcee Bob Tyrol, the famed French-Canadian comedian "Bateese," the WTIC orchestra with Mary Osborne and Larry Mayo taking vocal honors, and other outstanding WTIC talent and features.

MUSICAL

Availability: Live talent

Time Units: 30 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: General

Number of Artists: 17 or more

Audition Facilities: Transcriptions

Submitted by: WTIC Studios, 26 Grove St., Hartford 15, Conn.

Wade Lane's Home Folks

Hit tunes and heart throbs sung and read by former grand opera, chautauqua, lyceum, and musical comedy star known throughout English-speaking world as radio's "Strolling Tom." Songs of all types, including classic, ballad, musical comedy, popular. No hill-billy. Friendly philosophy. Warner Bros. organ background.

Availability: E. T.

Time Units: 15 minutes, 1 to 5 weekly

Audience Appeal: Entire family

Suggested for: Anytime

Client Suitability: Banks, trust companies, insurance, finance, provision houses, food stores, general stores, professional service, mortuaries, memorial parks

Number of Artists: 2

Cost: \$10.00 to \$35.00 per episode depending on population of primary radius; 52 episodes minimum contract

Submitted By: George Logan Price, Inc., 946 S. Normandie Ave., Los Angeles 6, Calif.

"Wake Up, New York"

"Wake Up, New York" is a daily early morning program conducted by pert Peggy Lloyd. Program is built to make early mornings happy ones consisting of musical request numbers, hot-off-the-wire news, and sprightly chatter by Peg Lloyd. Program also includes features in the public interest, such as "Tips to Tots," which gives good advice to children about crossing streets, coming straight home from school, etc.

Availability: Live talent and E. T.

Time Units: Minutes and 5 minutes, 6 times weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: General client suitability

Number of Artists: 1

Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

"Wax Museum" With "Studs" Terkel

A liberal mixture of waxings of the ages from Beethoven to Mugsy Spanier's "Livery Stable Blues" with inimitable character narration by Louis "Studs" Terkel . . . the musings of a PhD mind expressed in Dead-End vocabulary. The highlight is a slangified operatic libretto introducing an aria. This highbrow-lowbrow sales vehicle has sold beer, accident insurance, and newspapers. "Where can I find a 'different' program?"—Here!

Availability: Live talent and E. T.

Time Units: 15-30 minutes, 1 to 5 times weekly

Audience Appeal: Entire family

Suggested for: Evening

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WENR, 20 North Wacker Drive, Chicago 6, Illinois.

Wendell Hall's One Man Show Varieties

The Red-Headed Music Maker, Composer, Poet, Director, the Dean of American Radio Stars—personality—versatility—originality, singing all types of songs. Let him build you another Eveready, Majestic, Fitch, Gillette Show—at the peak of Voice and Experience Wendell Hall Adsongs heard on 550 stations in U. S. A. and Canada.

Availability: Live talent

Time Units: 15 minutes, 5 times weekly (or 1/2 hour, one time weekly)

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 1 (or with orch. 12)

Cost: Based on market

Audition Facilities: Transcriptions

Submitted by: Wendell Hall Music Maker Production, 4355 N. Paulina St., Chicago 13, Ill.

What's the Name of That Song

A musical audience-participation show built around ability of studio-participants to recognize the songs of yesteryear. Contestants are awarded prizes, depending upon number (1-3) of songs he can identify, as well as on his ability to recall "first lines" and actually to sing the first two lines of a chorus. At-home listeners participate by sending in groups of three songs for studio-participants to identify. Dud Williamson acts as emcee and creates enough interest to receive from 20,000 to 30,000 letters weekly.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Afternoon or Evening

Client Suitability: General

Number of Artists: 1 plus 20 musicians

Audition Facilities: Transcriptions

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

WNOX Youth Chorus

The Knoxville Youth Chorus is composed of 40 picked voices, which represent the cream of Knoxville High School choruses. Ruth Beavers, veteran of radio and stage, is director. WNOX makes the chorus and soloists available to various civic, social and business organizations. The primary purpose of the chorus is to give talented boys and girls an opportunity to further their talents in the field of music. The entire program is presented to a live audience each week in the WNOX auditorium.

Availability: Live talent or E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Morning or afternoon

Client Suitability: Clothing Manufacturers, Food Manufacturers, etc.

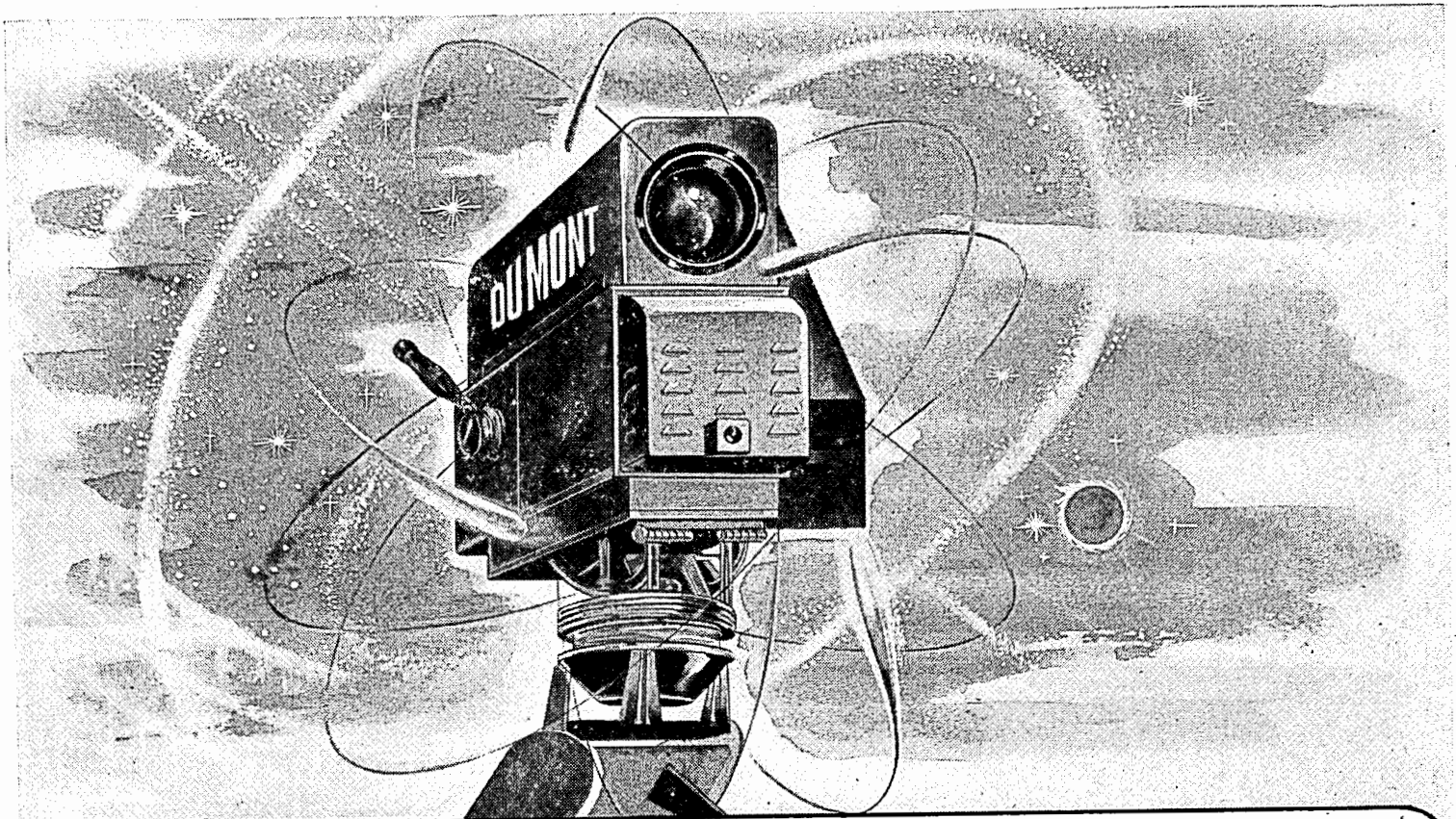
Number of Artists: 50

Audition Facilities: Transcriptions or will pipe live talent

Submitted by: WNOX, 110-112 S. Gay St., Knoxville, Tenn.

DU MONT'S WABD

THE WORLD'S GREATEST TELEVISION STUDIOS



Du Mont's WABD

on the air from the world's newest, biggest, most elaborate television installation . . . Du Mont's John Wanamaker Studios

A central studio as large as a city lot and fifty feet high . . . a half million cubic feet of space . . . one of the largest concert organs in New York City . . . such is the splendor with which Du Mont's John Wanamaker Studios open this new era of television entertainment.

A WHOLE AMAZING NEW WORLD AWAITS YOUR DISCOVERY . . .

Spacious foyers . . . ramps that command the whole vista of Control Room and Stage . . . a vast Main Balcony holding more than 700 visitors! Here you may watch all the backstage action . . . while the broadcast program appears before you on viewing screens.

11 TELEVISION CAMERAS

A huge central studio with four new-type "live

talent" cameras . . . two other "live talent" studios with two and three cameras . . . special studios with cameras for motion picture projection and pickup . . . a grand total of 11 cameras for any conceivable program. These, the world's largest and most completely equipped television studios, will be the production center and originating station of the Du Mont Television network.

NOW . . . SEE DU MONT TELEVISION FROM BROADCASTING TO PERFECT RECEPTION

Spectator tickets required only at broadcasts. Write Station WABD. Studios open to visitors without tickets from 10 A.M. to 5:30 P.M. every day except Sunday.

DU MONT'S JOHN WANAMAKER STUDIOS . . . ENTRANCE UNDER THE FAMOUS
WANAMAKER BRIDGE ON WANAMAKER PLACE JUST EAST OF BROADWAY

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TELEVISION PROGRAMMING

— outlook for 1946

By Samuel H. Cuff

General Manager WABD—DuMont Television Station

HERE is considerable comment these days on television programming. It is pointed out that television programs must be governed by Broadway or Hollywood standards. Delightful as this thought might seem, and accurate as it might sound, the concept is basically wrong. In the first place, there are probably more than fifty good stage shows produced in a year, and a similar number of really good pictures. Using very simple arithmetic and assuming that each of the aforementioned shows last two hours, you have 200 hours of entertainment. In a night time television program scheduled between seven and eleven, you would thus use up one of these hours, or two shows a night, and in seven weeks you will have come to the end of the year. But you still have forty-five weeks to fill with night time shows.



This is but one aspect of it. Another important aspect is the cost. It is very obvious that no sponsor depending on sales of his merchandise rather than a box office for revenue, could spend more than a fraction of what each of these shows would cost even though using them were feasible from a quantitative standpoint. It is even this kind of discussion is ridiculous at this point, for impractical as it may seem in the present state, it is still a discussion of the ultimate when television would have an infinitely larger audience than it has at the present time. It is a discussion which would only be valid in terms of hundreds of thousands and millions, rather than hundreds and thousands.

In spite of commercial licenses and commercial operation, television programming now is in the experimental stage, and there is not such a thing yet as an individual who even remotely resembles an expert on the subject. Television has had an audience of from ten to ten thousand people for the past five years, and these people have been subjected to a wide variety in program presentation, ranging from fair to miserable by Broadway and Hollywood standards. When a rating card is marked by a viewer to show that a certain program was excellent, this does not mean that the program was excellent as such, but rather that it was excellent by comparison with other programs seen on television.

It seems to me that this is rather significant. I doubt that television viewers are going to compare television entertainment with any other type of entertainment; rather I believe that they will compare it with itself, and that there will be a specific standard for judging the quality of television entertainment. In other words, television entertainment will set its own standards, and the public will take it as such. There are two notable examples of this. Television's two oldest programs, or rather the programs that ran the longest period of time, were a news show and a travel-adventure show. Neither of these were highly successful in radio, and both of them would have been deadly in the theater or on the screen, but as television entertainment, they regularly and consistently outperformed all other studio television presentations, with only rare exceptions; in spite of the fact that their cost was very much below the low average spent on television those days. This does not mean that eventually television programs will not be much better than they are now, nor that those who produce them will not spend substantial sums for television entertainment.

Obviously the quality of television programs will improve as the size of the audience increases, and advertising agencies are more thoroughly aware of this than anyone else, for in the final analysis, they are going to build, select, operate, and own these shows, which must attract large audiences and sell merchandise. But an advertising agency is currently more interested in show format, production technique, and the presentation of his client's product, than in the quality of the show itself. At any given time good performers can be brought into a feasible and satisfactory show format. Today's audience is much too small to warrant the expense of using top-flight entertainers to develop the format and the technique.

In a sense, the broadcaster is in about the same position. He must determine just what facilities he must provide for the proper presentation of tomorrow's television programs. In my opinion it is far more important that the broadcaster, at this stage of the game, devote his ingenuity and resources to the attainment of this end, rather than enter a program race to provide a type of entertainment which would be completely inconsistent with the present number of television viewers.

There are exceptions of course to this point. I refer particularly to the recent Louis-Conn fight, telecast by the National Broadcasting Company and by the General Electric station in Schenectady, the Philco station in Philadelphia, and the Dumont station in Washington. Here was an event commanding such a vast public interest that even the limited number of receivers now in the field, provided for television a many times more than normal audience. Receivers designed to be seen by 3 or 4 people in the home were watched by 25 or 50 people, and although the viewing under such circumstances could hardly be called excellent, those who saw the fight in these crowds were apparently quite satisfied.

Main credit for this program of course goes to the broadcaster, and not the sponsor, for it is doubtful that the advertising return to the sponsor, via the medium of television, in spite of this phenomenally large audience, would have justified the very substantial cost. The broadcasters' position here was very clear, and incidentally, his attitude was very generous to the industry at large. For the main value of the televising of the Louis-Conn fight by NBC lay in its vast publicity—a publicity which was of more value to the television industry as a whole than to the National Broadcasting Company alone.

The broadcasting of such an event with the high cost involved can hardly be construed as a program designed primarily for the entertainment of the existing average television audience. Large sums for television programs will in time become a daily feature of the industry, but now the day by day effort of television broadcasters should, in my opinion, be devoted to the perfecting of facilities for television's top shows which should arrive about the close of the current year.

**"A Day At the Circus"**

Opening Main Tent to the Circus; (audience used as ticket buyers) comedy with Rube, Cry-baby (little girl) fresh kid (boy) ticket seller—inside to Main Tent; ring-master, comedy band, circus and variety acts. Candy Butcher, Soda Pop Boy (commercial comes in here) recorded music for background, etc. Plenty of opportunity for sight commercials; fast moving show thru-out. Programme can be followed up with other program, using circus ideas which we have.

Availability: Live talent
Time Units: 29 minutes, once weekly.
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Beverage concern
Number of Artists: Ranging from 5-7 characters; plus Variety Acts and Aud.
Cost: \$1000.00
Audition Facilities: Will submit outline
Submitted by: Jimmy Daley Attractions, 1650 Broadway, New York 19, N. Y.

Bob "Believe It Or Not" Ripley

World famous explorer of the unknown recently returned from lecture tour, available in new series of exciting dramatized "Believe It Or Not" stories. Also available for radio.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Average 6
Cost: Moderate
Audition Facilities: Will audition
Submitted by: Douglas F. Storer, 1270 Sixth Avenue, New York, N. Y.

Boss in the Sky

New York Careerist, Steve Dawson, cosmopolitan—but with a "touch of Texas" in his heart, returns, out of necessity to the old home town, to save his deceased Father's "pride and joy," the Bar 8—About a boy who came to live in the wide open spaces to find that a man's soul's his own but a pretty girl usually holds first mortgage. Almost anything can happen in this humorous serial drama—And does.

Availability: Live talent and film
Time Units: 29 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Number of Artists: Varies with the sequence
Cost: Quoted upon request
Audition Facilities: Will audition, will submit film; will submit outline
Submitted by: Stage 8 Television Productions, 6530 Sunset Blvd., Hollywood 28, California

Charles Weidman's Ballet Theater

Mr. Charles Weidman, acclaimed the greatest modern male dancer by both critics and audiences, presents his com-

pany in a video program that makes it possible for the average viewer not only to comprehend modern dance forms, but also to derive genuine pleasure from their performances. All of Mr. Weidman's most popular specialties have been adopted for television presentation; several new ballets planned expressly for television have been completed. Striking costumes give this program added tele value.

Availability: Live talent
Time Units: 15 or 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any client or product
Number of Artists: 3 to 15
Cost: On request

Submitted by: Mary D. Chase Productions, 875 Fifth Avenue, New York 21, N. Y.

"Connie's Caricatures"

Show would present Mr. Conrad Rasinski of Terrytoons Inc. in a caricature of members of the studio audience with light gay conversation. Mr. Rasinski would work at a large board, sketching certain comical "naturals" selected beforehand from the audience, mixing along in with the caricature a constant stream of lively banter. Merchandising could be worked out through newspapers, magazines, window placards, cover of product itself.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any pencil, crayon or paper account
Number of Artists: 1
Audition Facilities: Will audition
Submitted by: Wm. J. Hoffmann, Jr., 120 Center Avenue, New Rochelle, N. Y.

Dinner At 9—Starring Captain and Mrs. Tim Healy

Dinner At 9 is inherently a show of spontaneity. The charm of the Healys is the salesmanship of the Healys. That salesmanship is personal, subtle and in the finest of taste. There is no "punch." They live surrounded by the niceties of life which you sell. They enjoy nice silver, lovely table linens, beautiful china and glassware. They like good food, deliciously prepared. They have thoughtfully planned the lovely furnishings of their house. The variety of things they can admire and sell—your product—is unlimited.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any food, household or housewares product
Number of Artists: 3 to 5
Audition Facilities: Will audition
Submitted by: Lee Wallace Teleshows, 222 East 40th St., New York, N. Y.

Daughter of the Devil

A story whose fiber is faith and understanding. Our boy and girl meet while the trumpets are sending solid at Jake's

Dime-a-Dance Palace—Two people in love, snubbed, ridiculed, taken-advantage-of—by little people whose only satisfaction in life is glorious self-interest. Hand-in-hand, completely in love they meet and overcome their problems. A Tele-serial by Marcia Drake which met with wide approval when telecast, on the West Coast as a starring vehicle for Osa Massen. Now being recast and prepared for Telecine production.

Availability: Live talent, film, combination
Time Units: 20 minutes, once weekly
Audience Appeal: Entire family, adults
Suggested for: Evening
Client Suitability: Soap and/or Bread
Number of Artists: Varies with the sequence

Cost: Quoted upon request
Audition Facilities: Will audition; will submit film; will submit outline
Submitted by: Stage 8 Television Productions, 6530 Sunset Blvd., Hollywood 28, California

Doug Allan's "Thrills and Chills"

Doug Allan opens show—greets audience and introduces guest for the evening. Guest is an explorer, adventurer or similar type, and he relates his experiences. In the meantime, show is switched to film (usually film taken by guest of his experiences). Program is suited for any type of client or product because of its universal appeal.

Availability: Live talent and film combination
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 1 and guests
Audition Facilities: Will submit Outline
Submitted by: WABD, DuMont, 515 Madison Ave., New York 22, N. Y.

"Flashbacks"

Vignettes of yesterday. Glimpses of the entertainment, drama, music, fashions, philosophy, great news stories and humor of the past. A cavalcade of entertainment ranging from dramatic sketches to Gay Nineties Comedy.

Availability: Live talent
Time Units: 1 hour weekly
Audience Appeal: Entire family
Suggested for: Afternoon, Sunday
Client Suitability: Any
Number of Artists: Optional
Audition Facilities: Will audition
Submitted by: Don Lee Television (Don Lee Broadcasting System) KTSL (W6XAO), 3800 Mount Lee Drive, Hollywood 28, California

Glimpse of Gotham

Gotham's "characters" and folks with odd occupations show them off on this power driven show. Some of the guests already lined up are the Mayor of the Bowery, a lady detective, a tattoo artist, a wig maker, an oyster opener, a donut holer, a mannequin sculptor, a process

server, an oriental rug weaver, a mo stunt man and the monkey tenders at zoo!

Availability: Live talent
Time Units: 20 minutes, once weekly.
Audience Appeal: Entire family
Suggested for: Afternoon or Evening
Client Suitability: Any type
Number of Artists: Master of Ceremonies and 2 guests
Audition Facilities: Will audition
Submitted by: Lee Wallace Teleshows, East 40th St., New York, N. Y.

"Here's Looking At You"

Variety Cocktail. "The makings, skillfully blended and dispensed by Master of Ceremonies—vary with each program but always combine sure known talent with one or two "unknown ingredients." The net result—included informal commercials—adds up to smooth concoction guaranteed to leave audience feeling no pain.

Availability: Live talent. A blending "name" talent with potential television stars selected from the ranks of newcomers by audition
Time Units: 30 minutes, 1 hour, once twice weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All or any
Number of Artists: Optional
Cost: Dependent on above
Audition Facilities: Will audition
Submitted by: Don Lee Television (Don Lee Broadcasting System). KTSL (W6XAO), 3800 Mt. Lee Drive, Hollywood 28, Calif.

"It's Up To Youth"

One of the problems facing today's youth is dramatized on every program. Following this, a panel of three teenagers guided by an authoritative moderator, discusses the problem, probes for the cause and offers possible solutions. The dramatizations are based on case histories and stress the reasons for maladjustment rather than "juvenile delinquency."

Availability: Live talent
Audience Appeal: Entire family
Submitted by: WOR, 1440 B'way, N. Y. 18, N. Y.

Katherine Dunham And Her Company

These legit and concert headliners present their celebrated Cuban rumba, Brazilian folk dances and Haitian voodoo rites, all staged and costumed for television by Miss Dunham personally, who is presented as narrator as well as dancing star. Her first program was produced on WCBW and got sensational trade notices, all critics heralding it as a genuine television event.

Availability: Live talent
Time Units: 15 or 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 4 to 20
Submitted by: Mary D. Chase Productions, 875 Fifth Avenue, New York, N. Y.

Lee Wallace Improvisation Group

There is the practical approach to the television dramatic serial. This group of theatre and television trained actors improvise, carry a fifteen minute comedy episode once, twice, three or five times a week, with even less rehearsal than is required for a scripted play of the same length. This technique is not wishful thinking, but has been proven—the first three episodes having been produced on a closed circuit at W3W. The results were three top calibre plays about the lighter, brighter side of young married troubles.

Availability: Live talent
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type.
Number of Artists: 4 to 6
Audition Facilities: Will audition
Submitted by: Lee Wallace Teleshows, 222 East 40th Street, New York, N. Y.

"Let's Go Shopping" and "Food Facts"

"Food Facts"—A real "what-to-buy," "buy-to-cook-it" "Tele-Menu" for today. Deal economics, dietetics and cooking school all rolled into one as a public service to New York's housekeepers. "Let's Go Shopping"—Milady New York in the comfortable surroundings of her own home, can browse through specially selected items daily. Brief demonstrations can be given together with full information on prices, delivery, and ordering instructions. Here, truly, New York's housewives will often get a more complete and detailed analysis of an item than they

would at a crowded store counter. Best of all, if you see something you want—just telephone. Our trained shoppers will place your order.

Availability: Live talent
Time Units: 5 minutes
Audience Appeal: Entire family
Suggested for: Morning or afternoon
Client Suitability: Retail outlets, consumer goods manufacturers, household appliances
Number of Artists: 2 actors. Cooking expert "Food Facts"—3 actors; Merchandising person for "Let's Go Shopping"
Audition Facilities: Will submit outline
Submitted by: WOR, 1440 Broadway, New York 18, N. Y.

"Let's Play Reporter"

An audience participation program with a newspaper office background. Has a record showing for television, for ABC Television, as well as for radio over NBC. 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 goodwill . . . as well as amuse the public. Schools and colleges endorse the idea.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Depending upon original script
Audition Facilities: Will audition; will submit outline
Submitted by: Basch Radio Productions, 17 East 45th St., New York 17, N. Y.

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Little Hep School House

A bright, swiftly paced program, set in a traditional little red school house, providing a flexible format into which almost any type of variety entertainment can be incorporated. Lends itself exceptionally well to the integration of informal commercials. Expertly scripted by experienced television writers, and features a basic cast of veteran camera performers. Easily adaptable to the merchandising of either one or several products on each show.

Availability: Live talent
Time Units: Half hour, once or twice weekly
Audience Appeal: Entire family
Suggested for: Afternoon, week-end, evening
Client Suitability: Any type
Number of Artists: 7 to 20 (1 set), Costumes optional
Audition Facilities: Will audition; will submit outline
Submitted by: Charles M. Strom Co., Inc., 50 East 42nd Street, New York, N. Y.

Magic Lantern

A copyrighted children's program that is both educational and entertaining — a program that holds the viewer's attention by its interesting and unusual video effects which help make the facts stick. Highly recommended by educators and parents as a radio program. Magic lantern is even more effective in its television adaptation.

Availability: Live talent and film

Time units: 15 minutes, 1 time weekly
Audience Appeal: Juvenile
Suggested for: Morning or Afternoon
Client Suitability: Publisher, bank, cameras, breakfast foods, etc.
Number of Artists: 5 to 7
Audition Facilities: Will submit outline
Submitted by: Ann Barbinel Productions, 54 Riverside Drive, New York 24, N. Y.

"Material Witness"

Skillfully scripted series of original murder mysteries written especially for television by experienced writers of detective fiction—and offering amateur sleuths in the audience a chance to participate in the solution. Immediately following the denouement—in which the murderer is revealed, but the clue which led to his detection withheld—a special line connecting with the stage is open for calls, and a government bond awarded the first "material witness" who phones in the correct solution.

Availability: Live talent, studio stock players
Time Units: Half hour, once weekly
Audience Appeal: Entire family, adult
Suggested for: Evening
Client Suitability: Any
Cost: Dependent on above
Audition Facilities: Will audition
Submitted by: Don Lee Television (Don Lee Broadcasting System) KTSL (W6XAO), 3800 Mount Lee Drive, Hollywood 28, California

Flash!

Continental . . . one of the oldest names in electrical transcriptions and top rating shows . . . announces

TRANSCRIPTIONS FOR TELEVISION

with 16 mm film, with the famous RADIO TRAVELOGUE as its first series. Correspondence invited for distribution in several areas.

TRANSCRIBED SHOWS AVAILABLE

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NELL DARLING'S "HOLLYWOOD DIARY"

the actual voices of your pioneers of motion picture history . . . with the delightful NELL DARLING as m.c. and the melodious voices of

THE SYMPHONERS

undoubtedly one of America's outstanding choral groups.

For Prices, Available Territory, etc.

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Serving the Industry for the Past SIX Years

Offering a Wealth of Unique and Valuable Material and Services for Present and Future Telecast Programming

OVER 500 FEATURE PICTURES
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Over 10,000,000 Feet of STOCK SHOTS

Material to Fit in with Every Possible Idea

DRAMAS-COMEDIES SERIALS-MUSICALS TRAVELOGS CARTOONS

DOCUMENTARY AND EDUCATIONAL SUBJECTS

A Combination of Live Shows and Film Programs Offering Exceptional Production Value . . .

Many Pictures and Serials That Will Fit in with a SPONSOR'S Product

All Films Can Be Cut to Meet Your Required Showing Time

Projection Rooms—
Cutting Rooms—
Shipping Service—
Program Dept.
Film Storage Facilities

A Production Department Producing Pictures and Live Shows for Advertisers Who Plan to Use Television Commercially.

ADVANCE TELEVISION PICTURE SERVICE INC.

729 Seventh Avenue, New York City
Telephone BRyant 9-5600-1-2-3-4

"Morning Neighbor!"

The "home-grown philosopher" looks up from his coffee and Sunday paper, or leans over the back fence, to chat about the news. A brief, once-a-week analysis of what's going on in the world, seasoned with humor and common sense and providing an antidote to alarmist rumors and scareheads. Lends itself to the type of down-to-earth commercial that is doubly effective because it makes no exaggerated claims.

Availability: Live talent
Time Units: 5 or 10 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning, Sunday morning program opener
Client Suitability: Any
Number of Artists: 1
Audition Facilities: Will audition
Submitted by: Don Lee Television (Don Lee Broadcasting System) KTSLS (W6XAO), 3800 Mt. Lee Drive, Hollywood 28, California

NBC Television Theater

The video audience wants plays—good plays. That's why the NBC Television Theatre is a favorite with every television family. Viewers and critics unanimously acclaim Blithe Spirit, Mr. and Mrs. North, and Angel Street—with top-flight Broadway casts, expert camera work and the deft direction that makes NBC Television the trademark for a hit show. Every Sunday night's a first night on WNET with Broadway brought right into your home.

Availability: Live talent
Time Units: 60 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Dependent on individual production.
Cost: Dependent on individual production
Submitted by: National Broadcasting Co., Station WNET, 30 Rockefeller Plaza, New York 20, N. Y.

"Opera Miniature"

A fifteen minute show consisting of the leading arias and scenes of a public domain opera on a miniature set with puppets and phonograph records. Narration leading up to scene and denouement thereof. Ex: Carmen, Aida, Traviata, Tosca, Flying Dutchman, Othello, etc. If the account were sold to Texas Co., stunt could be worked out in collaboration with Saturday afternoon broadcasts from the Metropolitan Opera House.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product that would associate itself comfortably with the opera . . . soap, perfume, etc.
Number of Artists: 3
Audition Facilities: Will submit outline
Submitted by: Wm. J. Hoffmann, Jr., 120 Center Avenue, New Rochelle, N. Y.

Pageant Playground

Exposition of favorite parlour games. Theme is woven about five dull people getting together at a party with unsuccessful results until they hit upon the 'Playground' page of Pageant Magazine. Treatment, with the aid of off-stage voice, is similar to a Pete Smith movie short. Games are: Musical Chairs, Coffee Pot, The Game, Dutch Band, Pin The Tail

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(with penalties for those missing), Auction It Off, etc.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists: 7
Audition Facilities: Will submit outline
Submitted by: WOR, 1440 Broadway, New York 18, N. Y.

Paper Moon

A nostalgic mood dramatization of songs you like to remember. Retrospective—easy to listen to and easy to watch, as skilled Tele-stock Players brings vivid appeal to vignettes set to music. It is an inexpensive show designed to please anyone who is old enough to remember when—

Availability: Live talent and film
Time Units: 14 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type (adaptable)
Number of Artists: Varies with sequence
Cost: Quoted upon request
Audition Facilities: Will audition; will submit film; will submit outline
Submitted by: Stage 8 Television Productions, 6530 Sunset Blvd., Hollywood 28, California

Patch in the Parlor

One set, some novel visual gimmicks, lots of fast action in terms of good comedy situations, warm characters and bright humorous lines . . . all this and "Patch," a lovable kid who gets his name from . . . but you'd better drop into the parlor to find out . . . all these things make "Patch in the Parlor" an entertaining, economical, selling television program!

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening, anytime
Client Suitability: General
Number of Artists: 6-8
Audition Facilities: Script
Submitted by: Art Henley, 88-04 63rd Drive, Forest Hills, N. Y.

Prize Winners

This is a series of stage plays, screen plays and novels that have won recognition and awards during the 20th Century. This is strictly a high calibre program styled for viewers who demand the best in telecasts. Its commercial possibilities will appeal to national sponsors only. Budgets can be arranged for "name" talent or general casting.

Time Units: 1 hour
Audience Appeal: Entire family
Suggested for: Evening, 6 or 8 p.m.
Client Suitability: Perfumes, cosmetics, etc.
Number of Artists: Varies with each dramatization
Cost: \$10,000
Audition Facilities: Will submit film
Submitted by: Cruger Radio Productions, 5800 Carlton Way, Hollywood 28, Calif.

School Days

A light, happy and entertaining script Using the school-room and human emotions, as exemplified by kids, for a springboard, the writers have produced a swifly paced well motivated and punct script of laughter, gags, songs, and novelty numbers. There is no limit to flexible and diversified entertainment. The format is especially adaptable to the requirements of the sponsor's intended audience.

Availability: Live talent and film
Time Units: 14 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type (adaptable)
Number of Artists: 5 to 20
Cost: Quoted upon request
Audition Facilities: Will audition; will submit outline
Submitted by: Stage 8 Television Productions, 6530 Sunset Blvd., Hollywood 28, California

Shall We Dance?

Shall We Dance presents a short instructive session in a different step—the way from the polka to the polonaise and the bolero to the bunny hug! A different set of characters is used for each show, and an original, amusing situation created around each new step presents With a brief, entertaining tele-lesson, Mr. and Mrs. J. Q. Public can see for themselves how easy it really is to become proficient in one of the most fascinating of all sports—dancing, and the client can see for himself the salability of sugcoated entertainment-education.

Availability: Live talent
Time Units: 30 minutes, once weekly.
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 3 to 5
Audition Facilities: Will Audition
Submitted by: Lee Wallace Teleshows, 222 East 40th Street, New York, N. Y.

"Stand By To Clash" "Improbable Interviews"

A program that subjects its guest to a "humanizing routine" calculated to give the average public relations coun a bad case of jitters. A gracious authority on etiquette finds herself sparring verbally with an interviewer who turns out to be a "professional insulter"; a prominent politician is third-degreed on "hot" subject he is most determined to avoid; a glamorous film star flounders her way through the answers to "embarrassing questions." Not even sponsor's product is spared. It must prove it can take it.

Availability: Live talent
Time Unit: Half-hour weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists: Optional
Cost: Optional
Audition Facilities: Will audition
Submitted by: Don Lee Television (Don Lee Broadcasting System) KTSLS (W6XAO), 3800 Mt. Lee Drive, Hollywood 28, California

"Such People We Shouldn't Know"

A humorous series of programs dealing with diverse kinds of human posts. On call, inexpensive sets, the following situations would be worked out largely in pantomime with a caustic commentary by an announcer; posts in the movies, counting, busses, stores, restaurants, etc. Tie-ins could be worked out in placed display, box of the product, newspapers and magazines, etc. Audition script has twist of one of the characters being the commercial.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Insect killer product
Number of Artists: 7 or 8
Audition Facilities: Will submit outline
Submitted by: Wm. J. Hoffmann, Jr., 120 Center Avenue, New Rochelle, N. Y.

"Televews" Behind the News"

Hot News breaks off the wire and onto the television screen in minutes. News, little bits of life and history in the making, crystalized and reenacted by a specialized, top-flight telestock unit which through seven years of experience is geared to the demands of immediacy, knowmanship and resourcefulness. A terrific, audience compelling, show that will be the answer to the local advertiser. In this show the audience will get the news—Especially recommended for newspapers, oil companies.

Availability: Live talent
Time Units: 14 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Local Advertiser—newspapers, oil companies, department store
Number of Artists: 1 to 20
Cost: Quoted upon request
Audition Facilities: Will audition
Submitted by: Stage 8 Television Productions, 6530 Sunset Blvd., Hollywood 28, California

The Bench

"The Bench" provides the maximum in most moving drama with a minimum of sets and actors. Each program reaches a high pitch of suspense which is resolved at the close of the program leaving the viewer with a feeling of completeness.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 5 to 8
Audition Facilities: Will submit outline
Submitted by: Ann Barbinel Productions, 54 Riverside Drive, New York 24, N. Y.

"The 'Ike' On Sports"

A fast moving sport show geared for family entertainment from the very youngest to the oldest member. Starring well known sports commentators Bill Slater and his brother, Tom Slater and featuring guests such as Benny Leonard, Lou Groza, John Kieran, Johnny Farrell, etc., who are not only interviewed but who go through various demonstrations in their own particular field. Du Mont sponsored this sustaining for 1945 season and it had top program ratings from public. "The 'Ike' on Sports" features answers to questions sent in on sports by illustrating the answers with film inserts as well as the guests participating, for example, Benny Leonard gave us a few lessons in boxing; and Johnny Farrell demonstrates how to stand in playing golf as well as putting technique.

Availability: Live talent and film
Time Units: 30 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of client
Cost: \$750.00
Audition Facilities: Will submit film; will submit outline
Submitted by: Bob Loewi Productions, Inc., 11 West 42nd Street, Room 303, New York

"The New York Shopper"

Program consists of Miss New York Shopper, against an appropriate backdrop of montaged New York stores, showing the best buys in New York stores, using one-minute spots for each item of merchandise. Before each new item, a chime is heard, and the new item of merchandise against an appropriate setting is faded in, while Miss New York Shopper gives her soft, smooth, swiftly paced commentary. Each item is sponsored by a different department store or advertiser.

Availability: Live talent, film or combination
Time Units: 15 minutes, twice weekly
Audience Appeal: Female
Suggested for: Afternoon or early evening
Client Suitability: Women shoes, handbags, hats, gloves, hosiery, furs, jewelry, etc.
Number of Artists: 3
Audition Facilities: Will audition or will submit outline
Submitted by: The Television Workshop of New York, 11 W. 42nd St., New York 18, N. Y.

The Television Repertory Players

An inexpensive dramatic series with Broadway actors in repertory plays. First of this series was televised sustaining for Du Mont, May 24, "Angels Don't Marry." The Television Repertory Players plan to televise well-known plays especially adapted for television. A group of Broadway actors will be featured who have had special training in television technique and have a repertory of plays at their command with minimum of rehearsal. Presently the company leaves for a session of summer stock in Fairhaven, Mass. in which they plan to brush up on the plays and players. (Directed by Tony Farrar, and produced by Bob Loewi)

Availability: Live talent
Time Units: 30 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: Varies in each play
Audition Facilities: Will audition; will submit outline
Submitted by: Bob Loewi Productions, Inc., 11 West 42nd St., Room 303, New York

The Television Workshop Presents . . .

A dramatic series consisting of one-act dramatic programs of the suspense type. The series has been produced steadily for WRGB for the past year. Many highly talented actors with long dramatic experience are employed. Numerous special effects are worked in to give added dramatic suspense. The series is produced by Irwin A. Shame, and directed by Stuart Nedd.

Availability: Live talent
Time Units: 30 minutes weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists: 3 to 5
Cost: \$500 to \$1000 per broadcast

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Audition Facilities: Will audition or will submit outline
Submitted by: The Television Workshop of New York, 11 W. 42nd Street, New York 18, N. Y.

"Tie This"—(Commercial for Ben Pulitzer Creations)

A fast moving audience participation show with film insertions in which the entire audience participates competitively as well as the home audience. "Tie This" stars Bill Slater and guest acts, and features competitive races and games in which the audience participates. The commercial is woven into the show by such features as tie tying contests and prizes for winning contestants. (Produced and directed by Bob Loewi).

Availability: Live talent and film
Time Units: 30 minutes, bi-monthly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type of client
Cost: \$450.00
Audition Facilities: Will submit outline
Submitted by: Bob Loewi Productions, Inc., 11 West 42nd Street, Room 303, New York

"Tom Sawyer"

Mark Twain's beautiful story adapted to television, and set to music. All of the wonderful "Tom Sawyer" scenes and more, woven into a nostalgic, lovable story about kids of long ago. Tom Sawyer as a musical, heart warming thrill. Inaugurating Lew Hersh's songs in the celebrated Sam Fox's—"Tom Sawyer Song Folio." Played to a large and receptive audience on the West Coast—substantiated by the "mail bag."

Availability: Live talent, film, combination
Time Units: 14 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Concerns using National Advertising

Number of Artists: Varies with the sequence
Cost: Quoted upon request
Audition Facilities: Will audition; will submit film; will submit outline
Submitted by: Stage 8 Television Productions, 6530 Sunset Blvd., Hollywood 28, California

To-Morrow's The Day

A new kind of fashion show developed specially for Television in such a way as to hold the viewer's interest with the least effort. The sales message is projected through hidden commercials to keep the show moving without interruption.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Female
Suggested for: Morning or afternoon
Client Suitability: Manufacturers or distributors of women's clothes and accessories
Number of Artists: 6 to 20
Audition Facilities: Will submit outline
Submitted by: Ann Barbinel Prod., 54 Riverside Drive, New York 24, N. Y.

"Topsy Turvy Quiz"

"Topsy Turvy Quiz" is just what the name implies . . . only more so! Telecast for six weeks for ABC Television, the show and its MC, Frances Scott, received rave notices from Variety; made this year's Billboard Editors' Poll; and received the first award of merit from This

Month Magazine. Highly original reasons for giving away money and dozens of valuable and expensive gifts to contestants, who really work for what they get! It's that rare find . . . a show that's tops for both television and radio, for a smart client who wants to tie up both media successfully.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Depending upon individual script
Audition Facilities: Will audition; will submit outline
Submitted by: Basch Radio Productions, 17 East 45th St., New York 17, N. Y.

"Vacationland"

"Vacationland" is designed primarily for the Spring and Summer seasons. The basic idea is to present via maps, slides, and film, short weekend automobile trips, vacation safaris, desirable tourist rests, and other ways of spending a summer period of recreation. The sponsor, being a motor fuel or gasoline account, would be merchandised by road maps, placards, outdoor signs, etc. Thus, a potential vacationer could find out easily how to get where he's vacationing by consulting his sponsor's road map.

Availability: Live talent and film combination
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Preferably a motor oil or gasoline outfit; or National Hotel Association
Number of Artists: 1
Audition Facilities: Will audition
Submitted by: Wm. J. Hoffman, Jr., 120 Center Avenue, New Rochelle, N. Y.

We All Make Mistakes

Half-hour quiz based on common errors. Both audience and viewer-participating. Splendid merchandise tie-ins intended to increase foot traffic in local outlets.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Program appeal in general and will merchandise any popular priced commodity
Number of Artists: Not over 5
Cost: Depending on coverage wanted
Audition Facilities: Will audition.
Submitted by: Cruger Radio Productions, 5800 Carlton Way, Hollywood 28, Calif.

World Of Silence

Lee Wallace Teleshows brings another "first" to television. The skill of the actor is brought into the foreground as he performs without dialogue, depending upon the artistry in his eyes, face, and hands to convey the characters, plot and denouement. This out-Hitchcock's Hitchcock!

Availability: Live talent
Time Units: 15 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 1 to 3
Audition Facilities: Will Audition
Submitted by: Lee Wallace Teleshows, 222 East 40th Street, New York, N. Y.

Acuff-Rose

PUBLICATIONS

220 CAPITOL BLVD.
NASHVILLE 3, TENNESSEE

Date, Anytime

To: Mr. Advertiser, Radio Agency, and Program Director:

We humans are funny. When we run up against something that we do not understand, we slough it off as something bad and classify it as wrong. BUT ARE WE RIGHT? Let's study the subject of "FOLK-LORE" for a moment, and analyze it:

"FOLK-LORE" comes to us from "good American folks" who are highly sympathetic in nature. They realize the other fellow has troubles too, and they sympathize with him, and we sophisticates might be a lot better off if we had a little more compassion for a fellow traveler.

"FOLK-LORE" is a type of entertainment that comes to us in a simple form, and, being the truest kind of simplicity, more people can understand it, even though, we ourselves, are too "educated into difficulty" to see the simple likes and dislikes of those who surround us. THIS TRUTH REMAINS A FACT, REGARDLESS OF WHETHER WE BELIEVE IT, OR NOT.

We pride ourselves in being "a very intelligent people" and good Americans, BUT ARE WE? We put on our best "bib and tucker" and make quite an affair of spending an enjoyable evening being entertained with Italian, Russian, French, etc. "FOLK-LORE", (we call it "OPERA" and "MUSIC APPRECIATION"). We read all kinds of books that will give us an understanding of foreign "FOLK-LORE", but what do we say and do about our own good ol' American "FOLK-LORE"? We call it "Hill-billy" music, and sometimes we're even ashamed to call it music. I think, if we took the time to check-up on it, we would find that all the wrong and bad is in our conception of "FOLK-LORE", not in "FOLK-LORE" itself.

REMEMBER, 75% OF ALL THE PEOPLE IN THE UNITED STATES LIKE, AND LOVE SIMPLE THINGS, AND SIMPLE MUSIC (FOLK-LORE), AND ALL OF THEM ARE POTENTIAL BUYERS OF YOUR PRODUCT.

Maybe it's time to think, I am

Gratefully yours,

Fred Rose
Fred Rose

'GOOD OLD MOUNTAIN MUSIC'

— it goes on and on

By Riley Shepard

President, American Federation of Folk Artists

OUR likes and dislikes are determined by our sense of taste or appreciation. To say we do not like is merely to indicate that we do not appreciate. Except for the absolute necessities of life, our sense of appreciation determines the value of things, especially art and music. For instance, a Rembrandt has more value than the Sunday Comics as far as some people are concerned. This does not mean that one who appreciates a Rembrandt is in any way superior to, or better than, one who does not; it only means that they appreciate different things. The same is true of music. The musical works of so-called masters of music fall upon the ears of many people not as musical master-pieces, but as a lot of noise that the world would be better off without. Some people would no doubt stand in the rain to hear Bing Crosby sing, or to hear Harry James blow a trumpet. On the other hand, we are not likely to find those who love the works of musical masters shouting the praises of popular music. Music, without a doubt, is a matter of individual appreciation.

In this day and age, when almost every home, apartment and hotel room is considered empty without a radio, the music ear of the individual must be given careful consideration by those charged with the responsibility of operating the broadcasting business. For every Radio station and Network is operated for the sole purpose of getting, maintaining and interesting listeners. Broadcasting is strictly big business; and like all other big business, it is very commercial.

It also happens that there are only two types of Radio shows that believe and maintain a consistent and faithful audience: one, the symphonic or classical; two, the folk music programs, better known as "hillbilly" and "western" Barn Dances. The latter type is the most expensive, and requires far less exploitation; yet neither type of show depends upon outside exploitation for success. These kind of programs have two entirely different audiences, but the people who make up these two audiences are every ready and willing to turn their radios on and listen. The admirers of the classics will seldom be caught listening to the Grand Ole Opry, and to people who view Saturday night wasted unless they hear the Grand Ole Opry, the Boston Symphony is a waste of time. These listeners constitute the most dependable audiences known to Radio.

Most folk songs appeal to the sympathetic side of people, since most of them tell a story either of love gone wrong or the details of some tragic incident. Practically everyone is sympathetic when we observe or hear about a one sided love, even tho' they are personally acquainted with the parties involved. This is because they, themselves, have at one time or another been emotionally entangled and know how it feels, or think they do. The sympathetic feelings of people like these made folk songs like "Body's Darling But Mine," "It Makes No Difference Now" and "Letter Today" very big hits.

Right here is a good place to point out that a Folk Song is never abstract; it appeals more to memory and feeling than to imagination. In fact, many Folk Songs serve as community history books, because they relate the details of some community occurrence which is never found in history. "The Death of Floyd Collins," "The Case James," "Billy Richardson's Last Ride," "The Wreck of Old 30," "Little Marion Parker," "Casey Jones," and other such songs are the actual stories of people and deeds set to music. Folk Songs have more than once preserved the name of men and incidents which would have been forgotten.

One important appeal (and very strong one, too) of Folk Songs is

the way they teach morality. Many of them not only tell a story but also relate a moral. The teachings of 'right living' is always evident in these songs. Where can we find a better example of the evils of illicit love and jealousy than in the musical story, "Frankie and Johnny"? And where can we find a better lesson on "crime does not pay" than in such songs as, "The Prisoner's Song," "Moonlight and Skies," "The Gangster's Warning," "Lamp Lighting Time in the Valley," "The Convict and the Rose" and "John Dillinger"? Folk Songs have taught the advantages of good citizenship and rightful living for generations.

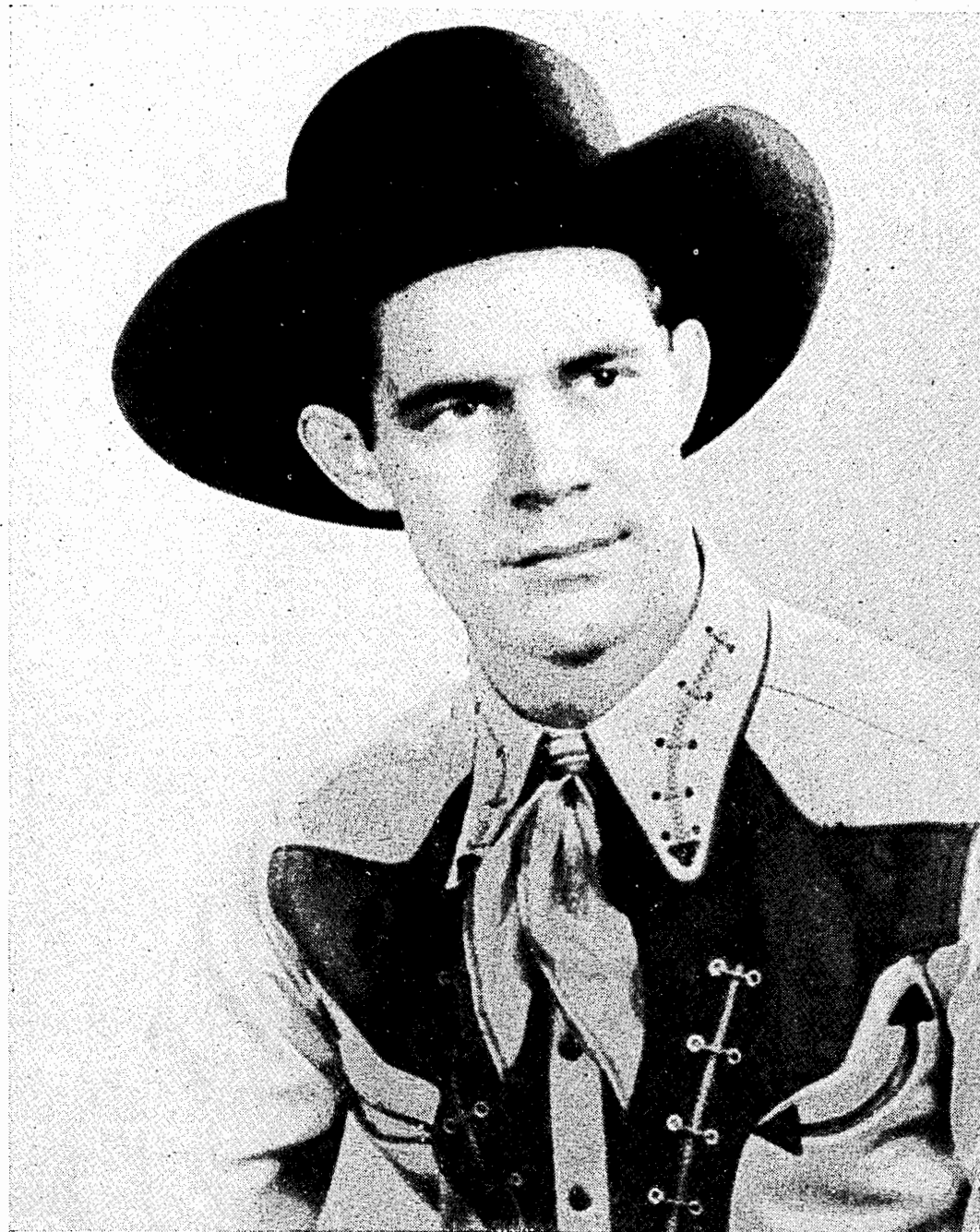
Unfortunately, Folk music does not enjoy too much respect in the world of commercial music. That is to say, the American Folk Song doesn't. Major music publishers have spent fortunes on folk music of other nations; they import it, exploit it to the nth degree, and sell it to the American Public as something 'classical.' That, they have made money, I don't deny, and I suppose they know what they're doing, but it seems to me they could have made much more money—if that is their aim—if they would give a little more attention to the Folk Songs of America. They are just now beginning to realize that they have overlooked millions of dollars by ignoring American Folk Songs, and they are at present giving much more attention to 'good old mountain music' than would have been considered sane a decade ago. This sudden interest came about when Folk Songs like "You Are My Sunshine," "There's a Star Spangled Banner Waving Somewhere" and "Pistol Packin' Mama" became such tremendous hits without any of the cost and usual nation-wide plugging that goes into the making of a hit song.

In Radio, Folk Songs and singers have always fared well—tho' their real value has never been tested. But the facts can speak for themselves. The oldest shows on the air today are 'hillbilly' programs. The National Barn Dance, originating from WLS in Chicago and carried by NBC, has seen many big-time shows come and go in its successful career. And it is a bigger show today than it ever was.

The Grand Ole Opry, aired from WSM in Nashville and also carried by NBC, is another 'hillbilly' program that has maintained its own thru the years. In fact, independent stations that can't afford any other kind of live talent, usually find a way to air at least one 'hillbilly' show. Many independent stations exist with and by such talent. And the popularity of such programs are not limited to any specific locality as some may believe. From California to Maine 'hillbilly' shows meet with success. Even in the heart of Broadway, 'hillbilly' shows manage to pack 'em in. Over in Philadelphia, WFIL wanted to build a barn dance; and while the skeptics looked on and advised against it, WFIL imported cowboy singer Jesse Rogers from Texas, The Sleepy Hollow Cowboys and Cowgirls from the Middle-west and they, together with program director Jack Stock, put together one of the best 'barn dance programs' in the country. Now carried by ABC, the show is enjoying nation-wide popularity, and shows no signs of letting up.

Make no mistake about it, these entertainers are real musicians and singers. Cowboy and Hillbilly bandleaders and singers like Bob Wills, Spade Cooley and Red Foley can play and sing any kind of music, but they prefer Folk Music. Talent such as they possess is bringing to American Folk Music universal recognition and respect. Of course, it would not be fair if I failed to mention composers of Folk Songs such as Fred Rose, Steve and Ed Nelson, Milton Leeds, Jenny Lou Carson (and many others too numerous to list), who are composing music and writing lyrics that will stand the test of time.

AMERICA'S FAVORITE WESTERN HUMORIST
AND FOLK SONG STYLIST



RILEY SHEPARD

(THE COWBOY PHILOSOPHER)

RECORDINGS
MUSICRAFT RECORDS
RADIO
AMERICAN BROADCASTING CO.
UNDER CONTRACT TO
LEEDS MUSIC CORP.
RKO Bldg. Radio City, New York

**Barber Shop Time**

Down to earth dramatization of the general happenings in a typical small town barber shop with the ever present Barber Shop Quartette; The champion Tall Story Teller; RFD McGee, the local mail carrier; The local wit; an occasional traveling salesman or guest artist; and all the other local characters woven in. Has humor, home spun philosophy, pathos, and vocal harmony reminiscent of the good old days.

Availability: Live talent or E. T.
Time Units: 15 min., 5 days weekly
Audience Appeal: Entire family
Suggested for: Evenings between 6.00 and 8:00

Client Suitability: Any product used in the barber shop as well as the home. Hair Tonics, Shave Cream, etc.

Number of Artists: 7

Audition Facilities: Transcriptions
Submitted by: American Institute of Folklore, 1697 Broadway, New York, N. Y.

Barn Dance Jamboree

One hour air show presented in connection with 2½ hour stage show from downtown Cleveland auditorium seating 2,000 people. Barn dance type of show with music and comedy. Show often features audience participation games, such as country store, etc. Provides beautiful merchandising possibilities along many lines. The audience of 1,500 to 2,000 people each Saturday night.

Availability: Live talent
Time Units: 60 minutes, once weekly
Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 20 people

Audition Facilities: Transcriptions
Submitted by: WJW, 1375 Euclid Ave., Cleveland 15, O.

Blues in the Night

Starring Josh White, one of America's best Negro folk singers and guitarists, and his five-year-old son, Little Josh, working with an instrumental group. As master ceremonies, White sings favorites out of the great book of American folk song, and tells the story of each song to his young son. Regular guests include stars who represent in their music an important aspect of American life. Each program features a dramatization of the story of White's principal song.

Availability: Live talent
Time Units: 15 or 30 minutes, optional weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any client

Number of Artists: 7-12

Submitted by: Mary D. Chase Productions, 875 Fifth Avenue, New York 21, N. Y.

Farm & Home Hour

Usual live talent old time music program, with station's top Hill Billy entertainers, broadcasting regularly for the past eleven years, will top audience response of any program on the station. Five times weekly, Monday-Friday, 11:15-11:45 a.m. Client suitability general. Eight artists. Market and stock reports, weather.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Submitted by: Radio Station WPAR, Parkersburg, W. Va.

Foot Pattin' Time, With Granpa Hawkins

This is a record show, consisting of Hillbilly and western tunes. One man does the entire show. Granpa Hawkins and the announcer are one. Now drawing more mail than all other shows on station combined. Almost impossible to guess what one man does the whole show. The contrast between Granpa's voice, and that of the announcer is amazing. Fun, music, patter, poetry.

Availability: Live talent or E. T.
Audience Appeal: Entire family
Time Units: 30 minutes, 5 times weekly
Suggested for: Morning or afternoon
Client Suitability: Farm Products, Farm Machinery, Bakery, Grocer, etc.

Number of Artists: 1

Cost: Based on size of station and market
Audition Facilities: Transcriptions
Submitted by: KOB, Albuquerque, N. M.

Green Mountain Ramblers

Although this is a hillbilly show, it is not the average. Rather than rough and choppy tunes, they feature smooth, slow tunes with a hymn and thought for the day during the show.

Availability: Live talent
Time Units: 25 minutes, 5 times weekly

Audience Appeal: Entire family

Suggested for: Early morning

Number of Artists: 5

Audition Facilities: Transcriptions
Submitted by: Radio Station WHOT, St. Joseph and Monroe Sts., South Bend 4, Ind.

Half Past Noon

An outstanding hillbilly variety quarter-hour featuring top-notch folk singers and instrumental combinations capable of presenting a well-rounded selection of the "toe-tickling, foot-pattin'" rhythms. The musical portion of the program is enhanced by the sage comments and home-spun humor of emcee, "Chick Martin." Included as a special feature of "Half Past Noon" is the "on-the scene" interview of Merrill Langfitt, KMA Farm Director. These interviews are friendly, informative and of a human interest nature. Merrill Langfitt travels from farm to farm with his wire recorder as he visits the outstanding farmers located in Iowa, Kansas, Missouri and Nebraska and later airs such interviews over "Half Past Noon."

Availability: Live talent
Time Units: 15 minutes, 3 times weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Dealer

Number of Artists: 8-9

Cost: \$15.00 per program

Audition Facilities: Transcriptions
Submitted by: Radio Station KMA, Shenandoah, Ia.

"Hiram's General Store"

Every day, "the boys" gather down at Hiram's General Store for some idle gossip and music-making. The cast includes regulars, Hiram; Zeke, manager; Dynamite, clean-up man; and constant loungers, Granpaw, Rosco, and Ernest . . . all characters in their own right. Much humor is written into the script, with the various characters always talking in hillbilly dialect, with musical friends who give out with song at the "store."

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

Audience Appeal: Entire family

Suggested for: Afternoon, 12:45-1:00 p.m.
Client Suitability: Products with appeal for rural folks

Number of Artists: 3 or 4

Audition Facilities: Transcriptions

Submitted by: Central New York Broadcasting Corp.—WSYR, 224 Harrison St., Syracuse 2, N. Y.

Home on the Range

This is a scripted western musical, with top male quartette, and one other male vocalist backed by five-piece western instrumental ensemble. The owner of the mythical ranch emceeds the program, discusses with the audience and his boys daily happenings in their lives, and introduces the musical numbers.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Household Products or Farm Implements

Number of Artists: 11

Submitted by: CFRB, 37 Bloor St., W., Toronto, Ontario

Jerry & Sky, The Melody Men

Jerry and Sky are from the Smoky Mountains of Tennessee—hillbillies with the "real touch." They both play guitars, banjos, harmonicas, sing and yodel. They have been on scores of radio stations, and have won popularity and favor in every city where they appeared. 208 5-minute episodes available, or this series may be used as a hill-billy library, for making one-quarter hour shows.

Availability: E. T.

Time Units: 5 or 15 minutes, 1 to 5 weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon or evening

Client Suitability: Any type

Number of Artists: 2 (Jerry & Sky)

Audition Facilities: Transcriptions

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

KNET Korral

A twenty-five minute nightly program of popular cowboy music, 9:30 to 9:55 p.m. Music furnished by one of the largest recorded and transcribed libraries in the state, of Cowboy and Western Music. Full variety of entertainers, and MC'ed by one of the most popular Western Disc Jockeys in this neck of the woods, "Cowboy-Gene" Meyers. Show is so popular that it is carried in preference to network shows which are available over Mutual lines at the same time.

Availability: E. T.

Time Units: 25 minutes, six days weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Anything of general family appeal

Number of Artists: Disc Jockey only

Audition Facilities: Transcriptions

Submitted by: Radio Station KNET, 219 Municipal Bldg., Palestine, Texas

"Korn Kobblers"

Bright, gay music, featuring Allan Courtney and Red Evans, as Masters of Ceremonies. The "Korn Kobblers" is a Novelty-Instrumental group, with an entirely new interpretation of music and song. The "Korn Kobblers" are being heard over thirty-five Canadian and American Stations, and are proving to be audience builders. At present, they are appearing

in New York, thereby proving a Metropolitan as well as a Rural interest. 130 episodes.

Availability: E. T.

Time Units: 15 minutes, 3 to 5 weekly

Audience Appeal: Entire family

Suggested for: Anytime

Client Suitability: All types

Audition Facilities: Transcriptions

Submitted by: Exclusive Radio Features Company, Ltd., 14 McCaul Street, Toronto 2B, Ont.

Maybelle Carter Family

This clever group of Mountain family entertainers features Maybelle, one of the original Carter Trio and her clever daughters, Anita, June and Helen, together with Dock and Carl. They do a lot of solo, harmony, group singing and yodeling. Instruments include the zither, five string banjo, harmonica, rhythm and take off guitar, accordion, bass and mandolin. June, the MC and Barn Dance caller, doubles as Aunt Polly, a comedy character with monologue and dance.

Availability: Live talent

Audience Appeal: Entire family

Suggested for: Morning

Number of Artists: 6

Submitted by: W. M. Ellsworth, 75 E. Wacker Dr., Chicago 1, Ill.

Melody Round-Up

Hillbilly, Western and Folk music presented in half-hour format and emceed by Cliff Rodgers, who has lived with this music as a major interest. The effect with which his personality ties the show together is reflected in the mail-pull without other incentive. Rodgers' experience with this type music both before and during the war when he built shows for the ETO, results in brief and informative comments that interest in the listener.

Availability: Live talent or E. T.

Time Units: 30 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: General

Number of Artists: 1

Submitted by: WHKK, 51 West State St., Akron 8, O.

Morning Round-Up

Starring Tex Fletcher and his famous cowboy quartette of radio, records and the movies. A program of interesting anecdotes and songs of pioneer days spiced with informal quips and chatter to interest school kids. Has a gimmick tie-in and brings a school child to the radio station once a week as guest on the air. Tex to give recitals in schools and personally select each guest.

Availability: Live talent or E. T.

Time Units: 15 minutes, 3 to 5 times weekly during school months

Audience Appeal: Juvenile

Suggested for: Mornings before school hours

Client Suitability: Mrs. of breakfast foods, juices, or beverages.

Audition Facilities: Transcriptions

Submitted by: American Institute of Folklore, 1697 Broadway, N. Y. C.

JESSE ROGERS

AMERICA'S FAVORITE SINGING COWBOY



WFIL, PHILADELPHIA
COAST TO COAST

AMERICAN BROADCASTING CO.

EVERY SATURDAY

10:30-11:00 P.M.

"HAYLOFT HOEDOWN"

SONORA RECORDS

MAXINE AND MARIE

THE THOMAS SISTERS

SINGING SONGS A NATION SINGS . . .

. . . ON

MUSICRAFT RECORDS

CBS — ABC

UNDER CONTRACT TO

LEEDS MUSIC CORPORATION

RKO Bldg., Radio City, New York



★ HILLBILLY ★ ★

Mustard & Gravy "Dixie's Fastest Combination"

Mustard & Gravy in real life are Frank and Ernest Stokes, two Southern boys who for the past ten years have been doing a program containing Hillbilly, Western and novelty music, along with blackface comedy. This program has been sponsored for the past nine years by WGTM and is now carried over 58 Southern stations by transcription. Pictures, notation and audition transcription available on request.

Availability: Live talent and E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Juvenile or entire family
Suggested for: Morning or afternoon
Client Suitability: General
Number of Artists: 4
Cost: Based on size of station and market
Audition Facilities: Transcriptions
Submitted by: Radio Station WGTM, Wilson, N. C.

Old Corral

Best western variety musical show starring Pappy Cheshire. There's a thread of melody running through it . . . heart-involving music between Sally Foster and Wade E. The highlight of the program is a moving western story by Pappy Cheshire himself. Large vocal and instrumental groups.

Availability: E. T.
Time Units: 15 minutes—3, 5, or 6 weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Entire Family
Number of Artists: Approximately 20
Cost: ET—based on population
Audition Facilities: Transcriptions
Submitted By: Frederic W. Ziv Company, 1529 Madison Rd., Cincinnati 6, Ohio

Prairie Stars

"Prairie Stars" is a scintillating show of your favorite Western songs and dances, conducted by Rosalie Allen, glamorous Hill Billy disc jockey, known for her yodeling gymnastics and cosy neighborly chatter. This program's tremendous evening audience has proven that New Yorkers like Hill Billy music.

Availability: Live talent and E. T.
Time Units: 5 minutes or more, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Varied products
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Sally and Her Montana Plainsmen

Certainly the program of hillbilly and western music has proven itself to the listener and the advertiser. Sally and the boys carry the well founded reputation, and give it a bit of a boost. This is nothing more than plain music dotted with fun and frolic, but what more could be desired? The program was previously over CBS from WRVA, Richmond.

Availability: Live talent
Time Units: 30 minutes, 5 days weekly
Audience Appeal: Entire family
Suggested for: Morning or late afternoon
Client Suitability: Farm products or Dairy products
Number of Artists: 5

Cost: Based on the size of station and market

Audition Facilities: Transcriptions
Submitted by: Radio Station WWNY, Watertown, N. Y.

Sally's Sittin' Room

Informal chat between Sally and the announcer. Hillbilly at its best. Includes market reports. Unusually fine program for farm products or allied merchandise.

Availability: Live talent
Time Units: 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Early morning
Client Suitability: Agricultural Products or Allied Merchandise
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: Radio Station WBNS, 33 N. High St., Columbus 15, O.

Salty Holmes

Salty Holmes—well-known comedian plays guitar, harmonica, bass, banjo, mandola, novelty numbers also on a gate spring, tin cans, comedy and two harmonicas and sings both folk songs and comedy novelty numbers. He has been in motion pictures and popular in radio.

Availability: Live talent and E. T.
Time Units: 15 minutes daily
Audience Appeal: Entire family
Number of Artists: 1
Submitted by: W. M. Ellsworth, 75 E. Wacker Drive, Chicago 1, Ill.

Saturday Afternoon Jamboree

It appeals to the locality—all ages—all types. It's amateur hour talent backed up with a nucleus of Hillbilly talent and a fast-moving show. Any product intended for the farm or rural trade can get a build-up here. Broadcast from the City Auditorium before an audience. Lots of appeal to lovers of down-to-earth fun and entertainment.

Availability: Live talent
Time Units: 1 hour of 15 minute periods, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Feeds and Grain, Farm Products, Rural Needs
Number of Artists: 10 to 30
Cost: Based upon length of contract and number of artists
Audition Facilities: Will pipe live talent
Submitted by: Radio Station WCBI, Columbus, Miss.

Slim Bryant

A group of five versatile, accomplished artists who form one of radio's most popular musical organizations. With 14 years of experience and an amazing number of personal appearances, the group is the best-known act in the Tri-State district. They have made over 100 transcriptions for NBC's Thesaurus of hillbilly and novelty numbers, western ballads, etc., which are now broadcast on stations from coast to coast. Slim Bryant, leader of the group, has written and published more than 125 songs.

Availability: Live talent
Time Units: 15 minutes, twice weekly
Audience Appeal: Entire family
Suggested for: Evening, 6:15-6:30 p.m.
Number of Artists: 5 and emcee
Audition Facilities: Transcriptions
Submitted by: Radio Station KDKA, 3rd Floor, Grant Building, Pittsburgh 19, Pa.



DENVER DARLING

FOLK MUSIC COWBOY

HILL BILLY

DE LUXE RECORDS

WORLD TRANSCRIPTIONS

NBC THESAURUS

LANGWORTH

MINOCO FILMS

SOUNDIES

LIVE JINGLES

ROAD OF LIFE NBC

THE RIGHT TO HAPPINESS NBC

LIFE CAN BE BEAUTIFUL CBS

BRIGHT HORIZON CBS

CLEF AWARD CONCERT
CARNEGIE HALL, SEPT., 1945

Personal Direction—

PAUL KAPP

400 MADISON AVE

NEW YORK



CECIL CAMPBELL

AND HIS

TENNESSEE RAMBLERS

REPUBLIC PICTURES

VICTOR RECORDS

CBS via WBT

• • •

UNDER CONTRACT TO

LEEDS MUSIC CORPORATION

RKO Bldg., Radio City, New York

FRED KIRBY

SONORA RECORDS

NBC — MUTUAL — CBS

CURRENTLY

CBS — COAST TO COAST

WBT, CHARLOTTE, N. C.

• • •

UNDER CONTRACT TO

LEEDS MUSIC CORPORATION

RKO Bldg., Radio City, New York



"THE VOICE OF THE HILLS"



RED FOLEY

SINGING
STAR
OF

PRINCE ALBERT'S
"GRAND OLE OPRY"

NBC
COAST TO COAST
FROM

WSM, NASHVILLE, TENN.

DECCA RECORDS
MONOGRAM PICTURES

UNDER CONTRACT TO
LEEDS MUSIC CORP.
RKO BLDG., RADIO CITY, NEW YORK

PERSONAL MANAGEMENT
WILLIAM ELLSWORTH
75 E. WACKER DRIVE, CHICAGO, ILL.



SHORTY LONG

AND THE

SANTA FE RANGERS

"HAYLOFT HOEDOWN"

WFIL — PHILADELPHIA

HEARD EVERY

SATURDAY, 10:30-11:00 P.M.

COAST TO COAST

AMERICAN BROADCASTING CO.

• • •

UNDER CONTRACT TO

LEEDS MUSIC CORP.

RKO Bldg., Radio City, New York

HEADIN' FOR STARDOM IN '47 . . .

DAVE DENNEY

MUSICRAFT RECORDS

ABC — MUTUAL — WHN

• • •

UNDER CONTRACT TO

LEEDS MUSIC CORP.

RKO Bldg., Radio City, New York



**"Sons of the Pioneers"**

Two hundred selections of folk music with emphasis on hill-billy and Westerns. Recorded on 12" lateral cut, Vinyl pressings, 33 1/3 rpm. Available on light purchase basis.

Availability: E. T.
Audience Appeal: Entire family
Auction Facilities: Transcriptions
Submitted by: Standard Radio, 360 N. Michigan Ave., Chicago 1, Ill.

"The Night Riders"

This program is strictly for entertainment of the very best sort. The band is made up of four men who are not only musicians, but definite radio personalities. In making their programs, the boys run the gamut of mood, tempo and type, giving good entertainment to a general audience. And here's the good part: the show is limited to any product or advertiser.

The versatility of the artists allows a program of cocktail as well as hillbilly music.
Availability: Live talent
Time Units: 15 minutes, 6 days weekly
Audience Appeal: Entire family
Suggested for: Early morning or early evening
Client Suitability: All types
Number of Artists: 4
Cost: Based upon size of station and market
Auction Facilities: Transcriptions
Submitted by: Radio Station WWNY, Watertown, N.Y.

The Texas Rangers

America's finest music of the man on horseback.—Music with mass appeal.—Music that makes the West live again. Young and old alike thrill to these vocalists and instrumentalists of stage, screen and radio fame. So flexible is the library of "America's finest western musical unit," that literally thousands of different programs can be created without repeating the same show twice. Here is the answer to your needs for a program that never grows old.

Availability: E. T.
Time Units: 15 minutes, 7 days weekly
Audience Appeals: Entire family
Suggested for: Evening
Client Suitability: All types
Number of Artists: 8
Cost: Upon request
Auction Facilities: Transcriptions
Submitted by: KMBC, Pickwick Hotel, Kansas City 6, Missouri.

The Village Barn Dance

A half hour Saturday night show featuring the best cowboy and folk artists of the country, vocalists and instrumentalists. To emanate from New York's famous country night club, The Village Barn and will come on the air with a real live square dance. Will have full cooperation of the proprietor of Barn.

Availability: Live talent
Time Units: Half hour weekly.
Audience Appeal: Entire family
Suggested for: Saturday night, 8:30 or 9:30

Client Suitability: Patent Medicine, Syrup, Tobacco Mfrs.

Number of Artists: 10 to 20, depending on budget

Auction Facilities: Transcriptions or will pipe live talent

Submitted by: American Institute of Folklore, 1697 Broadway, N. Y. C.

Western Serenade

This is a program out of the West . . . smell of leather, buckin' broncos, and romance, with a special weekly barn dance. The tunes combine the old traditional folk music with present day cowboy and hillbilly music. This show recommended for institutions, advertisers, sporting goods, automotive manufacturers, etc.

Availability: Live talent and E. T.
Time Units: 15 minutes, 7 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Institutional, Sporting Goods, Automotive Manufacturers, etc.

Auction Facilities: Transcriptions
Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

Westward Ho

Much of the world's greatest music has come from Western America. Curley Bradley has taken the best of our western music and woven it into an easy listening five-minute production—in reality a song story of the West. A sprinkle of Curley's friendly philosophy, added to each western ballad makes each show

a masterpiece of showmanship. This Stark-Glenn production is the answer to the radio stations' programming problem and a sound investment for the advertiser.

Availability: E. T.
Time Units: 5 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 3
Cost: Based upon station's own time rate
Auction Facilities: Transcriptions
Submitted by: Transcription Sales, Inc., 117 West High St., Springfield, O.

Arthur Smith and His Crackerjacks

Hayloft hilarity at its best . . . mountain ballads and cowboy songs . . . highlighted by distinctive rhythmic arrangements of current popular tunes . . . all served up by Arthur Smith and His Crackerjacks, four type-true vocalists with accompaniment of accordion, fiddle, and "the smoothest guitar in the South." An increasingly enthusiastic farm and industrial audience—plus packed-house personal appearance dates—prove that for a show especially sponsorable locally . . . it's Arthur Smith and His Crackerjacks.

Availability: Live talent or E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: General
Number of Artists: 4
Auction Facilities: Transcriptions or will pipe live talent
Submitted By: WBT, Charlotte 2, N. C.

946 ★ FOREIGN LANGUAGE ★ 1947

Jewish Women's Hour"

embraces the gamut of Jewish taste in entertainment, including racial, classical, serious and popular music; drama; benevolent, charitable, religious and public service features. This program has been on the air over our facilities uninterruptedly for over 12 years—a ready made service for any type of advertiser.

Availability: Live talent and E. T.
Time Units: 1, 15 or 30 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon, 4-5:30
Client Suitability: All
Number of Artists: 2 to 8
Submitted by: WBNX Broadcasting Co., Inc., 260 East 161st St., New York 51, N. Y.

Las Aventuras de Dexter Randolph

Las Aventuras de Dexter Randolph" a series of adaptations in the Spanish and Portuguese languages. The English version is well-known to all, for it carries a great universal appeal. It is a man's man shop, and, thus, suitable for presentation on the smallest of stations.

Availability: Live talent or E. T.
Time Units: 15 minutes, 1 to 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Number of Artists: 1
Auction Facilities: Sample scripts

Submitted by: Broadcasting Program Service, 45 West 45th Street, New York 19, N. Y.

Latin-American News

Blanca Estrella, bi-linguist of Cuban birth, broadcasts full summary of world news in Spanish six times weekly at 1:50 to 2:00 p.m. This is a reportorial service for Spanish speaking listeners in South Florida and Cuba. Interviews with prominent Latin-American personalities frequently included.

Availability: Live talent
Time Units: 10 minutes, 6 times weekly
Audience Appeal: Entire family (Spanish)
Suggested for: Afternoon
Client Suitability: Any manufactured article with Latin-American distribution
Number of Artists: 1
Auction Facilities: Transcriptions
Submitted by: Isle of Dreams Broadcasting Corporation, 600 Biscayne Blvd., Miami 30, Fla.

Pittsburgh Star Italian Hour

Program consists of distinctive popular and classical Italian music with Italian spoken commercial spot announcements and dramatic series. Program covers Tri-State area of Pennsylvania, Ohio, and West Virginia.

Availability: Live talent and E. T.
Time Units: 45 minutes, Sunday through Friday, weekly

Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General
Number of Artists: Vary
Cost: Based on type of program and duration

Auction Facilities: Transcriptions
Submitted by: Pittsburgh Star, 904 Webster Ave., Pittsburgh 19, Pa.

Polish Varieties Program

Availability: Both
Time Units: 1, 5, 10 minutes, daily
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Bread, Soap, Beer, Drugs
Number of Artists: 7
Cost: On application
Submitted by: Polish Broadcasting Bureau, WHLD, 754 Fillmore Ave., Buffalo 12, N. Y.

"The Horseman of Justice" (In Italian)

"The Horseman of Justice" deals with an Italian Robin Hood, whose purpose is to see that the poor are defended and justice is done. His various adventures are catalogued in the series.

Availability: E. T.
Time Units: 15 minutes, 5 times weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Varied products
Number of Artists: About 10
Auction Facilities: Transcriptions

Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

The Hour of Happiness (In Italian)

The Hour of Happiness is a participating program composed of comedy sketches and appropriate recorded music. Main characters are a comedy team who use Italian dialects.

Availability: Live talent and E. T.
Time Units: 60 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Varied products
Number of Artists: 2
Auction Facilities: Transcriptions
Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

"The Unknown Woman" (In Italian)

A murder has been committed, which has been made to appear accidental. Serial deals with the search for the murdered.

Availability: Live talent
Time Units: 30 minutes, 6 times weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Varied products
Number of Artists: About 10
Auction Facilities: Transcriptions
Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.



THE RIGHT BLEND

for BALANCED BROADCASTING



IN serving the public interest to the best of its ability, WOV best serves its listeners and sponsors alike. Blending programs into a balanced broadcasting pattern designed to entertain, educate and inform has resulted in building and holding one of the most important audiences listening to any New York independent station. According to March-April Hooper ratings, WOV delivers one of the largest average metropolitan audiences between the hours of 7:30 and 10:00 p.m., at a cost of only 94c per thousand listeners per quarter hour . . . virtually half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV

NEW YORK

THE FOREIGN MARKET TREND

language radio makes good

By **Ralph N. Weil**

General Manager, WOV

TO THOSE of us who are closely associated with language radio, the tremendous post-war increase in the use of foreign broadcast time is of no surprise. This increase has, I feel, been due primarily to the great growth in prestige and importance of foreign-language stations, and to a complete realization of the availability, susceptibility and scope of the foreign market. It has been due to the realization that New York's Italian, or Polish, or Yiddish speaking population buy not only the commodities familiar to their nationality, but are prolific consumers of all marketable merchandise. The tastes of our foreign-language markets are geared to the complex patterns of American life . . . their needs are geared to their tastes. Our Americans of Italian lineage, therefore, buy not spaghetti, olive oil and wine, but also toothpaste, coffee, aspirin and automobiles. And we must not lose sight of the fact that each Italian speaking listener is a member of a radio home in which there may be second and even third generation Americans, who must be included among those reached by an Italian broadcast. The actual sales performance of our language-stations, plus an intensive sales campaign to acquaint advertisers with the potentialities of the foreign market have done a great deal to cause this marked upsurge in the use of foreign-broadcasting time.

The return of millions of young Americans from distant places all over the world, with their war-induced interest in foreign customs and customs, has led to a greatly increased audience for the foreign-language station . . . a situation exemplified by the continuing upsurge in the amount of mail received by WOV from young, English-speaking listeners to its Italian broadcasts. Moreover, our country's greater role in the international picture—in the field of trade, in finance, in international courts and international policing, not only enhance this state of affairs. Needless to say, this new provincial mentality on the part of a great number of Americans has been amply reflected by the vastly increased use of foreign broadcasting time.

Since the termination of the war, the resumption of foreign trade, and the release to manufacturers of many heretofore unobtainable commodities have played a vital role in promoting a greater use of foreign broadcasting time. Merchandisers, who had been suffering from a dearth of merchandise, now find themselves in the very happy position of having something to sell. Olive oil, for example, a typical product of the Italian market which has been unobtainable during the war years, is being imported once again and, in turn, is a sponsored item over the air.

If I seem to speak solely of the Italian language market, it is merely because of my greater familiarity with it. I am certain, however, that all I say in regard to Italian broadcasting is equally applicable to broadcasting designed to reach other nationalities. New York City is certainly the greatest "melting pot" in a nation whose very strength and greatness lies, perhaps, in the diverse backgrounds of its citizens . . . all drawn together by the ideal of a life of peace and freedom in a free and prosperous land. The importance of foreign-language broadcasting in this city of heterogeneous population has not been underestimated by the ever growing number of merchandisers who utilize this foreign-language market to promote more effective and far-reaching selling cam-

paigns. And, in view of the relative dearth of foreign language broadcasting facilities, any campaign or program designed to reach a foreign-language segment of our population is sure of doing so. The actual public service involved in presenting marketing information in the language ordinarily spoken by our Americans of foreign lineage should also not be overlooked.



The realization that the program desires of these vast foreign markets are akin to those of every other market has also helped to bring about this increase in the use of foreign broadcast facilities. People are fundamentally pretty much alike, no matter what their language. And so we find that advertisers can rely on the regular time-tested radio formulas to sell for them in foreign language markets, since foreign language programming is no different from the programming designed for English-speaking audiences . . . consisting of the generally accepted daytime serials, news, stories, drama, comedy, music and an occasional talk.

An awareness of the great prestige and importance attached to language broadcasting is most necessary for an understanding of the main causes of the upsurge in the use of language broadcasting. Paramount among the reasons is the important role played by the foreign language stations in the realm of public service. A foreign-language station has the additional problem, not of Americanization . . . for certainly these people who have sent their sons and husbands to fight and die for their adopted country are as good Americans as there are or ever can be . . . but rather of integration . . . of giving these citizens of foreign background a feeling of understanding of the ways and habits of those who have been Americans for a longer time, and of giving them a feeling of kinship and oneness towards their English-speaking co-citizens.

The foreign-language station is concerned with the problem of interpretation. WOV, for instance, often finds it a good idea to bring prominent people of Italian descent to its listening audience to discuss, in Italian, current events and problems of importance. The foreign-language station, like every other station is devoting itself to keeping the principles of our democracy alive, and is helping in the resolution of the clamoring problems of peace-time by going all out for a constructive and permanent peace, by keeping alive the principles for which we fought, and by doing its part to see to it that our nation continues on the road to a prosperous and productive peace-time economy.

The vital role played by the foreign-language station, WOV, for instance, during the war and its aftermath in marketing, programming and public service has been realized by advertisers. But the scope of foreign language radio is limitless. Our foreign markets are large, rich and extremely susceptible, and their great buying potentialities have, as yet, scarcely been tapped. The powerful influence which foreign language radio wields in the multitude of homes where radio is the only bridge between old, familiar background and language and a new way of life has been realized by advertisers. It is, consequently, one of the main reasons for the tremendous post-war upsurge in the use of foreign broadcasting time.



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