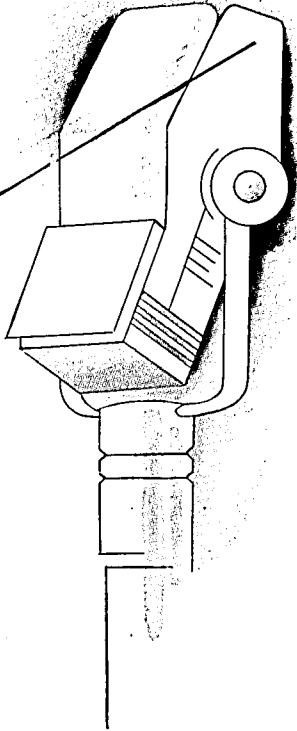


RADIO DAILY

presents



RADIO



TELEVISION

SHOWS OF TOMORROW

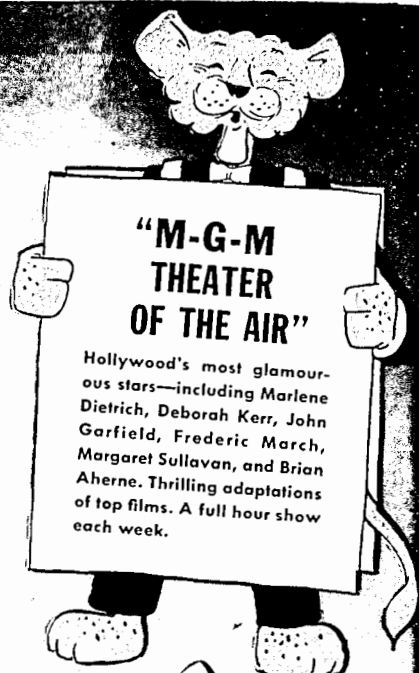
TENTH ANNUAL ISSUE—1949-50

**METRO-GOLDWYN-MAYER
RADIO ATTRACTIONS**

Present...



"GOOD NEWS FROM HOLLYWOOD"
starring
George Murphy
A star's view of what goes on in the film capital . . . "Name" guests . . . unusual listener features each day!
15 Minutes . . . 3 Times A Week



"M-G-M THEATER OF THE AIR"
Hollywood's most glamorous stars—including Marlene Dietrich, Deborah Kerr, John Garfield, Frederic March, Margaret Sullivan, and Brian Aherne. Thrilling adaptations of top films. A full hour show each week.



"AT HOME WITH LIONEL BARRYMORE"
One of the world's most famous and best-loved stars reminiscing...telling fascinating stories about Hollywood, Broadway and Show Business and its famous personalities.
15 Minutes . . . 3 Times A Week



Available for
YOUR SPONSORSHIP
ON
WMGM
starting
September 12
At Astonishingly Low Cost!



"HOLLYWOOD, U.S.A."
starring
Paula Stone
Intimate interviews with exciting guest stars . . . the latest gossip . . . special broadcasts from the movie sets! Unique Format!
15 Minutes . . . 5 Times A Week

IN PRODUCTION

(Available Soon)

★ **"The Adventures of Dr. Kildare"**
Starring LEW AYRES and LIONEL BARRYMORE—as Dr. Kildare and Dr. Gillespie—more exciting than ever! On the air for the first time in these famous film stories.
A Half Hour, once a week

★ **"JUDGE HARDY'S FAMILY"**
Starring MICKEY ROONEY as ANDY HARDY... LEWIS STONE as JUDGE HARDY—America's favorite father... and FAY HOLDEN as "MA" HARDY. Together again in the wonderful Hardy stories millions love. Never before on the air!
A Half Hour, once a week

★ **"CRIME DOES NOT PAY"**
A tense, thrilling dramatic series based on the outstanding M-G-M short subjects that won an Academy Award. Featuring popular "name" players.
A Half Hour, once a week

★ **"MAISIE"**
Starring ANN SOTHERN in brand new and hilarious adaptations of the gay and giddy adventures that won Maisie millions of friends.
A Half Hour, once a week

WMGM

50,000 WATTS CLEAR CHANNEL
1050 ON YOUR DIAL—100.3 MEG.—F.M.

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FIRST COME—FIRST SERVED
CALL NOW!—NU 8-8888

RADIO DAILY

*Presents The Tenth
Annual Edition of*

SHOWS OF TOMORROW



CREATIVE minds of radio and television share the spotlight in the 10th annual edition of "SHOWS OF TOMORROW," as the pages unfold more than 1,000 new program ideas.



HEREIN will be found the 1949-50 big parade of production ideas. There are live programs for radio and TV, transcribed ideas for large and small stations; co-op programs for network sponsorship and giveaway programs galore.



THIS edition is proof positive that radio is still a vital moving force in the communications field. This edition also mirrors the progress of the new art — television. Together they reflect the sturdy advances of the broadcasting industry.



WE ARE grateful for the cooperation of the networks, producers, stations and other branches of the industry for making this presentation of radio and television shows possible. 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.

Jack Alicoate.

Publisher

“Weed and Company serves you right!”

... said Mr. Jamison



Mr. Z, a prominent figure in advertising circles, had been searching high and low for just the right set of local stations in which to test his new product.

Finally (and wisely) he got Mr. Jamison, and Mr. Jamison got the availabilities. But by that time, advertiser Z was many miles at sea on his new yacht. And Mr. Jamison (who practically refuses to take a vacation) took off after him.

"I know it's summer and all that," said our man when he finally caught up with his client, who was much more pleased than surprised. "But I promised I'd let you see the list the moment it was ready. And besides, your test campaign really should start this month, you know."

"Much obliged, my boy, much obliged!" said Mr. Z from his taffrail.

"It was nothing, sir," Mr. Jamison replied. "Weed and Company serves you *right!*"

An exaggerated example perhaps. But we've got a lot of people like Jamison at Weed and Company... and we're doing more business for *all* of our clients than ever before.

Weed
and company

*radio and television
station representatives*

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

Decline Of 'Giveaways' Forecast—

Program Directors Give Opinions

By Frank Burke

Editor
Radio Daily

THE timid bachelor who won ten pair of women's nylon hose and the nice old couple in the rest home who were awarded an all-expense trip to the French Riviera will never again have to face the embarrassment of receiving impractical "giveaway" awards if the predictions of the 1949 Program Directors are accurate.

It's the consensus of most of the program directors that the present cycle of giveaway programs on both networks and independent stations has reached its peak and that there will be a decline in this type of gimmick programming within the next six months. They predicate their conclusions on the fact that listeners in their respective areas have grown tired of the sameness of such programming on the networks and the modified versions now being offered by local stations. To be more specific, countless listeners are disappointed—for not having been lucky and the tiring of standing by their telephones. Scores of the program directors who answered the Radio Daily questionnaire are opinionated on the subject of giveaways. Some accept the trend as a sure fire way of getting a high rating on an inexpensive show and others believe the fact that the giveaways have deprived legitimate radio artists from earning their livelihood on entertaining commercial programs. A great number of the program directors blame the radio audience for the popularity of giveaway programs. They contend that "the something for nothing" appeal seems to work magic with the listeners.



J. Bonner McLean, KVET, Austin, Texas, in appraising the giveaway situation wrote: "In this area the giveaway trend seems to have declined. Entertainment seems to be the criteria now."

Expressing a different view, Warren Mead of KERO, Bakersfield, California wrote: "I believe that there will be a flurry of additional giveaway shows this fall followed by a tapering off as the listeners demand entertainment along with their chance to get something for nothing."

Paul Wilson, KANS, Wichita, Kansas puts the giveaway situation this way: "The number of giveaway programs has increased perhaps because of the simplicity of producing them, but the audience is beginning to lessen."

In declaring that the giveaway programming has reached its peak, Jerry Stone, WNDB, Daytona Beach, Florida wrote: "The giveaway trend has reached its peak especially for small stations who cannot compete with the large sums awarded on network shows."

The outlook on giveaways was not the only subject on which the program directors had opinions. They expressed definite views about the administrative affairs of NAB, gave news programs top rating for local popularity as commercials, and had

a thing or two to say about transcription libraries.

Many of the program directors felt that NAB could best serve the broadcasting industry by gearing their operations more to the "grass roots radio level" than on the network plane. They welcomed the first Program Directors clinic as a step in the right direction and indicated great interest in the role Broadcasting Advertising Bureau, new NAB department, would have in stimulating commercial radio business.

Pat Kelly, of KFI, Los Angeles, thinks radio is fighting an uphill battle to raise the standards of radio and says: "NAB, it seems has an uphill battle to raise the standards of radio in view of inroads being made by TV. I can only suggest that the battle be continued."

Declaring that NAB can best serve the broadcasters by concentrating on local sales problems rather than on national trends and network problems, Jerry Stone of WBRY, Waterbury, Conn., believes "radio still has not been sold as a basic media to local advertisers. They still think of newspapers first and radio as supplementary. NAB should and could help in some way."

Believing that the trend of free courtesy announcements by broadcasters is working inroads on radio's commercial structure, David K. Fulton of WALB, Albany, Ga., thinks NAB has a job to do on this issue. "The greatest need now is a hard hitting committee of top men to combat the tendency toward free courtesy announcements instead of paid commercials being constantly and increasingly demanded by national agencies and manufacturers. Let NAB change its attitude from defense to analysis and planning. The NAB does not enjoy the place it should in the minds of new young employees in the industry."

"Too much network and too little for the local and independent stations," is the way George Blumenstock, WSKB, McComb, Miss., evaluates NAB. His opinion, however, is not shared by Robert Mason of WMRN, Marion, Ohio, who believes in NAB and says: "I don't think it is the function of a trade paper to survey what should be done in a trade organization."

One broadcaster, commenting on transcribed programs, said that ETs could be improved by "better production and better cutting." Another would have the producers of transcribed shows "bring their prices down to a level small stations can reach." Thomas J. Swafford, KPOJ, Portland, Oregon seemed to be on the same opinion. He wrote: "Many of the larger outfits are forgetting the original purpose of transcribed shows: to make high priced talent available at low cost."

Bill Newkirk, KATL, Houston, feels that ET producers could improve the quality of their shows with "more informality better cue-ins for local cut-in-use and more imagination in production."

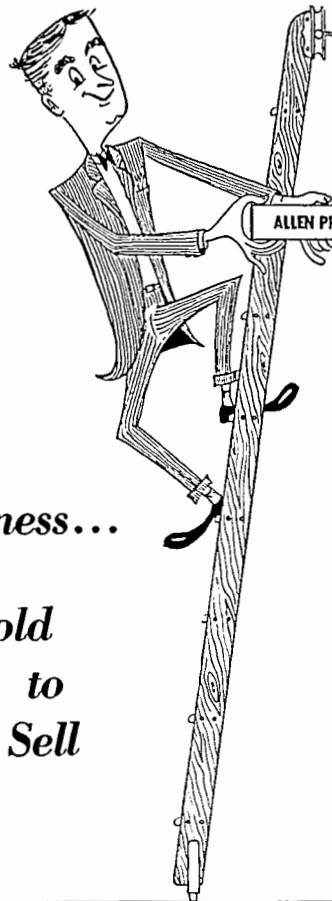
Commercial news programs were rated by the program directors as the top audience getting shows locally. They stressed their wide acceptance by local sponsors and the trend to intersperse local news with wire service reports.

Commercial in Purpose

...on purpose

*Built
for
Business...*

*Sold
to
Sell*



NAME	TYPE	APPEAL	TIME	No. PGMS
HOUSE IN THE COUNTRY	Drama	Family	30-min, 1/wk	52
HAUNTING HOUR	Drama	Adult	30-min, 1/wk	52
PLAYHOUSE OF FAVORITES	Drama	Family	30-min, 1/wk	52
WEIRD CIRCLE	Drama	Adult	30-min, 1/wk	78
ALLEN PRESCOTT, THE WIFE SAVER	Variety	Women	15-min, 3/wk	156
VAN DAMME QUINTET, LOUISE CARLYLE	Musical	Family	15-min, 3/wk	117
AUNT MARY	Drama	Women	15-min, 5/wk	605
BETTY AND BOB	Drama	Women	15-min, 5/wk	390
COME AND GET IT	Aud partic	Women	15-min, optional	156
DESTINY TRAILS	Drama	Juvenile	15-min, 3/wk	156
HAPPY THE HUMBUG	Drama	Juvenile	15-min, 3/wk	54
MAGIC CHRISTMAS WINDOW	Drama	Juvenile	15-min, optional	25
MAN WITH THE STORY	Drama	Family	15-min, optional	52
REFLECTIONS	Musical	Adult	15-min, optional	104
CARSON ROBISON & HIS BUCKAROOS	Musical	Family	15-min, optional	117
STAND BY FOR ADVENTURE	Drama	Family	15-min, optional	78
THREE SUNS AND A STARLET	Musical	Family	15-min, 3/wk	78
THROUGH THE SPORT GLASS	Sports	Men	15-min, optional	52
TIME OUT SERIES	Musical	Family	15-min, optional	65
FIVE MINUTE MYSTERIES	Drama	Family	5-min, 2 or more/wk	260
GETTING MOST OUT OF LIFE TODAY	Inspirational	Adult	5-min, optional	117
NAME YOU WILL REMEMBER	Personalities	Family	5-min, 3 or more/wk	260
TIME TO SING	Musical	Family	5-min, 3/wk	156

NBC SYNDICATED SHOWS are truly commercial

...written, directed and produced by people who know your local and regional sales picture and special production problems

...designed to fill your programming needs: there's an NBC recorded show for every audience and every advertiser in every market

...priced to fit a modest budget through the NBC cost-sharing feature.

NBC SYNDICATED SHOWS are complete commercial packages, each wrapped in a record of continued listenership and sponsorship.



*Bigger than ever
for the football season:*

**TOUCHDOWN TIPS
with Sam Hayes...**
ready for the fall line-up

*Wire or
write today
for availabilities
and
full details*



... Radio-Recording Division

RCA Building, Radio City, New York • Chicago • Hollywood

Quotes on Questionnaires

Program Directors' Comment

The opinions of program directors on current programming were many and varied and their replies to the questionnaires brought to light provocative views on the subject which is of vital importance to all broadcasters. Radio Daily is privileged to present some of these opinions in the following paragraphs:

Giveaways

(Q) *Has the "giveaway" program and reached its peak?*

(A) "Not quite, I believe that there will be a flurry of additional giveaways this fall followed by a tapering off as the listeners demand entertainment along with their chance to get something for nothing." WARREN EAD, KERO, Bakersfield, Calif.

"Yes. Increasing resistance on the part of manufacturers to give merchandise for a passing mention which is set in an avalanche of trade names, station resistance to taking prizes instead of contracts from clients." WALLACE DUNLAP, WLIZ, Bridgeport, Conn.

"No—still a matter of time before gets had enough for public opinion of the FCC to stop it." J. A. ENGEL, RECHT, WKY, Evansville, Ind.

"No—the competition to purchase the audience seems to be getting its second wind and coming back stronger than ever." M. WAYLAND FULLINGTON, WIRE, Indianapolis, Ind.

"I think it has in AM, although television potential has not been tapped articulately." JAY J. HEITIN, WHY, Holyoke, Mass.

NAB Standards of Practice

(Q) *What enforcement of the NAB standards of Practice have you noted at your station?*

(A) "None! Our standards of practice have always at least paralleled those of the NAB; in many cases are more stringent." JOSEPH T. CONNOLLY, WCAU, Philadelphia, Pa.

"There is nothing new in the NAB standards that was not already standard station policy with us." LOU H. MURRAY, Ponsville, Pa.

"WRVA operation was even purer than NAB Standards of Practice require." SAM CARLEY, WRVA, Richmond, Va.

"Station and sales manager frequently check each in discussing amount of commercial given a sponsor. KIRO policy is frequently more severe than NAB policy." KENNETH YFEND, KIRO, Seattle, Wash.

"None, and neither. For instance, the only very few will admit it. Let me make clear that I mean tightening or changing of program practices because of the NAB code." STAN TORBER, SON, WTCN, Ft. Pierce, Fla.

Program Emphasis

(Q) *Do you think the programming emphasis is on locally produced programs rather than those received from the networks?*

(A) "Yes—recent Hooper showed large percentage of local programs had better audience than network programs." GERRY O'BRIEN, KTUC, Tucson, Ariz.

"No—in my opinion local station programming is often slipshod and inclined to be somewhat neglected." CROWELL H. BEECH, KWKW, Pasadena, Calif.

"I believe the trend is on locally produced special and sporting events. There is no noticeable trend away from network high-budget entertainment programs. Local disc shows remain popular but are remaining static. We still obtain excellent results from hourly local newscasts." GENE AMOLE, KMYR, Denver, Col.

"No! How can a locally produced program hope to compete with the artists that are at the disposal of the networks? Of course you can with sports and local news, but that's about all." A. JACK KELLY, WGST, Atlanta, Ga.

"In this community (approximately 50,000 population) local programming has long been neglected and only now in the pressure of competition is programming on a local level receiving a proper share of attention." EARL GLADE, JR., KDSH, Boise, Ida.

Transcribed Programs

(Q) *What improvements would you suggest in transcribed programs?*

(A) "Would like to see more dramatic shows transcribed for local presentation." PATRICIA ZIMMERLE, WWXL, Peoria, Ill.

"Lower the prices! (A word of praise, however, for Ziv for the wonderful job they are doing with World)." CALO O. MAILLOCK, WKJG, Fort Wayne, Ind.

"Quality; timing; better cuts on local cut in shows rather than "use a word from your announcer." BUZZ HASSETT, KROS, Clinton, Ia.

"This is an odd case spot with me. Shows are generally good. My brief is the practice of cutting show costs according to city populations. There are many shows we would like to have, but costs are prohibitive in our market. Transcription producers could do a lot more business if they would standardize their costs. More stations could buy."

STEPHEN VAN GLUCK, WNJR, Newark, N. J.

"I think a standard should be established either including or excluding the ET break on every show. Further, I feel transcribed shows should neither contain "good morning, afternoon or evening"—every station programs transcriptions at a different time. Further think transcription companies (all) with scripts and transcribed recorded shows should put more care into script writing." DON MURRAY, WAZL, Hazleton, Pa.

Television

(Q) *Has the impact of television been felt in your community?*

(A) "No. No stations, but considerable interest among people. Local station-owners not interested in spending cool half-million for a losing proposition." WALTER H. STAMPER, JR., WDXB, Chattanooga, Tenn.

"Only as something novel—nearest station 180 miles away. Probably 2 years off before it will really hit our area. But with San Antonio coming in and even possibility of local TV station, it will hit with a bang. Have noticed in Dallas, Ft. Worth and Houston that it is becoming increasingly important." J. BONNER McLANE, KVET, Austin, Tex.

"Not to any great extent, except perhaps in the hours from 8 to 10 (pm), when televised sports cuts into the radio audience, this in spite of the fact we are within receiving distance of all Los Angeles stations." ARNOLD BEN-UM, KITO, San Bernardino, Calif.

"It has not had any appreciable effect on foreign language listening." CHARLES BALVIN, WHOM, New York, N. Y.

"Despite the fact that we are in probably the most concentrated market of TV receivers, our ratings have stood up and in many cases improved. TV has become a competitor; however, we feel that we have more than held our own." RAYMOND KATZ, WJGM, New York, N. Y.

NAB Service

(Q) *How can the National Association of Broadcasters as an industry organization best serve you and your community?*

(A) "I don't believe a good many of the member stations of the NAB know of the vast quantities of material available to them to help in both programming and sales. If this material were put to its full use, the NAB would have an easier job in selling radio to an industry to the advertisers."

FRED L. ESSEX, WARC, Rochester, N. Y.

"By setting up a department through which various stations may exchange ideas and programs which are not copyrighted, and by actually furnishing the small town stations with help along those lines. Most of the ideas advanced are for the larger cities, when in reality the small town station is the one that most listeners are interested in most of the day." L. ROYSTER, WHUY, Lexington, N. C.

"Doing pretty much as they have been, however, I am convinced that the elimination of the National conventions and more stress being put on the regional conventions would bear fruit." C. M. HUNTER, Cleveland, O.

"Enlarge and improve the Broadcast Advertising Bureau, especially as it pertains to smaller stations. Encourage firms such as Sears, Wards, J. C. Penny, Goodrich, etc., to prepare good copy aids and encourage their use in their stores." M. E. DANBOM, KTBB, Tyler, Tex.

"By continuing the good work of getting down to specific station problems that has been so ably begun by the first NAB Program Clinic." JIM FLENNIKEN, WCAW, Charleston, W. Va.

Program Preference

(Q) *What type of programs brings you the greatest local listening audience?*

(A) "Baseball, local news, local events, gospel music, religious, hill-billy music, pop music. On the basis of a strictly local audience, nothing surpasses local news. Baseball extends listenership. We believe order to be correct." RAY DEXTER, KDRS, Paragould, Ark.

"Giveaways, uninterrupted, salon music and baseball games, in approximately that order." SCOTT W. FERWIN, WBBR, Baton Rouge, La.

"In our rural community, recorded hillbilly music brings us the greatest audience." MRS. MARY BURTON, KREI, Farmington, Mo.

"Local talent and other program-providing local interest and stressing the local angle." JULIAN E. SKINNELL, WBBR, Lebanon, Pa.

"Our fulltime local news staff produces excellent local news broadcast which probably bring the highest ratings." TOM BOSTIC, KIMA, Yakima, Wash.

BMI

OFFERS

a helpful guide in...

SERVICE TO THE BROADCASTER

BMI continues to point the way with a wide variety of practical aids to the broadcaster.

All of these BMI helps to the industry have been used to excellent advantage by broadcasters in all parts of the country. The station manager, program director, musical director or disc jockey can avail himself of numerous time-saving and research-saving jobs by making use of such BMI special services as:

CONTINUITY SCRIPTS—wide variety of select programs that are entertaining and saleable.

COPYRIGHT RESEARCH—thorough, up-to-the-minute information on music clearance, a complete basic catalogue and regular supplements of newly published music provided at all times.

BMI PIN UP SHEETS—convenient and timely reference to the current pop song hits and Folk leaders...issued monthly.

HOLIDAY MUSIC—suggestions of appropriate music for seasonal and holiday events.

NEWSLETTER—personal monthly message to the BMI family. An exchange of radio and music ideas.

DISC DATA—valuable reference to records and biographical data of outstanding performers.

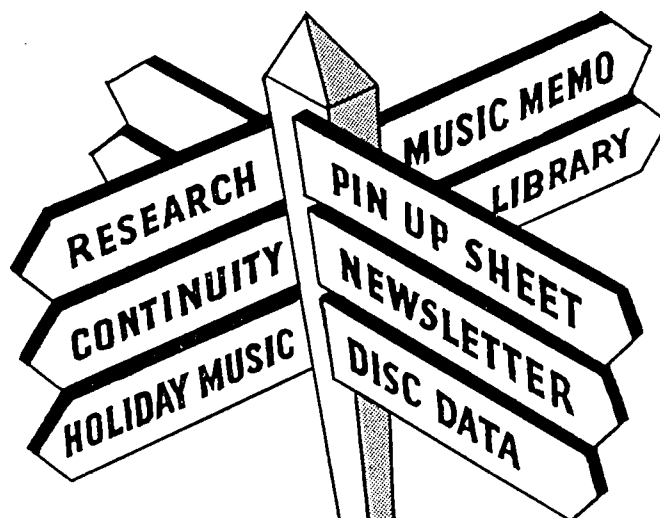
BMI MUSIC MEMO—monthly informational bulletin. The radio man's guide to BMI music...contains Recordata and Pin Up Patter.

MODEL MUSIC LIBRARY COURSE—practical application of the station's music library operation.

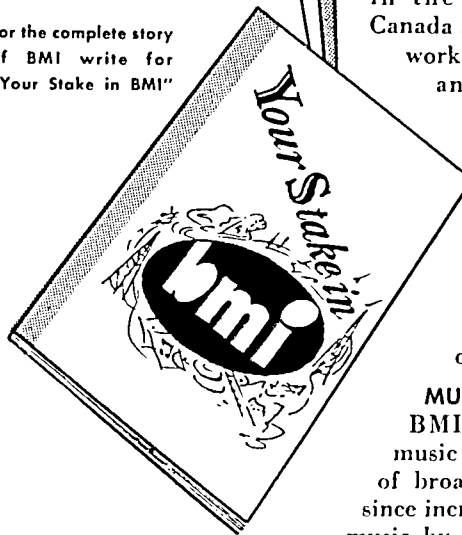
MUSIC DISTRIBUTION—music of every type, published by BMI and affiliated publishers, as well as records, mailed to stations regularly.

PRACTICAL PROGRAMS—highly helpful as participating shows...12 full hours of record programming issued monthly.

Other special services are introduced periodically



For the complete story of BMI write for "Your Stake in BMI"



FACTS AND FIGURES

2,473* commercial licensees in the United States and Canada...embracing all networks and FM, Television and Short-wave broadcasters. Over 90% have renewed their BMI licenses through 1959.

99% of the dollar volume in the industry is represented by BMI licensees.

MUSIC FOR EVERY NEED
BMI which had enough music for the entire needs of broadcasters in 1941, has since increased its repertoire of music by more than 450%.

COMPETITION—BMI more than ever stands as enduring proof of the power and determination of American enterprise to create and maintain the right of free trade in a competitive market.

*As of January 1, 1949

BROADCAST MUSIC, INC.

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

NEW YORK • CHICAGO • HOLLYWOOD

BMI

first in

television music

BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog—*widely diversified from classics to be-bops*—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

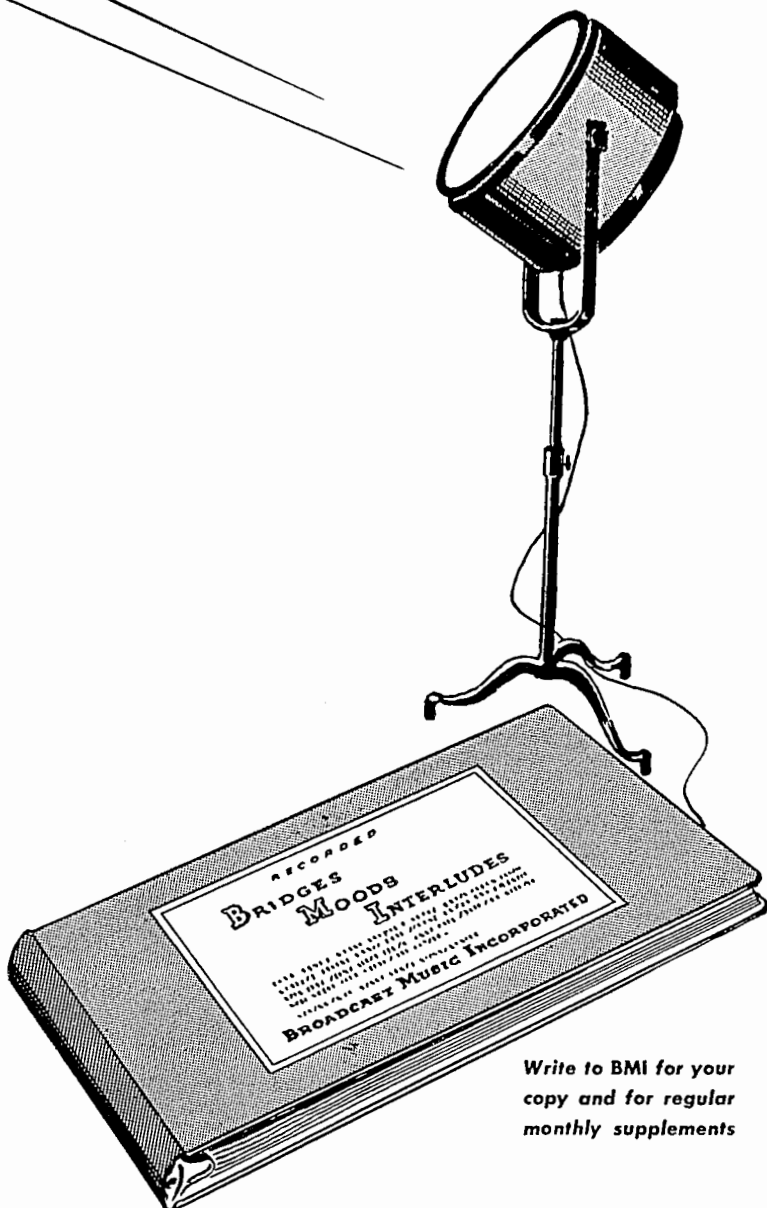
For Appropriate Television Music

BRIDGES • MOODS • INTERLUDES

BMI has compiled a classified and cross-indexed reference book especially designed for television programming.

It is particularly helpful wherever descriptive mood music or background music is necessary.

You don't have to be a musical expert to make the most of this BMI service. For "*Bridges, Moods, Interludes*" is based on recorded music readily available to any telecaster.



Write to BMI for your copy and for regular monthly supplements

BROADCAST MUSIC, INC.

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

NEW YORK • CHICAGO • HOLLYWOOD

Bigger And Better ET's Forecast—

————— **Market Constantly Enlarging** —————

Top Year For Transcribed Shows

By John Sinn

*Vice President
Frederic W. Ziv Co.*

ABOUT this time last year, while others were retrenching on their production budgets for fear of what the future held for open-end transcriptions, we set aside a record amount for outstanding shows like Guy Lombardo Show, Favorite Story, with Ronald Coleman and others of that calibre, and our optimism was substantiated by the Frederic W. Ziv Co. enjoying its peak year. Today, we again feel that the open-end transcribed shows will make greater strides during 1950 than ever before, and we are again ready with an additional series of coast-to-coast calibre programs at prices that easily fit into the local and regional advertiser's budget.



While television is becoming an important factor among sponsors in preparing their advertising budgets, it is still a rather expansive medium for the local baker, automobile dealer or coal dealer to use. However, the local and regional advertiser today must not only meet the competition of television programs, but also of the usual big-time radio shows which are aiming for the same audiences that he wants for his local show. How can Mr. Local Advertiser attract and hold his radio audience against such competition? The answer is simple: Give the audience a radio show that is equal or better than what is being offered by the coast-to-coast sponsor. It is this type of top-flight transcribed show that we are continuing to add to our established, high-rated shows as "Boston Blackie," "Philo Vance" and others mentioned above.

From every indication, 1950 should be the best year enjoyed to date by the open-end transcription industry, for this will be a period when advertisers will be looking for the greatest value possible for every advertising-dollar spent, and there still is no better value to be found than a top-flight transcribed show sensibly priced for the local and regional advertiser.

ET's Have A Bright Future

By Harry S. Goodman

*President
Harry S. Goodman Radio Productions*

LET's not kid ourselves—the radio industry is in a chaotic condition. Television has thrown a good scare into radio. Following the war, the FCC issued AM and FM licenses hither, thither and yon resulting in these conditions: Too many stations in too many towns; Many, at the outset, insufficiently financed; A large percentage inefficiently managed.

I believe that new stations that fall in the above category will meet disaster within the next twelve months. Collections are slow and competition has sharply increased.

Sounds pessimistic, doesn't it? Yet, I'm not, for I believe that Stations and sponsors will buy more transcribed programs than ever. Top-notch shows with high ratings will be in great demand; With the return of the buyers' market, the national, local and regional sponsors will fight for business; Radio in metropolitan markets will feel the effect of night-time television, but radio in most sections of America has many years of sound, profitable business ahead.

Let's turn to the transcription industry itself. We've seen, over a period of many years, new transcription producers come and go. There are perhaps in the entire U. S. not more than five or six, old, established, reliable firms that have been producing transcribed shows for 10 years or more. Razzle-dazzle promotions may entice a few stations and sponsors, but inevitably the boys with the real know-how, experience, capital, showman ship, and knowledge will continue to enjoy success perennially while most of the newcomers pass out of the picture.

The future of the transcription business? We can only tell you that within the past few months we have produced 1,000 quarter hour transcribed programs and over 375 half-hour shows. That represents a considerable investment, so you see, we do believe in the future of transcriptions.



It's A Salesman's Market

By Richard S. Testut

*Vice President and General Manager
Associated Program Service*

THERE'S a lot of talk going around about the "buyer's market." Which is just another way of saying that people are holding onto their purse strings more tightly. However, according to the economists, purchasing power is still higher than ever. Clearly, then, the potential buyer does have the money to buy, but he now needs a lot more stimulating. Actually we're in a salesman's market. For the real salesman has the opportunity of a lifetime to show his stuff.

Business will not be good for anyone who hangs his head and joins the "recession club." But business can and will be good for the operator who aggressively builds demand for his product through creative selling, imaginative advertising and skillful merchandising. Today's salesman market already is screening the order-takers from the salesmen.

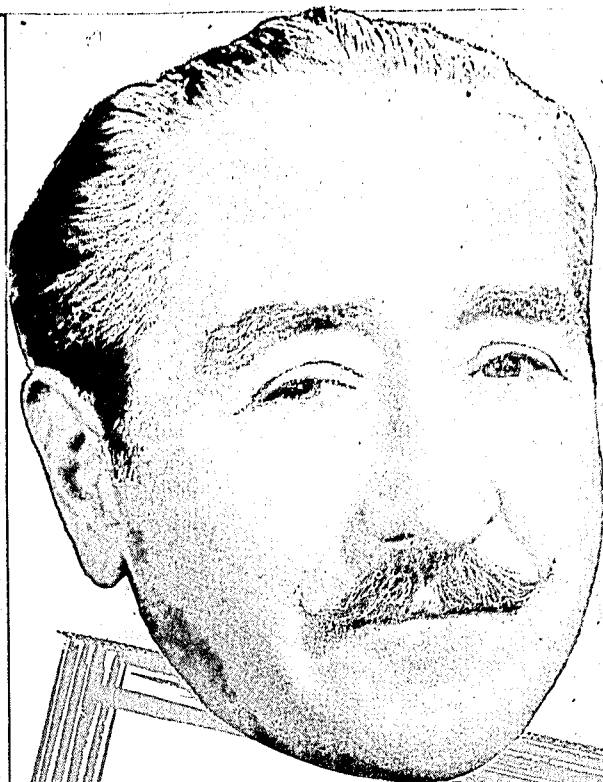
For today, the local advertiser seeks value-plus. He wants

more for his money. And the smart radio salesman can give it to him. In transcribed library service, the broadcaster has a ready means of providing big programs of the highest quality and pulling power . . . at a fraction of the usual cost. For example, Associated's "The Stars Sing," a quarter-hour, across-the-board show, would production-wise cost at least \$1,800 per performance as a live show. "Music for America," a half-hour feature, has a live talent price tag of over \$5,000. Yet, these shows can be offered by the station to the local advertiser at a fat profit in a range from \$60 to \$150.



A comprehensive, sponsor-planned library service is the best "buy" the local broadcaster can make. Implemented by energetic station sales effort—selling programs rather than just time—library service will pay juicy dividends in the salesman's market.

AMERICA'S
MOST
ENTERTAINING
RADIO
PROGRAM



ADOLPHE MENJOU

“MEET
THE
MENJOUS”



VERREE TEASDALE MENJOU



***SENSATIONAL
SELLING
PERFORMANCE!**

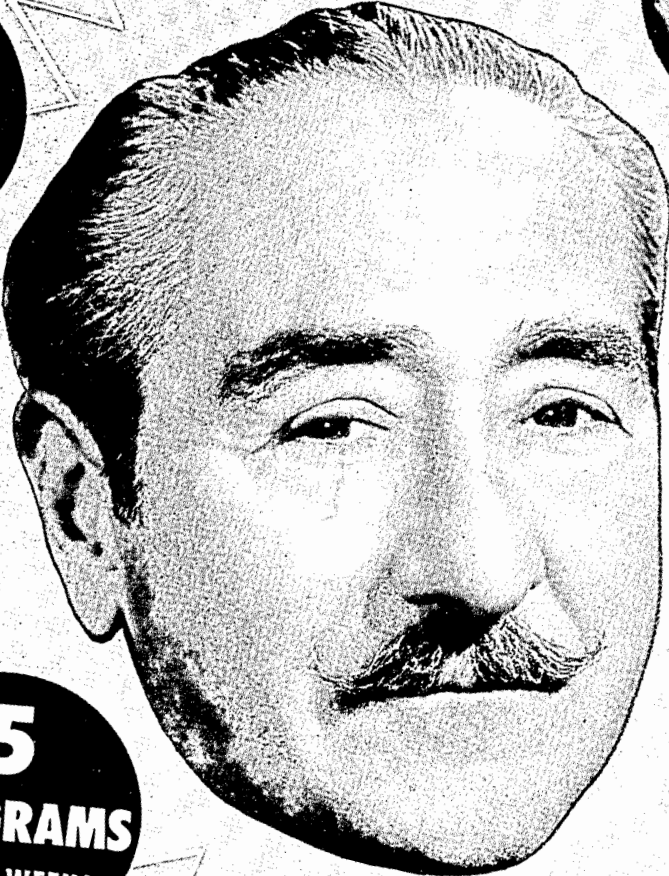
***BIG-
NAME
SHOW!**

***AMAZINGLY
LOW
PRICED!**

***HIGHER
HOOPERS!**

***UP
TO
5
PROGRAMS
EVERY WEEK!**

***3
COMMERCIALS
ON EVERY
PROGRAM!**



**BE THE
ZIV'S NEW**

*Radio's Most
Entertaining
Quarter-Hour
Show... AT A
SURPRISINGLY
LOW PRICE!*

**THE CRITICS
UNANIMOUS**

NEW YORK TIMES
"Easily among... the most
enjoyable items on the day-
time schedule!"

VARIETY MAGAZINE
"A breath of fresh air to
jaded... listeners!"

N. Y. DAILY
"Radio's a...
lunge of de..."

"MEET THE MENJOUS"

TAILORED TO SUIT REQUIREMENTS OF:

- DEPARTMENT STORES
- DRUG CHAINS
- GROCERY CHAINS
- STATIONS
(for participation sponsors)
- ...AND MANY MORE!



○ Adolphe Menjou and Verree Teasdale have terrific and continuing appeal for housewives.



○ They talk about movie greats and music—fashions and food—teen-agers and travel—problem parents and pets—a host of headline topics!



○ Peter, their 12-year old son, completes the family group. Their charm and personality, their keen and humorous discussions, keep audience interest at a boiling point.

FIRST TO GET THE STORY OF
A SMASH-HIT, 1/4-HOUR SHOW!*

IT'S THE SENSATIONALLY SUCCESSFUL ANSWER TO YOUR DEMAND FOR A HARDER-SELLING PROGRAM!

Here's today's most refreshing, most informal, most informative show! Here's today's new listening habit—"Meet The Menjous." It's paying off for sponsors with bigger audiences, faster sales, greater profits—at lower cost! That the public prefers the new and exciting "Meet The Menjous" technique is evidenced by the instant and sensational success of this power-packed program wherever it is running!

There's magic in the MENJOU name—sales magic that enables your sponsors to capitalize on their fame. The readily-recognized Menjous—publicized by powerful promotion on hundreds of great Hollywood movies—lend themselves perfectly to hard-selling, localized campaigns that are hitting the jackpot for result-minded sponsors!

"MENJOU" NAME IS OPEN SESAME TO BIGGER AUDIENCES AT LOWER COST!

The combination of the increasingly popular "Meet The Menjous" programming technique, plus the terrific nation-wide acceptance for the big, box-office "Menjou" name accounts for the instant success of this sensational program! Listeners are impressed with the glamour and magic of Adolphe Menjou and Verree Teasdale Menjou—regard them as America's most happily married Hollywood couple—consistently tune in to them because they represent today's most vital and charming sounding board of American folk, fact, and fancy.

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

N. Y. HERALD TRIBUNE

"Conversation has been given a shot of unexpected adrenalin!"

MIROR
the chal-
evision!"

Copy Collaboration Vital

— Closer Cooperation Urged

By Daniel W. Casey

*Director, Continuity Department
WSYR, Syracuse, N. Y.*

"**C**ANCELLITIS!"

That poison can kill a radio and television station—but there's an antidote in the slogan: Sell 'em and keep 'em sold.

How? How can stations prevent sponsors from sacrificing radio and television advertising in the false hope of cutting expenses? It's one job to sell an account—it's another job to keep it sold. Here's how to do both:

Commercial departments must send their three-man team into coordinated . . . resolute action. Selling is telling! And this team must start talking louder. The team?

It's composed of announcers or featured talent, account executives, and writers.

Which is the most important? Like the three legs of a stool, each is equally important. Each one—announcer or special talent, salesman, and writer—is vitally and equally necessary in keeping the radio industry the most effective and economical advertising medium, despite tougher competition from other media.

Of course, executives and department heads will outline general approaches toward securing more time sales. The inspiration will be present. But then responsibility shifts to the men on the field. Then radio and television stations must utilize the energy, talent and skill of their working triumvirate—announcer or featured talent, sales representative, and writer.

Failure to give full opportunity and credit to any one of the three weakens the selling power of a radio or television station!

Regardless of how brilliant a musical show may be—despite the vitality of a dramatic production—notwithstanding the timelessness of a news program, the whole effort is fruitless from the sponsor's standpoint, unless the commercial announcements within the show fulfill the sponsor's desires, either to create store sales or good will. Commercial failure means show failure, as far as the sponsor is concerned.

Likewise, show failure spells commercial failure. A continuity writer can produce sparkling copy—prose which has potency to push products. But if the program into which it falls is dull—is a dud—if the show attracts no listeners, and hence no possible customers, the commercial is of no value to the sponsor.

Certainly, the sponsor hopes his listeners enjoy his program; but the sponsor hopes his listeners buy from his commercial! If they by-pass him, he'll cease being a philanthropist. He'll cancel!

Thus it follows, that stations should give equal prominence to creators of programs and to creators of commercials.

Does yours?

Do you have a continuity department fully staffed to handle this vital mission—the urgent necessity to prepare messages which'll sell for the firms buying your time?

Do you treat your continuity department with the same consideration as that with which you handle people on the air, in charge of programs?

To announcers and special talent, to salesmen, and to writers

should go equal prestige, pay and power. Writing is a talent! Therefore, your station's talent and bonus systems should apply to writers. The payoff is in the paycheck!

While the continuity department has an important job to do for the local sponsor, it also should work closely with national agencies. If agencies want it, station continuity departments can give valuable help to them. The agencies write in some far off metropolitan area; the continuity departments live with the people to whom the copy is directed.

Agencies would be well repaid if they'd mail periodically brief questionnaires to each continuity department. Ask questions—ask for candid comment on the copy. (And when stations conscientiously tell the truth, don't reward their constructive criticism with a cancellation.)

Believe it or not:

National agency copy arrives at stations across the country containing improper grammar, incorrect spelling, and wrong day and date identification, i.e., "Contest closes Saturday, September 12th." Actually, Saturday is September 10th. Minor? No! Not when the errors mount, and your audience hears them repeatedly. Alert station continuity acceptance staffs must weed out these agency bangles. But why?

A quarter of a century of experience has taught radio writers that all copy should be double spaced. But it's not. Large agencies bearing New York City addresses regularly send their stations single spaced copy. And it's often poorly mimeographed. why?

A survey of stations by agencies should ask:

1. How many copies of each commercial are needed?
2. Hours continuity department is open?
3. Suggestions for copy improvement—is it selling locally?
4. Name of person to whom copy and/or ETs should be mailed?
5. Copy instructions clear?
6. Physical appearance of copy OK?
7. Remarks?

Other suggestions:

Envelopes carrying copy should be so labeled on the outside, such as "Copy for (sponsor)."

Send the proper number of words, because editing by continuity acceptance may unintentionally eliminate points which the sponsor and agency want broadcast, even at the expense of other material.

The foregoing are a few questions and suggestions—every continuity department can supply more. Those are constructive suggestions, to enable national agencies to serve their stations and accounts more economically, efficiently, and thoroughly.

It's a "buyer's market" for purchasers of radio time. Consequently, buyers are more analytical—they expect more sales per dollar from radio and television. Otherwise, they spread "cancellitis."

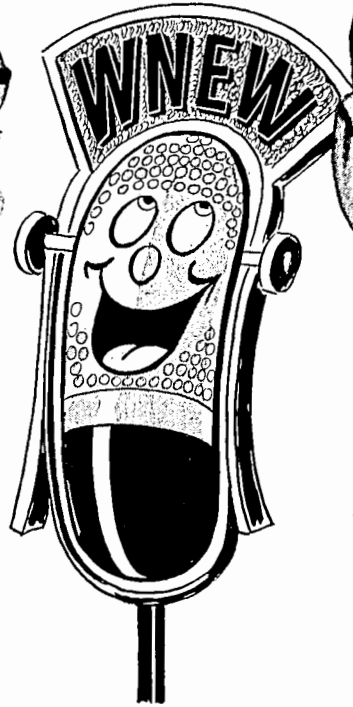
As agencies and stations rally their energies to eradicate "cancellitis," they must take keen cognizance of the three man team fighting the plague. The team: Announcer or talent man, sales executive, and writer. To each should go equal responsibility and merit; each is equally important!

For all stations, they will make. . . .

Broadcasting—better business!



RAYBURN & FINCH



They've never stopped growing

For 6 consecutive months these early morning ("Anything Goes"—6:00-9:30 A.M.) zanies on WNEW have increased their share of audience.

And ratings. Every one of the fourteen ¼-hours on "Anything Goes" has shown a substantial gain in rating since the first of the year.

These increases in ¼-hour ratings range up as high as 83 per cent.

Listeners aren't the only ones raving about them. So are their sponsors*. Rayburn & Finch can sell, and how!!

Want to sell more goods? These are your boys.

RAYBURN & FINCH "ANYTHING GOES"

Share-of-Audience

JUNE 1949	10.7%
MAY 1949	10.2
APRIL 1949	9.8
MARCH 1949	9.3
FEBRUARY 1949	9.0
JANUARY 1949	7.9

PULSE—Av'g. 1/4-Hr.: 6-9:30 A.M.,
Mon.-Fri. and 7-9:30 A.M., Sat.

*A partial list of R & F sponsors—Norge Refrigerators, New Haven Railroad, National Shoes, Consolidated Edison, Hoffman Beverages, Chiclers, Saturday Evening Post, Barney's Clothes, Murine, Life Savers, Aborn Coffee, Camel Cigarettes, Ipana, Super Suds, Arnold's Breads, RCA-Victor, Bell-Ans, Wildroot, Taystee Bread, Tenderleaf Tea, Royal Gelatin, Robert Hall Clothes, Kirkman Soaps.

WNEW

1130
ON YOUR
DIAL

Programming For The Public

It's Their Affair

By Davidson Taylor

Vice-President and Director of Public Affairs
Columbia Broadcasting System

By Hubbell Robinson, Jr.

Vice-President and Director of Programs
Columbia Broadcasting System

PUBLIC affairs are my affair, because my job is radio and television programs of fact and opinion.

But public affairs are your affair. If the matter has to do with news, politics, controversy, education, documentaries, actualities, religion, sports, talks, discussion, science or special events, it is public affairs. At least at CBS. There is no one who is not concerned with such matters.

At the moment, the Public Affairs Department at CBS produces 138 radio and 22 television programs per week. The programs range from the Dodgers' games on television to the erudite Invitation to Learning. All of them are important to the listening and viewing public of the United States, because they convey fact and explore attitudes. Public affairs programs serve the public interest, convenience and necessity of this republic by helping citizens get the knowledge they need, and by exposing to them the major points of view which their contemporaries hold.

If public affairs people in radio and television worked without aid from their colleagues, they would be gravely handicapped. Happily, the case is otherwise.

It is my observation that general management, advertisers, advertising agencies, sales departments, producers of entertainment, research specialists, promotion and press relations people in radio and television are today all more aware of their stake in public affairs than they have ever been.

General management at CBS has never been confused or dubious about the role that public affairs broadcasting plays in radio. They are equally clear as to the part that public affairs play in television.

Advertisers, both in association and individually, show increasing evidence of their desire to use their economic strength and their skill in communication toward increasing national security and betterment of the human condition.

Agencies, many of whose men served skilfully in specialized roles during and after the war, have lost the embarrassed dog-good feeling which frequently used to overcome them whenever they felt their client had been jockeyed into serving on a committee for a cause.

Sales departments recognize that news and sports are commercial, and take pride in selling broadcasts no less when they do good than when they just are good.

Entertainment producers have special pride in shows which demonstrate that there is more to radio and television than yocks and chills.

Year by year, the people of the United States are coming to realize more clearly that their desire to be amused, which finds such satisfaction in radio and television, is not the only need that radio and TV supply. Americans are becoming more aware that the accuracy of news, the free expression of opinion, the state of government, the prospects of war and peace and the education of the young are of the deepest concern to them personally.

That is why public affairs are your affair, as well as mine.

THE current wave of pessimism over television is as senseless as the hysterical consigning to the grave of radio. Rigor mortis has not set in—in either media.

The answer, in the simplest analysis possible, is that both radio and television will continue to live and prosper as long as they deliver a product which is acceptable to the public. This was, is and always will be the only yardstick by which we can measure the health of any entertainment medium.

The terrific competition for public attention is tougher today than ever before, and because of this a shoddy product will suffer a quick death. Do a perfunctory job in radio or television or any medium of entertainment today and you'll be found out quickly. The days are gone when you could put together any kind of a fill-in program and be reasonably sure of a guaranteed audience.

You've got to be sure of your product today before it goes on the air. Skill, showmanship, knowledge and understanding are absolute musts if your program is to survive.

It is difficult to predict just what shape or form the shows of tomorrow will take. But I do know that the programs that arrive will be those that are soundly built and that have real freshness and originality either in the basic idea or in new ways of presenting familiar names.

You can't go on repeating the same old formats. The list of radio program casualties of the past season substantiates this.

At CBS, the new Abe Burrows show and "Young Love" are, I think, concrete examples of real freshness in a basic program idea. The Joan Davis Show (incidentally, this program was sold before it went on the air), on the other hand, is a new way of presenting an established performer. A new, five-a-week series, "Make Believe Town," which starts on CBS August 1, is another switch—a new way to entertain the daytime audience with a completely different half-hour drama each day. Our quiz series, "Spin to Win," is a fresh idea in this type of program. Like CBS' "Sing It Again" it offers bonafide entertainment in addition to cash and prizes.

Building and creating shows is more than just sitting down in an office, writing down the names of 40 new shows and then casting them with big names. That is not creative programming.

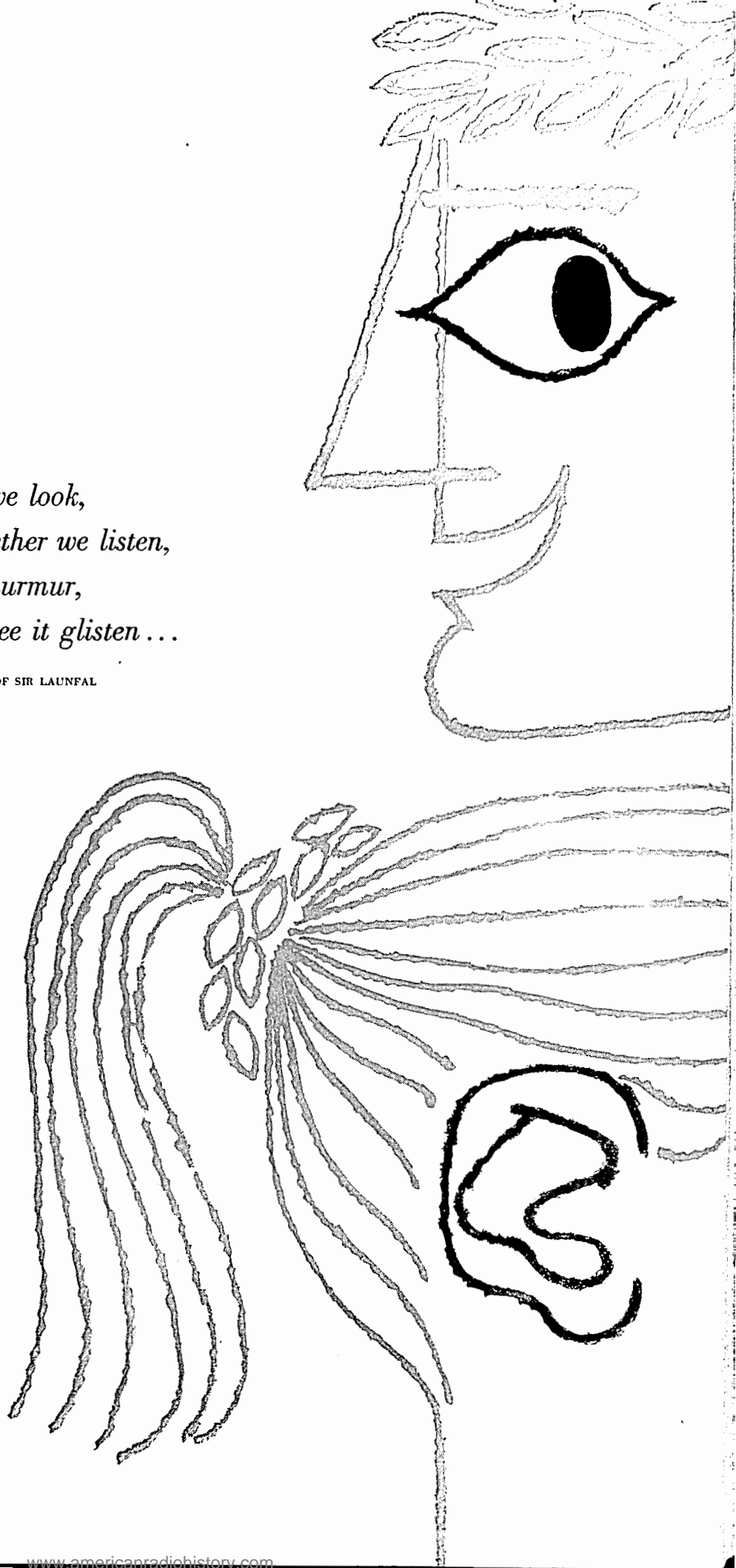
The important thing is to develop your show soundly and thoroughly before it goes on the air, establish an audience and then—and underscore this—SELL IT. In the final analysis that final item is all that counts.

In the CBS program department, SUSTAINING is a nasty word!



*Whether we look,
or whether we listen,
We hear life murmur,
or see it glisten ...*

THE VISION OF SIR LAUNFAL





Arthur Godfrey's Talent Scouts*



My Friend Irma



IN RADIO AS IN TELEVISION



Toast of the Town



Arthur Godfrey and His Friends

Suspense*



Crime Photographer



Our Miss Brooks



Each of these CBS Package Programs was originally conceived or produced by CBS with the conviction that it would become a top-ranking audience program. Each fulfilled its promise. For advertisers who want a radio or television program that pays off, it's **CBS**

—with the biggest audiences in broadcasting



Winner Take All



The Goldbergs



Studio One

*Top-ranking in both AM and TV, demonstrating that a well-conceived radio program can also be a great television program.

Harry S. Goodman

PRESENTS

Jim

AMECHE

Storyteller



The Program

"JIM AMECHE-STORYTELLER" . . . 260 15-minute OPEN-END transcribed programs. Absorbing, educational and true-to-life stories based on little known facts in the lives of the world's most well-known people.

The Star

JIM AMECHE . . . Prominent in radio since 1933, JIM AMECHE has appeared in more than 11,000 radio shows! He has starred in countless high-Hooper shows including "Lux Radio Theatre," "Grand Hotel," "Mercury Theater," "Grand Marquee," and "Welcome Traveler." The dramatic personality his voice transmits has created a permanent niche in the high-Hooper hall of fame for the personable Jim Ameche.

FOR *your* AUDITION RECORD: *write! phone! wire!*

Harry S. Goodman

RADIO PRODUCTIONS

19 EAST 53rd STREET

NEW YORK, N. Y.

Emphasis On Package Programs

Seek Grass Roots Level Appeal

By Herbert C. Rice

Production Manager
Mutual Broadcasting System

BEFORE anything is said about Mutual's plans for future programming, it is important to make these points about "America's Largest Network."

Mutual covers more than the big cities. It is a grass-roots network numbering more than 500 stations. It reaches a vast audience that is unmeasured by Hooper or any other survey. It includes more than 300 single-stations markets with strong and loyal audiences.

Thus, Mutual is a flexible network that can be geared to the needs of any type of advertiser. It can deliver to any sponsor a network tailor-made for his product. We know that programs can also be tailor-made to fit the needs of any advertiser.

Our job in the program department is to devise programs that will hold listeners. But in doing so, we will not be unmindful of the merchandising, publicity and promotion possibilities of each show. For instance, we have proven our effectiveness in the so-called "kids' strip." Now it's our job to build programs in this category that will have "built-in" merchandising and promotional features. We are doing just that in two new shows: "Bobby Benson and the B-Bar-B Riders."



Here we have taken a show that was a highly successful 15 minute strip back in 1932. It ran for five years commercially and sold a lot of cereal. We have modernized it into a half hour complete feature story. We recognize that "cliffhangers" for boys and girls are outdated. We know our juvenile audience has been conditioned to expect a well-constructed thirty minute drama. "Bobby Benson and the B-Bar-B Riders" is a fresh, exciting, compelling series of western shows appealing not only to our loyal juvenile audience, but also, to adults.

We plan to go on the road more than we have in the past. If the mountain won't come to Mutual, Mutual will go to the mountain—or to the prairies or seashore, for that matter. As an example, we can take national favorites like Lanny Ross and send his delightful, daytime musical show on a tour of the towns and cities and—if desirable—we'll even set up a platform and originate the show in a super market with Lanny himself acting as salesman for his favorite coffee or cake. And to our way of thinking, that's the most effective type of selling on the air. Lanny is a familiar and beloved personality. He's a particular favorite of our expanding daytime audiences. We believe, they'll buy and keep on buying, when he tells 'em to buy the product. And one of the chief reasons is, he can project 1949 copy that is simple, sincere, and effective.

We intend to build more and more programs that can be similarly merchandised at the local level. We will place more and more emphasis on personalized selling. We think the day is

passed when a commercial message can be tossed off fore and aft. Our aim will be to make it possible for advertisers to identify a favorite character with his product. Mutual is particularly strong in mystery fare. A part of future planning is to devise unique methods of helping the advertiser to integrate selling copy. Ways and means of making mystery shows, with their high popularity, more effective commercial vehicles. And we feel certain that this can be achieved without sacrificing the entertainment.

We feel that it is our challenge now to take full advantage of pure radio. We're not going to forget to utilize the vivid imagination of the American radio listener . . . the one dimension that is radio's and radio's alone in the field of advertising entertainment. Radio is an exciting and compelling medium—it's our job to exploit it to the hilt in the face of new competition.

And . . . we mean television. It's no ogre to us . . . it's a part of us. And we believe that after our new media has settled itself down for a long run. It most certainly will not have the field to itself, but will have to compete with its healthy parent . . . radio.

Because Mutual is a large and flexible network, it must cater to a wide variety of interests. As mentioned, we have built a strong following for the "kids' strip." A new program in the daytime hours is aimed at an adult audience—it is the well-received "Your Marriage," featuring the columnists, Samuel and Esther Kling. It's a bold, forthright handling of an overly fictionalized theme. Yes, it shocks, but it's very real and honest in the style demanded by 1949 listeners. In the nighttime hours, we will continue to stress dramatic shows long on suspense and action and designed, as always, to draw heavily on the listeners' imaginations.

Another new program for which Mutual has great expectations is the "Gabriel Heatter Opportunity Show." It is a talent show, but one unlike any now on the air. This is not a mere exploitation of new faces, but sincere effort to make the word "opportunity" stick. Winners of "Gabe's" show are the recipients of an actual contract guaranteeing them a paid slot in the schedule where they can be given every opportunity to prove themselves. Mutual is motivated in this direction, recognizing as does the whole Radio and Television industry, the continuing need of new talent.

The term "package" is often loosely used. We are doing our best to tighten up the "Mutual Package." Our aim is to make every program vehicle the strongest possible sales agent for the client—a package containing not only the fundamental ingredient of fine entertainment, but also a complete plan for effective merchandising at the local level and strong springboards for publicity and promotion. We feel that this is the kind of radio advertising campaign that will do the job—yes, and do it better than any other media.

LOUIS G. COWAN, INC.

NEW YORK

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

CHICAGO

8 S. Michigan Avenue
Chicago 3, Ill.
RANdolph 6-2022

Trend In Spot Business

Local Level Sales Increase

By T. F. Flanagan

Managing Director

National Association of Radio Station Representatives

SLOWLY but surely local station programming is growing in importance from every angle, including the commercial. Its most important growth is in its cultural aspect. "Cultural" is a very inadequate word to describe what we mean. It certainly doesn't mean a Harvard accent, nor a lot of heavy-handed academic word tossing.

But, it does mean that more and more radio stations are expressing the daily life of the community. Every year sees a better portrayal to larger radio audiences of the real things that grip the interest and attention of the local people.

The best jobs, of course, are those done on news and sports. Nothing is more important to the people of the community than the local news. Many a newspaper has been built to enormous success by following the principle that "names make news." It is an axiom of news editing that "a dog fight in an alley at home is more important than a major war abroad."

It is easy to understand why radio stations approached their present magnificent news service only by gradual stages. Certainly pioneers in the broadcasting business had little or no experience with the editing and dissemination of news. They didn't all come from newspapers. There were engineers, and insurance men, and lumber dealers, and farm boys. But it didn't take them long to recognize their obligation to report the news fully, and to report the local news, and to report it objectively and truthfully, and to make it available often, from the earliest hour the station was on the air to the time it was put to bed.

The local stations are doing a fine programming job on sports, and an increasing one. Baseball broke the ice, and football followed soon after. But in some parts of this country, basketball attracts bigger audiences in a season than either football or baseball, and hockey, wrestling and boxing are all part of the sports program. You can add to that the latest craze, the roller derby, which has blossomed into an exciting audience sport.

National Spot sponsors, great institutions like the Metropolitan Life Insurance Company and the Standard Oil Company of New Jersey, find great commercial values in the news type of local programs, and although sports are well sponsored by local, regional and national advertisers, there are good reasons to suppose that the programming of sports will be developed on a much greater scale than at present. Milk producers, makers of soft beverages, and manufacturers of men's products have only tapped the surface of sports possibilities. The greater leisure time enjoyed by the American workers, the participation of our

wholesome female sex in softball, field hockey, their increasing listening to and viewing of sports broadcasts and telecasts, and their increasing attendance at sports events, indicates a great enlargement of that market. The notable increase in sports sponsorship by the oil companies is a feature of Fall Spot business.

Participation programs are growing in number and stability. Since participation programs offer such wide opportunity for the projection of personality, and such great opportunity for entertainment and service, it is apparent that it is probably one of the most neglected fields in local programming and National Spot business. Arthur Godfrey and Mary Margaret McBride may be the tops, but every station city has its interesting, fresh, provocative personalities who have character and imagination. They can perform tremendous services from waking you up in the morning to giving your wife a thousand ideas for menus and housekeeping, to loading you down with a crust of culture, or putting you to sleep at night with some rambling comments. Personal advertising copy, personality advertising copy, endorsement copy, have always been highly productive of sales results, because they approach the nearest to word-of-mouth advertising, the best of all. So these local station personalities are popular with smart advertisers, and the participation program and the Spot business on such programs are growing apace. We shouldn't forget the disc jockies, who are at their best when they mix their well programmed music with compact chatter that puts their personalities over. If the amazing results secured on a few disc jockey programs could be duplicated on hundreds, advertisers would find plenty of opportunity for lower cost, higher volume marketing.

The improvement in local station programming is really far greater than is generally realized. Local musical organizations, local forums, indigenous hill-billy and other folk music, the creative ventures of local program directors, are all contributing to the building up of a program structure that guarantees the permanency of radio and the opportunity for television. When you add to that the large catalogs of music, the transcription shows, you have mines of material to match the needs of national advertisers for greater local effort where money is free and markets are big.

Radio is a young industry. You wouldn't expect the well rounded radio man to emerge except in unique instances until a generation at least had passed by. It was so in the movies, in the automobile business, and in practically every other industry. But the well rounded radio man who understands people and entertainment, and public service, and economics, marketing, advertising and management is emerging. That is why radio and television are marching up the ladder of big industry, shortly to gain third place among all the businesses in this country.





WWJ...

FIRST IN DETROIT

*.. 3 national awards
for outstanding
public service.*

The Alfred P. Sloan Award for Highway Safety—presented by The Automotive Safety Foundation—for an all-out contribution to safety, impressive on all counts . . . the amount of air time, size of audience reached, quality and variety of features.

The Thirteenth American Exhibition of Educational Radio Programs Award—for "Twenty Four Hours Under Communism"—an original program approach to an important subject, difficult to carry with impact to the mass audience; effectively written and convincingly produced; an excellent example of "shock" technique.

The National Safety Council's Public Interest Award—for exceptional service given safety through accident prevention activities.

All through its 29 years of existence, WWJ has prided itself on service to the community. To a great extent, this is why WWJ today enjoys the community-confidence so beneficial to its advertisers.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station W W J - TV



Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Radio Programs At Crossroads —

Programming Meets Challenge

By **Thomas McCray**

National Program Director
National Broadcasting Co.

THE past six months have presented us in radio with—if not a minor crisis, certainly a crossroads of reckoning and self-appraisal. Television and economic conditions have given us a double-edged challenge. To a great extent we are still meeting that challenge, but with a healthy, optimistic frame of mind that recognizes the fact that the public as well as the industry in general can only profit by this situation.

The essence of our strategy in combatting these problems is to offer the best entertainment to the maximum audience at reasonable cost to the advertiser. Whatever the reasons for this new approach to programming, we can be grateful inasmuch as without the stimulus of the situation we might have become too ingrown in our thinking, too smugly entrenched in our unchallenged success. But now after self-evaluation we look forward to a healthy rebirth of creative program development.

Program development, of course, implies talent as well as ideas. Their relative importance is as debatable as the chicken or the egg. The value of established personalities cannot be questioned. They have well-earned their prestige and importance in the entertainment world; however, the reservoir must be constantly replenished. The artist must be given every encouragement, every opportunity for a hearing, constructive criticism and growth.

This also applies to the reception of new ideas for radio shows. This does not necessarily mean that the basic conception of radio programming will change. The mystery, the situation comedy, the audience participation show, etc., have proven their acceptance by the American listener; however, the program builder who can offer new and interesting approaches to these established categories will be the one who will attract the attention of the trade and the listener during the coming months.

Networks and clients are now showing a distinct willingness to experiment with ideas and talent. They realize only too well that some—perhaps even most of their new, unprecedented ideas will fail. But they are aware that one success will more than justify several failures. And it is with this healthy and encouraging attitude that they realize that radio can effectively stand up to its problems and face the future with an assurance of progress and growth.

Self-appraisal offers another interesting fact. Memory is kind. Success too often effaces the many failures which step by step made that success possible. We in the trade are no less guilty than the public in failing to remember how a present-day star stumbled up the ladder. Simple recollection proves that rarely has a personality or show ever become a success overnight. It required constant experimentation and tedious work to reach the desired pinnacle. Too often in radio we have been guilty of impatience. There was neither time nor room for patience, possibly an effect of our success and ingrown habits. But today we realize the importance of faith and perhaps even courage in working with a talent or property in the hopes it will justify our confidence.

And, of course, the sine qua non to every radio show is the writer. Those in programming never underestimate his contri-

bution. It is only to be hoped that this professional group will not only continue to serve as they have in the past; but also realize that their ideas and thinking have never been more valuable to the medium than they are today.

Last summer at NBC we inaugurated a series called "Radio City Playhouse." It was designed to bring together new writers and non-star performers. Many of the shows broadcast were written by authors with little radio experience in the commercial sense. Nevertheless, the entire project has been eminently successful. We know that the critics think well of it, and we have ample reason to believe its very loyal audience also considers it their favorite listening. On many occasions authors of "Radio City Playhouse" scripts have sold their stories to films, and many of its performing artists have found substantial recognition for the roles they interpreted.

I cite this as an illustration of the compensating factors to be found in projects of this sort. Even beyond the entertainment value it offers the listener, it offers the writer, the actor and all concerned an opportunity to prove their talent.



The opportunity for the newcomer must be offered in every phase of the medium. I hope in the not too distant future NBC will be able to set aside a definite time segment for talent development. I don't believe a series of this type should be devoted to unsound or bizarre ideas merely for the sake of attracting attention. Instead, it must, if it is to serve some important purpose, be given the most thoughtful care, investigation and preparation. I also believe that the audience should be fully informed of the purpose of this project and feel a sense of responsibility towards it. The program manager should admit to the listening public that he is attempting a new approach and presenting new talent, and all he can do is hope that it will prove a success.

It is my belief that we should take the audience more into our confidence in any form of experimentation we undertake, explaining to the listener the purpose behind the idea and soliciting his help in determining its success.

Some weeks ago, NBC presented a new series entitled "Dragnet." It is a "cops and robbers" half-hour; however, we endeavored to give the presentation a new approach. Based on the files of the Los Angeles Police Department, the stories are a factual delineation of the methods employed in bringing criminals to justice. Specifically, the series might be considered a departure from what we call good and tried radio. The dramatization often appears to lack the melodramatic excitement found in other mysteries. However, the very understatement with which the entire production and scripting is handled often gives the show a far greater impact. This is what we had in mind when the series was launched, and we can only hope that it is achieving that effect.

In reviewing the broad outlook for the future, I feel it safe to say that every program manager is today keenly aware of his responsibility. He must not only develop new talent and program ideas, but he must now adapt his current programming to prevailing conditions, at the same time not only holding but building his audience. He welcomes this challenge of the times to please a discriminating audience. He is aware that this challenge not only serves himself and the industry well, but that the ultimate beneficiary is the great American public.

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American Broadcasting Company



Monday, 9:00-10:00 pm EDT

News Programs Are Commercial

Popularity High In 1949

By Sig Mickelson

President
National Association of Radio News Directors

IT'S hardly necessary to point out here that a good share of radio executives are showing an unhealthy amount of squeamishness about facing the future. Whether their worries are justified or not, there's one area of broadcasting that can move forward with confidence. Any pessimism concerning radio news is entirely unwarranted on the basis of all the facts today. As a matter of fact, news on the air has never been in a more solid position. It's never had greater confidence from listeners and only during the peak years of war interest, has it been in position to turn over a healthier slice of profit to the radio station exchequer.

The facts are interesting and their trend is unmistakable. Lump up all the surveys available and the evidence is clear that news is moving on a plateau of listenership exceeding anything since the war. Perhaps more important, it's running neck and neck with newspapers as the principal source of news for the entire American public.



We're sometimes inclined to think that the Jack Benny's, Lux Radio Theatres, Arthur Godfrey's, Bob Hope's and big give-aways are the backbone of radio. Look to the statistics though and it isn't the big name entertainers and high budget variety and dramatic shows; it's news that hits the peak on the listenership graphs. It's news that listeners the country over have been voting their first choice by a clear margin at night, and by an overwhelming margin in the daytime.

The facts are pretty well defined. For a consistent day-in and day-out listenership, news broadcasts top the entire AM radio field. Furthermore this interest in news is holding up very nearly to its record wartime peaks. Furthermore, the public trusts news on the radio much more than from any other communications medium.

So much for the compliments. We've done a good job with radio news or we wouldn't be where we are now. But a little self-analysis won't hurt us and it may help us toughen up our soft spots.

To realize its full potential, profitable as well as rating-wise, radio news has to get greater realization from management of the commercial possibilities inherent in the news program. It has to recognize the tremendous value of the fact that a little money

spent in developing a news operation will yield many-fold returns not only in profits but also in listenership, public confidence, and community prestige. The simple fact is that too many American radio stations still operate on the theory that a nimble-footed announcer can pull copy off the teletype printer with one hand while he is reaching for the studio door with the other.

Radio news still has a big fight on its hands to attain status comparable to other media with respect to its access to the sources of news, and its protection from official unfairness. It needs to establish the fact indelibly that the portable recorder and the television camera are as much the tools of a modern reporter as pencil and paper or typewriter are to the more traditional news gatherer. It needs to convince the sources of news that it's alert, intelligent and responsible in addition to providing access to a mass medium exceeding even that of the newspaper.

The National Association of Radio News Directors is working along these lines. It has been carrying on a vigorous campaign in the legislatures of most of the 48 states attempting to obtain passage of confidence laws protecting news gatherers and has succeeded in three states this year—Arkansas, Indiana, and Maryland. It has also been instrumental in getting microphones into the court rooms, municipal councils, county commissions, state legislatures, and numerous other governmental agencies in a multitude of American communities.

The Association has also been working quietly and cooperatively to point out to management the commercial possibilities which derive from a sound and competent news operation.

Now, what's the future? News interest at the moment is high. Commercial possibilities are good. The prophets of doom are predicting the death of AM radio in the immediate future because of the inroads of television. But you can bet your bottom dollar that there's plenty of room for news on both AM radio and television. There's no evidence to prove that any medium can supplant AM or FM radio for fast hard-hitting, easy-to-listen-to coverage of quick breaking spot news events, and it's doubtful whether there will soon be any. The public has thoroughly established a desire for and confidence in AM radio news. There is nothing now on the horizon to indicate that that interest and confidence will diminish. On the other hand we have plenty of facts to support the belief that better qualified radio news produced by more competent newsmen will increase listenership, profits, and community prestige. What more can station management ask for?

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Whatever may be the problems of the business executive making use of music, he has no music clearance problems when he places his reliance on ASCAP service.

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AMERICAN SOCIETY OF
COMPOSERS, AUTHORS AND PUBLISHERS

30 Rockefeller Plaza, New York 20, N. Y.

RADIO • SHOWS • OF • TOMORROW

The Tenth Annual RADIO DAILY "Shows of Tomorrow" presents listings of radio shows available for sponsorship. Compilation of this data has been made available through the cooperation of the networks, individual radio stations, producers, writers and other branches of the industry. Shows have been alphabetically classified into each of nineteen categories. In some cases, listings were received too late to be included in the alphabetical arrangement. These will be found at the end of each classification.

1949 ★ ADULT DRAMATIC ★ 1950

A House In The Country

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

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Banks, insurance cos., furniture stores, real estate, appliances & food & beverage cos.
Cost: On request.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

A Tree Grows In Brooklyn

Betty Smith's best seller dramatized for radio, and featuring a brilliant cast, re-creating the roles made so famous in both the story and picture. A Tree Grows in Brooklyn is a nostalgic glimpse into the past—Brooklyn in 1912 seen through the eyes of Francie Nolan, and remembered with tender charm. A unique experience in radio listening.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Institutional or direct sales.
Cost: On request.
Audition Facilities: Transcriptions; will pipe live talent.
Date Created and/or Produced: April, 1949.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

The Affairs Of Dame Rumor

The Affairs of Dame Rumor, based on the book by David J. Jacobson, deals with rumors born of ignorance and superstition. Fattened on gullability, avarice, fear, and hate. Starring Dean

Jaeger as Jeremiah Smith, who pledges himself to combat and slay the monster of disaster, destruction, and treachery, so that truth may prevail.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Submitted by: Wilbur Stark-Jerry Layton, Inc., 551 Fifth Ave., New York 17, N. Y.

The Affairs Of Peter Salem

Peter Salem is the creation of Himan Brown who has more detective mysteries to his credit than any other director-producer in radio. "The Affairs of Peter Salem" is a new series of stories dealing with mystery, malice, and murder. The star is Santos Ortega and the supporting cast is radio's finest.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any client who wants an immediate rating for the entire family, at the cheapest possible cost.

Cost: \$2,000.
Audition Facilities: Transcriptions; will pipe live talent.
Date Created and/or Produced: April, 1949.
Submitted by: Human Brown, Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Aunt Mary

Here is a thoroughly believable story of a woman whose selfless and untiring devotion to her fellow men is exceeded only by her defense of human dignity. Set in a typical American rural community, it is a real person's struggle for better understanding among real people. The program, which casts top West Coast talent, was written by Virginia Crosby and produced in Hollywood by George Fogle.
Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Foods, drugs, soaps, department stores.
Cost: On request.

Number of Episodes Available: 605.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

The Avenger

Popular established feature already heard in 85 markets The Avenger is known to his friends as Jim Brandon, young bio-chemist who through his numerous scientific experiments, has developed the use of 'Black Light' in his work of tracking down criminals in the underworld. Here is an unusual approach to detective stories. It results in mystery at its best that holds and builds audiences. Sample rating: 11.5 St. Louis. A companion series to "The Sealed Book".

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Appliance dealers, dept. stores, utility companies, brewing companies, jewelry stores, drug stores, soft drink bottlers, furniture dealers, laundries.

Cost: Minimum rate \$10.00. Increases based on market size and station size.
Number of Episodes Available: 26 half hours.

Audition Facilities: Transcriptions.
Date Created and/or Produced: Current.
Submitted by: Charles Michelson, Inc., 23 West 47th St., New York 19, N. Y.

Blackstone, The Magic Detective

The world's greatest living magician . . . Blackstone. The only present day heir to the illusions of Houdini and Thurston. Each program is a dramatized mystery which is solved by magic. Blackstone himself explains how he solved the mystery and also tells the listeners how they themselves may perform simple feats of magic to mystify their friends.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Retail jewelers, gas and oil companies, brewers, soft drink bottlers. Blackstone washing machine appliance dealers on co-op basis with factory.

Cost: Minimum rate \$7.50. Increases based on population.
Number of Episodes Available: 78.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Current.
Submitted by: Charles Michelson, Inc., 23 West 47th St., New York 19, N. Y.

Boston Blackie

Each program is a complete thrilling mystery adventure featuring Richard Kollmar as Boston Blackie. Lavished with care and thought-compelling scripts, top-flight direction and cast. Known to millions through the famous Cosmopolitan Magazine Stories and the popular series of Columbia Motion Pictures, Boston Blackie on the air attracts a tremendous audience and word-of-mouth publicity.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: All types.
Cost: Based on market.
Audition Facilities: Transcriptions.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, O.

Box 13

Alan Ladd stars in radio's most popular, highest Hooperated mystery-adventure series. Stories written by the scripters of radio's foremost network shows. Supporting casts include well-known radio and motion-picture names. Full orchestra conducted by Rudy Schrager. Running on more than 300 stations.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Automotive, household appliance, grocery or drug-store products. Beer and wine sponsors not accepted.

Cost: On request.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Produced from October 1947 to November 1948.
Submitted by: Mayfair Transcription Co., 8511 Sunset Blvd., Hollywood 46, Calif.

Candy Matson—Yukon 2-8209

This is a detective story using a woman as the private eye. It is designed to get away from the blood and gore of the average mystery show, playing it in a lighter vein and concentrating on the humor rather than the bloodshed.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any national advertiser.



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Cost: \$516.39 Regional or \$900 T. C.
Number of Episodes Available: 3.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 30, 1949.
Submitted by: KNBE, San Francisco, Calif.

Chicken Every Sunday

The radio version of the hit play and best selling novel, starring Billie Burke and Harry Von Zell. The experiences of a carefree family in Arizona, who ran a boarding house, and found happiness in anticipation of looking forward to the unparalleled delight of chicken every Sunday.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Direct sale.
Cost: On request.
Audition Facilities: Transcriptions; will pipe live talent.
Date Created and/or Produced: June, 1949.

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

Conflict

Conflict is a new series of half-hour weekly dramatic programs presenting powerful, original, important stories on warm, human themes. It is a theater of action and ideas dealing with human conflicts in terms of realism, fantasy, mystery—within a framework of high emotion, tension, loneliness and violence. Top Hollywood and Broadway biggest stars appear in outstanding productions under the supervision of Mitchell Grayson.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Drugs, cigarettes, food, automobiles.

Cost: On request through MCA.
Number of Episodes Available: Audition disc available.
Submitted by: Torchlight Productions, 229 West 42nd St., New York 18, N. Y.

Crossroads

A suspenseful series of dramatic stories of romance, adventure, travel, intrigue, and mystery with an unusual twist. "Crossroads" is the story of a turning-point in life. It is the story of climax and decision and the ensuing results. Each story is developed to the point of decision—the crossroads—and then a jury panel determines which final course of action shall be pursued. Suspense is heightened to the last thrilling second when the tale is resolved. Each story has two possible conclusions.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: 13.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September, 1948.

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

Crossroads For Mystery

Using an explorer as criminologist moves this show out of class of conventional whodunits. Locales not static. Method of committing crimes and their solution impossible to average detective.

Availability: Live talent.
Client Suitability: General.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1947.
Submitted by: Von Baumann Studios, Inc., 331 East 71st St., New York 21, N. Y.

Crossroads To Adventure

Stories based on facts from files of Von Baumann's 11 expeditions, 15 trips around the world and visits to over 90 countries. A show with drawing and holding power, thrilling high class adventure.

Client Suitability: General.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: Von Baumann Studios, Inc., 331 East 71st St., New York 21, N. Y.

The Curtain Of Time

Little known events in the history of the world and strange facts about persons of prominence and renown form the basis for this brilliantly written series of dramatic narrations. One or more complete stories are presented in each episode. Tales of high adventure, of mystery and of intrigue—in every century and from every land.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Hardware, drug-store products.
Cost: On request.
Number of Episodes Available: 260 (5 per week for 52 weeks).

Date Created and/or Produced: Created May 20, 1949; production started June 13, 1949.
Submitted by: Mayfair Transcription Co., 8511 Sunset Blvd., Hollywood 46, Calif.

The Damon Runyon Theatre

Most popular tales of the master story writer, Damon Runyon, perfectly adapted for radio and enacted by an all-network cast headed by John Brown ("Al" of "My Friend Irma," "Digger O'Dell" of "Life of Riley," etc.). Included are "Little Miss Marker," "Lady for a Day," "Butch Minds the Baby," "The Brain Goes Home," etc. Combines comedy and pathos of the Main Stem with glorious production.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Automotive products, household appliances, coffee, beer, soft drinks.

Cost: On request.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Oct. 20, 1948.
Submitted by: Mayfair Transcription Co., 8511 Sunset Blvd., Hollywood 46, Calif.

Danger, Dr. Danfield

An exciting mystery series in which Doctor Danfield, played by Michael (Stephen) Dunne, motion picture star, solves nerve-tingling murders by psychology and deduction. Wholesome, with emphasis on solution of crime rather than on murder.

Availability: E. T.
Running Time: 30 minutes.
Cost: \$7.50 per episode, minimum, \$300 per episode, maximum.

ADULT DRAMATIC

Number of Episodes Available: 26 half-hour programs.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1946.
Submitted by: Tolowaya Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

Dangerous Assignment

One of the screen's favorite two-listed heroes starring Brian Donlevy in an exciting dramatization of adventure in the far corner of the world. Intrigue, mystery and danger all combine to make Dangerous Assignment one of the most thrilling action drama's yet heard.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Direct sales.
Cost: On request.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Devotion

The best love stories ever written are brought to you in this radio series which tells of the devotion of Pip and Estella in Great Expectations, Jane and Heathcliff in Wuthering Heights, scenes from Pride and Prejudice, Vanity Fair, and many others.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Jewelers, bakers, furniture, dept. stores, beauty products, women's wear.

Cost: Minimum \$5.00.
Number of Episodes Available: 52.
Date Created and/or Produced: 1949.
Submitted by: Grace Gibson Radio Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

Dragnet

A new departure in mystery programs. Dragnet is a semi-documentary, factual account of the solving of actual crimes, by the officers who participated. Dragnet makes no attempt to glamorize crime, but shows you step by step the methods followed by the police in breaking the case. Dramatized cases are selected from the files of police departments throughout the nation.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Drugs, food, cigarettes, etc.
Cost: On request.
Audition Facilities: Transcriptions; will pipe live talent.
Date Created and/or Produced: April, 1949.

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

Drama Of Medicine

Human-interest stories dramatizing the great discoveries by doctors and scientists in the medical field. Series pays tribute to doctors and men of science, providing a dignified yet forceful vehicle to convey a commercial message.
Availability: E. T.

Running Time: 15 minutes.
Client Suitability: Druggist, pharmacists, surgical supply, insurance companies, public service companies.
Cost: Minimum \$4.00.
Number of Episodes Available: 130 episodes.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1949—last series of 52.
Submitted by: Grace Gibson Radio Productions, Hollywood 28, Calif.

Dramas Of The Courts

Dramatizations in fictionalized form typical of the human interest stories which daily crowd our courts, where unbiased administration of justice is dealt to rich and poor alike. This series brings you cases based on authentic American and British records, recapturing the tense emotional drama of the criminal courts.

Availability: E. T.
Client Suitability: Various.
Cost: Minimum \$6.50.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1949.
Submitted by: Grace Gibson Radio Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

Dream Street

Half-hour dramatic show with tremendous general appeal. Stories of adventure, love, mystery, drama and melodrama all woven into the pattern. With original music, visiting guest star leads. This show also provides for mail pull.

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

The Eye

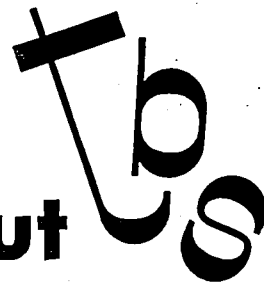
The Eye represents a radio detective hero whose entertainment allure is new and different without being melodramatic and corny. The Eye's real name is Robert Naylor. He possesses an uncanny ability to ferret out the real persons behind any mysterious activity that crosses his path. His friend and associate, Tod Jenningsham, narrates each week's tale in a warm and friendly fashion, and he speaks from his background of far flung criminal research.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Favorite Story

A rare combination of prestige and dynamic entertainment—Ronald Colman, host and narrator, guest stars of stage, screen and radio, combine to present the power and charm of the world's best-loved stories selected by such prominent persons as Fred Allen.

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works for you . . . It delivers a balanced 8¾* hour unit of 5 top open-end transcribed shows immediately:

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ANYTHING FOR LAUGHS • IT'S A GREAT SHOW
RADIO THEATRE OF FAMOUS CLASSICS**
(Every program features the greatest name talent in the world).

works for you . . . It furnishes gratis complete local press, merchandising and promotional material on each show.

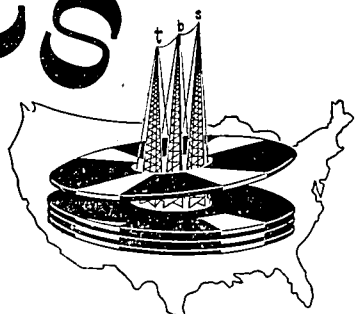
works for you . . . It actually helps member stations sell shows through enormous national trade advertising, unprecedented national publicity on each show, direct mail selling contact of sponsor and agency time buyers from coast-to-coast.

works for you . . . It produces 3 new shows each year to fill programming needs of member stations. Network stations actually choose these shows and receive them at practically no added cost.

works for you . . . It delivers this complete network service to only one station in each market for the unbelievably low cost of the station's class "A" one-time ½ hour national rate per week (\$40 minimum weekly).

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AT NO INCREASE IN RATES!! INCLUDING A \$50,000.00 PRIZE
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ADULT DRAMATIC

His Honor The Barber

Old Judge Fitz in the barber as well as the judge of a typical American small town. He will shave you one day and sentence you the next. He is open-minded, with warmth, humor, understanding—and a hint of rascality, always trying to solve the town's domestic problems, which brings him into conflict with Sheriff Canfield and others. Susan, Judge Fitz's niece, provides romantic element.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: All types.
Cost: On request.

Number of Episodes Available: 13 scripts.

Audition Facilities: Will pipe live talent.
Submitted by: Nate D. Slott, 1530 N. Formosa, Hollywood 46, Calif.

Hollywood Theatre Of Stars

Comedy, mystery, drama, adventure, romance, musicals, all on "Hollywood Theatre of Stars" a new series in a distinguished line of transcribed radio productions with outstanding Hollywood "Box Office" names. With audience approval and ratings as high as 19.5 in key cities, with sponsor approval, headlined by a food advertiser whose product zoomed in sales from a local product to national distribution, and the largest mail pull believable.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Food accounts, banks, automobiles, cosmetics, beer accounts, clothing stores, grocery stores, furniture companies, etc.

Cost: On request.

Number of Episodes Available: 204.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948-1949.

Submitted by: C. P. MacGregor, 729 So. Western Ave., Hollywood 5, Calif.

Horatio Alger, Jr.

A new and original series based after the heretofore untold stories of the famous Horatio Alger, Jr. Never before has there been an Alger series on the air. An unusual feature of each broadcast will consist of introducing and interviewing a well known national personality whose success in life has truly been "an Alger one". References in daily newspapers each week tell about "typical Alger success stories".

Availability: Live talent.
Running time: 30 minutes.
Client Suitability: National advertisers only, banking group, railroad organization, public utilities.

Cost: \$2,500 per weekly half hour broadcast.

Number of Episodes Available: Audition only.

Audition Facilities: Will pipe live talent.
Date Created and/or Produced: June 15, 1949.

Submitted by: Charles Michelson, Inc., 23 West 47th St., New York 19, N. Y.

Inside Detective

Based on the stories in the "Inside Detective" magazine, this suspenseful half hour show offering a merchandising plus tie-in with various Doll Publications. Inside Detective is an exciting, provocative "who done it," providing all the elements of action-full intrigue and adventure. Audition scripts are available.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.

Submitted by: Wilbur Stark-Jerry Layton, Inc., 551 Fifth Ave., New York 17, N. Y.

International Airport

A new series of original, complete half-hour dramas set against the background of the gate-way to the world's greatest city. Exciting stories of adventure, intrigue and suspense—produced and directed by Himan Brown, who also created the series. The best actors in radio and the finest writing assure interest-packed broadcasts.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any client, entire family appeal.

Cost: \$2,000.

Number of Episodes Available: On the air over Mutual right now.

Audition Facilities: Transcriptions; will pipe live talent.

Date Created and/or Produced: April 1949.

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

Illusion

Mr. and Mrs. James Mason are starred in this unusual series of mystery dramas written and directed by Arch Ober. A fascinating excursion into the unknown, with two of the most noted personalities in the field of the psychological mystery drama. This is the first time that Mr. and Mrs. Mason have appeared together in a radio series.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Direct sale.

Cost: On request.

Audition Facilities: Transcriptions; will pipe live talent.

Date Created and/or Produced: June, 1949.

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

The John J. Anthony Hour

Ever since 1936 John J. Anthony has captured listening audiences in such quantities to result in his program being never without a commercial sponsor. His name has become a by-word internationally and his human relations program is known to everyone. This is the first time that his famous program has been released for local or regional advertisers on a transcribed basis.

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

Guess Appearance

With big name stars . . . plus audience participation angle. Combines three biggest elements of most successful air-shows . . . variety show, audience participation . . . and stunts.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.

Audition Facilities: Will pipe live talent.
Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

The Haunting Hour

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

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Automobile & part dealers, furniture & department stores, food & beverage cos.

Cost: On request.

Number of Episodes Available: 52.
Audition Facilities: Transcriptions.

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

Heart Of The Nation

Show revolves around a true, usually little known, story of the Wabash Valley region. Four or five musical selections set stage for story, which is told in dramatic narrative form with mood music and sound effects for emphasis. Stories concentrate on boosting region's history and heritage, as an asset to the future.

Availability: Live talent; uses ET music.
Running Time: 30 minutes.
Client Suitability: Any client.
Cost: On request.

Number of Episodes Available: 52, with one more each week.

Audition Facilities: Transcriptions.
Submitted by: WAOV, The Sun Commercial Co., Grand Hotel, Vincennes Ind.

Hill Country Ballad

Some of America's saltiest and most delightful story material exists in the ballads of the Ozark region. "Hill Country Ballad" presents these stories in dramatized form, augmented by excerpts from the original ballad, sung as a kind of dramatic narration. Each broadcast tells one complete story with the ballad singer and his guitar threading in and out of the dramatization as the story unfolds.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Banks, department stores, public utilities, breweries.

Cost: \$528.30 (Time & Talent).

Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.
Date Created and/or Produced: May 15, 1949.

Submitted by: KMOX, 401 So. 12th St., St. Louis 2, Mo.

Allred Hitchcock, Spencer Tracy, Sinclair Lewis and scores more. Among the titles are "A Connecticut Yankee," "Alice in Wonderland," "Tale of Two Cities," "Groat Expectations." They are performed under top flight direction by top flight stars of stage, radio and screen.

Availability: E. T.
Running Time: 30 minutes.

Client Suitability: All types.
Cost: Based on market.

Audition Facilities: Transcriptions.
Date Created and/or Produced: In production.

Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, O.

Five Minute Mysteries

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

Availability: E. T.
Running Time: 5 minutes.

Client Suitability: Jewelers, auto & parts dealers, druggists, appliance & furniture stores.

Cost: On request.

Number of Episodes Available: 260.
Audition Facilities: Transcriptions.

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

Four Star Playhouse

Loretta Young, Rosalind Russell, Fred MacMurray & Robert Sterling are starred as a permanent repertory company, with alternate stars featured weekly. Dramas are selected from prize winning Cosmopolitan magazine stories by such leading writers as Edna Ferber, Vina Delmar and others.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Institutional or direct sales.

Cost: On request.

Audition Facilities: Transcriptions; will pipe live talent.

Date Created and/or Produced: April, 1949.

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

Fu Manchu

Fu Manchu . . . from the best sellers of two decades. The insidious Dr. Fu Manchu . . . the most fascinating arch-villain of modern times, by the internationally famous author, Sax Rohmer. Thrillingly different half-hour dramatic series . . . each story a complete adventure. Script adaptations by well-known Broadway playwright, M.C.'d by Sax Rohmer in person.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.

Audition Facilities: Will pipe live talent.
Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

HERE'S THE ANSWER

to

A SPONSOR'S NEED FOR A NEW IDEA IN JUVENILE PROGRAMS

to

A station's desire for action-packed wonder-tales that hold week after week.

Listener tie-in following

to

PARENTS WHOSE WITS-END DEMANDS ARE FOR WHOLESOME SERIALS

MURDER

WITHOUT

VICE & DEATH

LUST

CRIME & BLOOD

KILLING

SEX-IMPULSE

It's the "CASTLE LAND of the SKY!"

Radio's most imaginative, thrill-packed serial ever offered to advertisers and stations.

A cast of millions.

Adventurous flying horsemen.

Knights in full armored regalia.

21 years in the making.

Drama, folklore, legends.

Pageantry, glamor, romance.

Giants, witches, princesses.

AND MOST SENSATIONAL OF ALL

"SQUAREFLYER," the jet propelled magic humming bird, with speed faster than light itself. Exotic. Super-natural.

A SUPER-PRODUCTION.

AGAIN IT'S

"CASTLE LAND of the SKY" presenting the greatest radio acting talent ever put together. An endless parade of new and exciting "WUNDER-TALES."

"A SERIAL WITHOUT A PEER"

Dynamic — Fast Moving — Thrilling

WRITTEN AND PRODUCED BY

GEORGE ELLSWORTH MELLON PRODUCTIONS, INC.

3315 WEST FIFTH STREET

LOS ANGELES 5, CALIFORNIA

"Producing Gems of the Universe."

WRITE FOR AUDITION RECORDS AND FULL PARTICULARS.

ADULT DRAMATIC

Client Suitability: Drug manufacturers, all products appealing to women of all ages.
Cost: Minimum rate \$5.00. Increases based on size of market and station.
Number of Episodes Available: 260.
Audition Facilities: Transcriptions.
Date Created and/or Produced: July, 1949 and continuing.
Submitted by: Charles Michelson, Inc., 23 West 47th St., New York 19, N. Y.

Johnny Lujack Of Notre Dame

Johnny Lujack, the famous Notre Dame All-American football star, is presented in this series as a typical American hero in healthy stories of daring, adventure and mystery. Each drama is a complete story.
Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting 30 Rockefeller Plaza, New York 20, N. Y.

Life's A Circus

Starring Pat O'Brien, this half-hour excursion into the land of sawdust and spangles is the story of Pat Bane and the circus he owns. Pat's job is a full time one, full of humor, pathos and danger. He is the Mr. Fix-It and Father Confessor of his family of circus people and the townsfolk too come to Pat with their troubles.
Availability: Live talent; E.T.
Running Time: 30 minutes.
Client Suitability: All types.
Cost: On request.
Audition Facilities: Transcriptions; will pipe live talent.
Date Created and/or Produced: 1948.
Submitted by: Nate D. Slott, 1530 N. Formosa, Hollywood 46, Calif.

London Playhouse

Second year series of weekly transcribed programs with internationally celebrated stars in well-known films and plays of the London stage. Offers in the parts they originally created: Robert Donat, John Mills, Margaret Lockwood, Trevor Howard, Celia Johnson, Robert Morley, Phyllis Calvert, Robert Newton, Deborah Kerr, Alec Guinness, Ann Todd, Emyln Williams, Stewart Granger, Jean Simmons, Alistair Sim, and others.
Availability: E. T.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: 78.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Early 1948.
Submitted by: Towers of London, Ltd., 37 West 46th St., New York 19, N. Y.

The London Story

John Mills, celebrated star of "Great Expectations" and other English films, in weekly dramatization of a story by well-known English authors: H. G. Wells, Rudyard Kipling, Sir Arthur Conan Doyle, Somerset Maugham, H. E. Bates, Graham Greene and others. Mills acts as narrator and frequently plays lead in dramatization. Stories run gamut from horror, mystery, suspense to polite comedy, romance, farce, etc. A distinctive series with great popular appeal.
Availability: E. T.

Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: 39.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 1, 1949.
Submitted by: Towers of London, Ltd., 37 West 46th St., New York 19, N. Y.

Mercer McLeod—The Man With The Story

Mercer McLeod, world traveler, actor and writer, brings to life a world of legendary fantasy with dramatically-told stories of adventure, suspense, mystery . . . many from his own pen. Portraying all male characters, his astounding voice changes and keen sense of pacing give McLeod's stories a reality that is inescapable. Reta McLeod, his talented wife, plays all feminine parts. Music and sound effects round out this unusual production.
Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Food & beverage dealers, auto & parts dealers, furniture cos.

Cost: On request.
Number of Episodes Available: 52
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Mike-Ing History

Famous historical events live anew in breath-taking, "on-the-scene" accounts by the mike masters of today.
Availability: E. T.
Running Time: 5 minutes.
Client Suitability: All types.
Cost: \$2.00 per show, per station and upward, net.

Number of Episodes Available: 78
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Transcription Sales, Inc., 117 West High St., Springfield 35, Ohio.

Modern Romances

Modern Romances is a dramatic program which is based on down-to-earth stories suggested by Dell Publishing Co.'s very popular magazine of the same name. As a source of material, this magazine provides strong, sincere and appealing story lines for adaptation. Modern Romances deals with the many problems which present themselves in most every romance, and offers a well thought-out and logical solution.
Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Mr. President

An absorbing dramatic show starring Edward Arnold, MGM's distinguished character actor, in the title role. It presents true but little-known episodes in the lives of American Presidents. It unfolds with suspense from the opening question, "Which of our presidents was I when this incident took place?"—and builds clues right up to the closing minute. A show that's popular with the entire family.
Availability: Live talent.
Running Time: 30 minutes.

Client Suitability: Auto and auto accessory dealers, banks, financial and insurance firms, furniture, department and clothing stores, foods, building suppliers, household goods, etc.

Cost: Ranges from \$7.50 to \$360.00 weekly depending on market.
Number of Episodes Available: Once weekly.
Audition Facilities: Arranged upon request.

Date Created and/or Produced: February 1, 1948.
Submitted by: ABC Co-operative Program Sales Dept., 7 West 66th St., New York 23, N. Y.

My Good Wife

A thoroughly captivating story of a happy marriage in the wilds of Westchester, starring Arlene Francis and John Conte. Two of the most charming actors in radio combine their talents to make "My Good Wife" a delightful experience in radio listening.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Institutional or direct sale.

Cost: On request.
Audition Facilities: Transcriptions; Will pipe live talent.
Date Created and/or Produced: June, 1949.

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

My Prayer Was Answered

A powerful inspiring radio series. Each dramatized story actually happened. Everybody during their life has resorted to prayer at one time or another and in these stories, each of which is so unusual as to be awe inspiring, you will see how these peoples prayers were answered. Cast is by top Hollywood talent. Hanley Stafford, Loreen Tuttle are but a few of the fine artists used.

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Funeral homes, local retail merchants of dignified products, furniture associations, insurance agents, utility companies.

Cost: Minimum rate \$5.00. Increases based on size of market and station.

Number of Episodes Available: 39.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Current.
Submitted by: Charles Michelson, Inc., 23 West 47th St., New York 19, N. Y.

My Silent Partner

Starring Faye Emerson, "My Silent Partner" is a completely charming story of an advice counselor, who adopts as her silent partner, a mythical person named Mr. Abernathy. Her penchant for remembering all manner of unrelated facts provokes one amusing situation after the other, but with the helpful assistance of Mr. Abernathy, everything turns out for the best.
Availability: Live talent.
Running Time: 30 minutes.

Client Suitability: Cigarettes, cigarettes, candy, etc.

Cost: On request.
Audition Facilities: Transcriptions; Will pipe live talent.
Date Created and/or Produced: June, 1949.

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

Mystery Is My Hobby

This brilliantly logical thrill-picked half-hour series was written, enacted and produced by those who 'know their theater.' It packs a solid punch, and the high quality of production makes it a programming achievement for any station or sponsor. Starring Glenn Langan, this series is a definite sales and prestige medium.
Availability: E.T.

Running Time: 30 minutes.
Client Suitability: Various.
Number of Episodes Available: 78 half-hours.

Date Created and/or Produced: Created 1944 for live network. First series 26 shows transcribed 1947. Last series 52 shows transcribed 1949.
Submitted by: Lawrence Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

Obsession

Another MacGregor recorded production, is a highly dramatic show designed for exactly what it implies—an Obsession—for murder, fear, hate, love and compassion—it boasts outstanding artists—names such as Vincent Price, Mary Anderson, Ruth Warrick, John Loder, Bonita Granville, Jane Wyatt, Susan Hayward and others—backed by strong supporting casts.
Availability: E. T.

Running Time: 30 minutes.
Client Suitability: Men's clothing, banks, steel companies, biscuit companies, furniture companies, department stores, etc.

Cost: On request.
Number of Episodes Available: 26.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948-1949.
Submitted by: C. P. MacGregor, 729 South Western Ave., Hollywood 5, Calif.

Out Of The Night

True stories from all over the world, dramatized in exciting variety. These factual tales are a mixture of mysteries, human-interest stories and dramatic events from the world's authentic files.
Availability: E.T.

Running Time: 15 minutes.
Client Suitability: Motor agencies, bakers, furniture dealers, etc.
Cost: Minimum \$4.00.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Grace Gibson Radio Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

*trans-continental
television, inc.*

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FOR TELEVISION

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The Playhouse Of Favorites

The best and most popular works of such immortal authors as Dickens, Stevenson, Dumas, de Maupassant, Irving and Balzac are the stories dramatized here in brilliant radio editions. "A Tale of Two Cities," "Rip Van Winkle," "Little Women," "The House of the Seven Gables," "Adventures of Tom Sawyer" are among the tales of adventure, romance, excitement, comedy and pathos brought to radio by such stars as Les Tremayne, Signe Hasso and John Caradino.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Banks, insurance companies, department stores, food and beverage companies, automobile and parts dealers.

Cost: On request.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Police Line-Up

The dramatic stories of the law enforcement agencies at work. The day to day adventures of the men and women who stand constant vigil against crime. The official reports that come direct from the Police Line-Up. Produced and directed by Himan Brown.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any type of client who wants to reach the entire family.
Cost: On request.
Audition Facilities: Will pipe live talent.
Date Created and/or Produced: May, 1949.

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

Radio On Call

The only show of its kind with actual stories of how stations stood by in time of emergency. Sold in campaign form by our bonded managers and sales crews, together with colored banners showing call letters of station and position on dial. Free awards for best answers to question concerning audience, revenue and station prestige.

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: General.
Number of Episodes Available: 26.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January, 1949.

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

Radio Theatre Of Famous Classics

Thirty minutes each week, featuring a complete dramatization of a famous story by one of the world's greatest authors. The cast features an outstanding group of Hollywood, Broadway and network players.

Availability: E.T.
Running Time: 30 minutes.
Client Suitability: Department stores, banks, book stores, record shops.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948-1949.

Submitted by: Transcription Broadcasting System, Ritz Towers, Park Ave. & 57th St., New York 22, N. Y.

Richard Diamond

Dick Powell, as a hard boiled private investigator, who becomes involved in all manner of strange and alarming cases. Written by Bob Rife, one of radio's outstanding mystery writers. Richard Diamond is one of the most exciting adventures in crime ever heard. Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Tobacco, toilet articles, auto accessories, etc.

Cost: On request.
Audition Facilities: Transcriptions; Will pipe live talent.
Submitted by: Nation Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Romance Of Famous Jewels

Exciting tales surrounding the fabulous gems of history. Stories of how men have fought and died and how beautiful women have plotted and schemed to possess these gems. Dramatizations with factual documentation.

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Jewelers, bakers, dept. stores, women's apparel, beauty shops.
Cost: Minimum \$4.00.

Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Grace Gibson Radio Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

Scattergood Baines

Currently on the Mutual Network each Wednesday, Scattergood Baines is based on the beloved character of fiction created by Clarence Buddington Kelland. Each week Scattergood tackles a new problem, one that may involve a local love match, a visiting big-city Confidence Man, a post-war adjustment, or a simple domestic upheaval. But whether Scattergood is aiding the cause of matrimony or solving a local crime, his program is always humorous and suspenseful.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Submitted by: Wilbur Stark-Jerry Layton, Inc., 551 Fifth Ave., New York 17, N. Y.

The Sealed Book

Network mystery calibre half hour show transcribed by top flight cast. Directed by outstanding director, Jock MacGregor. Each show complete in itself with unusual surprise ending. Already sponsored many large cities with high Hooper ratings. 11.6 New York, 9.8 Chicago, 9.7 Los Angeles. A sure-fire audience capturer, will stand out on any stations program schedule, mystery at its best companion series to "The Avenger".

Availability: E.T.
Running Time: 30 minutes.
Client Suitability: Auto dealers, brewers, jewelers, furniture, appliance dealers, public utilities, roofing and lumber companies, coal dealers, dept. stores.
Cost: Minimum rate \$10.00. Increases based on size of market and station.

ADULT DRAMATIC

Number of Episodes Available: 26 half hours.

Audition Facilities: Transcription.
Date Created and/or Produced: Current.
Submitted by: Charles Michelson, Inc., 23 West 47th St., New York 19, N. Y.

Secrets of Scotland Yard

Second year series of weekly transcribed programs of authentic crime stories taken from case books of Scotland Yard, hosted by Clive Brook, noted actor and student of crime, and Percy Hoskins, for the past 25 years crime reporter of London "Daily Express," informally known as the present-day Scotland Yard's "Dr. Watson." Authentic "Yard" material is assembled by Percy Hoskins.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: 104.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Early 1948.
Submitted by: Towers of London, Ltd., 37 West 46th St., New York 19, N. Y.

Stand By For Adventure

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

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Clothier's, auto and parts dealers, food and beverage companies.
Cost: On request.
Number of Episodes Available: 78.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Strange Adventure

Highly interesting and exciting five minute dramatic stories narrated by Pat McGeehen, one of the best radio actors in Hollywood today (Red Skelton Show). Good programming with five minute newscast or change of pace with disc jockey show.

Availability: E. T.
Running Time: 5 minutes.
Cost: \$2.00 per episode, minimum; \$10.00 per episode, maximum.
Number of Episodes Available: 260 five-minute programs.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

Strange Wills

Programs deal with the strange stories behind strange wills made by strange people. An analysis of 8,000 actual wills resulting in a dramatic series actually stranger and more exciting than fiction. 9.8 Coast Hooper rating. Brilliant Hollywood cast and musical background. Exceptional production.

Availability: E. T.
Running Time: 30 minutes.
Cost: \$7.50 per episode, minimum; \$275.00 per episode, maximum.
Number of Episodes Available: 26 half-hour programs.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1947.
Submitted by: Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

Tales Of The Supernatural

Thrilling radio adaptations of the classic bests in fantasy and mystery. Strange and weird tales spiced with suspense.

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Motor agencies, bakers, furniture, etc.
Cost: Minimum \$4.00.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Grace Gibson Radio Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

This Is (City)

An announcer and engineer with tape recorder go from top to bottom of a local industry or activity, talking with people about their jobs and about the organization. In San Diego, the series has already covered the gas & electric company, telephone and the North Island Naval Air Station. Planned are the tuna fishing industry, aircraft manufacture, the Santa Fe Railroad, etc. Series is recorded on the spot with authentic sound background.

Running Time: 30 minutes.
Client Suitability: Institutional or as an excellent means of introducing new clients to radio. Also fine for cementing current accounts.
Date Created and/or Produced: June 10, 1949.
Submitted by: KCBQ, Fifth & Ash, Columbia Corner, San Diego 1, Calif.

Till The End Of Time

Living pages of supreme romance in the loves and lives of the great music composers. Full symphony orchestra furnishes theme and incidental music. Stories are exciting, down-to-earth, yet valuable as educational documentaries.

Availability: E.T.
Running Time: 30 minutes.
Client Suitability: Department stores, jewelers, furniture stores, bakers, service companies, etc.
Cost: Minimum \$6.50.



The BEST In TRANSCRIBED PROGRAMS

For 19 years we have served agencies, stations, and sponsors. Our transcribed programs have played on more than 1,000 stations. If the type of show you wish is not listed below, let us build it for you.

SYNDICATED SHOWS NOW AVAILABLE

"THE SPICE OF LIFE"	39	1/2-hour shows
<i>Musical variety show, big cast, completely in rhyme! Terrific!</i>		
"THE TEXAN"	52	1/2-hour shows
<i>Thrilling Western drama, featuring characters in TEXAN COMIC MAGAZINE</i>		
"THE FAMILY ALBUM"	78	1/4-hour shows
<i>Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede</i>		
"GLORIA CARROLL ENTERTAINS"	78	1/4-hour shows
<i>Starring Gloria Carroll, and Frank Bell and "The Belltones"</i>		
"THE BAND CONCERT"	26	1/4-hour shows
<i>England's greatest concert bands, superbly recorded</i>		
"THE HOLLAND ENGLE SHOW"	260	1/4-hour shows
<i>With Elmira and the Spotlights, in a musical merry-go-round of sparkling programs</i>		
"ADVENTURES OF BUDDY BEAR"	26	1/4-hour shows
<i>The most lovable, adventurous playmate a child ever had!</i>		
"UNSOLVED MYSTERIES"	39	1/4-hour shows
<i>Dramatizations of true mysteries as yet unsolved</i>		
"ONE I'LL NEVER FORGET"	156	5-minute shows
<i>Unusual sports stories, starring Jack Stevens</i>		
"FAR-AWAY LAND"	52	1/4-hour shows
<i>Fairy tales for children, unusually told</i>		
"DAN DUNN SECRET OPERATIVE No. 48"	78	1/4-hour shows
<i>Juvenile series based on famous newspaper cartoon strip</i>		
"UNCLE JIMMY"	156	1/4-hour shows
<i>Daytime family serial, starring William Farnum</i>		
"HISTORY IN THE MAKING"	52	1/4-hour shows
<i>Dramatizations of outstanding historical events</i>		
"FURS ON PARADE"	39	1/4-hour shows
<i>Sponsored successfully by hundreds of fur retailers. 1949-1950 edition now ready.</i>		
"A CHRISTMAS CAROL"	1	1/2-hour show
<i>Original one-half hour adaptation starring Tom Terriss</i>		
"ADVENTURES IN CHRISTMASTREE GROVE"	15	1/4-hour shows
<i>Sponsored annually by more than 300 department stores.</i>		
"SANTA'S MAGIC CHRISTMAS TREE"	15	1/4-hour shows
<i>Another outstanding Christmas holiday promotion</i>		

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

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140 BOYLSTON STREET ★ BOSTON, MASSACHUSETTS
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Manufacturers of Transcription Playback Machines

OPEN-END TV SHOWS AVAILABLE ON FILM!

"THEATRE TIME"—half-hour dramatic series, each show featuring a "name" star. Luise Rainer, Chester Morris, and others. Suspense, comedy, romance, etcetera.

"ADVENTURES IN CHRISTMASTREE GROVE"—TV version of the famous transcribed radio series, featuring the Gordon Bennett Marionettes. 15 1/4-hour shows, for toy department.

"FURS ON PARADE"—TV version of famous transcribed series. 26 1/4-hour shows, for use by fur retailers.

WE ARE NOW PREPARED TO RENDER A COMPLETE TV COMMERCIAL SPOT FILM SERVICE. ANIMATED SPOTS A SPECIALTY.

Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Grace Gibson Radio Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

The Troys Of Gay Street

Jeff and Haila Troy are the gay young married couple popularized in books, magazines and motion pictures — by Kell-Ross. Haila knows Jeff has a magnificent brain and an uncanny ability to solve crimes. She knows there are many unclaimed rewards for the capture of criminals, stolen merchandise, etc. Haila ferrets these out and inveigles Jeff in to the web of danger, mystery and romance.
Availability: Live talent.
Running Time: 30 minutes.
Cost: \$3,000.00.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September, 1948.
Submitted by: Ra-Best Features, Inc., 522 Fifth Ave., New York 18, N. Y.

The Unexpected

Fifteen minutes of drama, adventure, comedy, suspense, variety, with a double punch and an ironic twist at the end, featuring such stars as Marsha Hunt, Lyle Talbot, Jack Holt, Jackie Cooper, Binnie Barnes, Barry Sullivan, Marjorie Riordan, Steve Cochran, etc.
Availability: E.T.
Running Time: 15 minutes.
Cost: 25 per cent of national class "A" station time.
Number of Episodes Available: 39.
Audition Facilities: Transcriptions.
Submitted by: Universal Recorders, Inc., 6757 Hollywood Blvd., Hollywood 28, Calif.

The Weird Circle

The works of such masters as Hugo, Dumas, Balzac, Poe and Dickens are represented in this series of dramatic adaptation of fantasy and mystery

classics. Among the world-famous tales heard are "The Fall of the House of Usher," "The Hand," "Jane Eyre," "The House and the Brain" and "Declared Insano"; all different and all unexcelled examples of top mystery drama.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Number of Episodes Available: 78.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

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.
Running Time: 15 or 30 minutes.
Cost: On request.
Audition Facilities: Will pipe live talent.
Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

Where Are They Now

Nostalgic half-hour recalling the great names of the past and the things that made them famous. The "name" is then brought on and tells the audience what they are doing now: e.g. renowned prize fighter who now runs a restaurant, etc.
Availability: Live talent.
Running Time: 30 minutes.
Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

Invitation To Fame

A sock dramatic half-hour with a gimmick enabling the members of the radio audience to earn a large cash prize, plus a genuine "Invitation To Fame." Scripts by four top writers, specialists in comedy, mystery, drama and suspense; direction by Alan M. Fishburn; Music

ADULT DRAMATIC

by Morris Marnersky. Local tests indicate a weekly mail-pull of 100,000 on network basis.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$3,500 weekly (plus prizes)
Audition Facilities: Recordings, with full-size orchestra and large cast.
Submitted By: Phoenix Productions, Inc., 1351 N. State St., Chicago, 10, Ill.

M-G-M Theatre Of The Air

A full hour of dramatic entertainment—once each week. Host is Howard Dietz, MGM executive and Broadway musical writer. Marx Loeb directs the 60-minute radio dramatizations of MGM screen properties featuring top flight stars. Raymond Katz is the producer. Edgar Small is assistant director. Joel Herron's Orchestra provides good music. Deborah Kerr in "Vacation From Marriage," Burgess Meredith in "Married Bachelor," Margaret O'Brien in "Youngest Profession," Edward Arnold in "Stranger in Town," Charles Laughton in "Canterville Ghost," Brian Aherne in "H. M. Pulham, Esq.," John Garfield in "Prizefighter and Lady," Fredric March and Florence Eldridge in "Citadel," Marlene Dietrich in "Anna Karenina," Van Heflin in "Johnny Eager" and Margaret Sullavan in "Shopworn Angel."
Availability: E. T.
Client Suitability: All types.
Cost: On request.

Number of Episodes Available: 11
Audition Facilities: Transcriptions.
Submitted by: MGM Radio Attractions & WMGM, 711 Fifth Ave., New York 22, N. Y.

Taken From Life

America's most-quoted psychologist,

Dr. George W. Crane, in half-hour weekly dramas. "Taken From Life" is based on true life stories, offers proven, constructive aids to happiness. Backed up by Dr. Crane's 20,000,000 daily newspaper circulation; his tremendous radio following and merchandising aids which have pulled 8,000 letters a week on one Chicago outlet alone.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$4,750 weekly, including orchestra.
Audition Facilities: Will audition; scripts and outlines available.
Submitted by: Phoenix Productions, Inc., 1351 N. State St., & Hopkins Syndicate, 222 N. Michigan Ave., Chicago, Ill.

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 to save a man's life; 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 sugarcane fields; a wireless message from a dead operator, saving a ship from collision; and others. Sponsored in more than 100 cities.

Availability: E. T.
Running Time: 15 minutes.
Cost: Depends on market.
Number of Episodes Available: 39.
Audition Facilities: Transcriptions.
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

1949 ★ DRAMATIC SERIAL ★ 1950

Betty & Bob

The same engrossing story of American life that captivated millions for eight years as a sponsored network serial, but with all new, dynamic material. Much of the same cast and the same crack team of writers and directors who created and popularized the program are here to make "Betty" (Arlene Francis) and "Bob" (Carl Frank) more than ever the "best-known couple in daytime radio."
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number of Shows Available: 390.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Extempore Theatre

Cast of moderator, organist and four actors from a local little theatre. Listeners submit situations which are outlined to the actors. They then have five or ten minute periods in which to

ad lib through the situation.
Availability: Live talent.
Running Time: 30 minutes.
Cost: Actors usually available on return-promotion basis, moderator and organist according to local market and union scale.

Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 10, 1949.
Submitted by: KCBO (through Beulah Richardson, Globe Theatre), Fifth & Ash, Columbia Corner, San Diego 1, Calif.

Follow That Cab

Mystery adventure series starting each episode with passengers in the taxi, leading into a comedy situation-adventure-written by top comedy mystery writers and successfully pre-tested on Molle Mystery Theatre twice with high ratings.
Availability: Live talent; E. T.
Running Time: 30 minutes.

Cost: \$2,400.
Number of Episodes Available: 3.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January, 1949.
Submitted by: Laurence Hammond Productions, Inc., 45 East 51st St., New York 22, N. Y.

They & Your Dollar

A dramatic and documentary story on the functioning of the Marshall Plan. Recorded in Europe "You and Your Dollar" tells the story of the rehabilitation of 13 European communities in France, Italy, Holland, Belgium and Great Britain. Here is a thoroughly popular way of explaining how the dollar of an average American taxpayer is helping to rebuild Western Europe and strengthen the heritage of democracy.
Availability: E.T.
Running Time: 15 minutes.
Cost: On request.
Number of Episodes Available: 13.
Audition Facilities: Transcriptions.

Date Created and/or Produced: June, 1949, ready for distribution December, 1949.
Submitted by: Ted Hudes Radio Productions, 17 East 42nd St., New York 16, N. Y.

Wrightville Folks

Refreshingly naive rural comedy-drama based on day-to-day events of typical old-time New England village. Principal roles taken by three of radio's outstanding rural-character players. Paul Lucas, the original "Seth Parker" in Phillips Lord's former "Old Fashioned Singing School" serial, writes the program and plays top role. Effective electric-organ music bridge. Series is produced in Hartford, and designed for five quarter-hour presentations a week.
Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 13, 1949.
Submitted by: WTC, 26 Grove St., Hartford 15, Conn.

This high-popularity show for low co-op cost!

Piano Playhouse, ONE OF the most popular musical programs on the air, is available to you as a low cost co-op show.

Weekly, such celebrated recording artists as Jesus Maria Sanroma, soloist with the Boston Symphony, Eugene List, famed Potsdam pianist, Rosalind Tureck, outstanding exponent of Bach, the world famous Philharmonic Piano Quartet, Appleton and Field, Ray Lev, Earl Wild, and many others lend prestige to the show.



12:30—1:00 pm
EST
11:30—12 noon
CST
12:30—1:00 pm
MST
11:30—12 noon
PDT

PROGRAM PRODUCED BY MAGGY FISHER

Jazz artists, such as Teddy Wilson, Art Tatum, Skitch Henderson, Mary Lou Williams, Earl Hines, and Johnny Guarneri display their musical genius.

Milton Cross, distinguished commentator for the Metropolitan Opera broadcasts, presides over the whole tuneful proceedings, aided by the celebrated piano duo of Cy Walter and Stan Freeman.

Piano Playhouse is already enthusiastically sponsored by
music stores • record shops • piano manufacturers • theatres • auto supply
stores • banks • bottlers • building supply yards • furniture and
fur stores • jewelers • and office suppliers.

Tie in your sales message with this famous network show with all its glamour and prestige, plan your weekly display to coincide with its scheduled artists.

Let Piano Playhouse sell for you!

Ask your ABC representative today for full details about local rates, or write, phone, or wire,

ABC American Broadcasting Company
CO-OPERATIVE PROGRAM DEPT. • 7 WEST 66th STREET • NEW YORK
WATCH FOR THE NEW PIANO PLAYHOUSE MGM ALBUM — NOW AVAILABLE

1949 ★ AGRICULTURAL ★ 1950

Channing Cope From Yellow River Farm

A remote show direct from the Yellow River Farm of Channing Cope, newspaperman, farmer and author of the recent "Front Porch Farmer." Mr. Cope's wife acts as "Madame Secretary" and Cope's cook gives recipes. All in all it is an informal and informative half hour.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Any.

Cost: \$25.00 per show.

Number of Episodes Available: 15 minutes five days per week.

Submitted by: WCOM, P. O. Box 4626, Atlanta, Ga.

Facts For Farmers

Instead of farm information being read from studios (based on wire and mail material) by direct line show originates Monday through Saturday, 12:35-12:45 P.M. from Clemson College Extension Service. Top authorities on all phases of agriculture appear on the show on rotating schedule, plus on the scene wire recorded interviews on farms, 4-H projects, Farm Bureau meetings, etc. One man (radio specialist) handles MC role as "Voice of Clemson."

Availability: Live talent.

Running Time: 10 minutes.

Client Suitability: Dealers in farm machinery, implements, feed and seed accounts, motor concerns.

Cost: On request.

Number of Episodes Available: 5 a week.

Audition Facilities: Transcriptions.

Date Created and/or Produced: Spring, 1949.

Submitted by: WIS, Columbia, S. C.

Farm And Ranch Reporter

A complete report of daily market reports, from the leading centers. Includes all the grain reports, and information of value to the rancher, farmer and stockman. Information supplied by the U. S. Department of Agriculture, the University of Wyoming Extension Service, and information from the local agricultural adviser.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Feed dealers, equipment dealers, hardware dealers, ranchers, foods.

Cost: On request.

Date Created and/or Produced: June 6, 1949.

Submitted by: KVOG, P.O. Box No. 2090, Casper, Wyo.

Farm Commentary

County ACA. Chairman of Randolph County ACA gives commentary on farm problems, complete information on crop controls and etc.

Availability: Live talent; E.T.

Running Time: 5 minutes.

Client Suitability: Any client appealing to farm audience.

Number of Episodes Available: 5 per week.

Audition Facilities: Transcriptions.

Date Created and/or Produced: March 1, 1949.

Submitted by: Asheboro Broadcasting Co. Inc., WGWR, 303 East Salisbury St., Asheboro, N. C.

Farm Fare

News for farmers and their families, specially written from the most authoritative agricultural sources.

Availability: Live talent.

Running Time: 5 minutes.

Cost: Supplied as part of INS service to radio stations.

Number of Episodes Available: Supplied five days per week.

Submitted by: International News Service Radio Dept., 235 East 45th St., New York 17, N. Y.

Farm Report

A complete daily report of local state and national markets, full agricultural news coverage and music. Program features on the spot interviews with county agents and other representing fields of interest to rural listener. Special portion for veterans is regular feature. Complete show handled by Dick Kathe who has wide background in agriculture.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Farm implements, etc.

Audition Facilities: Transcriptions.

Date Created and/or Produced: Spring, 1948.

Submitted by: WGAR, Hotel Statler, Cleveland 1, O.

The Farm Service Hour

Farm director, Joe Grear, gives news, farm information, spray service, farm weather 'casts, news of farm sales—farmers and truck gardeners rely on his info-wire recorded interviews in the field where farmers are working adds "gimmick".

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Feeds, farm supplies, coffee, shippers.

Cost: On request.

Number of Episodes Available: Unlimited.

MILDRED FENTON PRODUCTIONS

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New York City
PLaza 9-8266

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GREATER Buy!**

Power!

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50,000 watts, in the middle of
the dial, and at the lowest rate of any
major station in this region.
Start scheduling this *greater value now!*

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Guardian Bldg., Detroit 26, Mich.

J. E. Campeau, *President*
Adam J. Young, Jr., Inc., *National Rep.*
H. N. Stovin & Co., *Canadian Rep.*

MUTUAL BROADCASTING SYSTEM

AGRICULTURAL

Audition Facilities: Transcriptions.
Date Created and/or Produced: January
1, 1949.
Submitted by: WQUA, Radio Center,
Moline, Ill.

Farmer Jones

This Monday-through-Saturday program is a magnet for farmers and other persons living in agricultural areas near Philadelphia. Howard Jones, veteran announcer and commentator, broadcasts from his Montgomery County farm, giving market reports, crop conditions, and other pertinent information of value to listeners in rural districts.

Availability: Live talent.
Running Time: 55 minutes.
Client Suitability: Home appliances, home furnishings, farm supplies, foods, participation.
Cost: \$50 talent net plus station time.
Number of Episodes Available: Six weekly.
Date Created and/or Produced: March, 1948.
Submitted by: WFIL, Widener Bldg., Philadelphia 7, Pa.

Growers Journal

Consist of market reports important to Imperial Valley farmers, agriculture news of importance from around the world and a daily guest from a local farm organization. Having a daily guest adds a great personal touch to the Growers Journal keeping the reporter as well as the listeners up to date on the latest local farm happenings.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Clients appealing to wealthy farmers.
Cost: \$4.25 per day, 5 or 6 days per week.
Date Created and/or Produced: May 20, 1949.
Submitted by: KXO, El Centro, Calif.

KFEL Farm Reporter

Personable Gus Swanson "talks it over" with early-morning listeners in the Rocky Mountain region from 6:15 to 7:00 A.M. daily. Program includes agriculture and livestock news releases; wire recordings of his field trips throughout the midwest to livestock and agricultural meetings, 4-H and FFA meetings, stock shows and sales, and State Fairs; weather information; and an occasional musical record.

Availability: Live talent.
Running Time: 45 minutes.
Client Suitability: Farm products, farm equipment, manufacturers, agricultural businesses.
Cost: On request.
Number of Episodes Available: Broadcast daily, Monday through Saturday.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January, 1948.
Submitted by: KFEL, Albany Hotel, Denver 2, Colo.

KURV Farm Edition

Features farm news delivered by one of the top agricultural men in the Rio

Grande Valley, Cliff Brown. Each morning "Red" Oswalt, Hidalgo County Agriculture Agent, talks to farmers about farming problems, planting, irrigation, and cultivating. Controversial farm questions are discussed on this program by the average farmer . . . agricultural leaders and interested personnel.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Feed & seeds, implements dealers, tractor dealers, insecticides, fertilizers.
Cost: \$30.00 per broadcast . . . participating spots 1 time only \$5.00.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 1, 1949.
Submitted by: KURV, San Antonio Highway, Edinburg, Texas.

On The Farm Front

Daily five minute summary of the top farm news from Washington, written by a reporter with a rich background of farm news coverage.

Availability: Sample script.
Running Time: 5 minutes.
Client Suitability: Bank, auto repairs, building supplies, farm implements, feed store, savings ass'n, seed co., stockyards, tractors, etc.
Cost: Furnished as part of UP Radio News Report.
Number of Episodes Available: Seven times a week.

Submitted by: United Press Radio, 220 East 42nd St., New York 17, N. Y.

Piedmont Farm

Daily farm program with commentary, on-the-spot coverage of major agricultural events, interviews, and special broadcasts given over to farm organizations have made it an outstanding feature in the rich farming region of North Carolina.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Manufacturer and dealer in farm equipment—farm supplies.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September, 1948.
Submitted by: WSJS, Spruce St., Winston-Salem, N. C.

Report From The Farm

Designed to provide information of interest to farmers of Western Montana. Now sponsored twice weekly by Farm Bureau. All wire services. All government releases. Tie-ins with local extension services, employment offices. Tape recordings. Market reports and trends.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Client Suitability: Equipment companies, feed companies.
Cost: \$15.00 per show.
Number of Episodes Available: 3.
Audition Facilities: Transcriptions.
Date Created and/or Produced: May 3rd, 1949.
Submitted by: Mosby's Inc., KGVO, 132 West Front, Missoula, Mont.

1949 ★ AUDIENCE PARTICIPATION ★ 1950

The American Treasure Chest

This program is designed to highlight objects of historical interest, such as the desk at which William Harnden started the American Express Company, the four-pound watch and chain given to an early California stagecoach driver, etc. It is a participation show in that people are asked to search through their possessions and submit items connected with the building of this country.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Automobile manufacturers & dealers, banks, insurance cos.
Cost: \$1,092.65 Regional or \$2,516.58 T. C.
Number of Episodes Available: 2.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February 18, 1949.
Submitted by: KNBC, San Francisco, Calif.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Foods, super-markets, department stores, etc.
Cost: On request.
Number of Episodes Available: One weekly.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February, 1949.
Submitted by: WPOR, Chapman Bldg., Portland, Me.

Calling All Cooks

This is good listening, plus prizes—originating at the weekly WRVA Home-makers meeting in the WRVA Theater. Participants from the audience compete in questions about homemaking for valuable merchandise prizes and food baskets. Program gives helpful homemaking information in a setting of prizes for the lucky and fun for all.
Availability: Live talent.

Running Time: Participating.
Client Suitability: Any household item.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: March 17, 1949.
Submitted by: WRVA, Richmond 12, Va.

Carnival Of Fun

Highly entertaining program exclusively for children from theatre stage on Saturday mornings. Local talent, including singers and instrumentalists. Also, young children's quiz.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Baking co., jewelry, department stores, soft drink co.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: WBET, 60 Main St., Brockton 64, Mass.

Coffee Call

Kentuckiana favorite Jim Walton emceeds Monday-Wednesday-Friday morning fun-fest receiving ample support from organist Horbie Koch. Audience participation format allows flexibility for side-splitting stunts, quick quizzes, a popular song-fest time and spontaneous gags from good-natured Walton. All contestants awarded prizes. Participating sponsors award their products as prizes. Elaborate stage props permit sponsors' merchandise displays.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Foods, appliances, clothing.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: November 3, 1948.
Submitted by: WHAS, 6th & Broadway, Louisville, Ky.

The Better Half

The New Better Half program is an audience participation family fun show in which husbands compete individually against their wives for the title of Better Half in their respective families. The three family winners then compete for a jackpot prize. A new format employing a combination of music and fun makes a unique, different and entertaining program.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any and all family products.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September, 1948.
Submitted by: WOR, 1440 Broadway, New York 18, N. Y.

Bow Ties & Bow Kays

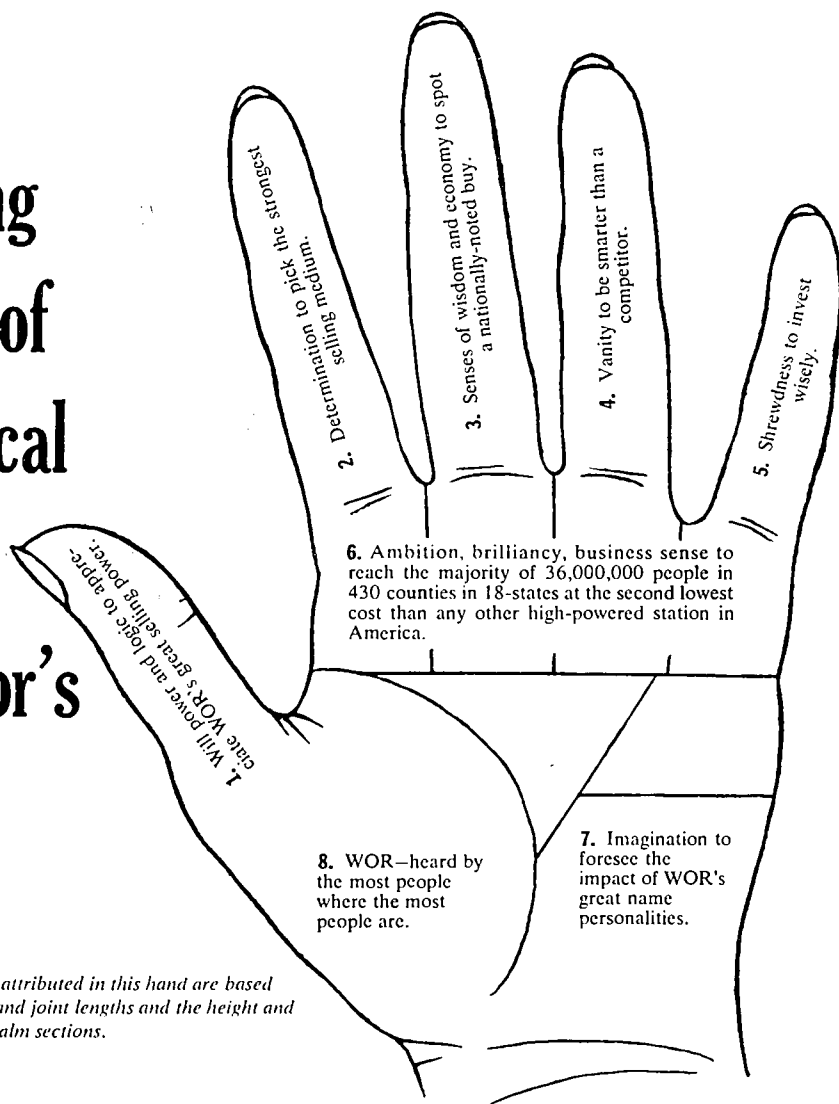
A mixed dish spiced with WSJS personalities Johnny Connors as MC, Isabel Shafer at the organ, and the vocal solo of Walter Carringer. Interviews, stunts, contests and prizes as awards, and a miniature bouquet to the lady participants and a "bow tie that lights up" for husband or boy friend.

Availability: Live talent
Running Time: 30 minutes.
Client Suitability: Food, drugs, soaps, department stores.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: March, 1949.
Submitted by: WSJS, Spruce St., Winston-Salem, N. C.

Brunch At The Lafayette

Portland's only audience participation show aired with network quality production, originates from Mayfair Room of Lafayette Hotel. Emceed by Ray Mercier, a "name" in this territory, show features half hour of stunts, gags, quizzes and community sing with substantial prizes going to the studio contestants.

reading
 chart of
 a typical
WOR
 sponsor's
 hand*



*the qualities attributed in this hand are based on the finger and joint lengths and the height and width of the palm sections.

"HOPALONG CASSIDY"



starring

WILLIAM BOYD

52-30 min. transcribed episodes now available

WCON, ATLANTA, GA., WITH 8 COMPETITIVE STATIONS SHOWS A SPRING HOOPER OF 12.4

WNOX, KNOXVILLE, TENN., WITH 6 COMPETITIVE STATIONS SHOWS A HOOPER OF 16.4

KVOS, BELLINGHAM, WASH., A SMALLER MARKET NEAR SEATTLE, SHOWS A CONLAN RATING—AGAINST "LIFE OF RILEY" AND "PHILIP MORRIS PLAYHOUSE"—OF 30.8

In CANADA, an Elliott-Haynes Spring survey on CHSJ, key station of Trans-Canada Network, puts HOPALONG in NUMBER ONE SPOT with a 33.0.

THIS IS A TOP-QUALITY NETWORK SHOW yet can be had at modest rate of other e. t. series. Why be satisfied with the other programs when "Hopalong" consistently sells the most merchandise!
(Absolute proof of this on request)

A NATIONWIDE SURVEY AMONG CHILDREN ASKING "WHOM WOULD YOU LIKE MOST TO MEET?" PLACED HOPALONG ON TOP BY A BIG MAJORITY, AHEAD OF ANY OTHER PERSONALITY.

NEED WE SAY MORE??

Act Now . . . Send for your audition record. We ask \$2.00 deposit on delivery, refundable on return.

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and Artists, Inc.

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HOLLYWOOD 28, CALIFORNIA

AUDIENCE PARTICIPATION

Colonialtown Radio Auction

A different show with telephone as well as immediate audience participation. The program auctions merchandise from participating merchants, using only script money given out by the merchants for each dollar of purchase by customers. The show overflowed the WORZ studios its first week and is now held in a theater auditorium, with enthusiastic audience reaction.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: National or regional drug companies, cereals, furniture mfgs., home appliance concerns.

Cost: On application.

Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.

Date Created and/or Produced: June, 1949.

Submitted by: Central Florida Broadcasting Co., WORZ, WORZ Bldg., Orlando, Fla.

Come And Get It

This recorded audience participation show opens with the tolling of a huge dinner bell, followed by m.c. Bob Russell issuing a general invitation to "Come And Get It." Russell interviews contestants from Radio City studio audience, giving prizes for correct answers to food questions. Questions are then passed to Board of Experts, Gaynor Maddox and Alma Kitchell, who expand the subjects into a banquet of information. A natural for food advertisers.

Availability: E. T.

Running Time: 15 minutes.

Client Suitability: Utilities, department stores, food & beverage cos.

Cost: On request.

Number of Episodes Available: 156.

Audition Facilities: Transcriptions.

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

Fox & Hounds

The only audience participation show in radio in which part of the audience actually participates—and shares in the profits. It's brand new—exciting—entertaining—a show that will get a vast audience and a big rating from the date of its start. The type questions provide good entertainment and the "gimmick" causes enthusiasm among hundreds of participants—instead of just a few. Well worth looking into as one of the "big" shows of the year.

Availability: Live talent.

Running Time: 15-30 minutes.

Client Suitability: General appeal.

Cost: On request.

Audition Facilities: Will pipe live talent.

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

Gold-Mine Playhouse

Audience participation program featuring dramatization of well-known literary works of every type with home and studio audience competing for cash prizes in identifying book, play or movie, points about the plot, etc. Top quality dramatizations sustain interest throughout and are rewarding in themselves. Added lure of prize give-aways compels wide listenership. Contest between home and studio audience provides excitement and additional suspense.

Availability: Live talent.

Running Time: 30 or 45 minutes.

Client Suitability: General.

Cost: On request.

Number of Episodes Available: 39.

Audition Facilities: Will pipe live talent.

Date Created and/or Produced: August 2, 1948.

Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

Hello From Hollywood

Man in the street show from Hollywood, featuring questions sent in by listening audience with emphasis on Hollywood stars and stories. Co-MC'd by Jackson Wheeler and Jack Rourke with movie name guest stars.

Availability: Live talent.

Running Time: 30 or 60 minutes.

Client Suitability: General.

Audition Facilities: Will pipe live talent.

Date Created and/or Produced: June 15, 1949.

Submitted by: Jack Rourke Productions, 6331 Hollywood Blvd., Hollywood 28, Calif.

The Housewife's Hit Parade

Two-hour morning disc-jockey show created by program director, Frank Monteleone, offers telephoned housewife and family night "On The Town," with any or all of following services: beauty treatment, flowers, dinner, movies, bowling, ballgame, concert, play, taxi service, souvenir candid camera shots, baby-sitter, fishing excursion with bait-motor-picnic lunch furnished, dinner home with home movies.

Availability: Live talent.

Running Time: 2 hours.

Client Suitability: Any business desiring to reach housewife; grocery products, cosmetics, wearing apparel, jewelry, appliances, etc.

Cost: Card rate, plus \$10 per quarter-hour.

Number of Episodes Available: 6 weekly for 52 weeks.

Audition Facilities: Transcriptions.

Date Created and/or Produced: Created-developed, January, 1949, initial production, February, 1949.

Submitted by: WMGY, 2½ South Perry St., Montgomery, Ala.

How Crazy Are You?

Personal appearances and dramatized vignettes based on experiences of listeners and their families, friends and acquaintances, and offering cash awards for guest participants appearing either in person or by proxy. Good-

humored, light-hearted, fast-paced comedy show; it hands the listeners laughs of the kind he most enjoys—laughs at the ridiculous which is at the same time human.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: 39.
Audition Facilities: Will pipe live talent.
Date Created and/or Produced: Revised September 1, 1948.

Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

Jay Stewart's Fun Fair

Jay Stewart's Fun Fair is a bright, strong audience participation show using children and their parents with any gimmick that will fit it. Emphasis is placed on kids and their pets, and the stranger the pet the better.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Johnny Olsen's Get Together

Johnny Olsen's Get Together is an audience participation show designed to entertain the entire family. Johnny is a past master at this type of entertainment, and in his "Get Together" he demonstrates a finesse in handling people which only years of experience can give. He talks to little children in the audience and usually sings a special

AUDIENCE PARTICIPATION

song for some special tiny guest. He makes a phone call to some listener who is over a 100 years of age and the audience is allowed to hear both sides of the conversation. He plays all manner of games with the audience. The high point of program coming when he conducts an Information Please type of panel in which the experts are all audience participation show "regulars."

Availability: Live talent.
Running Time: 60 minutes.
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Kiddie Jamboree

Kiddie Jamboree originates each Saturday of the school year from the stage of local theater. Six children are selected during studio auditions and each youngster who appears on the broadcast receives a gift. Audience participation is encouraged. This is not a contest show, thus it eliminates any hurt feelings.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Banks, bread, dairy.
Cost: Line charges and piano player.
Audition Facilities: Transcriptions.
Date Created and/or Produced: October 23, 1948.
Submitted by: KGKB, Tyler Commercial College Bldg., Tyler, Tex.

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Saleable Shows for sale to stations at one ridiculously low price regardless of size of the station or market.

THE SMILEY BURNETTE SHOW

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ALEXANDER McQUEEN'S "NOTHING BUT THE TRUTH"

FRAN WEIGLE'S "WHEN DAY IS DONE"

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TALE O' GOLD

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SQUARE DANCING

FOR RADIO

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COMMERCIALS OUR SPECIALTY**

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AUDIENCE PARTICIPATION

Ladies First

A show that effectively combines education with entertainment. Although an audience-participation show, the give-away angle is not stressed. Contestants receive token gifts only. Station survey proved that prizes are not missed; the show airs before turn-away crowds. Program elements include on-the-spot experts who answer queries from fields of fashion, hair styling, home economics, etc.

Availability: Live talent.
Running Time: 30 minutes.
Cost: Available in single quarter hour blocks. Costs on request.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: March, 1949.
Submitted by: Mutual-Don Lee Broadcasting System, 1313 N. Vine St., Hollywood 28, Calif.

Mike Mysteries

Combination music and mystery show, incorporating a complete two minute "whodunit" within each program. Solution of Mike Mystery held in suspense to end of commercial, while music gives listeners time to arrive at their own answers. Mystery stories written by Hollywood's ace-writer, John Evans.
Availability: Live talent; E. T.
Running Time: 15 minutes.
Cost: Station production charges.

Number of Episodes Available: 52 weeks.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January 1, 1949.
Submitted by: Lang-Worth Feature Programs, Inc., 113 West 57th St., New York 19, N. Y.

Pick A Hit

Five brand new records are selected from the best of the current crop of new record releases and are played on the show and the audience is asked to vote by applause for the record they think has the best chance of becoming a hit. Visiting stars and celebrities appear on the program. Every visitor in the studio receives a copy of the winning record, cash awards, modeling courses (sponsor) and other gifts are given.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$257.50 per show (commissionable).
Audition Facilities: Transcriptions.
Date Created and/or Produced: June, 1947.
Submitted by: KWK, 12th & Cole Sts., St. Louis 6, Mo.

Red Benson's Movie Matinee

Red Benson's Movie Matinee combines questions on the movies with hilarious amateur acted skits, song fests, and other audience participation features. A highly successful afternoon

strip which was on the Mutual Network for over one year.
Availability: Live talent.
Running Time: 30 minutes.
Submitted by: Wilbur Stark-Jerry Layton, Inc., 551 Fifth Ave., New York 17, N. Y.

Stop The Story

Ten clues—each short—about person, living or dead, read by announcer at 15 second intervals. Audience invited to phone station if they can identify person; two phones answered right in studio as calls come in. Calls run average 90 per quarter-hour. Show given full production with sound, etc.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$45 per broadcast.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: August, 1948.
Submitted by: KFGO, Fargo, N. D.

Week-End In Washington

The only audience participation show broadcast by any radio station in the Norfolk, Va. area. Broadcast live from the Canary Room of Burroughs Restaurant, emceed by Dick Gould and Bob Drepperd. Free weekend to nation's capital awarded lucky couple. They stay at swank Wardman Park Hotel; fly up and back via Capital Airlines; view TV at WNBW.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any product.
Cost: \$200 weekly.

Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April 18, 1949.
Submitted by: WLOW, Pender Bldg., Norfolk, Va.

Whoozit

Afternoon strip show, in which MC's Jackson Wheeler and Jack Rourke act out clues for listening audience. Phone calls are made for jackpot or prizes. Current option by CBS.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: General womans' product.

Audition Facilities: Transcriptions.
Date Created and/or Produced: May 15, 1949.
Submitted by: Jack Rourke Productions, 6331 Hollywood Blvd., Hollywood 28, Calif.

WSAV Party Line

Audience participation variety quiz show with all live talent, including Hammond Organist, Singers, M.C. and Announcer. Quiz feature is built around carry-over question of general interest and both local and long-distance calls with special arrangements for broadcasting two-way conversations. Cash award mounts daily and averages \$50 to \$100.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any advertiser desiring maximum housewife appeal.
Cost: Sold only on non-competitive participating basis at \$10 per program.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April, 1949.
Submitted by: WSAV, Liberty National Bank Bldg., Savannah, Ga.

Double Date In New York

Surprise meetings of old friends, initiated by feminine participators. Unique and entertaining.
Availability: Live talent.
Running time: 30 minutes.
Client Suitability: Cosmetic.
Cost: \$3,000.
Audition Facilities: Will pipe live talent.
Date Created and/or Produced: 1948.
Submitted by: H. R. Gingrich Associates, 4940 Winthrop Ave., Chicago 40, Ill.

Hit A Gusher

An audience participation quiz especially adaptable to automotive or gas and oil companies with national or state-wide distribution. Additional traffic and good will created. Contestants vie to bring in well and hit a gusher. Gusher prize represents service or premium of sponsor's product for lifetime of contestant's automobile, plus good-will gift by sponsor's local representatives. Hit a Gusher is an advertising winner.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Automotive or gas & oil companies.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Copy right 1940.
Submitted by: Jewell Radio Productions, 185 North Wabash Ave., Chicago 1, Ill.



14.3 Hooper rating on WHAM

ROCHESTER, N. Y.

"WHO'S TALKING?"

Listeners actually hear
Celebrities give clues about themselves

plus A MERCHANDISING "HOOK" THAT
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1949 ★ ★ CHILDREN'S ★ ★ 1950

The Adventures Of Johnny Lujack

A kid show of adventure and drama based on good sportsmanship and good citizenship, starring Johnny Lujack, famous football player and athlete. Altho there are casual references in the script to Lujack's record at Notre Dame and his affiliation with the Bears, this radio show presents him as a champion of right as against misdirected might, a defender always of fair play and a relentless foe of juvenile delinquency.

Availability: Live talent.
Running Time: 30 minutes.

Client Suitability: Cereals, foods, sports equipment, toys.

Cost: 2 x 30"—\$2350; 3 x 30"—\$2950; 5 x 30"—\$4000.

Audition Facilities: Transcriptions.

Date Created and/or Produced: Produced and created by Andre and Creighton, June, 1949.

Submitted by: American Broadcasting Co., 20 North Wacker Dr., Chicago 6, Ill.

Adventures Of Zorro

Radio adaptations of Johnson McCully's famous stories.

Availability: Live talent; E. T.

Running Time: 15 or 30 minutes.

Client Suitability: Manufacturers of products used by or for children.

Cost: \$2500.

Number of Episodes Available: 1, plus 22 complete scripts.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January 2, 1949.

Submitted by: Mitchell Gertz Agency, Inc., 8533 Sunset Blvd., Hollywood 46, Calif.

Alexander The Cub

Children's program, built around character Alexander the Cub. Alexander plays an actual part with a voice manufactured by a 45 rpm turntable. Mr. Story Teller, Joe Roddy, tells Alexander a different story each Saturday, with Alexander asking many questions. Program includes, at various times, contests—the most recent of which was to name Alexander's little puppy friend. The author of the name "Co-co" won a bicycle.

Availability: Live talent; E. T.

Running Time: 15 minutes.

Client Suitability: Any sponsor desiring to reach an audience from 3 to 13 years of age.

Cost: On request.

Number of Episodes Available: 13 weeks (one per week).

Audition Facilities: Transcriptions.

Date Created and/or Produced: January 7, 1949.

Submitted by: KTBC, P. O. Box 717, Austin 21, Tex.

Big Brother Bill

Here is the answer to the parents' problem of good radio listening for their child. Ivor Hugh, English born—American citizen, created one of the most lovable characters in "Leroy" the duck. The perfect impersonation of the duck is also done by Mr. Hugh. Youngsters and grown ups alike wouldn't miss this program to hear the conversation between "Leroy" and big brother Bill (Ivor Hugh). Central Connecticut listeners have overwhelmingly acclaimed big brother Bill and Leroy as the "ideal radio show for youngsters."

Availability: E. T.

Running Time: 30 minutes.

Client Suitability: Children's stores, young folks section of department stores, toy shops, dairy companies, bread companies.

Cost: On request.

Audition Facilities: Transcriptions.

Submitted by: WCCC, Hotel Bond, Hartford, Conn.

Bobby Benson—B-Bar-B Riders

A lusty western for kids and adults who like Westerns. Story of Bobby Benson, owner of the B-Bar-B Ranch and his famous B-Bar-B Riders. It's the modern west in exciting adventure. Not without its educational aspects. Produced by Herbert Colin Rice.

Availability: Live talent; E. T.

Running Time: 30 minutes.

Client Suitability: Cereals, toothpaste, soaps.

Cost: \$1,350.

Number of Episodes Available: On the air over Mutual right now.

Audition Facilities: Transcriptions; will pipe live talent.

Date Created and/or Produced: June 21, 1949.

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

Bookworm Story Hour

Presented in co-operation with the Milwaukee Public Library. During the first part of the half hour program a narrator dramatizes portions of a child's book. After this the studio audience of about 15 children (8 to 12 years old) gives comments on the book and directs questions at the book's author. Arrangements have been made for authors to come to Milwaukee to appear on the program.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Items for children.

Cost: On request.

Number of Episodes Available: One per week.

Audition Facilities: Transcriptions.

Date Created and/or Produced: June, 1949.

BYRON PRODUCTIONS COMPANY

Producing

"MR. DISTRICT ATTORNEY"

for

Bristol-Myers

CHILDREN'S

Submitted by: WTMJ, Radio City, Milwaukee 1, Wis.

Captain Danger

Adventure stories for children in serial form with plenty of excitement, clean-cut entertainment for children—excellent merchandising features.

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

Client Suitability: Bakeries, cereal companies, soft drink manufacturers, etc.

Cost: 25 per cent of national Class "A" station time.

Number of Episodes Available: 78.
Audition Facilities: Transcriptions.

Submitted by: Universal Recorders, Inc., 6757 Hollywood Blvd., Hollywood 28, Calif.

El Carnaval de los Niños (Children Carnival)

Actors—Gypsy, Judge, Policeman, and the children on the studio. The Judge sentenced the gypsy. The decision consist in coming all Saturdays to the studio to narrate a story to the children. To the story, special music is selected and sound effects. After the story, that usually has a brief moral observation, the gypsy ask questions and the boys answer. That is the first part of the program. The second one, consists of making the children prove their aptitude in radio, singing, speaking, etc.

Availability: Live talent.

Running Time: 60 minutes.

Client Suitability: Ice cream, milk, candies, sugar.

Cost: \$60 each.

Audition Facilities: Transcriptions.

Date Created and/or Produced: May, 1948.

Submitted by: WVJP, Box 207, Caquas, P. R.

The Cisco Kid

O. Henry's famous Robin Hood of the range, Cisco Kid and Pancho are played by headliner radio stars—supported by a brilliant topnotch Hollywood cast. Duncan Renaldo plays "Cisco Kid." Each Episode is a complete story of Cisco's and Pancho's battles with outlaws. "Cisco Kid" has everything! Not just excitement—not just law and order—but humor, romance, adventure, drama, heart appeal. It's a rampage of roaring adventure. Adults love it as well as the children.

Availability: E. T.

Running Time: 30 minutes.

Client Suitability: Bakeries, dairies, food & drug products, department stores, specialty shops, utilities, auto dealers, etc.

Number of Episodes Available: Currently in production.

Audition Facilities: Transcriptions.

Submitted by: Fredenc W. Ziv Co., 1529 Madison Rd., Cincinnati 6, O.

The Crimson Trail

Based on the building of the West and Canadian Pacific Railroad. This feature is packed with harrowing fights between the death-defying Northwest Mounted Police and ruthless Indian tribes. In the early eighties, Western Canada was a hotbed of lawlessness and each exciting episode brings you prairie fires, avalanches, quick sand, buffalo stampedes, etc. Filled with historical value.

Availability: E. T.

Running Time: 15 minutes.

Client Suitability: Toy shops, children's special shops, department stores, food accounts, bakeries, super markets, etc.

Cost: On request.

Number of Episodes Available: 156.

Audition Facilities: Transcriptions.

Date Created and/or Produced: 1947-1948.

Submitted by: C. P. MacGregor, 729 So. Western Ave., Hollywood 5, Calif.

Destiny Trails

From the bookshelf of American classics to radio, come stories of the struggles, excitement and spirit of adventure in the lives of the pioneers and early settlers. Taken from the works of James Fenimore Cooper, these dramatized adaptations include "The Deerslayer," "The Last of the Mobicans," "The Pathfinder" and other familiar "Leatherstocking" tales. Casts of top network talent including Jackson Beck, Stacy Harris, Frank Lovejoy and Lesley Woods have been assembled.

Availability: E. T.

Running Time: 15 minutes.

Client Suitability: Children's wear, department stores, food & beverage cos.

Cost: On request.

Number of Episodes Available: 156.

Audition Facilities: Transcriptions.

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

Dick Cole At Farr Military Academy

A modern Frank Merriwell type series of clean wholesome Dick Cole, Captain of the football team and all around athlete. Each episode complete in itself. All star cast headed by former film star Leon Janney in title role with musical accompaniment by Lew White at the organ. Stories are exciting and packed with adventure. Supplementary promotion tie-in with Dick Cole comic book. 500,000 circulation includes special radio page in magazine listing stations carrying series and advertisers.

Availability: E. T.

Running Time: 15-30 minutes.

Client Suitability: Dairies, shoe stores, department stores, grocery, sporting goods stores, bakers.

Cost: \$7.50 minimum, increases based on size market and station.

Number of Episodes Available: 26 half hours.

Audition Facilities: Transcriptions.

Date Created and/or Produced: Current.
Submitted by: Charles Michelson, Inc., 23 West 47th St., New York 19, N. Y.

Fairytales

A collection of world-famous fairytales taken from the immortal stories of Hans Christian Anderson, Grimm Brothers, A-bian Nights and from the most

popular legends of all nationalities. This program is readily approved by the schools and other influential groups who are interested in obtaining good entertainment for children of most any age and therefore is easy to sponsor.

Availability: E. T.

Running Time: 15 minutes.

Client Suitability: Toy shops, children's clothing, department stores, food accounts, markets, etc.

Cost: On request.

Number of Episodes Available: 156.

Audition Facilities: Transcriptions.

Date Created and/or Produced: 1948-1949.

Submitted by: C. P. MacGregor, 729 So. Western Ave., Hollywood 5, Calif.

Father & Son

This is an informative educational program pointed at children with an additional appeal to the grown-up. The daily questions asked by the child of their parents is answered scientifically correct in verse, rhyme and music. The typical question "What Is Lightning?" is answered in easy stages in rhyme and song and although original, is very easy and simple for a child to learn. This show has endorsements of schools, colleges, etc. Star in show is Walter Abel.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Any product for children.

Cost: Walter Abel & young boy.

Number of Episodes Available: 13.

Audition Facilities: Will pipe live talent.
Date Created and/or Produced: November, 1948.

Submitted by: Ted Nelson Associates, 730 Fifth Ave., New York 19, N. Y.

Firefighters

Approved dramatization of actual fire fighting adventures, supplemented with "kid" brigade with colorful gimmicks. Educational value recognized by parents, schools, fire departments, etc. Network all-star cast.

Availability: E. T.

Running Time: 15 minutes.

Client Suitability: Dairies, bakeries, grocers, confectionery, soft drink bottlers, chewing gum, etc.

Number of Episodes Available: 195.

Audition Facilities: Transcriptions.

Date Created and/or Produced: 1948.

Submitted by: William F. Holland Productions, Inc., Hotel Sinton, Cincinnati, O.

For Little Folks

Music and stories for the wee ones or up to 10 years—presented by Bill Guerin—mail pull very good—especially for the measles epidemic—they ally for the measles epidemic. Educational and entertaining for the little ones—superbly done by Bill Guerin.

Availability: Live talent; E. T.

Running Time: 30 minutes.

Client Suitability: Ice cream, milk, toy shops, kiddie stores, etc.

Cost: Station time, plus talent fee of \$7.50 per program to Bill Guerin.

Number of Episodes Available: 156 programs.


Audition Facilities: Transcriptions.

Date Created and/or Produced: September 15, 1948.

Submitted by: WMFD, Wilmington, N. C. Box 696.



MA PERKINS

OXYDOL Saves money
with Columbia 
Microgroove Transcriptions

Dancer-Fitzgerald-Sample, Inc., producers of "Ma Perkins," report a saving of \$2500.00 on just *one* series of programs covering 25 spot stations. A saving that amounts to 75c per pressing—savings over and above economies in packaging and shipping!

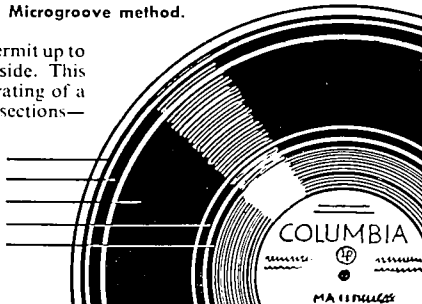
NEW BANDING TECHNIQUE

Newest advance in radio transcription recording—possible only by the Columbia LP Microgroove method.


Columbia LP Transcriptions permit up to 20 minutes of program per side. This allows the "Banding" or separating of a 15 minute transcription into sections—
—for example:

- Band 1 *Billboard*
- Band 2 *Opening Commercial*
- Band 3 *Body of Show*
- Band 4 *Closing Commercial*
- Band 5 *Tag*

Each section stands out—but is connected by spirals.



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Trade-Marks "Columbia" and  Reg. U. S. Pat. Off. Marcas Registradas

LOS ANGELES

NEW YORK

CHICAGO

Fun For Kids

A full hour Saturday morning show for kids between the ages of two and seven. Written, produced, directed and acted by Sam Serota. WIP's educational director, "the man with a thousand voices." Programs highlight kids' albums, stories, birthday lists, tear-up letters, down-to-earth tolerance messages, etc.
Availability: Live talent; E. T.
Running Time: 60 minutes.
Client Suitability: Children's clothing, toys, etc.
Cost: \$75 per show, plus time charge.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September 11, 1948.
Submitted by: Pennsylvania Broadcasting Co., WIP, 35 South 9th St., Philadelphia 7, Pa.

Happy The Humbug

The fame of "Happy the Humbug," who began his whimsical adventures in the NBC Recorded Program, has now spread to the Sunday color comic pages of 30 large city newspapers, a children's record album, juvenile neckties, jewelry, cardigans and other novelties. Egram traces the adventures of a vicious animal hybrid and his amusing animal friends. Produced for broadcast here, during and after Christmas.
Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Toy stores, banks & insurance cos., food & beverage cos.
Cost: On request.
Number of Episodes Available: 54.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Here's Heidi

An exciting series of original stories written and narrated by the well known children's storyteller Heidi Mayer. Each story is complete in itself, and Heidi's wonderful voice portrays all the roles of the insects, flowers, airplanes, totem poles, locomotives, and other objects around which she builds her interesting and informative stories. Heidi's stories, with sound and music, have tremendous appeal for youngsters from three to 13.
Availability: Live talent; E. T.
Running Time: 15 or 30 minutes.
Client Suitability: Manufacturer of baby products (foods, clothes, drugs, etc.), department stores, breakfast foods, etc.
Cost: On request.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Debuted on WOR, February 6, 1949.
Submitted by: Gainsborough Associates & WOR, 234 West 44th St., New York 18, N. Y.

Hopalong Cassidy

"Hopalong Cassidy" starring William Boyd is corralling thousands of new customers for regional and local sponsors with his transcribed series. In the same format as his popular motion picture is followed, packed with action and unusual suspense. A full orchestra supplies the background and theme, and the writing, production and cast is absolutely top quality.
Availability: Live talent; E. T.
Running Time: 30 minutes.

CHILDREN'S

Client Suitability: Unlimited as already proven by tests.
Cost: On request.
Number of Episodes Available: 52 completed with plans for additional 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Commodore Productions & Artists, Inc., 1350 No. Highland Ave., Hollywood 28, Calif.

Jump Jump Of Holiday House

The theme "Every Day Is a Holiday" is ably presented by Merry Holiday and her constant companion, Jump-Jump, an elf—no feet, three inches high. You'll meet Sleepy, the lion, Agli-Pagglie, the clown, and many other fabulous characters. Wonderful stories and complete merchandising campaign. Also special series, separate from regular, of 25 Christmas Season programs.
Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Dept. stores, children's shops, bakers, dairies, any sponsor wishing to reach young children.

Cost: Based on population.
Number of Episodes Available: 52 non-serial programs. 25 serialized Christmas shows.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April, 1948.
Submitted by: Harry S. Goodman Radio Productions, 19 East 53rd St., New York 22, N. Y.

Just For Children

Show is put together by Louise Packard, WLOW's woman's program director. Albums of kiddie stories are aired on the show each Saturday morning. Program has been a feature on WLOW for 18 months and is a favorite of the moppets. Recording companies send advance issues of kiddie albums to Miss Packard, with albums getting first playing on the Saturday morning show.
Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Record company, children's products including cereal, bread, etc.
Cost: \$25 weekly.
Audition Facilities: Transcriptions.
Submitted by: WLOW, Pender Bldg., Norfolk, Va.

Kiddie Karavan

Chattanooga's favorite Kiddie Show which rolls merrily along Monday through Friday, 4:30-5:30. Mail pull is amazing. Use animal records, kiddie record albums, stories, etc. Children love Uncle Red.
Availability: Live talent; E. T.
Running Time: 60 minutes.
Client Suitability: Ice creams, and other products desiring to sell the young audience.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: July 5, 1949.
Submitted by: WDXB, 539 Vine St., Chattanooga 3, Tenn.

Sir Thomas turns the tables for WQXR

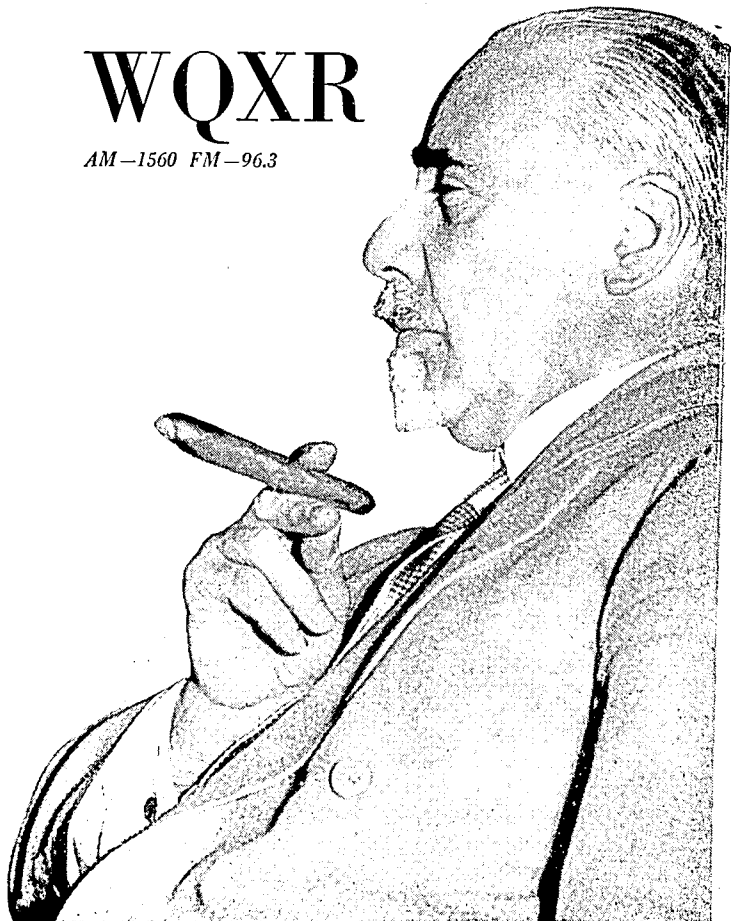
Exclusively WQXR's in New York is this new fall feature—"Sir Thomas Beecham Turns the Tables"—with the celebrated conductor acting as musical commentator.

Sir Thomas himself designed these programs because he thinks music is fun . . . and doesn't have to be treated seriously. Each session at the turntables will be replete with personal anecdotes . . . and there are lots of them, because Sir Thomas has been around in the musical world for many years.

It's not too late to latch on to this classical version of a "disc jockey" show. Give us a ring at Circle 5-5566 . . . and we'll give you the facts.

WQXR

AM-1560 FM-96.3



WQXR, The Radio Station of The New York Times, "Always the Best in Music"

CHILDREN'S

Kiddie Karnival

Dick Downie, chief announcer at KULA, has originated a unique and interest-packed half hour for early morning listeners, designed originally for kids, but actually showing an amazing audience in the upper age brackets. Featuring the adventures of "Manny the Mongoose," with Dick tracking at off speeds for Manny's voice, this little curtain raiser has become one of Hawaii's most popular morning shows. Availability: E. T.

Running Time: 30 minutes.
Client Suitability: Toy shops, department stores, gift shops.

Cost: On request.
Number of Episodes Available: 13 or 26 weeks.

Audition Facilities: Transcriptions.
Date Created and/or Produced: April, 1949.

Submitted by: KULA, 1585 Kapiolani Blvd., Honolulu, Hawaii.

King Cole's Birthday Party

King Cole presides over a court of children, who come and entertain him with their songs and dances, they also have a prince and princess each week, whose birthday is celebrated. Availability: Live talent.

Running Time: 30 minutes.
Audition Facilities: Will pipe live talent.
Submitted by: United Productions, Inc., 654 Madison Ave., New York, N. Y.

Lady Make Believe

Lady Make Believe, as it's unusual title suggests, was designed especially for complete enjoyment by the "very-young set." Starring Mitzi Patterson, known throughout the Intermountain West for her shining ability and produced by Gil Henry, one of the nation's

up and coming star producers. Available across the board, Monday thru Saturday.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Client Suitability: Foods, children's fashions, soap, etc.

Cost: On request.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January 15, 1949.

Submitted by: KMUR, 4646 South State, Murray, Utah.

Let's Grow Up

Two young mothers guide "learning by having fun" for children four years and up. Stories are chosen and told by former nursery school director, Virginia Meredith. Songs are by Constance Cook, composer and experienced network singer. With simplicity as the keynote, "Let's Grow Up" answers the questions children always ask and gives adventure on their everyday level. Excellent unsolicited mail.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Bookstores, dept. stores, bakeries, dairies, etc. Will transcribe special commercials if desired.

Cost: On request.
Number of Episodes Available: 156.
Audition Facilities: Transcriptions.
Date Created and/or Produced: November 1, 1948.

Submitted by: WJPS, 206 Main St., Evansville, Ind.

Let's Have Fun

Let's Have Fun is emceed by the youngest disc jockey in radio. Eight year old Betsy King, and enjoys the

highest rating in Boston from 9-10 a.m. Sunday. Betsy has a tremendous personal following. One announcement for instance drew 2,655 replies from 4 states and 115 communities. The program has received national publicity as well as local. Betsy uses children's albums of songs and stories which she plays in answer to listener requests. Availability: E. T.

Running Time: 60 minutes.
Client Suitability: Products and services designed for children.
Audition Facilities: Transcriptions.
Submitted by: WCOP, 485 Boylston St., Boston 16, Mass.

The Magic Christmas Window

This NBC Recorded juvenile Christmas program whisks its tiny listeners away into a delightful land of fantasy. With its setting in a world of make-believe—a Christmas toy window comes to life—the program recreates memorable fairy tales such as "The Showmaker And The Elves," "A Visit From St. Nicholas" and several modern stories.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Department stores, toy shops, teen-age wear.

Cost: On request.
Number of Episodes Available: 25.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Mr. Rumpel Bumble

Genial Mr. Rumpel Bumble tells fascinating stories of Wallie, The Walrus; Prudence, The Possum, and others. Show includes merchandising layout, ideal for department store sponsorship. Availability: E. T.

Running Time: 5 minutes.
Client Suitability: Department stores, sellers of children's products.
Cost: \$3.00 per show, per station and upward, net.

Number of Episodes Available: 134.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Transcription Sales, Inc., 117 West High St., Springfield 35, O.

Musical Stories For Children

Each program based on an album of music and drama for children. "Uncle Mac," famous for his "Sunday Funnies Party," ties the records together with appealing comments. At close of program, he reminds children to save their pennies, practice rules of safety, etc. A program pleasing and interesting even for grown-ups.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Soft drinks, milk, candy, ice cream, children's dept. of dept. store, breakfast foods, cakes, bread, music store, etc.

Cost: \$100.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January 9, 1949.
Submitted by: WNOX, 110 So. Gay St., Knoxville 24, Tenn.

Out Of The Music Box

A romantic adventure type program that will appeal to older children as well as kiddies. Original stories by Florence Tarr who plays all characters on program. Background music by Fay Ferster, one of America's foremost women composers. It is an unusual juvenile appeal. Every program a different story.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: General.
Number of Episodes Available: 52 plus.
Audition Facilities: Transcriptions; will pipe live talent.

Date Created and/or Produced: 1949.
Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 19, N. Y.

Playtime

Strip show, in which children have a chance to win a large jackpot of prizes. Program features Bombo and Bimbo, the clowns.

Availability: Live talent.
Running Time: 15 or 30 minutes.
Client Suitability: Breads, toys, children's products, etc.
Audition Facilities: Transcriptions; will pipe live talent.

Date Created and/or Produced: June 1, 1949.
Submitted by: Jack Rourke Productions, 6331 Hollywood Blvd., Hollywood 28, Calif.

Playtime Club

Playtime Club has an active membership of better than 1,000 youngsters under twelve years of age. Approximately fifteen members are invited weekly, to participate, play games and compete for prizes. Children's recordings are played and good habits, cleanliness and obedience stressed. Birthdays are mentioned and membership cards mailed to children who promise to observe the rules of the club.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Dairies, department stores, breakfast foods.
Cost: \$52 per half hour.
Number of Episodes Available: 13.
Audition Facilities: Transcriptions.

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CHILDREN'S

Availability: Live talent.
 Running Time: 15 minutes.
 Cost: On request.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: June 11, 1949.
 Submitted by: WTIC, 26 Grove St., Hartford 15, Conn.

Uncle John's Story Time

Children's programs, if properly handled, are the proof positive shows for sponsor and audience alike. Here's Uncle John's Story Time, complete with sincere, heart-warming stories we all remember, and originals, too; plus material for sponsoring Uncle John's Safety Club. (Cards and certifications.)
 Availability: E. T.
 Running Time: 15 minutes.
 Client Suitability: Milk, bread, department stores, toy shops.
 Cost: On request.
 Number of Episodes Available: 52.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: Spring of 1948.
 Submitted by: KRIG, Odessa, Tex.

Uncle Pete's Fairy Tales

Here is a series of children's programs devoid of the usual "blood and thunder"—a program which wins swift approval of parents and educators, yet has tremendous appeal to youngsters. One-man dramatization of all the familiar Grimm and Andersen Fairy Tales, with Uncle Pete playing all parts in character and falsetto voices. "Uncle Pete's Fairy Tales" appeals to youngsters in the 6 to 10 year age group.
 Availability: E. T.
 Running Time: 15 minutes.
 Client Suitability: Bread manufacturers, foods, children's apparel, department stores, dairy products.
 Cost: On request.
 Number of Episodes Available: 130.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: August 6, 1948.
 Submitted by: WPTR, Hotel Ten Eyck, Albany 5, N. Y.

The Walrath Family

The man with a thousand voices, and a daily serial story built around Ma Walrath, Sister Susie Jean, Brother Boob, and Glen Walrath. Program is set in typical American home, and pictures family life, trials and tribulations of this picturesque group, with special beaming toward listeners in the 7 to 12 age group.
 Availability: Live talent; E. T.
 Running Time: 15 minutes.
 Client Suitability: Foods, department stores.
 Cost: On request.
 Number of Episodes Available: 65.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: August 6, 1948.
 Submitted by: WPTR, Hotel Ten Eyck, Albany 5, N. Y.

Wings North

Wings North has as its setting the Bush Fliers of Canada and Alaska. It deals with modern science not only

through Aviation, but also through scientific application of man's knowledge in conquering this "last frontier." Essentially the story of our hero Bush Fliers, it also tells the story of those men and women who blazed the last frontiers and helped build new communities and new lives.
 Availability: Live talent.
 Running Time: 15 minutes.
 Client Suitability: Serials, bread, food products.
 Submitted by: Wilbur Stark-Jerry Layton, Inc., 551 Fifth Ave., New York 17, N. Y.

Adventures of Buddy Bear

The exciting, but never "blood-and-thunder" adventures of a lovable, cuddly little bear which won the admiration of the editors of Time Magazine. Each program is complete. No "cliff-hanging." Considered the most unusual juvenile disc series produced, designed for the hitherto much-neglected age group of 3 to 10. Features an all-star cast including Cecil Roy, Phil Cook, and others. Proved successful for bakers juvenile shops, dairies, and others.
 Availability: E. T.
 Running Time: 15 minutes.
 Client Suitability: Bakers, dairies, candy, juvenile shops, etc.
 Cost: Depends on market.
 Number of Episodes Available: 26.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced or Produced: 1948.
 Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Life & Adventures of Santa Claus

Adapted from the famous book of the same name, in a series of 15 quarter-hour episodes which give clever and logical reasons for many of the unknown customs of Christmas time—such as why Santa wears a red suit, why he drives reindeer, the custom of hanging up stockings, the custom of trimming the Christmas tree, etc.
 Availability: E. T.
 Running Time: 15 minutes.
 Client Suitability: General.
 Cost: Depends on market.
 Number of Episodes Available: 15.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: 1949.
 Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

People, Places & Things

Will earn acclaim of PTAs and critics everywhere. Authentic, factual, exciting stories fascinatingly told by William Lang and staff, assisted by organ and sound effects. Tied-in with current interests, special events, holidays, etc. Sometimes stories continued—other re-tune-in ideas incorporated. Youngsters invited to send in questions (with box tops)—five of which will be answered on each program, earning prizes.
 Availability: Live talent; adaptable to E. T.
 Running Time: 15 minutes.

Client Suitability: Foods, beverages, etc., where kid market or appetite is involved.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Transcriptions.
 Submitted by: Claude Barrere, 70 East 45 St., New York 17, N. Y.

The Silver Eagle

A sure fire children's adventure show written by the author of the Jack Armstrong series. Over 100 half-hour scripts are now available. This complete production offered for National sponsorship. Unique merchandising plan assures continued purchase of products. Silver Eagle is champion of justice employing super-fast plane to catch lawbreakers. Program includes all tried and proved devices to assure large juvenile audiences. Tested against strongest competition.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: Foods, department store, young people's clothing & equipment.
 Cost: On request.
 Number of Episodes Available: Over 100.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: Copyright 1939.
 Submitted by: Jewell Radio Productions, 185 North Wabash Ave., Chicago 1, Ill.

Smiley Burnette's Tall Tales plus Smiley Interviews The Western Motion Picture Stars.

"Smiley Burnette's Tall Tales" five minute stories as only he can tell them. "Smiley Interviews The Western Motion Picture Stars" one quarter hour. Burnette also transcribes twelve personalized commercials for each sponsor.
 Availability: E. T.
 Running Time: See above.
 Client Suitability: Dairy products, baking goods, soft drinks.
 Cost: 78 programs—65 five-minute programs—13 quarter-hour programs. One hundred dollars (\$100.00) flat C.O.D.
 Number of Episodes Available: 78.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: 1948.
 Submitted by: Hal Tate Radio Productions, 360 N. Michigan Ave., Chicago 1, Ill.

The Texan

Based on the characters in Texan Comic Magazine—this brand new Western has everything. Plus plenty of merchandising tie-up possibilities. The adventures of a Texas Ranger, his Mexican "side-kick" and "Buckskin Belle," combine all the most successful ingredients of proven programs. Each episode a complete story. Topflight cast, superb production.
 Availability: Live talent; E. T.
 Running Time: 30 minutes.
 Client Suitability: General, especially for food products, cereals, bread, dairies, candy, etc.
 Cost: Based on markets.
 Number of Episodes Available: Now in production.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: 1949.
 Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

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NEW YORK 17, N. Y.

1949 ★ COMEDY ★ 1950

Anything For Laughs

A five-minute comedy feature, packed full of uproarious fun with Frank Gallup and a guest comedian or with versatile Peter Donald running through some of show business' most hilarious routines in a Broadway theatre with a live audience. Listeners can purchase 10-inch discs for home use of their favorite shows.

Availability: E. T.
Running Time: 5 minutes.
Client Suitability: Household appliances, amusements, foods, department stores, drugs and cosmetics.
Cost: On request.
Number of Episodes Available: 78.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948-1949.
Submitted by: Transcription Broadcasting System, Ritz Towers, Park Ave. & 57th St., New York 22, N. Y.

Bill & Cindy

A boy and girl comedy singing team with dance specialty and a singing chorus with band and variety cast.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$1200 per week.
Submitted by: W. M. Ellsworth, 75 E. Wacker Dr., Chicago 1, Ill.

Brunch Club

A running story of two loafers, Greg and Irv, who live on the eighth floor rear of a walk-up tenement. They are in debt to everyone but are fundamentally lovable. Characters brought into the program are Mrs. Ginsberg, Joe Saranzola, Grandad, and Reggie Blighter. All efficiently dialected. Situation comedy without punching the tag lines is the intent.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Any.
Cost: \$75 per program.
Audition Facilities: Transcriptions.
Date Created and/or Produced: May 25, 1949.
Submitted by: WLOU, 2549 So. Third St., Louisville, Ky.

Cacti's Concert

Comedy show featuring Cactus Pryor. Show is satirical in nature with take-offs on different type personalities (such as the fellow who always sings before breakfast); tips for housewives (recipe for boiled Octopus ears); a chapter in the life of Mary Sallish. Woman Against the Universe; and several regular similar features.

Availability: Live talent.
Running Time: 15 or 30 minutes.
Client Suitability: Most products.
Cost: On request.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February 8, 1948.
Submitted by: KTBC, P. O. Box 777, Austin 21, Tex.

Colonel Humphrey Flack

Colonel Humphrey Flack, based on the character created for the Saturday Evening Post by Everett Rhodes Castle, deals with the adventures of a lovable worldly old gent who enjoys all the good things of life but unfortunately finds himself in a position of not being able to pay for them. He and his worrisome stooge, Uthas Garvey, always help some deserving person and by so doing also manage to ease their own financial difficulty.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Submitted by: Wilbur Stark-Jerry Layton, Inc., 551 Fifth Ave., New York 17, N. Y.

The First 100 Years

The first 100 years is written by Jean Holloway and concerns itself with the trials and tribulations of a young married couple. A new technique is employed in this series; no attempt is made to sustain the hilarious comedy for the full half hour. Rather, nostalgic moments of tenderness, pathos, and human interest are woven into the program with the same dramatic power of daytime strips.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Fun At Breakfast

A five-minute breakfast-time show, starring Howard and Shelton, stars of "It Pays to Be Ignorant." Every morning these comedy stars "sock" the advertiser's message into more homes per dollar.

Running Time: 5 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: 260.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1945.
Submitted by: Ford Bond Radio Productions, Inc., 810 RCA Bldg., West, New York 20, N. Y.

It's A Great Show

Joey Adams and Tony Canzoneri take audiences backstage in a comedy-music-interview variety show that presents the greatest talent of the country. Each day for 15 minutes the audience joins them as they visit a Broadway play, a nightclub, sporting event, jam session or point of interest.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Amusements, department stores, specialty stores, sports stores, nightclubs, restaurants.
Cost: On request.

Audition Facilities: Transcriptions.
Date Created and/or Produced: 1949.
Submitted by: Transcription Broadcasting System, Ritz Towers, Park Ave. & 57th St., New York 22, N. Y.

Jeff Bryant & His Cowhorn

A proven salesman, this topnotch show is reasonably priced. Series consists of 104 amusing episodes told to perfection by a man known to millions as one of the stars of "The Hunting & Fishing Club of the Air." An open-middle-and-end arrangement helps insure high listener attention to commercials and permits flexible use of commercial time.

Availability: E. T.
Running Time: 5 minutes.
Cost: Minimum, \$1.50; maximum, \$16.00 per show, depending on size of market.
Number of Episodes Available: 104.
Audition Facilities: Transcriptions.
Date Created and/or Produced: May, 1948; December, 1949.
Submitted by: Gordon M. Day Productions, 108 East 30th St., New York 16, N. Y.

The Johnson Family

After 14 years as a five-a-week quarter hour Co-op. The Johnson Family has been adapted to present day programming. 30 minutes of hilarious comedy for the lover of down to earth small town family situation comedy. Also available for TV.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: General—suggest product with large turnover—low unit sales price.
Cost: On request.
Audition Facilities: Transcriptions; will pipe live talent.
Date Created and/or Produced: May 18, 1949.
Submitted by: The Cardinal Co., 6000 Sunset Blvd., Hollywood 28, Calif.

The Lady Keeps Her Date

Comedy-mystery-misadventure series featuring an impetuous lady lecturer, who is constantly blundering into and out of trouble, and her cautious hard-headed chauffeur-assistant, who struggles in vain to restrain her escapades. Our zany heroine becomes innocently involved in the course of a cross-country lecture tour but always extricates herself by sheer impulse and instinct in time to "keep her date." Fast-paced; packed with hilarious suspenseful action.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: 59.
Audition Facilities: Will pipe live talent.
Date Created and/or Produced: Revised: September 1, 1948.
Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

The Male Stenographer

Starring Leonard Elliott, stage and musical comedy star, Elliott is cast as secretary to a woman executive, a domineering type whom he secretly loves in spite of her brusqueness. In

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New rate card—
(effective July 1, 1949)
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on request.



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COMEDY

turn, she is fond of him, primarily or superficially in a professional way.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: 6.
Audition Facilities: Will pipe live talent.
Date Created and/or Produced: December, 1948.
Submitted by: Barnard L. Sackett Television Productions, 254 West 54th St., New York 22, N. Y.; Bankers Securities Bldg., Pa.

Meet My Sister

Comedy half-hour series with musical numbers written and directed by the Hollywood picture producer and director, Felix Jackson. Show stars Betty and Jane Kean, now starring in "Along Fifth Avenue," featuring comedian Eddie Mayehoff.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

Something For The Family

A fast-moving variety-comedy program for the whole family with a joke for Dad, a song for Brother, a dance tune for Sister and a poem for Mother, starring George Jessel, the nation's No. 1 master of ceremonies, the favorite guest star of radio's top network programs, and Joan Barton and featuring the orchestras of Bill Bunt and Eddie Oliver.

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Furniture companies, department stores, soft drink distributors, soap companies, household appliance retailers, etc.

Cost: 25 per cent of national Class "A" station time.
Number of Episodes Available: 26.
Audition Facilities: Transcriptions.
Submitted by: Universal Recorders, Inc., 6757 Hollywood Blvd., Hollywood 28, Calif.

Walter Greentree

Starring well known comedian Eddie Mayehoff, Greentree runs a small-town bookshop and general store.

Availability: E.T.
Running Time: 30 minutes.
Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

We've Got News For You

By Hal Block (well known Broadway radio writer) and Jackie Coogan. A daily show parading the days news.

Availability: Live talent.
Running Time: 15 minutes.
Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

1949 ★ DISC JOCKEY ★ 1950

Afternoon Swing Session

Program is conducted by Phil Gordon, known as "Doctor Jive", who applies the "needle" to listener's "prescriptions" (requests) in his musical clinic. Show is slanted to New York's huge Negro market with all commercial copy and patter treated with typical Harlem flavor. Membership cards are mailed to listeners on request.

Availability: Live talent; E.T.
Running Time: 60 minutes.
Client Suitability: Goods appealing to women in the Negro market.
Cost: One minute spot daily . . . \$36.00 per week. Quarter-hour daily, \$186. per week.

Audition Facilities: Transcriptions.
Date Created and/or Produced: January 5, 1949.
Submitted by: WWRL, 41-30 58th St., Woodside, N. Y.

Bill Sherman Time

Show is typical morning timekeeper type, with old and new recorded music, birthdays, anniversaries, a bit of philosophy, frequent time checks, revolving around the personality of Bill Sherman. The 2-hour period is interrupted 3 times for 5-minute newscasts. Strong mail pull and numerous success stories for advertisers indicate power of program.

Availability: Live talent.
Running Time: 2 hours.
Client Suitability: Restrictions only on all alcoholic beverages.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.

Date Created and/or Produced: January, 1948.
Submitted by: WCRB, 4 Gordon St., Waltham, Mass.

The Bill Winn Show

Bill Winn makes a specialty of tying-in his discs with unusual items from the news or new developments of interest to women.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Any merchandiser of products of interest to women.
Cost: \$26.00 per program.

Audition Facilities: Transcriptions.
Date Created and/or Produced: April, 1949.
Submitted by: WJTN, Hotel Jamestown Bldg., Jamestown, N. Y.

Burnt Toast & Coffee

Program features Alec Gibson as disc spinner and emcee. It's a fast-moving, all request morning music show. It runs from 7:15 a.m. to 9:30 a.m. and incorporates two five minute newscasts and one five minute sports cast.

Availability: E.T.
Running Time: 2 hours, 15 minutes.
Client Suitability: Bread, dairies, appliances, electric razors, furniture, cleaners, etc.

Cost: On request.
Number of Episodes Available: Show prepared daily.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February 18, 1948.

Submitted by: WVCG, 223 Aragon Ave., Coral Gables 34, Fla.

By George

Program goes right down the middle to "Mrs. Housewife." Features tunes by Record and transcription plus talk "By George." Talk is about weather, food, fashion and fun. Tunes are favorites with extreme type avoided. Women are told what to buy, where and why. Commercials are pitched—not read. Sponsors are kidded.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Cost: Time & talent.
Audition Facilities: Will pipe live talent.
Date Created and/or Produced: June 15, 1949.

Submitted by: The Valley Broadcasting Co., WSTV, Exchange Realty Bldg., Steubenville, O.

Call For Music

A one-hour disc jockey show emceed by Maury Farrell, with the added give away gimmick evolving around four mysterymen. The listeners are contacted by telephone on an average seven per program and if they can identify the musical selection played at the time they are then given an opportunity to identify the mystery man for the grand prize. Prizes to date have included a 1949 automobile, 16-day expense vacation trips and TV sets.

Running Time: 60 minutes.
Cost: Time plus \$10.00 per half-hour production.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February, 1949.

Submitted by: WAPI, Voice of Alabama, Inc., Birmingham, Ala.

Carolina Reveille

A hillbilly request show that's different—the accent is on getting the sponsor's message across. Stan Conrad emcees the show with records, keeps listeners posted on agricultural news, the latest news specially edited and prepared by experienced radio news editor from wire and local sources, weather reports broadcast direct from weather bureau, and plenty of service announcements.

Availability: Live talent.

Running Time: 2 hours.

Cost: On request.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January, 1948.

Submitted by: WSJS, Spruce St., Winston-Salem, N. C.

Charlie Starke Music Shoppe

Here's a Disc Jockey show with one of the Nation's Top Announcers—familiar to radio listeners of all Networks for the past 15 years, Charles Starke brings his music that won't "jangle" your nerves to thousands of his already big audience and the newly created morning listeners that enjoy the "Lush" type of melodies. A "Middle of the Road" kind of tempo with only the necessary kind of chatter that blends

into a pattern of easy listening. The Music Shoppe is a wonderful setting for it provides (¼ hr. periods) of 8 types of music.

Availability: Live talent; E. T.

Running Time: 2 hours.

Client Suitability: General products.

Cost: Talent fee for program.

Number of Episodes Available: October, 1948.

Submitted by: WINS, Crosley Broadcasting Corp., 28 West 44th St., New York 18, N. Y.

Clash Of The Crooners

The title signifies the intent. Requests considered as votes for the specific baritone, MC'd by a popular local disc jockey, Ray Shelton who runs periodic contests for listeners. Pulls about five hundred letters a week during school year. About half that in summer.

Availability: Live talent; E.T.

Running Time: 60 minutes.

Client Suitability: Any, although program is slanted toward younger set.

Cost: \$75.00 per program.

Audition Facilities: Transcriptions.

Date Created and/or Produced: December 1, 1948.

Submitted by: WLOU, 2549 South Third St., Louisville, Ky.

Club 1400

Combining the likes and dislikes of high school and teen-age listeners, the

DISC JOCKEY

Club is open to guest disc jockeys from Ventura County. The Deelays supply their own talent and spin the platters for the full hour, with the winner receiving a grand prize at the conclusion of each monthly contest. Created and produced by Bob Reeland and Roy Sadlier.

Availability: Live talent; E.T.

Running Time: 60 minutes.

Client Suitability: Beverages, ice cream, dairy, sports clothing store, theatre.

Cost: On request.

Number of Episodes Available: 5 times weekly, 260.

Audition Facilities: Tape recording.

Date Created and/or Produced: March 1, 1949.

Submitted by: KSPA, Middle Rd., Santa Paula, Calif.

Club 600

Popular disc jockey type of afternoon show. Consistent mail puller (mail from 263 towns in 1948). Listeners are urged to write in for membership card (Texas Gov. Jester holds card No. 600). Birthdays are acknowledged and catalogued. Aimed at teenagers but has large adult following.

Availability: E.T.

Running Time: 2 hours.

Client Suitability: Anything purchased by teenagers and young set.

Cost: Spot or units at regular rate card costs.

Audition Facilities: Transcriptions.

Date Created and/or Produced: August 28, 1947.

Submitted by: KTBB, Blackstone Hotel, Tyler, Tex.

Coffee With Craig

A morning DJ show, across the board from 7:45-8:00 a.m. with the approach based on complete informality, all commercials ad-libbed. George Craig employs a combination of Henry Morgan, Godfrey, with his own personality, and delivers show with an air of sincerity and down right friendliness. Format calls for pop tunes, gimmicks, and jokes, material written and produced by Craig.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Almost all clientele.

Cost: On request.

Submitted by: KFDX, Wichita Falls, Tex.

Corn Lovers Hour

Here's the hillbilly version of a Godfrey disc show. Hank Pointel, the emcee, keeps up a corny, down-to-earth

A DOCTOR SPEAKS ON YOUR RADIO PROGRAM

"YOU CAN KEEP FIT"
The secrets of health, told with medical authority. The program features simple conversational interviews with a physician. On the air for 3 years in New York City

"THE DOCTOR PRESCRIBES MUSIC"
A program of musical records selected by a physician for health benefits as well as pleasure. Twelve minutes of music and 2½ minutes of commentary. It shows how music can help both body and mind.

POPULAR MEDICINE PROGRAMS BACKED BY MEDICAL AUTHORITY AVAILABLE FOR SPONSORSHIP

Time: 15 minutes once a week
Talent: Dr. Frederic Damrau and Adeline Mancery
Script and platter on request

FREDERIC DAMRAU, M. D.
47 Park Avenue • New York 17, N. Y. • PLaza 5-3638

"before the mike since 1933"

PATT BARNES
... who talks about 'People and Things' daily over WJZ - 770."

DISC JOCKEY

line of chatter between the currently popular hillbilly and western records. Humor is provided by jokes submitted by listeners who vie to submit the most corny ones. The show has been tops among mail pulling programs since its debut in November, 1948.

Availability: Live talent; E. T.
Running Time: 45 minutes.
Client Suitability: Foods, drugs, soaps, automobiles.
Cost: \$23.00 per 1/4 hour segment (260 rate).

Audition Facilities: Transcriptions.
Date Created and/or Produced: November 15, 1948.
Submitted by: WRDW, Masonic Bldg., Augusta, Ga.

Design In Melody

Program designed to appeal to the housewife in the mid-morning. Smooth melodies paced with friendly chatter devoted to household hints, recipes, tips for better living. Close attention from milady's busy-mid-morning not essential, but music and hints compels attention. Fast-moving pace assisted by inserting one children's record each morning as part of a 4 or 6 part story.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Department stores, foods, children's shops.
Cost: On request.

Audition Facilities: Transcriptions.
Date Created and/or Produced: March 15, 1949.
Submitted by: WHYN, 180 High St., Holyoke, Mass.

Double Bar V Roundup

Based on mail and phone requests. Plugs fact that sponsor will give free ticket to baseball games for 12 wrappers from his candy bars. Tickets supplied by ball club in exchange for advertising value. Created terrific interest and demand.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Any product with wrappers, box tops, etc., in general home use, especially with kid appeal.

Cost: \$75.00 per week.
Number of Episodes Available: 5 per week, 52 weeks per year.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Started April 4, 1949.
Submitted by: KWKC, 25th & Butternut, Abilene, Tex.

The Early Bird

Light music, informally presented by disc jockey with 20 years experience. Household hints and tips presented in the form of a guessing game.

Availability: Live talent; E.T.
Running Time: 10 minutes.
Client Suitability: Any account interested in reaching a woman's audience.
Cost: \$81.60 per week—6 days per week on 13 week basis.
Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.
Submitted by: WBRK, 8 Bank Row, Pittsfield, Mass.

Easter's Parade

Easter Straker, former Chicago commentator, presents a daily chat session for women. Program features human interest interviews with local guests daily, club notes, birth news from area hospitals, and shopper's specials. Miss Straker, who conducted a celebrity-interview show for 2 years in Chicago, presents recorded highlights from her interviews with the greats of the show world. Broadcast has easy, intimate air.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Food items, national merchandise of any kind; no beer or wine.
Cost: On year contract, \$33.75 per program; \$7.50 per 1-minute spot.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 20, 1949.
Submitted by: WIMA, 223 N. Main St., Lima, O.

Fritz The Plumber

Disc jockey program with a difference. "Fritz" broadcasts in a burlesqued German accent, all ad lib, and plays polkas, waltzes and schottische requests. The mail comes from a 100 mile radius and represents about 40,000 pieces per year.

Availability: Live talent; E.T.
Running Time: 2 hours.
Cost: Rate card, no talent fee.
Date Created and/or Produced: 1948.
Submitted by: WML, 2625 W. Wisconsin Ave., Milwaukee 3, Wis.

Good Health & Happiness Hour

Early morning hour—5:30 to 6:30 a.m.—for farmers and early risers. Bright music, some hillbilly; mail invited and read on programs, making it a happy hour of encouragement to shut-ins, sick folks, farm folks and factory workers.

Availability: Live talent; E.T.
Running Time: 60 minutes.
Client Suitability: Drug specialties, mail order, farm supplies and equipment.
Cost: Quarter hour, \$30.00; half hour, \$50.00; 1 hour, \$60.00; announcements, \$8.00. (One time rates).
Date Created and/or Produced: May 15, 1949.
Submitted by: WSKB, McComb, Miss.

Good Neighbor Disc Jockey

Good neighborliness now more than ever is being pushed by countries, states and cities. Program is one more

step in that direction. Two women a day from all walks of life in general with their host. Tunes are dedicated to their good neighbors outside, and an air of congeniality and good fellowship prevails throughout the show. Nothing but good constructive topics are discussed.

Running Time: 60 minutes.
Client Suitability: Department stores, specialty shops, furniture shops, etc.
Submitted by: WCCC, Hotel Bond, Hartford, Conn.

Hall Of Hits

2 hour program includes new releases and old favorites, and is spotted opposite symphony and talk programs on competitive stations. Titles are all announced at beginning of each half-hour. Entire program precedes Sunday baseball or sports highlight. Heard 1-3 p.m.

Availability: Live talent; E.T.
Running Time: 2 hours.
Client Suitability: Foods, beverages, drugs, appliances, motor vehicles, publishers.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: November, 1948.
Submitted by: WROV, 600 Mt. Trust Bldg., Roanoke, Va.

High Noon & High Time For Spirituals

Original program beamed to a definite Negro audience and featuring on records, transcriptions and live talent, the best gospel and spiritual vocal and instrumental groups. In addition, background commentary on origin of music and personality information on the artist.

Availability: Live talent; E.T.
Running time: 30 minutes.
Client Suitability: All types.
Cost: On request.
Number of Episodes Available: 13 or more.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January, 1949.
Submitted by: WHBI, Newark, N. J.

Here's Norman Ross

Here's Norman Ross—master of morning disc jockeys—in a new 11:15-11:45 a.m. program of popular and familiar recorded music. "Uncle Normie"—whose early morning "400 Hour" show (now in its 14th consecutive year for the same sponsor) recently drew 60,000 responses on a one-week mail call—presents the weather, time, and his inimitable comments on the program, along with "the Best in Music."

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Any advertiser or any product or service to be sold to housewives. Participation cost (complete) \$56.25, net total, per one-minute announcement (based on maximum frequency rate).
Cost: \$227.50, net total, for one 15-minute period per week (based on 5 week contract).

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150 W. 46th Street

New York 19, N. Y.

Number of Episodes Available: Any number.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 13, 1949.
Submitted by: WMAQ, Merchandise Mart, Chicago 54, Ill.

I Like This

A different take-off on some of the DJ shows with more than a little "human interest" thrown in . . . Bill Tosch, who during his 14 years in radio, has worked most of the name bands . . . selects old recordings and builds his stories of why "I Like This" particular band or arrangement. A human interest story of the week is woven in the show along with a salient quotation to open the program and set the mood for the week's show of "I Like This".

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Unlimited.
Cost: On request.
Number of Episodes Available: 7 (to date 6-13-49).
Audition Facilities: Transcriptions.
Date Created and/or Produced: May 7, 1949.
Submitted by: WISH, Board of Trade Bldg., Indianapolis 4, Ind.

The Jack Davis Show

Fourteen-year experienced DJ spins and gabs for 2 hours daily. Sells to the unit any and all sponsors products; testimonials upon request. Imitates 30 famous people; has several "regulars" on the show. Davils taking all the voices calls people while on the air and gabs with them; plays what they want. Constant running all the time.

Availability: Live talent.
Running Time: 2 hours.
Client Suitability: Foods, clothing, furniture, autos, etc.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions; Will pipe live talent.
Date Created and/or Produced: January 12, 1949.
Submitted by: WQUA, Radio Center, Moline, Ill.

Laughing With The Jockey

Disc jockey on this show invites the listeners to send in their favorite humorous story, and awards the winner with an ice cream cone—deluxe variety. Features all the latest releases, stressing re-bop.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Drug stores, food stores, department stores, service stations, hardware, theatres, music stores, riding academies.
Cost: On request.
Date Created and/or Produced: March 21, 1949.

Submitted by: KVOG, P. O. Box No. 2090, Casper, Wyo.

Juke Box Saturday Night

Juke Box Saturday Night consistently pulls better than two-thousand cards

and letters weekly. Audience is principally of High School age. From nine to midnight each Saturday, requests are played, parties and names are mentioned and baby sitters saluted. Frequently Disc Jockey does a personal appearance in local armory and juveniles are admitted free of charge.

Availability: E.T.
Running Time: 3 hours.
Client Suitability: Beverage concerns, music shops, department stores.
Cost: Fifteen-minute segment \$65.00.
Number of Episodes: 13.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April, 1948.
Submitted by: WELI, 221 Orange St., New Haven 10, Conn.

Ken's Alarm Klock Klub

This original-in-Hawaii "Wake-up" program has an active membership list of over 1,000 listeners. Ken Carney, former NBC program producer in Los Angeles, features his own priceless collection of older records of the jazz era together with more modern and latest hit numbers, and the program features quizzes, informal chatter and a wealth of dry humor. Talking commercials are indeed painless and highly original.

Availability: Live talent; E.T.
Running Time: 90 minutes.
Client Suitability: Most any, but no competitive sponsors accepted.
Cost: \$10.00 per participating spots, usual frequency discounts apply, KHON alone \$25.00 per spot, Aloha Network, usual frequency discounts apply.

Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: July, 1946.
Submitted by: Aloha Broadcasting Co., Ltd., KHON, P. O. Box 1380, Honolulu, T. H.

KFEL Kilocyte Club

Doug and Willie Taylor, a husband and wife disc jockey team, entertain nightly from 11:00 p.m. to 5:00 a.m. on Denver's only all-night program. Telegram and mail requests for recorded tunes are honored during the show, and membership in the Club, offered to all listeners, affords certain privileges and listening hours. Mail averages 1500 per month. News summary given every hour.

Availability: Live talent.
Running Time: 6 hours nightly.
Client Suitability: Any type of consumer product or service.
Cost: On request.
Number of Episodes Available: Broadcast nightly, Mon. thru Sat.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April 2, 1949.
Submitted by: KFEL, Albany Hotel, Denver 2, Colo.

Kobak's Korney Kapers

Strictly a "corn" program—disc jockey type of show with gags and requests slanted to rural audience—kid listeners and sponsors which is something new in a small country town—entire area

DISC JOCKEY

9-7-0 Show

Program is MC'd by popular disc jockey playing requests of listeners. WEBR had a special teleprinter installed in music library connected directly to local office of Western Union. Disc jockey asks listeners to telegraph their requests to him which are played within minutes of receipt of request.

Availability: Live talent.
Running Time: Two hours.
Client Suitability: Any.
Audition Facilities: Transcriptions.
Date Created and/or Produced: November, 1948.
Submitted by: WEBR, 23 North St., Buffalo 2, N. Y.

Off The Record

Early morning wake-up show featuring popular music with Jack Lewis as disc jockey. Time signals, weather forecasts and general chatter are combined to make this a show to help get office workers to work and the children to school. Dedications and special anniversaries are also a part of the show using participating announcements.

Availability: E. T.
Running Time: 75 minutes.
Client Suitability: Drugs, department stores, household products, garden firms, soaps, children's clothes, school supplies, men's furnishings, etc.

talking about the program and they seem to love it.

Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: Any type who can take a little kidding.
Cost: Station time only—no talent fees.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April, 1949.
Submitted by: WTWA, 215 Lumpkin St., Thomson, Ga.

Malcolm's Morning Watch

From 6-8:30 a.m. Monday thru Friday, and 6-9:00 a.m. on Saturday, Howard Malcolm presides over popular music, sound effects and conversation designed for relaxed, amusing morning listening. This is interspersed with brief newscasts strategically placed to capitalize on the flow of morning audience. The trick of the show is that the newscasts plus the weather report are handled by newsmen and a meteorologist. Malcolm maintains his own moods and the audience loves it.

Availability: E. T.
Running Time: 2½ hours.
Client Suitability: General.
Audition Facilities: Transcriptions.
Submitted by: WCOP, 485 Bolyston St., Boston 16, Mass.

Attention!!! All Station Managers

For highly trained radio announcers, technicians, or Combination Men call on the Don Martin School of Radio Arts, established in 1937.

Over 100 radio stations throughout the country are employing graduates from the Don Martin School of Radio Arts.

Write or Wire for FREE E.T. Audition. Available—announcers, technicians, and Combination Men.

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Telephone: HUDSON 2-3281

DISC JOCKEY

Cost: On request.

Number of Episodes Available: 6 per week.

Audition Facilities: Transcriptions.

Date Created and/or Produced: June, 1948.

Submitted by: WMBG, 3301 West Broad St., Richmond, Va.

Radio's Open House

Four hours of music broadcast direct from the city's largest record and furniture store. With audience participation through telephone games, and interviews with visitors to store, plus special segments of the program devoted to hillbilly and light classical music. Two announcers alternate—and team up for contests.

Availability: Live talent; E.T.

Running Time: 4 hrs.

Client Suitability: Beverages, tobacco, publishers, record manufacturers.

Cost: On request (alternate half-hours only available).

Audition Facilities: Transcriptions.

Date Created and/or Produced: June, 1948.

Submitted by: WROV, Mt. Trust Bank Bldg., Roanoke, Va.

The Ray Perkins Show

Former network performer, Ray Perkins, entertains daily from 2:30 to 4:30

p.m. with a unique platter-chatter program. Well above average "disc jockey" offering, Perkins plays and comments on popular records and adds his own piano and vocal numbers. Personal interviews with big-name guests are frequently featured. Perkins handles all commercials. Time magazine names him "Top Jockey in the Rocky Mountain Region."

Availability: Live talent.

Running Time: 2 hours.

Client Suitability: Any type of retail outlet or consumer product.

Cost: On request.

Number of Episodes Available: Broadcast daily, Monday thru Saturday.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January, 1948.

Submitted by: KFEL, Albany Hotel, Denver 2, Colo.

Requestfully Yours

Merril Smith MC's this very popular nightly program. Merrill takes to the airwaves at 9:30 Monday through Saturday nights and carries on "in grand fashion" until midnight. Requests are from the young fry and the not-so-young fry of York County.

Availability: Live talent.

Running Time: 2½ hours.

Client Suitability: Clothing establishments, institutional, music stores.

Cost: For 6 nights a week for a yearly contract: per week \$470.00.

Audition Facilities: Mike transcriptions.

Submitted by: Biddeford Broadcasting Corp., WIDE, 234 Main St., Biddeford, Me.

Rhumba With Ravell

This is a specially-built, specially-prepared record jockey show, completely Latin-American. It is conducted by Nick Ravell, one of the east's foremost Rhumba teachers, assisted by his dancing partner, Lillian Martin. Records are all specially selected; most of them are imported from Cuba, Mexico, South America. All are authentic rhumbas, tangos, guarachas, boleros, etc. Script is done in cute jive style.

Availability: Live talent; E.T.

Running Time: 30 minutes.

Client Suitability: Dancing school men's or women's clothing, etc.

Cost: \$75.00 per program plus time.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January 4, 1948.

Submitted by: Pennsylvania Broadcasting Co., WIP, 5 South 9th St., Philadelphia 7, Pa.

Robbins' Nest

Fred Robbins, hailed as the most colorful disc jockey in the country by national magazines, is master of ceremonies on this one-hour show. Each day Robbins' disc jockey is a top guest from stage, screen or radio. Show is broken into 15-minute segments, with three records per segment. The guest works with Robbins in introducing records.

Availability: E.T.

Running Time: 60 minutes.

Client Suitability: Foods, cosmetics, department stores, record shops, dress shops, amusements.

Cost: On request.

Number of Episodes Available: 135.

Audition Facilities: Transcriptions.

Date Created and/or Produced: 1948-1949.

Submitted by: Transcription Broadcasting System, Ritz Towers, Park Ave. 57th St., New York 22, N. Y.

The Singing Disc Jockey

Howdy Sloomaker popular young baritone, adds his singing voice to the instrumental background of recorded and transcribed orchestras. Howdy handles all patter and announcements.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Foods, cosmetics, ladies wear, soft drinks.

Cost: \$92.00.

Audition Facilities: Transcriptions.

Date Created and/or Produced: December, 1947.

Submitted by: WLAV, 6 Fountain St. N.E., Grand Rapids 2, Mich.

1600 Club

The "1600 Club" is conducted by Fred Barr, who combines friendly patter with listener's requests to make the "hottest" daily disc show on the air. Boasts an actual enrolled membership of over 15,000 listeners. "Open-House" meetings are held regularly in studio.

Availability: Live talent; E.T.

Running Time: 1 hr., 25 mins.

Client Suitability: Goods appealing especially to women and teen-agers.

Cost: One-minute spot daily \$36 per week. Quarter-hour daily \$186 per week.

Audition Facilities: Transcriptions.

Date Created and/or Produced: Feb., 1948.

Submitted by: WWRL, 41-30 58th St., Woodside, N. Y.

Snafu

Program uses two emcees and is aired as a disc jockey show. Difference between Snafu and regular disc jockey show is that emcees try to foul things up. Recordings are played backwards, at 33 1/3, lots of dead air is featured.

Availability: Live talent.

Running Time: 60 minutes.

Client Suitability: Anything, except product needing dignified presentation.

Cost: Station time plus \$2.00 talent per program.

Number of Episodes Available: 312 per year.

Audition Facilities: Transcriptions.

Date Created and/or Produced: March 1, 1949.

Submitted by: KWOC, KWOC Bldg., Poplar Bluff, Mo.

The Snap Club

The only race show on at that time in Philadelphia. Studio audience (no admission). The MC is Ramon Bruce, Philadelphia's first and most popular Negro disc jockey. Primarily a disc show but about one-third of the time is for answering phone calls on the air and chatting about the Negro entertainment. The show is regularly visited by all national and local talent appearing in town.

Availability: Live talent; E.T.

Client Suitability: Available to any sponsor who wants a guaranteed colored audience (327,250).

Number of Episodes Available: Across the board (6 per week).

Date Created and/or Produced: June 6, 1949.

Submitted by: WHAT, 1505 Walnut St., Philadelphia 2, Pa.

Spinner Sanctum

Spinner Sanctum is a haunted house of music. There's a ghost in the basement that sings. There's an audition room with all the new music, an attic with all the age-old tunes, and a trip to the Spinner Sanctum barn may get you Homer and Jethro. Webb haunts Spinner Sanctum and he does it so well that an ever increasing number of children as well as grown ups are finding it the place they like to turn to between 3:30 and 5:00 P.M. in Houston.

Availability: E.T.

Running Time: 1 hour 30 minutes.

Client Suitability: Women & children.

Cost: 260 time ¼ hour \$27.00 per program. 312 time \$25.40 per program.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January, 1949.

Submitted by: KNUZ, 905 Scanlan Bldg., Houston, Tex.



"how do you do, Ladies and Gentlemen, how do you do."
BROKESHIRE BROADCASTING

9:15-9:45 a.m. **WNBC**
12:30-1:00 p.m.

5th Year on U. S. Steel Theatre Guild
NBC

personal direction:
DOUG STORER

RKO Bldg.

New York City

Stardust In The Afternoon

Ninety minutes with Western Connecticut's favorite Disc Jockey—Alan Perry. Requests are played in such a way that Alan manages to control the balance of his show. (Current gimmick—5 days a week Disc Jockey, J. G. (Junior Grade) is featured in one 15-minute segment.) Alan sells in a friendly, easy way and his show is "household" just in this area.

Availability: Live talent.

Running Time: 90 minutes.

Client Suitability: Drygoods, household furnishings, soaps, cigarettes and products for teen-agers.

Cost: On request.

Audition Facilities: Transcriptions.

Date Created and/or Produced: Submitted by: WBRY, 136 Grand St., 89 Waterbury, Conn.

Student Specialty Show

The student specialty show is a program that consists of high school news and special requests from students and steady listeners. Program is conducted by a local high school student, Lizann Finch. Once in a while she has special guest from students which appeals to the public very much.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Teen age clothing, shoes, cosmetics.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January 1, 1948.

Submitted by: KBLF, P. O. Box 431, Red Bluff, Cal.

Sweet & Swing

Present show is two-hour request deal with guitar or piano interlude between featured music. Two men alternate hour-long segments acknowledging requests and handling announcements. Three minutes of late news bulletins inserted at the hour. All types requests answered whether popular, hill-billy, semi-classical, etc.

Availability: Live talent.

Running Time: 2 hours.

Client Suitability: Spot participation or any 15-minute segment.

Cost: On request.

Audition Facilities: Transcriptions.

Date Created and/or Produced: September 1, 1948.

Submitted by: WHKC, 22 East Gay St., Columbus 15, O.

The Swing Club

Here is a refreshing approach to the often cliché D. J. show. The language and phonetic sound of the show place it out of the ordinary. The features of the show include "turntable specials," a department labeled "reviews and previews," "at your request," "tomorrow's stars," and "revivals and reissues." Leigh Kamman, KDAL sales promotion manager, rides the discs.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Music stores, fashion and apparel shops, theaters, night clubs, shopping centers.

Cost: On request.

Number of Episodes Available: 52.

Audition Facilities: Transcriptions.

Date Created and/or Produced: November 20, 1948.

Submitted by: KDAL, Duluth 2, Minn.

Terry Achile

Easy, informal disc program, with ultra-new releases somewhat subdued in tempo, combined with human interest and humor stories from the Associated Press Wire. Show is handled by a news man with talent as disc jockey, and news items are picked primarily for appeal to feminine audience. Puts station with limited program budget's two primary tools to work—the disc jockey, and the station's news service. (Announcer's name is "Terry," thus the title.)

Availability: Live talent; E.T.

Running Time: 30 minutes.

Client Suitability: Women's wear, florist, foods, drugs.

Cost: Station time plus talent and news fees.

Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.

Date Created and/or Produced: May 1, 1949.

Submitted by: KHMO, South Main St., Hannibal, Mo.

That's The Number

A new idea in request shows is in effect at KGEM. We use the idea of having the listener call in any number from 100 to 2049 which will be selected from our music library by number . . . Then listen and see what comes out. If the record has love in the title the person calling the number gets tickets to the theater.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: General.

Cost: Time only.

Number of Episodes Available: Unlimited.

Date Created and/or Produced: April, 1949.

Submitted by: KGEM, Boise, Ia.

This Is Hartford

Interviews, music and news of general interest to Greater Hartford listeners by Chief Announcer Russell Naughton. Half-hour every morning at 9:30 featuring local items, news of interest to women, latest records and comments.

Availability: Live talent.

Running Time: 30 minutes.

Date Created and/or Produced: January 15, 1949.

Submitted by: WDRC, Hartford, Conn.

Tune Inn

Meet Willis Conover, Tune Inn proprietor. Considered an outstanding authority on Jazz, Willis deftly blends Dixie Land, Swing, Bop and Old Favorites into a fast-moving, popular record show. Willis employs a unique sense of timing and production along with a velvet-smooth voice to interest clients as well as listeners.

Availability: Live talent; E.T.

Running Time: 2 hours.

Cost: On request.

DISC JOCKEY

Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.

Date Created and/or Produced: September, 1948.

Submitted by: WWDC, 1000 Connecticut Ave., N.W., Washington 6, D. C.

1280 Club

Self-styled "Professor of Thermodynamics" Fred Robbins needs no introduction. Here is a nationally famous disc jockey in a nationally famous program. Robbins connoisseur of modern music, emcees a personally selected 1½ hour "1280 Club" program each evening. Blues, jazz, swing and modern music blended artfully into a strictly 20th Century show with an outstanding personality.

Availability: Live talent; E. T.

Running Time: 1½ hours.

Cost: On request.

Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Two Until Five

Two Until Five, Saturdays 2:00 to 5:00 P.M.—Three hours of popular recorded and transcribed music with two of the area's top disc jockeys, Bill Brant and Jim Westover. Brant famous for his knowledge of be-bop and jive, is a perfect foil for Westover, an accomplished musician with a full knowledge of the classics and light opera. A participation program.

Availability: Live talent; E. T.

Running Time: Three hours.

Client Suitability: Suitable for any type of advertiser.

Cost: On request.

Audition Facilities: Transcriptions.

Date Created and/or Produced: July, 1949.

Submitted by: KDKA, Grant Bldg., Pittsburgh 19, Pa.

Wake Up, New York

A two-hour morning wake up disc jockey show with Max Cole. Light popular music, time and weather reports and capsule news items. Request selections are encouraged. Theme of the show is a "Good morning, pal-neighbor" feeling, enlivened by the intimate friendliness and humor of emcee Max Cole. Program is paced to fit pleasantly into the busy morning hours of the workaday world, enhancing the time with lively modern music, humor, and frequent "vital" statistics on time and weather.

Availability: E. T. with announcer.

Running Time: 2 hours.

Cost: On request.

Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Wake Up With J. C.

Emcee J. C. Atkinson has been spinning the hillbilly discs from 6 to 8:30 every morning for nearly three years. He enhances his popularity by making

Gerry Gross
& ASSOCIATES

- THE VINCENT LOPEZ SHOW
- GEO. F. PUTNAM'S HEADLINE CLUES
- DINNER WITH LOPEZ
- THE BOB HOUSTON SHOW
- LYNN JAMES MUSICAL QUIZ
- YOU TELL ME
- THE MAGIC CURTAIN

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New York, N. Y.

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DISC JOCKEY

numerous personal appearances at barn dances and other entertainment spots.

Availability: Live talent.

Running Time: 2½ hours.

Client Suitability: Any item for general family usage. No alcoholic beverages.

Cost: 15-minute strips, \$10.80 per program, 13-week contract.

Audition Facilities: Transcriptions.

Submitted by: WBBQ, Augusta, Ga.

The Whirligig

Program is unique in the fact that it was designed as a telephone request program running two hours. Listeners call in their requests directly to the station. Disc Jockey Ray Washabaugh handles the show. Quarter-hour portions of the show are sponsored by General Electric and Frigidaire dealers. Balance of program is participating.

Availability: Live talent; E.T.

Running Time: 2 hours.

Client Suitability: Those catering to a large women's audience.

Cost: Spot rate \$6.00; Quarter-hour \$18.75.

Number of Episodes Available: 13.

Audition Facilities: Transcriptions.

Date Created and/or Produced: March 1, 1949.

Submitted by: WOKZ, Hotel Stratford, Alton, Ill.

Willy Wah Willy

Outstanding character-type of disc jockey show, directed to Alaska's largest audience. Willy Wah Willy is truly an outstanding character, and he brings about every nonsensical thing into the program possible. The revenue has increased 50 per cent and availabilities are only secured after being entered on a waiting list. The show lasts one hour, except that it is interrupted for 5 minutes of weather report and is followed by the first international newscast of the day.

Availability: Live talent.

Running Time: 60 minutes.

Client Suitability: Any class of client can be handled.

Cost: Not sold complete. Spots accepted at national rates.

Date Created and/or Produced: May, 1948.

Submitted by: Alaska Broadcasting Company, KFQD, 830 Securities Bldg., Seattle 1, Wash.

The WSPR Rhythm Society

Daily, five-a-week.—half-hour popular disc show, inviting memberships, for which "Certificates of Membership" are mailed to listeners. Request tunes are played consistently.

Running Time: 15 or 30 minutes.

Client Suitability: General.

Cost: 15-minute segments.—\$40 per pgm. 30-minute programs.—\$60 per pgm.

Audition Facilities: Transcriptions.
Date Created and/or Produced: 1939.
Submitted by: WSPR, WSPR Building, Springfield 5, Mass.

Yawn Patrol

Happy Wilson, Decca recording artist, gets Alabama listeners off to a good start each morning with his Yawn Patrol, a program featuring folk songs, time, weather, news and sports results.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.

Submitted by: WAPI — Voice of Alabama, Inc., Birmingham, Alabama.

Your Date With Tait

An established personality known for his sports broadcasts. Tait Cummins now has his own disc show for an hour each Saturday afternoon. Plays pop records and spins yarns in his own distinctive style.

Availability: Live talent; E. T.

Running Time: 60 minutes.

Client Suitability: Sporting goods, department store, men's clothing, automotive, etc. No beer or gasoline accounts acceptable.

Cost: On request.

Audition Facilities: Transcriptions.

Date Created and/or Produced: December, 1948.

Submitted by: WMT, Cedar Rapids, Ia.

Bob McLaughlin's Clubtime

Bob McLaughlin's Clubtime, heard Coast to Coast, in the answer to "something different" in Disc Jockey programs. The atmosphere of a gay night club is created with a suitable background crowd effect. The M. C., Bob McLaughlin, using a clever and tricky succession of recorded comments by top stars, introduces their songs and act just as though they were actually in the studio. Clubtime received a National Award (1948) as the best new Disc Jockey idea.

Availability: Live talent; E. T.

Running Time: 15 minutes.

Client Suitability: Anything.

Cost: On request.

Number of Episodes Available: 200.

Audition Facilities: Transcriptions.

Submitted by: KLAC, 100 Cahuenga, Los Angeles 38, Calif.

Bob McLaughlin's Club 570

The "570 Club" (from the carrier frequency of KLAC) creates the atmosphere of a gay night spot with the stars in attendance. Using the voice tracks of artists with his own voice was originated in Hollywood by Bob McLaughlin. The result is so realistic many fans have called while Bob was on the air to talk to the Stars and attend the Club. Heard Monday thru Friday—three hours daily. Saturday—three and one-half hours.

Availability: E. T.

Running Time: 3 hours daily.

Client Suitability: Anything.

Cost: On request.

Number of Episodes Available: On request.

Audition Facilities: Transcriptions.

Submitted by: KLAC, 1000 Cahuenga, Los Angeles 38, Calif.

Deems Taylor Concert

Deems Taylor does the commentary for a long-hair disc jockey program

that features the world's best music on records and Mr. Taylor's commentary on transcriptions. Across-the-board program.

Availability: E. T.

Running Time: 30 minutes.

Client Suitability: All types of local sponsors & regional network.

Cost: Weekly rate is the one-time, national Class B half-hour rate.

Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.

Date Created and/or Produced: September 12, 1948.

Submitted by: Radio Features, Inc., 75 East Wacker Dr., Chicago 1, Ill.

The Hal Tate Show

Chicago's fastest-growing disc jockey show, featuring Hal Tate's informal patter, "scoops" on the latest in popular music, Godfrey-like commercial delivery and interviews with top stars in the theatrical field appearing in Chicago.

Availability: Live talent.

Running Time: 15 or 30 minutes.

Client Suitability: Household appliances, motion picture producers, theatrical producers, etc.

Cost: On request.

Audition Facilities: Will pipe live talent.

Date Created and/or Produced: 1949.

Submitted by: WAIT, 360 North Michigan Ave., Chicago 1, Ill.

Life Is A Song

This script show offers a new technique in disc programming, for smaller, low-budget stations. It is a dramatic serial in "story-set-to-song" form, combining Randel-prepared scripts with music from record libraries of subscribing stations. Local announcer becomes central character, tells story. Music is brought in as "dialogue" to dramatize events in typical small town.

Availability: Live talent; E. T.

Running Time: 15 minutes.

Client Suitability: General.

Cost: \$5 per week for 5-a-week scripts with cue sheets and music lists.

Number of Episodes Available: 260.

Audition Facilities: Sample scripts on request.

Date Created and/or Produced: July 12, 1949.

Submitted by: Randel Productions, 1201 Fidelity Bldg., Charles & Lexington Sts., Baltimore 1, Md.

Rush Hughes Show

Rush Hughes, a Pied Piper personality pipes listeners into WCFL. The vibrant voice of Rush Hughes makes the housewife take a "sit down" to an hour of easy listening of pop music gossip about people in it and easy chatter above everything. Interviews from the studio via the telephone with his listeners—you hear both sides and become part of it.

Availability: Live talent.

Running Time: 60 minutes.

Client Suitability: Any product that sell to housewives.

Cost: \$270 per week. Talent \$80 per week net—15-minute participative show.

Submitted by: WCFL, 666 Lake Street Dr., Chicago 11, Ill.

Experience

in custom building film since 1932

Applied

to Television since 1938

- SALES PROMOTIONS
- FASHIONS
- INDUSTRIALS
- SPORTS

for

(among others)

- THE GOODALL COMPANY
- THE LEKTROLITE COMPANY
- R. H. MACY & CO., INC.
- SEARS ROEBUCK COMPANY
- THE AMERICAN CANCER SOCIETY

JACK O GRAM STUDIO

152 WEST 42nd STREET • NEW YORK 18 • LONGACRE 5-9255

1949 FORUMS—DISCUSSIONS 1950

Alcoholics Anonymous Roundtable

Frank discussion of the problem of Alcoholism by people who know best the dangers inherent in the disease. "The A. A. Roundtable," using a panel of Alcoholics Anonymous members, identified only by fictitious first names, stresses symptoms to help the alcoholic recognize his condition and explains the means in which other alcoholics have been able to withstand alcohol.

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Available only to a strictly institutional advertiser who could present program as a community service. AA cannot endorse advertiser's product or service.
Cost: On request (only ET charges).
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February, 1948.
Submitted by: Susquehanna Broadcasting Co., WSBA, P. O. Box 1112, York, Pa.

Alexander's Mediation Board

"There are," says A. L. Alexander, "two sides to every story." And under his guidance, both sides of human relations problems, presented by the participants themselves, are brought to the attention of a panel of three leading citizens who preside at each broadcast. The Board, selected from a permanent panel of 100 distinguished people, gives a considered opinion on each case.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Drugs, foods, hardware, laundries, etc.
Cost: Twenty per cent of a station's evening-hour network card rate, unless otherwise notified.
Number of Episodes Available: Continuous.
Audition Facilities: Transcriptions.
Date Created and/or Produced: October, 1947 (Started as a Co-op at this time.)
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

The American Forum Of The Air

The American Forum of the Air features a vital, timely public question each week, discussed by famous, qualified experts on the subject, from public life. Originated and moderated by Theodore Granik, it is radio's oldest discussion program, and the only one originating from Washington, D. C. Questions from the audience increase the interest. Copies of the debate are mailed on request.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Public utilities, railroads, banks, department stores, quality stores and services.
Cost: Twenty per cent of a station's

evening-hour network card rate.
Number of Episodes Available: Continuous.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September, 1928.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

The Art Of Conversation

A completely ad-lib, daily presentation of distinguished local, national and international figures in the fields of art, music, politics, religion, sociology, literature and science. Shows usually feature two guests with common background and interest plus station's host. Guests speak freely in conversation with each other and with host on topics of wide interest.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Institutional advertiser, such as public utility.
Cost: \$125.00 per week.
Number of Episodes Available: As many as needed.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February, 1948.
Submitted by: KWJJ, 1011 S.W. 6th St., Portland 4, Ore.

Coffee Club Of The Air

County Agent handles group each week, inviting farmers, businessmen, professional workers, to discuss current, local problems . . . such as milking problems; breeding of mink; chicken raising; highway improvements; 4-H discussions . . . all calculated to talk to people on their level. Coffee and doughnuts served on the air. High listener response. Aired one year.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Creamery and drug-store co-sponsor.
Cost: Air time only.
Date Created and/or Produced: May 15, 1948.
Submitted by: WLDY, Ladysmith, Wis.

Conservation Club Of The Air

With conservation vitally important in Wis., a group of local and state conservation officials, and interested parties, gather about the mike and discuss at length conservation problems locally and state-wide. Deer damage, fish care, forest fire prevention, and every phase of conservation is discussed and aired for public views.

Availability: Live talent.
Running Time: 30 minutes.
Cost: Air time only.
Date Created and/or Produced: September 15, 1948.
Submitted by: WLDY, Ladysmith, Wis.

Dear Doctor

A five-minute program discussing common ailments and their treatment. The "Doctor" reads letters from listeners and answer their queries. Subjects are handled in an informal, chaty way ap-

pealing to the layman rather than the medical man. The program has the approval of the Fulton County Medical Association.

Availability: E.T.
Running Time: 5 minutes.
Client Suitability: Pharmaceutical house, medical man.
Cost: \$10.00 per show.
Number of Episodes Available: 5 per week.
Audition Facilities: Transcriptions.
Submitted by: WCOH, P. O. Box, 4626, Atlanta, Ga.

Oakland High Schools Forum

Prepared by high school students in local schools in rotation, moderated by a different guest weekly such as judges, lawyers, doctors, etc. who may be experts in the field selected for discussion. Handles world affairs juvenile delinquency, alcoholism, etc.
Running Time: 30 minutes.
Client Suitability: Bank, savings & loan, automobile dealer.
Cost: \$150 weekly.
Audition Facilities: Transcriptions.
Submitted by: KLX, Oakland 4, Calif.

The People's Forum

Outstanding as a public service feature, "The People's Forum," is aired once a week for 30 minutes. Specific local problems are discussed by local officials who are well qualified to answer the pointed questions of the moderator. The forum usually has four or more guests and it is completely without script.

Running Time: 30 minutes.
Client Suitability: Local only.
Date Created and/or Produced: March 27, 1949.
Submitted by: WGLS, Decatur, Ga.

Rural Free Delivery

A farm program that is different. All material is carefully screened to localize it. Tape recordings of interviews with farmers on their farms are cut during week, and aired on program. Farm meetings, doings and information are skillfully evolved into an entertaining whole.

Availability: E. T.
Running Time: 25 minutes.
Client Suitability: Specially adapted for advertisers of national farm implements, seeds and such.
Cost: SRDS rate card, plus \$5.00 production charge.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June, 1949.
Submitted by: WLOK, Lima, O.

Town & Country

Charley Stookey, KXOX farm editor, presents Town and Country, Noon Edition, broadcast from 12:00 to 12:30 p.m. Monday through Saturday. The program includes transcribed music, not hill-billy; latest market reports; a comprehensive weather and river report;

international, national, local and regional news; reports from 30 town and country correspondents in 30 counties in the KXOX area; items from rural newspapers and occasionally a farm feature or interview.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Sept. 12, 1949.
Submitted by: KXOX, 12th & Jackson, St. Louis 1, Mo.

Valley Farmer & Homemaker

Program broadcast each morning at 6:45 A.M. Produced in cooperation with the University of Mass., the Mass. and U. S. Depts. of Agriculture. Farm bulletins, weather forecasts, news items, spraying messages and miscellaneous guests of importance.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Farm equipment and supplies, department stores.
Cost: Upon request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: May 30, 1949.
Submitted by: WHYI, 180 High St., Holyoke, Mass.

Western Slope Farm & Ranch Hour

Format includes agricultural news, wire recorded interviews with farmers and live stockmen of the area, and guest appearances (live) by county agent and home extension specialist, plus variety music.

Availability: Live talent; E. T.
Running Time: 45 minutes.
Client Suitability: Farm implements, farm publications, seed cos., etc.
Cost: Available on participating basis at regular published rates.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January, 1949.
Submitted by: Western Slope Broadcasting Co., KFXJ, Grand Junction, Colo.

Your Future

All high school seniors in this section are required to listen to this program weekly. A business or professional man discusses his work for 10 minutes. Then for the remaining 20 minutes he is questioned by a group of high school seniors who are interested in that particular work. Vital information has been given students before they graduate by this program.

Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Submitted by: WKBC, Box 295, North Wilkesboro, N. C.

"SUPERIOR PROGRAMMING, KNOW HOW, AND COMMERCIAL SAVVY"

*Says VARIETY of WOV in its 16th
annual showmanship award for . . .
FOREIGN LANGUAGE LEADERSHIP*

IN New York's rich Italian market WOV and only WOV delivers complete coverage plus exclusive out-of-town bonus coverage. WOV is the dominant advertising sales medium for any product—YOURS included—in America's only multi-billion dollar Italian-language market.

Get the facts on this **\$2,300,000,000** market
within New York metropolitan trading area

from **WOV** Originators of
AUDITED AUDIENCES

RALPH N. WEIL, General Manager
The Bolling Company National Representative



Foreign Language Progress

Quality Group Formed

By **Ralph Weil**

President

WOV, New York, N. Y.

THE finest and most productive ideas often result from uncomplicated thinking. Many times, not only in scientific problems but in business problems, the solution, purely through reason of its utter simplicity, has been "discovered" only after extensive lengths of time.

There is no doubt in my mind that thoughts of cooperation between, and organization of, foreign language broadcasters have often in the past flitted vaguely through the minds of the operators of such stations. The idea was such a "natural" that through its unobtrusiveness it suffered and wandered about (probably) for many years unrecognized as a workable, potentially profitable plan.

The recently organized Foreign Language Quality Group resulted directly from the combined thinking of 40-odd language broadcasters who assembled here in New York's Hotel Roosevelt (June, 1949) to attend a Foreign Language Broadcasting Clinic. Arnold Hartley (WOV vice-president and program director) and I proposed this Clinic at the recent (May, 1949) NAB Convention in Chicago, through the oral medium of WNEW's Ted Cott, head of the NAB Unaffiliated Stations Committee. The Clinic proposition, Hartley and I believed, would result in mutual benefit of language broadcasters through sharing of each other's case histories, operational questions, and know-how. This Clinic meeting, which started early and ran late, reached a climax in interest and enthusiasm late in the afternoon. Following helpful, revealing and constructive talks from many well-knowns in the field, including the NAB's Jess Willard, WNEW's Ted Cott, the State Department's Mucio Delgado, Emil Mogul Company's Emil Mogul, the Pulse's Dr. Sydney Roslow and many others, we entered into our scheduled National Sales Panel. Panel members George Lasker, WBMS; Jimmy Milne, WNHC; John Dyer, WGES; Bill Moore, WBNX; and William Jory of WJLB (with myself as moderator) started off with a discussion of common problems. With a bid for suggestions, a few trial balloons were launched concerning a possible sub-committee of independents under the aegis of the NAB—or a 3-man executive committee from spread out sections of the country, to follow up group representation—or a combine to explore program possibilities and resultant reductions in group purchased transcription libraries, etc.



It was brought up that any single station's relationship to an advertising agency in its own city could not be duplicated by a station in a different city . . . but that through distribution of transcribed 15 or 30-minute shows to an FL group the agency viewpoint would be changed. This was described as a sort of "wax network."

George Lasker recalled starting FL for the first time on his station. He found it went so well that the idea of getting a national representative to handle his along with a few other FL operations seemed a smart one. Lasker pointed out that a foreign language audience is—for lack of a better term—a "controlled" audience. Said Lasker, "The big companies . . . are not interested (or simply haven't the extra time) in little guys walking into their offices to sell 15 minute programs. A coast-to-coast idea is an entirely different and very impressive story. If we can show the agencies a market of 25 million people where they can buy 50 stations instead of one—we've got something."

In rapid succession it was agreed that in forming an FL network to make money . . . money would of necessity have to be spent; that the group should be an independent organization, unassociated with NAB; that each member station must compile and provide adequate information concerning its particular territory and audience; that a tentative committee must be appointed.

There is yet much thinking ahead of the FLQG. By the time this appears in print the first meeting will have been held . . . (on August 8, 1949). I head the Committee of five which includes Frank Blair, WSCR, Scranton; George Lasker, WBMS, Boston; Samuel Sague, WSRS, Cleveland Heights; and William Jory, WJLB, Detroit. There are many questions, many problems, many "bugs" in this thing which we will endeavor to iron out. We must consider and plan the financing. Each member station must provide adequate market and audience information for its own territory, and it is our hope that some pattern may be devised whereby such data is obtained through established methods which adjust easily to size and locality. There is the problem of adaptable programming—and time clearance. It is necessary that our thinking be somewhat along network lines, which naturally will call for some sacrifice here and there, of individuality. I think, however, that the mutual benefits resulting from our combined offering to advertisers will greatly outbalance any seeming sacrifice. We will share what we have already learned; and banded together we will learn a great deal more. Heretofore our thinking has been single. Of course it will continue to be, to some extent. But the prospect here is great . . . and certainly FL is taking a good and a sure step forward. For the advertiser there has always been painstaking service, but not until now have we language broadcasters realized that it was not up to the advertiser to seek out our records and markets and group us together into a productive service. No . . . the advertiser is busy enough as it is. It is our own job to get our records, our statistics, our audiences, our efforts, territories and services combined into a productive, nationwide market for that advertiser.

The Foreign Language Quality Group is, I think, going a long, long way.

Those trial balloon suggestions were all that was necessary to, at long last, spotlight the simple solution to full strength foreign language prestige, performance and recognition. That unobtrusive idea, (cooperative association), which had wandered about unrecognized, suddenly found itself the belle of the ball . . . the QED to the overall sales problem of FL radio.

Suggestions flew hot and heavy at the birth of this FLQG. Few infants boast so many doting parents. There were many ideas on the best way to rear the babe to healthy youth. Bill Jory outlined some successful Polish programing being done regularly in Detroit . . . and 92 per cent sold locally. Could such a thing somehow become cooperative?

Samuel Sague of Cleveland Heights' WSRS pictured New York City as headquarters for a FL transcription network.

1949 ★ FOREIGN LANGUAGE ★ 1950

Arcobaleno

A novel and highly entertaining Italian language program featuring "Di Luca" as the Host, and "Adriana" as the Hostess. The 30-minute presentation combines news comments and special features with an occasional invitation to the audience to help solve a puzzle. A little poetry and a little music round out a daily program of considerable charm and interest.

Availability: Live talent; E. T.

Running Time: 30 minutes.

Client Suitability: Food & drug products, wines.

Cost: On request.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January 20, 1949.

Submitted by: WHOM, 136 West 52nd St., New York 19, N. Y.

Barber Of Brooklyn

This is a light and frothy soap opera called—with all apologies to Rossini—"The Barber of Brooklyn." The barber in this piece is a garrulous "Figaro" who gives freely his opinions on every subject from his mother-in-law to corn medicine. This is a very popular Italian comedy feature with Italian language listeners.

Availability: Live talent; E. T.

Running Time: 15 minutes.

Client Suitability: Food & drug products, tobacco.

Cost: On request.

Audition Facilities: Transcriptions.

Date Created and/or Produced: May 15, 1949.

Submitted by: WHOM, 136 West 52nd St., New York 19, N. Y.

La Porta Chiusa

Sixty-five episodes of 11½ minutes each. One complete 13-week story cycle. Serial drama in Italian language produced in WOV Rome studios with Italy's leading radio actors. Story of clandestine marriage of a ballerina with a youth of noble Italian family. Sure-fire, and produced by WOV according to American radio standards. Transcriptions returnable after use.

Availability: E. T.

Running Time: 11½ minutes.

Cost: On request.

Number of Episodes Available: 65.

Date Created and/or Produced: 1949.

Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Lettere D'Amore

A provocative dramatic series based

on letters penned by such well known figures as composer Vincenzo Bellini and writer Robert Browning. The featured actor is Gino Caimi, well known Italian stage and radio star.

Availability: Live talent; E. T.

Running Time: 15 minutes.

Client Suitability: Food & drug products, wines.

Cost: On request.

Audition Facilities: Transcriptions.

Date Created and/or Produced: April 18, 1949.

Submitted by: WHOM, 136 West 52nd St., New York 19, N. Y.

The Market In Your Home

(El Mercado En Su Hogar)

Remote control from the market. Give in prices for all merchandises and listing the new ones received. Interview of persons, especially women, land owners and merchants. A last section of education regarding how to treat animals, feeding them for the market and how to treat crops and other vegetables. On Saturdays a group of students come up to the program with their professor and the class is given thru the program.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Food, milk and Agricultural machinery.

Cost: \$20.00 each one.

Date Created and/or Produced: January, 1948.

Submitted by: Borinquen Broadcasting Co., W. V. J. P., Box 207, Puerto Rico.

Mundo Infantil

This is a Spanish program of 15 minutes 5:00 P.M. to 5:15 P.M. for children. Grandfather Nicolas, tells stories, and uncle, Doroteo, plays the guitar for them to sing. Children love this program and many of them come every afternoon, after school hours, to see grandfather Nicolas. He gives candies and presents to them every day.

Availability: Live talent; E. T.

Running Time: 15 minutes.

Client Suitability: Milk, candy, toys, children's clothes, books, school supplies, etc.

Cost: \$15.00 per program of 15 minutes net.

Number of Episodes Available: 200.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January, 1949.

Submitted by: WKJB, Box 1293, Mayaguez P. R.

Musical Salon

The Musical Salon is a program of vocal and orchestral music and features melodies to suit every preference—an aria, a song or two, a duet—all tastefully presented under the direction of Michael Rosco. Soloists with the orchestra are Catherine Mastice, lyric soprano, and Mario Fiorella, baritone.


Availability: Live talent; E. T.

Running Time: 30 minutes.

Client Suitability: Drugs, soaps, wines.

Cost: On request.

Audition Facilities: Transcriptions.



WEVD

5000 WATTS
1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES IN

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
MARKETS WITHIN

THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

Henry Greenfield,
Managing Director

WEVD 117-119 West 46th Street, New York 19, N. Y.

Date Created and/or Produced: February 1, 1949.
Submitted by: WHOM, 136 West 52nd St., New York 19, N. Y.

Polish Language Transcription Service

A Polish language transcribed library service of 16-inch discs for stations having a substantial Polish audience segment. Transcriptions carry two, three, or four separate parts and are pressed both sides, allowing different combinations of programming. They contain comedy shows, folk stories and dramas. Free audition disc on request.
Running Time: 30 minutes.
Client Suitability: All.
Submitted by: Pan American Broadcasting Co., 330 Madison Ave., New York 17, N. Y.

Programma Hispano

This is a Spanish language feature with a special appeal to Puerto Ricans. Programs are dedicated to different localities in Puerto Rico and guests from these areas are interviewed. Typical music is featured by both live and recorded artists.
Availability: E. T.
Running Time: 60 minutes.
Client Suitability: Department stores, foods, tobaccos and drugs.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: August 15, 1948.
Submitted by: WHOM, 136 West 52nd St., New York 19, N. Y.

Rico Cari

Rico Cari is a young Italian baritone whose repertoire includes both Italian and American folk songs. He accompanies himself with a guitar and does equally well both in the Italian and English idioms.
Availability: Live talent; E. T.
Running Time: 15 minutes.
Client Suitability: Food & drug products, wines.
Cost: On request.
Audition Facilities: Transcriptions; will pipe live talent.
Date Created and/or Produced: December 1, 1948.
Submitted by: WHOM, 136 West 52nd St., New York 19, N. Y.

Scandinavia

KFGO from its tremendous library of imported Scandinavian records — with continental talent, produces this 60-minute Sunday afternoon show. It is the only authentic Scandinavian show in the area, where something like 50 per cent of the populace is Scandinavian born.
Running Time: 60 minutes.
Client Suitability: General.
Cost: \$95 per broadcast.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: October, 1948.
Submitted by: KFGO, Fargo, N. D.

Special Programs From Rome

(May be titled)

The Holy Year begins December 24,

FOREIGN LANGUAGE

1949 and continues through 1950. Countless numbers of people from innumerable American communities will be making pilgrimages to Rome. WOV's Rome studios are available now and in the Holy Year for transcribing features with visitors from your own home town . . . in English, Italian or any other language.

Availability: E. T.
Running Time: Any length.
Cost: On request.
Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Ten Commandments

An inspiring Italian language dramatization of the Ten Commandments written by Gerardo Iovenelli, and acted by an impressive cast headed by Dino Di Luca, Italian stage, screen and radio personality.
Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Food & drug products, wines.
Cost: On request.
Number of Episodes Available: March 20, 1949.
Audition Facilities: Transcriptions.
Submitted by: WHOM, 136 West 52nd St., New York 19, N. Y.

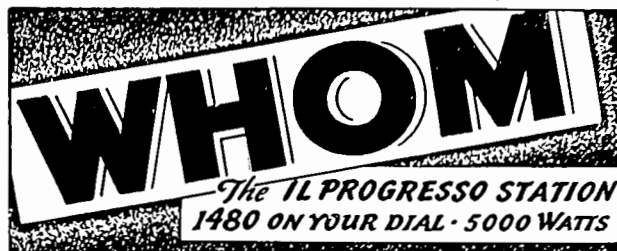
Viaggio In Italia (Voyage In Italy)

The story told in words and music of WHAT's Italian director's voyage to Italy. He recalls different occurrences with a background of mood music throughout and/or sound effects, weaves a pattern of restful travel to the cherished Italian homeland. The program is designed to lift you out of your homes and take you to Italy also. Produced by Leonard Stevens and written by Frank Trombetta.
Availability: Live talent; E. T.
Running Time: 15 minutes.
Number of Episodes Available: Across the board (5 per week).
Date Created and/or Produced: June 20, 1949.
Submitted by: WHAT, 1505 Walnut St., Philadelphia 2, Pa.

WOV A Passegio

The WOV travelling microphone. Humorous, ingratiating, lively Ralph Pedit and the WOV travelling microphone are currently setting themselves up in widely scattered Italian - American grocery stores. Patrons of these stores are interviewed, not on any particular subject, but on a variety. Humor, interest, pathos and punch find their way into the sensitive tape. Edited and shaped into a novel and human half hour, this program is aired over WOV as an afternoon attraction. One of the biggest mail-gatherers on the air in Italian!
Availability: Live talent; E. T.
Running Time: 30 minutes.
Cost: On request.
Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

BLANKETS THE FOREIGN LANGUAGE MARKET IN NEW YORK



MORE ITALIAN BROADCAST HOURS
THAN ANY OTHER STATION IN THE
UNITED STATES — AND PLENTY IN
POLISH, JEWISH, GERMAN, SPAN-
ISH, RUSSIAN—PLUS THE "AFTER
HOURS SWING SESSION."

SELL YOUR PRODUCT TO THIS
DOLLAR - WISE GROUP OVER

WHOM

THE COUNTRY'S LEADING
MULTI - LINGUAL STATION

WHOM

1949 ★ ★ HILL BILLY ★ ★ 1950

Bonnie Lou & The Dixie Playboys

The forgotten female has her hillbilly heyday. Bonnie Lou, a mountain miss with worlds of personality teams with M. C. Chuck Pruitt and his Dixie Playboys for an hour a day folk music fiesta. Wide following among country neighbors and city slickers alike. On telephone request days switchboard repeatedly blanked out.

Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: Feed and seeds, household products, farm implements, drug products, foods.
Cost: One hour or in 15-minute segments sent upon request.
Number of Episodes Available: Daily.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April, 1949.
Submitted by: Greenville Broadcasting Co., WESC, 1 College St., Greenville, S. C.

Bill Sova Request Show

The program features Bill Sova and the Ranch Boys, popular local western stars with staffer Chet Bear MC. Listeners are invited to call in requests during broadcast. A maximum of 300 calls may be taken during the broadcast, but there were 2,752 uncompleted calls recorded by the local telephone office.
Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: No limitations.
Cost: \$100.00
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September 2nd, 1948.
Submitted by: WILS, 407 N. Washington, Lansing 30, Mich.

Carl Story's Sacred Quartet

Hillbilly hymns by Carl Story, the region's most popular hillbilly singer, with Claude Boone, Red Rector and Cotton Galyon. They accompany themselves with electric guitar, regular guitar, mandolin and violin. Requests accepted by mail and names read on program. More than a thousand requests received in two days just before Mother's Day.
Availability: E.T.
Running Time: 30 minutes.
Client Suitability: General.
Cost: \$125.00.
Date Created and/or Produced: April 3, 1949.
Submitted by: WNOX, 110 So. Gay St., Knoxville 24, Tenn.

Cockney Cowboys

The only cowboy program in radio done by one Englishman and one American with an English accent. Written, directed and produced by Ivor Hugh and William Martin. Designed for city listeners strangely enough. Situation comedy plus "cockney cowboy music".
Availability: E.T.
Running Time: 15 minutes.

Client Suitability: Food stores, drug stores, department stores.
Cost: On request.
Submitted by: WCCC, Hotel Bond, Hartford, Conn.

Collies' Corral

Here's one with Houston's highest Hooper rating. A folk music festival with all the trimmings and more. It features bowlegged Biff Collie who travels high, wide and handsome in western circles himself. Features the current top tunes on the folk hit parade by record with frequent guest shots by cowboy notables. The audience increases with each survey.
Availability: E.T.
Running Time: 1 hour 45 minutes.
Client Suitability: Any wanting to reach mass audience.

Cost: 260 time ¼ hour \$27.00 per program. 312 time \$24.40 per program.
Number of Episodes Available: 312 or more.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February 1948.
Submitted by: KNUZ, 905 Scanlan Building, Houston, Texas.

Corn Crib Jamboree

Informally conducted Hill-Billy and Western ETs and records. MC'd by Orland Young, who has worked extensively with Hill-Billy acts. Highlight of program is hilarious burlesque on "horse opera" theme called "Doubtful Dan Dowdy." MC does extremely clever job on all voices and all his own sound effects. Has great talent for contrasting voices and humorous dialogue. Sketch runs from 10 to 15 minutes.
Availability: Live talent.
Running Time: 30 or 60 minutes.
Client Suitability: Any general product, as hill-billy popularity very strong in this area.

Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January, 1948.
Submitted by: WHIS, Bluefield, W. Va.

Dixie Jamboree

Popular McBruce Buchanan goes into character—hill billy style on continuity and commercials—best mail pull program on the air—all written requests which are played daily—most of the time records—occasionally visiting artists.
Availability: Live talent; E.T.
Running Time: 60 minutes.
Client Suitability: Any sponsor pulling rural listeners on hill billy audience, especially farm, mill type.

Cost: 15" segments—Talent cost to MC \$5.00 per fifteen minutes.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 1, 1948.
Submitted by: WMFD, P. O. Box 696, Wilmington, N. C.

Florida Jubilee

An hour show, emceed by "Cousin Jeffrey", a more or less proto-type combination Georgia and Florida country boy. Features a different hillbilly star everyday, i. e., Eddy Arnold, Roy Acuff, etc., on records. Saturday features the hill-billy hit parade with the five top tunes requested during the past week. It is an all request show.

Availability: E.T.
Running Time: 60 minutes.
Client Suitability: Foods, drugs, soaps, grocery stores, music stores, department stores, etc.
Cost: On request.
Number of Episodes Available: Show prepared daily.
Audition Facilities: Transcription.
Submitted by: WVCG, 223 Aragon Ave., Coral Gables 34, Fla.

George Morgan

Composer of "Candy Kisses" and latest nation-wide folk singing sensation in his own show, with band. Terrific popular appeal of Morgan, plus brief talk by singer to women listeners each show, dealing "how to hold a husband," "woman only old as she feels," etc.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Anything appealing to women, particularly those in small towns and rural areas.

Cost: On request.
Number of Episodes of this Show Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: July, 1949.
Submitted by: WSM, 301 7th Ave. N., Nashville 3, Tenn.

Hayride

"Painless" Payne, emcee deluxe, rings the bell week nights with Hayride, featuring hillbilly, western and Gospel Singing.

Availability: Live talent; E.T.
Running Time: 2½ hours.
Client Suitability: Beers, ales, lower priced clothing, working tools, etc.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: July 5, 1948.
Submitted by: WDXB, 539 Vine St., Chattanooga, 3, Tenn.

Hillbilly Hit Parade

One of the most popular Saturday morning programs among Mid-America listeners (top rating in Greater Kansas City according to Robert S. Conlan study, April, 1949), Dal Stallard's "Hillbilly Hit Parade" features the listeners' choice of hillbilly and western recordings. Stallard's friendly, informal style is particularly well suited to the easy format and tuneful music of this well-paced program.
Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Feed companies, nurseries, farm material suppliers, etc.
Audition Facilities: Transcriptions.

Date Created and/or Produced: February, 1949.
Submitted by: KCMO Broadcasting Co., Inc., 1515 Commerce Bldg., Kansas City 6, Mo.

Houston Hoedown

Fast moving, two man, hillbilly disc, jockey type. Features both records and top live western bands only. Programmed directly toward Texas' abnormally high folk music audience. Carries one of the top night time hoopers in the big Houston market.

Availability: Live talent; E. T.
Running Time: 2 hours 45 minutes.
Client Suitability: Any desiring mass audience.
Cost: 260 time ¼ hour \$27.00 per program. 312 times \$25.40 per program.
Number of Episodes Available: 312 or more.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February 1948.
Submitted by: KNUZ, 905 Scanlan Bldg., Houston Tex.

Joe Isbell

Folk Music singer and Swiss Yodeler supported by Mountain band, novelty acts, comedian and singers.
Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Submitted by: W. M. Ellsworth, 75 E. Wacker Dr., Chicago 1, Ill.

Patsy Montana

Patsy Montana and her Cowgirls. A family act of Patsy (Victor recorded) and her clever daughters singing and harmonizing with yodels—a fine band—good chorus and novelty comedy.
Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Submitted by: W. M. Ellsworth, 75 E. Wacker Dr., Chicago 1, Ill.

Prairie Stars

Rosalie Allen, hillbilly specialist and queen of feminine yodelers as sparkling emcee and star of "the friendliest show on the air." Hill-country ballads, western melodies and lilting cowboy songs presented on records in a program patterned for the happy heart. Rosalie Allen intermittently sings and plays her guitar for a huge and loyal audience. An evening show as neighborly, as colorful, as old, as new and as ever popular as the Western sunset.
Availability: Live talent; E. T.
Running Time: 2 hours.
Cost: On request.
Submitted by: WOV, 730 Fifth Ave., New York 19, N. Y.

Rainbow Ridge

Hillbilly and Western records, with Ramblin' Lou disc jockeying, and singing between records. Gimmick is dedication day (Fridays), when over 1,000 dedications are the average in three hour period. Second and best feature of entire show is weekly Rainbow Ridge Hit Parade Saturday, featuring top 25 records voted favorites by listening audiences.

Availability: Live talent; E.T.
Cost: On request.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Submitted by: WJLL, 129 Main St., Niagara Falls, N. Y.

Square Dance Ballroom

Square dancing is sweeping the country and KURV is keeping up with the pace with Square Dance Ballroom. Program features square dance lessons, the latest square dance recordings and popular western music. Square dance orchestras and Callers are invited to studio to make guest appearances and dancers are asked to come and join in the dancing.

Availability: E.T.
Running Time: 60 minutes.
Client Suitability: Record & sheet music shop.
Cost: \$50.00 per broadcast hour.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 1, 1949.
Submitted by: KURV, San Antonio Highway, Edinburg, Tex.

Sun-Up Jamboree

Variety, hillbilly and folk songs spiced with comedy and mellowed with hymns. Popular hillbilly Emcee, Uncle Tom Moore, gives unity to three acts—"The Moore Brothers and Clarence Tate," "Jolly Joe and Zag, the Ozark Mountain Boys," and "Pappy Gube' Beaver." Occasional guests. The early morning live-talent show breaks the monotony of recorded music.

Availability: Live talent.

Running Time: 60 minutes.
Client Suitability: General.
Cost: General rates.
Audition Facilities: Transcriptions.
Date Created and/or Produced: May 9, 1949.
Submitted by: WNOX, 110 So. Gay St., Knoxville 24, Tenn.

Tidewater Hoedown

This is an hour long Saturday afternoon folk music variety show presenting two outstanding bands—regulars, with selected guest talent. The regular troupe headed by redheaded "Mary-Belle" Darden as mistress of ceremonies. Includes vocal trio, duo, six soloists and another half-dozen specialists. Available in quarter hour, half hour segments or participating announcements.

Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: Medicinal products, fertilizer, farm equipment.
Cost: On request. Participating—1 minute card rate.
Number of Episodes Available: Weekly.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January, 1949.
Submitted by: WTAR Radio Corp., Norfolk 10, Va.

Tommy Floyd & His Blue Ridge Buddies

Program is high lighted by old time hymns played and sung in the old time style. Mc'd. by Tommy Floyd in his mountain style, the program has brought terrific mail response.

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

Client Suitability: Foods, drugs, feed, farm equipment & supplies, soft drinks, & tobacco.
Cost: On request
Number of Episodes Available: 6 per week.
Audition Facilities: Transcriptions:
Date Created and/or Produced: April 5, 1949.
Submitted by: Asheboro Broadcasting Co., Inc., WGWR, 303 E. Salisbury St., Asheboro, N. C.

Western Request Time

Here's the most popular request show of its kind in the city of Richmond. Emcee Ben Taylor spins the best requests of the day and adds his personal chatter which brings the entire 45 minutes right into the heart of every listener. Best western talent, recorded and transcribed, is used to fashion a top-notch show.

Availability: E.T.
Running Time: 45 minutes.
Client Suitability: Cigarettes, farm products, drugs, foods, department stores, magazines.
Cost: On request.
Number of Episodes Available: 5 per week.
Audition Facilities: Transcriptions.
Date Created and/or Produced: March 1, 1949.
Submitted by: WMBG, 3301 West Broad St., Richmond, Va.

HILL BILLY

Western Swing

Program that has everything for the Western Oklahoma radio listener. 2000 or more pieces of mail are received monthly; no give aways, no come ons, just honoring the listeners' requests in a dignified manner. This program started out as a half hour show and due to the heavy mail and listener demand is now one hour.

Availability: Live talent; E.T.
Running Time: 60 minutes.
Client Suitability: Any client who wishes to reach the farm homes of western Okla.

Cost: Only spots available. See Stand-and Rate & Data.
Number of Episodes Available: 312.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 21, 1947.
Submitted by: KTJS, Hobart, Okla.

WJLL Jamboree

Hillbilly show using live talent. Jamboree cast consists of 27 hillbilly performers, with Ramblin' Lou, MC. Big names are used as guest stars at rate of once a month. Show is staged from Gorge Auditorium, Niagara Falls, with admission charge.

Availability: Live talent.
Running Time: 2½ hours.
Cost: On request.
Submitted by: WJLL, 129 Main St., Niagara Falls, N. Y.

1949 ★ HOLLYWOOD ATMOSPHERE ★ 1950

At Home With Lionel Barrymore

Outstanding figure of stage, screen and radio. Lionel Barrymore presents three-times-a-week 15-minute programs featuring reminiscences of his career with fascinating stories of the immortals he has known. He talks about Hollywood, his family, Broadway, show business and the philosophy of living. Robert Eisenback writes "At Home With Lionel Barrymore." Paula Stone is the director.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: All types.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: MGM Radio Attractions & WMGM, 711 Fifth Ave., New York 22, N. Y.

Hollywood Calling

Hollywood's famous radio commentator, George Fisher, interviews the film stars and also presents his "Filmtown Featurette," a commentary on a Hollywood personality or topic of the day. Music by The Californians and featured vocalists highlights tunes written for musical films.

Availability: E. T.

Running Time: 30 minutes.
Number of Episodes Available: One a week, always current.
Audition Facilities: Transcriptions.
Dated Created and/or Produced: June 6, 1949.
Submitted by: Standard Program Library, 140 N. LaBrea, Los Angeles, Cal.

Hollywood's Open House

Sure-fire musical comedy-drama-guest star-variety program half-hour weekly, with Jim Ameche as emcee, and Ray Bloch and his orchestra. Each program features a guest vocalist, guest comedian and one or more motion picture stars in a dramatic spot.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Department store, banks, groceries, automobile sales, specialty stores.
Cost: On request.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948-1949.
Submitted by: Transcription Broadcasting System, Ritz Tower, Park Ave. & 57th St., New York 22, N. Y.

Hollywood, U. S. A.

A bright inside look on Hollywood

with Paula Stone bringing listeners intimate news and interviews with stars, directors, writers, etc. Each program has a distinctive feature. Monday's program is called "Hollywood Hints and Hobbies" with stars describing their hobbies; Tuesday's "A Day at Rom-off's" where Paula interviews the diners. Wednesday is "Visiting Day" where Paula takes her recorder into the homes of the stars for interviews. Thursday is "Movie Making," behind the scenes broadcasts from movie sets. Friday is "Interviews by Request," in which the stars answer listener queries. "Hollywood U. S. A." is a 15-minute program Monday through Friday. Miss Stone also writes and directs the program.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: All types.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: MGM Radio Attractions & WMGM, 711 Fifth Ave., New York 22, N. Y.

In Hollywood

News from the movie capital about the stars and new pictures, written by the INS Hollywood bureau.
Availability: Live Talent.

Running Time: 5 minutes.
Cost: Supplied as part of INS service to radio stations.
Number of Episodes Available: Supplied once weekly.
Submitted by: International News Service Radio Dept., 295 East 45th St., New York 17, N. Y.

Movie Magazine Of The Air

Show consists of latest news about the Hollywood stars . . . the tie in between the pictures showing and coming to our town soon. On this quest passes are also awarded to various people over the air. Chatter broken up with musical notes.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Client Suitability: Florist, department store, grocery, beauty shop, milk co., etc.
Cost: \$15.00 per week talent charge. Stations rates as listed.
Number of Episodes Available: Unlimited, now one each day.
Audition Facilities: Transcriptions.
Submitted by: WLEU Broadcasting Corp., 12th and State Sts., Erie, Pa.

1949 ★ ★ INTERVIEW ★ ★ 1950

America On-The-Move

An interview type transportation program originating at St. Louis Municipal Airport, Union Station and Union Bus Terminal. In addition to interrogation of passengers, audience is actually brought aboard trains and planes for chats with pilots, stewardesses, conductors, etc. Arrangements with airlines, railroads, etc., permits taking the WIL microphone aboard while train or plane is not in motion.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Client Suitability: Travel agencies, luggage concerns, sportswear companies, etc.
Cost: On request.
Number of Episodes Available: Three weekly.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 1949.
Submitted by: WIL, Hotel Chase, St. Louis 8, Mo.

Breakfast With Your Neighbor

Interview-type program featuring an average American family at breakfast. Mop, Pop, kids and all. Broadcast originates right from carefully selected homes and is handled by station emcee. Family members often render commercials themselves. Recording of each morning's broadcast is presented to participating family. Prizes are also awarded for quiz questions involved.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: Five weekly.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June, 1949.
Submitted by: WIL, Hotel Chase, St. Louis 8, Mo.

The Counsellor's Docket

Half hour night time program. Counsellor advises and counsels on the problems of the listeners, as written in. Featured in the title role is a former Assistant District Attorney and Special Magistrate. Strictly legal problems are not handled; the tenor of the program is more one of kindly and sound advice, based on case experience. Written and produced by John Davison.

Availability: E.T.
Running Time: 30 minutes.
Client Suitability: Foods, drugs, beverages, insurance associations.
Cost: On application.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date created and/or Produced: January 1949.

Submitted by: Central Florida Broadcasting Co., WORZ, WORZ Bldg., Orlando, Fla.

Did I Say That?

Civic clubs of the city are asked to co-operate, and announcer visits the meeting and a tape recording is made

for broadcast later. Five members are asked questions by MC. For correct answer, they receive silver dollars. One question is jackpot question, and if missed amount carries over to next week's program.

Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Tape recorded.
Submitted by: KFRO, Curtis Building, Box 792, Longview, Tex.

Family Album

This combines the "player piano" style of music with phone call to a lady each day. Casual interview on the gossipy side, then questions on neighborhood improvements that should be made. These are referred to proper civic agencies for correction. Lady receives her favorite song as a prize for answering.

Availability: Live talent; E.T.
Running Time: 15 minutes.
Client Suitability: Florist, grocer, other retail outlets with the feminine accent.

Cost: Station rate plus 15 per cent talent.
Number of Episodes of this Show Available: 13.

Audition Facilities: Transcriptions.
Date Created and/or Produced: April 1, 1949.
Submitted by: WMRN, North Main St., Marion, Ohio.

Giant Market Basket

Show opens with special "Giant Voice" sound effect inviting listeners to open Giant Market Basket. Program is recorded in Super Market and features question of the day to four shoppers. Board of judges selected from other shoppers decides winner. Winners receive merchandise awards from market.

Availability: Live Talent; E.T.
Running Time: 15 minutes.
Client Suitability: Super Market or any other large retail establishment.
Cost: On request.

Audition Facilities: Transcriptions.
Date Created and/or Produced: October 1, 1948.
Submitted by: WHKC, 22 East Gay St., Columbus 15, O.

Hi Cousin

Program transcribed in Vancouver, B. C., shipped to KVOS, features interviews with Canadians on Good Citizenship. Travel in United States is stressed. Only show in area that is transcribed in Canada for release in the U. S.

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Caterers to tourists. Hotels, restaurants, service stations, apparel shops, specialty stores.

Cost: \$15 per program, including talent.
Date Created and/or Produced: March 15, 1949.
Submitted by: KVOS, 1321 Commercial, Bellingham, Wash.

Is This My Best?

Program consists of interviewing people on their accomplishments—plus

aptitude tests on their hobbies, and their desires for other job; e. g., we interview a sign painter, who gives us his success story. He wants to be a lawyer. He is given brief outline of qualifications required, studies he must make, etc. He states why he could yet be a lawyer. Panel of 5 prominent citizens tell him why they think he should remain a painter—or become a lawyer.

Availability: E.T.
Running Time: 30 minutes.
Client Suitability: Full appeal to family audiences, especially good as institutional type show.
Cost: \$100 per week, including station time—minimum 13 weeks.
Audition Facilities: Transcriptions; Will Pipe Live Talent.
Date Created and/or Produced: April 20, 1949.
Submitted by: WLAG, 305-307 Broome St., LaGrange, Ga.

Luncheon At Sardis

This is a radio gourmet's delight. Menu includes top radio MC, Bill Slater, interviewing outstanding actors, writers, famous people, provoking impromptu acting, argument and comment. Background is New York's famous restaurant for entertainers, Sardis. Slater tours the tables of these stars as they dine in Sardis, introduces each one to a radio guest who appears each day.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Foods, furniture companies, appliance dealers, beverages, clothing (women).

Cost: Twenty per cent of a station's evening-hour network card rate for five 15-minutes per week. Twice that for five half hours per week. For less than a full week's schedule the talent fee is pro-rated.

Number of Episodes Available: Continuous.
Audition Facilities: Transcriptions.
Date Created and/or Produced: October 1948.

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

Man On The Street

Program originates in downtown Hobart and features interviews with local people about local events. It is at present sponsored by a local drug store and farm implement dealer. Their contract will expire the last of September. As high as 200 people have gathered for the program. All entertaining features that appear in the community are always a must on the "Man On The Street Program."

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Department store, drug store, farm implement dealer, car dealer, soaps, tobacco, food.

Cost: \$75.00 weekly (six days).
Number of Episodes Available: 312.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September 1947.
Submitted by: KTJS, Hobart Okla.

Marriage License Bureau

Jack Brickhouse, celebrated special events reporter, conducts interviews with future brides and grooms from the County Clerk's office. Featuring real romances of real people, the broadcasts offer a combination of lively discussions about courtship, first dates, wedding and honeymoon plans. To insure complete control and top showmanship, the program is recorded on tape at the Marriage License Bureau and carefully edited before being broadcast.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Provides an excellent theme and spirit to slip a commercial message to the receptive housewife.

Cost: \$100 per program (Talent).
Audition Facilities: Transcriptions.
Date Created and/or Produced: December 6, 1948.
Submitted by: WGN, 441 N. Michigan Ave., Chicago, Ill.

Meet The Press

Cabinet members, congressional leaders and political personalities appear on this show each week, are interviewed by four crack reporters, often reveal off-the-record news and scoops. Program pulls no punches, bars no controversy, is covered by three wire services, often makes headlines in the following's day's papers. An unrehearsed press conference of the air it has won Peabody citation.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Newspapers, publishing firms, banks, insurance companies, public utilities, automobile dealers, furniture companies & jewelers, men's clothing, drugs.

Cost: Twenty per cent of a station's evening-hour network card rate, or \$5 per program, whichever is higher.

Number of Episodes Available: Continuous.
Audition Facilities: Transcriptions.

Date Created and/or Produced: December, 1947 (Started as a Co-op at this time.)

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

Meet Your Neighbor

Wire recorder is brought into the homes of local people. Promotional spots run on the air inquire or request people to phone in if they wish to be visited by WIDE's special events personnel. Lu Dumont handles the program—usually recording the whole week's programs on a Saturday afternoon . . . or during the week in the evening if the man of the house is unavailable Saturdays.

Availability: Wire E.T.
Running Time: 15 minutes.
Audition Facilities: Wire transcriptions.
Submitted by: Biddeford Broadcasting Corp., WIDE, 234 Main St., Biddeford, Me.

Salute To Success

A smart five minute show pointing up the wide and numerous accomplishments of local business people who fall outside the well publicized strata. Veteran announcer Wayne Mack includes capsule run-down of success story plus tape interview with person selected for the day's salute.

Availability: Live talent.

Running Time: 5 minutes.

Client Suitability: Financial institutions and services, general institutional.

Audition Facilities: Transcriptions.

Date Created and/or Produced: Winter, 1949.

Submitted by: WGAR, Hotel Statler, Cleveland 1, O.

Third Floor Lobby

Behind the scenes of the Radio World from the third floor lobby of Radio City, the cross-roads of radio and TV activity, Ben Grauer, well-known personality of radio, brings together at microphone—great stars and bit players—script writers and sound effects men—radio wives and real wives—directors, producers, censors, and vice-presidents. Stage and movie stars passing through. Radio audience gets to know them as they are, on their way to shows and rehearsals. Ben knows them all—and they all know Ben.

Availability: Live talent; E. T.

Running Time: 15 minutes.

Client Suitability: Unlimited.

Cost: Five times a week across the board—\$2,500.00.

Audition Facilities: Transcriptions.

Date Created and/or Produced: July, Submitted by: Ra-Bost Features, Inc., 1948.

522 Fifth Ave., New York 18, N. Y.

This Is Greater Lawrence

Pacific Mills sponsors non-commercial 15-minute program weekly for welfare of 150,000 population in area. Civic and fraternal groups discuss activities as they affect and benefit community. Program won third award, 1948, in Billboard public service promotion for clear channel network affiliates. Program produced and directed by Frederick P. Laffey, and is now in second year of broadcasting.

Availability: Live Talent.

Running Time: 15 minutes.

Client Suitability: Any classification.

Cost: \$151 weekly.

Date Created and/or Produced: March 1, 1948.

Submitted by: WLAW, 278 Essex St., Lawrence, Mass.

Tips For Tourists

Uses UP Tourist series, staff prepared tourist itineraries of own region, interviews with tourists and travel author.

INTERVIEW

lites, quiz on tourist information for listeners to answer, and music featuring travel or geographic motif.

Availability: Live talent; E. T.

Running time: 30 minutes.

Client Suitability: Bus lines, railroads, resorts, motels, men's stores, and all tourist-minded businesses.

Cost: Special participating rate given on application.

Number of Episodes Available: 13.

Date Created and/or Produced: June 15, 1949.

Submitted by: KLBM, Old Oro Trail, La Grande, Ore.

You Can Keep Fit

A 15-minute, educational program designed to encourage interest in the priceless secrets of health. In popular, conversational interviews, Dr. Frederic Damrau and Adeline Maneery give practical and correct information on how to keep fit. On the air as a sustainer for three years in New York City. Participants have interesting background of radio training and experience.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: General.

Cost: Reasonable.

Audition Facilities: Transcriptions.

Submitted by: Dr. Frederic Damrau, 247 Park Ave., New York 17, N. Y.

Your Neighbor Speaking

Interviews are carried on in the home or on farms—often consist of interviews with Displaced Persons who have just arrived from Europe and are settling with a family on a farm, in the respective language of the person. Program also covers special incidents in the family, such as anniversaries, trips, or anything new or unusual in the community.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Soaps, food, drugs, department stores, grain and feed, or seed, or clothing.

Cost: On request.

Number of Episodes Available: 52 to 104.

Audition Facilities: Tape transcriptions.

Date Created and/or Produced: July 1949.

Submitted by: WIGM, Medford, Wis.

1949 MISCELLANEOUS 1950

A Citizen Of The Week

Program is aired on Sunday evening. Each week some outstanding citizen in the community is named together with a background story of the person. Last five minutes of the program is devoted to a short interview with the honored citizen of the preceding week after which he is presented with a printed scroll. A musical salute is also used.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Banks, department stores, etc.

Cost: Card rates.

Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.

Date Created and/or Produced: March, 1949.

Submitted by: William F. Huffman Radio, Inc., WFHR, 143 West Grand Ave., Wisconsin Rapids, Wis.

A Weekend In Wisconsin

Bright recorded music is used along with a six minute conversational synopsis of a weekend or Sunday trip to a place of interest and beauty in Wisconsin. Things to see and accommodations are outlined. Show is wound up with safety message from the National Safety Council.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Oil company, automobile dealer, etc.

Cost: Card rates.

Number of Episodes Available: Unlimited for summer months.

Audition Facilities: Transcriptions.

Date Created and/or Produced: March,

1949.

Submitted by: William F. Huffman Radio, Inc., WFHR, 143 West Grand Ave., Wisconsin Rapids, Wis.

Along The Avenue

The narrator tells what he saw as he walked along the street today. And if you're lucky, he walked into your store or where your merchandise is sold. Written entirely in first person.

Running Time: 15 minutes.

Client Suitability: Any.

Number of Episodes Available: 52.

Date Created and/or Produced: April 10, 1949.

Submitted by: KGDE, Fergus Falls, Minn.

As Others See You

Short wave mobile unit mounted on station wagon drives city streets and county roads; announcer is accompanied by traffic officer (alternating city police, sheriff's department, highway patrol). Discussion of safety rules, violations by drivers and pedestrians. License numbers are read; weekly award made by station to most courteous driver of the week. Broadcast is transcribed, aired twice daily.

Availability: Live talent; E. T.

Running Time: 15 minutes.

Client Suitability: Car dealers, automotive products, banks, utilities, etc.

Cost: On request.

Number of Episodes Available: 260 yearly.

Audition Facilities: Transcriptions.

Date Created and/or Produced: June 1, 1949.

Submitted by: KTUC, 900 E. Broadway, Tucson, Ariz.

Breakfast Almanac

Furthering the benefits of local news coverage and local program tastes, The Breakfast Almanac is a wake-up show with local Ventura County News, plus birthday greetings, club notices, recorded music and the time and weather reports, plus world news, sports and business tips all well received by the station's audience. This has been a great audience builder for the early morning.

Availability: Live talent; E. T.

Running Time: 1 hour, 30 minutes.

Client Suitability: Automobile, men's clothing store, foods, drugs, beverages, farm implements.

Number of Episodes Available: 260.

Audition Facilities: Tape recording.

Date Created and/or Produced: March 1, 1949.

Submitted by: KSPA, Middle Rd., Santa Paula, Cal.

Christmas Spot Jingles

One of America's great quartets singing jingles from 35 Shopping Days to Christmas, right up to Christmas day.

Availability: E. T.

Client Suitability: Most any merchant.

Cost: \$50.00 and up.

Number of Episodes Available: 71.

Audition Facilities: Transcriptions.

Date Created and/or Produced: October, 1948.

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

Country Squire

Informal easy-going personality of the "Country Squire" brings him and his friends right into the home.

"Squire" is a prominent Eastern attorney with a wide acquaintance. Program originates in his home with his friends, the famous and the little known neighbors dropping in singly or in groups for conversation and to hear "Squire" play serious or jazz piano and to join him as instrumentalists or singers. Program combines home-spun philosophy of the Godfrey, Wiley, Drake type with music in generally equal parts.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: General.

Cost: On request.

Number of Episodes Available: Show is ad lib.

Audition Facilities: Will pipe live talent.

Date Created and/or Produced: October 5, 1948.

Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

Dorothy Dix On The Air

An appealing human interest program based on the famous Dorothy Dix column. As America's leading confidante, Miss Dix discusses the familiar personal and domestic problems of every day life. To troubled persons seeking guidance, she offers sound and sensible advice. In addition to Miss Dix's comment, each broadcast also includes a short drama about a listener's real-life problem.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Foods, drugs, department and clothing stores, household goods, etc.

MISCELLANEOUS

Cost: Ranges from \$5.00 to \$240.00 weekly depending on market.
 Number of Episodes Available: Five times weekly.
 Audition Facilities: Arranged upon request.
 Date Created and/or Produced: January 3, 1949.
 Submitted by: ABC Co-operative Program Sales Dept., 7 West 66th St., New York 23, N. Y.

Down Our Way

A friendly homey visit with a group of neighbors who live "Down Our Way"; they gather weekly to hold practice for the group singing which they supply for all local social functions. The atmosphere is down to earth, often humorous, and always real and sincere. The cast remains the same, and grow to be friends of the listeners, as does the sponsor of this series.
 Availability: Live talent; E. T.
 Running Time: 30 minutes.
 Cost: On request.
 Number of Episodes Available: 26 with plans for additional 26.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: 1948.
 Submitted by: Commodore Productions & Artists, Inc., 1350 No. Highland Ave., Hollywood 28, Calif.

The Dream Weaver

The Dream Weaver tells a simple, heart-warming story, combining down-to-earth prose and expressive poetry. The stories are accompanied with excellent organ background music.
 Availability: E. T.
 Running Time: 15 minutes.
 Client Suitability: All types.
 Cost: \$4.00 per show, per station and upward, net.
 Number of Episodes Available: 66.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: 1948.
 Submitted by: Transcription Sales, Inc., 117 West High St., Springfield 35, O.

George E. Sokolsky

Commentary on topics of outstanding contemporary interest by a distinguished columnist, author, and lecturer. Mr. Sokolsky has a keen interest in a wide variety of subjects. He discusses world affairs, history, art, religion, education, etc. To these topics he brings a vast background of knowledge and experience. Stimulating, informative comment.
 Availability: Live talent.
 Running Time: 15 minutes.
 Client Suitability: Auto dealers, newspapers, banks, financial and insurance firms, building suppliers, etc.
 Cost: Ranges from \$4.00 to \$120.00 weekly depending on market.
 Number of Episodes Available: Once weekly.
 Audition Facilities: Arranged upon request.
 Date Created and/or Produced: October 24, 1948.
 Submitted by: ABC Co-operative Program Sales Dept., 7 West 66th St., New York 23, N. Y.

Getting The Most Out Of Life Today

Dr. William R. Stidger, one of radio's

most outstanding speakers, and a colorful dynamic personality with a vast knowledge of human nature, gives friendly, straight-from-the-shoulder talks. He draws from his own rich life and contacts to bring to listeners spiritual uplift and courage. The highest type of public service program—for sponsored or sustaining use.
 Availability: E. T.
 Running Time: 5 minutes.
 Client Suitability: Funeral homes, newspapers, insurance companies.
 Cost: On request.
 Number of Episodes Available: 117.
 Audition Facilities: Transcriptions.
 Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Grin & Share It!

Truth is not only stranger than fiction, it's often funnier! Program is made up from human-interest and humorous stories, gleaned from several AP wire service features received daily—carefully edited, and re-written for local flavor. Special feature:—True human interest and humorous stories, submitted by listeners, who receive \$1.00 for each story read on program, and best story of the week is awarded \$25.00.
 Availability: Live talent; E. T.
 Running Time: 15 minutes.
 Client Suitability: Any product used by women or the family as a whole.
 Cost: On request.
 Number of Episodes Available: Made up daily from current news and mail.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: April, 1949.
 Submitted by: WGST, Atlanta, Ga.

Harris Breth Sports Club

Harris Breth Sports Club, Saturdays 6:15-6:30 p.m.—An all-outdoors program by wildlife writer and lecturer, Harris Breth. Breth features interviews, stories and Sportsman's Club activities and is assisted by staff announcer Phil Cross. A widely-known authority, Breth bases his programs on actual field and trail trials and experiences. He draws upon his wealth of knowledge in recommending ideal hunting and fishing sites.
 Availability: Live talent.
 Running Time: 15 minutes.
 Client Suitability: Slanted directly towards the rich sportsmen's market.
 Cost: On request.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: 1949.
 Submitted by: KDKA, Grant Bldg., Pittsburgh 19, Pa.

Hi Neighbor

Program features record requests of music, plus the airing of birthday greetings, anniversary greetings, hello to shut-ins, in fact, anyone who just wants to say "Hi Neighbor" to a friend is allowed to send postcard to program. Emcee is personality boy, sends out greetings in odd items, such as "Oodles of greetings to Mrs. Jones in an old inner tube." Has caught on wonderfully with listeners, who themselves suggest items

for their own greetings to be sent out.
 Availability: E. T.
 Client Suitability: Grocery stores, etc.
 Cost: Rate card plus \$5.00.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: June, 1949.
 Submitted by: WLOK, Lima, O.

Hits & Bits

With "Safety" as the theme, this program offers teen-agers the popular music they enjoy. Special feature: We have children from one of the City's Centers prepare and present news and events pertaining to their particular Park. Centers are represented in rotation. Children also select, by ballot, their own "hit" tune of the week, which is included on the show.
 Availability: E. T.
 Running Time: 15 minutes.
 Client Suitability: General.
 Cost: On request.
 Number of Episodes Available: Indefinite.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: June 14, 1949.
 Submitted by: WDBJ, P. O. Box 150, Roanoke 2, Va.

Holiday With A Camera

Features three or three and a half minute stories regarding adventures with cameras or stories relating to cameras. With a brief introduction about story followed by a commercial, with the story coming next and followed by a final commercial to tie it all up.
 Availability: Live talent.
 Running Time: 5 minutes.
 Client Suitability: Photography stores or studios, camera equipment cos.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: April, 1948.
 Submitted by: WTOL, Bell Bldg., Madison Ave., Toledo 2, O.

The Human Story

Ivan Sandrol, newspaper feature writer, tells The Human Story each week in moving and fascinating style. The story itself ranges from some little-known tale of our town to something unusual that has turned up in the news of the week. But whatever the story, this five-minute tale is always absorbing—the kind of yarn you can't forget.
 Availability: E. T.
 Running Time: 5 minutes.
 Client Suitability: Ideal for bank, insurance company or any other "prestige" type of advertiser.
 Cost: On request.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: October, 1948.
 Submitted by: WTAG, Worcester 1, Mass.

Hymn Time With Smilin' Ed McConnell

Smilin' Ed has been radio's super salesman for over 25 years never without a sponsor. Everyone knows genial, lovable old Smilin' Ed for his homey chatter and pleasant rendition of hymns that we all like to hear. Regularly heard on his network show, his following runs into the millions. His program on any station immediately results in considerable fan mail . . . something that every advertiser desires from his program.

Several merchandising tie-ins such as song books and Baby Bibles are available for use with this program.
 Availability: E. T.
 Running Time: 15 minutes.
 Client Suitability: Funeral homes, feed dealers, utilities, laundries, furniture, all farm products . . . has great rural appeal.
 Cost: Minimum rate \$3.75 increases based on population and size of station.
 Number of Episodes Available: 520.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: Current.
 Submitted by: Charles Michelson, Inc., 23 West 47th St., New York 19, N. Y.

Hymns Of The World

A magnificent series featuring sacred hymns of all religions and starring the brilliant voice of John Charles Thomas, with the Kings Men. A program of great dignity, prestige and superb production. Brand new.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: \$5.00 per episode, minimum; \$175 per episode, maximum.
 Number of Episodes Available: 260 15-minute programs.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: 1949.
 Submitted by: Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

Interesting People of Missoula

Quarter hour interview type program with prominent business people of Missoula only limiting the talk to their hobbies rather than business. Exceptional human interest program.
 Availability: Live talent.
 Running Time: 15 minutes.
 Client Suitability: Banks, building and loan company, utilities.
 Cost: \$30.00.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Transcriptions.
 Date Created and/or Produced: May 27, 1949.
 Submitted by: Mosby's, Inc., KGVO, 132 West Front, Missoula, Mont.

Irene & Allan Jones

Allan Jones and his wife, Irene Hervey, well-known stars of stage and screen, in a refreshingly original and unique series revolving around their experiences abroad. With a handy wire recorder the Jones travel through Europe, meeting interesting people at interesting places. They encounter everyone from London "Bobbies" to titled aristocrats. The show has a good sprinkling of songs by Allan too.
 Availability: Live Talent.
 Running Time: 15 minutes
 Client Suitability: Foods, drugs, department and clothing stores, household appliances, furniture, etc.
 Cost: Ranges from \$6.00 to \$300.00 weekly depending on market.
 Number of Episodes Available: Five times weekly.
 Audition Facilities: Arranged upon request.
 Date Created and/or Produced: June 27, 1949.
 Submitted by: ABC Co-operative Program Dept., 7 West 66th St., New York 23, N. Y.

Jewels Of Destiny

Wynn Parker, country's leading authority on jewelry tells the amazing stories which have made the headlines throughout the years pertaining to famous jewels.

Availability: E. T.
Running Time: 5 or 15 minutes.
Client Suitability: Jewelry shops, and jewelry advertisers.
Cost: According to markets.
Number of Episodes Available: 260.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Affiliated Program Service, Inc., 535 Fifth Ave., New York 17, N. Y.

Jim Ameche, Storyteller

Absorbing, educational, true-to-life stories based on little known facts in the lives of the world's most well-known people. Dramatically portrayed by Jim Ameche, whose youthful dynamic voice has assured him a permanent niche in the high-Hooper hall of fame. Program can be run as a 5, 10, or 15-minute show.

Availability: Live talent; E. T.
Running Time: 5, 10 or 15 minutes.
Client Suitability: Beer, furniture, furs, dept. stores, foods, pharmaceuticals, etc.

Cost: Based on population.
Number of Episodes Available: 260.
Audition Facilities: Transcriptions; will pipe live talent (Chicago only).
Date Created and/or Produced: February, 1949.

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

John Nesbitt's Passing Parade

How much stranger than fiction truth can be, is exemplified by the stories that John Nesbitt tells his wide Mutual audience five days a week. His unique tales, are all based on facts, the result of years of intensive research are written and related in his own skillful style. All classes and ages love to hear the unusual described on The Passing Parade.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Brewing cos., laundry, furniture, building, construction, hardware, furriers, variety stores, banks & dry cleaners.

Cost: 40 per cent of a station's evening-hour network card rate, unless otherwise notified. For less than a full week's schedule the talent fee is pro-rated.

Number of Episodes Available: Continuous.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February, 1948.

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

The Johnson Family

One man brings twenty-two characters to life in this program, set in the South. Familiar Negro figures such as na, pa and the Deacon are portrayed by Jimmy Scribner. In what some critics call, One of Radio's greatest one-man shows. He plays them all five days a week, from Los Angeles.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Client Suitability: Dentifrices, furniture,

clothing, drugs, foods, banking services, public utilities, etc.

Cost: One-half the highest published one-time quarter-hour national rate. For less than a full week's schedule the talent fee is pro-rated.

Number of Episodes Available: Continuous.

Audition Facilities: Transcriptions.
Date Created and/or Produced: September, 1948.

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

Living Pages From The Book of Life

World's most loved Bible stories made to live in half hour dramas by all star National Network cast. Universally acceptable, Christian and Jew, Catholic and Protestant.

Availability: E. T.
Running Time: 30 minutes
Client Suitability: Any.
Cost: \$10.00 to \$100.00 per week on 52 weeks minimum contract.

Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: October, 1934 to and through June 1, 1949.
Submitted by: George Logan Price, Inc., 946 South Normandie Ave., Los Angeles 6, Cal.

Meet The Menjous

"Meet The Menjous" presents two of America's greatest movie personalities—Verree Teasdale Menjou and Adolphe Menjou. Their show is brilliant. A refreshing tonic merely to hear the Menjous talk about an infinite variety of subjects ranging from crime programs and comic books to the stock market—from drive-in theaters to the Salvation Army—from golf and swimming to the ladies dress industry. Relaxed and intelligent conversation that every listener will not want to miss.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: All types.
Cost: Based on market.
Number of Episodes Available: Currently in production.
Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, O.

Meet The Stars

Folk records plus live folk name guest star from Grand Ole Opry plus listener participation. Guest names his own recordings he likes best. Listener who has picked list closest to that of star is called on phone for interview and receives autographed records and picture. Guests are announced week in advance so listeners have time to choose record titles.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any.
Cost: On request.
Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.
Date Created and/or Produced: May, 1949.

Submitted by: WSM, 301 7th Ave. N., Nashville 3, Tenn.

Mr. & Mrs. Uptown New York

The first Negro Mr. and Mrs. Radio Team in a full half-hour of lively chatter on typical family problems, plus an in-

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teresting commentary on the Negro in American Achievement. Programs also feature interviews and a unique recorded musical interlude.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Foods, drugs, clothing, etc.

Cost: On request.
Number of Episodes Available: 13 or more.

Audition Facilities: Transcriptions.
Date Created and/or Produced: June, 1949.

Submitted by: WHBI, Newark, N. J.

Nothing But The Truth

Chatty, accurate, human-interest talks on everything under the sun. Written and broadcast by Alexander McQueen throughout the United States, from 1928 on. Friend-making feature for sponsor. If desired, unusual "leads" into sponsor's message. 5, 10, or 15 minutes; up to 5 times a week. (Reg. U. S. Patent Office.)

Availability: Live talent; E. T.
Running Time: 15 minutes.
Cost: \$4.50 per 15 minute broadcast.
Audition Facilities: Transcriptions.
Submitted by: Hal Tate Radio Productions, 360 North Michigan Ave., Chicago 1, Ill.

The Old Guide

Continuing series relating to fishing, hunting, other outdoor sports, "Old Guide" man with many years outdoor experience, discusses things of current interest with announcer who is both companion and neophyte in outdoor matters. Actual conditions in Tenn., surrounding states outlined. Voice of Old Guide, while natural, makes him character. Sound, action simulated. Occasional remotes for season openings, etc.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Hunting, fishing equipment, boats, motors, men's items.

Cost: On request.
Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.
Date Created and/or Produced: June, 1949.

Submitted by: WSM, 301 7th Ave. No., Nashville 3, Tenn.

Our Schools

Featuring a different school from a different part of state. One school on each separate show. Designed to better acquaint listeners with various schools, large and small in state, and what they are doing in projects, etc. Crew visits school week prior broadcast—assembles complete data, auditions talent, then on actual broadcast station narrates or handles, with dramatic history of school, outstanding alumni notations, student participation on reporting on current activities, and music by Glee Clubs, bands, soloists, etc.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Banks, insurance, home building & loan, etc.
Cost: On request.

Number of Episodes Available: 33 in 1949-50.

Audition Facilities: Transcriptions.
Date Created and/or Produced: March, 1949.

Submitted by: WIS, Columbia, S. C.

Paul Gibson

Paul Gibson is heard from 6:00 to 7:00 AM, Monday through Saturday; 4:00 to 4:30 PM, Monday through Friday, & 1:30 to 2:00 PM, Saturday. Gibson talks extemporaneously for an hour and a half each day on every subject from psychology to semantics and is heard by more people than any other local radio personality.

Availability: Live talent.
Running Time: 30 & 60 minutes.
Client Suitability: Any grocery store-sold product.

Audition Facilities: Transcriptions.
Date Created and/or Produced: August 1942.

Submitted by: WBBM, 410 North Michigan Ave., Chicago 11, Ill.

Personalities On Parade

Program is designed for local listeners within the operating range of stations who have gained national or international fame in their particular field. All are current biographical sketches which appeal to a general audience. This show will also serve on a county or state basis.

Availability: Live Talent; E.T.
Running Time: 15 minutes.
Client Suitability: Any local advertiser. If used on a state wide basis it is particularly suited for a chain advertiser.

Cost: \$7.50 plus ET.
Number of Episodes Available: 26.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September 16, 1949.

Submitted by: WHAR, Clarksburg, W. V.

Shoe Of The Week

Once a week. Half hour 8:00 to 8:30, Thursday nights. Local shoe store displays different shoes each week. Women's, men's and children's. Participants register at store. Announcer calls phone numbers chosen at random from boxes. If participant can describe shoe of the week store gives free pair of shoes. After three calls for each, if there is no winner, shoes accumulate.

Running Time: 30 minutes.
Client Suitability: Shoe stores only.
Cost: \$42.00.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April 1, 1948.

Submitted by: Piedmont Broadcasting Corp., WSTP, State Theater Bldg., Salisbury, N. C.

Shut-In

This program is dedicated to all shut-ins. Presents are sent to three shut-ins per week by three local merchants. Nearby towns are selected on each program for dedications. The audience has grown by leaps and bounds. Much publicity is given. Birthdays mentioned; favorite songs and poems read. Show written around a central idea. Attached is a complete script of one show.

MISCELLANEOUS

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Drug store, banks, department stores, gift shops.
Cost: \$10.00 per script.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: July 19, 1948.
Submitted by: WGCD, Chester, S. C.

So The Story Goes

Johnnie Neblett as popular narrator presents little-known true facts about well-known persons and incidents. This interesting series features intriguing tales which immediately attract and build a large listening audience.

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Any type of product.
Cost \$3.00 per pgm. minimum. Maximum rate \$90.00 per pgm.
Number of Episodes Available: 260.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1944.
Submitted by: Morton Radio Productions, Inc., 360 N. Michigan Ave., Chicago, Ill.

The Spinner Of Tales

A half hour of interesting story telling, with appropriate musical interludes, dealing with amazing fictional situations and biographical reviews of well known people of the past and present. Narrated in the finest of story-telling style, this thirty minute show is written and produced by John Davison.

Availability: Live Talent E.T.
Running Time: 30 minutes.
Client Suitability: Foods, drugs, beverages, insurance associations, dept. stores.
Cost On application.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February, 1949.
Submitted by: Central Florida Broadcasting Co., WORZ, WORZ Bldg., Orlando, Fla.

Strollin' Tom

Singing and home spun philosophy combine in this heartwarming visit with popular and beloved Wade Lane. The series is informal, yet long remembered because of its deep-down appeal and sincerity. It is a little gem, which any sponsor can proudly display.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number of Episodes Available: 156 quarter hours.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1940.
Submitted by: Commodore Productions & Artists, Inc., 1350 No. Highland Ave., Hollywood 28, Calif.

Swap Shop

A listener service program carrying listings of articles for sale and wanted, a telephone call to the station putting buyer and seller in contact. Conducting the program in storekeeping language

(but no hick accent) adds to its flavor. The waiting list of items to get on the program averages currently 10 days of material.
Availability: Live Talent.
Running Time: 15 minutes.
Client Suitability: Service or product advertising.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcription.
Date Created and/or Produced: January, 1948.
Submitted by: WCRB, 4 Gordon St., Waltham, Mass.

Television Highlights

An informal program featuring highlights and behind-the-scenes information on television programs seen in the Morris County area. Compiled by this station's staff from releases received from all TV stations in the N. Y. Metropolitan area. Program made interesting and tempting for those who do not own television sets, yet informative for those who do. Only known program of this type now on the air.

Availability: Live Talent.
Running Time: 10 minutes.
Client Suitability: TV set dealers, TV stations, and manufacturers of TV sets.

Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April 1, 1949.
Submitted by: WMTR, Morristown Broadcasting Corp., Park Square Bldg., Morristown, N. J.

This Business Of Living

Rod Hendrickson talks of people and places and things in so interesting a manner that once you tune him in, you do not tune out again, and you make a mental note to catch his broadcast the next time he is on the air.

Running Time: 15 minutes.
Client Suitability: Banks, utility cos., quality department store, jeweler.
Cost: On request.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Ford Bend Radio Productions, Inc., 810 RCA Bldg., West, New York 20, N. Y.

This Is The Story

True human interest stories of famous people, places and events covering wide diversity of subjects. Ed Prentiss, as the story-teller, presents a fascinating collection of surprise ending tales which create an atmosphere of suspense to keep the audience interested right up to and through the commercials.

Availability: E.T.
Running Time: 15 minutes.
Client Suitability: Any type of product.
Cost: Minimum \$4.50 per program. Maximum rate \$150.00 per program.
Number of Episodes Available: 260.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948-'49.
Submitted by: Morton Radio Productions, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Tonganoxie Hour

Show is run by a local boy of this town. He is well known by all the people in this town. He spins records and gives the home town news, reads the commercials and takes of the servicing of accounts.
Availability: Live Talent; E. T.
Running Time: 60 minutes.
Submitted by: Leavenworth Broadcasting Co., Inc., KCLO, 418½ Cherokee, Leavenworth, Kans.

The Trading Post

Description of articles to be traded for other articles. Names of articles and persons are submitted by mail. Two announcer show, done informally with two brief musical selection inserted.
Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: July, 1948.
Submitted by: WHIS, Bluefield, W. Va.

Troop 1490

Troop 1490 is dedicated to the Boy Scouts of America through the local council. Program has a scoutmaster of the week, official scout songs, troop contests and special guests to better acquaint boys with the fun of scouting. Combines scout recruiting with wholesome and lively entertainment. Emphasis on serving the "Lone Scout" in rural areas.

Availability: Live talent.
Running Time: 20 minutes.
Cost: Station rate plus 15% talent.
Audition Facilities: Transcriptions.
Date Created and/or Produced: March 5, 1949.
Submitted by: WMRN, North Main St., Marion, O.

Turn Back The Clock

News of local people and music heard during some particular year—events mentioned—music played—you guess the name of the year events took place. (Remington took part in the high school play "The Old Maid." Butter sold for 25c. a pound—the first festival held, etc.) When You Grow too Old to Dream—popular when—etc.)
Availability: Live talent; E. T.
Running Time: 5 minutes.
Cost: Talent cost \$3.50 per program.
Number of Episodes Available: 260 or more.
Audition Facilities: Transcriptions.
Date Created and/or Produced: August 12, 1948.
Submitted by: WMFD, P. O. Box 696, Wilmington, N. C.

1290 Varieties

A musical hodge-podge. Includes a live singer, two accordionists, a swapshop, household hints, record requests, news, society items.
Availability: Live talent; E. T.
Running Time: 2½ hours.
Cost: Rate card, no talent fee.
Date Created and/or Produced: May, 1949.
Submitted by: WMIL, 2625 W. Wisconsin Ave., Milwaukee 3, Wis.

Visit With The Minister

Daily, Monday through Friday, each week in the year, a different minister is assigned the program, using topics of

his own choosing. No religious preferences or particular denominations are preferred. All are invited, and all attend. It is 15 minutes of sermon talk to start the day off. Extremely high listener response.

Availability: Live talent.
Running Time: 15 minutes.
Date Created and/or Produced: May 15, 1948.
Submitted by: WLDY, Ladysmith, Wisc.

When Day Is Done

"When Day Is Done," with Frann Weigle, is essentially a program of Poetry and Philosophy however, it is designed to interest the listener in himself through factual and scientific discussion, presented in a very listenable manner which puts the sponsor in the position of doing a real public service.

Availability: E.T.
Running Time: 15 minutes.
Cost: \$4.50 per program.
Number of Episodes Available: 65.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September 1949.
Submitted by: Hal Tate Radio Productions, 360 N. Michigan Ave., Chicago 1, Ill.

Wife Meets Husband

Fran and Bill Winne, the wife and husband, have become known in the WTAG area as "that nice couple who sound so happily married." Every morning, with complete informality, Fran and Bill discuss the morning's news, what they've been doing, the antics of their pet cocker spaniel and their amazing kinfolk. All of which adds up to a very comical fifteen minutes with some mighty pleasant people.

Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: December, 1948.
Submitted by: WTAG, Worcester 1, Mass.

Wine For Everyone

One of America's foremost writers and wine connoisseur's (Rian James) relates history and qualities of the wines of the world.

Availability: Live talent; E. T.
Running Time: 5 minutes.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 1, 1949.
Submitted by: Mitchell Gertz Agency, Inc., 8533 Sunset Blvd., Hollywood 46, Cal.

The World Of Art

News of the latest art developments, exhibits, etc., for art lovers of all ages. Written in non-technical language and designed for the widest possible listener interest.

Availability: Live talent.
Running Time: 5 minutes.
Cost: Supplied as part of INS service to radio stations.
Number of Episodes Available: Supplied once weekly.
Submitted by: International News Service Radio Dept., 235 East 45th St., New York 17, N. Y.

Music Means Better Programming

— **Emphasis On Service** —

Music Is The Thing

By **Carl Haverlin**

President
Broadcast Music, Inc.

BROADCAST Music, Inc., as a licensing and publishing organization provides one of the most well-rounded catalogs of music to be found anywhere in the world, and enters its 10th year with a record of peak service to music users comprising some 2,620 AM, FM, TV station and network licensees, nearly all renewed to 1959, and some 2,300 hotels, nightclubs, ballrooms and other non-radio licensees.

As a cross section view of BMI service to stations, its Continuity Department may be taken as an example, one which brings dollars into the pocket of the broadcaster. Over 1,800 stations regularly receive and use "Spotlight On A Star" and "According To The Record," while some 800 stations are using "Inside Story." Hundreds of these stations who receive these scripts gratis are finding them readily saleable commercially. These efficient scripts, timed and cued for recorded music interludes are part and parcel of the program directors' everyday routine. Quarter-hour Holiday Scripts and others pertaining to anniversaries, etc., cover every conceivable opportunity for a special program running the gamut from World War II, dates to birthdays of famed composers.

Currently "Spotlight On A Star" is being expanded by "popular demand" to 52 weeks of 15-minute scripts, thrice weekly. These can be broken down into three 5-minute segments and within one week of the announcement of these new scripts being made available, nearly 1,000 stations rushed their requests for the continuities. Additional requests arrive with each mail.

In the fast-moving field of television, BMI since its inception, has made available comprehensive rights to all of its catalog and maintains a special Television Service Department to cooperate with TV producers and directors to the widest extent.

The ever expanding catalog of BMI stands supreme in such music as Latin-American compositions, symphonic and operatic works, down to folk music wherein its catalog is conceded to be second to none.

Looking toward the future, BMI which was organized by the broadcasting industry to provide an independent source of supply of music, not only will continue to augment and make available that supply, but further increase its many important services that compliment the use of music. Important among the new services is the forthcoming United Nations series of scripts now in preparation and designed to further cement the borders of international brotherhood.

Helping The Program Builder

By **Fred E. Ahlert**

President
ASCAP

MUSIC is the life blood of radio. It causes a vast listening audience which makes radio the outstanding entertainment medium in America today.

We in ASCAP are proud of our part in the amazing story of the development of radio as a great commercial institution. From the beginning, radio has found in the ASCAP repertory sound and variety in music available to it. In fact, it is to a great degree

the works of the world's great contemporary composers, in addition to those immortals who have made their contributions during the past half century and are no longer with us, though they continue to live through their works.

A year ago I was asked by Radio Daily for comment on the Radio Shows of Tomorrow. I ventured an expression even then that we were confident radio was entering its greatest year. Events of the subsequent year have confirmed this prediction, and it seems to me that radio—in conjunction with its younger brother, Television—will more than hold its own.

This year was marked by the renewal of the current contract between Radio and ASCAP for a nine-year period. Negotiations were conducted in an atmosphere of mutual respect and friendship, with a sincere effort by each party to recognize the problems of the other.

The Shows of Tomorrow present an ever-growing challenge of showmanship to the program builder. Just as we feel that we have the responsibility of making the clearance of our repertory as simple an operation as possible for the broadcasting industry, so does it behoove the program builder in keeping with his position of trust to the public of the United States, to incorporate in his program the best music available.

Accent On Music

By **Paul Heinecke**

President
SESAC, Inc.

CATERING to the whims or likes of millions of eager listeners is no small chore for the astute Program Manager or other station personnel. Theirs is a tremendous job and a highly technical one. Year by year, they are finding increased interest in truly good music and are realizing that John Q. Public knows something about it, and is constantly learning more. They do not go off the deep end by stating that their segment of listeners exclusively or discriminately likes this or that. The very success of variety in entertainment disputes such a hasty and incorrect conclusion.

SESAC, after more than twenty years in this thrilling and competitive enterprise, truly believes that the listeners want music of lasting value in many categories. That was our idea from the very first and we have never lost sight of that fact. Our 186 affiliated publishers' catalogs offer such music of quality, in quantity, and the thousands of selections in the SESAC Transcribed Library were chosen from their publications. They were selected, not speculatively, but because of a definite demand and need. This is one of the component parts of SESAC Service, of which there are many facets, and we truly believe it is an expression used with sincerity, as we work with our affiliated publishers, station licensees and all music users.

The SESAC Transcription Library now being used by several hundred subscribers has recently been augmented to well over 3000 recorded musical selections. The new releases include a fine concert orchestra under the direction of the famed Rogaro Bourdon, barbershop quartets, symphonic and music, and sacred and secular choral groups, in addition to soloists found in our regular seven SESAC categories. The library was planned for and is offered to stations who are looking for the most attractive transcribed program material at extremely low and reasonable prices.

**Art Van Damme Quintet
With Louise Carlyle**

The unique instrumentation of accordion, base, guitar, vibraphone and drums, plus the versatile talent of Art Van Damme and company, comprise a musical group that satisfies virtually every taste in music. Louise Carlyle with her warm-hearted songs adds the spice to this breezy three-a-week quarter-hour musical.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Food & beverage cos., industrial manufacturing accounts, department stores.

Cost: On request.
Number of Episodes Available: 117.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Barbershop Melodies

Show consists of gas light quartet on transcription broken in the middle to present live a local barber shop quartet in competition to select the outstanding local quartet in the bay area. Tied in with the society for the preservation and encouragement of barbershop harmonies. Submitted by: KLX, Oakland 4, Cal.

Broadway Showcase

This is a complete but condensed version of popular musical comedies. Re-

cordings by the original casts are used and the music is tied together by narrating the story.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Record shop, department store, etc.

Cost: \$50.00 per show (includes announcer, production, records).
Number of Episodes Available: 1 per week.

Audition Facilities: Transcriptions.
Submitted by: WCON, P. O. Box 4626, Atlanta, Ga.

**Carson Robison & His
Buckaroos**

Rolling ranch-style music with the well-known Carson Robison and his merry crew of music-makers. Robison, who is also known as a composer of Western music, is a serious student of this musical form, and the series reflects not only his fine musicianship, but also a knowledge of authentic ranch music presentation and programming.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Farm implements, food & beverage cos., & utilities.

Cost: On request.
Number of Episodes Available: 117.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Cavalcade Of Music

Big-time musical, written and produced with tailor-made precision of a network show. Features 56-piece orchestra and chorus, directed by D'Artega, with top-flight guest appearances every week, viz: Tommy Dorsey; Modernaires; Anita Ellis; Four Knights; Fran Warren; Tilo Guizar; Tony Pastor; Vaughn Monroe and others.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Local or regional sponsorship.

Cost: Station production charges.
Number of Episodes Available: 52 weeks.

Audition Facilities: Transcriptions.
Date Created and/or Produced: July 1, 1948.

Submitted by: Lang-Worth Feature Programs, Inc., 113 West 57th St., New York 19, N. Y.

Chuck Wagon Jamboree

Starring Ken Curtis, western picture star, with the highly versatile Novelty Aces singing western, mountain, popular, old-time harmony favorites, and folk songs. A show with a lively pace, big names and top tunes that make it the "shortest fifteen-minute program" you ever listened to. Series can be purchased outright for cash, with full ownership rights in perpetuity for specific market or markets.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$3.50 per program, minimum; \$40.00 per program, maximum.
Number of Episodes Available: 130 fifteen-minute programs.

Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

Concert Hour

A dignified program of the classics, performed by the Lang-Worth Concert and Symphony Orchestras, with guest conductors Harold Barlow, Erno Rapee and D'Artega. Copy offers short, interesting notes on composers and their works. Each program features an outstanding concert-stage soloist—instrumental or vocal.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Local or regional sponsorship.

Cost: Station production charges.
Number of Episodes Available: 52 weeks.

Audition Facilities: Transcriptions.
Date Created and/or Produced: July 1, 1948.

Submitted by: Lang-Worth Feature Programs, Inc., 113 West 57th St., New York 19, N. Y.

Conti-Russell Duo

Musical show, two men. Anthony Conti and Buddy Russell playing Hammond Organ and piano respectively, combination of special styling of tunes using organ and piano has made this duo the most popular musical show in

town. Brought my Cafe from nothing to where it is doing capacity business. Tunes played are both old-time and popular.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Client Suitability: Practically no limit.

Cost: Talent charge \$15.00 per program. Time at station published rate.
Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.
Submitted by: WLEU Broadcasting Corp., 12 and State Sts., Erie, Pa.

**The Deems Taylor
Concert**

Here is the world's great music on records with commentary by Deems Taylor, distinguished composer, author and critic, dean of American music. This is a program beamed to an audience with discriminating taste in music. The program may be bought in its entirety, or is available on a participation basis.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Unlimited.
Cost: \$415.00 per week, also available on participation basis.

Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January 17, 1949.

Submitted by: WWDC, 1000 Connecticut Ave., N. W., Washington 6, D. C.

Design For Dreaming

Program consists of unbroken music, featuring a 20-voice all-girl glee club called "The Maids of Note," with a different male guest soloist each week. Organ and piano accompaniment. Slumber music type of program. Girls are outstanding—featured with Rochester Civic Orchestra last season, and will share concert stage with Robert Merrill in November.

Availability: Live talent.
Running Time: 15-30 minutes.
Client Suitability: Institutional message for public utilities, or cosmetic manufacturers, beauty aids, insurance companies, candy manufacturers, etc.

Cost: Talent and production \$150.00 plus talent.
Number of Episodes of this Show Available: Unlimited.

Audition Facilities: Transcriptions.
Date Created and/or Produced: January, 1949.

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

Dick Haymes Show

Featuring Dick Haymes as singing star, with Helen Forrest and Carmen Dragon's Orchestra this World ET program is yours for the time-cost alone; no talent charge. (This also applies to Lyn Murray Show, Bob Eberly and other World library feature programs.) Available 3, 5 or 6 times weekly.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Jewelry, bank, foods, department stores, drugs.

Cost: On request.

"SIR THOMAS BEECHAM TURNS THE TABLES!"**THE NUMBER 1 PERSONALITY
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See listing in MUSICAL SECTION

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TOWERS of LONDON, Ltd.

Oliver W. Nicoll
National Director for the U. S.
37 West 46 Street, New York City 19
LUXemburg 2-5130

*In the New York City area program will be sponsored exclusively on WQXR and WQXR-FM beginning this fall.

Number of Episodes Available: Continuing series.

Audition Facilities: Transcriptions.

Date Created and/or Produced: May, 1949.

Submitted by: WHLF, South Boston, Va.

Do You Remember?

This is a "nostalgia" pattern show, using recorded music principally from the first decade of 1900 through the 30's, with the news high points of the year touched on briefly in introducing the music. The mood is set for a half-hour previous to this show, with musical comedy tunes. Guy Lombardo music, etc., to appeal to the same type of listener.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Sponsored currently by appliance account. Suitable for any product sold to married women.

Cost: On request.

Number of Episodes Available: 312.

Audition Facilities: Transcriptions.

Date Created and/or Produced: February, 1949.

Submitted by: WCRB, 4 Gordon St., Waltham, Mass.

Do You Remember?

Here is a weekly half-hour program of recorded music which places emphasis on nostalgic compositions suited to Sunday relaxation. Many pleasant moments are recalled by the strains of the familiar selections, and the proper mood is maintained in the informal commentary provided by announcer Jim Felix, who writes and produces the show.

Availability: E. T.

Running Time: 30 minutes.

Client Suitability: Any sponsor.

Cost: \$25 half-hour talent fee plus station time.

Number of Episodes Available: 1 weekly.

Date Created and/or Produced: May, 1949.

Submitted by: WFIL, Widener Bldg., Philadelphia 7, Pa.

The Doctor Prescribes Music

Original, quarter-hour program of music carefully selected for health benefits as well as pleasure. Twelve minutes of musical recordings and 2½ minutes of the doctor's commentary on the helpful effects of music on mind and body. A practical application of the recognized science of musical therapy. Will appeal to large listening audience.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Musical products and varied.

Cost: Reasonable.

Audition Facilities: Transcriptions.

Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

Early Bird Program

Program offers direct contact with both city and rural audiences in Eastern N. C. by virtue of music—folk, popular, and novelty, weather reports, humor, farm and regional news.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Farm products, cloth, and hardware.

Cost: On request.

Audition Facilities: Transcriptions.

Submitted by: WHP, Winston-Salem, N. C.

Emile Cote Glee Club

One of the most commercial units in radio today, based on the consistently highest Hoopers of any transcribed feature. This celebrated all-male Glee Club of 16 voices, with soloist Floyd Sherman, Stanley McClellan and Percy Dove, boasts a "completely different and arresting" sound—in a repertoire of more than 200 well-known standards, pop tunes and memory melodies. Program has "class appeal" to the solid buying class.

Availability: E. T.

Running Time: 15 minutes.

Client Suitability: Local or regional sponsorship.

Cost: Station production charges.

Number of Episodes Available: 52 weeks.

Audition Facilities: Transcriptions.

Date Created and/or Produced: September 1, 1948.

Submitted by: Lang-Worth Feature Programs, Inc., 113 West 57th St., New York City 19, N. Y.

The Frank Parker Show

One of the better popular musicals, starring Frank Parker and featuring as guests, Bea Wain (Lucky Strike Hit Parade), Kay Lorraine (Contented Hour), Dolores Gray (lead in "Annie Get Your Gun"), the Modernaires (Bob Crosby's Club 15), Paul Baron's orchestra, with Andre Baruch announcing.

Availability: E. T.

Running Time: 15 minutes.

Cost: \$4.00 per episode, minimum; \$50.00 per episode, maximum.

Number of Episodes Available: 156 fifteen-minute programs.

Audition Facilities: Transcriptions.

Date Created and/or Produced: 1945.

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

The Guy Lombardo Show

The Guy Lombardo Show is winning new honors for the Royal Canadians. Never before have gorgeous blending of words and music shown to such advantage, the melodious Lombardo Trio, the marvelous voices of Don Rodney and Kenny Gardner, the Twin Pianos that are as much a trademark of Guy Lombardo as the soft, sweet music that characterizes "The Sweetest Music This Side of Heaven."

Availability: E. T.

Running Time: 30 minutes.

Client Suitability: All types.

Cost: Based on market.

Audition Facilities: Transcriptions.

Date Created and/or Produced: In production.

Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, O.

The Happy Two

This is a quarter-hour daily show of Modern Gospel Music, presented by Lee Roy Abernathy and "Shorty" Bradford, the south's leading Gospel song singer, writers, and publishers, Lee Roy Abernathy and "Shorty" Bradford and well known for the now famous "Gospel Boogie" and many other songs. Complete harmony and happiness prevail at every meeting of "The Happy Two" on the GALS Network.

Availability: Live talent, E. T.

Running Time: 15 minutes.

Client Suitability: Farm, home, food, furniture, department stores.

Cost: On request.

MUSICAL

Number of Episodes Available: 39 transcribed, unlimited live.

Audition Facilities: Transcriptions.

Date Created and/or Produced: April 1, 1949.

Submitted by: The Georgia Assn. of Local Stations Network, The Atlantan Hotel, Atlanta, Ga.

The Henry King Show

Here is one of the newest and most unique shows in Radio today highlighting the popular music of one of America's top ranking piano-maestro's; Henry King. The half-hour of variety features the piano and orchestra of "Your Host For The Show," Henry King, in a wide and varied selection of the top song hits of today and yesterday. With guest stars such as, King Cole Trio, Peggy Lee, Barclay Allen, etc.

Availability: E. T.

Running Time: 30 minutes.

Client Suitability: Beer accounts, woman's clothing, department stores, banks, dog food accounts, storage companies, etc.

Cost: On request.

Number of Episodes Available: 52.

Audition Facilities: Transcriptions.

Date Created and/or Produced: 1948-1949.

Submitted by: C. P. MacGregor, 729 So. Western Ave., Hollywood 5, Calif.

Here's To You

Now used as early afternoon show. Copy written chiefly as salute to the ladies. Barney Nash, pop baritone vocalist, sings group of old and new romantic favorites and accompanies self on Hammond organ. Music, at present, is continuous, with very brief introductions of songs by announcer.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Most any product in keeping with ordinary dignity of this type of program.

Cost: On request.

Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.

Date Created and/or Produced: May 2, 1949.

Submitted by: WHIS, Bluefield, W. Va.

The Hometowners

Gay, informal presentation of favorite standard pops, novelties, ballads, westerns, folk songs, occasional spirituals and hymns—all familiar, time-tested numbers. Solos of Earl Randall and Betty Bennett and ensemble and harmony work of entire group are tied together in friendly atmosphere of fun.

Availability: E. T.

Running Time: 15 minutes.

Client Suitability: Adaptable for any type of product.

Cost: \$4.00 per program, minimum; \$90.00 per program, maximum.

Number of Episodes Available: 156.

Audition Facilities: Transcriptions.

Date Created and/or Produced: 1947

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

It's Showtime From Hollywood

Presenting the dance band that "sounds like a symphony," each quarter-hour musical-variety show turns the spotlight on—Freddy Martin and his "singing saxophone, the brilliant and original orchestrations of his 19-piece golden-noted orchestra, Barclay Allen's pianistics, the rich harmonies of the great Martin Men Glee Club and many star-studded features.

Availability: E. T.

Running Time: 15 minutes; can be 30.

Client Suitability: All types.

Cost: Based on market.

Audition Facilities: Transcriptions.

Submitted by: Frederic W. Ziv Co., 1529 Madison Rd., Cincinnati 6, O.

The Jack Baker Show

A smooth, "ear-ticing" quarter hour, featuring the Louisiana Lark, Jack Baker, former singing star on the "Breakfast Club" with Don McNeill. Bright, sprightly copy, written and announced by producer Ken Heady, and easy-to-listen-to backgrounds by the Bob Jones Trio—organ, guitar, and accordion—set this show apart as something decidedly different in personable musical entertainment.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: General.

Audition Facilities: Transcriptions.

Date Created and/or Produced: November, 1948.

Submitted by: KCMO Broadcasting Co., Inc., 1515 Commerce Bldg., Kansas City 6, Mo.

Joe Emerson's Hymn Time

Joe Emerson, originator and star of "Hymns of All Churches" for nine years offers his friendly philosophy and familiar hymns and spirituals on transcriptions and again proves his presentation is ideal for a dignified, potent commercial vehicle.

Availability: E. T.

Running Time: 15 minutes.

Client Suitability: Any product sold to housewife.

Cost: \$3.25 per program minimum.

\$90.00 per program maximum.

Number of Episodes Available: 156.

Audition Facilities: Transcriptions.

Date Created and/or Produced: 1947.

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

Johnny Jive

A live program slanted strictly for the Negro audience. Draws terrific mail and large listening audience. One clothier put one offer on one time and drew 600 into store. Good personality program; Negroes love it. Johnny Morris is the M.C.

Availability: Live talent.

Running Time: 30 minutes.

Cost: Station time plus small talent fee.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January, 1949.

Submitted by: WTWA, 215 Lumpkin St., Atlanta 3, Ga.

MUSICAL

Ken & Bill

Top duet in Boston, organist and pianist playing top tunes of the day, with individualistic arrangements which have trebled in Hooper ratings since the time the program was produced. Requested by Columbia Records to submit audition.

Availability: Live talent.
Running Time: 25 minutes.
Client Suitability: All types.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: December, 1948.
Submitted by: WHDH, 6 St. James Ave., Boston, Mass.

Keynote Quartette

Fifteen minutes of "tops" in rhythmic spirituals delivered by these four who have taken top contest honors from New York to North Carolina. Under the guidance of John C. Downing, this Negro quartette has attained prominence on WTAR each Saturday at 5:45. Popular ballads are also featured by these vocalists whose only occasional accompaniment is a guitar.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Bibles, music & musical instruments, benefits & fund raising campaigns.
Cost: Station time plus \$25.00 for talent and production.
Number of Episodes Available: Weekly.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September, 1948.
Submitted by: WTAR Radio Corp., Norfolk 10, Va.

King Cole Court

The King Cole Court with the King Cole Trio contains twenty-six quarter-hour episodes with guest stars such as, Anita Boyer, Peggy Lee, Larry Stewart, Anita O'Day, Mel Torme, and others. A finer type of musical programming and entertaining, and will assist your station in selling that valuable station time.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Department stores, clothing stores, furniture stores, cosmetics, drug stores, candy shops, etc.
Cost: On request.
Number of Episodes Available: 26.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948-1949.
Submitted by: C. P. MacGregor, 729 So. Western Ave., Hollywood 5, Calif.

The Leonard Trio

Three boys, featuring a combination of piano-solovox, bass and guitar, in a well-rounded program of popular dinner music. Emphasis is on the quiet side.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: Indefinite.

Audition Facilities: Transcriptions.
Date Created and/or Produced: April 25, 1949.
Submitted by: WDBJ, P. O. Box 150, Roanoke 2, Va.

Louis Bashell & His Silk Umbrella Band

Here is Mercury Record's top polka band, broadcasting in person; program is all-request, pulls over 500 pieces of mail per week; is the second highest rated live program in Milwaukee.
Availability: Live talent; E. T.
Running Time: 60 minutes.
Cost: Card rate, no talent fee.
Date Created and/or Produced: 1948.
Submitted by: WMIL, 2625 W. Wisconsin Ave., Milwaukee 3, Wisc.

Louise Massey & The Westerners

Curt and Louise Massey and their group present popular western music together with familiar novelties, standard pops, ballads, folk songs—all favorite pre-tested tunes which appeal to everyone in the family. Increasingly effective on a repeat basis.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Any type of product.
Cost: \$4.00 per program minimum. \$90.00 per program maximum.
Number of Episodes Available: 156.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1945.
Submitted by: Morton Radio Productions, Inc., 360 No. Michigan Ave., Chicago 1, Ill.

Magic Moments In Opera

A real "show of tomorrow" featuring music of the ages. The M.C. has one of the largest collections of opera recordings in the East. He knows his opera and presents his show in the "language of the people." This is not a "long hair" show. Included in the selections played each week, is a portion of a "Phantom Opera." Contest winners receive albums of complete operas.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: WBRY, 136 Grand St., 89 Waterbury, Conn.

The Man Behind The Song

Program consists of brief biography of a different song-writer each day, with recorded songs written by the writer being saluted. Toward end of each show, Emcee Gordon Eaton makes one telephone call at random, and offers \$5.00 cash if person called can name the "Man Behind the Song," identifying the writer of the last song on program (who is the writer to be saluted on following day's program). If writer is not identified, prize increases daily till won.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Young people and adults, or entire family.
Cost: On request.

Number of Episodes Available: Produced daily, 5 a week.
Audition Facilities: Transcriptions.
Date Created and/or Produced: March, 1949.
Submitted by: WGST, Atlanta, Ga.

Meet The Band

Strictly for the dance-band fans—a each show starring the music of one of the nation's favorite dance-bands, viz: Charlie Barnet; Blue Barron; Count Basie; Randy Brooks; Frankie Carle; Larry Clinton; Tommy Dorsey; Shep Fields; Chuck Foster; Frankie Masters; Vaughn Monroe; Russ Morgan; Tony Pastor. Program offers interesting notes on personal history of the leader, as well as his best arrangements and most popular recordings.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Local or regional sponsorship.
Cost: Station production charges.
Number of Episodes Available: 52 weeks.
Audition Facilities: Transcriptions.
Date Created and/or Produced: July 1, 1948.
Submitted by: Lang-Worth Feature Programs, Inc., 113 West 57th St., New York 19, N. Y.

Meetin' Time

Here is an Old Dominion program success story featuring Sam Workman and a live cast of singers with organ in a back-home flavored morning get-together for inspirational songs, poetry and thoughts for the day. Scheduled between top-rated "Old Dominion Barn Dance" and Arthur Godfrey, "Meetin' Time" leads both programs in audience ratings.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Foods, drugs, soaps.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: August 1, 1948.
Submitted by: WRVA, Richmond 12, Va.

Mid America Sings

Every week KCMO travels many miles throughout "Mid America," bringing to listeners this truly outstanding series of choral music programs. Every program originates from the auditorium of a different college campus, and presents a half-hour of varied music with the college choir or glee club, before an invited audience of students, faculty members, and friends of the college.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Banks, department stores, utilities, insurance cos., etc.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January, 1949.
Submitted by: KCMO Broadcasting Co., Inc., Commerce Bldg., Kansas City, Mo.

Moon Dreams

A particularly beautiful program, highly romantic, featuring musical background with muted violin and brilliant poetic readings by Marvin Miller. Tenor solos by Warren White. Exceptional for evening programs.
Availability: E. T.
Running Time: 15 minutes.
Cost: \$2.50 per episode, minimum; \$40.00 per episode, maximum.

Number of Episodes Available: 156 fifteen-minute programs.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1947.
Submitted by: Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

Music At Its Zenith

A three-hour recorded Sunday show on KFHM. Sponsored for 52 weeks by S. A. Long Co., Inc., distributors for Zenith radios. Uses two announcers, is divided into four half-hour and one hour segments: "Music Old," "Music New," "Music Borrowed," "Music Blue" and "Concert Hall," presenting respectively old popular favorites, hits of the week, musical shows, "blues" and symphonic transcriptions.

Running Time: 3 hours.
Date Created and/or Produced: June 5, 1949.
Submitted by: KFHM, KFHM Bldg., Wichita 2, Kan.

Music Hall Of Fame

A large orchestra opens and closes this distinguished show. The body of the program features the musical great in accounts of their careers, fabulous stories from musical backstage and they sing and perform their specialties. Walter Preston of Columbia Concerts is the MC who interviews the artists. He has been heard over the air for 20 years on all leading networks and his name is familiar to all musical America.

Running Time: 15 minutes.
Client Suitability: Banks, utility cos., quality department store, exclusive jeweler, music-record shop, piano stores.
Cost: On request.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1947 and 1948.
Submitted by: Ford Bond Radio Productions, Inc., 810 RCA Bldg., West, New York 20, N. Y.

Music Of The Stars

Program features recorded music and interviews with stage, screen, radio stars visiting Boston. "Mystery Tune" is feature. Few bars of star's favorite played and prizes go to winner identifying tune and submitting most novel entry. Paul Murphy, American Weekly feature writer, and Peggy Hall, news-writer, are co-emcees. Guests to date: Arthur Treacher, Burl Ives, Jerry Colona, Harry James and others.

Running Time: 30 minutes.
Client Suitability: Any classification.
Cost: \$300 weekly.
Audition Facilities: Transcriptions.
Date Created and/or Produced: May 1, 1949.
Submitted by: WLAW, 278 Essex St., Lawrence, Mass.

Music Round The World

Features music of foreign nations. Music from four different nations used each week, with many recordings imported for the series. It is educational for children, yet entertaining for adults. Typical program might include music from India, France, Israel and Brazil.
Availability: Live talent; E. T.
Running Time: 55 minutes.
Client Suitability: Foods, drugs, soaps, beverages, home appliances.
Cost: On request.
Audition Facilities: Transcriptions.

MUSICAL

Date Created and/or Produced: September, 1948.
Submitted by: WROV, 600 Mt. Trust Bldg., Roanoke, Va.

Music With A Message

A heart-warming program featuring the all-time musical favorites with Mel Peacock at the organ, and the friendly personality of Carson Demmond. Woven into a cheerful and homely pattern including a poem for the day, a hymn, short prayer by one of the leading ministers, and a beautiful background of organ music.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Any advertiser desiring a definite housewife impact.
Cost: Regular card rate plus \$5.00 per program, talent.

Audition Facilities: Transcriptions.
Date Created and/or Produced: March, 1948.

Submitted by: WSAV, Liberty National Bank Bldg., Savannah, Ga.

The Musical Comedy Theatre

A galaxy of music, voices and composers in a veritable festival of the top selections from the world's most famous musical comedies and light operettas. Each half hour show narrated by Stuart Long, offers the mixed Glee Club Choir, featured vocalists and the full musical comedy theatre concert orchestra. Selections are from such shows as Student Prince, Fire-Fly, Chocolate Soldier, Floradora, Wildflower, So Long Letty, etc.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: Utilities, dairies, furniture stores, etc.
Cost: Minimum rate \$15. Increases based on population and size of station.

Number of Episodes Available: 52 half hours.

Audition Facilities: Transcriptions.
Date Created and/or Produced: June 15, 1949.

Submitted by: Charles Michelson, Inc., 23 West 47th St., New York 19, N. Y.

Musical Tuneo

Musical Tuneo is a copyrighted program of Robert D. Buchanan, Box 954, Sanford, N. C., and has been running on WSTP AM & FM for past 13 weeks with tremendous success. Cards are distributed by station through local sponsors. These cards have a list of songs on them, and each song has a number, the numbers are also arranged on a chart under the letters "T-U-N-E-O" and correspond to the selections on the cards. The program consists of playing enough music, till a listener identifies enough to have five in a row, then they phone station, and if their cards check, they win a prize.

Availability: Live talent; E. T.
Running Time: 45 minutes.
Client Suitability: Any type.
Cost: Participation national rate \$8.00 (which includes two mentions, and one one minute announcement).

Date Created and/or Produced: March 14, 1949.

Submitted by: WSTP, State Theatre Bldg., Salisbury, N. C.

Oakland Tribune Funnies

The daily funnies page of the Oakland Tribune is read and acted out by KLX staff man Jack Morriss. Children also come to the studio and gather

around the mike as Morriss reads to them. He brings them into the show by asking questions such as what's going to happen to Lil Abner, etc.
Running Time: 15 or 30 minutes.
Submitted by: KLX, Oakland 4, Cal.

One Song

Combines music and drama. Latter can be full-fledged production or simple story using two voices in a narrative-conversational style. One song is selected and a fictional romance is created around the song. The melody is woven into the dialogue throughout. Story is flavored with Americana surrounding the era in which the song was popular. Script can be built on listener-submitted story ideas and songs.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Adult, primarily women's goods or services of a quality nature.

Cost: \$10 per show.
Number of Episodes Available: Contemplated experimental series of 13.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June, 1949.

Submitted by: KCBO, Fifth and Ash, Columbia Corner, San Diego 1, Cal.

One Thousand & One Best

Selections of the best recordings of the past twenty years, from the extensive private collection of Richard Mellor, importer and exporter of high grade recordings. Selected for artist, arrangement and fidelity, these are top recordings from the Continent, England, America and Australia. All collectors items, a great many of these recordings are played for the first time in America.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: All types.

Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: December, 1948.

Submitted by: WHDH, 6 St. James Ave., Boston 16, Mass.

Opera Time

Consists of operatic excerpts, from the personal record collection of Clinton Carpenter. Many of the discs used are literal collector's items. Carpenter prepares and delivers a concise commentary on the musical material. Occasional use is made of guest interviews with soloists whose records appear on the program. This is definitely a "music-lover's" feature, on a station which schedules more than 2500 hours of classical music yearly.

Availability: E. T.
Running Time: 30 minutes.
Client Suitability: General, appealing to a discriminating audience.

Cost: On application.
Number of Episodes Available: As desired.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September, 1948.

Submitted by: Westchester Broadcasting Corp., WFAS, 8 Church St., White Plains, N. Y.

Our Musical Heritage

This important series features the greatest works of musical literature,

works whose imposing stature has assured them a prominent place on the horizon of musical history. Broadcast for two hours, the program affords listeners an opportunity to hear great works which are rarely performed on the air because of their unusual length. Shorter works also find their way into the program since the magnitude of the composition is based upon its worthiness as a musical offering.

Availability: E. T.
Running Time: 2 hours.
Client Suitability: Selective.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February 6, 1949.

Submitted by: WQXR, 730 Fifth Ave., New York 19, N. Y.

Patti Pickens

Patti Pickens, youngest of famous Pickens sisters, sings, accompanied by a piano and a harp. Three numbers are accompanied by piano and harp together, one by harp alone, with harp background while Patti introduces her next selection. Program ranges from sweet-popular selection to one operatic number on each program. Available every Sunday.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Institutional, insurance, finance, records, music.

Cost: \$63.00.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Early in 1948.

Submitted by: WGPA, 428 Brodhead Ave., Bethlehem, Pa.

Personal Autographs

Musical show featuring songs by Skip Farrell, music by Bruce Chase and his orchestra, songs by the Honeydreamers, vocal quintet, and one guest recording artist each week.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General, merchandise, foods, institutional.

Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: American Broadcasting Co., 20 North Wacker Dr., Chicago 6, Ill.

The Phil Brito Date With Music

An intimate musical revue featuring Phil Brito star of motion pictures and popular recording artist in a series of quarter hour revues of musical highlights of yesteryear. Aply supported by an instrumental duet consisting of Doc Whipple, organist extraordinary and Sammy Liner famous pianist of the Percy Faith orchestra. Allyn Edwards, network announcer is master of ceremonies.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Brewing Cos., drug stores, auto supply, women's clothing, dairies, laundries, furs, furniture dealers, jewelry, baking companies, appliance dealers.

Cost: Minimum rate \$5. Increases based on size of market and station.

Number of Episodes Available: 130.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Current.
Submitted by: Charles Michelson, Inc., 23 West 47th St., New York 19, N. Y.

Piano Playhouse

A sparkling show devoted completely to piano music. It features outstanding piano virtuosi in brilliant classical and jazz selections and Milton Cross, the noted musicologist who discusses topics of interest to piano enthusiasts. The popular duo, Cy Walter and Stan Freeman, concert soloist Earl Wild, and a famous guest jazz pianist all contribute to the tuneful proceedings. A delightful musical treat!

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Musical firms, jewelers, foods, department and clothing stores, household goods, etc.

Cost: Ranges from \$4.00 to \$120.00 weekly depending on market.

Number of Episodes Available: Once weekly.

Audition Facilities: Arranged upon request.

Date Created and/or Produced: September 12, 1948.

Submitted by: ABC Co-operative Program Sales Dept., 7 West 66th St., New York 23, N. Y.

Reflections

A program designed for meditative, relaxed listening. Supplying a long-standing demand for this type of radio fare, program features Canada's finest radio talent in a pattern of "music woven with the golden thread of words." Narrator Frank Willis, long associated with CBC, brings sincerity of voice, intelligent reading and masterful intonations; baritone Russ Titus balances the natural dignity of the program with fresh, popular stylizations of favorite songs.

Running Time: 15 minutes.
Availability: E. T.
Cost: On request.

Number of Episodes Available: 104.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Remember The Music

Capitalizing on ABC's "Stop The Music," show is for (primarily) ABC stations only. Using phonograph records of selections old and new, using tunes that have been heard on "Stop The Music" in previous weeks (and often repeated), announcer carries on revealing commentary about tune and others that are similar or written by same composer. Provides good listening plus being a refresher course for "Stop The Music." Tips on Mystery Tune given.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.

Audition Facilities: Transcriptions.
Date Created and/or Produced: May 7, 1949.

Submitted by: WISH, Bd. of Trade Bldg., Indianapolis 4, Ind.

MUSICAL

Rem'niscin' With Singin' Sam

Singin' Sam sings your favorites of yesterday and today, supported by the Mullen Sisters and Charlie Magnante and his orchestra.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Any type.
Cost: \$4.00 per show, per station and upward, net.

Number of Episodes Available: 260.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1946 and 1947.

Submitted by: Transcription Sales, Inc., 117 West High St., Springfield 35, O.

Reminiscing With Tony Bessan

Program is a memory show reviving tunes of yesterday. MC has been active in radio for 21 years. He has access to a library of 20,000 tunes dating back to 1928. Program structure includes poetry theme with one poem daily. Radio audience participates by sharing old favorite records with the listening audience. Credit is given to ownership, and rare and unusual records are obtained this way.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Furniture store, department store, etc.

Audition Facilities: Transcriptions.
Submitted by: KMAC, 222-224 West Commerce St., San Antonio 5, Tex.

Rendezvous With David Ross

David Ross, nationally known announcer-narrator, tells stories and reads poetry that stir the mind and bring back heart-warming memories. Musical selections, chosen because they continue the moods created by Mr. Ross, follow each narration. Because of alternate musical selections offered, stations experience no difficulty in supplying music from their libraries. Available as quarter or half-hour show.

Availability: E. T.
Running Time: 15 or 30 minutes.
Client Suitability: Banks, building supply, pharmaceuticals, foods, furniture and jewelry stores, household appliances, etc.

Cost: Based on station's rate.
Number of Episodes Available: 260 half-hours; 520 quarter-hours.
Audition Facilities: Transcriptions.
Date Created and/or Produced: November, 1948.

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

Riders Of The Purple Sage

The newest sensation in Western singing acts now starring at Republic Studios with Roy Rogers. Series just completed. Western folk and classical western. Hooper ratings as high as 16.6!
Availability: E. T.
Running Time: 15 minutes.
Cost: \$4.00 per program, minimum;

\$42.00 per program, maximum.
Number of Episodes Available: 156 fifteen-minute programs.

Audition Facilities: Transcriptions.
Date Created and/or Produced: 1949.
Submitted by: Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

Sextette From Hunger

That good time Dixie Jazz containing fifty-two quarter-hour episodes with guest stars such as Martha Tilton, Dale Evans, Ann Jefferies, Peggy Lee, Ray Eberly, The Little Sisters, etc. This show at the present time, has a complete cross section of sponsors throughout the country, and has met with huge success to date.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Calculating machine companies, sweetshops, lumber companies, department stores, banks, ladies-ready-to-wear, etc.

Cost: On request.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948-1949.

Submitted by: C. P. MacGregor, 729 So. Western Ave., Hollywood 5, Calif.

Sir Thomas Beecham Turns The Tables

Sir Thomas Beecham, internationally celebrated conductor, in a brilliant hour of talk and music. Sir Thomas believes music is fun and makes it so for the listener, recounting interesting sidelights on the composers whose records he personally selects. Included are some of his own recordings with outstanding orchestras. Noted musical colleagues of Sir Thomas appear as guests and program is a treasure-house of information and enjoyable listening to the lovers of classical and modern music.

Availability: E. T.; plus phonograph records.
Running Time: 55 minutes, less time for commercials.

Cost: On request.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions plus phonograph records.
Date Created and/or Produced: April 11, 1949.

Submitted by: Towers of London, Ltd., 37 West 46th St., New York 19, N. Y.

Something Personal

Program features Hammond organist playing tunes requested by listeners. Listeners write in requesting their favorite song and why it's their favorite. Program is based on idea that everyone has a "special" song because of some incident in their lives with which the song is connected. Their letter is read without mentioning the writers name and the writers of the six letters read each day receive a corsage from local florist.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any.
Number of Episodes Available: Any number.

Audition Facilities: Transcriptions; will pipe live talent.

Date Created and/or Produced: September, 1948.

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

Songs For You

Tenor sings popular songs . . . mostly of the ballad type . . . and one hymn. No dedications. Memory type music.

Running Time: 15 minutes.
Number of Episodes Available: 39.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 13, 1949.

Submitted by: KGDE, Fergus Falls, Minn.

Songs From The Old Hymnal

Truly typical of America is "Songs From The Old Hymnal." Sacred songs of long ago, spiced with a generous portion of home-spun philosophy served with a sparkling wit by Oan Todd, former featured soloist with the famed "Blue-Jacket Choir," heard coast-to-coast. This quarter-hour daily program served as an inspiration to young and old alike. Oan Todd is regularly on the GALS Network throughout the State of Georgia.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Cost: On request.

Number of Episodes Available: 13 transcribed, indefinite live.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April 1, 199.

Submitted by: The Georgia Assn. of Local Stations Network, The Atlantan Hotel, Atlanta, Ga.

Sons Of The Pioneers

Classical Western and folk songs at their best. Starring Bob Nolan and The Sons of The Pioneers, who are famous for their work in movies and network shows. This is an exceptionally fine program with high Hooper ratings and unbelievable sales successes.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$4.00 per episode, minimum; \$50.00 per episode, maximum.
Number of Episodes Available: 260 fifteen-minute programs.

Audition Facilities: Transcriptions.
Date Created and/or Produced: 1947.
Submitted by: Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

The Three Suns & A Starlet

One of America's favorite instrumental trios, The Three Suns, is augmented in this NBC Recorded musical program by the presence of popular guest songstresses, Nan Wynn, Kay Armen, Irene Daye and Dorothy Claire. Glenn Riggs presides over the informal music-making as announcer-host, and each program provides a well-balanced blend of instrumental and vocal stylization of popular music.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Number of Episodes Available: 78.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Through The Listening Glass

"Adventures in the Wonderland of Music," featuring the radiant voices of the "Silver Strings" orchestra under the direction of Jack Shaundlin. Stars the romantic balladeer Johnny Thompson, with regular weekly appearances of the Lang-Worth Choristers. A kaleidoscope of the finest music written—pop-classic, current and memory—performed with dignity, grace and imagination.

Availability: E. T.
Running Time: 15 or 30 minutes.
Client Suitability: Local or regional sponsorship.

Cost: Station production charges.
Number of Episodes Available: 52 weeks.

Audition Facilities: Transcriptions.
Date Created and/or Produced: July 1, 1948.

Submitted by: Lang-Worth Feature Programs, Inc., 113 West 57th St., New York 19, N. Y.

Time To Sing With Lanny & Ginger

Lanny and Ginger Gray have delighted millions from coast to coast with their unique and appealing renditions of love songs, ballads, novelty songs and cheerful young-love patter. Now they are available in a series of fast-moving five-minute programs, often referred to as "the brightest little show in radio." A well-balanced blend of songs and chatter, the program is designed for three-a-week broadcast.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Food & beverage cos., furniture cos., appliance dealers.

Cost: On request.
Number of Episodes Available: 156.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Troubadour

A singer of sentimental songs accompanying himself on his guitar weaving his program together with his smooth, poetic patter. He features romantic melodies, old and new in a restful serenade.

Availability: Live talent; E. T.
Running Time: 15 minutes.
Client Suitability: Beds & bedding, beverages, institutional.
Cost: Station time plus \$10.00 talent. (If ET there would be a recording charge.)

Number of Episodes Available: Weekly.
Audition Facilities: Transcriptions.
Date Created and/or Produced: May, 1949.
Submitted by: WTAR Radio Corp., Norfolk 10, Va.

The Unusual Musical

One of the funniest and cleverest musical programs available today.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: General.
Cost: According to markets.
Number of Episodes Available: 26.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Affiliated Program Service, Inc., 535 - 5th Ave., New York 17, N. Y.

Voices From The Past

Unusual program of recordings made ten to twenty years ago, featuring commentary by a young man who has attended many of the operettas from which he has chosen music, and who has studied the lives of many singers heard on this broadcast. Great artists such as Jeritza, Causo, and others, are featured.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Gene. cl.
Cost: On request.
Number of Episodes Available: 1 broadcast for each week indefinitely.
Audition Facilities: Will pipe live talent.
Date Created and/or Produced: May 8, 1949.
Submitted by: WMTR, Morristown Broadcasting Corp., Park Square Bldg., Morristown, N. J.

The Windy City

Featuring Robert Trender's orchestra, the Randolph Street Regulars (the Dixieland band within a band), the Windy City Quartet, and guest stars such as Maxine Sullivan, June Christy, and Anita O'Day. Running the gamut from popular to Dixieland jazz to folk music, "Windy City" is a compactly-knit package deftly bridging from one music style to another with well-written casual banter and introductions delivered by singing emcee Lee Bennett.
Availability: Live talent.
Running Time: 25 minutes.
Cost: \$850 (talent).
Audition Facilities: Transcriptions.
Date Created and/or Produced: February 10, 1949.
Submitted by: WGN, 441 N. Michigan Ave., Chicago, Ill.

Words And Music

Program of familiar songs and ballads, best loved operatic arias and gems of piano interpretation, presented by the voice of Howard Harding, formerly featured with the Fred Waring Pacific Coast Glee Club, and his wife, Edith Harding. Poems that fit the day are presented by Charles Du Bois, originator of "The Poetry Corner." Program is presented in a friendly, informal manner.
Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Jewelry, foods, drugs, department stores, appliance dealers.
Cost: \$675.00 a month.
Number of Episodes Available: 65 half hour shows.
Audition Facilities: Transcriptions.
Date Created and/or Produced: May 2, 1949.
Submitted by: KBMY, Box 2124, Billings, Mont.

Your Country Cousin

A solid hour of old-time folk music combining top local hillbilly acts and nationally known recording stars, all built around the popular personality of "Cousin Elrod" (Norman Strand) who ad libs and expands the commercials, weaving them into the format or the show. Beamed primarily to the small-town and rural audience.
Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: Feed, flour, medicinal or any product sold to rural market.
Cost: Sold only on participation basis at basic 1 minute card rate, plus \$2.50 per program participation for talent.

Audition Facilities: Transcriptions.
Date Created and/or Produced: February, 1948.
Submitted by: WSAV, Liberty National Bank Bldg., Savannah, Ga.

Your Gospel Singer

America's beloved radio personality—Edward MacHugh—singing the beautiful hymns of all churches. Because of sponsor demand, 100 new programs have been produced, bringing total number up to 520. Your Gospel Singer has consistently had a large, loyal audience and enjoys an exceedingly high mail response. Self-liquidating merchandising plan using Gospel Singer hymn books available to sponsors.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Clothing, banks, pharmaceuticals, food products, furniture, auto dealers and supplies, dept. stores, etc.
Cost: Based on population.
Number of Episodes Available: 520.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April, 1949 (100 programs).
Submitted by: Harry S. Goodman Radio Productions, 19 E. 53rd St., New York 22, N. Y.

Zoph Potts At The Hammond Organ

Zoph Potts at the studio Hammond organ in a program neatly blending the best of the old and new songs in a delightful quarter hour that makes for easy listening.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Drugs, clothing, appliances, oil products, building materials.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: WRRF, Washington, N. C.

The Band Concert

Features the famous Bands of the Coldstream Guards, The Grenadier Guards, The Scots Guards, the Irish Guards, The Royal Artillery, etc., performing concert as well as martial music on no other musical organizations can. 26 quarter-hour episodes available, recorded in English. No other program like this available anywhere, because the English service Bands are acknowledged among the greatest in the world—each composed of upwards of 75 men.
Availability: E. T.
Running Time: 15 minutes.
Client Suitability: General.
Cost: Depends on market.
Number of Episodes Available: 26.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Between Us Girls

Louise King, singing star, and Marty Hogan, well-known Chicago disc jockey, are featured in this new series of songs and informal patter with special appeal to women. Orchestra is five-piece combination.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: August 1949.
Submitted by: WBBM, 410 North Michigan Ave., Chicago 11, Ill.

MUSICAL

Children's Corner

A program of songs and stories for children—most of them on records, some told by Norm Piorco. They consist of nursery rhymes for the younger set, novelty records, album stories covering fairy tales, fact and folklore—appealing to the very young and those up to 12 years. Norm also reads stories currently in use by our Board of Education.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$135 per week subject to frequency discount. Talent \$50 net—15 minute participation show.
Submitted by: WCFL, 666 Lake Shore Dr., Chicago 11, Ill.

The Family Album

Starring Gene Jones, The Girl Friends (quartette) with Don Hicks (arranger) at the piano and Hal Freede at the Hammond. Gene Jones starred for several years over CBS and CBC in "The Coffee Club" show, and his rich baritone voice has won him thousands upon untold thousands of friends. In this series, as Gene Jones turns the pages of the old Family Album, each picture brings to mind some event or melody out of the past which he, with The Girl Friends, promptly translate into song. Time allowed for opening, middle and closing commercials.

Availability: E. T.
Running Time: 15 minutes.
Cost: Depends on market.
Number of Episodes Available: 78.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Gloria Carroll Entertains

When lovely Gloria Carroll starts singing "Night & Day," "Getting Sentimental Over You," "Begin The Beguine"—and more than 200 other top tunes, you sit up and take notice of the "glorious carolling." Miss Carroll (now featured on Dancetone Records) with the assistance of Frank Bell and the Bellones dish out rhythmic arrangements that are truly something special. A quarter hour of music that is different from anything obtainable in any transcribed music library or disc jockey program—giving the sponsor a unique as well as exclusive program featuring the all-time musical favorites.

Availability: E. T.
Running Time: 15 minutes.
Cost: Depends on market.
Number of Episodes Available: 78.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Jim Hamilton's Record Shop

Top-rated time build by WIND's exclusive Cubs baseball broadcasts, turned over to the Record Shop when season ends (Oct. 3). Proprietor is Jim Hamilton, a real showman presenting variety in music and musical info. Now in 6th

year. Record Shop shows high ratings and low cost.
Availability: Live talent.
Running Time: 1 hour, 55 minutes.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: WIND, 400 N. Michigan Ave., Chicago 11, Ill.

Morning Caravan

Popular music starring young tenor, Dick Larkin, former Clyde McCoy vocalist, motion picture and night club artist. Aided by Arsene Siegel, organist of 20 years composing and playing radio and theatre dates, and pianist Bill Walker, who doubles as Ted Weems' arranger. With top M. C., Jim Hamilton.
Availability: Live talent.
Running Time: 25 minutes.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: WIND, 400 N. Michigan Ave., Chicago 11, Ill.

Rey Blanco Show

Mexican-born Rey Blanco, singer-guitarist formerly with Dick Jurgens, presents popular North and South American melodies romantically beamed to feminine listeners. Aided by veteran composer-organist, Arsene Siegel, and Bill Walker, pianist-composer and also arranger for Ted Weems. Smooth music with smooth wordage by popular Chicago M. C. Jim Hamilton.
Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions; will pipe live talent.
Submitted by: WIND, 400 N. Michigan Ave., Chicago 11, Ill.

The Spice Of Life

Musical variety show, written completely in rhyme, and featuring a superb cast including Sammy Eisen and his Orchestra, Dave Balantine, Virginia Hauer, The Men of Melody, Al Navarro, Lee Daniels, and Eddie Kasper. "Variety's The Spice Of Life," and this half-hour disc series has more musical variety than any other musical series yet produced either "live" or transcribed, network or local.
Availability: E. T.
Running Time: 30 minutes.
Cost: Depends on market and station.
Number of Episodes Available: 39.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Through The Stage Door

Three regular judges and a guest judge, each an expert in music, listen to and advise young (ages between 15 & 25) music students. Student instrumentalists & singers perform with special arrangements accompanied by WBBM orchestra. Purpose is to let them be heard under professional conditions and direct their future plans.
Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Transcriptions.
Date Created and/or Produced: July 1949.
Submitted by: WBBM, 410 North Michigan Ave., Chicago 11, Ill.

**A Noon Look At The News**

Louisville's only fifteen minute newscast at noon. The latest local, national, and international news developments with humorous stories and some news analysis. Network calibre newscaster with an interesting slant on news delivery.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Any.
Cost: \$37.38 per program.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January 1, 1949.

Submitted by: WLOU, 2549 South Third St., Louisville, Ky.

All The News

Presents a round-up of world, state, local, regional and sports news. The program is strengthened by use of a tape recorder for special events and spot news as well as the use of a telephone recorder. Three announcers are used on the program to handle the news.

Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: WRRF, Washington, N. C.

Bill Cunningham

One of America's best known newspapermen, Bill Cunningham broadcasts that the news coast to coast every Sunday. He writes a daily column for the Boston Herald, is syndicated nationally, has written many magazine articles. Traveling thousands of miles each year for material and background his broadcasts are noted for their accuracy and forthrightness.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Banks, insurance companies, department stores, laundries and cleaners, jewelry stores, clothing, automobile dealers, hotels, dairies, d.ugs.

Cost: 10 per cent of a station's evening-hour network card rate, per broadcast.

Number of Episodes Available: Continuous.

Audition Facilities: Transcriptions.
Date Created and/or Produced: June, 1944.

Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 16 N. Y.

Cecil Brown

To think straight and speak in direct terms that everyone understands, is the philosophy of this veteran news commentator. Operating on that philosophy he has received as many awards as any man in radio (George Foster Peabody, Overseas Press Club, etc.), written a best seller ("Suez to Singapore") based on his fabulous war experiences, and broadcast the news from this country and abroad since 1940.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Dairies, banks, bakeries, department stores, jewelry stores, automobile dealers, etc.

Cost: 25 per cent of a station's evening-hour network card rate. For less than a full week's schedule, the talent charge is pro-rated.

Number of Episodes Available: Continuous.

Audition Facilities: Transcriptions.
Date Created and/or Produced: October, 1945.

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

Cedric Foster

Acknowledged to be a fine commentator and exceptional analyst, Cedric Foster developed his clear, straight-away style while director and foreign news commentator for WHT, Hartford. His coast-to-coast broadcasts on Mutual have consistently rated raves from the critics and high percentages from Hooper. He is a world traveler, continually on the move collecting material and meeting personally more than a half million people each year.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Bakeries, theaters, banks, jewelry stores, etc.

Cost: 20 per cent of a station's evening-hour network card rate, or \$5.00 per week, whichever is higher. For less than a full week's schedule the talent fee is pro-rated.

Number of Episodes Available: Continuous.

Audition Facilities: Transcriptions.
Date Created and/or Produced: September, 1940.

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

Chet Huntley-News

The Chet Huntley News is compiled at CBS, Hollywood, in the "West's finest news bureau" from news supplied by the four major wire services and CBS correspondents stationed throughout the world. This news is carefully edited by Chet Huntley, then written into a concise, complete newscast that is noteworthy for its clarity and impartiality.

Availability: Live talent. (Available to Pacific and Mountain Time stations only.)

Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System-Co-Operative Div., 485 Madison Ave., New York 22, N. Y.

CBS News Of America

CBS News Of America brings listeners a complete roundup of all the news by Don Hollenbeck with emphasis on eyewitness accounts of news on the home front where it is actually happening told by top-flight CBS network and affiliate correspondents from all sections of the country. This program presents the whole picture of important or interesting stories, rather than a series of disjointed facts, highlighting news of people who make the news rather than events, thus making a news program which is warm and personal.

Availability: Live talent.

Running Time: 15 minutes.

Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System-Co-Operative Div., 485 Madison Ave., New York 22, N. Y.

CBS World News Roundup

CBS World News Roundup is the day's first full, authentic report from wherever the news is actually happening, told by top-flight CBS correspondents, plus a concise and complete roundup of all the news by Ned Calmer. In addition to its own staff of strategically placed correspondents at home and abroad, CBS supplements and complements their activities with the full facilities of leading wire services. The result is that no important news happens anywhere in the world without being available to this highly-trained staff for use on this world-wide news program.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: Columbia Broadcasting System-Co-Operative Div., 485 Madison Ave., New York 22, 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 "Copydesk" staff report to the editor with their stories and when he asks them what they have they give him a thumbnail summary thereby writing the heads on their stories in true newspaper style. Prop background noises contribute atmosphere of busy newspaper office. Cable, domestic, sports, women's, financial and entertainment news is covered.

Availability: Live talent; E. T.
Running Time: 15 or 30 minutes.
Client Suitability: Any.
Cost: Royalty fee based on frequency, tenure and production budget plus local standard talent, production and writing costs.

Number of Episodes Available: 5.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Revised edition—February, 1949.
Submitted by: Bernard Estes, Inc., 1270 Sixth Ave., New York 20, N. Y.

Current Times, Current Tunes

The answer to local, inexpensive competition with network powerhouses, show combines complete coverage of area and world news with four of the top recordings of the day. There are four two-minute news shots, plus a complete review of the week's area news by the station's news editor. The musical portion is handled by a "personality" disc jockey, the news (except for review) by a top newsmen.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: Banks, department stores, drug stores, automotive.
Cost: Station time plus talent and news fees.
Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.
Date Created and/or Produced: May 27, 1949.
Submitted by: KHMO, Hannibal, Mo.

Dateline, West Virginia

Here is a top local news program featuring city, county and state news with special reports from Washington concerning state names and activities. Delivery is straight rather than interpretive and gains its audience because it's a sound, objective round-up.

Availability: Live talent.
Running Time: 10 minutes.
Client Suitability: Any business.
Cost: On request.
Date Created and/or Produced: January, 1948.
Submitted by: WKNA, Charleston, W. Va.

Double In The News

Standard news copy is split between two announcers by paragraph with emphasis on local items. Two-man delivery makes for fast moving show with excellent pacing for crisp interpretation.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: General.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April 15, 1948.
Submitted by: WHKC, 22 East Gay St., Columbus 15, O.

Five O'Clock News

Newscast includes local and regional coverage. This is news that is exclusive since any other of the news heard in this area seldom touches on the things that are of direct interest to the people of this area. The KTJS news staff is in constant contact with all local agencies and presents the local and regional news as it happens.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Tobacco accounts, foods, drugs, soaps, etc.
Cost: \$75.00 per week (six days).
Number of Episodes Available: 312.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January 1, 1948.
Submitted by: KTJS, Hobart, Okla.

Fulton Lewis, Jr.

One of the highest rated reporters in the business, he gathers his own news, reports it fearlessly five nights a week. Famous for his crusading and exposes in Washington, influential in bringing about needed reforms, tireless in his broadcast fights for the rights of the "little" man, he is sold on more stations than any other cooperative program.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Banks, laundries, clothing, beverages, jewelry, hardware, insurance and food products.
Cost: 40 per cent of a station's evening-hour network card rate (diff. rate for Pacific & Mountain stations; avail. upon request). For less than a full week's sponsorship the talent fee is pro-rated.

NEWS

Number of Episodes Available: Continuous.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September, 1938.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

H. R. Knickerbocker— News Analyst

H. R. Knickerbocker at "The Ring-side of History." This weekly program is devoted to a review and analysis of the outstanding news of national and international significance. It is a penetrating analysis and commentary by a correspondent whose work has earned him the esteem and respect of editors and rewarded him with a coveted Pulitzer Prize in Journalism.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Any.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: November, 1948.
Submitted by: WOR, 1440 Broadway, New York 18, N. Y.

Headlines In The News

News headlines (1 min.) run 15 minutes before the hour every hour.
Availability: Live talent.
Running Time: (See above).
Client Suitability: Any institutional advertising.
Cost: Sold as package only—13 weeks, \$5,000.
Date Created and/or Produced: June 1, 1948.
Submitted by: WSVS, 117 Carter St., Crewe, Va.

Henry La Cossitt— The Editor's Diary

Former newspaper reporter, associate editor of American Magazine, and editor of *Colliers*, Henry LaCossitt discusses the news of the day by means of good stories, good wit, told at the right time. His world travels taught him ways and habits of many peoples and places, helped build this creed: get the best stories, fast, and present them in the best possible way.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Bakery, department store, bank, clothing, bottled gas, automobile dealers, transportation companies, dairies, grocers, furniture shops, etc.
Cost: 20 per cent of a station's evening-hour network card rate. For less than a full week's schedule the talent fee is pro-rated.
Number of Episodes Available: Continuous.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January, 1947.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

In Your Neighborhood

Brief, punchy oddities, humorous and human interest items in the day's news, designed to add a sparkling chuckle at the finish of a newscast or as script filler for disc jockeys. From six to eight quirky news items in each script.
Availability: Script.
Running Time: 5 minutes.

Client Suitability: All types of news-program sponsors. Currently sponsored in many cities by auto dealers, bowling alleys, breakfast cereals, mail order house, optician, public utilities, etc.

Number of Episodes Available: Five-minute script, seven days per week.
Audition Facilities: Sample scripts.
Submitted by: United Press Associations, 220 E. 42nd St., New York 17, N. Y.

Inside The Headlines

Written and broadcast by Bruce Barrington, KXOK News Director, the program gives full treatment to a few select news stories that are important and in the headlines. Barrington selects his material carefully and his analysis is clear and concise. He has a good grasp of historical background and current developments. Show is packaged for a once a week airing.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: General.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: KXOK, 12th & Delmar, St. Louis 1, Mo.

Looking Around

A once-weekly view of York thru the eyes of Helen Miller Gotwalt, WSBA, woman's reporter. Program stresses local news and events of interest to women.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Woman's dress distributor, food or drug account.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: April 1948.
Submitted by: Susquehanna Broadcasting Co., Inc., WSBA, P. O. Box 1112, York, Penna.

Mainly For Women

A helpful, newsy show, telling about prominent women, and their activities, giving food hints, household hints, child care discussions, and fashions whether the home-maker is on a budget or can afford a Christian Dior import from Paris.
Availability: Script.
Running Time: 5 minutes.
Client Suitability: Department stores, grocery stores, beauty shops, interior decorators, specialty shops and furniture stores.
Number of Episodes Available: Five-minute scripts, five per week.
Audition Facilities: Sample scripts.
Date Created and/or Produced: January 1, 1949.
Submitted by: United Press Associations, 220 E. 42nd St., New York 17, N. Y.

Mutual Newsreel

"From where it happens you hear it happen." Feature of the Newsreel is the "on the spot" recordings of the actual voices of people involved in the outstanding news events of each day. Five days a week Mutual listeners hear the dramatic, significant and human events of each day, transcribed at the time, rebroadcast just as the events occurred. Authentic, timely.
Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Publishing companies, banks, public utilities, automobile dealers, insurance cos., jewelers, drug cos., etc.

Cost: 20 per cent of a station's evening-hour network card rate, or \$5 a week, whichever is higher. For less than a full week's schedule the talent fee is pro-rated.

Number of Episodes Available: Continuous.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February, 1948.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

The Name You Will Remember

Radio commentator William Lang is presented in a series of fascinating personality thumbnail sketches. Flexible for programming, because of its five-minute length, series includes interesting and intimate biographies of such well-known celebrities as Bing Crosby, Sigmund Romberg, Cole Porter, King Christian of Denmark, James Byrnes and Damon Runyon.
Availability: E. T.
Running Time: 5 minutes.
Client Suitability: Auto & parts dealers, banks & insurance cos., appliance dealers.
Cost: On request.
Number of Episodes Available: 300.
Audition Facilities: Transcriptions.
Submitted by: National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Needle Club

Background of the news, with emphasis on personal experiences and ideas, by Jack Zaiman, political writer for the Hartford Courant. Features drama, politics, personalities, background of events, color stories, interviews.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: General.
Date Created and/or Produced: September 1, 1948.
Submitted by: WDRC, Hartford, Conn.

News At Noon

If you like your news factual, forceful and friendly you'll find it on News At Noon presented by Paul Kingsley each day Monday through Friday. With 15 years of radio, newsreel and TV experience Paul Kingsley presents the International, National, State and Local News as the listener is entitled to hear it and broaches no editorial policy outside his own.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Foods, drugs, gasoline and allied products.
Cost: On request.
Number of Episodes Available: Five programs per week.
Audition Facilities: Transcriptions.
Submitted by: WKAT, Inc., 1759 North Bay Road, Miami Beach, Fla.

News Parade

Fifteen fast moving minutes of news reported by the people who make it. Telephone recordings from Washington and State Capitol and on the scene cov-

erage of local news produced for dramatic quality with musical bridges.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: General.
Cost: \$397 per month on yearly contract.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June 1, 1949.
Submitted by: WMBO, Inc., 141 Genesee St., Auburn, N. Y.

990 Commentator

Human interest stories as well as local and county news written and narrated by Ken G. Dalton, columnist of daily newspaper. A "Down to Main Street" commentary.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Banks, food or other institutional type of advertising.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: WBET, 60 Main St., Brockton 64, Mass..

Noon News—With Clint Youle

Each day at noon (one of the peak listening periods of the day) Clint Youle presents the latest news. Local, state, national and international events are reported, along with a comprehensive weather commentary. Facilities include AP, UP and INS wire services, plus the news-gathering talents of the News Department of WMAQ—"The Only Chicago Station With Its Own Staff of Local Reporters."
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Any advertiser of any product or service primarily sold to housewives. \$1,047.50, net total, per week, for 15-minute broadcasts (on a 52-week contract.)
Cost: (Also available on a two-days-a-week, or three-days-a-week, basis.)
Number of Episodes Available: Any number.
Audition Facilities: Transcriptions.
Date Created and/or Produced: August 1, 1949.
Submitted by: WMAQ, Merchandise Mart, Chicago 54, Ill.

Noon Round-Up

News broadcast which is divided into three portions. First section features National and International News; second five-minute period reports Local and State News; while the third period is devoted to Farm and Market Reports.
Availability: Live talent.
Running Time: 20 minutes.
Client Suitability: Those desiring to reach farm and city audiences.
Cost: Five-Minute \$12.50 once a week, \$9.38 five per week.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: January 1, 1949.
Submitted by: WOKZ, Hotel Stratford, Alton, Ill.

NEWS

Pauline Frederick Reports

A morning news program featuring the only woman reporter in network radio. Miss Frederick presents regular "hard" news together with her own special comment. From time to time her program also includes a recorded or live interview with a personality prominent in the day's headlines.

Availability: Live talent (Not available to stations in Mountain and Pacific time Zones).

Running Time: 10 minutes.

Client Suitability: Food, drugs, department and clothing stores, furniture, household goods, etc.

Cost: Ranges from \$5.00 to \$180.00 weekly depending on market.

Number of Episodes Available: Five times weekly.

Audition Facilities: Arranged upon request.

Date Created and/or Produced: May 30, 1949.

Submitted by: ABC Co-op Program Sales Dept., 7 West 66th St., New York 23, N. Y.

Robert S. Allen—News Analyst

Robert S. Allen with News as He Sees It. This is a weekly program of exclusive Washington news. Allen's reports of today make the headlines of tomorrow. He has an enviable record of "beats" which makes him one of Washington's top-flight correspondents. Allen's hard hitting factual objectivity has earned him the reputation of being the reporters reporter.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Any.

Cost: On request.

Audition Facilities: Transcriptions.

Date Created and/or Produced: November, 1948.

Submitted by: WOR, 1440 Broadway, New York 18, N. Y.

Today's United Press Commentary

Background and objective interpretation of a leading international news story of the day with special emphasis on the immediate consequences or next probable spot development in the story. In other words to put the important international story of the day in its proper perspective and clarify it for the busy listener.

Availability: Script.

Running Time: 5 minutes.

Client Suitability: Book store, business bureau, men's clothing store, savings assn., cigar company, department store.

Number of Episodes Available: Five-minute scripts, seven days per week.

Audition Facilities: Sample scripts.

Submitted by: United Press Associations, 220 E. 42nd St., New York 17, N. Y.

Town And County News

Show giving social news of coming events, Church gatherings, meetings, newsy notes that would come over the back yard fence, special activities, occasional help for needy, or request for some badly needed item.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Florist, grocery, bread company, milk company, woman's shop, department store, etc.

Cost: \$15 per week talent charge. Time at station listed rates.

Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.

Submitted by: WLEU Broadcasting Corp., 12th & State Sts., Erie, Pa.

Under The Capitol Dome

Five minutes of interpretation, background and comment from a veteran Washington reporter who makes the

hard-to-understand news easier to understand.

Availability: Sample scripts.

Running Time: 5 minutes.

Client Suitability: Autos, beer & ale, department stores, labor union, public utilities, service stations, hotels, printing company, real estate, etc.

Cost: Furnished as part of basic United Press Radio New Service.

Number of Episodes Available: Moved Mondays through Saturdays daily.

Submitted by: United Press Radio, 220 East 42nd St., New York 17, N. Y.

The World Of Tomorrow

What our scientists, engineers, industrialists and diplomats are doing to make tomorrow's world better. A single story on a single invention, project or field of action, developed in a humanized script show.

Availability: Script.

Running Time: 10 minutes.

Client Suitability: Auto dealer, construction company, magazine, newsdealer, TV supplier, theater, department store.

Number of Episodes Available: Ten-minute script, once per week.

Audition Facilities: Sample scripts.

Submitted by: United Press Associations, 220 E. 42nd St., New York 17, N. Y.

The World Tonight

The World Tonight is CBS's compact and comprehensive packaging of the news into a convenient-for-listening fifteen minutes. It is a summary of the day's happening with all the human interest and the color and the dramatic highlights, plus an expert appraisal of the meaning of the news presented by front-rank reporters and analysts, Richard C. Hottel and Charles Collingwood.

Availability: Live talent.

Running Time: 15 minutes (10 minutes news—5 minutes analysis).

Audition Facilities: Transcriptions.

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

The William Lang Show

Here is a program with a sales record! It did outstanding job on ABC with highly competitive product. Master-narrator, William Lang, talks about people, places and things of current interest. Outgrowth of Lang's The Name You Will Remember, is based on private files fifteen years in collecting. Novel reported interviews regular feature. Teasers insuring re-tune-ins expertly introduced. Commercials thoroughly integrated. Lang always does well Hooper-wise.

Availability: Live talent; adapted to E. T.

Running Time: 15 minutes.

Client Suitability: Any sponsor requiring real selling.

Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.

Date Created and/or Produced: On ABC network 1946-1947.

Submitted by: Claude Barrero, 70 East 45th St., New York 17, N. Y.

York's Schools This Week

Using the schools themselves as sources and utilizing the services of a young female reporter for one of the high school papers, this summary presents the top news of the week from each member of the school district. In addition, the highlight of the school news of the week is presented in interview (recorded) form or on the spot recording of the event itself.

Availability: E.T.

Running Time: 15 minutes.

Client Suitability: School-age audience or distaff parents of school age children.

Cost: On request.

Number of Episodes Available: Approximately 36.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January, 1949.

Submitted by: Susquehanna Broadcasting Co., WSBA, P. O. Box 1112, York, Pa.

1949



QUIZ



1950

Bushels Of Fun

An audience participation show in which two teams of four contestants each compete for a big barrel of prizes. Before the show each contestant receives a bushel basket of prizes. Every time a contestant misses a question a prize goes from their basket into the barrel. MC's are Jack Lacy and Patsy Garrett.

Availability: Live talent; E. T.

Running Time: 30 minutes.

Client Suitability: Grocery products.

Cost: Participations, Monday through Friday, \$150.00.

Number of Episodes Available: 5.

Audition Facilities: Transcriptions.

Date Created and/or Produced: September, 1948.

Submitted by: WINS, Crosley Broadcasting Corp., 28 West 44th St., New York 18, N. Y.

Home Music Quiz

This is a quiz program where listeners need not be present in the studio nor answer a telephone to win any of the several prizes offered for correct answers. "The Home Music Quiz" tests the ability of listeners to identify selections, composers, performers and musical titles as they are broadcast. Listeners are requested to write their identification on a postcard and mail it to the station.

Availability: Live talent; E. T.

Running Time: 15 minutes.

Client Suitability: Foods, soaps, department stores, record companies, etc.

Cost: On request.

Audition Facilities: Transcriptions.

Date Created and/or Produced: February 28, 1949.

Submitted by: WQXR, 730 Fifth Ave., New York 19, N. Y.

Let's Go To A Party

Hostess invites minimum of 24 guests. Station puts on party complete with refreshments then stages quiz show for the guests. Informal fun with your entire company well acquainted with each other and willing to do a knockout job.

Availability: E.T.

Running Time: 30 minutes.

Client Suitability: General.

Cost: \$50 plus time and prizes.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January, 1948.

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

Let's Play Reporter

An audience participation program with a newspaper office background. Frances Scott acts as city editor and quizmistress, and gives out assignments

to cut reporters, with highly amusing results. This quiz show is entertaining and educational too. Excellent for a client who wants to promote good will as well as amuse the public. Schools and colleges endorse the idea. Broadcast over NBC for 23 weeks. Good tie-up for both audio and video.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: General appeal.

Cost: On request.

Audition Facilities: Transcriptions.

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

Much Ado About Music

A lively, entertaining quiz show featuring "big-name" music artists pitted against two members of the studio audience in identifying melodies, composers

QUIZ

The Surprise Package

An idea package for department store origination. Ideal for radio and/or TV. A Seven-Point traffic builder. Commercial from beginning to end. 15 to 30 minutes. Local talent and public make this a fun riot. A quiz sensation with a completely new twist. This is a surprise package!

Availability: Live talent.
Running Time: 15 or 30 minutes.
Client Suitability: Department stores.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1949.
Submitted by: Jewell Radio Productions, 185 North Wabash Ave., Chicago 1, Ill.

Tello-Test

A telephone quiz show sold on a local franchise basis as either a 15-minute program with cash awards provided by sponsor, or as a 30-minute program with merchandise awards provided by Radio Features—across-the-board show.

Availability: Script show.
Running Time: 15 or 30 minutes.
Client Suitability: Suitable for local sponsorship or regional network where hard sell and high sponsor identification are required.
Cost: Based on population.
Number of Episodes Available: Unlimited.
Audition Facilities: Transcriptions.
Submitted by: Radio Features, Inc., 75 East Wacker Dr., Chicago 1, Ill.

Who's Talking?

Famous personalities give transcribed clues about themselves in poetic form. Clues can be used as telephone quiz, audience participation or theatre quiz show. Now have over 100 famous personalities transcribed for program. A masked photo "gimmick" draws traffic to the sponsor's place of business.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Any client who has, or needs, store traffic. Participating sponsors also very successful.
Cost: Cost is one half of a station's one-time national, Class "A" quarter hour rate as published in Standard Rate and Data.
Number of Episodes Available: Sufficient voices for two years' run.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Hal Tate Radio Productions, 360 North Michigan Ave., Chicago 1, Ill.

Watch On The Line

Daily, local telephone feature for all types of retailing or wholesaling firms. Famous watch tie-in prize-promotion, for the identification of lines from literature, music and motion pictures.

Availability: Live talent; E. T.
Running Time: 5, 10 & 15 minutes.
Client Suitability: Bakery, brewer, furniture, etc.
Cost: Station power and size of city.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1948.
Submitted by: Harold Gingrich Associates, 4940 Winthrop Ave., Chicago 40, Ill.

tacted by M.C., with jackpot of identifying "socrat singer" from old phonograph record going up \$5 daily.
Availability: Script.
Running Time: 60 minutes.
Client Suitability: Women's appeal.
Cost: \$5 per program includes script, secret singers, merchandising.
Number of Episodes Available: 260.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September 15, 1949.
Submitted by: KITE, San Antonio, Tex.

Win If You Can

Four men and four women chosen from the WRVA Theater audience are given by MC Alden Aaroe listener-submitted questions for merchandise prizes. Prizes for missed questions go to question-submitting listeners. Jackpot of prizes grows each week as jackpot question goes unanswered. "Win If You Can" has 17.3 Hooper.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: November 1, 1948.
Submitted by: WRVA, Richmond 12, Va.

Buddy Dollar

Teen-agers bank account building program emceed by youths selected by station management and assisted by staff emcee.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Savings banks.
Cost: Very nominal, by size of city.
Audition Facilities: Transcriptions.
Date Created and/or Produced: 1949.
Submitted by: Harold Gingrich Associates, 4940 Winthrop Ave., Chicago 40, Ill.

and historical music facts. Prizes are awarded to contestants holding the highest number of points. Listeners at home may also participate by sending in a musical question which, if used, will bring a cash prize. This cash prize is doubled should the contestants fail to give correct reply.
Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Audition Facilities: Transcriptions.
Date Created and/or Produced: February 3, 1948.
Submitted by: WQXR, 730 Fifth Ave., New York 19, N. Y.

Play Ball

There are nine contestants on each side. Quizmaster pulls baseball questions out of a box. Contestants "come to bat" in regular order to answer questions. If he fails he is out. If he answers correctly he moves on base according to classification on question slip which states whether answer is worth single, double, triple, homerun, etc. Realistic effect of cheering from studio audience and play by play description by quizmaster, makes it fast moving show, with prizes for winning team, best hitter, etc.
Running Time: 30 minutes.
Submitted by: WIAC, Box 4504, San Juan, P. R.

Put Up Or Shut Up

A different kind of quiz, with a not too gentle emcee.
Availability: Live talent.
Running Time: 30 minutes.
Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

Sixty Silver Minutes

Musical quiz with silver dollars awarded to telephone subscribers con-

1949



SPORTS



1950

Along The Sports Trail

Sports features, sidelights and comment about games and stars, written by the INS sports staff.
Availability: Live talent.
Running Time: 5 minutes.
Cost: Supplied as part of INS service to radio stations.
Number of Episodes Available: Supplied five days per week.
Submitted by: International News Service Radio Dept., 235 East 45th St., New York 17, N. Y.

Call Your Shot

Program recorded at different bowling halls each week. Contestants-ten high average bowlers. Each "Calls His Shot" for a specific number of pins or a strike; rolls one ball and if successful wins fifty cents per pin or two fifty per strike. If unsuccessful, a consolation award of ten cents per pin knocked down. Those successful then try to pick the four-seven-ten split; five dollars given each week, and if no contestant wins this money accumulates.
Availability: Live talent; E. T.
Running Time: 15 minutes.
Client Suitability: General, or products with a special appeal.

Cost: Talent and prizes total \$45.00.
Audition Facilities: Transcriptions.
Date Created and/or Produced: October, 1948.
Submitted by: WHEC, Inc., 40 Franklin St., Rochester 4, N. Y.

The Fishing & Hunting Club Of The Air

This is a program dedicated to good sportsmanship and to the conservation and propagation of our vast natural and wildlife resources. Prizes are given to the listeners whose questions, stories and tips are discussed each week. Guest authorities add their advice. Bill Slater emcees, and four experts make up the regular panel.
Availability: Live talent.
Running Time: 25 minutes.
Client Suitability: Brewing co., sporting goods manufacturer, automobile dealer, any advertiser with a message for men.
Cost: 20 per cent of a station's evening-hour network card rate, or \$5.00 per week, whichever is higher.
Number of Episodes Available: Continuous.

Audition Facilities: Transcriptions.
Date Created and/or Produced: December, 1946.
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

The Football Prophet

A complete wrapup of collegiate football, big and small, from coast to coast with on the spot predictions of coming games. Accurate data on past performances, injuries to key players, a look at the weekly standings of the clubs.
Availability: Sample scripts.
Running Time: 15 minutes.
Client Suitability: Gas stations, sporting goods firms, clothiers, beer and cigarette manufacturers, etc.
Cost: Part of regular UP Radio news report.
Number of Episodes Available: One per week.
Submitted by: United Press Associations, 220 East 42nd St., New York 17, N. Y.

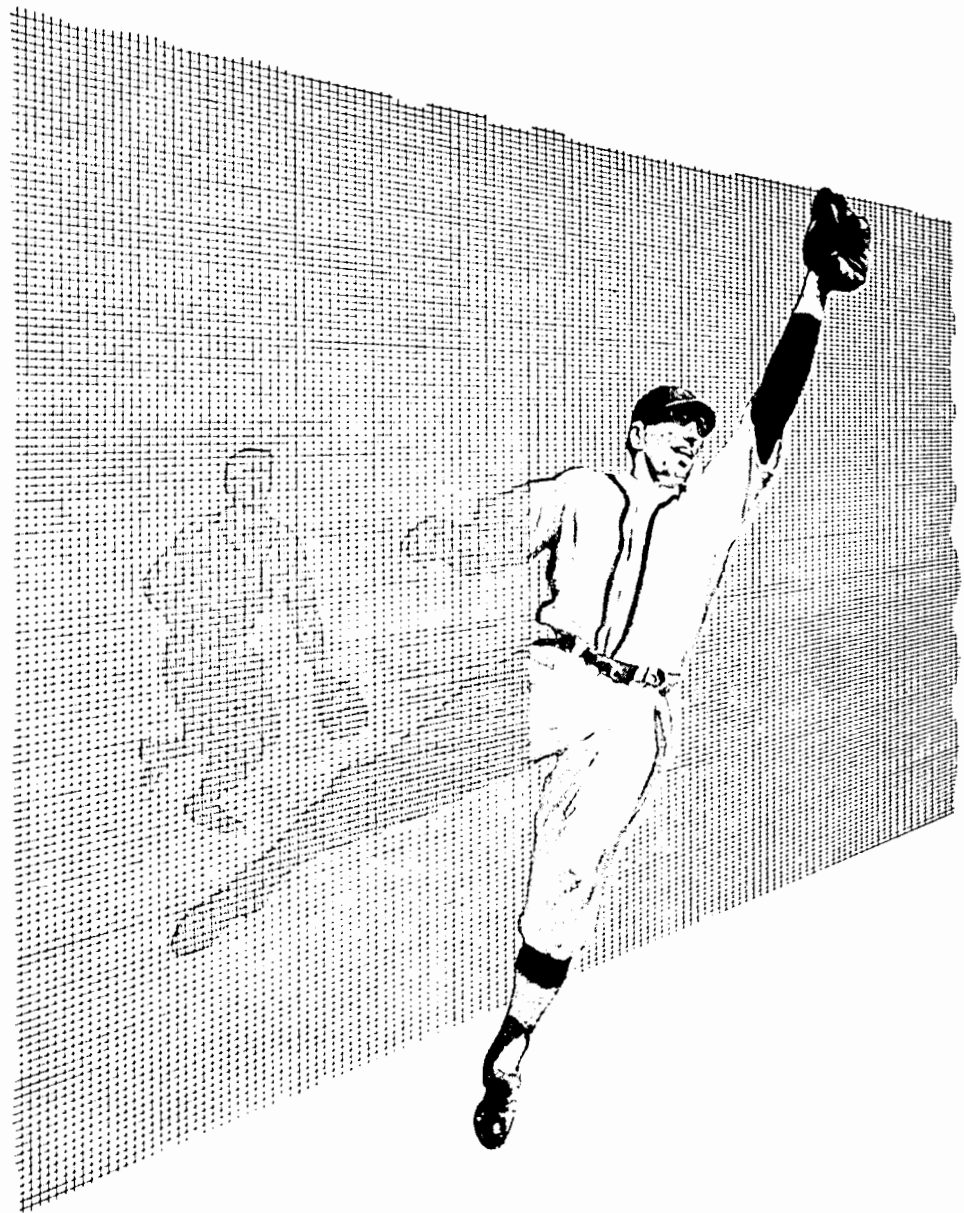
Great Moments In Sports

A reconstruction of outstanding or unusual activities in the world of sports.

Availability: Live talent; E. T.
Running Time: 5 minutes.
Client Suitability: Men's goods, breweries, etc.
Cost: \$5.00 plus time; \$14.00 complete.
Audition Facilities: Transcriptions.
Date Created and/or Produced: March, 1949.
Submitted by: WJTN, Hotel Jamestown Bldg., Jamestown, N. Y.

Hi-Sports

Stan Lomax interviews the great of the sports world in addition to "on the scene" descriptions of sporting events, stories, anecdotes, etc.
Availability: E. T.
Running Time: 5 minutes.
Client Suitability: Beer, oil, shoes, cigars, cigarettes, men's clothing, etc.
Cost: Depending on markets.
Number of Episodes Available: 78.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September, 1948.
Submitted by: Affiliated Program Service, Inc., 535 Fifth Ave., New York 17, N. Y.



RCA Laboratories developed a copper mesh with 2,250,000 tiny openings to the square inch for the television camera "eye."

*You get **finer television pictures** through this super-fine mesh*

In RCA Image Orthicon television cameras you will find a super-fine copper mesh. Until a new technique for making such screen was discovered at RCA Laboratories, only coarse and irregular mesh—which obstructed 60% of the picture—was available.

Today, through RCA research, such mesh can be made with 1500 gossamer wires to the linear inch.

An ordinary pinhead will cover about 7000 of its tiny openings.

By RCA's technique—now producing commercial quantities of 200- and 500-mesh screens—the mesh is so fine, so regular in structure, that it is invisible on home television receivers . . . and as much as 85% more television picture passes through.

You benefit—many times

This new type of super-fine wire mesh, and the technique for making

it, like most major developments in all-electronic television, is another RCA Laboratories *first*. Leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

The newest developments in radio, television, and electronics may be seen in action at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free, and you are cordially invited. Radio Corporation of America, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

Head-Writer's Dilemma

Or, Brevity Rides Again

By Irwin Rosten
Television Daily

ONE of the functions of RADIO DAILY's SHOWS OF TOMORROW is to spot trends in the industry so that without engaging in the doubtful practice of crystal-gazing or palm-reading, we may give readers a reasonably accurate idea of how this business will shape up as the fall and winter season's approach.

About two months ago, with this end in mind, we published a few lines to the effect that kinescope recording, the most commonly accepted term for the process, seemed undesirably long and unwieldy—especially so after innumerable vain attempts to fit it into a headline. We asked readers for their views on the subject. Almost without exception they agreed that a shorter term was desirable.



The suggested replacements began to pour in. Classical scholars went back to their college days and came up with many variations on Latin and Greek roots. All sorts of coined words and combinations of initials also were offered in our prizeless sweepstakes. The final decision on a replacement, we thought, should be made not by us but by the industry itself.

Therefore, with the inestimable aid of the amanuensis of the editorial department, we compiled a list of all the suggestions and incorporated it into a questionnaire which was sent to the managers of 77 stations throughout the country. Of these 46 were returned—almost 60 per cent response, or pretty phenomenal by most research standards.

The results were tabulated as follows:

TVR (TV Recording).....	9
VR (Video Recording).....	8
VT (Video Transcriptions).....	7
Telescription	6
Video	2
Kinefoto	2
Others	12

There you have it, TVR is on top. But because the results are so close, we're a bit doubtful about using TVR regularly in RADIO DAILY. Therefore, we think a run-off by the first four—TVR, VT, VR and Telescription—would be in order. If we may once again impose on our readers, we would like your reaction to the four contenders.

Looking back, it seems surprising that no universally acceptable term has made its appearance to date. This is an industry chock full of abbreviations and initials, but for some reason the process of filming a program off the face of a receiving tube has

never been affected by this penchant for brevity. Then too, during the past few months more and more recorded shows have been seen on the networks and still more are scheduled to make their appearance in the fall. If all this seems inconsequential to you, some day when you have a few spare hours, trying writing a twenty-unit headline using any of the terms developed by the webs—Kinescope Recording, NBC; Video Recording, ABC; Teletypewriting, DuMont, and Television Recording, CBS. And leave us not forget Paramount's Video Transcription.

You see, it just can't be done. Of course, the expression "kine" (pronounced kinnie) is quite often heard around Madison avenue and Radio City, but as many of you have pointed out, it does not adequately describe the process. Therefore, to preserve the sanity of the headline-writers on all trade papers, and to conserve countless seconds (which, after all, do add up eventually to minutes and hours) in the speech of the industry's already over-worked executives, we seek your guidance and counsel.

As part of this momentous research one item arrived from a station exec that is worthy of recording for posterity in these pages. This fellow, who begged to remain anonymous for reasons that soon will become apparent, suggested that "VT" be adopted because "there is no shorter way of saying 'very terrible.'"

Perhaps a note of cynicism may be detected in the words of our anonymous correspondent, but the painful fact remains that off-the-tube recordings are very definitely not what they should be. The quality of the pictures they offer is far below that of live production. Recorded images usually are quite grainy and washed out, and too often the sound track is far below par. To one accustomed to seeing live network shows, therefore, recordings constitute a decided let-down and, all other factors being equal, might well make a sizeable difference in the audience ratings of any two competing shows—one live and the other transcribed.

All those now making recordings are doing their best to improve picture and sound quality, and all are making progress. But considerable improvement still must be made if they are to reach their goal—transcriptions every bit as good as live production. When that happens—and it probably will some day because some of the best engineers in the country are working on the problem—then a whole new horizon will be opened to the industry, and transcribed TV shows will be as popular as transcribed radio programs are today. The arrival of this great day will bring with it countless benefits to performers, writers, producers and all others associated with a show. And in the long run, the public might benefit also by being able to see—as a copy-writer might phrase it—better programming with no sacrifice in quality.



The ONLY News Service Supplying COMPLETE TV NEWS COVERAGE!

ONLY ONE SERVICE* provides complete news coverage for television, including Telenews newsreels, spot news photos, visual news bulletins, and a wide selection of other low-cost, distinctive programming services, tailored specifically for television.

ONLY ONE SERVICE* blankets the TV news field from coast to coast—with a variety of specialized television programs being telecast over a vast majority of the operating stations . . . in virtually every major TV market area.

ONLY ONE SERVICE* delivers news packages that have repeatedly proved their worth in one TV market after another by pulling consistently high ratings and winning ready sponsorship by top-flight advertisers.

The conclusions? — For distinctive news programming services that are tailor-made for TV profits, it's INS all along the line. A check with the INS television department will bring you rates and descriptive literature.



The service: INS-INP-TELENEWS. This unique combination of International News Service, its news photo affiliate, International News Photos, and Telenews Productions, Inc., provides the *only* 3-way coverage of world news and features for television.

THE LIST OF INS NEWS SERVICES TAILORED SPECIFICALLY FOR TELEVISION AND APPEARING ON TV STATIONS FROM COAST TO COAST NOW INCLUDES:

DAILY NEWSREELS — Swiftly-paced, up-to-the-minute newsreels of significant national and international events from every corner of the globe. Eight minutes of footage open-ended to make a 10-minute program. Complete script for station's own narrator with on-location sound whenever practicable. Five issues per week—Monday through Friday.

WEEKLY NEWSREELS — Comprehensive, action-packed weekly review of the news completely voiced and scored. An 18-minute film open-ended to make a 20-minute program. Ready for immediate projection when received.

PROJECTALL — The most compact and versatile balopticon projector on the market. Ideal for low-budget programming, it projects a virtually endless series of combinations of inexpensive, revenue-producing news subjects—spot news photos, news tape, time, weather, title cards, program announcements, revolving product models, etc.

INP PHOTO SERVICE — A wide variety of specialized photo services easily adaptable for Projectall use or to meet individual station requirements. All photos processed specifically for telecasting with complete identifying captions.

INS LEASED WIRE NEWS — For use with or without the Projectall type of machine in either news tape or rolldown news presentation format. Full INS news service available for TV use, including an infinite variety of features and mailed script material.

INTERNATIONAL NEWS SERVICE NEWS PHOTOS

TELEVISION DEPARTMENT — ROBERT H. REID, MANAGER
235 EAST 45th STREET, NEW YORK 17, N. Y.

TV • SHOWS • OF • TOMORROW

The Tenth Annual RADIO DAILY "Shows of Tomorrow" presents listings of television shows available for sponsorship. Compilation of this data has been made available through the cooperation of the networks, individual TV stations, package producers, writers, film producers and other branches of the industry. Shows have been alphabetically classified into each of sixteen categories. In some cases, listings were received too late to be included in the alphabetical arrangement. These will be found at the end of each classification.

1949 ★ TV ADULT DRAMATIC ★ 1950

Actor's Studio

A live dramatic package using material best suited to TV and a mass audience. The cast is selected from the Actors' Studio group under the supervision of Elia Kazan plus top personalities from Broadway and Hollywood who often take leading parts. This series received the Peabody Award this year as the best dramatic show on TV. Thirty-five weeks on ABC.

Availability: Live talent.
Running Time: 20 minutes.
Client Suitability: Has mass audience appeal suited to any client.
Cost: On request.
Audition Facilities: Live talent; film.
Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

Adventures Of Caesar

Written and directed by Felix Jackson. Caesar, the dog, is the real hero and proves once again that a dog can always steal the show.

Availability: Film.
Running Time: 30 minutes.
Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

Duke Fagin

A romantic mystery, action packed, sophisticated series with luxury loving Duke who can turn a phrase or track down a "crime king" with equal facility and finesse.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Oil, drugs, confections, foods, dairy products, beverages, etc.
Cost: On request.
Audition Facilities: Live talent.
Submitted by: Video Events, 535 Fifth Ave., New York 17, N. Y.

The Eye

An unusual mystery series where the camera is the detective and the crime is solved through the camera eye. Special lens equipment has been designed to film this series.

Availability: Live talent, E.T.
Running Time: 30 minutes.
Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

Feature Story

The best human interest stories of the week — unusual people and places visited by Dwight Weist, the Feature Story Reporter. This film program roams the world to provide the first documentary-type television show—as new as tomorrow's headlines.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Suitable for all sponsors.

Number of Episodes Available: 1.
Audition Facilities: Film.
Date Created and/or Produced: June 7, 1949.

Submitted by: Telenews Productions, Inc., 1600 Broadway, New York 19, N. Y.

Fu Manchu

Fu Manchu . . . from the best sellers of two decades. The insidious Dr. Fu Manchu . . . the most fascinating arch-villain of modern times, by the internationally famous author, Sax Rohmer. Thrillingly different half-hour dramatic series . . . each story a complete adventure. Script adaptations by well-known Broadway playwright, M.C.'d by Sax Rohmer in person.

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

Gamblers Don't Gamble

The star of this show is Mickey McDougall, the world-famous card detective. Each program dramatizes an actual crooked gambling incident which McDougall helped expose. He enters the scene, solves the case, and then winds up with a practical demonstration revealing the crooked device, and related ones, methods of cheating, etc.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Live talent.
Date Created and/or Produced: February, 1949.

Submitted by: Campbell Productions, 347 Madison Ave., New York 17, N. Y.

His Honor The Barber

Old Judge Fitz is the barber as well as the judge of a typical American small town. He will shave you one day and sentence you the next. He is open-minded, with warmth, humor, understanding—and a hint of rascality, always trying to solve the town's domestic problems, which brings him into conflict with Sheriff Camfield and others. Susan, Judge Fitz's niece, provides romantic element.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: All types.
Cost: On request.

Number of Episodes Available: 13.
Audition Facilities: Live talent.
Submitted by: Nate D. Slott, 1530 N. Formosa, Hollywood 46, Calif.

Mystery Is My Hobby

This brilliantly logical thrill-packed half-hour series was written, enacted and produced by those who "know their theater." It packs a solid punch, and the high quality of production makes it a programming achievement for any station or sponsor. Starring Glenn Langan, this series is a definite sales and prestige medium. Important movie names assured as guest artists.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Various.
Cost: \$3,500.

Number of Episodes Available: 52
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: Created for network radio in 1944, TV, 1949.

Submitted by: Lawrence Productions, 6700 Sunset Blvd., Hollywood 28, Calif.

Nightmare

A weekly presentation of psychological crime dramas—tailored for late evening audiences—bringing to the television screen a crime drama complete in fifteen minutes. Paced with mile-a-minute action and featuring top-notch talent, "Nightmare" is written by one of the foremost authors in the crime field.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Any product directed primarily to adults.

Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Submitted by: Philco Television Station WPTZ, 1800 Architects Bldg., Philadelphia 3, Pa.

Out Of Print

Presents real people who made real news in the stories that made them news. Each of these stories is taken right "Out of Print" from your daily newspapers. As far as possible, each story is televised as closely resembling reality as facilities permit. The principal roles are portrayed by the actual persons. These are not headline stories but human interest experiences that could not be omitted by the editor of the newspaper. The stories are culled from papers all over the U. S. and principals brought to N. Y. The central figure in narration is Walter Abel.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: All types of clients.
Cost: Walter Abel and people who have created news.

Number of Episodes Available: One typical episode. These programs depend upon the daily newspaper to be up to date.

Audition Facilities: Live talent.
Date Created and/or Produced: August, 1948.

Submitted by: Ted Nelson Associates, 730 Fifth Ave., New York 19, N. Y.

Search For A Star

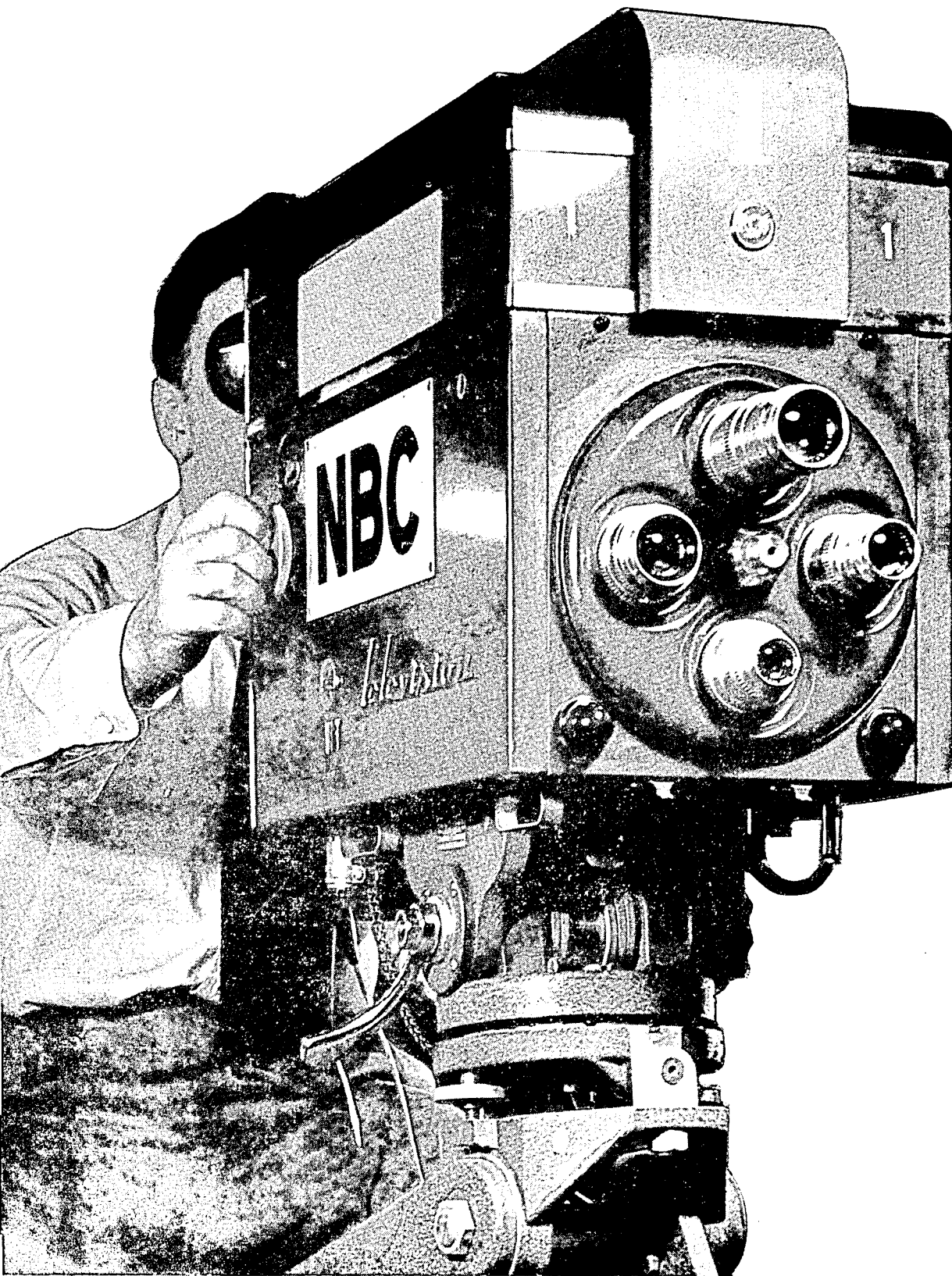
A search is made for movie talent by auditioning contestants . . . throughout the country and exhibiting the winning teams on television. Couple who finally win are awarded a Hollywood contract by Universal Pictures.

Availability: Live talent; E.T.
Running Time: 30 minutes.
Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

Spin The Picture

Currently on the DuMont Network every Saturday night, "Spin the Picture" is an hour-long program combining dramatic vignettes, instrumentals.
(Continued on Page 101)

an instinct



THEATRE OF THE MIND

for **SHOWMANSHIP**

Barnum had it . . . so did other great showmen like Ziegfeld and George M. Cohan—the rare quality that made everything they put their hand to a tremendous popular success.

Today, that same instinct reveals itself in all the programming triumphs NBC has scored since the birth of network television:

top-rating shows in every category from drama to world news

for the first half of this year, 5 of the top 10 sponsored programs

for nine consecutive months, more viewers for all programs together than any other network

Better programs . . . bigger audiences . . . *extra* selling effectiveness—these are the solid advantages that are attracting the largest number of national advertisers to America's No. 1 Network.

NBC TELEVISION

The most sponsorable new shows in television—



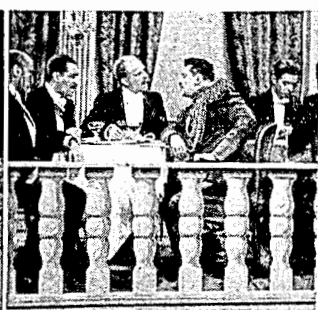
BLACK ROBE



BROADWAY SPOTLIGHT



LIGHTS OUT



BELIEVE IT OR NOT



GARROWAY AT LARGE

when

Television

comes

in



what

happens

to radio?

Do television owners turn on the radio when there are no television programs? Do they continue to listen to top radio programs?

Do women stop their housework to look at television?

You will get a quick picture of what has happened to the radio-TV picture in New York—and is happening fast all over the country—

from an analysis just prepared by the Du Mont Research Department.

You ought to know the facts before you make up next year's advertising budget. A note or a phone call will bring them.

Remember—Du Mont is the one television network that cares to release these facts, because Du Mont is exclusively in television.

TELEVISION
DUMONT
NETWORK

America's Window on the World

515 Madison Avenue, New York 22, N. Y. • Phone MUrray Hill 8-2600 • Copyright 1949, Allen B. Du Mont Laboratories, Inc.

They Had TV Back In 1930

Early Days Of Video Recalled

By William S. Hedges

Vice-President in Charge of Planning & Development
National Broadcasting Co.

TELEVISION is the new glamour medium. The public loves it. Agencies and advertisers are growing a new crop of ulcers trying to capture the full potential of the dynamic new advertising medium. Theater owners and movie producers fear it and broadcasters are squandering their patrimony on the enticing trade, which they hope will support them in luxury in their declining years.

It seems a little trite to dwell upon the newness of television— a fact that seems so self-evident. Yes, it is new but its newness is like that of a beautiful new stage star, who has already lived

score of years and has toiled diligently perfecting the God-given talents which make her the luminous personality she is.

Television is new but it took a long time to get to the place it now occupies in public attention and public acceptance.

The present state of television is the result of more than twenty-five years of painstaking research, brilliant invention and arduous achievement on the part of engineers, laboratory workers and production men.

Of course, television was the dream of inventors long before that and some early experiments even antedated the birth of wireless.

Because those who first thought of television conceived of it as being transmitted over wires. However, it was not until 1927 that the first practical demonstration of television was made, when the American Telephone & Telegraph Company transmitted both sight and sound over wires and by means of "wireless" as well.

It was this experiment as well as the work of Dr. E. F. W. Alexanderson of G. E., C. Francis Jenkins and John Baird of London which convinced me and my associates at The Chicago Daily News station WMAQ, that television's coming was inevitable and 1929 was none too soon to begin working on it, and so it was in August, 1930—nineteen years ago—that W9XAP came on the air in Chicago.

Time magazine in its issue of August 25, 1930, chronicled the event with the following:

"A wholesale grocer and a newspaper prepared last week to operate the first commercial television service in the U. S. Edward G. McDougall of Libby, McNeill & Libby, food firm, has long been a television enthusiast. Like other television amateurs he has been impatient because the country's 25 experimental stations have not reached a large public because amateurs have had difficulty in buying proper receiving sets. He contacted William S. Hedges, president of the Chicago Daily News station WMAQ. Last week the Chicago WMAQ was practically finished for at \$30,000. It is an experimental station because the government will not yet issue commercial television permits. Through it Mr. Hedges' argument for the radio. He has named W9XAP to WMAQ. This week the first program will be sent."

In the same issue of Time magazine we had television. Of course we were not the only ones excited with the realization of the future of television. It was the realization of the future of television that led Mr. Hedges to the bank of a Chicago bank, which he started an investment, were not sufficiently liquid to allow a 13 percent return. We had a program at which

were received by more than 2,000 receivers as far away as 300 miles. The features of speakers and actors were easily recognizable, although they were not quite up to the standard of a newspaper half-tone. Nevertheless, it was television.

The achievements of the station were described in a brochure published early in 1931 entitled "The Story of WMAQ." The article of more than eighteen years ago contains many strangely familiar terms and describes a lot of things now being done on television stations in New York.

"Television—the magic medium of the future—already is an actuality in the studios of WMAQ," said this article of eighteen years ago. "With excellent results many programs are seen as well as heard, for WMAQ has been a pioneer in experimenting with the possibilities of television.

"At considerable expense, a complete television transmitter has been installed. It operates on a wave length of 2150 kilocycles and is identified as W9XAP.

"Already playlets have been produced—the characters, in costume, being seen over W9XAP, while their voices were broadcast over WMAQ. Other features broadcast over television include exhibition boxing and wrestling matches, singers and dancers, readers and puppet exhibitions. Elaborate productions with all characters in costume, are being planned for the future.

"At present television . . . can broadcast as many as five full-length figures at a time and is able to switch to various 'shots' from closeups to various corners of the studio.

"Television consists of transforming light rays into electrical impulses by means of an 'electric eye' known as the microvisor. These impulses are broadcast over the air and when picked up by the receiving set revert to their original form of light rays, which thus flash the picture on a specially prepared screen."

We had a lot of fun experimenting with program types and techniques. One stunt was the broadcasting of photographs and enlarged fingerprints of some of Chicago's most notorious gangsters. The police liked that feature and could see a great future for television.

The pictures were created by a mechanical scanning device consisting of a whirling disk in which a series of holes had been placed in a series of interlocking spirals so that in rapid succession light beams swept across the picture scanning it from top to bottom over and over. A similar disk was in the receiving set and since these disks operated in synchronism the home receiver reproduced the scenes being enacted in the studios of W9XAP.

The channel used by W3XAP was fifty kilocycles wide centering on 2150 kc. Because of the fact that this frequency is very close to the regular broadcast band the signals of the station were picked up in Minneapolis, Minn.; Dayton, O.; Ames, Ia.; Omaha, Neb.; and Indianapolis, Ind., with no loss in definition or illumination. While the frequency was favorable for distance transmission and reception the width of the band imposed a severe limitation upon any ability to improve definition of the picture.

Fortunately, there was no need to further pursue the objective of perfecting a mechanical scanner system because of the invention of Vladimir K. Zworykin, whose anoscope and astroscope provided an electronic answer to a probably un-solvable mechanical problem. The Chicago experiments were terminated in mid-1931 and the task of improvement and standardization of an all electronic television was begun with the "new television" of history as its product.



★
★
GREATEST

**MYSTIC ILLUSION
COMEDY MAGIC!**

★
★
ORIGINAL

**DELIGHTFUL FANTASY SHOW
FOR CHILDREN!**

★
★
GREATEST

**ADVERTISING, MERCHANDISING
SALES PROMOTION TIEUPS!**

13

**PICTURES
COMPLETED**

**A TEN MINUTE
PACKAGE PROGRAM**

**Open end for
sponsor
endorsement**

★
★
THE M

Directed and Produced by HENRY DONOVAN

1949-50 SCHEDULE

in preparation

39 MAGIC LADY and BOKO TV PICTURES

13 MRS. CHAIRMAN TV PICTURES

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

TELEMOUNT

PICTURES INC.

presents

**GERALDINE
LARSEN** known as
The Magic Queen

and introducing

JERRY MAREN

as Her Pixie Helper

BOKO

starring in



MAGIC LADY

... Produced Especially for **TELEVISION**

PICTURES

For Further Information write **TELEMOUNT PICTURES INC.**
CALIFORNIA STUDIOS • 5255 Clinton Street • Los Angeles 4, California

THE FINEST NAME IN TRANSCRIPTIONS...

TELEWAYS



HOLLYWOOD

Moon Dreams

156 DELIGHTFUL 15 MINUTE MUSICAL PROGRAMS

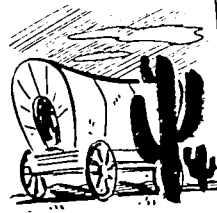
Music, song, poetry... programs refreshingly different. Featuring stars from our greatest networks, Marvin Miller, John Holbrook, Ivan Epploff, Warren White, and Lloyd del Castillo.



Sons of the Pioneers

260 NEW 15 MINUTE MUSICAL PROGRAMS

Victor Recording Artists... Republic Motion Picture Stars... Network Programs for Camels, Goodyear, Alka Seltzer... America's favorite Western Singers.



BARNYARD JAMBOREE

52 CORN-FILLED 1/2 HOUR VARIETY SHOWS

Starring Jimmie ("Round Boy") Jelferies, the Milk-Maid Quartet... "Peg-leg" Moreland, Harmonica Hank, and scores of others... a real barn dance variety show.



Strange Wills*

26 MAGNIFICENT 1/2 HOUR DRAMATIC PROGRAMS

The powerful, weirdly fascinating, unusual stories behind strange wills written by strange people. Registered a 9.8 coast rating... Starring Warren William, distinguished Hollywood actor.



FRANK PARKER SHOW

156 BRILLIANT 15 MINUTE MUSICAL PROGRAMS

Starring Frank Parker (Jack Benny) with The Modernaires... Glenn Miller, Paul Baron's Orchestra... (Hildegard), Bea Wain, and Kay Lorraine (Hit Parade) Andre Baruch announcing



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A MAGNIFICENT TRANSCRIBED SERIES OF 260 BRAND NEW QUARTER-HOUR PROGRAMS —

Featuring Sacred Hymns of all religions.

Teleways unconditionally recommends "Hymns" for any sponsor seeking a program of dignity, prestige and great name value.



DANGER, DR. DANFIELD

26 FASCINATING 1/2 HOUR MYSTERY SHOWS

Starring Michael (Steven) Dunn... Twentieth-Century Fox & Columbia Star, as Dr. Danfield, Crime Psychologist. Brilliantly conceived and written by Richard Hill Wilkinson



Also...

5 MINUTE TRANSCRIBED PROGRAMS
3 DIFFERENT SERIES... 633 EPISODES



FOY WILLING and the RIDERS OF THE PURPLE SAGE

156 NEW 15 MINUTE MUSICAL PROGRAMS

Here's the "hottest" buy in radio! Now starring at Republic with Roy Rogers. Network stars for Quaker Oats... recordings for Decca, Capitol and Majestic selling in the millions! An audition is a sure sale.



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Tomorrow's Radio-TV Programs —

A Forecast Of Things To Come

By J. Donald Wilson

Vice-President in Charge of Programs
American Broadcasting Co.

RADIO has a privilege and an obligation that covers many phases—to entertain, to educate, to inform—and in the final analysis this means programming—the programming of yesterday, today and tomorrow.

What will the programming of tomorrow be? That is a crystal ball question, and, unfortunately crystal balls are out of style in an atomic age. All that we may say, with any degree of accuracy, is that tomorrow's programming will be based on the experiences, the successes and the failures of today and yesterday, liberally seasoned according to the tastes and economic conditions of the audiences of the future.

Like the theatre, literature, and the motion pictures, radio programming rests on one solid fundamental—what do people wish to see and hear—with variations that appear to go through cycles. In books we have the periods of historical novels, light comedy, adventurous romances and so on. The theatre, as an analysis of any season will show, is faced with the same periodic general changes. Radio is no different. We have had the period of hour-long comedy shows, the quiz programs, the programs of great dance bands, the predominance of the news programs, the specially transcribed show with performers creating and editing a program at their leisure, and currently, the so-called "give-away" programs.



It must be remembered, however, that radio programs in any of these categories, if they are or have been successful, must fundamentally meet one or more of the basic requirements. They must entertain, be informative, be educational in nature or concern themselves with the news of the day. Many programs have covered all bases.

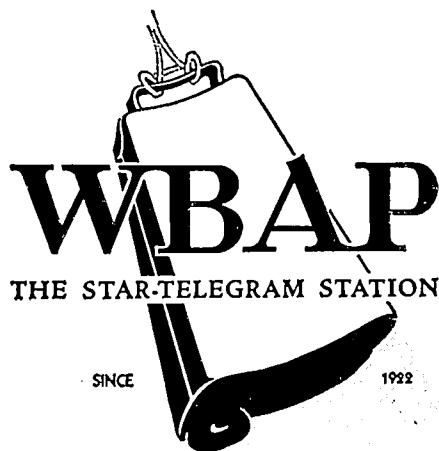
We are faced with one fundamental fact, however. There is entirely too much type programming. One station, one network, or one package producer develops and presents a new type program, one that has a "gimmick" but still contains the basic essentials to good entertainment or education. The program is an instantaneous success and within days or weeks similar programs are heard everywhere. ABC's "Stop The Music," which, fundamentally is good entertainment with music, voice and talk, and with coveted awards as an added factor, is a case in point.

While, to use a really old one, imitation is the sincerest form of flattery, it does not tend to give evenly balanced, overall fare. I am convinced that within the next few years, only a few of the "give-aways" and those the very best ones, will still be with us. The war years and the years immediately following saw news programs, and programs offering commentary and analysis, all over the dial. Already, a great number have folded, and those that remain are the programs that have stood the test of time. No single category of programming will completely fade out; only the best in their category will remain. And, of necessity, tomorrow's program directors will add to these. There is no time limit and no geographic limit on ideas or showmanship.

There is a lot of talk, thousands of written words and hours of concentrated thinking and intense worry devoted to television. With television serving as the mortician, radio's funeral is held daily. This is so much buncombe. Carefully conducted analytical surveys prove that radio, sets in use, audience and commercial acceptance is growing steadily. The future will see both television and radio, side by side, in the majority of American homes.

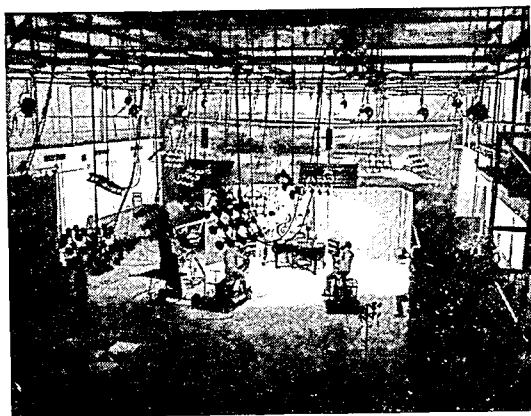
The situation will, undoubtedly, affect some change in the programming of each medium. Reducing this to the barest fundamentals, television will present programs in which sight is the major interest, and radio will present programs in which sound is the sense to which the major appeal is made. Many programs, now among the most popular in radio will shift to television. Sporting events, many dramatic productions, and perhaps even the 1949 "give-aways" will go over to the television screen. This will mean that there will be more music, more drama of the type in which the listener's imagination must paint the scene and the characters, sheer fantasy, and such news and special events programs in which time and geography play fundamental parts, in our future radio programming.

No one can accurately forecast tomorrow's programs or the trends or patterns they may fall into. We can only use our best judgment, based on past and present experience to make an attempt to produce programs in the tempo of the day. However, despite this inability to flatly predict the programs of tomorrow, one thing stands out clearly in the light of sure certainty: both radio and television, tomorrow and in the days to come, will be striving to the best of their ability to present programs which their respective audience want and to which they will watch or listen.



Shows the way for shows of Tomorrow

Spotlighting the Fort Worth-Dallas Area The Southwest's FIRST Market



With radio since 1922 and with television since Sept., 1948, WBAP spotlights the Fort Worth-Dallas area, the Southwest's NUMBER ONE MARKET.

To produce your Shows of Tomorrow, WBAP now has nine spacious studios (three for television, six for radio) in its combined 70,000 square-foot Radio and Television Center.

Complete commercial film production and recording facilities are also at your disposal at WBAP. An outstanding and experienced production and talent staff stand ready to develop and gear your program to a market they understand.

In the Southwest, it's the Fort Worth-Dallas area. In the Fort Worth-Dallas area, it's WBAP Radio or Television. Contact the station or Free & Peters for further details.

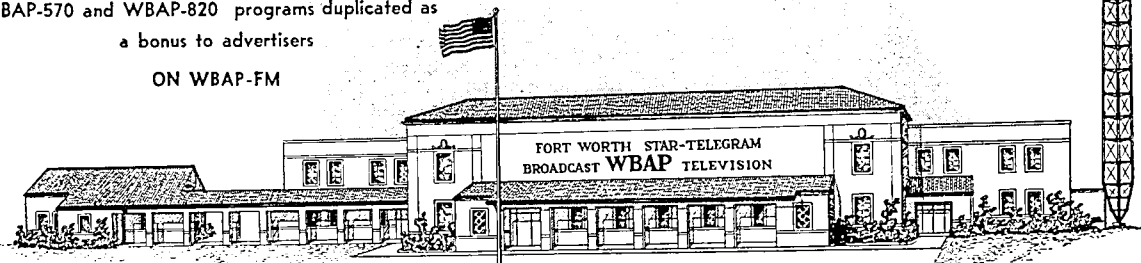
WBAP-570
5,000 watts ABC
Lone Star Chain

WBAP-820
50,000 watts NBC
Lone Star Chain

WBAP-FM
50,000 watts E.R.P.
ABC & NBC

WBAP-TV
17,600 watts E.R.P.
ABC & NBC

WBAP-570 and WBAP-820 programs duplicated as
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GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

(Continued from Page 91)

vocals, cartoon bits, and specialty numbers. After each bit is shown, a call is placed to a viewer, who receives a prize for answering a question concerning that bit. If the question is answered, the viewer has an opportunity to guess the personality in the spinning picture, for which a pyramiding jackpot of prizes is offered for the right answer.

Availability: Live talent.
Running Time: 60 minutes.
Submitted by: Wilbur Stark-Jerry Layton, Inc., 551 Fifth Ave., New York 17, N. Y.

Strange Adventure

This series of 52 quarter-hour TV films is currently in production and will be ready for delivery for fall telecasting. Films are adventure stories drawn from fact and fiction, with emphasis on dramatic events and romance. Series is available for use with reversionary rights to producer for subsequent non-competitive use.

Availability: Film.
Running Time: 15 minutes.
Client Suitability: General; suitable for types of product.

Cost: \$2,500 with reversionary right to use on non-competitive basis.

Number of Episodes Available: 52 completed before fall.

Audition Facilities: Film.
Date Created and/or Produced: Completely filmed June to September, 1949.

Submitted by: General Television Enterprises, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

Strawhat Theatre

A thirty minute dramatic show, hosted by one of the theatre's leading names, featuring some of the foremost summer theatres in America, with name guests, and highlighting segments of plays currently being offered in those "Straw Hat" theaters.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any, from automobiles and tire companies (product in use to get to "Theater") to soaps, appliances, and others interested in general family audience.

Cost: \$4,500.
Number of Episodes Available: 39.
Audition Facilities: Live talent.
Date Created and/or Produced: June, 1949.

Submitted by: Ely A. Landau, 415 Lexington Ave., New York 17, N. Y.

Thirty Minutes To Go

A series of half-hour TV film programs, first of which, "Time Bomb" was show-cased on the Procter and Gamble Fireside Theater May 10 with excellent reaction from both sponsor and critics. Each program in the series comprises a 30-minute episode in life. Frank Wisbar, responsible for such great films as "Maechen in Uniform" and "Anna and Elizabeth," produces and directs.

Availability: Film.
Running Time: 30 minutes.
Client Suitability: General; suitable for all types of product.

Cost: \$7,500 with reversionary right to use on non-competitive basis, or \$9,000 if subsequently sold regionally or sustaining, or \$13,500 exclusive.

Number of Episodes Available: 52; 1 completed.

Audition Facilities: Film.

Date Created and/or Produced: May, 1949.

Submitted by: General Television Enterprises, Inc. (Produced by Teleplay Productions, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.)

Timid Soul

Based on the famous syndicated cartoon character created by H. T. Webster, "Timid Soul" is a situation comedy presenting the lovable Casper Milquetoast and the problems which have made him a world famed figure—a character famous to everyone, facing everyday problems that strike a responsive and sympathetic chord. Ernest Truex, plays Casper Milquetoast, with his wife, Sylvia Field as Madge.

Availability: Live talent.
Running Time: 30 minutes.
Submitted by: Wilbur Stark-Jerry Layton, Inc., 551 Fifth Ave., New York 17, N. Y.

Vic and Sade

For many years one of radio's top dramatic shows, Vic and Sade has now been prepared for television. It is being presented as a night time, half-hour, once a week, using the original characters, with each program complete in itself and the accent on situation humor and comedy.

Availability: Live talent, Film.
Running Time: 30 minutes.
Client Suitability: Food, soap, cigarettes, or any other product with general family appeal.

Cost: Complete package less than \$5,000.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent, film.
Date Created and/or Produced or Filmed: Readied for TV May 15, 1949.

Submitted by: Ziv Television Programs, Inc., 501 Madison Ave., New York 22, N. Y.

Western Reserve University Theatre

Half hour or hour dramatic shows with television adaptations of all types of material, presented by television production students from Western Reserve University. Irregularly scheduled.

Availability: Live talent.
Running Time: 30 or 60 minutes.
Client Suitability: Almost any product or service.

Cost: On request.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced: Produced on occasion since January, 1948. Regular schedule available.
Submitted by: Scripps-Howard Radio, Inc., WEWS, 1816 East 13th St., Cleveland 24, O.

Wreckage

This series is a natural for the sponsor. While strictly a "suspense" show, it is not a "who dunnit." It presents a novel method in its presentation, and the viewer is not subjected to the ordinary advertising "plug." While it occurs, it does not affect the plot in any way, yet the audience becomes thoroughly but indirectly aware of the sponsors product.
Availability: Live talent; Film.
Running Time: 15 or 30 minutes.

TV ADULT DRAMATIC

Client Suitability: Packaged goods.
Cost: Undetermined.
Number of Episodes Available: 13 scripts.

Audition Facilities: Live talent; Film.
Date Created and/or Produced or Filmed: January, 1949.
Submitted by: Video-Plays, Inc., 7264 Sunset Blvd., Hollywood 46, Calif.

Your Show Time

Dramatizations of the world's great short stories, classic and modern.
Availability: Film.
Running Time: 30 minutes.
Cost: Varies according to rights desired by sponsor.

Number of Episodes Available: 26 complete, future episodes unlimited.
Audition Facilities: Film.
Date Created and/or Produced: January to July, 1949.

Submitted by: Grant-Realm Productions, 8822 W. Washington Blvd., Culver City, Calif.

You're The Inside Detective

"You're the Inside Detective" will invite the viewers to solve three crimes enacted during the 30-minute program. At the climax of each story, a call is placed to a viewer, who is asked to name the crime in the short story just enacted. If he can, he receives a prize and the exposure portion of the crime is quickly reenacted, then on to the next case. In addition to being exciting, provocative television fare, it offers a merchandising tie-in with Dell Publications.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Audition Facilities: Scripts.
Submitted by: Wilbur Stark-Jerry Layton, Inc., 551 Fifth Ave., New York 17, N. Y.

Conflict

Starring Boris Karloff, this series of psychological dramas will include adaptations of best sellers, classics, ad originals.

Availability: Live talent; E. T.
Running Time: 30 minutes.
Client Suitability: All products with general adult appeal.
Cost: Approximately \$5500.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

*Peace Of Mind

A psychological dramatic series adapted for TV from Joshua Loth Liebman's phenomenal best selling book. Show will be predominantly dramatic but will also feature prominent persons from the fields of psychiatry and psychology who will comment and advise on individual incidents as portrayed.
**Permission granted by Simon & Schuster.*

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Submitted by: West Hooker Telefeatures, Inc., 2 West 46th St., New York 18, N. Y.

Program Playhouse

Currently telecast Wednesdays, 9 to 9:30 P.M. A dramatic showcase, presenting original and adapted stories for dramatization, on TV, which includes comedies, mysteries and melodramas.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: Price varies with each program.
Audition Facilities: Live talent.
Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

Sounds In The Night

A dramatic series, each episode introduced by and based on a familiar, eerie sound—a car skidding, gunshots, screams, a crash, etc.
Availability: Live talent; Kinescope rights included.

Running Time: 30 minutes.
Client Suitability: Any Client desiring a show of wide audience appeal.
Cost: \$5200.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: June, 1949.
Submitted by: Nelson Productions, Inc., 341 Madison Ave., New York 17, N. Y.

Stories Of Escape

A proven half-hour dramatic series of stories impregnated with suspense, mystery, satiric humor, and drama. Aired on AM for two years over NBC. Written and produced by Alan M. Fishburn, hailed by Variety and Billboard as the creator and director of many radio, stage and TV successes.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Universal.
Cost: \$3,000 a week.
Audition Facilities: Will audition. Shooting scripts available, plus AM recordings.

Submitted by: Phoenix Productions, Inc., 1351 North State St., Chicago 10, Ill.

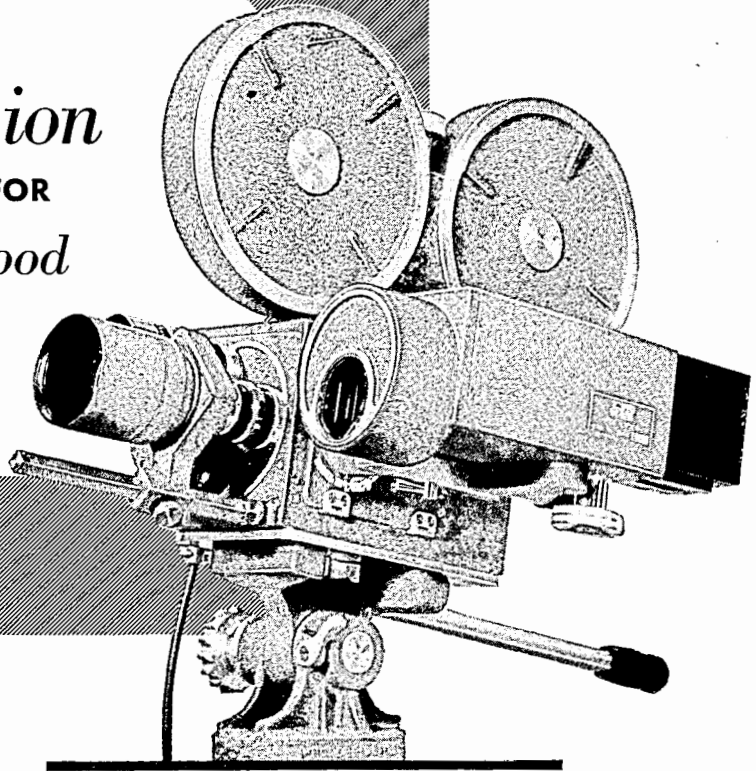
Theatre Time

Series of half-hour dramatic shows, each program featuring "name" star. First program in series is "The Lost Child," an original story for TV, and stars Luise Rainer, famous film and stage star. Series will include suspense, comedy, melodrama, mystery, etcetera, and marks the first open-end TV series available on film (kinescope) starring name personalities.
Availability: Film.
Running Time: 30 minutes.
Client Suitability: Any type of sponsor wanting a big time series at low cost.

Cost: Depends on market.
Number of Episodes Available: 13 in production, expect series to go to 26, 52 or 104

Audition Facilities: Film.
Date Created and/or Produced or Filmed: Production started August 1, 1949.
Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

Television
IS READY FOR
really good
films



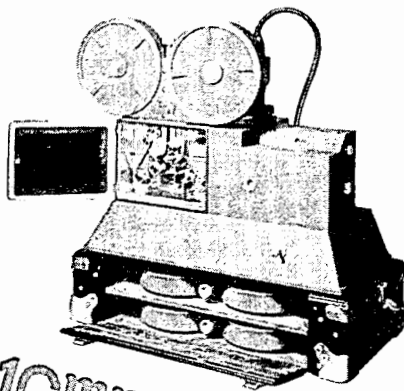
With television maturing so rapidly, it is becoming generally recognized that films cannot just be "adapted," but should be made specifically for television release — and of the finest quality consistent with allowable costs.

The producer, with a restricted budget, can meet both requirements most easily with Maurer equipment.

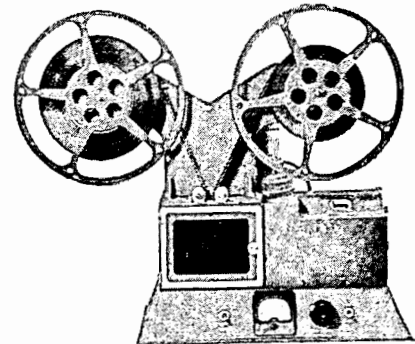
A copy of the new catalogue of Maurer post-war equipment will be mailed on request.

Maurer 16-mm Professional Motion Picture Camera — unapproached in the 16-mm field for accuracy — for versatility.

Maurer 16-mm Film Phonograph — a high-fidelity reproducer for re-recording, that provides a flat characteristic ± 1 db to 10,000 cps.



Maurer 16-mm Recorder produces sound tracks of the highest quality and fidelity. Standard amplifier equipment provides the full frequency range that standard projectors and television receivers are equipped to reproduce. A flat frequency range of 30 to 10,000 cycles is available.



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37-01 31st Street, Long Island City 1, N. Y.

Professional Motion Picture Cameras and Recording Equipment for the Production of Industrial, Educational and Training Films

1949 ★ TV DRAMATIC SERIAL ★ 1950

Dick Tracy

By arrangement with The Chicago Tribune, NY News Syndicate, the adventures of the most famous detective character of all. Starring Ralph Byrd, known for his previous Dick Tracy characterization in the Republic and RKO pictures based on Chester Gould's comic strip. Produced by Rudy Vallee, directed by Joe Parker. Filmed at Vallee-Video Studios in Hollywood.

Availability: Film.
Running Time: 15 minutes.
Client Suitability: Automobile, all types food, etc.
Cost: On request.
Number of Episodes Available: 1.
Auction Facilities: Film.
Date Created and/or Produced or Filmed: July 5, 1949.
Submitted by: Vallee-Video and/or National Broadcasting Co., 6611 Santa Monica Blvd., Hollywood 38, Calif.

Down East

A story a week, told in daily 15 minute episodes, by "Pop," the local cab driver, to his customers about a small

"down east" town and its inhabitants. He sets background each day, then camera switches to story being acted out. Because of Pop's age, time span and story content are practically limitless. Mood varies from comedy to drama.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Products of general family appeal: foods, soap, cigarettes, etc.

Cost: \$2,500 per week.
Number of Episodes Available: 13 weeks.
Auction Facilities: Live talent.
Date Created and/or Produced: Readied for TV, June, 1949.
Submitted by: Cinemart International, 565 Fifth Ave., New York 17, N. Y.

The Front Page

A TV series based on the famous Ben Hecht-Charles MacArthur classic "The Front Page" under the personal supervision of Charles MacArthur. Each program is a complete unit within itself but still part of the over-all series, starring Lee Tracy.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Mass audience appeal suited to any client.
Number of Episodes Available: 52.
Auction Facilities: Live talent.
Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

It Could Happen To You

Based on amusing and interesting anecdotes that happen to people everywhere, every day. Originally based on the Reader's Digest feature, "Life In These United States." Each program consists of seven or eight short anecdotes, dramatized in the proper locale with narration by Rudy Vallee. This film placed second in the first annual awards of the Academy of Television Arts and Sciences.

Availability: Film.
Running Time: 15 minutes.
Client Suitability: Unlimited.
Cost: On request.
Number of Episodes Available: 1.
Auction Facilities: Film.

Date Created and/or Produced or Filmed: January, 1949.
Submitted by: Vallee Video, Film For Television, 6611 Santa Monica Blvd., Hollywood 38, Calif.

Our House

An engaging family comedy series, with a personal touch. Young Tom Blake, head of the family, talks directly to the audience, informing them of who's who and what's about to happen. Then there's Marsha, his wife, young, gay always trying new gadgets, new screwy recipes, a ways involved in community affairs. Tommy, Jr. seven and crazy about turtles. Aunt Jane—there's one in every family. A stickler for orderliness—yet who manages inadvertently to make things come out right for The Blakes.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Foods, dairy products, drugs, confections, etc.
Cost: On request.
Auction Facilities: Live talent.
Submitted by: Video Events, 535 Fifth Ave., New York 17, N. Y.

1949 ★ TV AUDIENCE PARTICIPATION ★ 1950

Add Another One

An audience participation program built around an entirely new way of playing Jig-Saw Puzzles. It is a game played with and by studio contestants and the home audience—with chances to win prizes. Plus a means of getting the Home Viewer to participate by having him visit the sponsor's or his dealer's stores, and this is done in such a manner that even an occasional TV viewer has an opportunity to participate.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Manufacturers and distributors of consumer goods, department and chain stores.
Cost: \$1,650.
Number of Episodes Available: Unlimited.
Auction Facilities: Live talent.
Date Created and/or Produced or Filmed: June, 1949.
Submitted by: Gerard Pick Television Production, 1775 Broadway, New York 19, N. Y.

America Invents

Amateur inventors appear and are judged by a panel of scientific men. Invention or idea having greatest possibility receives free patent service and aid in exploitation.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Automotive, confectionery, electrical, household appliances, patent attorneys, engineers.
Cost: \$3,000 maximum.
Auction Facilities: Live talent.
Date Created and/or Produced or Filmed: May, 1949.
Submitted by: Advertisers Televising Service, Inc., 35 West 53rd St., New York 19, N. Y.

Can You Remember?

Dr. Bruno Furst, outstanding memory expert, demonstrates with members of studio audience how they can remember names, faces, dates, playing cards, etc. All demonstrated in a strikingly visual manner. Dr. Furst also performs various mental magic feats and then demonstrates how anyone can do the same. Different guests each time from among sports stars, performers, etc.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Adult or general family audience.
Cost: \$750.
Number of Episodes Available: 1.
Auction Facilities: Live talent.
Date Created and/or Produced: March, 1949.
Submitted by: Laurence Hammond Productions, Inc., 45 East 51st St., New York 22, N. Y.

Cinderella Weekend

An audience participation program, selects each week a woman from its audience to be "Cinderella." She wins a luxurious weekend in New York, complete with hotel suite, tours, shows and nightclubs. There are five daily prize winners who compete for this grand prize by answering questions on Friday's broadcast.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Food, soap, beauty products, household products, etc.
Cost: Five programs per week, 30 minutes—\$648. Participations—\$50 each.
Submitted by: WCAU-TV, 1622 Chestnut St., Philadelphia 3, Pa.

Fare Enough

A new audience participation show based on participants' knowledge of their own great country. Original gimmick for participants. Prizes are trips and hotel accommodations, plus a giant jackpot. Set in a railroad station with conductor as M.C.

Availability: Live talent.
Running time: 30 minutes.
Client Suitability: General.
Cost: On request.
Auction Facilities: Live talent.
Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

Guess Appearance

With big name stars . . . plus audience participation angle. Combines three biggest elements of most successful airshows . . . variety show, audience participation, and stunts. Terrific entertainment value, for client with budget.

Availability: Live talent.
Client Suitability: General.
Cost: On request.
Auction Facilities: Live talent.
Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

Harem Scarem

Harem Scarem is just what the name implies. Telecast for six weeks for ABC TV, the show and its M.C. Frances Scott, was only TV show to make Billboard's 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 smart client

who wants to tie up both media successfully.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Auction Facilities: Live talent.
Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

Judge For Yourself

Four contestants appear in mythical courtroom presided over by judge (Lee Jordan) who is the emcee. Contestants take turns appearing on witness stand to testify. Testimony consists of reading a brief bit of information containing clues about a mysterious subject. Other three contestants then question witness to find out who or what the mysterious subject is. At end of two minutes if identity of the mystery has not been discovered, the viewing audience is invited to telephone the answer.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any TV advertiser of products for family, men, women or children.
Number of Episodes Available: Unlimited.
Auction Facilities: Live talent.
Date Created and/or Produced: June 23, 1949.
Submitted by: WSB-TV, Atlanta, Ga.

Mystery Eyes

Famous pair of eyes shown on screen, rest of photograph of famous personality masked. Two MCs give Zaney clues to help home audience identify personality for jackpot or prizes. Package available in all markets except Los Angeles, where program is highly suc-

mini-films

INCORPORATED

PRESENTS
THE LE ROY PRINZ—LOUIS LEWYN

Television Production
"BIG TIME"

STARRING
JERRY COLONNA

AND FEATURING
ROBERT ALDA

DIRECTED BY
LE ROY PRINZ

Musical Production Director of Warner Bros.
Milton Berle Picture "Always Leave Them Laughing"

With "The Lady Killers" and "The Four Adorables"
and Guest-Starring

VIRGINIA O'BRIEN

Hollywood's first top-flight all-star Television Variety Show to
be recorded with the new

KLAC-TV "CINEMASCOPE" Filming Technique

★ ★ ★
PRODUCTION NOW STARTING ON:

3 NEW TELEVISION PACKAGES

★ ★ ★
"LET'S FACE THE MUSIC"

A ROBERT OAKLEY-MINI-FILMS PRODUCTION
Starring "THE VIOLIN ECHOS" and "RONNIE KEMPER"
WITH MARGOT POWERS AND GUESTS

★ ★ ★
"THE LUCILLE NORMAN SHOW"

A MINI-FILMS PRODUCTION
Starring Lucille Norman, the lovely singing star of the "Railroad Hour" and the
Greek Theater Production of "New Moon."

★ ★ ★
**"THE QUEENIE SMITH
CHILDREN'S THEATER"**

A T-B MINI-FILMS PRODUCTION

Featuring the 6-16 year old proteges of Queenie Smith,
former singing and dancing star of Broadway musicals,
and the Met.

NOW AVAILABLE ON FILM For IMMEDIATE screen-
ings and sales. The Dean of Hollywood Make-up
Artists

ERN WESTMORE

In the first of a new series of 12 minute films teaching
milady his secrets of

Beauty • Glamour • Personality
Produced and directed by Bennett Ross

Mini-Films, Inc. is DOING what the rest of the television
industry is TALKING about!

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1017 N. La Cienega Blvd., Hollywood 46, Calif., CRestview 45194
New York Representative:

Lester S. Tobias, 130 W. 42nd Street, New York 18, N. Y.



TV AUDIENCE PARTICIPATION

Successful on CBS station KTTV with Jack-
son Wheeler & Jack Rourke as MCs.
Syndicated version (done live by local
MCs) available inexpensively including
photographs, clues, props, prizes, etc.
and rights to idea.

Availability: Live talent.

Running Time: 15 or 30 minutes.

Client Suitability: All types.

Cost: Varies—monthly fee depending on
size of market.

Number of Episodes Available: 130 thus
far.

Audition Facilities: Live talent.

Date Created and/or Produced: Started
on KTTV, Los Angeles, March, 1949.

Submitted by: Jack Rourke Productions,
6331 Hollywood Blvd., Hollywood
28, Calif.

Pay-Off Playhouse

Audience participation program pre-
senting excerpts and sequences from
well-known motion pictures which are
halted in each program at strategic
points to give home viewers and studio
contestants opportunity to win cash
prizes for their skill in identifying play-
ers, film, etc. Competition between at-
home and studio audience lends added
punch. Program combines best elements
of audience appeal—well-known play-
ers in well-known films and the lure of
give-aways.

Availability: Live talent; film.

Running Time: 30 minutes.

Client Suitability: General.

Cost: On request.

Number of Episodes Available: 39.

Audition Facilities: Live talent; film.

Date Created and/or Produced: January
31, 1949.

Submitted by: Oliver W. Nicoll Pro-
ductions, Radio Features of America,
37 West 46th St., New York 19,
N. Y.

Take A Mistake

Episodes of comedy, dramatic se-
quences, detective story sequences, etc.
are acted out by a cast. Mistakes are
intentionally made by the actors. Both
the studio audience and the TV audi-
ence are asked to find the mistakes. In
addition to the above there will be
dance sequences, singing sequences; in
fact all types of entertainment.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Any type.

Cost: Varies depending on sequences.

Number of Episodes Available: 13.

Audition Facilities: Live talent.

Date Created and/or Produced: Pro-
duced WJZ-TV 1948.

Submitted by: Ted Nelson Associates,
730 Fifth Ave., New York 19, N. Y.

Tale O' Gold

Musical story quiz. Studio audience
and home-viewer participation program.
A small orchestra, a breezy master of
ceremonies and comic who gives clues
in pantomime. Song titles thread to-
gether the story. An unusual jack-pot
feature. Lots of fun.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Any type.

Number of Episodes Available: 52.
Audition Facilities: Live talent.
Date Created and/or Produced: May,
1949.
Submitted by: V. S. Becker Productions,
562 Fifth Ave., New York 19, N. Y.

Win Place & Show

Audience participation show using
race track format featuring a "Daily
Double." Contestants divided into two
teams; one of men other women, (con-
testants are married couples). Teams go
through series of visual questions,
games and gimmicks. If winners in
each division turn out to be married
couples, they win "Daily Double" which
is actually accumulated jackpot.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Household products.

Cost: \$1,000.

Date Created and/or Produced or
Filmed: May 27, 1948.

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

You Tell Me

A homeviewer and audience partici-
pation quiz with five participants chosen
from the audience and five from the
home viewers. Racing against time, both
are given an opportunity to identify and
answer visual questions asked by radio
and TV's outstanding MC, John Reed
King, who plays to over 500,000 people
daily in this area. Guest stars and film
clips are integrated in this exciting
quiz.

Availability: Live talent; film.

Running Time: 30 minutes.

Client Suitability: Unlimited.

Cost: On request.

Number of Episodes Available: Un-
limited.

Audition Facilities: Live talent.

Date Created and/or Produced: June 30,
1949.

Submitted by: TV-Programs, Inc., 5618
Empire State Bldg., New York 1
N. Y.

Your Handwriting Is You

Featuring Helene Cartwright, noted
graphologist. Audience participation
show of unusual appeal. Woven with
comedy and human interest through
studio audience interviews. Dramatized
case record sketches depicting the scien-
tific application of Graphology. Effic-
ative proof of purchase angle. Hand
writing of home audience analyzed.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: General.

Audition Facilities: Live talent.

Date Created and/or Produced: 1949.

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

Your Life Is In Your Hands

Features Dr. Josef Randal, noted au-
thority on palm prints, handwriting
analysis, and deductions from behavior
demonstrations. Screened members of
the audience have their palms read or
participate in improvised scenes. The
studio audience then guesses their oc-
cupations from a list on a chart. Fea-
tured on this program is Dr. Randal's
collection of thousands of handprints of
famous people of our time which will
illustrate and analyze.

Availability: Live talent.

Running Time: 30 minutes.

Cost: On request.

Audition Facilities: Live talent.
Date Created and/or Produced: March, 1949.
Submitted by: Campbell Productions, 347 Madison Ave., New York 17, N. Y.

TV AUDIENCE PARTICIPATION

Yours Truly—Warren Hull & Muriel Stafford

Radio and TV star Warren Hull teams with Muriel Stafford, noted graphologist and handwriting analyst for the N. Y. Daily Mirror, Boston Herald, and Chicago Tribune, in a series of informal interviews with famous people. Hull conducts the interview while Muriel Stafford analyzes the guest's handwriting. Persons are then selected from the audience for an interview and handwriting analysis, and their personalities and aptitudes revealed. Warren Hull, former star of "Vox Pop" starred on his own show on CBS-TV.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General, writing implements (pens, ink, etc.).
Cost: On request.
Audition Facilities: Live talent.
Date Created and/or Produced: May 1, 1949.

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

The Golden Rule

A brand new audience participation program which has a real honest-to-goodness reason for existence. Starring Tom Moore, popular emcee of such shows as "Ladies Be Seated" and "Meet Our Match." Tremendous local dealer-distributor tie-ins, plus emotional wallop which no other show of this type has ever possessed.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Universal.
Cost: \$5,000.00 weekly.
Audition Facilities: Will audition.
Submitted by: Phoenix Productions, Inc., 1351 North State St., Chicago 10, Ill.

Johnny Olsen's Rumpus Room

Currently telecast Monday through Friday, at 12:30 to 1 P.M. Johnny Olsen conceives an audience participation show in which the women take part in stunts, games and various prize-winning contests.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: \$10,000.00 weekly.
Audition Facilities: Will audition.
Submitted by: WMM, 100 Madison Ave., New York 17, N. Y.

Sight Unseen

Blindman's Bluff type of game with contest between pairs of females can identify models and models for sight through boxes of selected masculine participants.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Audition Facilities: Will audition.
Submitted by: WMM, 100 Madison Ave., New York 17, N. Y.

The Surprise Package

An idea package for department store origination. Ideal for radio and/or TV. A seven-point traffic builder. Commercial from beginning to end. 15 or 30 minutes. Local talent and public make this a fun riot. A quiz sensation with a completely new twist. This is a Surprise Package!

Availability: Live talent.
Running Time: 15 or 30 minutes.
Client Suitability: Department stores.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: 1949.
Submitted by: Jewell Radio Productions, 185 North Wabash Ave., Chicago 1, Ill.

Gag The Gagster

George Hunter, veteran vaudeville and night-club entertainer, with two professional gagsters, including a ventriloquist, match wits with three laymen. Filled with gimmicks for both eye and ear, the amateur gets his big chance to tell, in person, his favorite joke. Thirty minutes that start with a wallop and end in a knock-out. Fred Hall, vet radio and video man, directs.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: For any product in any age group.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: February 10, 1949.
Submitted by: Fred Hall, 10 Mitchell Pl., New York 17, N. Y.

Leading Lady

An evening stunt show wherein three members of the audience each read a famous love scene opposite a visiting star of the opposite sex. There is a studio vote as to the best amateur performance.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Date Created and/or Produced or Filmed: February, 1949.
Submitted by: General Productions, 117 Madison Ave., New York 17, N. Y.

Video Clues

New TV game that can be played by all viewers; prizes for those who are alert and well informed. Questions resolve into numbers which viewers have on a score card obtained from sponsors retail outlet. Entertaining; mass appeal; merchandising value.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Audition Facilities: Will audition.
Date Created and/or Produced or Filmed: 1949.
Submitted by: WMM, 100 Madison Ave., New York 17, N. Y.

MARK GOODSON --

BILL TODMAN

PRODUCTIONS

Hit The Jackpot

(DeSoto-Plymouth Dealers of America)

Winner Take All

(Lever Bros.)

Winner Take All-TV

(Chevrolet Dealers)

Beat The Clock

Spin To Win

MARK GOODSON

Stop The Music

(Old Gold, Eversharp, Speidel Watch Bands)

Stop The Music-TV

(Old Gold, Admiral Dealers)

19 East 52nd Street

New York, N. Y.

1949 ★ TV CHILDREN'S ★ 1950

Adventures Of Tommy & Julie In Magic Land

Tommy and Julie, brother and sister in the 16th century, find adventure in the never-never lands of childish imagination. Old world superstitions and weird magic rites coupled with original music and ballet fill 26½ minutes of fast moving action.

Availability: Film.

Running Time: 30 minutes.

Client Suitability: Children's products, breakfast foods.

Cost: \$3,750.

Number of Episodes Available: 13.

Audition Facilities: Film.

Date Created and/or Produced: July 6, 1949.

Submitted by: Vidasonic Enterprises, Inc., 20 East 42nd St., New York 17, N. Y.

Cartoon Comics

Philadelphia's child-adult cartoon show featuring "Uncle Pete" and his film cartoon stories combined with live patter. Cartoon sound rides at background level while "Uncle Pete" narrates film action in humorous, "personalized" form. A live intro by "Uncle Pete" always sets the scene and introduces the main character in the film. Kids are enthralled with this form of cartoon presentation on television . . . and adults are delighted with "Uncle Pete's" narration.

Availability: Live talent; film.

Running Time: 15 minutes.

Client Suitability: Any children's product; cereal, candy, etc.

Cost: On request.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent; Film.

Date Created and/or Produced or Filmed: May, 1949.

Submitted by: Philco Television Station WPTZ, 1800 Architect's Bldg., Philadelphia 3, Pa.

Children's Disc Jockey Series

Susie playing the latest children's recordings and Cousin Kib illustrating the songs and stories.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Toys, desserts, cereals, toothpaste, dairy products.

Submitted by: Video Events—Junior Programs, 535 Fifth Ave., New York 17, N. Y.

The Children's Hour

First quarter hour of show consists of kinescope recording of "Lucky Pup" from CBS. Second quarter-hour features songs and stories by "Kitdoodle" the clown. Entire program is emceed by "Kitdoodle," and her exclusive quarter-hour consists of birthday songs and notes, instructions to kiddies on good behavior and traffic safety, etc. Third quarter features different act each day;

magician, Fairytale lady, workshop, etc. Final quarter-hour consists of new chapter of serial.

Availability: Live talent; Film.

Running Time: 60 minutes.

Client Suitability: Product with appeal or usefulness for juvenile group.

Cost: Card rate plus talent.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent; Film.

Date Created and/or Produced or Filmed: December 1, 1948.

Submitted by: WHEN, Meredith Syracuse Television Corp., 101 Court St., Syracuse 8, N. Y.

Children's World Television Theatre

Thirty-minute children's dramatic show employing adult professionals, presenting children's classics, fairy tales, legends, etc.—in adaptations and originals designed specifically for children and TV.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Cereals, milk, candy, tooth pastes, or other clients interested in children's audience.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.

Date Created and/or Produced: June, 1949.

Submitted by: Ely A. Landau, 415 Lexington Ave., New York 17, N. Y.

The Cowboy Kids

A real western series based on what happens to kids who live in a western town. Replete with "heavies" and adventure found by the six principals of the story. No "hoke" such as painted mustaches on kids. Straight, dramatic western. Written by Leonard Levinson produced by Rudy Vallee. Produced at Vallee Video studios in Hollywood, and location ranch.

Availability: Film.

Running Time: 15 minutes.

Client Suitability: All foods, soft drinks etc.

Cost: On request.

Number of Episodes Available: 1.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: June 15, 1949.

Submitted by: Vallee-Video, Films For Television, 6611 Santa Monica Blvd., Hollywood 38, Calif.

Cowboys & Indians

Boys and girls from four to 11 are picked from the audience as contestants. Some are given visual props which make them Cowboys. Others are given props which make them Indians. These boys and girls, compete in skill and knowledge of the old west. They sing cowboy songs, they ride a bronco (mechanized), lasso a steer (mechanized), and answer such questions as Buffalo Bill's right name, etc. Prizes are

- My thanks to Sanka Coffee for this most enjoyable season on television. The whole Goldberg family is looking forward to our return to television on August 29 and the commencement of our new half-hour radio series for you on September 2.

Gertrude Berg

Management: TED ASHLEY

warded to all participants.
Availability: Live talent; script.
Running Time: 30 minutes.
Submitted by: Wilbur Stark-Jerry Layton, Inc., 551 Fifth Ave., New York 17, N. Y.

Crusader Rabbit

Group of animated cartoons designed for children. Series marks first large scale filming of cartoons for tele and uses a newly developed animation technique which eliminates many of the most costly features of theatrical animation, yet retains the illusion of movement and life.

Availability: Film.
Running Time: 5 minutes.
Client Suitability: General, but especially cereals, foods, baby products, toys, juvenile books, clothing, milk, etc.
Cost: On request.
Number of Episodes Available: 130.
Auction Facilities: Film.
Date Created and/or Produced: 1949.
Submitted by: Jerry Fairbanks Productions, 6052 Sunset Blvd., Hollywood 28, Calif.

Friend In Need

"A Friend In Need" depends for its success on two sure-fire features—children and pets. In cooperation with the Pennsylvania SPCA, each evening a dog is given away to the writer of the first letter on "Why I Want To Adopt A Dog." Children are brought before WPTZ's television cameras to formally accept the pet of their choice. It's a big

moment in every child's life and a natural for human-interest appeal.
Availability: Live talent.
Running Time: 5 to 10 minutes.
Client Suitability: Any children's product; dog food, candy, cereal.
Cost: On request.

Number of Episodes Available: Unlimited.
Auction Facilities: Live talent.
Date Created and/or Produced or Filmed: May 2, 1949.
Submitted by: Philco Television Station WPTZ, 1800 Architects Bldg., Philadelphia 3, Pa.

Great Tales From Great Literature

This is a teen-age show to latch on to the imagination of the children who ordinarily go for the comics. It involves a five-minute scene from a famous story, done in costume by actors, and further involves the explanation of the use of the equipment and/or costumes and customs of the period, plus a narration of the rest of the story. It is designed as an incentive to good reading.
Availability: Live talent.
Running Time: 15 or 30 minutes.
Cost: On request.

Auction Facilities: Live talent.
Date Created and/or Produced: March, 1949.
Submitted by: Campbell Productions, 347 Madison Ave., New York 17, N. Y.

Healthy, Wealthy & Wise

Popular audience participating children's program is exceeded by LaVell

TV CHILDREN'S

Waltman, who has one assistant. Waltman has infectious personality, is an expert at ad libbing, and is full of amusing quips that keep the children laughing. Contestants are chosen at random from audience to make up different teams; participants competing for small, individual cash prizes. One game is called "Team Mates," which, along with "Buzz Me," another entertaining game, has great visual and audio appeal.

Availability: Live talent.
Running Time: 15 to 30 minutes.
Client Suitability: Bread, toys, milk, ice cream, etc.
Cost: \$191.00—52 time rate. \$102.00 Comm.
Auction Facilities: Live talent.
Date Created and/or Produced or Filmed: December 10, 1948.
Submitted by: WAVE-TV, 334 East Broadway, Louisville 2, Ky.

Hy Fella

Half hour open beginning live children's program. Featuring Bob Harter as Hy Fella, a lovable young chap, about seven feet tall and his stooge five-year-old Bonnie Baxter unusually talented youngster. Set is replica of park playground. Children studio guests play on swings etc., during playground. Each program is dedicated to a different school locally before joining Network.

Children also play games for prizes.
Availability: Live talent.
Client Suitability: Cereals, candy, etc.
Number of Episodes Available: 52.
Auction Facilities: Live talent.
Date Created and/or Produced: 1949.
Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 19, N. Y.

Josie

A series. Aldrich Family style, involving the escapades of a 14-year-old girl.
Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Number of Episodes Available: 13.
Date Created and/or Produced: April, 1949.
Submitted by: Campbell Productions, 347 Madison Ave., New York 17, N. Y.

Junior's Club

Features ventriloquist Norma Jarboe; Junior, her dummy and big brother Ed Kallay. Junior, as president of TV club, is continually swamped with applications for membership. All members receive individual membership certificates with Junior's personal signature. Frequently guests such as clowns, magicians, etc. appear on the program to add to the weekly entertainment. Other features which appeal to children are car-

LIVE SHOWS

Video Varieties Corporation offers a wide selection of live television programs of network caliber of which those described are typical. It specializes also in TV film commercials and film production for every purpose. Complete staff and all facilities, including creative and story department.

TIME FOR MELODRAMA

Series of ½-hr. programs ranging from supernatural to spy stories. Written by John Meehan, Jr., head of VV's Story Department.

TOBY BARNES—INVESTIGATOR

Series of ½-hr. dramatic programs. Toby Barnes is a beautiful girl who heads the international investigation agency inherited from her father, along with his wits and wisdom. Each program complete in itself but lead characters continue throughout the series.

LET'S TAKE A TRIP

Audience participation and quiz game using film for clues of locale. Prizes include mileage scrip and winners actually given tickets and trips.

ADELAIDE HAWLEY AT HOME

Interview show, but with guest twist of starting bizarre arguments with men about women's fashions, habits, etc.

HELLO PEGGY

½-hr. program involving action in hotel lobby and rooms, with central characters the switchboard operator, a newspaper reporter, bell-hops, etc.

LIFE IN OUR TIME

5, 15, or 30-minute dramatization of odd and peculiar news items hardly ever noticed in the daily press.

MOTEL

½-hr. live musical comedy program with running story line, but each show is complete in itself. Nucleus is stock company with guests.

WE'VE GOT YOUR NUMBER

Quiz game in which home audience participates through local stations. Prizes awarded to those with telephone numbers corresponding to ones posted on stage score board.

VIDEO VARIETIES CORPORATION

41 EAST 50th STREET, NEW YORK 22, N. Y. • MURRAY HILL 8-1162

OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS, NEW YORK

RADIO DAILY

107

• **"SAY IT WITH ACTING"**

NBC-TV SUNDAY 6:30-7:00 P. M.

Sponsor: Williams Shaving Cream and Aqua Velva (J. Walter Thompson). 1.6 away from top ten. . . . July N. Y. Hooper.

• **"THE FLAME SHOW"**

NBC-TV SATURDAY 10:00-10:30 P. M.

Highest rated half hour on Saturday night. . . . July N. Y. Hooper.

• **"KIDS ATHLETIC CLUB"**

NBC-TV MONDAY 6:00-6:30 P. M.

• **"THE THREE FLAMES"**

NBC-TV MONDAY 9:45-10:00 P. M.

- AVAILABLE FOR FALL TV PRODUCTION
A PSYCHOLOGICAL DRAMATIC SERIES

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2 WEST 46th STREET
NEW YORK 19, NEW YORK
Phone: JUDson 2-3026

TV CHILDREN'S

toon movies and special stories illustrated with attractive drawings.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Bread, milk, department stores, soft drinks, etc.

Cost: \$139.00—52 time rate, \$68.00 Comm.

Audition Facilities: Live talent.

Date Created and/or Produced or Filmed: December 15, 1948.

Submitted by: WAV-TV, 334 East Broadway, Louisville 2, Ky.

Just Us Kids

Dave Kaigler, the personable young man with the guitar is young Philadelphia's favorite and has been ever since he took over this Sunday afternoon spot. He's their favorite because in addition to singing the songs they like, he gives them a complete "western" comedy shorts, reads the Sunday Bulletin comics and shows birthday pictures of some of his followers.

Running Time: 90 minutes.

Client Suitability: Ice cream, bubble gum, candy, children's apparel, etc.

Cost: Complete program—\$800; 1 hour \$570; 30 minutes—\$330; 15 minutes—\$210. One minute participations available at regular announcement rates.

Submitted by: WCAU-TV, 1622 Chestnut St., Philadelphia 3, Pa.

Kids Athletic Club

Two teams of junior athletes from boys' clubs and settlement houses compete each week in a fast round of events (boxing, wrestling, decathlon, etc.) for the Kids A.C. Championship Trophy, winners returning to defend title the following week.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Breakfast foods, farm products, dairy products, etc.

Cost: \$755.00 plus air time (includes agency commission, camera rehearsal, etc.)

Submitted by: West Hooker Telefeatures, Inc., 2 West 46th St., New York 19, N. Y.

Mr. Do-Good

Presented Monday, Thursday, Friday and Saturday at 6.00 P.M.—half hour. This program (one of our top mail getters) is a package show owned by Tower Productions and directed by Mike Moser. The scene is Mr. Do-Good's castle. Mr. Do-Good is the off-season name used by Santa Claus, who keeps track of the doings and conduct of all small fry. The cast consists of Gleeper, played by Rochelle Stanton, the Castle Workman, the Castle Painter, and two puppets—Hi-Ya and the Ambassador, plus one guest.

Availability: Live talent.

Running Time: 30 minutes.

Client suitability: Any juvenile items, ice cream, beverages, toys, etc.

Cost: \$175 net talent production cost.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.

Date Created and/or Produced: December, 1948.

Submitted by: ETEL, Don Lee Hollywood, 1413 N. Vine St., Hollywood 28, Calif.

Museum Explorer's Club

Produced in co-operation with the Milwaukee Public Museum. Members of the Museum staff appear on the programs with various exhibits which are explained to a group of children at the studio and the television audience. Children can ask questions. Films, photographs and displays are used. The children are taught various games played by people of past centuries. Show is very educational.

Availability: Live talent; Film.

Running Time: 30 minutes.

Client Suitability: Items for children.

Cost: On request.

Number of Episodes Available: One per week.

Audition Facilities: Live talent; Film.

Date Created and/or Produced or Filmed: November, 1948.

Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

The Mystic Magic Club

The series deals with the adventure of Bobby Swanson, 15, and his neighborhood gang. A human interest story of the Skippy type runs through the series with magic as the center of most of the climaxes. To help poor families to catch a thief, to straighten out juvenile delinquents. While designed especially for television and the juvenile viewer, it has its adult appeal.

Availability: Live talent; Film.

Running Time: 15 or 30 minutes.

Client Suitability: Packaged goods.

Cost: Undetermined.

Number of Episodes Available: 13.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: May 20, 1949.

Submitted by: Video-Plays, Inc., 726 Sunset Blvd., Hollywood 46, Calif.

The Oky Doky Ranch

The Oky Doky Ranch is the biggest 15 minutes on TV. A fast moving western serial, starring TV's favorite cowboy personality, Burt Hilber, a cast up to ten characters, cleverly integrated songs, and western square dance. Oky Doky Ranch Clubs, registered with us, number over 6000, with up to 15 members in each. Personal appearances draw an overwhelmed audience.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Cereals, week clothes, novelties, department stores.

Cost: Full sponsorship \$6.00. Participation \$2.00.

Number of Episodes Available: 60.

Audition Facilities: Live talent.

Date Created and/or Produced

Filmed: Oct. 20, 1948.

Submitted by: Television On Parade Productions, Inc., 551 Fifth Av New York 17, N. Y.

Pixie Playtime

Pixie Playtime presents the adventures of the Frank Paris created puppets as well as weekly classes in puppet making. Peter W. Pixie, Pixylla, F and Dash the Talking Dogs, Willie Dragon, and other puppets are featured in the make-believe adventures.

Availability: Live talent.

Running Time: 30 minutes.

Cost: Participating price—\$100 per

TV CHILDREN'S

rate. (4 per program.) Full Sponsorship Price—1-3 per week—\$433 per show; 4 per week—\$421 per show. Date Created and/or Produced: June, 1948.

Submitted by: WPIX, 220 E. 42nd St., New York 17, N. Y.

Playtime

A game for children, featuring clowns Bombo and Bimbo, and a huge jackpot of prizes. Children watching at home identify clues, acted out by Bombo and Bimbo. Such scenes as Washington chopping down the cherry tree, Franklin and the kite discovering electricity, etc. Jackpot picture identification means winning huge pile of prizes. Identifying clue means one prize. Currently on KTTV, Los Angeles.

Availability: Live talent.

Running Time: 15 or 30 minutes.

Client Suitability: Breads, toys, etc.

Number of Episodes Available: 65 thus far.

Audition Facilities: Live talent.

Date Created and/or Produced: May 1, 1949.

Submitted by: Jack Rourke Productions, 6331 Hollywood Blvd., Hollywood 28, Calif.

Pow-Wow

A different, exciting children's series, with family appeal—real North American Indians in full regalia and feathers! Present Indian tribal life, customs, manner of warfare and woodlore as the Indian roamed and lived in America before the Colonists took over the country. Adventures are dramatized in real settings as the story-teller unfolds the tales.

Availability: Live Talent.

Running Time: 30 minutes.

Client Suitability: Desserts, cereals, toothpastes, etc.

Cost: On request.

Audition Facilities: Live Talent.

Date Created and/or Produced: Produced on WNBT, January 30, 1949.

Submitted by: Video Events, 535 Fifth Ave., New York 17, N. Y.

QuiZoo

Daily game-and-puzzle show for children, with Lester the Lion, Andy the Inagram Ant, Drooper & Snooper—theuzzle Pooches, The Cross-Word Puzzle bear, Kitty the Conundrum Cat and other cartoon characters.

Availability: Film.

Running Time: 5 minutes daily.

Client Suitability: Kid audience.

Cost: \$250 per episode, national rights, one year.

Number of Episodes Available: Pilot reel now available.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: First reel photographed May, 1949.

Submitted by: Five Star Productions, 6526 Sunset Blvd., Hollywood 28, Calif.

Sandy Dreams

A delightful children's musical featuring child actors in dreamland adventures. Presented every Saturday at 6:30 to 7:00 P.M. by KTLA.

Availability: Live talent KTLA; Film transcriptions for all other TV stations.

Running Time: 30 minutes.

Client Suitability: Products purchased through influence of children.

Cost: On request.

Number of Episodes Available: Unlimited.

Audition Facilities: Film transcriptions. Submitted by: Paramount Television Productions, Inc., 5451 Marathon St., Los Angeles 38, Calif. and 1501 Broadway, New York 18, N. Y.

Sing A Game

Oscar Brand, folk singer selects songs and games from old and new favorites; children's program.

Availability: Live Talent.

Running Time: 15 or 30 minutes.

Client Suitability: Dairy products, toys, cereals, drugs.

Cost: On request.

Audition Facilities: Live Talent.

Date Created and/or Produced or Filmed: June 15, 1949.

Submitted by: Video Events, 535 Fifth Ave., New York 17, N. Y.

Sleepy Joe

Featuring Jimmy Scribner and his daughter Gale, presented Monday, Thursday, Friday and Saturday at 6:30 P.M.—15 minutes. Sleepy Joe tells the standard Uncle Remus type stories to his neighbor Little Miss Missy, using 40 voice characterizations.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Juvenile items, ice cream, beverages, toys, etc.

Cost: \$75 net talent production cost.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.

Date Created and/or Produced: December, 1948.

Submitted by: KTSL, Don Lee Hollywood, 1313 N. Vine St., Hollywood 28, Calif.

Telekids

A fast-paced juvenile show featuring top moppet talent, games, film cartoons, and gimcracks, appealing to the 5 to 14 age group.

Availability: Live Talent; Film.

Running Time: 30 minutes.

Client Suitability: General.

Cost: Station time plus \$62.50.

Number of Episodes Available: Unlimited.

Audition Facilities: Live Talent; Film.

Date Created and/or Produced or Filmed: April 30, 1949.

Submitted by: WDSU Broadcasting Services, Inc., (WDSU-TV), Hotel Monteleone, New Orleans, La.

Television Playground

Program produced especially for children. Television Playground combines all the elements of a successful juvenile show: comedies, cartoons and regular installments on an outstanding serial such as "The Lost Jungle," starring Clyde Beatty.

Availability: Live Talent; Film.

Running Time: 30 minutes.


Client Suitability: Any children's product, most foodstuffs, clothing, etc.

Cost: On request.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent

Submitted by: WMAR-TV, Sunpapers Television, Sun Square, Baltimore 3, Md.



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TV CHILDREN'S

Time For Beany

Children's daily puppet show, making use of unusual plastic hand puppets and featuring the whimsical adventures of young Beany, with Capt. Huffanpuff, Dishonest John, Cecil the seasick sea serpent and others.

Availability: Live talent KTLA; Film transcriptions for all other TV stations.

Running Time: 15 minutes, five times a week.

Client Suitability: Products purchased through influence of children.

Cost: On request.

Number of Episodes Available: Unlimited.

Audition Facilities: Film transcriptions. Submitted by: Paramount Television Productions, Inc., 5451 Marathon St., Los Angeles 38, Calif., and 1501 Broadway, New York 18, N. Y.

TV Bar Ten Ranch

Live studio program for kids built around Lucky Steele, a Montana cowboy who plays the guitar, sings and recites cowboy poetry. Youngsters celebrating birthdays are invited by Steele to the TV Bar Ten Ranch where he brands them with the TV—10 brand and presents them with souvenir cowboy hats. Movie serial, with an episode each day, rounds out program.

Availability: Live talent; film.

Running Time: 30 minutes.

Client Suitability: Breakfast cereals, milk, candy, etc.

Cost: On request.

Submitted by: WCAU-TV, 1622 Chestnut St., Philadelphia 3, Pa.

Western Balladier

Program stars Jesse Rogers, the singing cowboy hero, with such lovable characters as Pete, the cook, Foreman Bob, and Gerald, the Mechanical Man. This daily serial, in which the gang at Silver Saddle get into and out of one situation after another, has been capturing the "kid" audience for the past several months. Sustaining on the NBC Network Preceding "Howdy Doody."

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Any product, sale of which is influenced by children.

Cost: On request.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.

Date Created and/or Produced or Filmed: December 31, 1948.

Submitted by: Philco Television Station WPTZ, 1800 Architect Bldg., Philadelphia 3, Pa.

Woody Willow

A marionette named Woody Willow entertains a live audience of children around a papier mache shoe, which is his headquarters. With the help of Don Gilpin, Woody entertains the children by having them play games, blow out candles on the birthday cake, and win prizes out of the "Thingamabob." He also shows them movies . . . usually a cartoon and one chapter of a serial on each show. At one period during the show he retires to "Puppetland" to continue his struggle against a wicked witch.

Availability: Live talent; film.

Running Time: 60 minutes.

Audition Facilities: Live talent; film. Date Created and/or Produced: September 29, 1948.

Submitted by: WSB-TV, Atlanta, Ga.

Zoo's Who

Presented in co-operation with the Milwaukee zoo. The zoo director appears on each program and brings with him several animals or birds which he shows and talks about. He also answers questions sent in by the children.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Candy, toys, items for children.

Cost: On request.

Number of Episodes Available: One per week.

Audition Facilities: Live talent.

Date Created and/or Produced or Filmed: December, 1948.

Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

Captain Video

Currently telecast Monday, Tuesday, Thursday & Friday, at 7 to 7:30 P.M. An adventure series starring Richard Coogan as Captain Video, an "electronic wizard" who with the aid of his Video Rangers combats lawlessness and disorder.

Availability: Live talent; film.

Running Time: 30 minutes.

Client Suitability: Products appealing to children, such as cereals, candy, bread, etc.

Cost: \$1,300 for four half-hours per week.

Audition Facilities: Live talent.

Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

The Enchanted Door

The dolls in a child's doll house come to life and enact original children's stories. The performers' masks are created by Doan Powell, the program created by Raymond Knight.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Cereals, soap, candy, dairy products, etc.

Cost: \$1700.

Date Created and/or Produced or Filmed: Show to be auditioned on video recording in Aug. or Sept.

Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Magic Cottage

Currently telecast Monday through Friday, at 6:30 to 7 P.M. Dramatization of children's fairy tales as narrated by Pat Meikle.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Products which would appeal to children, such as cereals, candy, toys, etc.

Cost: \$925 net, for five half-hours per week.

Audition Facilities: Live talent.

Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

The Mickey O'Day Show

Show stars Glenn Gregory and Shirley Powell with a full cast of juvenile talent. Situation comedy built around ventriloquist dummy (Mickey O'Day). Format includes novelty songs and special acts. Total cast—12 to 16 people.

Availability: Live talent; film.

Running Time: 30 minutes.
 Client Suitability: Strongest appeal for products bought by or for children.
 Cost: Local (\$460). (Film rates on request.)
 Number of Episodes Available: Unlimited.
 Audition Facilities: Live talent; film.
 Date Created and/or Produced or Filmed: March 21, 1949.
 Submitted by: NBS Enterprises, 6685 Sunset Blvd., Hollywood 28, Calif.

Mr. I. Magination

Mr. I. Magination is a vastly amusing entertaining and memorable blend of wit and fantasy and music. Written on a scale of a musical comedy, it is an educational program designed to bring the whole limitless children's world right into the family living room of young adults and old adults alike to enjoy.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: Any product directed

to the family (foods, toothpastes, soaps, dextrose products, etc.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: April 1949 live CBS TV Sunday PM.
 Submitted by: Columbia Broadcasting System & Norman & Irving Pincus, 1697 Broadway, New York 19, N. Y.

Sun-Times Comic Capers

A daily 20 minute show which has the continuing interest of daily cartoons that appear in the Chicago Sun-Times. Comics are read by Don and Vera Ward in an informal living room surrounded by eager youngsters. Added interest is supplied by Ward who is an expert magician.
 Availability: Live talent; film.
 Running Time: 20 minutes.
 Client Suitability: Toys, games, soft drinks, milk cos., confections, novelties, children's apparel, foods, appliances, children's furniture.

TV CHILDREN'S

Number of Episodes Available: 13 weeks.
 Audition Facilities: Live talent; film.
 Date Created and/or Produced or Filmed: October, 1948.
 Submitted by: WBKB, 190 N. State St., Chicago 1, Ill.

Adventures In Christmastree Grove

TV version of the famous transcribed radio series which has been used by upwards of 400 sponsors. TV series is filmed in color, featuring Gordon Bennett Marionettes. Designed for use by toy departments. "Adventures In Christmastree Grove" is a favorite each year with all children, has been acclaimed as the most successful Christmas radio

series for department stores in the world. The TV series will become equally popular. Consists of 15 quarter-hour shows for running between Thanksgiving and Christmas on a 3-times-weekly basis.
 Availability: Film.
 Running Time: 15 minutes.
 Client Suitability: Toy retailers, especially department stores.
 Cost: Depends on market.
 Number of Episodes Available: 15 episodes in production.
 Audition Facilities: Film.
 Date Created and/or Produced or Filmed: Filming started August 15, 1949.
 Submitted by: Kasper-Gordon, Inc., 140 Boylston St., Boston 16, Mass.

1949 ★ ★ TV COMEDY ★ ★ 1950

Circus, Saints, & Sinners Meet The Fall Guy

The first public showing anywhere of the heretofore secret celebrity shenanigans of the Circus Saints and Sinners Club. A TV adaptation of Circus Saints and Sinners initiation antics with a who's who cast of cabinet members, croons, movie stars, sports heroes, etc. Directed by Tex O'Rourke and Harold G. Hoffman, former Governor of New Jersey. Produced by Harvey Marlowe. Package includes celebrity guests, professional actors, charity contributions to Circus Saints and Sinners and full orchestra.
 Availability: Live talent.
 Running Time: 30 minutes.
 Cost: \$10,000.
 Date Created and/or Produced: June, 1949.
 Submitted by: Columbia Broadcasting System, CBS-TV, 485 Madison Ave., New York 22, N. Y.

Duke Of Paducah

Nationally known comedian with doge, band, girl soloist, quartet, dance troupe and caller.
 Availability: Live talent.
 Client Suitability: Any home article.
 Cost: On request.
 Submitted by: W. M. Ellsworth, 75 E. Wacker Dr., Chicago 1, Ill.

Here Comes Toby

Toby is the village "hero," a combination of imp, clown, and Sir Galahad. Not with brawn but with wit and unflinchingly foils the villain and saves the idios farm, or stops bandits in their trunk hold-up, or uncovers the plot to climize the town citizens. A clown's face, a shock of unruly hair, yet he has a love affair, too, and his share of romance.
 Availability: Live talent; Film.
 Running Time: 30 minutes.
 Client Suitability: Package and product

Cost: Undetermined.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: 1948.
 Submitted by: Video-Plays, Inc., 7264 Sunset Blvd., Hollywood 46, Calif.

Jackson & Jill

Situation comedy programs starring Todd Karns and Helen Chapman and a number of well-known Hollywood supporting players including Russell Hicks, Fritz Feld, Almira Sessions, William Vedder, Maude Prickett, Eddie Gribbon, and Vince Barnett.
 Availability: Film.
 Running Time: 30 minutes.
 Cost: On request.
 Number of Episodes Available: 13.
 Audition Facilities: Film.
 Date Created and/or Produced: 1949.
 Submitted by: Jerry Fairbanks Productions, 6052 Sunset Blvd., Hollywood 28, Calif.

Our Little Nell

Simple stories based on the well-known pattern of the silk-hatted villain, the sweet and innocent heroine, and the manly hero who always arrives in time to save the heroine from the plotting villain. Real old burlesque melodrama played strictly for laughs.
 Availability: Film.
 Running Time: 5 or 10 minutes.
 Client Suitability: Foods, drugs, department stores, etc.
 Cost: On request.
 Number of Episodes Available: 26.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: February, 1949.
 Submitted by: Campbell Productions, 347 Madison Ave., New York 17, N. Y.

Salty Holmes

Extremely clever comedian, singer,

harmonica artist and dancer. Also novelty instruments. Many picture spots. Cost includes Square Dance Octet and Caller, band and singers.
 Running Time: 30 minutes.

Cost: On request.
 Audition Facilities: Live talent.
 Submitted by: W. M. Ellsworth, 75 E. Wacker Dr., Chicago 1, Ill.

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TV COMEDY

Uncle Ned's Country Store

The proprietor of a typical country store is an interesting person who knows the stories of just about everyone who comes into the store—and who can tell stories at the drop of a hat. His cronies are interesting and provide many opportunities for comedy in the bickering and gossiping that goes on among them. A feature appealing to all ages.

Availability: Film.
Running Time: 15 or 30 minutes.
Client Suitability: All lines of business.
Cost: On request.
Number of Episodes Available: 1—others in production.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: December, 1948.
Submitted by: Sentinel Productions, 5746 Sunset Blvd., Hollywood 28, Calif.

Wesley

A heart warming situation comedy serial story of the boy next door. Comedy which faithfully mirrors a typical family's dilemmas with its adolescent children, and is one of entertainments surest audience draws at any time and any medium. Produced by Worthington Miner, creator of Peabody Award "Studio One," and the "Goldbergs" written by the man who has written the radio "Aldrich Family" for four straight years. Sam Taylor. Directed by Frank Schaffner. Sets by Richard Rychtarik.

Availability: Live talent; film.
Running Time: 30 minutes.
Client Suitability: Food, soap, or any product with general family appeal.
Cost: \$6,810.
Audition Facilities: Live talent; film.
Date Created and/or Produced: April, 1949.
Submitted by: Columbia Broadcasting System, CBS-TV, 485 Madison Ave., New York 22, N. Y.

Yer Ole Buddy

Comedy show starring Bud Stefan, top Hollywood comic in recent Southern California popularity poll. Telecast every Friday, 7:30 to 7:50 P.M.

Availability: Live talent on KTIA; film transcriptions for other TV stations.
Running Time: 20 minutes.
Client Suitability: Any product with general family appeal.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Film transcriptions.
Submitted by: Paramount Television Productions, Inc., 5451 Marathon St., Los Angeles 38, Calif., and 1501 Broadway, New York 18, N. Y.

L'il Abner

Al Capp will supervise the TV version of this famous comic strip which will translate into the television medium the peculiar dialogue and approach to life characteristic of "L'il Abner."

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Food, drugs, products with general family appeal.
Cost: Not available at this time.
Date Created and/or Produced or

Filmed: Show now being built.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Marge 'N' Gerry

A humorous, situation-character comedy for TV available in strip form or half-hour. Written by one of the country's top recognized scripters, Bess Flynn, in collaboration with Alan M. Fishburn. This TV version of two girls against the world is utterly charming, believable, and full of laughs. Stars Geraldine Kay, one of America's most versatile and distinctive actresses.

Availability: Live talent.
Running Time: 15 or 30 minutes.
Client Suitability: Universal.
Cost: Varies with format.
Audition Facilities: Will audition. Scripts and outlines available.
Submitted by: Phoenix Productions, Inc., 1351 No. State St., Chicago 10, Ill.

Papa Romani

Italian dialect situation comedy, based on the book "Jimmy Potts Get a Haircut." Cast includes Papa and Mama and their two children Mike and Lucy. This is a low income Italian family. Papa works in a dress factory.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Food, soap, or any product with general family appeal.
Cost: Approximately \$4500.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: August 13, 1949 video recording audition.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Pibby Hoolihan

Irish comedy situation series starring Arthur Shields, the famous Abbey Player and brother of Barry Fitzgerald. Pibby Hoolihan is the "super" of an apartment with the courage of a lion, the tongue of a Bron Munchausen and the charm of all good pipe smoking Irishmen.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: All products with family appeal.
Cost: Approximately \$4500.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: Kinescope audition to be made in early Sept.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

That Wonderful Guy

Situation comedy based on the experience of a young man ("That Wonderful Guy") who has come to New York and secured a job as a man-all-work for a dramatic critic. The cast will consist of an average of six actors and actresses.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: All products.
Cost: Approximately \$5000.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: About August 17, 1949.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

1949 ★ TV FILM FEATURES ★ 1950

Cocos Island Treasure Hunt

A documentary film in story form in color of the greatest and most costly treasure hunt in history. The Treasure Seekers headed by James A. Forbes spent several hundred thousand dollars, plus four months using over one hundred tons of equipment in excavating for the "Lost Loot Of Lima" Treasure, buried on Cocos Island, three hundred miles off Costa Rica.

Availability: Film.
Running Time: 80 minutes.
Client Suitability: Client desiring adventure-type film.
Cost: Open.
Number of Episodes Available: 2.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: Readied for TV August, 1949.
Submitted by: Paul Parry Productions, 7557 Sunset Blvd., Hollywood 46, Calif.

Feature Films

An attractive list of 42 Features and 13 Western films produced since 1941. All processed by Ziv exclusively for TV in a 16 mm. film. The list offers comedy, mystery, thrillers, dramatic selections—such as "Reg'lar Fellers," with Roscoe Ates, Sarah Padden, Billy Lee and Carl Switzer—"Law of the Timber" with

Marjorie Reynolds, Monte Blue, and J. Farrell McDonald, etc. Western group include 35 films such as "Billy the Kid" series, Lone Rider, Frontier Marshalls. Each film has been carefully selected and processed and offers good family entertainment, for an excellent programming selection.

Availability: Film.
Running Time: 60 minutes.
Client Suitability: All types.
Cost: Based on market.
Number of Episodes Available: 42 Feature films & 35 Western films.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: Produced exclusively for TV.
Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, O.

Feature Movies

Package of 13 hit feature movies, including George Bernard Shaw's "Pygmalion" and "Major Barbara." Also: "A Star Is Born," "The Young in Heart," "Jamaica Inn," "Dark Journey," and "The Beachcomber." The films represent the latest major productions released to TV, and stars include such names as Fredric March, Janet Gaynor, Paulette Goddard, Douglas Fairbanks, Jr., Charles Laughton, Vivien Leigh, Annabella, David Niven, and Edward

G. Robinson.
Availability: Film.
Running Time: Feature length.
Cost: 1 per week, \$1,800 per showing. \$25,000 full 13 wks. sponsorship of 13 films.
Audition Facilities: Film.
Submitted by: WPIX, 220 East 42nd St., New York 17, N. Y.

Six Gun Playhouse

Six Gun Playhouse, a daily series of action films, is one of the top ten multi-week shows on New York television. It presents western or adventure films on exclusive New York basis for televising over WPIX, and also syndicates series to stations not in competition.
Availability: Film.
Running Time: 60 minutes.
Cost: Participating Price, \$150 per flat rate. (4 per pgm.) Full Sponsorship Price: 1 per wk, \$600 per show; 3 per wk., \$550 per show; 6 per wk., \$500 per show.
Date Created and/or Produced or Filmed: September, 1948.
Submitted by: WPIX, 220 East 42nd St., New York 17, N. Y.

Frontier Theater

A western film is shown each evening for a full hour. Favorites such as Ken Maynard, Hoot Gibson and others entertain the kiddies with their heroic

antics on the western plains.
Availability: Film.
Running Time: 60 minutes.
Client Suitability: Candy, popcorn, potato chips, cereal, etc.
Number of Episodes Available: 13 weeks.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: February, 1949.
Submitted by: WBKB, 190 N. State St., Chicago 1, Ill.

The Marines' War

A series of 13 chapters covering the war in the Pacific, based on the book by Fletcher Pratt. Condensed from ten million feet of U. S. combat film and two million feet of captured Japanese film never before exhibited to the public. Starting with Pearl Harbor and ending with the Bikini Tests. Each chapter covers a major battle in the Pacific.
Availability: Film.
Running Time: 27 minutes.
Client Suitability: National network advertiser.
Cost: \$10,000 per chapter.
Number of Episodes Available: 13.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: August 1, 1949.
Submitted by: United Videogram, Inc., 11 East 47th St., New York 17, N. Y.

TV FILM SHORTS

A Family Quiz

Designed after the magazine photo quiz. However, it is all in motion pictures. Five questions are led up to and presented with a point rating given for each question. Then the answers are given. The family is asked to check their score to see how they fared against an all-correct score or against other members of the family individually.

Availability: Film.
Running Time: 8 minutes.
Client Suitability: Any product with general family appeal.
Cost: 80 per cent of the regular station and facilities time rate.
Number of Episodes Available: 13 plus.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: March 15, 1949.
Submitted by: Hayes-Parnell Productions, Inc., 6000 Sunset Blvd., Hollywood 28, Calif.

Adventures Of Robin Hood

The cartoon adventures of Robin Hood and his band, each weekly episode a complete story in itself. Series treated as a television comic strip, with key sequences fully animated.

Availability: Film.
Running Time: 15 minutes.
Cost: Will vary according to rights desired by sponsor.
Number of Episodes Available: First episode completed.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: June, 1949.

Submitted by: Realm Television Productions, 8822 W. Washington Blvd., Culver City, Calif.

Around The Town With The Milwaukee Journal Cameraman

Weekly film highlights of events happening in and around Milwaukee. Features unusual activities in the city and scenes behind them.

Availability: Film.
Running Time: 15 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: One per week.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: October, 1948.
Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

Art Of China

Consists of five films on Chinese art: Painting a Chinese Figure; Painting the Chinese Landscape; Chinese Jade Carving; Chinese Shadow Play; and Two Chinese Dances.

Availability: Film.
Running Time: 10 minutes each; 50 minutes total.
Cost (Per Film): N. Y., Chi., L. A. Sponsored—\$75, Un-sponsored—\$50. Other areas, \$25.
Cost (Series): N. Y., Chi., L. A. Sponsored—\$350, Un-sponsored—\$225. Others, \$100. (Prices subject to change without notice.)

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- ★ FLORAL TRAIL
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- ★ TELEKIDS
- ★ ROLL CALL OF SPORTS
- ★ JAZZ WITH SHARKEY

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TV FILM SHORTS

Number of Episodes Available: 5 films in series.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: 1947-48-49.

Submitted by: China Film Enterprises of America, Inc., 132 West 43rd St., New York 18, N. Y.

Architecture Through The Ages

One of a series on the arts. The picture shows the development of architecture, beginning with the cave of the cave man and proving that every stage of architecture is influenced by the way people live in their particular time. The great achievements of architecture are shown and explained, and contemporary styles analyzed.

Availability: Film.

Running Time: 15 or 30 minutes.

Number of Episodes Available: 1.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: Created and written May, 1949, filmed in July, 1949.

Submitted by: Regency Productions, Inc., 11 East 49th St., New York 17, N. Y.

Films Of The Nation's Documentary & Travel Films

Films showing foreign countries. Handicrafts, sports, social welfare, industries, scenery. The people at work and play.

Availability: Film.

Running Time: 15 or 30 minutes, also shorter.

Client Suitability: Anyone.

Cost: \$10 to \$30 per reel (10 minutes) depending on area.

Number of Episodes Available: Around 60, more being added at the rate of 2 each month.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: 1946 and continuous additions.

Submitted by: Films of the Nations, Inc., 55 West 45th St., New York 19, N. Y.

Fun For Nothing

Pre-filmed program demonstrating how to have fun without spending any money! Program offers countless ideas of things to do with leisure time which provide enjoyment at little or no cost. Program covers great variety of subjects: music, drama, sports, arts and crafts, home decorating, hobbies, travel, social events, games, etc. Basic appeal is entertainment; secondary result is to stimulate viewer to utilize some of the activities for his own pleasure.

Availability: Film (16 mm.).

Running Time: 30 minutes.

Client Suitability: General.

Cost: On request.

Number of Episodes Available: 13 in preparation.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: February 9, 1949.

Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 18, N. Y.

The Happy Hills

Series of miniature musical comedies centered around a show business family. Main characters are a composer, her disk-jockey brother, his girl friend, a maid and the little girl next door. Musical numbers and comedy are about evenly divided.

Availability: Film.

Running Time: 30 minutes.

Client Suitability: Food, soap, cigarettes, beer or any other product with general family appeal.

Number of Episodes Available: 52.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: First episode shot week of June 13, 1949.

Submitted by: Regency Productions, Inc., 11 East 49th St., New York 17, N. Y.

Hugo, The Horse

Hugo is a vaudeville horse, operated inside by two comedians. Vain, he sports a neat mustache, and has remarkable eyes. They light up (electricity) whenever Hugo senses danger. A debilitated Hugo is found outside a saloon by Edgar Evans. Sympathetic Edgar brings him home to live with his family. Later Hugo rescues Bunky Evans from trouble, assists a bashful swain courting Aunt Henrietta, encumbers a wrestling match, and beats the bookies.

Availability: Film.

Running Time: 15 minutes.

Client Suitability: Food, soap, cigarettes, gasoline. Anything with general family appeal.

Cost: \$75,000 for 13 episodes.

Audition Facilities: Brochure only.

Date Created and/or Produced or Filmed: June 1, 1948.

Submitted by: Julian Lesser Programs, RKO-Pathé Studio, Culver, Calif.

The Masters

One of the great religious stamp collections of the world with narration by Joseph Boley.

Availability: Film.

Client Suitability: Almost any sponsor.

Cost: \$10.00 to \$35.00 per episode.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: June, 1949.

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

Roving Cameras

Screen magazine type treatment of odd, interesting and unusual stories. Undated subjects with each episode consisting of three or four stories. Now in second year of release. Fourteen trade areas already covered.

Availability: Film.

Running Time: 11 minutes.

Client Suitability: All classifications.

Cost: \$25 to \$120 per episode, depending on market area.

Number of Episodes Available: 52.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: 1948.

Submitted by: Telefilm, Inc., 6039 Hollywood Blvd., Hollywood 28, Calif.

Sport Action (Series 2)

One episode each, showing world champions in action. Skiing, swimming, tennis, golf. These are not "newsreel shots," but were especially enacted by the champions to show their "style" and individual techniques of their art and skill. Commentary clearly explains the action. There are many spots for "hidden commercials."

Availability: Film.

Running Time: 15 minutes.

Client Suitability: Sporting goods, cigarettes & tobacco, automobiles, gasoline, clothing, men's accessories, cameras, etc.

Cost: Open.

Number of Episodes Available: 4.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: June 1, 1949.

Submitted by: Courneya Productions, 1566 No. Gordon St., Hollywood 28, Calif.

Teletours

A highly interesting and commercial "man-in-the-street" filmed quarter hour, MC and announcer interview people on topics of the day or information pertaining to locale. Currently a three times a week program, show is filmed at 1 P.M., processed and televised the evening. Viewer interest is created by the "see yourself on TV" idea. Scenes are varied throughout the Bay Area.

Availability: Film.

Running Time: 15 minutes.

Client Suitability: Bank, men's store, women's apparel, bakery, etc.

Cost: \$250.00.

Audition Facilities: Live talent.

Submitted by: KPIX, Mark Hopkins Hotel, San Francisco 6, Calif.

This World Of Ours

An interestingly factual presentation on each country, showing the geographical, historical, agricultural, industrial and scenic highlights.

Availability: Film.

Running Time: 15 minutes.

Client Suitability: Almost any type.

Number of Episodes Available: 18 now more being produced.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: 1948-1949.

Submitted by: Dudley Pictures Corp., NBC, New York, Beverly Hills.

The World Dances

Authentic dances of the peoples of India, China, The Philippines, Mexico, Hawaii, Russia, Haiti, Brazil, Fez, Indonesia, Spain; and the American Indian. Performed by native dancers and musicians.

Availability: Film.

Running Time: 15 minutes.

Client Suitability: Any "Class" audience supplier.

Number of Episodes Available: 13 (with at least 26 more if client wishes them).

Audition Facilities: Film.

Date Created and/or Produced or Filmed: First film in series, "India" previewed June 8, 1949.

Submitted by: Regency Productions, Inc., 11 East 49th St., New York 17, N. Y.



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TRADE MARK

1949 ★ TV FORUMS—DISCUSSIONS ★ 1950

Battle Of The Ages

Three adults face three teen-agers in a lively discussion of problems about the home, family, school, etc. Problems are all introduced by means of dramatic scenes, enacted by professional actors. Each scene raises a question or problem which the panel then discusses. Two dramatic scenes are acted out impromptu by members of the panel, together with professional actors. A moderator, Don Rowlingson, guides the discussion.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any product with family appeal. Suitable for advertising foods, TV sets, toilet articles, etc.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: September 6, 1948.
Submitted by: WSB-TV, Atlanta, Ga.

California Council Table

Prominent personalities each week discuss an important topic of the week for and con. Since the program has been in existence on radio for ten years, the TV version is very successful. Each program has a cast of top flight experts. Informality is the keynote with guests drinking coffee and smoking; living room setting, camera eavesdropping rather than being focal point.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Bank, investment co.
Cost: \$300.00.
Audition Facilities: Live talent.
Submitted by: KPIX, Mark Hopkins Hotel, San Francisco 6, Calif.

Cross Section

Moderated by Doug Johnson, program features weekly panel of four local citizens from various walks of life. The four discuss current problems and often get into lively debate on some of the subjects. Program does not take stand either for or against issues, but participants definitely do.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Varied.
Cost: Card rate plus talent.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: April 1, 1949.

Submitted by: WHEN, Meredith Syracuse TV Corp., 101 Court St., Syracuse 2, N. Y.

It's A Great Idea

Based on the Great Books Course of the University of Chicago, "It's A Great Idea" presents weekly discussions on thought-stimulating subjects. Moderator and panel members are chosen from among the outstanding leaders and

greatest minds of the nation. A peerless program from an educational aspect, it also entertains and holds an audience by provoking thought and interest.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any acceptable product or service—especially those appealing primarily to adults.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: February 21, 1949.
Submitted by: National Broadcasting Co., Merchandise Mart, Chicago 54, Ill.

The Job For You

Career guidance program produced in co-operation with the Wis. State Employment Service. Show presents actual case histories of four young people seeking careers. They appear before a special "Opportunity Board" composed of prominent vocational guidance and industrial leaders. After the applicants state their case, the members of the board offer suggestions as to how they might best use their skills and how they might go about finding a job.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: One per week.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: June, 1949.
Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

People's Platform

Gives viewers the feeling of personally taking part with famous American leaders in pro and con discussions of subjects vital to American life—takes a camera into the average family living room to find the most interesting topical problems—then takes the camera into the streets of New York to record several additional view points, and then presents the same problem to two distinguished guests in the studio. "People's Platform" has a February 1949 pulse of 24.0. Moderated by Quincy Howe and presents guests such as Norman Thomas, King Peter of Yugoslavia,

George Fielding Elliott, etc.
Availability: Live talent; film.
Running Time: 30 minutes.
Client Suitability: Institutional.
Cost: \$1575.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: March, 1949.
Submitted by: Columbia Broadcasting System, CRC-TV, 485 Madison Ave., New York 22, N. Y.

Young Milwaukee Speaks

Discussion program covering a different topic each week on some local, state, national or world problem. Students from Marquette University, Milwaukee State Teachers college and the University of Wisconsin in Milwaukee take part on the discussion panels. Speakers are selected to give opinions on the topic of the day. While the four speakers are giving their talks, a group of four student "observers" sit at another table and take notes. When the speakers are finished, the "observers" direct questions at them.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General, excluding beer & cigarettes.
Cost: On request.
Number of Episodes Available: One per week.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: June, 1949.
Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

Court Of Current Issues

Currently telecast every Tuesday, 8 to 9 P.M. Public issues are placed on trial by leading educators, businessmen,

lawyers, government officials, etc., during the public service program which emulates courtroom procedure with a judge, prosecution, defense and witnesses.

Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: Institutional.
Cost: \$1,300 net per program.
Audition Facilities: Live talent.
Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

Midwest Viewpoint

WBKB news editor Ulmer Turner invites a representative of various fields, including journalism, education, politics or civil service, and proceeds to have a friendly chat and informal interview on current or historic events.

Availability: Live talent; film.
Running Time: 15 minutes.
Client Suitability: Tobacco, gum, automobile, clothing manufacturers, etc.
Number of Episodes Available: 13 weeks.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: February, 1949.
Submitted by: WBKB, 190 N. State St., Chicago 1, Ill.



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1949 ★ TV INTERVIEW ★ 1950

All About People

Features personalities in the news, interviewed by Ruth Ley. Celebrities and interesting and lesser known people. Guests chosen for visual material that is part of their profession or hobby. Availability: Live talent. Running Time: 15 minutes. Client Suitability: Open.

Cost: \$80, time & rehearsal added (NBC Spot Sales).

Number of Episodes Available: 1 currently scheduled—other availabilities on request.

Audition Facilities: Live talent. Date Created and/or Produced or Filmed: Current.

Submitted by: Westinghouse Radio Stations, Inc., WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

Along Broadway

An informal TV production featuring Ed Weiner, celebrated correspondent and author. Mr. Weiner presents an informal picture of New York and Broadway, combining news and human interest, and discusses pertinent topics with guest celebrities. The scene could be an informal living room. In addition to interviewing top public figures, Mr. Weiner will offer interviews and opportunities to unknowns.

Availability: Live talent. Running Time: 15 or 30 minutes. Client Suitability: Unlimited. Cost: On request.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent. Date Created and/or Produced or Filmed: July 5, 1949.

Submitted by: TV-Programs, Inc., 5618 Empire State Bldg., New York 1, N. Y.

City Hall

City Hall is devoted to civic betterment. With veteran political reporter John Crosson as interviewer, the program presents the comment of city officials on matters of current interest to metropolitan New York.

Availability: Live talent. Running Time: 10-15 minutes. Cost: 1 per week—\$500 per show. Submitted by: WPIX, 220 East 42nd St., New York 17, N. Y.

I Saw It Happen

Built as a companion to "Crusade in Europe", "I Saw It Happen" each week presents a local veteran of the action to be covered in the week's chapter of "Crusade in Europe". He then gives the personal outlook on the fighting. The week's veteran is picked with cooperation of local veterans' organizations.

Availability: Live talent. Running Time: 10 minutes. Submitted by: Radio-Television of Baltimore, Inc., WAAM, 3725 Malden Ave., Baltimore, 11, Md.

Inside Photo Play

Movie actress Wendy Barrie conducts a celebrity interview program supplemented by her own comments on the latest news from the entertainment world. Rounding out the program are scenes (live) from hit Broadway plays and film scenes from movies.

Availability: Live talent and film. Running Time: 30 minutes. Client Suitability: General. Cost: On request. Audition Facilities: Live talent. Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

Inventors' Holiday

Produced with U. S. Patent Office cooperation, the shows offers personal-appearance opportunity to inventors of humorous and serious devices now patented. Program slanted to entertainment with a road to riches angle.

Availability: Live talent. Running Time: 30 minutes. Client Suitability: Important manufacturer. Cost: \$2,500. Audition Facilities: Live talent. Date Created and/or Produced or Filmed: 1948-49. Submitted by: Harold Gingrich Associates, 4940 Winthrop Ave., Chicago 40, Ill.

Know Your Body

An educational program by a physician who formerly taught anatomy in a leading medical college. The visual interest and instruction will be by means of life-size manikins (models of the human body). The doctor will be interviewed by an intelligent, photogenic woman experienced in radio. The talk will be at the level of high school courses in anatomy and physiology. Anecdotes and practical applications will give human interest to the program.

Availability: Live talent. Running Time: 15 minutes. Client Suitability: Health product. Cost: Reasonable. Audition Facilities: Live talent. Submitted by: Frederic Damrau, M.D., 247 Park Ave., New York 17, N. Y.

Manhattan Spotlight

Currently telecast Monday, Tuesday Thursday & Friday, from 7:45 to 8 P.M. Chuck Trunum conducts interviews with unusual and interesting people with a visual appeal.

Availability: Live talent. Running Time: 15 minutes. Client Suitability: General. Cost: \$190 per program, fully commissionable. Audition Facilities: Live talent. Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.



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TV MISCELLANEOUS

Adventures In Living

This is an educational group under the headings of science, history, literature, government; involving the participation of teen-age boys and girls plus experts and aimed at televiewer teenagers. The science show in particular is excellent.

Availability: Live talent. Running Time: 15 or 30 minutes. Cost: On request. Number of Episodes Available: One of each category. Audition Facilities: Live talent. Date Created and/or Produced or Filmed: April, 1949. Submitted by: Campbell Productions, 347 Madison Ave., New York 17, N. Y.

Armchair Wanderings

A travel series, including live and film. Journeys to places at home and abroad. Daily 15-minutes across the board.

Availability: Live talent. Running Time: 15 minutes. Client Suitability: American Express, transportation (both RR and air), as well as steamship lines. Audition Facilities: Live talent. Date Created and/or Produced or Filmed: Air-tested on WNBT, February 2, 1949. Submitted by: Video Events, 535 Fifth Ave., New York 17, N. Y.

Behind The Screens

This is an engineering program for the layman. The KPIX engineering staff demonstrates TV studio equipment: cameras, switching, dissolve, lens and other gear in a highly entertaining manner. This has definitely been a stimulating program to viewers.

Availability: Live talent. Running Time: 15 minutes. Cost: \$150.00. Audition Facilities: Live talent. Submitted by: KPIX, Mark Hopkins Hotel, San Francisco 6, Calif.

Can You Do It?

One of the few shows ever presented for sale that is completely visual. Part of big name "stunt-men" performing pitting their wits against the home viewer, for fun, cash, and prizes.

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

Christmas Shopping Jingles

A series of 30 fifteen second spots reminding TV listeners they have :

opping days 'til Xmas, 29, 28, etc.
one in full animation with Santa Claus,
indoor and revolvers.
Availability: Film.

Client Suitability: Any retail merchant
or consumer product.
Cost: Dependent on size of market.

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

Court of Common Sense

Judge Joseph Kolodny, a traffic judge
recently, presides over the TV court-
room. A bailiff reads the charges and
the crime itself is presented on film.
The actors playing the part of the de-
fendants are different in each cast.
Judge Kolodny's lectures to the de-
fendants reveal him as a philosopher,
a preacher. The Court of Common
Sense is a realistic approach to the
city's traffic problems and, as such,
demands the full attention of Balti-
more's citizens.

Availability: Live talent.
Running time: 15 minutes.
Cost: On request.

Number of Episodes Available: Un-
limited.
Audition Facilities: Live talent.

Submitted by: WMAR-TV, Sunpapers
Television, Sun Square, Baltimore
3, Md.

Design On Living

Prominent interior decorator gives
talk talk solution to audience prob-
lems on home decoration. Designers
female assistant reads problem lette-
s and decorator uses drawing board and
model to show solution. Furniture in
radio is used for illustrative purposes.

Availability: Live talent.
Running time: 15 minutes.
Client Suitability: Farm store, manu-
facturer or wholesaler of building
equipment, real estate, etc.

Cost: \$190.00.
Audition Facilities: Live talent.

Submitted by: KPIX, Mark Hopkins
Hotel, San Francisco 6, Calif.

Family Vespers

A Sunday evening non-denomina-
tional religious program consisting of
a quartet, a pianist and a religious
representative who delivers a message
for the evening. The sermon is il-
lustrated by an artist who animates
the talk with a drawing—accent is on
ible stories and lighter vein stories.

Availability: Live talent.
Running Time: 15 minutes.
Audition Facilities: Live talent.

Submitted by: KPIX, Mark Hopkins
Hotel, San Francisco 6, Calif.

Fur Storage Spots

Consists of 4 thirty second spots pro-
duced for syndication in full animation,
complete with soundtrack with clever
music and lyrics. Presently aired in
1 TV markets.

Availability: Film.
Running Time: 30 seconds.
Client Suitability: Furriers or laundries
with fur storage facilities.

Cost: Dependent on market size.
Audition Facilities: Film.
Date Created and/or Produced or
Filmed: Feb., 1949.

Submitted by: Harry S. Goodman, 19
East 53rd St., New York 22, N. Y.

TV MISCELLANEOUS

Genius At Work

Inventors whose creations have been
patented but not commercially recog-
nized are presented on this program
with each inventor demonstrating his
own work. A fast narration is kept up
by smart M.C. who lightens show with
his comments, interviews, etc. Guest
appearances by successful inventors
and heads of engineering departments
of large corporations. Audience par-
ticipation plan available.

Availability: Live talent.
Running Time: 30 or 60 minutes.
Client Suitability: Any.
Cost: \$1,000.00 per half hour.
Audition Facilities: Live talent.
Date Created and/or Produced or
Filmed: November, 1948.
Submitted by: Bernard Estes, Inc., 1270
Sixth Ave., New York 20, N. Y.

Ideas Unlimited

Fifteen minutes of exciting new in-
ventions displayed and demonstrated
by the inventor in an intimate setting.
On location shots as well as interior
sets utilizing the announcer technique
of the familiar amateur hour. An at-
tractive stenographer and M.C. develop
a rapid-fire interview with the amateur
inventors as they hopefully promote
their product for a potential sponsor.

Availability: Film.
Running Time: 15 minutes.
Client Suitability: Industrials, foods, ap-
pliances.
Cost: \$2500.
Number of Episodes Available: 13.
Audition Facilities: Film.
Date Created and/or Produced or
Filmed: June 15, 1949.
Submitted by: Vidasonic Enterprises,
Inc., 20 East 42nd St., New York 17,
N. Y.

It's A Neat Trick

This is a magic show on Mondays at
7:15-7:30 P.M., 15 minutes. Has a thir-
teen-week contract with twelve weeks
outstanding on an MJB coffee commer-
cial. Show features Eddie Silverman,
magician, who does three or four feats
of magic, one of which is built around
the sponsor's product. He has worked
out an elaborate series of tricks for
various types of products and seems to
be an excellent sales possibility.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Food items or any
hard product around which a
magic commercial can be devised.
Cost: \$75 per participation.
Number of Episodes Available: 52—un-
limited.

Audition Facilities: Live talent.
Date Created and/or Produced or
Filmed: January 1, 1949.

Submitted by: KTSL, Don Lee, Holly-
wood, 1313 N. Vine St., Hollywood
28, Calif.

J. Malcolm Ross Dines At?

A spectacular production in which J.
Malcolm Ross, the incredible master
mentalalist presents his mind a person-
ality. Not only intercepting and reading
thoughts, Mr. Ross predicts thoughts

before they are formulated, appealing
to all ages of every class. No further
amazons by divulging the contents of
stipulated objects as sold as a bank
vault. Produced by remote TV hook-up,
Mr. Ross entertains pro-invited celebri-
ties as well as regular diners.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Restaurants, night
clubs, etc.

Cost: On request.
Number of Episodes Available: Un-
limited.

Audition Facilities: Live talent.
Date Created and/or Produced or
Filmed: June 6, 1949.
Submitted by: TV-Programs, Inc., 5618
Empire State Bldg., New York 1,
N. Y.

Missing Persons

This has been a program of stu-
pendous results. Twice weekly a mem-
ber of the San Francisco Police Depart-
ment Bureau of Inspectors lists five
minutes of wanted and missing persons;
photographs of these people wanted by
the police are flashed on the screen
with the police inspector giving de-
scriptions and pertinent information.
Since its inception two criminals have
been apprehended, leads and tips being
furnished by viewers.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Public service.
Audition Facilities: Live talent.
Submitted by: KPIX, Mark Hopkins
Hotel, San Francisco 6, Calif.

Parade Of Beauty

Local beauty contest, featuring tal-
ented and beautiful girls. Format and
merchandising ideas interwoven.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Audition Facilities: Live talent.
Date Created and/or Produced or
Filmed: June 1, 1949.
Submitted by: Jack Rourke Productions,
6331 Hollywood Blvd., Hollywood
28, Calif.

Photographic Horizons

Photographic Horizons is a program
for the "shutter bugs," featuring Joe
Costa, chairman of the board of the
National Press Photographers Associa-
tion. This program brings to the tele-
viewer information and demonstration
in all phases of photography. Each
week a famous guest photographer
demonstrates the highlight of particular
specialty, i.e., lighting, posing, compo-
sition, developing, etc.

Availability: Live talent; film.
Running Time: 30 minutes.
Client Suitability: Photographic sup-
pliers, general advertisers such as
cigarettes, beer, gasoline, etc.
Cost: On request.
Audition Facilities: Live talent; film.
Date Created and/or Produced or
Filmed: 1948.
Submitted by: Bob Loewi Productions,
Inc., 255-A East 49th St., New York,
N. Y.

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TV MISCELLANEOUS

Sidney Ross Entertains & Guess-A-Pic

Program is built around Dr. Sidney Ross who is billed as a magician, but whose magic is of an entirely different variety as never seen on TV before. In addition, Guess-A-Pic makes part of the program an audience participation program. Guess-A-Pic is a magic picture the identity of which is to be guessed by the Home Viewers. Plus an entirely new "telephone system" which permits the home viewer to call the studio without tying up the board, and also permitting him to ask question instead of being asked.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Consumer goods, department and chain stores.

Cost: \$1775.00

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.

Date Created and/or Produced or Filmed: June, 1949.

Submitted by: Gerard Pick Television Productions, 1775 Broadway, New York 19, N. Y.

Sing A Song

This program could well become the Hit Parade of TV. Talent consists of orchestra, male quartette, master of ceremonies. Lyrics on screen on second chorus of songs. Also group singing con-

tests introducing a new song on every program.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: General.

Number of Episodes Available: 26 plus.

Audition Facilities: Live talent.

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

Square Dance Jamboree

Square Dancing, which has grown to amazing popularity, furnishes the theme of this show. A different square dancing group is featured each week supplying a lively half hour of entertainment.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: General.

Cost: On request.

Number of Episodes Available: One each week.

Date Created and/or Produced or Filmed: May, 1949.

Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

Theatre In Action

This takes a theatrical production from the dream-up through casting, first readings, rehearsals, out-of-town try-outs, to backstage on opening night.

Running Time: 30 minutes.

Cost: On request.

Audition Facilities: Live talent.

Date Created and/or Produced or Filmed: February, 1949.
Submitted by: Campbell Productions, 347 Madison Ave., New York 17, N. Y.

This Is Your Zoo

Mr. Arthur Watson, director of the Baltimore City Zoo, each week brings to the program one of the zoo inhabitants. Each week Mr. Watson talks with a "visitor" to the zoo picked from WAAM's screen personalities and points out the interesting features of the week's animal.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Any.

Cost: \$175.00 time and talent fully commissionable.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.

Date Created and/or Produced or Filmed: June 14, 1949.

Submitted by: Radio-Television of Baltimore, Inc., WAAM, 3725 Malden Ave., Baltimore 11, Md.

This Week In Television

This half hour show is both a preview of what's to come, and a resume of what has happened in TV during the preceding week. Program uses films, stills, and interviews with personalities concerned with TV on a local and national basis. In informal manner program attempts to acquaint viewers with intricacies of TV and new developments occurring daily.

Availability: Live talent

Running Time: 30 minutes.

Client Suitability: Varied.

Cost: Card rate plus talent.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.

Date Created and/or Produced or Filmed: February 1, 1949.

Submitted by: WHEN, Meredith Syracuse Television Corp., 101 Court St., Syracuse 8, N. Y.

TV Hobby Parade

Man and wife team demonstrates a separate hobby during weekly quarter hour; accent is on demonstrative hobbies such as craftsmanship, creative arts, magic, finger painting, plastic modelling, woodworking, etc. Props and equipment are moved into the studio so that actual workshop or laboratory type settings are created.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Hardware, machinery, sports shop.

Cost: \$150.00.

Audition Facilities: Live talent.

Submitted by: KPIX, Mark Hopkins Hotel, San Francisco 6, Calif.

Weather Forecast Jingles

Prize winning Weather Forecast jingles done with marionettes in such a manner as to make strings invisible. 51 thirty second spots produced for syndication. Presently sold in leading cities throughout the U. S.

Availability: Film.

Running Time: 30 seconds.

Cost: Dependent on size of market.

Audition Facilities: Film.

Date Created and/or Produced or Filmed: April, 1949.

Submitted by: Harry S. Goodman, 19 East 53rd St., New York 22, N. Y.

Hamid Video Circus

A full circus, including wild animal acts, clowns, acrobats, etc., done in an authentic circus setting, produced by George A. Hamid, famous outdoor showman, and Raymond E. Nelson.

Availability: Live talent; Kinescope rights for one performance included.

Cost: \$4,750.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.

Date Created and/or Produced or Filmed: June, 1949.

Submitted by: Nelson Productions, Inc., 341 Madison Ave., New York 17, N. Y.

Here's How

"Here's How" is a thorough "how-to-do-it" program featuring Philip Lewis, and two teen-age assistants who demonstrate new gadgets, toys, household appliances and manufactured items with unusual sales appeal. Mr. Lewis works out a major project each week and sends instruction sheets to televiewers upon request.

Availability: Live talent; film.

Running Time: 15 minutes.

Cost: \$350.

Number of Episodes Available: 13 weeks.

Audition Facilities: Live talent; film.

Date Created and/or Produced or Filmed: March 25, 1949.

Submitted by: WBKB, 190 N. State St., Chicago 1, Ill.

Key To The Missing

Telecast Fridays, 9 to 9:30 P.M. A program with high dramatic appeal, devoted to reuniting friends and relatives whom chance and fate have separated. The program is conducted by Archdale J. Jones, who interviews relatives and exhibits photos of the missing persons.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Institutional.

Cost: On request.

Audition Facilities: Live talent.

Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

Telecharades

In an exciting version of that old parlor game, "Charades," two teams of five players each, representing a college or university in the Chicago area compete against each other with Ed Roberts refereeing the battle of the pantomime. The purpose is to act out the telecharade so that the contestants' team can guess it in the least possible time.

Availability: Live talent; film.

Running Time: 30 minutes.

Client Suitability: Soft drinks, wearing apparel, automobiles, banks, foods, confectionary, etc.

Cost: \$480.

Number of Episodes Available: 1 weeks.

Audition Facilities: Live talent; film.

Date Created and/or Produced or Filmed: April 11, 1948.

Submitted by: WBKB, 190 North State St., Chicago 1, Ill.

TELEPLAY PRODUCTIONS, INC.

A. Frank Ruppenthal, Pres.

Frank Wisbar, Exec. Producer

"THIRTY MINUTES TO GO"

52 one-half hour episodes. First, "Time Bomb," filmed.

"Fireside Theatre came up with a winner this week in 'TIME BOMB,' a tense film melodrama produced in Hollywood by Frank Wisbar. The best film this reviewer has seen, 'TIME BOMB' is a prime example of the advantages of filmed programs....."

RADIO DAILY, May 12, 1949

"STRANGE ADVENTURE"

13 quarter-hour episodes sold to Procter and Gamble for one telecasting, only. Available for subsequent run non-competitive use.

Distributed by:

General Television Enterprises, Inc.

6331 Hollywood Blvd.

Hollywood, Calif.

Phone: Gladstone 4146



Arabella's Tall Tales

History of a little girl who has great imagination telling her little friends a tall tale which is then enacted with a cast of 30 to 40 children; ages 4 to 12 years old. A new tale is told every week, with new specialties changed weekly. The cast which is permanent of well known children who appear on important radio and picture programs.

Availability: Live talent.
Running Time: 30 minutes.
Cost: Kinescoped \$1,500.00; on film \$5,000.00.

Number of Episodes Available: 26.
Audition Facilities: Live talent; Film.
Date Created and/or Produced or Filmed: March 1, 1948; April 25, 1949.
Submitted by: Franklin Productions, 10511 Tennessee Ave., W. Los Angeles, Calif.

At Home With Thibault

An evening show for a family audience; a fifteen minute program, to be broadcast twice a week from the music parlor of Conrad Thibault's home. A nationally prominent illustrator is also in the program to draw a portrait of a member of the TV audience. Selection of the sitter is based on letters sent in by viewers who tell why they would like to have their portrait drawn by a famous artist. Thibault sings two songs in each program, an old favorite and a recent popular selection.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$2,000 for two weekly shows.
Audition Facilities: Live talent.

Date Created and/or Produced or Filmed: Readied for TV April 15, 1949.
Submitted by: Paul Perez Productions, c/o Cinemart, Inc., 565 Fifth Ave., New York 17, N. Y.

The Bright Side

This is a variety revue which contains original music and original comedy situations. Each 30 minute segment contains two complete comedy scenes. The Revue is built on the premise that you should look only on The Bright Side. Relax, relax and view this melange of laughter, music, dance and song.

Availability: Live talent.
Running Time: 30 minutes.

Cast: Cast of 7 main characters—names submitted according to availability.
Number of Episodes Available: 13.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: December, 1948.
Submitted by: Ted Nelson Associates, 730 Fifth Ave., New York 19, N. Y.

Carl Bonner

Doubling on an a.m. spot on WAVE's 4 station, Carl Bonner is rated as a "top-throat" entertainer. His nightly solo appearances round out his vocal activities. Each evening at the piano he presents a cheerful song session with generous request ditties for oldsters and youngsters. Bonner sings well on cameras and his voice

quality and piano playing are equally smooth and effortless.

Availability: Live talent.
Running Time: 15 minutes.
Cost: \$122.25 per program; \$68.00 commissionable.

Number of Episodes Available: 52 or more.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: Created January 20, 1949.
Submitted by: WAVE-TV, 334 Broadway, Louisville 2, Ky.

Chords & Terpsichore

Musical show starring Milton Cross as m.c. and co-featuring the Octamano Piano Quartette and Audrey Palmer, solo dancer, (both acrobatic and musical comedy). Four girls at two grand pianos allow various TV camera angles and Audrey Palmer's talented dancing is most photogenic. No special sets needed. Piano Quartette repertoire embraces all types of music except boogie-woogie. Dance routines all original.

Availability: Live talent.
Running Time: 30 minutes.
Number of Episodes Available: Many.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: 1949.

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

The Claire Nunn Show

The most sophisticated and personable song stylist in New Orleans turns her talents to TV. Ten years as the reigning favorite of New Orleans clubs and radio, the charming chanteuse brings champagne to television with her smart originality and effervescent piano and song stylings.

Availability: Live talent.
Running Time: 15 minutes.
Cost: Station time plus \$25.00 talent fee.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: May 30, 1949.

Submitted by: WDSU Broadcasting Services, Inc. (WDSU-TV) New Orleans, La.

Cliff Edwards Show

Stars the universally popular "Ukelele Ike" at 7:45-8:00 P.M. Mondays, Wednesdays, and Fridays. This is a most pleasant, simple show with Edwards being assisted by the Tony Mottola Trio and a girl singer. Edwards heads it nicely with straight renditions coupled with his trick falsetto. Produced and directed by Frank Heller.

Availability: Live talent; film.
Running Time: 15 minutes.

Cost: \$1000 per weekly ¼ hour.
Audition Facilities: Live talent; film.

Date Created and/or Produced or Filmed: May 23, 1949.

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

Command Performance

Presents the best in local talent who appear at professional rates. Variety of talent includes vocalists, musicians, dancers, etc., some of whom have appeared on previous TV shows and are brought back by popular demand. Show is emceed by Johnny McNovin and has good audience reaction.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Varied.
Cost: Card rate plus talent.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: March 1, 1949.

Submitted by: WHEN, Meredith Syracuse Television Corp., 101 Court St., Syracuse 8, N. Y.

Dance Ballads

Thursdays at 8:00 P.M., 30 minutes. A house package with choreography by Val Rasel, dance director at MGM Studios. Six dancers are normally used and the ballet tells a complete story without words. Music is by transcription, although we have plans for using the house orchestra this fall. This show has attracted a great deal of attention and publicity. This is our prestige show.
Availability: Live talent.
Running Time: 30 minutes.

Client Suitability: Any general item.
Cost: \$600 net talent production cost.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: September, 1948.

Submitted by: KTSL, Don Leo Hollywood, 1313 N. Vine St., Hollywood 28, Calif.

Dick Liebert's Music Of The Stars

An evening serenade of organ masterpieces—featuring the famed organist of Radio City's Music Hall—famous voices in off-screen narration and poetry reading—descriptive scenes on screen emphasizing the musical selections. Guest vocalists will perform, superimposed against background of descriptive scenes on screen. Show is climaxed with a brief evening prayer, delivered alternately by clergymen of all faiths—superimposed in a starry sky.

Availability: Live talent; film.
Running Time: 15 minutes.
Client Suitability: Unlimited.

Cost: Five times weekly—\$3,000.
Audition Facilities: Film.

Date Created and/or Produced or Filmed: July, 1949.
Submitted by: Ra-Best Features, Inc., 522 Fifth Ave., New York 18, N. Y.

"What Morris Gest was to legit, what De Mille is to films, what Bill Bacher was to radio is what Raymond E. Nelson is to television today."

BILLBOARD, Oct. 7, 1944

AND, OVER THREE HUNDRED SHOWS LATER, STILL
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CONSULTATION—
FREE LANCE PRODUCTION-DIRECTION

NELSON PRODUCTIONS INC.

341 MADISON AVENUE
NEW YORK 17, NEW YORK
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TV MUSICAL

The Fats Pichon Show

Probably the leading exponent of the jazz piano today, Fats Pichon entertains every Monday evening against the atmospheric backdrop of Bourbon St. and the Old Absinthe House, where this Master of the Ivories has gained world renown.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: General.
Cost: Station time plus \$25.00 talent fee and \$5.00 announcer fee.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent; Film.
Date Created and/or Produced or Filmed: May 5, 1949.

Submitted by: WDSU Broadcasting Services, Inc. (WDSU-TV), Hotel Montelone, New Orleans, La.

The Flame Show

The Three Flames (colored trio of comedians, singers, instrumentalists) host an demcee a jivey revue with guest stars (Avon Long, "Hot Lips" Page, Martha Wright, etc.)

Availability: Live Talent.
Running Time: 30 minutes.
Client Suitability: Soft drinks, wines, beers, certain drug products, etc.
Cost: \$920.00 plus air time (Price includes agency commission, camera rehearsal, etc.)

Submitted by: West Hooker Telefeatures, Inc., 2 West 46th St., New York 19, N. Y.

Floor Show

An informal variety program starring Eddie Condon, his band, and guest entertainers, designed for original expression and musical improvisation. 18 weeks on WPIX. 27 weeks on NBC.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Live talent; film.
Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

Georgia Mae

Georgia sings ballads and accompanies herself with her "Big White Guitar." She is young, attractive, red-head and televises perfectly.

Availability: Live talent.
Running Time: 10 minutes.
Client Suitability: Open.
Cost: \$65, time & rehearsal added (NBC Spot Sales).

Number of Episodes Available: 1—other availabilities on request.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: Current.

Submitted by: Westinghouse Radio Stations, Inc., WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

The Girl Next Door

It's the time for a date with lovely Lynne Barrett, "The Girl Next Door."

A sparkling musical nightcap, with songs, situations and smiles, all revolving around WPIX's newest starlet, the bubbling, vivacious Lynne Barrett. There is also Johnny Jones, the fellow across the way, who divides his time eating gastronomic sandwiches, trying to find a new job, and puiveizing his apartment.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Any product of general family appeal, especially food.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: June 6, 1949.
Submitted by: Phico Television Station WPIX, 1800 Architects Bldg., Philadelphia 3, Pa.

Hal Moore & The Music Game

An intimate thirty minute musical program complete with guest stars, popular recordings, request tunes, etc., conducted by Hal Moore, WCAU's popular disc jockey. Moore's friendly, easy-to-listen-to manner and his popular choice of recordings makes this a highly entertaining and fast paced thirty-minute package.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Soaps, dental cream, soft drinks, food, etc.

Cost: \$60, plus regular time charges net. One minute announcements available at feature rates.

Submitted by: WCAU-TV, 1622 Chestnut St., Philadelphia 3, Pa.

Herb Lewis

Features Herb Lewis with his informal and breezily "Singin' Sam" variety of songs. In addition to radio and TV shows, he is a popular nightclub entertainer.

Availability: Live talent.
Running Time: 10 minutes.
Client Suitability: Open.
Cost: \$65 (1)—\$175 (3)—\$217.50 (5), time & rehearsal added.

Number of Episodes Available: (1), (3), (5), weekly. NBC Spot Sales.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: Current.

Submitted by: Westinghouse Radio Stations, Inc., WBZ-TV, 1170 Soldiers Rd., Boston 34, Mass.

Manhattan Troubadours

An unusual instrumental trio is featured. (Bandoneon, banjo and guitar). Off camera commentator narrates specially filmed motion pictures of interesting places of interest in New York Metropolitan district. Eventually this program's ramblings will be extended to other areas. Trick camera effects, etc.

Availability: Live talent; film.
Running Time: 15 minutes.
Client Suitability: General.
Number of Episodes Available: 26 plus.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: 1949.

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

The Masked Spooner

The Masked Spooner, who never appears in public without his mask, hood and cape, presents songs of romantic feature of TV show is camera technique which always causes Spooner to be superimposed on scene. Effect is therefore, one of unreality, and fantasy thus carrying through theme of Spooner's hidden identity. Beautiful girl who dreams of Spooner, who he may be etc., is also featured.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Women's product cigarettes, etc.

Cost: On request.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: First on TV, December 1948.

Submitted by: Jack Rourke Production, 6331 Hollywood Blvd., Hollywood 28, Calif.

Mimi's Music Shop

Lovely Metropolitan Opera and Broadway musical comedy stage star Mimi Benzell presides over TV's only weekly "book" musical. Handsome Felix Knight star of stage, screen, radio, and opera shares stellar billing on "Mimi's Music Shop" and provides the romantic interest. Action all takes place in "Mimi's Music Shop" and famous guests drop to hear Mimi and Felix recreate scenes from hit Broadway musicals, try a new pop ballad, and sing excerpts from works of Kern, Gershwin, Berlin, Romberg, etc.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.

Number of Episodes Available: 13.
Audition Facilities Live talent.
Date Created and/or Produced or Filmed September, 1948.

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

Music For Fun

Sigmund Spaeth sits at the piano and shows, by playing, talking and singing, how anyone at all can have fun with music, both as a listener and as a participant. His material includes examples of the "Tune Detective" work which he has made famous on the air and screen, with a mixture of popular and serious music, appealing to every type of listener. This is an intimate, informal program.

Availability: Live talent; film.
Running Time: 15 minutes.
Client Suitability: Sponsors offering products for the home, presumably appealing to intelligent people, but "highbrows."

Cost: Sigmund Spaeth (assisting artists desired).
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: Already played 13 weeks on WPIX, summer 1948.

Submitted by: Sigmund Spaeth, 404 58th St., New York 22, N. Y.

CBS-TV presents

MR. I. MAGINATION

with PAUL TRIPP

SUNDAYS, 7:30 P. M.

Newsweek:

***One of video's sprightliest programs—and one of its most inventive.*

New York Times . . . Jack Gould:

A thoroughly rewarding half-hour for viewers both young and old. A sprightly excursion into fantasy which combines both entertainment and education. The CBS production is of a high professional order.

Harriet Van Horne—New York World-Telegram:

—A delight to behold. —it makes you wish you were a child again.

Variety:

Kids, adults, and educators alike should go for this new moppet show.

News—Sid Shalit:

—it treats them as young adults—a lot of older adults, too, are going to find themselves tuned in—an indication of things to come on video. Paul Tripp, stars as Mr. I. Magination and writes the book and lyrics to Ray Carter's bright music.

A NORMAN & IRVING PINCUS PRODUCTION

Music From Everywhere

The lure of the strange, the exotic and the fascinating is an integral part of the video and audio appeals of Music From Everywhere, with Jessica Dragonetti. The program features unusual songs and music from a different country each week. A brief informative talk about the music of the featured country, an interesting musical travelogue and an argument peculiar to the weekly-featured country make up this program which makes Music From Everywhere the brightest TV program anywhere.

Availability: Live talent.
Running time: 30 minutes.
Client Suitability: General.
Cost: On request.
Date Created and/or Produced: June, 1949.
Submitted by: Gerard Pick Television Productions, 1775 Broadway, New York 19, N. Y.

Music Of The Four Winds

Musical tributes to different locales, East, South, East and West. Music portrayed by films, slides, male and female commentators. Unusual live trio; Hammond organ, electric guitar and featured Arthur Horn woodwind soloist, who on each program plays saxophone, clarinet, oboe and French horn. Thus, program a title "Music of the Four Winds."

Availability: Live talent; film.
Running Time: 15 minutes.
Client Suitability: General.
Number of Episodes Available: 52 weeks.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: 1949.
Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 19, N. Y.

Nelson & Neal

Melison Nelson and Harry Neal are prize winning graduates of musical conservatories here and abroad. These young people can be especially useful commercially. They can introduce the client's product in a most favorable way in this informal pleasant atmosphere of concert and classical music.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Musical instruments, soap, watches, etc.
Cost: \$85.00 net plus regular time costs.
Submitted by: WCAU-TV, 1622 Chestnut St., Philadelphia 3, Pa.

One Night Stand

A musical program based on the open theory that name bands fortified by acts has tremendous box office pull will appeal to a mass television audience. It features popular music and the orchestras plus supporting acts accompanied to performing with the orchestras in theatres throughout the country.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any client wishing to reach maximum audience.
Cost: On request.
Audition Facilities: Live talent.
Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

Opera Theatre

Presenting favorite operas in English, re-written and staged for the television cameras as music-dramas.

Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: Institutional, insurance, steel, oil, telephone, etc.
Cost: On request.
Number of Episodes Available: 90 to start.
Audition Facilities: Live talent.
Date Created and/or Produced: August, 1948.
Submitted by: Video Events, 535 Fifth Ave., New York 17, N. Y.

Paradise Island

Twenty-six 15-minute musical films prepared especially for television. First musicals to be made for the new medium. Star Danny O'Neil, lyric baritone, with Anne Sterling and Everett Hoagland's orchestra. Films include 18 dance productions, 27 new songs written for the series, 90 song numbers, 26 musical production numbers with the orchestra, and a number of specialties.

Availability: Film.
Running Time: 15 minutes.
Cost: On request.
Number of Episodes Available: 26.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: 1949.
Submitted by: Jerry Fairbanks Productions, 6052 Sunset Blvd., Hollywood 28, Calif.

Rehearsal With Maggie Teyte

The intimate, private life of a fascinating, hard-working opera singer whose personal experiences are heart-warmingly human and humorous. True stories and incidents relived again by Maggie Teyte, world's foremost interpreter of the "impressionist" music developed by Debussy and Ravel.

Availability: Live talent.
Running Time: 15 minutes.
Cost: On request.
Number of Episodes Available: 13.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: April, 1949.
Submitted by: Barnard L. Sackett Television Productions, 254 W. 54th St., New York, N. Y.; Bankers Securities Bldg., Phila. 7, Pa.

Sigmund Romberg Show

A scintillating half hour of visual musical entertainment and nostalgia created and supervised by the great master of musical comedy and light classical music, Sigmund Romberg himself. Feature the best of musical comedy tunes through the years as well as Romberg's own famous hits in appropriate settings and accompanied by appropriate costumes and dances. Sigmund Romberg will conduct the large orchestra.

Availability: Live talent.
Running Time: 30 minutes.
Cost: \$9,000.
Date Created and/or Produced or Filmed: June 9, 1949.
Submitted by: Columbia Broadcasting System, CBS-TV, 485 Madison Ave., New York 22, N. Y.

TV MUSICAL

Sonny Kendis Show

A new fifteen minute twice weekly musical show starring pianist Sonny Kendis with a trio. Kendis, long time society favorite and current attraction at the Little Club, plays such rapid piano that his hands frequently present a blurred image to the TV cameras. His featured vocalist is Gigi Durstan, charming and beautiful young singer who has been the main attraction at the Penthouse Club, The Stork Club, and the Ruban Bleu. Produced by Barry Wood.

Availability: Live talent; film.
Running Time: 15 minutes.
Cost: \$975.00.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: April 18, 1949.
Submitted by: Columbia Broadcasting System, CBS-TV, 485 Madison Ave., New York 22, N. Y.

Symphonics

A series played by the Rome Symphony Orchestra especially filmed for TV.
Availability: Film.
Running Time: 30 minutes.
Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

West 67th Street

Behind the glitter and tinsel of Broadway there are the youngsters and the

adults either trying to make a foothold, trying to keep a stronghold, or are in the middle of a stronghold. Such is the story to be told about the occupants in Astoria Reilly's Theatrical Boarding House on West 67th Street, starring Bret Morrison, Leonard Elliot, Dorothy Storm, and Eadie Morrison.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: 13.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: February, 1949.
Submitted by: Barnard L. Sackett Television Productions, 254 W. 54th St., New York N. Y.; Bankers Securities Bldg., Phila., Pa.

Flight To Rhythm

Currently telecast every Thursday, 8 to 8:30 P.M. Miquelito Valdes and songstress Delora Bueno, star in a Latin-American night club revue presenting authentic Latin-American music, songs and dances.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Audition Facilities: Live talent.
Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

FROM SOUP TO NUTS!

(Figuratively Speaking)

In Other Words, CARTER WRIGHT PRODUCTIONS Offers Complete Television Service to Advertisers, Producers and Stations.

STUDIOS—PRODUCTIONS—STAFFS—CREWS
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"Telemoods"—Animated Pictorial Atmosphere
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"Uncle Joe"—Tops for Kid Audiences
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Also Original Music for Jingles
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Write for Particulars

CARTER WRIGHT PRODUCTIONS

1707 North Hudson Avenue

Hollywood, Calif.

TV MUSICAL

Lady Of The Mountain

A bright ten-year-old singer, Tommy Sands, is a visitor at the cabin retreat of a mysterious lady of the mountain. Together they sing and play their guitars and she teaches him facts about plant and animal life. The "lady" is Barbara Ellen Rogers.

Availability: Live talent; film.

Running Time: 15 minutes.

Client Suitability: Popcorn, candy, milk, soft drinks, potato chips, cookie or cracker cos., toy, wearing apparel, musical instruments, books, games, department stores, etc.

Cost: \$420.

Number of Episodes Available: 13

Audition Facilities: Live talent; film.

Date Created and/or Produced or

Filmed: March 1, 1949.

Submitted by: WBKB, 190 North State St., Chicago 1, Ill.

Michael Manor

A boarding house for show people is run by an ex-showman. "Uncle Mike" Dialogue is tied in with situation comedy that contains a certain amount of continuity from show to show. Many outstanding performers of stage, screen and radio will make guest appearances from week to week. Casting now underway.

Availability: Live talent.

Running Time: 30 minutes
Client Suitability: General family appeal.

Cost: On request.

Number of Episodes Available: Indefinite.

Audition Facilities: Live talent.

Date Created and/or Produced or
Filmed: August 1, 1949.

Submitted by: NBS Enterprises, 6685 Sunset Blvd., Hollywood 28, Calif.

Moments Of Fantasy

Boy (David Street) and girl (Patricia Lynn) sitting on park bench, wishing in each episode that they could be at a certain romantic spot somewhere in the world. Suddenly, in a puff of smoke, they are there. Then, show becomes a complete musical fantasy with songs and dialogue all in rhyme. Impressionistic settings and special lighting lend additional atmosphere.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: General.

Cost \$592.25.

Number of Episodes Available: 26.

Audition Facilities: Live talent.

Date Created and/or Produced or
Filmed: August 1, 1949.

Submitted by: NBS Enterprises, 6685 Sunset Boulevard, Hollywood 28, Calif.

Paul Whiteman Music Hall

Paul Whiteman, the Dean of Modern American Music, has created the Paul Whiteman Music Hall which is a kind of musical hall of fame with music in the robust Whiteman style, featuring young American artists and is available at either half hour or hour form.

Availability: Live talent.

Running Time: 30 or 60 minutes.

Client Suitability: Cigarettes, food products, etc.

Cost: Approximately \$14,000 for an hour and app. \$10,000 in half hour form.

Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Picture Album

This is a musical variety show, featuring singers and small instrumental and vocal groups. The novel show opens with M.C., Bob McLaughlin, looking through his picture album of music personalities, while introducing artists photographed. Each photograph, as viewed, comes to life to present acts against appropriate background, then becomes photograph again. Show is written and produced in Hollywood by Bob McLaughlin.

Availability: Live talent.

Running Time 30 minutes.

Client Suitability: Anything.

Cost: On request.

Number of Episodes Available: On request.

Audition Facilities: Live talent; film.

Submitted by: KLAC, 1000 Cahuenga, Los Angeles 38, Calif.

Shubert Operetta Festival

Hour performances of operettas originally produced by the Messrs. Lee & J. J. Shubert, 92 shows available, programs to be produced for video by Raymond E. Nelson and John Shubert.

Availability: Live talent; one performance kinescope recordings available.

Running Time: 60 minutes.

Client Suitability: Especially right for major institutional sponsor.

Cost: \$15,000.

Number of Episodes Available 92 (more by negotiation).

Audition Facilities: Live talent.

Date Created and/or Produced or
Filmed: June, 1949.

Submitted by: Nelson Productions, Inc. 341 Madison Ave., New York 17, N. Y.

Vincent Lopez

Vincent Lopez, well-known orchestra leader, presents a program of popular and semi-classical piano selections and interviews leading celebrities from the music world. Currently telecast Monday through Friday, 7:30 to 7:45 P.M.

Availability: Live talent.

Running Time 15 minutes.

Client Suitability: General.

Cost: On request.

Audition Facilities: Live talent.

Submitted by: WABD, DuMont Television Network, 515 Madison Ave. New York 22, N. Y.

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Bulletin Television News & Weather

Includes stills, charts, live interviews and news reporter. All elements of news gathering are utilized. Each newscast is wound up by a complete weather report before a panel of instruments connected to the roof of the WCAU Bldg., giving each weather change as it happens. Alan Scott has a most authoritative delivery in handling of the commercial copy and news.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Automobiles, food, men's clothes, etc.

Cost: 5 times per week, \$870; 3 times per week, \$630; 1 time per week, \$220.

Submitted by: WCAU-TV, 1622 Chestnut St., Philadelphia 3, Pa.

Byline Report

Utilizes selected correspondents from among the 30-odd byline writers whose reports appear daily in The Sun and The Evening Sun. Each is a specialist. Each reports on his specialty. Each comes armed with the visual material and takes pains to tell the human stories behind developments that feature the front page, the sports page, the financial page or the editorials which may affect his own line of endeavor.

Availability: Live talent.

Running Time: 10 or 15 minutes.

Cost: On request.

Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.

Submitted by: WMAR-TV, Sunpapers Television, Sun Square, Baltimore, Md.

Camera Headlines

Twenty to twenty-four specially processed for televising spot news photos, covering significant events of national and international importance, released daily. Identification and caption sheet accompanies package for narration.

Availability: Sample photo package.

Running Time: 5 minutes.

Client Suitability: Unlimited.

Cost: Rates based on TV market areas.

Audition Facilities: Sample photo package.

Date Created and/or Produced or
Filmed: Daily.

Submitted by: International News Service, 235 East 45th St., New York 17, N. Y.

Clifton Utley And The News

Clifton Utley, nationally-known NBC commentator, presents on Tuesday through Friday evenings "tomorrow morning's headlines tonight." Utley brings to television a vast experience and knowledge, plus an outstanding adlib ability. He illustrates the news with maps, charts, graphs and photographs,

and always keeps the show moving at a rapid and interesting pace.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Since program appeal is general, all acceptable products and services would be suitable.

Cost: One time per week, \$500; 2 times, \$950; 3 times, \$1,400; 4 times, \$1,800.

Number of Episodes Available: 4 times per week.

Date Created and/or Produced or
Filmed: First broadcast—January 24, 1949.

Submitted by: WNBQ, Merchandise Mart, Chicago 54, Ill.

Clint Youle—The Weatherman

Clint Youle, former newspaperman and Air Force meteorologist, conducts a five-minute weather program Monday through Friday evenings which explains simply weather conditions across the nation and factors likely to affect local weather. Using maps and charts for visual impact, this show tells everything about the weather . . . concluding with the Weather Bureau forecast for the following day.

Availability: Live talent.

Running Time: 5 minutes.

Client Suitability: Any type of product since program appeal is general. A sponsor's trademark would be

readily adaptable for use in a matting forecasts.

Cost: \$1,045 per five-a-week strip. Number of Episodes Available: 5 times per week.

Audition Facilities: Live talent.

Date Created and/or Produced
Filmed: First broadcast—January 1949.

Submitted by: WNBQ, Merchandise Mart, Chicago 54, Ill.

Copydesk—Telene newspaper

This program dramatizes the preparation of the news allowing the ne story to remain objective. Setting actual Universal newspaper copy with editor and staff putting in editor of telene newspaper to bed. View feel as if they are part of newspaper staff getting out the paper. Rep of various "Copydesk" staff mem to editor are documented with st maps, live interviews and newsw Cable, domestic, sports, women's entertainment fields covered every tion. Daily or weekly format availa

Availability: Live talent.

Running Time: 15 or 30 minutes.

Client Suitability: Any.

Cost: Royalty fee plus standard production costs.

Audition Facilities: Live talent.

Date Created and/or Produced or
Filmed: January, 1948.

Submitted by: Bernard Estes, Inc., 1 Sixth Ave., New York 20, N. Y.

The Corner Store

Tim Twitter, proprietor of the general store at Twitter's Corners, has an old hand-crank projector on which he runs the International News Service reel to help keep Twitter's Corners residents—and Viewers—up to date. Old Tim's cracker-barrel comments go with the play's reel. Monday through Friday evenings.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Any product or service.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: June, 1949.
Submitted by: Scripps-Howard Radio, Inc., WEWS, 1816 E. 13th St., Cleveland 14, O.

Flashscope

A continuous news tape backed up by P. P. records. Fresh edition of news and weather every two hours with bulletins inserted immediately. Time every minute on drop clock arrangement. Sponsor's trade mark can be made a part of the overall background design. Commercials can be telecast either by film insert or thirty word announcement on tape every fifteen minutes.

Availability: Film.
Running Time: 60 minutes.
Client Suitability: Automobiles, cab service, ice, clocks, jewelers, etc.
Cost: \$60 per hour—minimum contract; 13 times, 26 times, \$57; 52 times, \$54. Cost includes time, news service and music.
Submitted by: WCAU-TV, 1622 Chestnut St., Philadelphia 3, Pa.

Item Pictorial Parade

Last minute local and national syndicate news with staff and press association wire and radio photos edited by staff member of the New Orleans Item newspaper.

Availability: Live talent.
Running Time: 10 minutes.
Client Suitability: General.
Cost: Station time plus \$10 per program talent and preparation.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: March 16, 1949.
Submitted by: WDSU Broadcasting Services, Inc. (WDSU-TV), Hotel Monteleone, New Orleans, La.

Jim Hurlbut's Feature Stories

Jim Hurlbut, ace news reporter, presents a weekly 15-minute program of interesting feature stories—primarily about Chicago. From his prodigious log—using motion pictures, stills and interviews to highlight his behind-the-scenes tales—Hurlbut gives first-hand information concerning aspects of Chicago which often go unreported. Stories such as "Fishing for Profit in Chicago" and "Gold on the Shores of Lake Michigan" offer great appeal.

Availability: Live talent; film.
Running Time: 15 minutes.
Client Suitability: Since program appeal is general, all acceptable products and services would be suitable.

Cost: On request.
Number of Episodes Available: 1 per week.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: May 18, 1949.
Submitted by: WNBO, Merchandise Mart, Chicago 54, Ill.

Telenews Daily

Eight minutes of daily newsreel, scripted where location-sound is absent, open-ended to form a ten minute news program with commercials added. National and international coverage. Produced by Telenews Productions in cooperation with INS-INP.

Availability: Film.
Running Time: 10 minutes.
Client Suitability: Unlimited.
Cost: Rates based on TV market areas.
Number of Episodes Available: Daily, Monday through Fridays.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: Filmed daily.
Submitted by: International News Service, 235 East 45th St., New York 17, N. Y.

Telenews Daily

The news of the world in pictures, running approximately ten minutes, followed by latest headline bulletins and five minutes of sports, scores, and information. Narrated off camera by Johnny McNevin, who comes on camera for headline news and sports.

Availability: Live talent; Film.
Running Time: 15 minutes.
Client Suitability: Suitable for any type account.
Cost: Card rate plus film costs & talent.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent; Film.
Date Created and/or Produced or Filmed: April 15, 1949.
Submitted by: WHEN, Meredith Syracuse Television Corp., 101 Court St., Syracuse 8, N. Y.

Telenews Daily Newsreel

Ten-minute (open-end) Daily Newsreel, supplied Monday through Friday, with full script for local station narration. Syndicated to all stations.

Availability: Film.
Running Time: 10 minutes.
Cost: \$175 to \$1,000 per week—based on set circulation.
Audition Facilities: Film.
Submitted by: Telenews Productions, Inc., 1600 Broadway, New York 19, N. Y.

Telenews Digest

Eighteen minutes of scored and voiced film, reviewing news highlights of the week. Open-ended to produce 20-minute program when commercials are added. Chief narration done by Hugh James. Shipped from New York Friday nights for Sunday TV release. Coverage national and international.

Availability: Film.
Running Time: 20 minutes.
Cost: Rates based on TV market areas.
Number of Episodes Available: One per week.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: Weekly—deadline Thursday nights.
Submitted by: WDSU-TV, Cleveland 14, O.

TV NEWS

Submitted by: International News Service, 235 East 45th St., New York 17, N. Y.

Telenews Weekly—Newsreel Review

Twenty-minute open-end weekly review of current week's news released Friday each week for Sunday showing. Completely voiced with musical scoring. Hugh James, chief narrator.

Availability: Film.
Running Time: 20 minutes.
Cost: \$75 to \$300 depending upon market size.
Number of Episodes Available: Released weekly for 1½ years.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: January, 1948.
Submitted by: Telenews Productions, Inc., 1600 Broadway, New York 19, N. Y.

Yesterday's Newsreel

Quarter-hour show abounding in nostalgic value for older views and a fresh look at history for youngsters. Each show is pleasantly balanced with a lead story, sports, personalities, fashions, etc. Yesterday's Newsreel, depicts the highlights in all fields of the news of yesterday that made headlines—narrated by three topflight network voices, with musical background included it has a broad newsreel type of appeal designed to reach the entire family. The news of 1912 through 1948—such as the entire Lindberg story, Versailles Treaty, formation of the Third Reich, abdication of King Edward of England, etc., etc.

Availability: Film.
Running Time: 15 minutes.
Cost: Based on market.
Number of Episodes Available: 52—still in production, guaranteed on a one-a-week basis.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: Currently in production.
Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, O.

Criswell's Hollywood

The source of Criswell's information on the inside of Hollywood happenings is not for publication, but it is in all cases authentic and most startling. Voice and physical appeal tops any other on the air in this field.

Availability: Live talent; film.
Running Time: 15 minutes.
Client Suitability: Greatest appeal to women's audience.
Cost: Local, \$172.50; TC, \$1150. Minus frequency discounts.
Number of Episodes Available: Indefinite.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: August 1, 1949.
Submitted by: NBS Enterprises, 6685 (Sunset Blvd., Hollywood 28, Calif.

Criswell Predicts

Jeron King Criswell, noted columnist and lecturer, gives an accurate analysis

of tomorrow's happenings in news, trends, fashions, surprises and upsets. Those productions are given with machine-gun rapidity with two-voice exchange between Criswell and the announcer.

Availability: Live talent; film.
Running Time: 15 minutes.
Client Suitability: General adult appeal.
Cost: Local, \$172.50; TC, \$1150. Minus frequency discounts.
Number of Episodes Available: Indefinite.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: August 1, 1949.
Submitted by: NBS Enterprises, 6685 Sunset Blvd., Hollywood 28 Calif.

The Name You Will Remember

The most commercial title in the industry. Adaptation of William Lang's thumbnail biographies of the newsworthy heard on 200 radio stations. Material selected from Lang's files started 17 years ago and still growing. Combines finest elements of spot news, feature stories and newsreel. Lang narration with proven TV technique gives fast moving, top-of-the-news quality. Production supervision: Richard W. Hubbell & Associates.

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

Telenews Weekly

Telecast Sundays, 6:30 to 6:40 P.M. A newsreel film recapping the news of the week, highlighting domestic and foreign news, sports, etc. Hugh James is chief narrator.

Availability: Film.
Running Time: 10 minutes.
Client Suitability: General.
Cost: On request.
Audition Facilities: Film.
Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

Views On The News

Speaking from set representing her study, Dorothy Fuldheim, WEWS news analyst and nationally-known lecturer, presents her analyses of late events as well as news about products and services. Not slanted for women only. Three evenings weekly.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Almost any product or service. Participating.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: February, 1949.
Submitted by: Scripps-Howard Radio, Inc., WEWS, 1816 E. 13th St., Cleve-

**Beat The Clock**

New half-hour of fever pitch quiz with powerful family and home-party appeal. This is the newest television quiz creation of the CBS team of Todman and Goodson who built "Winner Take All" for Chevrolet dealers for 25.7 New York Hooper in its first month on the air. Every minute of "Beat The Clock" captures all the split second suspense of a horse race with a climax of a tied World Series game. "Beat The Clock" will be produced by Gil Fates and emceed by Bill Cullen.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: All.
 Cost: \$3,600.
 Date Created and/or Produced or Filmed: April 14, 1949.
 Submitted by: Columbia Broadcasting System, CBS-TV, 485 Madison Ave., New York 22, N. Y.

Celebrity Time

A quiz show in which the questions are asked by means of motion picture clips. The permanent MC is Conrad Nagel and permanent panel members are Ilka Chase and John Daly. One male and one female celebrity is on the panel each week. 18 weeks on CBS. 16 weeks on ABC.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: Sold to B. F. Goodrich Co.
 Audition Facilities: Live talent; film.
 Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

Charade Parade

Weekly half-hour with two teams of contestants, one acting out a charade and the other trying to guess in living room set. Show closes with charade for viewer-write-ins, with theatre tickets as prizes for correct answers. Weekly evening half-hour.
 Availability: Live talent.
 Running Time: 30 minutes.
 Cost: On request.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Live talent.
 Submitted by: Scripps-Howard Radio, Inc., WEWS, 1816 E. 13th St., Cleveland 14, O.

Charade Parade

Two teams of two members each compete in trying to guess the answers to charades, which are enacted by a cast of professional actors. Emcee Bill Packham introduces each charade with an identifying line. Actors then perform the charade and the competing teams try to guess the answer. Guests appear in living room setting.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: Program is now sponsored on a participating basis. Suitable for almost any product.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: September 7, 1948.
 Submitted by: WSB-TV, Atlanta, Ga.

Cross-Pix

Based on principle of crossword puzzle, "Cross Pix" uses gigantic crossword to be filled in by members of studio audience and telephone call to home audience. Emceed by Gary Lester, "Cross Pix" is interesting half-hour of fun and education. Clues to missing words are given by use of pictures and live models and objects.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: Any type account.
 Cost: Card rate, plus talent.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: June 1, 1949.
 Submitted by: WHEN, Meredith Syracuse Television Corp., 101 Court St., Syracuse 8, N. Y.

Crossword Quiz

Two contestants compete in solving cross-word puzzles, shown on huge board in studio. When both contestants miss a word, the public can telephone in with the answer and win prizes for correct answers. Emcee (Bob Van Camp) wears academic robe and cap. Living room scene.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: Any type of food, drug, literary product.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: October 3, 1949.
 Submitted by: WSB-TV, Atlanta, Ga.

Dress & Guess

Starting out garbed in long underwear and top hat, emcee dons costume of famous personality item by item—stopping to give guest contestants a chance to identify for silver dollar prizes. Prizes diminish as more and more of costume comes into view. Weekly evening half hour.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: Almost any service or product.
 Cost: On request.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: Created in fall, 1948, and sponsored 39 weeks by Van Heusen products.
 Submitted by: Scripps-Howard Radio, Inc., WEWS, 1816 E. 13th St., Cleveland 14, O.

Gordy's Guessing Game

A program which gives the TV audience at home a chance to participate. Gordon Thomas, emcee of the show, offers various types of guessing games. There are cryptograms, puzzles, pictures, films, drawings and strange objects and sound effects for the audience to identify. Answers to most are given on the program with the exception of the cryptogram. This, viewers are to identify and submit their answers on post-cards. Show has good mail pull.

Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: General.
 Cost: On request.
 Number of Episodes Available: One per week.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: May, 1949.
 Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

Know Your News

Educational and entertaining program consists of a panel of representative local businessmen and an expert moderator, whose duty it is to test group's retention of stories that have made news headlines during past month. Short film clips are used to give hint of the story. Program is directed to keep attention of audience and is similar to format of "Information Please" and "Who Said That."
 Availability: Live talent.
 Running Time: 20 minutes.
 Client Suitability: Unlimited.
 Cost: \$150.00—52 time rate. \$85 Comm.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: March 1, 1949.
 Submitted by: WAVE-TV, 334 East Broadway, Louisville 2, Ky.

Let's Play Reporter

An audience participation program with a newspaper office background. Frances Scott acts as city editor and quizmistress, and gives out assignments to cub reporters, with highly amusing results. This quiz show is entertaining and educational too. Excellent for a client who wants to promote good will—as well as amuse the public. Telecast over ABC TV. Good tie-up for both audio and video.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: General appeal.
 Cost: On request.
 Audition Facilities: Live talent.
 Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

Movietown R.S.V.P.

Charade quiz originating every Sunday from the home of a different Hollywood movie star and featuring stars as guests.
 Availability: Live talent on KTIA; film transcriptions for all other TV stations.
 Running Time: 45 minutes.
 Client Suitability: Any product with general family appeal.
 Cost: On request.
 Number of Episodes Available: Unlimited.

Audition Facilities: Film transcriptions.
 Submitted by: Paramount Television Productions, Inc., 5451 Marathon St., Los Angeles 28, Calif., and 1501 Broadway, New York 18, N. Y.

Quick On The Draw

A fast fifteen minutes with four studio participants matching wits in guessing the names of books, sayings, plays,

places, etc., with clues presented by the fast chalk drawing of a boy-girl artist team. Charlie Boland and Georgia Trecott and M.C.'d by George Skinner. Program has an excellent write-in gimmick that makes it fun for the home audience to participate.
 Availability: Live talent.
 Running Time: 15 minutes.
 Client Suitability: Any product, the sale of which is directed to the whole family.
 Cost: On request.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: September, 1948.
 Submitted by: Philco Television Station WPTZ, 1800 Architects Bldg., Philadelphia 3, Pa.

R.F.D. America

A fast-moving video quizzer, "R.F.D. America" is another Louis G. Cowan production (like its radio namesake, "Quiz Kids," "Stop the Music," "Hollywood Calling" and "Pet Shop"). Show stars Quizmaster Bob Murphy (of "Breakfast Club" fame) and NBC Announcer Norm Barry, quizzing rural contestants with verbal and visual problems... using animals, farm equipment, agricultural demonstrations, etc. According to a recent national review, program's universal appeal "should also attract and hold city dwellers."
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: Any advertiser of any product or service with general family appeal.
 Cost: On request.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: January 28, 1949.
 Submitted by: National Broadcasting Co., Merchandise Mart, Chicago 54, Ill.

Say It With Acting

(formerly, "Act It Out")
 Two teams from the casts of Broadway shows play "The Game," vying for the "Din-OSCAR-saur" awarded to winning charades. Winners return each week. Home audience is invited to guess! "Mystery Charade" acted out by emcee and to submit charades to stump actors Theatre tickets given for charades used
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: Now sponsored by J. B. Williams Co.
 Submitted by: West Hooker Telefeatures Inc., 2 West 46th St., New York 18, N. Y.

So You Want To Be An Explorer

Audience participation where the contestants "earn" positions on T. Safari. Humor and laugh possibilities limitless. A quiz show that is not the same old thing.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: General.
 Cost: On request.

Audition Facilities: Live talent.
 Date Created and/or Produced or
 Filmed: 1948.
 Submitted by: Von Baumann Studios,
 Inc., 331 East 71st St., New York 21,
 N. Y.

So You're A Sports Expert

This new, exciting and highly competitive sports quiz program appeals to everyone. Four action-packed rounds of visual sports questions each week, during which the four contenders battle for the championship and purse that increases each week. The many televiewers in Philadelphia and surrounding areas are clamoring for an opportunity to compete weekly. Why not join them for the fastest fifteen minutes in 7.

Availability: Live talent.
 Running Time: 15 minutes.
 Client Suitability: Tobacco, sporting goods, gasoline, food—any merchandise of a family consumption.
 Cost: On request.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: March 1, 1949.
 Submitted by: Philco Television Station WPTZ, 1800 Architects Bldg., Philadelphia 3, Pa.

Styles & Songs

An audio visual variety and quiz show, featuring the lovely songstress, Elaine Courtney, as mistress of ceremonies. Home viewers compete on styled fashion questions aided by Miss Courtney's song hints. Quiz competition comes into play through audience reaction from post cards. As accompanist, Teri Josefovits, composer and concert pianist having appeared on CBS, NBC and ABC, adds his world seasoned talent.

Availability: Live talent.
 Running Time: 15 or 30 minutes.
 Client Suitability: Unlimited.
 Cost: On request.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: June 10, 1949.
 Submitted by: TV-Programs, Inc., 5618 Empire State Bldg., New York 1, N. Y.

Television Telephone Game

TV viewers in their home play a form of bingo (legalized) with their telephone number or last five letters of their social security number. Questions are asked and listener must select the correct answer before encircling number. Being run on WJZ-TV.

Availability: Live talent.
 Running Time: 15, 30 or 60 minutes.
 Client Suitability: Any consumer product.
 Cost: Determined by number of sets in any one market.
 Number of Episodes Available: Unlimited.
 Date Created and/or Produced or Filmed: April 15, 1949.
 Submitted by: Harry S. Goodman Radio & Television Productions, 19 East 53rd St., New York 22, N. Y.

Tune Title Time

Televiewers are given a chance to stump a board of experts on identifying a series of tune titles each week. Viewers submit puzzles which are a series of cartoons or drawings, or a combination of both, in a numbered sequence which adds up to the title of a popular song. Prizes given to the televiewers whose puzzles are used, and to those who guess the "mystery tune" each week. Extra prizes given if the board of experts fails to guess the tune, submitted by the contestant at home.

Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: Any product with general family appeal.
 Cost: On request.
 Number of Episodes Available: Unlimited.
 Audition Facilities: Live talent.
 Submitted by: WMAR-TV, Sunpapers Television, Sun Square, Baltimore 3, Md.

Your Lucky Star

Your Lucky Star with Candy Jones is a 30-minute telephone quiz program in which a weekly guest star asks the questions of the home viewers. Studio contestants first are given a chance to answer questions. Their muffs, and a weekly jackpot question, go to the home television audience via telephone numbers pulled from a mixing box.
 Running Time: 30 minutes.

TV QUIZ

Cost: Participating Price (4 per show), 1st 13 weeks, \$200 per flat rate; 2nd 13 weeks, \$250 per flat rate. Full Sponsorship Price, 1st 13 weeks, \$700 per show; 2nd 13 weeks, \$950 per show.
 Submitted by: WPIX, 220 E. 42nd St., New York 17, N. Y.

Headline Clues

Currently telecast Monday through Friday at 12 to 12:30 P.M. Veteran newscaster George F. Putnam conducts an up-to-the-minute news quiz, asking viewers by phone to answer a topical news question or identify a news photo.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: General.
 Cost: \$1,000 net, five half-hours per week; \$600 net, five quarter-hours weekly.
 Audition Facilities: Live talent.
 Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

Headline Clues (Late Edition)

Telecast Wednesdays, 8:30 to 9 P.M. Veteran newscaster George F. Putnam conducts an up-to-the-minute news quiz, asking viewers by telephone to answer topical news questions and identify news photos for prize awards.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: General.
 Cost: On request.
 Audition Facilities: Live talent.
 Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

Spin The Picture

Currently telecast every Saturday, 8 to 9 P.M. Telephone viewers are asked to identify a dramatic or musical comedy scene as enacted by the program's cast, or to name a scene depicted on a drawing board by a cartoonist. The

correct answer qualifies the viewer for chance at jackpot question; which is to identify the personality from a spinning photograph. Kathi Norris emcees.
 Availability: Live talent.
 Running Time: 60 minutes.
 Client Suitability: General.
 Cost: \$3,000 gross for 1 hour; \$1,750 gross of half-hour; \$1,000 gross for 15-minutes.

Audition Facilities: Live talent.
 Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

They're Off

Currently telecast every Thursday, 8:30 to 9 P.M. Horse racing quiz program wherein viewers are asked by telephone to identify winning horses and answer various questions from films of past bigtime races.
 Availability: Live talent; film.
 Running Time: 30 minutes.
 Client Suitability: General.
 Cost: \$2,925 per program.
 Audition Facilities: Live talent.
 Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

Treasure Quest

This fascinating, intriguing world-quiz is currently seen on ABC-TV network. It creates instant video-viewer participation and has a proven mail-pulling jackpot gimmick as well. "Treasure Quest" has two emcees; and features as "regulars" Ivo Meucci, a walking encyclopedia about the world and its people, and Tom Moore, one of America's best loved entertainers; plus two prominent guests each week.
 Availability: Live talent.
 Running Time: 30 minutes.
 Client Suitability: Universal.
 Cost: \$1350 weekly network.
 Audition Facilities: Currently on air. Will audition with specific commercials.
 Submitted by: Phoenix Productions, Inc., 1351 No. State St., and American Broadcasting Co., 20 N. Wacker Dr., Chicago, Ill.

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Boxing

Veteran sportscasters Tom Duggan and Sunny Erp describe each Monday night main and other boxing bouts from Wrigold Gardens, Chicago. The card the only regularly-scheduled one in league and attracts nationally-known fighters: It has served as apprenticeship arena for former champions Joe Louis, Gene Ross and Tony Zale. Interviews with well-known sports personalities are featured on each program.
 Availability: Live talent.
 Running Time: 45 minutes.
 Client Suitability: Any advertiser of any product or service used primarily by adult males, particularly by men.
 Cost: On request.

Number of Episodes Available: 1 per week.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: First broadcast—January 17, 1949.
 Submitted by: WNEQ, Merchandise Mart, Chicago 54, Ill.

Bump Hadley's Country Store

Hadley as storekeeper with two major league personalities or other sport figures as guests. Country store setting with real food.
 Availability: Live talent.
 Running Time: 15 minutes.
 Client Suitability: Open.

Cost: \$80—time and rehearsal added (NBC Spot Sales).
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: Current.
 Submitted by: Wostinghouse Radio Stations, Inc., WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

Bump Hadley Pitching

Features sports scoreboard highlighting sport news of the day and interviews of sports headlines.
 Availability: Live talent.
 Running Time: 15 minutes.
 Client Suitability: Open.
 Cost: \$80—time and rehearsal added (NBC Spot Sales).

Number of Episodes Available: 2 currently scheduled—availabilities on request.
 Audition Facilities: Live talent.
 Date Created and/or Produced or Filmed: Current.
 Submitted by: Wostinghouse Radio Stations, Inc., WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

Bump Hadley's Sports Spotlight

Bump chats about day's major league baseball. Then introduces newspaper guest who introduces his nominee, who may be a school sports star for the Spotlight.
 Availability: Live talent

TV SPORTS

Running Time: 15 minutes.
Client Suitability: Open.
Cost: \$80—time and rehearsal added (NBC Spot Sales).
Number of Episodes Available: 1—other availabilities on request.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: Current.
Submitted by: Westinghouse Radio Stations, Inc., WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

Lee's Lair

Monday, Thursday and Friday at 7:30—15 minutes. The show features Bill Symes, Don Lee Network Sports Director, and Lee Woods, Don Lee News Commentator, giving latest sport news and scores and having some noted sports figure as a guest on each show. This is a house package written by Lee Woods and carries two contracted commercial spots each time.
Availability: Live talent; film.
Running Time: 15 minutes.
Cost: Talent-production \$75.00 net.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: January 1, 1949.
Submitted by: KTSL, Don Lee Hollywood, 1313 N. Vine St., Hollywood 28, Calif.

Pix In Sports

This is a combination news, personality and clinic program in sports. A sports-minded MC handles interviews, presents authorities and demonstrators. Names in the news as well as film clips are used.
Availability: Live talent; film.
Running Time: 15 minutes.
Cost: \$190.00.
Audition Facilities: Live talent.
Submitted by: KPIX, Mark Hopkins Hotel, San Francisco 6, Calif.

Powerhouse

Powerhouse is a 15-minute, across-the-board studio sports show with Jimmy Powers, sports editor of The New York News. The program is featured by sports news from The News sports desk and interviews with top athletes in the country.
Availability: Live talent.
Running Time: 15 minutes.
Cost: Participating Price, \$200 per flat rate (3 per pgm). Full Sponsorship Price, 1-4 per week, \$500 per show; 5 per week, \$425 per show.
Date Created and/or Produced or Filmed: February 20, 1949.
Submitted by: WPIX, 220 E. 42nd St., New York 17, N. Y.

Red Barber Sports Show

Sports quiz featuring film clips of notable sports events.
Availability: Live talent; film.
Running Time: 30 minutes.
Submitted by: John E. Gibbs & Co., 9 Rockefeller Plaza, New York 20, N. Y.

Roll Call Of Sports

Each Saturday evening a timely topic in the world of sports is discussed by the guest experts who answer Byron Dowty's "Roll Call of Sports."
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: General.
Cost: Station time plus \$25 talent fee and \$5 announcer fee.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: May 5, 1949.
Submitted by: WDSU Broadcasting Services, Inc. (WDSU-TV), Hotel Montelone, New Orleans, La.

Sports Album

A breezy, colorful presentation of favorite scenes and personalities of yesterday's sporting world, featuring opening days in baseball, priceless shots in football classics, oddities in sports—depicting great personalities like Lou Gehrig, Babe Ruth, Knute Rockne, Red Grange, etc. The series covers baseball, football, wrestling, boxing, hockey, etc., and all the big names personalities in the action shots that made them famous. A brilliant array of the Sports World "Greats," produced exclusively for television.
Availability: Film.
Running Time: 5 minutes, open end.
Client Suitability: Banks, department stores, sporting goods, breweries, auto dealers, appliances, food products.
Cost: Based on market.
Number of Episodes Available: 104.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: Currently in production.
Submitted by: Ziv Television Programs, Inc., 1529 Madison Rd., Cincinnati 6, O.

Sports Parade

Program combines the latest sports results with variety entertainment, celebrity interviews and up-to-the-minute news. Newsreel shots and Wirephoto reports cover local and world happenings. A cast of ten works regularly on camera and a host of behind-the-scenes personnel prepare and stage the show.
Availability: Live talent.
Running Time: 2½ hours.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Submitted by: WMAR-TV, Sunpapers Television, Sun Square, Baltimore 3, Md.

The Sports Parade

Interview-type sports show emceed by Johnny McNevin. Features guests from different sporting activity each week, with demonstrations of sport and equipment necessary by star players. Wide variety of sports covered, with some of top sports names in attendance.
Availability: Live talent.
Running Time: 15 minutes.
Cost: Card rate plus talent.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: December 1, 1948.
Submitted by: WHEW, Meredith Syracuse Television Corp., 101 Court St., Syracuse 8, N. Y.

The Sports Picture

TV viewers are introduced to sports personalities in live interviews. Latest sports news is given, utilizing photographs and films. This daily feature proves popular with sport fans.
Availability: Live talent; film.
Running Time: 15 minutes.
Cost: On request.
Number of Episodes Available: Five shows per week. Also set-up for participating spots.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: January, 1949.
Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

Sports Slants

Emceed by WAVE-TV's sports director, Bernie Bracher, airs weekly and features demonstrations and explanations of all sports. Presented in a pleasant, informal manner. Sports Slants gives the viewer an opportunity to learn new sports, or brush up on changes and regulations in his favorite sports. Sport celebrities, who demonstrate their specialty, are featured on the program weekly.
Availability: Live talent.
Running Time: 15 minutes.
Cost: \$115.00 per program; \$68.00 comm. more.
Number of Episodes Available: 52 or more.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: Created January 15, 1949.
Submitted by: WAVE-TV, 334 East Broadway, Louisville 2, Ky.

Sports Telescope

Sportcaster Al Negler with late sports flashes, scores, highlights of forthcoming events. Telecast from 6:45-7:00 P.M. Monday through Friday, each program includes an interview with a noted sports personality. Nightly phone quiz enabling contestant to "hit a homer" for merchandise prizes.
Availability: Live talent.
Running Time: 15 minutes.
Cost: \$159.60; talent, \$25.00.
Number of Episodes Available: 52 or unlimited.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: June 1, 1949.
Submitted by: WJBK-TV, 500 Temple Ave., Detroit 1, Mich.

Swing Into Sports

Swing Into Sports brings to television information and demonstrations of their favorite sports. This program features instruction in golf technique by Johnny Farrell, former national open champion, plus guest instructors in the prominent sport of the season.
Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: Latest film—June, 1949.
Submitted by: Bob Loewi Productions, Inc., 255-A E. 49th St., New York, N. Y.

This Week In Sports

Fifteen-minute weekly sports review supplied on film, completely voiced and scored.
Availability: Film.
Running Time: 15 minutes.
Cost: \$75 to \$500 depending on market size.
Number of Episodes Available: 1.
Audition Facilities: Film.
Submitted by: Telenevs Productions, Inc., 1600 Broadway, New York 19, N. Y.

TV Sports World

Bill Sears gives a colorful sports round-up each weekday night. His high-lighting of last minute sports news has made him one of the most popular sports commentators in Philadelphia TV. During baseball season Sears gives complete coverage of the baseball scores, with the (sponsor's name) "Spotlight Scoreboard," a unique scoreboard invented and designed especially for this WCAU-TV sports program.
Availability: Live talent.
Running Time: 15 minutes.
Cost: 5 times, \$1,050; 3 times, \$800; 1 time, \$265. One minute participations available at regular feature rates.
Submitted by: WCAU-TV, 1622 Chestnut St., Philadelphia 3, Pa.

Wrestling

Monday night from the American Legion Stadium, sponsored by five Buick dealers.
Availability: Live talent.
Running Time: 2 hours.
Client Suitability: Any product.
Cost: Sold for one year.
Number of Episodes Available: 1 year.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: May, 1947.
Submitted by: KTSL, Don Lee Hollywood, 1313 N. Vine St., Hollywood 28, Calif.

Boxing

Currently telecast every Wednesday 9:30 P.M. to conclusion. Professional boxing from Jerome Stadium, Bronx, N. Y. Dennis James does the announcing.
Availability: Live talent.
Running Time: 9:30 P.M. to conclusion.
Cost: \$2,500 per program.
Audition Facilities: Live talent.
Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

The Bob Cooke Sports Show

Bob Cooke, sports editor of the Herd Tribune, discusses today's sports activities with his greatest critic, his brother Barclay Cooke and renowned guest from the world of sports.
Availability: Live talent; film.
Running Time: 15 or 30 minutes.
Cost: \$350 per week.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: July 15, 1949.
Submitted by: United Videogram, Inc., 11 East 47th St., New York, N. Y.

**Carl's Surprise Package**

Carl deSuze, well-known emcee with varying children's entertainment such as puppets, marionettes, cartoons, clowns, magicians, etc.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Open.
Cost: \$125, time & rehearsal added (NBC Spot Sales).
Number of Episodes Available: 2—other availabilities on request.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: Current.
Submitted by: Westinghouse Radio Stations, Inc., WBZ-TV, 1170 Soldiers Field Rd., Boston 34, Mass.

Carol Calling

No one realizes the importance of warm informality better than lovely Carol Reed, WPTZ's popular vocalist. Her program, "Carol Calling," is the use to sit back and relax with songs her best, favorites by request. Along with the music there's the well-planned chatter that has pleasant ad-lib quality.
Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Any type of product or service.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: December, 1948.
Submitted by: Philco Television Station WPTZ, 1800 Architects Bldg., Philadelphia 3, Pa.

Doorway To Fame

Talent show with different acts each week; amateur and professionals audition, selected by the producers, to appear.
Availability: Live talent.
Running Time: 30 minutes.
Audition Facilities: Live talent.
Submitted by: United Productions, Inc., 654 Madison Ave., New York, N. Y.

Down Your Hollywood Memory Lane

A weekly, 30 minute program, half in film and half live, of celebrities of the past and present, doing the entertainment specialties that made them famous. Included in the series are Bing Crosby, Jeanette MacDonald, Gary Cooper, Maurice Chevalier, Mitzl Green . . . all actually performing. The live portion of the show consists of a one-set script, a living room interior, where a personality conducting the show sits with a 16 mm. projector and invites the viewing audience to join him in a weekly trip. . . . "Down Your Hollywood Memory Lane."
Availability: Live talent; film.
Running Time: 15 minutes.
Client Suitability: Good, open, arranged at any product with general family appeal.
Cost: From script to make film, production and accompanying script, but not in live show production.

tion costs. Roughly, the price is the same as the stations charge for the time involved.

Number of Episodes Available: Unlimited; 13 weeks edited and available immediately.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: July 1, 1949.
Submitted by: Film Equities Corp., 1600 Broadway, New York 19, N. Y.

Elbaf's Fables

Original fables of humor, wisdom and whimsy for young and old, starring name performer as droll story-teller, dancer and pantomimist as Elbaf supported by the Five Fableers, talented choral-speaking group plus dramatic cast. Elbaf is modern thurberesque Aesop. Staging highly unusual with class showmanship; treatment offers wide range of exciting visual elements—pantomime, ballet, staging tricks and devices new to TV. Original, witty musical score composed for each fable.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Number of Episodes Available: 13.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: December 15, 1948.
Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

54th Street Revue

A star packed revue hosted by TV and stage favorite Al Bernie. A permanent host troupe headed by Al Bernie creates a fast pace revue selling for the acts and appearances of each week's guests starred, three or four headliners such as Carol Bruce, star of "Along Fifth Avenue," Foss & Niles of "Make Mine Manhattan," Count Reno, famous clown, and the permanent host troupe, including Marilyn Day, singing star of "Small Wonder," Pat Bright, well-known comedienne, Russell Arms, famous motion picture baritone. Choreography by John Butler with dances by Bambi Lynn, Anabel Lyons and Jonathan Lucas. Music by Al Soldine and Bill Scudder. Produced by Barry Wood.
Directed by: Ralph Levy.
Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: All clients.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: May 5, 1949.
Submitted by: Columbia Broadcasting System, CBS-TV, 485 Madison Ave., New York 22, N. Y.

Four Star Show Case

Four Star Show Case is produced by Ed Sullivan, columnist, introducing young and upcoming talent on Broadway. It is a variety show which rewards the acts with a rating by the studio audience. Audience applause in Studio Five at the Barbizon Plaza determines the night's winner.

Running Time: 60 minutes.
Cost: Participating Price: \$250 per-flat rate (10 per pgm.). Full Sponsorship Price: Complete show \$2,000 per show. ½ of show, \$1,100 per show.
Date Created and/or Produced or Filmed: June 18, 1949.
Submitted by: WPIX, 220 East 42nd St., New York 17, N. Y.

Garroway-At-Large

Dave Garroway, the disc jockey's disc jockey, and other leading TV talent perform weekly in a network half-hour variety show that is truly variety. Lauded by national television critics and top names in show business as a superlative production, "Garroway-at-Large" combines music, song, comedy and dialogue to give its audience a half-hour of solid entertainment.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any advertiser of products or services with general family appeal.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: April 8, 1949.
Submitted by: National Broadcasting Co., Merchandise Mart, Chicago 54, Ill.

Hollywood Opportunity

KTLA's notable talent showcase hour with "NTG" (Nils T. Granlund) as Master of Ceremonies. Telecast every Thursday, 8 to 9 P.M.
Availability: Live talent on KTLA; film transcriptions for use on all other TV stations.
Running Time: 60 minutes. Available in its entirety or in half-hour or quarter-hour segments.
Client Suitability: Any product with general family appeal.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Film transcriptions.
Submitted by: Paramount Television Productions, Inc., 5451 Marathon St., Los Angeles 38, Calif. & 1501 Broadway, New York 18, N. Y.

Ken Murray's Blackouts

A TV adaptation of the most successful vaudeville variety revue in legitimate theater history which holds the all time long run record with 3,732 performances, 366 consecutive weeks, 7 straight years and is still SRO. "Blackouts" has access to all Ken Murray's seven years accumulation of hit script routines and ideas, as well as all the hundreds of new acts and talent emerging in his forthcoming N. Y. stage production of "Blackouts." Starring Ken Murray, featuring Pat Williams and Jack Mulhall.
Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: All.
Cost: \$21,500.
Submitted by: Columbia Broadcasting

System, CBS-TV, 485 Madison Ave., New York 22, N. Y.

Little Old New York

Little Old New York is emceed by Ed Sullivan, Columnist, who interviews Broadway characters and introduces up-and-coming talent. The show's format is a video adaptation of the column—an inside, intimate sketch of The Great White Way.
Running Time: 30 minutes.
Cost: Participating Price: \$250 per-flat rate (5 per program). Full Sponsorship Price: 1 per wk., \$1,125 per show.
Date Created and/or Produced or Filmed: June 20, 1949.
Submitted by: WPIX, 220 East 42nd St., New York 17, N. Y.

The Magic Lady

Thirteen 8½ minutes complete episode, with open end for sponsor endorsement.
Availability: Film.
Running Time: 10 minutes.
Client Suitability: General, national.
Number of Episodes Available: 13.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: January 31, 1949.
Submitted by: Telemount Pictures, Inc., 5255 Clinton St., Los Angeles 4, Calif.

Manhattan Troubadours

An unusual instrumental trio is featured consisting of Bandoneon, Banjo, & Guitar. Off camera commentator narrates specially filmed motion pictures of interesting places of interesting New York Metropolitan district. Eventually this program's ramblings will be extended to other areas. Trick camera effects, etc.
Availability: Live talent; film.
Running Time: 15 minutes.
Client Suitability: General.
Number of Episodes Available: 26 plus.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: 1949.
Submitted by: V. S. Becker Productions, 562 Fifth Ave., New York 19, N. Y.

My Favorite Kid

Celebrities from fields of entertainment, sports, and business present outstanding teen-agers, picked in cooperation with national youth organizations. Youngsters, sing, dance, mimic and illustrate ingenious inventions and businesses; and demonstrate how they have saved peoples' lives and performed other deeds of valor or how they have overcome personal handicaps.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General audience youth & family appeal.
Cost: \$3500
Number of Episodes Available: 1
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: June, 1949.
Submitted by: Lauren C. Hammond Productions, Inc., 45 East 51st St., New York 22, N. Y.

TV VARIETY

New Orleans Showcase

Against the motif background of New Orleans, the Johnny Reininger Combo, Claire Nunn, Helen Englert and two top visiting national talent stars currently appearing in the famous Blue Room of Hotel Roosevelt are blended together skillfully by emcee Dick Bruce. Pace and tempo are in keeping with breezy mood.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: Station time, plus \$150 talent fee.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: May 5, 1949.
Submitted by: WDSU Broadcasting Services, Inc., WDSU-TV, Hotel Monteleone, New Orleans, La.

New Voices

In order to promote and develop talent for TV programs, WDSU designed a talent show that includes seasoned veterans and well-screened amateurs, with Johnny Reininger's staff combo as a backdrop. Simulcast directly from Leland's Smart Lounge.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: Station time, plus \$300 for mobile unit, talent.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: April 30, 1949.
Submitted by: WDSU Broadcasting Services, Inc. (WDSU-TV), Hotel Monteleone, New Orleans, La.

Piano Portraits

Saturday at 8:30—half hour. A package show owned by Cascade Pictures, handled by Russel Furse. Cast: Ward Donovan, Heidi Olson, Vera Lee, Tommy Ladd, Cliff Souze, Bob Packham and one guest artist each performance. This is a musical and dance novelty, originally intended to be a quiet, restful half hour of musical entertainment. Presents popular songs accompanied by two pianos and illustrated by dance numbers.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General products.
Cost: Talent-production \$400 net.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: August, 1948.
Submitted by: KTSL, Don Lee Hollywood, 1313 N. Vine St., Hollywood 28, Calif.

Round The Town

Emceed by Doug Johnson, popular young Syracuse public relations man, show presents a variety of local and nationally known guests. Show always includes a song or two, and usually plugs a local charity. Johnson also presents a "scroll of honor" to Syracusean

who has done some worthy deed during preceding week, or over period of time.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Food products, beverage, men's or women's clothing, utilities, merchandise, etc.
Cost: Card rate plus talent.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: February 1, 1949.
Submitted by: WHEN, Meredith Syracuse Television Corp., 101 Court St., Syracuse 8, N. Y.

The Sceneshifters

7:45-8:00 P.M. Thursday show belonging to Al Simon. A musical novelty of two singers and a pianist who are working as scene shifters and as soon as their boss leaves the field of action go into an amusing bit where one of them impersonates impersonators, another impersonates the singers on the previous program, and the third does some quite outstanding piano novelty work.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: General items that lend themselves to a participating show. Sceneshifters create and produce the commercials for the client.
Cost: \$75 per participation.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: May, 1949.
Submitted by: KTSL, Don Lee Hollywood, 1313 N. Vine St., Hollywood 28, Calif.

Top Of The Evening

A unique and wholly new TV program with an exciting format which uses as a motivating device a theatrical angel. The top personnel in every branch of the entertainment world passes through the angel's office in order to obtain his approval and possibly his backing.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Mass audience appeal suited to any client.
Cost: On inquiry.
Audition Facilities: Live talent.
Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

Varsity Varieties

Saturdays at 7:30 P.M.—half hour. Package owned and produced by Al Burton and one of our best shows. Features Eddie LeRoy, a sort of junior Milton Berle, who does a great job; Kay Brown as singer; the Higgins triplets, vocal trio and Eddie Samuels, pianist. Various other specialties are changed week to week.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Any general item.
Cost: \$330 net talent production cost.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.

Date Created and/or Produced or Filmed: April, 1948.
Submitted by: KTSL, Don Lee Hollywood, 1313 N. Vine St., Hollywood 28, Calif.

Along The Boardwalk

Currently telecast Wednesday, 7 to 7:30 P.M. A variety program set against the background of a seashore boardwalk. Emcee Bill Berns saunters along a mythical boardwalk, meets the acts and introduces them to the viewers.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: On request.
Audition Facilities: Live talent.
Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

Continental Revue

This program will feature a cast of novelty acts of singers, dancers, comedians, etc., flown weekly from Paris. These acts will be presented in America for the first time.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Particular appeal for cosmetics and fabrics sponsors.
Cost: Approximately \$10,000.
Number of Episodes Available: To be auditioned on video recording, August, 1949.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Front Row Center

Currently telecast every Friday, 8 to 9 P. M. A variety revue presenting the best in young professional entertainers from the Broadway stage, theaters and night clubs.
Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: General.
Cost: \$5,000 net, per program.
Audition Facilities: Live talent.
Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

Kate Smith Television Hour

Television version of the successful radio show which featured Kate Smith as vocalist and hostess, comedy skit and a straight dramatic bit of a film or play featuring guest star or stars.
Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: All products with general family appeal.
Cost: Approximately \$15,000.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: To be auditioned on video recording in Sept.
Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Talent Jackpot

Currently telecast every Tuesday, 9 to 9:30 P.M. A variety show in which professional entertainers vie for cash prizes and bookings. The amount of money each performer wins is decided by an applause meter which goes as

high as \$250. The best performer (as judges on applause meter) appears on following show. When entertainer appears on program three weeks in a row, he is awarded cash jackpot and a week's professional engagement at leading night club or theater.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: General.
Cost: \$4,500 net, per program.
Audition Facilities: Live talent.
Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

The Teletots

This TV production features Chicago's outstanding child talent in a half-hour variety show in the Jewell Playhouse. This entire program is handled by children between ages of five and fifteen. A small orchestra accompanies. The Teletots are all strictly professional children with the polish of seasoned troupers. Supervised by James Jewell, director of Jack Armstrong.
Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Department store, food stores, clothing.
Cost: On request.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: Copyright, 1939.
Submitted by: Jewell Radio Productions, 185 North Wabash Ave., Chicago 1, Ill.

Under 21

Oscar Katov, Sun-Times columnist for teen-agers, emcees a variety show featuring the cream of Chicago teen talent.
Availability: Live talent; film.
Running Time: 30 minutes.
Client Suitability: Soft drink, wearing apparel, fountain pens, candy, etc.
Cost: \$695.
Number of Episodes Available: 13 weeks.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: October, 1948.
Submitted by: WBKB, 190 N. State St., Chicago 1, Ill.

Varsity Talent Hunt

Half hour talent program, m.c.'d by Tony Lavelli, famous All-American college star. Auditions are held at leading universities, best of talent brought before the cameras on program.
Availability: Live talent; Kinescope recordings included.
Running Time: 30 minutes.
Client Suitability: Any, with the accent on those appealing essentially to the younger set.
Cost: \$4,500.
Number of Episodes Available: Unlimited.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: June, 1949.
Submitted by: Nelson Productions, Inc., 341 Madison Ave., New York 17, N. Y.

1949 TV WOMEN'S PROGRAMS 1950

Fashion Features

Presenting the creators of feminineinery in a "behind-the-scenes" commentary on the elements that make for smartness. Each fashion authority is presented as a style counselor in one particular line . . . jewelry for one, gloves, leather accessories, etc. Planned to furnish good practical advice for every woman, regardless of budget limitation.

Availability: Film.
Running Time: 10 minutes.
Client Suitability: Beauty, fashion, cooking, department stores, costume jewelry.

Cost: On request.
Number of Episodes Available: 1.
Audition Facilities: Film.
Date Created and/or Produced or Filmed: October, 1948.
Submitted by: Sentinel Productions, 5746 Sunset Blvd., Hollywood 28, Calif.

Fashions On Parade

Fashion show on TV. The latest in fashions and accessories are displayed by glamorous models and described by Helga Hawley. Integrated with musical comedy featuring singers June Forster and Bill McGraw and dancers Russell and Aura.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Participation suitable to any apparel or accessories manufacturer. Sponsorship suitable to any national firm.
Cost: \$2000.

Number of Episodes Available: Unlimited.
Audition Facilities: Live talent; Film.
Date Created and/or Produced or Filmed: December, 1947.
Submitted by: Television On Parade Productions, Inc., 551 Fifth Ave., New York 17, N. Y.

The Floral Trail

Joyce Smith is the leading garden expert in the South. She capitalizes on her professional dramatic career by bringing to TV a fresh and sparkling approach to gardening, flowers, horticulture, etc.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: General.
Cost: Station time, plus \$25.00 talent fee.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: March 30, 1949.
Submitted by: WDSU Broadcasting Services, Inc. (WDSU-TV), Hotel Monteleone, New Orleans, La.

Glamour Girl

Every woman has the wish to be transformed magically into a vision of beauty and loveliness; at last a program answers that wish, and the results that are obtained are no less than magic. A staff of Hollywood experts accomplish the miracle in fifteen wonderful minutes, and an average housewife or salesgirl finds that she, too, can become a "Glamour Girl." Ern West-

more creates the make-up, and Ronko supervises the grooming.

Availability: Live talent; film.
Running Time: 15 or 30 minutes.
Client Suitability: Any product that sells to women.
Cost: On request.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: Created 1946, auditioned August, 1947.
Submitted by: Commodore Productions & Artists, Inc., 1350 N. Highland Ave., Hollywood 28, Calif.

Knitting Time

Mondays—7:45 P.M.—15 minutes. A package owned by American Drama Guild and one of the better mail getters. This show features Audrea, who is a knitting authority of some note, having a large motion picture clientele at her exclusive shop in Beverly Hills. Assisted by her sister, Beulah, and usually one or two minor motion picture starlets, she gives lessons and demonstrations on knitting. Audrea is a very good speaker and manages to keep the thing quite interesting.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Department store.
Cost: Talent-production \$150 net.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: January 1, 1949.
Submitted by: KTSL, Don Lee Hollywood, 1313 N. Vine St., Hollywood 28, Calif.

Paris Cavalcade Of Fashion

Fifteen minutes, once a week program filmed in Paris in the shops of the great designers at each of their seasonal openings. Film was returned to the United States and Faye Emerson did the narration. Thirty-two weeks on NBC.

Availability: Film.
Running Time: 15 minutes.
Client Suitability: Any client desiring to reach a feminine audience.
Cost: On a national hookup, \$3500 per program. Available on a local basis dependent on station's rate card.
Number of Episodes Available: 52.

Audition Facilities: Film.
Submitted by: World Video, Inc., 718 Madison Ave., New York 21, N. Y.

Quicktrix Of Fashion

Constructive, practical fashion program giving the average woman original but thoroughly wearable tricks of dress accomplished with accessories. By demonstration, viewing audience learns countless imaginative devices to personalize individual wardrobes; program also guides women in spending wardrobe budgets wisely. Retail store tie-ins are a natural promotion. Prizes, name guest appearances, mail builders are cleverly integrated.

Availability: Live talent.
Running Time: 30 minutes.

Client Suitability: Women's wear, cosmetics, soap, jewelry, stores, etc., on exclusive or co-operative basis.
Cost: On request.

Number of Episodes Available: 26.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: July 7, 1948.
Submitted by: Olivor W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

Television's What's New

Women's show with Gloria Brooks as hostess. Covers demonstrations of household appliances, interviews with personalities, travel, books, child care, household arts, decorating, sewing, table setting, fashions and other topics of interest to the women. Guests, who are experts in the various fields, appear on each show.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request. One minute participating spots available only.
Number of Episodes Available: Three programs a week.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: September, 1948.
Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

What's New In The Kitchen

Women's kitchen show featuring Breta Griem, noted Milwaukee food consultant, author and dietitian for more than 30 years. Each show offers cooking and baking demonstrations. Program has wide appeal among women audiences and brings many mail requests for copies of recipes.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request. One minute participating spots available only.

Number of Episodes Available: Two programs a week.
Audition Facilities: Live talent.
Date Created and/or Produced or Filmed: January, 1949.
Submitted by: WTMJ-TV, Radio City, Milwaukee 1, Wis.

The Women's Page

Combining the mode of gracious living for which Baltimore homes are noted with a keen sense of practical economy, WMAR-TV's Jean Carroll presents an informative and entertaining half hour on her weekly show, The Women's Page. Jean Carroll is joined on the program by well-known personalities, either nationally or in Baltimore, noted as leaders in their particular fields.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Number of Episodes Available: Unlimited.

Audition Facilities: Live talent.
Submitted by: WMAR-TV, Sunpapers Television, Sun Square, Baltimore 3, Md.

You Too Can Be Lovely

With Loo do Bray, noted beauty stylist. He has many interesting beauty hints which he demonstrates on celebrities and members of the studio audience. One of the outstanding beauty consultants and cosmetologists. Do Bray concerns himself not merely with make-up and hair, but also apparel and accessories.

Availability: Live talent; Film.
Running Time: 10 minutes.
Client Suitability: Any product appealing to women.
Cost: On request.

Audition Facilities: Live talent.
Submitted by: Basch Radio & Television Productions, 17 East 45th St., New York 17, N. Y.

And Everything Nice

Currently telecast every Monday at 8:30 to 9 P.M. A sophisticated fashion program starring Maxine Barratt, a well-known fashion authority and designer, who sings, dances and acts as mistress of ceremonies to introduce the interesting guest stars from the fashion and entertainment world.

Availability: Live talent.
Running Time: 30 minutes.
Client Suitability: Products appealing to women, such as clothes, household utilities, etc.

Cost: \$875 net per program; \$250 for participation.
Audition Facilities: Live talent.
Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.

Fun With Furnishings

A well-known interior decorator, Alice Nelson, shows women how simple it is to have a beautifully furnished home at a reasonable cost. Each week home problems are solved to the satisfaction of housewives operating on a limited budget.

Availability: Live talent; film.
Running Time: 15 minutes.
Client Suitability: Department stores, novelties, appliances, home furnishings, houseware, building materials, wallpaper cos., etc.

Cost: \$300.
Number of Episodes Available: 13 weeks.
Audition Facilities: Live talent; film.
Date Created and/or Produced or Filmed: March 9, 1949.
Submitted by: WBKB, 190 N. State St., Chicago 1, Ill.

The Needle Shop

A 15-minute program covering all phases of sewing and knitting, especially valuable to women who do family clothes-making.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Any product desirous of reaching a woman's audience.
Cost: Per program, \$63.50.
Submitted by: WABD, DuMont Television Network, 515 Madison Ave., New York 22, N. Y.



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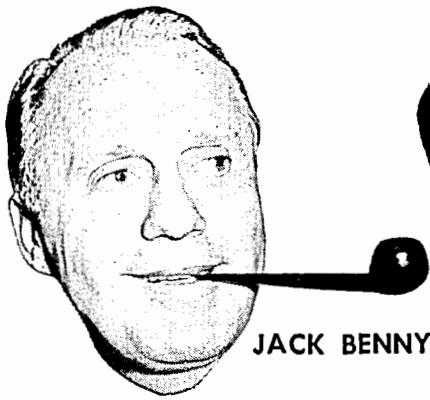
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SPORTS

(Continued from Page 87)

Leahy Of Notre Dame

For the third consecutive year, Green Associates will produce radio's popular football show, "Leahy of Notre Dame," starring Frank Leahy, head coach of the Fighting Irish. This season, the schedule has been condensed into a fast moving 13-week radio series, beginning the week of Sept. 23 and concluding Dec. 15. Programs feature the best news behind the football headlines, inside stories, and Leahy's predictions of all the big football games. The two final broadcasts, Dec. 9 and 16, will include Frank Leahy's All American selections and his Bowl Game predictions.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Brewers, automotive accounts, men's clothiers, sports-goods stores, etc.

Cost: Price varies according to market.
Number of Episodes Available: 13.
Audition Facilities: Transcriptions.
Submitted by: Green Associates, 360 North Michigan Ave., Chicago 1, Ill.

The Inside Of Sports

Designed to bring the entire world of sports to the nation's fans, this program sums up the sporting events of each day, makes forecasts for the future and presents personality reviews. Scholarships to deserving high school athletes are given to foster the progress of sports. Joe Cumiskey guides the show, reports the news, makes the awards.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Fuel oil, tobacco, sports shops, automobile dealers, beverages, men's clothing, insurance and real estate.
Cost: 20 per cent of a station's evening-hour network card rate, for less than a full week's schedule.
Number of Episodes Available: Continuous.
Audition Facilities: Transcriptions.
Date Created and/or Produced: September, 1945.

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

New England Small-College Football

New England small-college football games for New England sports lovers—that is the fare offered by WTIC on Saturday afternoons throughout the Fall season. Series, open for sponsorship, is presented in view of the frequent lack of appeal to Southern New England listeners of distant big-college gridiron broadcasts. Pickups are made alternately from three Conn. college campuses, featuring games with traditional rivals from other New England states.

Availability: Live talent.
Running Time: Complete game, beginning 15 minutes before game-time. Usual resume at conclusion.
Cost: On request.
Number of Games: 8.
Audition Facilities: Transcriptions.
Date Created and/or Produced: October 2, 1948.
Submitted by: WTIC, 26 Grove St., Hartford 15, Conn.

Outdoor Life Time

Expert advice and stories about outdoor life—hunting, fishing, boating, etc. Prepared in association with Outdoor Life Magazine, read by over 800,000 sport enthusiasts. Guest experts appear on the shows. Complete merchandising campaign available with program.

Availability: E. T.
Running Time: 15 minutes.
Client Suitability: Men's clothing, auto dealers and accessories, sporting goods, hardware, etc.

Cost: Based on population of market.
Number of Episodes Available: 52.
Audition Facilities: Transcriptions.
Date Created and/or Produced: May, 1948.

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

Polo-Time

Each Sunday afternoon, WFAS & WFAS-FM broadcast the last three chukkers of polo from Blind Brook Polo Club, Westchester. Although at first thought this might be regarded as a limited-class endeavor, interest in the broadcasts during the current summer has mounted to surprising heights. Interviews with polo stars frequently highlight the broadcasts. Mike is handled by WFAS sportscaster, Leonard Dillon.

Availability: Live talent.
Running Time: 60 minutes.
Client Suitability: Beverage, automobiles, radio-television, sportswear, etc.

Cost: On application.
Number of Episodes Available: 22 weeks each season.
Audition Facilities: Transcriptions.
Date Created and/or Produced: June, 1948.

Submitted by: Westchester Broadcasting Corp. WFAS, 8 Church St., White Plains, N. Y.

Sizing Up Sports

A weekly sports roundup, linking the past with the future. A look behind the scenes of what has happened—and how it ties in with the sports picture of the coming week.

Availability: Sample scripts.
Running Time: 15 minutes.
Client Suitability: Beer, and cigarette manufacturers, sporting goods firms, gasoline stations, etc.

Cost: Part of regular UP Radio news report.
Number of Episodes Available: One per week.
Submitted by: United Press Associations, 220 East 42nd St., New York 17, N. Y.

Speaking Of Sports

Hitting the highlights of the day's doing in the world of sport. The news behind the news. The story behind the story of the leading personalities on the sports scene. The whys and wherefores of the top events as they happen—and even before.

Availability: Sample scripts.
Running Time: 5 minutes.

Client Suitability: Beer manufacturers, men's clothiers, sporting goods stores, cigarette and cigar manufacturers, etc.

Cost: Part of regular UP Radio news report.

Number of Episodes Available: Six per week.

Submitted by: United Press Associations, 220 East 42nd St., New York 17, N. Y.

Speaking of Sports

Program has been a regular feature on WAPL for the past 13 years with many rare and Dave Campbell, both of whom have called major league baseball. Farrell with New York Giants, Campbell with Cleveland Indians, handling the commentary. This is a fast-moving, factual sports roundup.

Running Time: 15 minutes.
Audition Facilities: Transcriptions.
Submitted by: WAPL, Voice of Alabama, Inc., Birmingham, Ala.

Sports Jackpot

A fast moving, carefully produced sports telephone quiz. Three calls are made nightly to persons writing to station, giving their phone numbers and day on which they may be called. Each question carries a \$20 prize for the correct answer, or the amount accumulated at \$20 for unanswered questions. Questions are carefully selected and deal with personalities and events in all sport classifications.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: All types.
Cost: On request.

Number of Episodes Available: Unlimited.
Date Created and/or Produced: May, 1949.

Audition Facilities: Transcriptions.
Submitted by: WHDH, 6 St. James Ave., Boston 16, Mass.

Stadium Roundup

Sportscaster Mary Conn and football analyst Babe LeVoor conduct telephone interviews with sports experts on-the-scene at three top football games. By using telephone recording device, WCCO presents eye-witness accounts of the big gridiron events almost as soon as the games have been played.

Availability: Live talent.
Running Time: 15 minutes.
Client Suitability: Particularly good for sponsor interested in male audience.

Cost: On request.
Number of Episodes Available: 10.
Audition Facilities: Transcriptions.
Date Created and/or Produced: Fall, 1948.

Submitted by: WCCO, 625 Second Ave. So., Minneapolis, Minn.

Through The Sport Glass

All-American sportscaster, Sam Hayes, presents a parade of sports highlights covering the entire field of sports. From his vast store of sports knowledge and experience, Hayes brings to light a wealth of highly interesting material—little-known facts about the great figures and personalities, half-forgotten incidents which helped make sport history. Hayes' rapid-fire, breezy delivery, accuracy of account and engaging air-presence make him a fa-

vorite sportscaster wherever he is heard.

Availability: E. T.

Running Time: 15 minutes.

Client Suitability: Brewers, auto & parts dealers, food & beverage cos., men's clothiers.

Cost: On request.

Number of Episodes Available: 52.

Audition Facilities: Transcriptions.

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

Thurston Bennett, Sports

Thurston Bennett has been identified in local circles as a sports authority for 10 years. He calls all the Augusta Tigers baseball games and won the 1940 award as the most popular minor league baseball commentator in America.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Men's clothing, cigarettes, beer.

Cost: \$12.30 per program on 13 week contract.

Audition Facilities: Transcriptions.
Submitted by: WBBO, Augusta, Ga.

Touchdown Tips

Famed sportscaster Sam Hayes takes his audience into a huddle of fast-moving football forecasts and facts. Starting with the East, Hayes gives highlights across the nation, forecasting right down to the probable score of each game covered. He gives inside facts about rival squads; salutes a "team of the week" and devotes the final portion of each program to an amusing football story. Series available in Fall during football season; programs recorded week-by-week to insure up-to-the-minute accuracy.

Availability: E. T.

Running Time: 15 minutes.

Client Suitability: Auto & parts dealers, men's furnishings, food & beverage cos.

Cost: On request.

Number of Episodes Available: 13.

Audition Facilities: Transcriptions.

Date Created and/or Produced: 1949.

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

The Week In Sports

This show is just what its name implies. It covers everything from the big leagues to sandlots. Produced and written by station Sports Editor, Red Denley. "The Week In Sports" packs plenty of local appeal. Denley, a former Marine, boxer and football star knows his sports—and his opinions are respected by players and fans like.

Availability: Live talent.

Running Time: 15 minutes.

Client Suitability: Men's wear, heavy industry, beverage.

Cost: See S.R.D.

Audition Facilities: Transcriptions.

Date Created and/or Produced: September, 1947.

Submitted by: The Valley Broadcast Co., WSTV, Exchange Realty Bldg., Stauntonville, O.

1949



VARIETY



1950

All Star Western Theater

Programs feature top western music (not hill billy) and top western drama. Emceed by Coltonseed Clark and Terry O'Sullivan. Music supplied by Foy Willing and His Riders of the Purple Sage backed by 10-piece orchestra. Drama enacted by Republic Pictures stars who guest on the show. Jerry Colonna, Montie Montana, Tex Ritter, Tim Holt, Bill Ma shall, Jimmy Wakely, are just a few of those who appear in the series. Availability: E. T.

Running Time: 30 minutes.

Client Suitability: Food products, banks, furniture, jewelry, dept. stores, household appliances, auto dealers, etc.

Cost: Based on population.

Number of Episodes Available: 94 half-hours.

Audition Facilities: Transcriptions.

Date Created and/or Produced: April, 1948.

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

Back Home Again

Featuring Mary Lou, pretty singing star of former CBS Network program "Oklahoma Calling" with strong supporting cast of romantic boy vocalist, comedian and band with dancing chorus.

Availability: Live talent.

Running Time: 30 minutes.

Cost: \$2,000.00 per week.

Submitted by: W. M. Ellsworth, 75 E. Wacker Dr., Chicago 1, Ill.

Burnyard Jamboree

Enjoyable half hour of hillbilly music, "corn" comedy, performed by an abundance of good talent with jovial "Round Boy" Jimmy Jeffries as MC, you'll like this program bought by such firms as International Harvester and Quaker Oats.

Availability: E. T.

Running Time: 30 minutes.

Cost: \$5.00 per program, minimum; \$150.00 per program, maximum.

Number of Episodes Available: 52 half-hour programs.

Audition Facilities: Transcriptions.

Date Created and/or Produced: 1948.

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

The Breakfast Gang

Program is an early morning Monday through Saturday show, designed to cheer up the listeners. The show is informal, featuring ad lib continuity by emcee Mel Venter, music by an eleven piece band and a well-known girl singer. Useful information such as coastwise weather predictions for the day is supplied, and "surprise" guests are introduced.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Foods, drugs, soaps.

Cost: On request.

Number of Episodes Available: Unlimited.

Audition Facilities: Transcriptions.

Date Created and/or Produced: April, 1949.

Submitted by: Don Lee Broadcasting System, 1000 Van Ness, San Francisco, Calif.

The Breakfast Gang

Mel Venter is the MC on this fast-moving program. Other features are Lyle Bardo and his orchestra, with their gay musical offerings. "Pretty Polly" Lawrence is the vocalist. In addition, you get . . . time signals, weather reports for Pacific Coast, baseball scores, peppy exercise to music, a wishing well, guest personalities, fan mail.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Any high type.

Cost: Talent—\$1,000.00 per week.

Number of Episodes Available: Unlimited.

Date Created and/or Produced: April 4, 1949.

Submitted by: Don Lee Broadcasting System, KFRC, 1000 Van Ness Ave., San Francisco 9, Cal.

Buzz & Bill

Buzz & Bill—Monday through Friday, 8:45 to 9:30 a.m.—An unusual combination of recorded and live music, featuring the songs and chatter of radio veterans Buzz Aston and Bill Hinds, produced by Ev Neill and written by Sy Bloom. One of the top morning shows in the KDKA area. The Buzz & Bill program draws mail from every part of the rich Tri-State district. A participation program.

Availability: Live talent; E. T.

Running Time: 45 minutes.

Client Suitability: Adaptable for almost any advertiser since it reaches every member of the family.

Cost: On request.

Audition Facilities: Transcriptions.

Date Created and/or Produced: 1949.

Submitted by: KDKA, Grant Bldg., Pittsburgh 19, Pa.

Circle C Ranch

A well written and produced Western Musical and Variety program featuring the famous DeZurik Sisters and a strong supporting cast. Adaptable to Television. Fine Western band. Cowgirl soloist. Comedian. Bunkhouse singers. Ranch Boss Emcee.

Availability: Live talent.

Running Time: 30 minutes.

Cost: \$2,000.00 per week.

Submitted by: W. M. Ellsworth, 75 E. Wacker Dr., Chicago 1, Ill.

The Hal Victor Show

Hal Victor writes his own show each day. He is an accomplished musician and actor and has written and directed stage shows. Hal's "Headline of the Day" is featured as his comical interpretation in poetry of some current topic in the newspapers. Also composes parodies based on well-known operas or hit tunes of stage shows. He is very clever in his interpretation of commercial copy.

Availability: Live talent.

Running Time: 15 minutes.

Cost: Card rate plus \$15.00 talent fee per program.

Number of Episodes Available: 5 weekly.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January 1, 1949.

Submitted by: WCAO, The Monumental Radio Co., 1102 N. Charles St., Baltimore 1, Md.

I'll Never Forget

Stars Cedric Adams with vocalists Tony Grise' and Sally Foster, a male quartet and 22-piece orchestra. Adams recalls colorful incidents from the past five decades of Minnesota and Northwest history, based on his years of experience as the favorite radio newscaster and newspaper columnist in the area. Musical selections accent nostalgic flavor of Adams' script.

Availability: Live talent.

Running Time: 30 minutes.

Client Suitability: Any sponsor with product distribution in Twin Cities area.

Cost: On request.

Number of Episodes Available: 39.

Audition Facilities: Transcriptions.

Date Created and/or Produced: March, 1949.

Submitted by: WCCO, 625 Second Ave. So., Minneapolis, Minn.

The King's Jesters Show

A fifteen-minute open-end musical variety show featuring the modern arrangements of the George Barnes Trio, and starring the internationally famous King's Jesters and Billy Leach. A unique feature (Individual Sponsor Spots) provides the talent of this program for recorded commercial jingles to be integrated at slight additional cost. Mats and publicity available.

Availability: E. T.

Running Time: 15 minutes.

Cost: On request.

Number of Episodes Available: 39.

Audition Facilities: Transcriptions.

Date Created and/or Produced: 1947.

Submitted by: Jewell Radio Productions, 185 North Wabash Ave., Chicago 1, Ill.

My Favorite Kid

Celebrities from fields of entertainment, sports and business present outstanding teen-agers picked in cooperation with national youth organizations. Youngsters sing, mimic, illustrate ingenious inventions. Describe how they have saved people and animals' lives or how they have overcome personal handicaps to build personal success.

Availability: Live talent; E. T.

Running Time: 30 minutes.

Cost: \$3,500.

Number of Episodes Available: 2.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January, 1949.

Submitted by: Laurence Hammond Productions, Inc., 45 East 51st St., New York 22, N. Y.

Open House

This variety show features the gay with the delightful "light" touch, Margaret Cox, as hostess. Danny Patt, the novachord, songs by Edith Mann, community singing by the whole cast with an occasional novelty tune by Per Brown, who also doubles with a daily sports story.

Availability: Live talent.

Running Time: 30 minutes.

Cost: On request.

Audition Facilities: Transcriptions.

Date Created and/or Produced: July, 1948.

Submitted by: WTAG, Worcester 1 Mass.

Playboys

One of America's greatest novelty bands. Also quartet singer and comedian.

Running Time: 15 or 30 minutes.

Cost: \$2,000.00.

Submitted by: W. M. Ellsworth, 75 E. Wacker Dr., Chicago 1, Ill.

Saturday Date

Teen-age show of, by, and for teen-agers—spotlights Vivian Day and Mar Olds, two young but experienced radioites. Programs spotlight hit records, interviews with name celebrities, teen-age forum discussions, etc.

Availability: Live talent; E. T.

Running Time: 30 minutes.

Cost: \$75.00 per program plus time.

Audition Facilities: Transcriptions.

Date Created and/or Produced: January 22, 1949.

Submitted by: Pennsylvania Broadcasting Co., WIP, 35 South 9th St. Philadelphia 7, Pa.

This Is Paris

Featuring Maurice Chevalier, recorded in the famous Cafe de la Paix, as guest-starring the best entertainers in Europe plus the fashion experts France. This Is Paris brings the French capital to America, with all its beauty and excitement. The show is in English, prepared before Americans in Paris and native Parisians. It is Bill Morgan's newest production.

Availability: E. T.

Running Time: 30 minutes.

Cost: Forty per cent of a station's evening-hour network card rate.

Number of Episodes Available: Continuous.

Audition Facilities: Transcriptions.

Date Created and/or Produced: March, 1949.

Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 1, N. Y.

Time Out For Fun & Music

Divided into three separate series program follows a variety format with music, comedy and chatter. Allen Prescott, Ted Steele, Grace Albert and Gw. Williams are featured.

Availability: E. T.

Running Time: 15 minutes.

Cost: On request.

Number of Episodes Available: 65.

Audition Facilities: Transcriptions.

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