TED HUSING’S BANDSTAND ratings seem to defy gravity. They continue to go up-and-up-and-up even while radio listening in general follows its usual summer decline. This genuine audience growth presages a whopping market for Fall, greater audience at less cost-per-listener.

GET THE FACTS!
Call or write for brochure giving bandstand rates and data, and ask a WHN representative for availabilities and the latest Pulse rating story.

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1050 Kilocycles • Clear Channel
WHN
NEW YORK
1540 Broadway • Bryant 9-7800
Radio Daily
Presents The Eighth Annual Edition of
Shows of Tomorrow

Radio's dynamic march forward is portrayed with dramatic emphasis in this, the 1947 edition of the "SHOWS OF TOMORROW."

Here is reflected the creative minds of producers, program directors, agencies and talent as they present the newest and best in program ideas for the 1947-48 season.

Radio Daily is grateful to everyone who has contributed to this comprehensive edition. We are especially mindful of the valued opinions of over 600 program directors whose appraisal of programming is an important feature this year. To all, we say—thank you.

Jack Aicrate
Publisher
ON TARGET

The only shots that count are those that hit. Weed and Company's record for "on target" selling is maintained by the accurately directed efforts of its experienced representatives.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD
SURVEY REVEALS PROGRAM TRENDS—
——636 Program Directors Vote

By Frank Burke
Editor, Radio Daily

PROGRAM directors—the unsung executives of radio broadcasting who daily shape the entertainment schedules of the nation's stations—have definite views on what constitutes good programming. Their views, representing the opinions of 636 program directors, give an insight into the entertainment pattern of 1947-48.

In presenting the factual highlights of the program directors survey, RADIO DAILY is mindful of the thoroughness of those participating and the frankness of most of them in allowing their names to be used in connection with the questionnaires. The signatures authenticate their thinking and gives a truly accurate appraisal of the programming picture.

Most Popular Programs Chosen

The first question answered was "What types of programs bring in the greatest listening audience?" This question—all embracing s to entertainment—served to give a good idea of the listening tastes in every section of the country from locally 250 watters to 0,000 watt stations. Music—the perennial favorite of all programming—led in popularity. The exact voting for the first six follows:

1st Choice: Music........ 363 4th Choice: Dramatic... 169
2nd Choice: News...... 293 5th Choice: Quiz........ 150
3rd Choice: Variety.... 207 6th Choice: Comedy...... 142
4th Choice: News...... 293
5th Choice: Quiz........ 150
6th Choice: Comedy...... 142

Sports programs, while not among the first six, ranked as among the favorites with many program directors, while public service programs also came in for a share of the votes. The surprising aspect of the voting, however, was the importance given "News" in the balloting. This vote refutes the claim in some agency circles that interest in news broadcasts is falling off and that the quality of news programs fails to sustain interest among listeners.

In answer to a specific question: "Do news programs of local and network origin continue to hold the same interest they did during the wartime period?" the program directors ballotted as follows:

YES.................. 398 NO.................. 238

Growing interest in transcribed shows was also indicated in allotting. The consensus of opinion seemed to be that where transcribed shows are of high quality in their reproduction, the average listener is unable to differentiate between a live and transcribed shows. All the answers, however, were not partial to transcribed shows. Many program directors went on record for good live entertainment over the ET shows and stressed the better handling of commercials on the live shows.

ET Needs Expressed

Some program directors were critical of the type of programming offered on ET's and many suggestions were advanced for improvement. When asked specifically what improvements might be made in transcribed programming the program directors allotted as follows:

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<thead>
<tr>
<th></th>
<th>More Half Hour Mystery Shows</th>
<th>More Quarter Hour Mystery Shows?</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES.................. 209</td>
<td>NO.................. 327</td>
<td>YES.................. 223</td>
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<tr>
<th></th>
<th>More Straight Dramatic Shows?</th>
<th>More Musical Shows?</th>
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<tr>
<td>YES.................. 324</td>
<td>NO.................. 213</td>
<td>YES.................. 361</td>
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<tr>
<th></th>
<th>More Comedy Programs?</th>
<th>More Quiz or Audience Shows?</th>
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<tbody>
<tr>
<td>YES.................. 361</td>
<td>NO.................. 202</td>
<td>YES.................. 199</td>
</tr>
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</table>

Analysis of the opinions on ET programming indicates that the cycle of mystery shows which have held sway for the past year are losing ground in popularity with the broadcasters and that quiz and audience participation shows likewise are not as popular as they were. On the other hand the balloting shows that there is a demand for more straight dramatic shows, more comedy programs and that musical shows are still the leader in the transcribed programming field.

Giveaways Voted Down

The practice of "giveaways" on both network and local programs resulted in heavy balloting both for and against merchandising promotion schemes. The majority of program directors—393, to be exact—went on record as being against the giveaway practice while 243 voted the use of merchandise as premiums as being okay. In most cases those who voted against the practice were strongly opposed and many characterized the practice as undermining radio advertising by the generous use of free plugs. Those who supported it seemed to think that if the "giveaways" were presented with a minimum of plugs that such programming was not objectionable. They admonished fellow broadcasters to use good taste, however, and not to jeopardize the good will of the commercial program sponsors.

Many and varied notations were made on the questionnaires in answer to "What new program ideas have contributed to the success of your station the past year?" By and large very few NEW programs were presented but the program managers did come up with some new twists on old tried-and-true formats.

Music Leads Local Shows

It was evident from the comments that musical programs, live and transcribed, led in popularity among the local station presentations. Next came localized news and special events. A great number of the program directors emphasized their accomplishments in giving more extensive treatment to local news and local civic, religious, and other cultural happenings. The man-on-the-street, back from a wartime hiatus, again walks the Main Streets of the nation and seems just as popular as ever. Quiz programs, local forums, and teen-age shows also are rated as good audience getters. The category which has leaped into most prominence this year is the Disc Jockey and stations boast from one to five of the patter spinners.

The program directors, we have learned, are alert and welcome an opportunity to express their views. Some of these expressions, representing large and small stations in many sections of the country, make a worthy symposium which is carried in this edition.

RADIO DAILY bows low to the program directors for their contribution in the interest of better radio programming. Their response establishes this feature as an annual survey in our Shows of Tomorrow edition.
News makes News

A new RADIO DAILY poll shows that a majority of the nation's Program Directors place NEWS as second most important in their daily programming. Here is the score:

Question: “What programs give you the greatest listening audiences?”

Answer: Music — 363

NEWS — 293

Variety — 207

Dramatic — 169

Quiz — 150

For the best in news . . .
For the best in programs
based on news . . . . . .
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:

**Transcriptions**

(Q) Do you feel the need of more symphonic discs, hillbilly, musical comedy, novelty, swing, etc. (State reference.)

(A) "No. The market is already flooded and the quantity of tunes being reissued prohibits getting full use of good tunes. A lot of good tunes are swapped from radio to radio, thus radio fatigue." ROBERT MANN, WCCP, Savannah, Ga.

"Definitely need more swing, as well as novelty. Have some use for novelty." DON E. BOUDREAU, WCEI, Carbondale, Ill.

"We feel there is a shortage of recorded symphonic material, especially for our FM station," RICHARD E. FISCHER, WHAS, Louisville, Ky.

"Greatest need is for bigger orchestras playing popular music; more of the Morton Gould, Dave Rose type." ROBERT MANN, WCCP, Savannah, Ga.

"Balance seems pretty well distributed. Our particular need is for more rich songs than we are getting. BRUCE GREER, KPRR, Livington, Mont.

"I feel that both good quality symphonic and well-composed novelty discs are too few and far between. Quality refers to technical perfection." T. W. AUSTIN, WTMV, Greensboro, N. C.

"Since this area is partial to hillbilly music, we could use a larger number of such discs. Novelty tunes are becoming more popular and could be used in greater numbers, such as Phil Harris tunes." CARL E. DUCKETT, WWOB, Galax, Va.

**Preference**

(Q) Do you think listeners have a preference of either live or transcribed shows?

(A) "The preference in this area is for live, for long shows, where there is a little live talent here, and networks have not as yet invaded the territory. There is a natural tendency to frown on transcriptions, due to the fact that the audience has heard little else." ALBERT E. LYTLE, KTNN, Ketchikan, Alaska.

"I think there is still a decided preference for live shows, even live shows that are not as good as some transcriptions." RAY HARGOOD, KFIV, Paso Robles, Calif.

"As an independent station, listeners' preference for transcribed shows become live talent is not of sufficient caliber." DAVID SCOTT, WXII, New Brunswick, Conn.

"If the transcription is high-fidelity work I don't believe it makes any difference. Surface noise and distortion are not an important factor in transcribed shows." JOHN F. SEVER, WHU, Gainesville, Fla.

"Especially not in this area where the radio listeners have been accustomed to hearing net shows a week or so late." DONAL E. KLEIN, KPOA, Honolulu, Hawaii.

"For the first time in my career in radio, there seems to have been an increase in the amount of live shows over the supposedly transcribed stations." ROBERT MANN, WCCP, Savannah, Ga.

"Most listeners don't notice the difference. (Who does, unless they catch their favorite show?) Why should one be given the credit?" RICHARD E. FISCHER, WHAS, Louisville, Ky.

"The 'singing' of a transcribed program is often not as well done as in live shows. In this writer's opinion they lack the element that can only be transmitted over a long-wired, well produced show. Platters, however, to such folks as Zeke and Transcription Sales, who have done a remarkable job in raising the quality level of radio programs." BERNIE C. BAIRD, WLOS, Asheville, N. C.

"Our audience shows a preference for transcribed shows with big name stars." P. J. STANTON, WIDAS, Philadelphia, Pa.

"The listener doesn't know when it's live or transcribed; he only knows Crosby is transcribed because its been so often publicized." WILLIAM L. ELENDER, WPRO, Providence, R. I.

"With the exception of a few listeners, who don't think of transcriptions, there seems to be little objection to transcribed programs." JAMES C. MILLER, III, WMT, Florence, Ala.

"The listeners have a preference of live shows, mostly because when they hear the 'following' is transcribed they feel that something inferior is coming up, just because it isn't a live show." A. JACK KELLY, WGST, Atlanta, Ga.

"Not under direct request, but that specific question, I think very few are actually conscious of any difference." W. S. BLACK, KFIV, Salinas, Calif.

"Believe listeners prefer live shows even when artist is otherwise available." MRS. R. MARSHALL, WKY, Paducah, Ky.

"No, very few pay any attention, and there are no kickbacks if quality is up. Would suggest that the transcription boys on time show the feasibility of volume 'taping' for constant quality." ROBERT C. PAULSON, KATT, Albert Lea, Minn.

"No, there is no preference, in my opinion. Caliber of material emerging from broadcasting determines acceptability." RAYMOND KATZ, WHN, New York, N. Y.

"Listeners want good entertainment. Those of us in radio are conscious of transcriptions and recordings, but the listening audience is interested only in what comes out of his or her own speaker in his or her own home." JOHN HAYDE, WJZ, New York, N. Y.

"The average listener doesn't know a recorded show from a live one—what the platters are good for. But he knows that the 'transcribed' means something funny, "RICHARD G. ORAM, WBNN, Warren, Ohio.

"No preference in choice is between the quality of the show, the radio, or the performer. The radio itself is the most important thing." JOSPEH T. HALLOCK, KUGN, Eugene, Ore.

"I believe they definitely prefer live broadcasts because of the importance of the public's general attitude in regard to objects. In any event the audience's attitude is the vital factor, and that should be the factor to be judged." W. C. PIPER, WJAR, Rochester, S. D.

**Popularity**

(Q) What types of locally originated shows are most popular with your listeners?

(A) "Hillbilly draws by far the most people, however, I doubt that it is the largest audience. Platter shows with a couple of discs of pop music following bring back the best audience."

"Our new show, "Neighborhood Bridge Club" in which locally prominent women play bridge in studio, play is advertised as a "bridge" show, and there to listener. Local live musicals, dialectos, newscasts, public service programs all are good." HOWARD K. BAYES, WIPR, Washington, N. C.

"Quiz show, news, local program, home town news, sports, radio drama, local talent, "dead" programs, special events about the home town, and to listener. Local live musicals, dialectos, newscasts, public service programs all are good." HOWARD K. BAYES, WIPR, Washington, N. C.

"Programs that are strictly local in flavor—whether they be speech or music—are the most popular."

(Continued on Page 13)
"Has anybody got a broom?"
**Radio Daily**

(Q) What new program ideas have contributed to the success of your station in the past year?

(A) Reduction of commercial copy and a variety of announcers. Teen-Age Forum, discussing teen problems and parents. Improved news service, especially local coverage. Eliminations of too many programs of five minutes and of 15-minute segments. Notable exceptions include a very few 15-minute newscasts.

PAUL M. JONES, WFLA, Tampa, Fla.

(H. M. SHREVE, KTOK, Oklahoma City, Okla.)

(Q) A new farm women's half-hour show and a good program of that type of entertainment that falls into the "farm" line, which would hold the interest of the rural public.

CATHERINE LICK, KBH, Burley, Idaho.

(Q) Remotes direct from retail stores have proven popular. A remote from one of the theaters featuring certain music secured many regular listeners.

A. WAYNE BEAVERS, KGEW, Kearney, Neb.

(Q) The success of the half-hour program is the result of the idea that the commercial credits are skillfully used and not too flauntingly.

CONRAD BROWN, KVOO, Colorado Springs, Colo.

(Q) The success of the half-hour program is due to the fact that the commercial credits are skillfully used and not too flauntingly.

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(Q) No one, in general, thinks radio would be better if we had to stand on a shelf or set on the merits of the show itself, rather than a giveaway inducement. However, we have no serious objections to giveaways.

CHARLES A. McMAHON, WNOX, Knoxville, Tenn.

(Q) No objection to them, and some local sponsors definitely like them. However, we have no serious objections to giveaways.

CONRAD BROWN, KVOO, Colorado Springs, Colo.

(Q) No, not as a rule. We cannot compete with the fabulous prizes given on a comparable basis on network programs.

FRED DAIGER, WSTC, St. Paul, Minn.

(Q) I don't believe that so-called commercial credits either add or detract from a show, as long as the show holds the listeners interest. The average listener probably couldn't tell you whether networks and stations should definitely do away with commercial credits.

DICK JOY, KCMJ, Palm Springs, Calif.

(Q) No, it's very cheapening to radio and should be discontinued. Why not get the N.A.B. to do this? PHIL SUTTERFIELD, WKLY, Lexington, Ky.

(Q) No, phase of radio is running away with itself. It's time radio started to be a little more serious.


(Q) Disappear of every facet of giveaways. They put radio on the same level as carnival sideshows — we're trying hard to make radio first-class.

W. C. BUD) BLANCHETT, KGMO, Kansas City, Mo.

(Q) Definitely no. This tends to break down the whole purpose of advertising. I think a suspending should be just that, and nothing more. When a product is priced at retail, it's simply a buy listeners information.

WILLIAM G. WALTER, KOLT, St. Cloud, Neb.

(Q) No, believe it's cheap advertising and tends to antagonize listeners who have no chance to give the giveaways.

EDWARD A. BRIER, KGOM, Alto, New Mexico.

(Q) Yes, if the giveaways were obtained free or at a sharp concession in price.

E. RAY MCCLOSKEY, WNDN, Binghamton, N. Y.

(Q) I prefer to dispense with giveaways rather than the commercial credits that are used to compensate for the program ideas.

H. M. SHREDE, KTOK, Oklahoma City, Okla.

(Q) Definitely yes, providing places are held to minimum. Giveaways aid us in getting larger audiences, and are definately an improvement over the old budget. Also feel we are nurturing new prospective accounts by this method.

MURRAY ARNOLD, WIP, Philadelphia, Pa.

(Q) In general I think radio would be better if programs had to stand or fall on the merits of the show itself, rather than a giveaway inducement. However, I have no serious objections to giveaways.

CHARLES A. McMAHON, WNOX, Knoxville, Tenn.

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CHARLES H. WRIGHT, WJFR, New Haven, Conn.

(Q) "No, but unless station or sponsor foots the bill, it's a necessary evil." — BERNIE ADAMS, WPQD, Jacksonville, Fla.

(Q) "No, I think giveaways are (so many and so expensive for the work required) requiring radio. DOUG HADLEY, WPTF, Herrin, Ill.

(Q) "Personally I do not approve as they cut down the value of listening time; however, the giveaways do contribute to the popularity of many programs." — BEVERLY BROWN, WNOE, New Orleans, La.

(Q) "Buying an audience with giveaways appears to be the accepted way ... would like to see shows stand on their own merit ... real showmanship applied to scripts, productions, etc., might cease rearrangement of net shows as well as the ratings." — RICHARD E. BATES, WNAG, Portland, Me.

(Q) "No, unless sponsor is willing to reduce his own commercial time under NAB standards." — DON MURRAY, WAZL, Hazleton, Pa.

(Q) "Not unless program is commercially sponsored and the sponsors produce the full bulk of the giveaways." — RICHARD E. WRIGHT, WOR, Sparta, S. C.

**New Ideas**

(Q) What new program ideas have contributed to the success of your station in the past year?

(A) "Reduction of commercial copy and a variety of announcers. Teen-Age Forum, discussing teen problems and parents. Improved news service, especially local coverage. Eliminations of too many programs of five minutes and of 15-minute segments. Notable exceptions include a very few 15-minute newscasts."

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SIMPLE QUIZ FOR TIME BUYERS

"BY THE WAY, LADIES, WE HAVE A FEW TICKETS FOR "CLUB 1300" FOR A FEW DAYS IN JULY IF ANY OF YOU WOULD LIKE TO HAVE THEM."

How MANY RESPONSES DID THIS ONE ANNOUNCEMENT PULL?

Go ahead, write your guess on the margin. See just how far you miss the correct total.

BIG? Yes, stupendous!

STUPENDOUS? You bet—but it's ten to one you'll still underestimate what just a single announcement, on a hot June afternoon (June, that is, when Hoopers are supposedly low) brought in the way of requests for tickets to WFBR LIVE SHOWS.

LIVE SHOWS: Certainly. While we are proud to be ABC's Baltimore outlet to 1,200,000 listeners in a rich, spending new Baltimore market...we think our live shows have a lot to do with WFBR's consistently high tune in.

For only at WFBR can Baltimoreans see live shows, meet radio personalities, participate in programs, get the close up of modern radio in action.

Anyone can sell you their spot on the dial, but in Baltimore only WFBR delivers the good-will, the prestige, and the live, visible support of a complete radio service.

NOW ABOUT THAT RETURN ...... YOUR ANSWER WRITTEN DOWN?

WFBR-BALTIMORE
A. B. C.—5000 WATTS—AND 1,200,000 LISTENER FRIENDS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
Program Directors’ Roll Call

Hereewith is a partial roll call of the program directors who participated in the survey. Two hundred and fifty-eight others indicated on their questionnaires that they preferred to remain anonymous:

F
Fairbanks, Lynn N.

G
Gallego, E. B.

H
Holliday, Doug.

I
Ingleson, H. L.

J
Johnson, W. G.

K
Kemps, William T.

L
La Coste, Albert F.

M
Maguire, Dick.

N
Naylor, John.

O
O'Donnell, Harold C.

P
Page, Franklin.

Q
Quirk.

R
Reiffen, C. G.

S
Sage, Sullivan.

T
Tabor, Robert E.

U
Uprichard, W. P.

V
Vogel, Phil.

W
Walker, Frankye C.

X
Xant, Texas.

Y
Young, J. Norman.

Z
Zenz, Ray F.
SILVER ANNIVERSARY

WNAC
LEADER IN BROADCASTING
PIONEERING AND DEVELOPMENT
FOR 25 YEARS
1922 - 1947

And our thanks to all who have shared in our progress

WNAC

Key station of New England's largest regional network and Boston originating station of Mutual Broadcasting System, the world's largest network

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
CURRENT TRENDS IN PROGRAMS

opportunities available

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

The weather-vane season is here again. That’s the time when one is asked to assume the proper position for pointing out which way the wind is blowing in program trends. As usual, it’s a bit gusty, with a lot of cross currents. At times the wind seems to blow from all directions at once. This isn’t a new situation, of course, so let’s make the best of it and start pointing.

One of the trends, on which there has long been a lot of talk without much action, has to do with the search and development of new talent. While no deluge campaign is evident in the industry, it is worthy of note that there seems to be a wider spread of activities among both stations and networks directed to talent development. RADIO DAILY’s poll of Program Managers concentrated on ideas, to be sure, but in radio ideas are no good until they are combined with talent. Any concerted effort, therefore, to acquire or organize program ideas must result in opportunity for talent. Opportunity is the first necessary ingredient to development.

These opportunities are being made available in a definite way through certain recently developed network programs. Eddie Dowling’s new “Big Break,” program on NBC, Arthur Godfrey’s program on CBS, and others of this type give both impetus and importance to the search for talent. It isn’t possible to enumerate or even be acquainted with all the activities of this sort that are going on throughout the industry. Suffice it to say that to those of us who have long been interested in talent development, the increase of effort in this category is both interesting and significant.

Summer replacements always provide a showcase for programs by networks who hope to move certain talent of high potential into permanent shows and star ratings. Though the summer season is still young, I feel it has already demonstrated its possibilities for several performers. If the replacement season should develop only one or two who would become stars in their own right, it should be considered successful. Similarly, only one or two complete programs should demonstrate unusual merit, they would be worth talking about.

Another significant trend which has been established rather quietly has to do with the popularity of small musical units. In radio as in record sales, we have come a long way from the time when first consideration was given only to large orchestras. Personally, I think it is a good thing from many angles. Programming has often been surficed with genius, particularly the kind of genius that has to work awfully hard to keep itself established as such. In many cases, it has also been the kind of genius that the general public had no interest in. So they quietly moved to things they could understand—like, perhaps, a trio. This doesn’t mean that they will never be willing to listen to larger units, but it does mean that, when you get above twenty or thirty pieces, the average listener hasn’t any idea as to whether you have ten fiddles or forty. It means too, that they might like us better if they hear music which they can understand rather than music which is “played for the conductors” or the audience’s private amusement.

We is only a restatement of an oft forgotten theory that the average listener has some very simple tastes and that, when he is personal about them as radio should lead him to be, he is likely to be a little frightened at programming which is too complex and formidable. Certainly, he doesn’t want it as a steady diet. This attitude of his hasn’t changed very much.

There is another indication which may result in a trend that would be very beneficial to our program schedules. It is tied up in a way with the considerable mortality among programs built around name talent. A casual glance at these programs and the talent who received star billing leads to one observation. Many of us have gone on record more than once against the general theory that a piece of name talent which had made a tremendous hit as a spot in a program was important enough to the audience to carry an entire show. In some cases, it has been a matter of great regret that circumstances have combined with poor judgment and at times perhaps with vanity or ambition to propel talent of unusual merit into programming positions where they had little possibility of succeeding. The regrettable part is that some of this talent is really wonderful. As a spot in the program, it has been accepted with great enthusiasm. Continued in that type of spot, it would enjoy success over a long run.

I think it would be wonderful for radio if all those excellent artists would insist that they be allowed to perform in programs which would show their talents in their best advantage. For a lot of them, it would mean a loyal and devoted following whose approval first brought them success. Many a fine program would result.

Speculation as to probable costs for future programming continues to provide a lot of conversation. Some months ago, it was freely predicted that most clients would put the check on expenditures for this fall to such an extent that everyone would be looking for the $3,000 and $4,000 programs. It takes no crystal ball to learn that virtually the only programs available in the lower priced brackets are those which are based on ideas or perhaps a single personality combined with an idea. A lot of people would like to come up with high rating programs at low cost, but building a program product is just like building any other product. Those who contemplate mixing a lot of high-priced ingredients are forced by circumstances to sell at a high price. Competition for the very top names is bound to continue, and the prices of programs with these top names are sure to be high. That situation isn’t going to be changed merely by a pious hope. It will be changed only by a shake-out caused by such things as available time and available talent.

According to a lot of the pessimists, the date at which this was all to occur has already passed. With certain new swings in the economic situation, there is as little reason to believe we will soon get cheap top grade programs as that we will soon get cheap top grade automobiles, or houses, or steack dinners. All of these things merely emphasize the fact that the expensive program is not always the one that costs the most money. Some programs on the air costing very little are most expensive in terms of what they can deliver. Wise buyers know this. When the pinch is on, they are likely to do something about it. But it doesn’t necessarily follow that they will throw off their most expensive projects. They are certainly likely to discard the least effective ones. Just working on the law of averages, that isn’t going to be too bad. And it shouldn’t give any serious worry to programs which are really tops.
JUST WHAT THE
PUBLIC ORDERED

Adventure, drama, mystery, music. These are the entertainment patterns people like best. And NBC is constantly on the prowl to find new versions of these old favorites—fresh material, characters new to radio, novel presentations and situations.

NBC has a number of packages—unstereotyped, but definitely commercial—on the air today. All are designed, of course, to reach the widest possible audience. Here are four.

ADVENTURE

THE ADVENTURES OF FRANK MERRIWELL (Saturdays, 10 a.m. EDT) is turn-of-the-century melodrama told in the exciting manner of today. Frank Merriwell has typified generations of readers the ideal attributes of American youth—wholesomeness, bravery, skill, loyalty—and now he continues his perennial career of athletic daring on the air. Based on the famous stories of Burt L. Standish, here is a series of radio adventures which enthralls a new audience of teen-agers—at an audience as loyal as always, but far greater than ever before.

DRAMA

COLONEL HUMPHREY FLACK (Thursdays, 8 p.m. EDT), a Robin Hood among confidence men, was first introduced in the pages of The Saturday Evening Post. Colonel Flack never fails to solve his own problems at the expense of these who would fleece him, and he never fails to provide a maximum amount of agony to his perpetually skeptical companion, Garvey. Eager listeners follow the adventures of this ingenious pair week after week with increasing excitement and amazement.

MYSTERY

MYSTERY WITHOUT MURDER (Saturdays, 10 p.m. EDT) reveals that bloodshed and violence are abhorrent to Peter Gentle, the one-man army who won the Battle of the Bulge almost single-handed. His attempts to avoid violence and his efforts to solve complicated mysteries add a new twist to radio detective stories. The accent on comedy rather than blood and thunder proves that excitement in mystery drama is not necessarily contingent on corpses. Listeners agree.

MUSIC

ONCE UPON OUR TIME (Monday through Friday, 10:15 a.m. EDT) is story-telling with songs. The stories are true tales, actual happenings. The songs emphasize and dramatize the stories. Jack Kilty, Broadway baritone star, sings—and Jack Kilty, actor and story teller, completes a pleasantly unusual program. Here is refreshing morning listening.

The usual complete details and audition records are available at NBC Program Sales, New York.

AMERICA'S NO. 1 NETWORK

NBC…the National Broadcasting Company

A Service of Radio Corporation of America
HOW

THE NATIONAL BROADCASTING COMPANY - HOLLYWOOD

ERDOES
to be a Successful Advertiser*

with a budget that fits your bankroll

There’s one essential of the million-dollar or the hundred-dollar advertising budget—they both have to produce sales. That’s why the NBC Western Network has been the first choice of smart sponsors—large, small and in between—for twenty-one years. Firms like Sperry Flour, Tillamook Cheese, Standard Oil of California, Safeway Stores, Wesson Oil and Snowdrift and scores more have proven that the advertising penny becomes the sales dollar quicker, easier and surer when invested in NBC Western Network time.

Richfield Oil Corporation, for example, sponsors radio’s oldest network news program. Now in its 17th year on the air, Richfield Reporter has broadcast 5,000 quarter-hours of headlines and human interest stories. Carefully edited and specially written for radio, it is presented every evening at 10, except Saturday.

Rating-wise, Richfield Reporter tops all Pacific Coast news programs with a robust 10.4 (Hooper, Jan. ‘47 Report), consistently holding 40-50% of sets-in-use for its period. Currently second among quarter-hour regional programs on the Coast, it has several times ranked along with national programs in the “top 15.” And listeners are buyers.

Starting on 5 stations in 1931, Richfield Reporter has sparked the steady expansion of Richfield sales territory to its present dimensions: the coverage areas of 14 NBC Western Network stations. It has been an important factor behind the Corporation’s 16-year record of increasing sales, profits and dividends. The program represents approximately one-third of the advertising appropriation—it is a potent selling tool.

There’s only one Richfield Reporter, but it is also only one of many low-cost NBC Western Network programs whose selling records entitle their sponsors to write “Successful Advertiser” after their names. Wouldn’t you like to join them?

*In the Far West
WNEW and MARTIN BLOCK
AN UNBEATABLE TEAM!

The MAKE BELIEVE BALLROOM

Makes music for listeners, money for advertisers...
10-11:30 a.m.  5:35-7:30 p.m.
Monday thru Saturday

Ever since 1935 MARTIN BLOCK and the MAKE BELIEVE BALLROOM have been part of the pulsating life of this metropolis. They make hearts—and merchandise—move faster!

For more than 12 years the MAKE BELIEVE BALLROOM has been a New York show—tailored for New York listeners and custom-made for advertisers who want to sell them! It's a BIG show—and like all big shows it appeals to all ages! Hit tunes, top bands, new stars—you hear them all and you hear them first when MARTIN BLOCK entertains at the MAKE BELIEVE BALLROOM with two big performances daily, six days a week.

Yes, he's No. 1 in the No. 1 Market!
So listen to MARTIN BLOCK at his best—on the MAKE BELIEVE BALLROOM!
Buy MARTIN BLOCK where he's biggest—on WNEW in Greater New York!

WNEW
1130
ON YOUR DIAL
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

Represented by John Blair and Co.
AFTER THE SHOW IS SOLD — is when the producer worries

By M. B. Shapiro
Managing Editor, RADIO DAILY

EASIEST way to make money in radio says Joe Showbusiness as he cluttered up a table at Toot Shor’s or Lindy’s, “Is to sell a package show and then lay back and collect dough for the next 39 weeks,” etc. Yes, there’s nothing to it. Just get an idea, work it out, cast and produce it, set up an audition or recordings, then all you have to do is sell it. What do those guys at the agencies know about a good show. They give you a terrific run-around, blow hot and cold and then shake ‘em out of a hat and usually pick the wrong one. Maybe it’s your show that fell out of the hat and you’re all set. And of course there’s the sponsor. What would he know beyond the fact that he likes to hear his name or product mentioned over the air and bask in the reflected glory. As for Charlie Luckman (get the ‘Charlie’) he just likes to have people point a finger at him and whisper, the sponsors Bob Hope.”

Corner a hard-working independent producer, or even one not so independent, and the picture changes. He appears cognizant of favorable time slots, merchandising problems, the absolute necessity of keeping a program and the cast on its toes in order to maintain the highest possible standard within its limitations. Each show has its own peculiar momentum and occasional slips it wends its way daily or weekly in the effort to entertain an exacting audience. In trade or lay circles, the day after a top-night comedian has been on the air, invariably someone mentions that so-and-so was or wasn’t good last night, and there develops short discussion on the merits or demerits as each heard the program.

Old Joe Showbusiness mentioned above, apparently lives in the past; days when an artist or troupe broke in a routine and with a good agent found themselves booked season after season on vaudeville circuit or another, with the same act. A season or two later the same theaters were ready for the same act and routine. In fact the audience looked for the familiar lines and pieces of business. On the legitimate stage, the producer having opened his play to a good press, seeing to it that the angles were happy and that the advance ticket sale was in, hired insel off to the golden shores of a Florida resort. Returning many weeks later, he takes a look-in and decides to jack up to cast, scare the understudies into action, and calls for several shears. This done, with the house still selling out, he goes on the Continent to pick up a few “original” ideas and maybe sport a hit.

But the radio producer’s sincerity is far more legit than the actor producer. He knows full well that after he has sold a program, his work really begins. This holds true whether the show is live or to be transcribed. It is not for the love of company that find a corps of writers and other assistants in the retinue of leading comics, nor the technical crews around a first-rate dramatic production. Naturally the trick is to make the show sound smooth and little or no apparent effort protected. To maintain the seemingly effortless chatter with a dopey quiz contest for instance, so that the listener as well as the studio audience will find entertainment value, is one that usually has the quizmaster sweating the proverbial bullets. Which may also go for the contestant, yet the man on the show must not let his sweat permeate through the loud speaker.

Yet the quizmaster is not alone. Prior to his session, the producer himself has been in the wings screening his contestants. He wants to avoid the “wise guy” type, man or woman; he wants to avoid the professional hanger-on, he wants to avoid the altogether giddy one. He wants some one of average intelligence who will lend himself to just along with a gag and take his chances meantime on winning out. Thus he is constantly casting to make each program stand on its own feet as an entertaining and sales entity.

In one way or another, this same thing happens to every producer. The paraphrase might well be eternal vigilance is the price of a good radio show. For radio’s producers whether daytime serial or big Sunday night show, know that each individual program practically starts the thing all over again notwithstanding the format and characters being in the bag. If many radio folk run to the doctor in the forenoon, take x-rays, swallow barium meal and come back six hours later to count the ulcers, if any, it’s because of that inexorable multiple Simon Legree, the radio audience.

It doesn’t follow that the producer of a transcribed program series has it much easier. On a live show, a fluff is a fluff and gone forever. On a recorded series, no excuses are brooked and both client and audience expect a letter-perfect show. Here again the producer or his delegated representative has his line points to watch at rehearsals and actual cutting. Then he is still torn between selection of the best of one or more recordings.

In lesser proportion the producer or director of a local station program has comparable headaches whether it is a one-time shot or a regular series. The standard can never be too high from a production angle.

At any rate, what we want to say is the next time old Joe Showbusiness sees a successful radio producer buzzing the headwaiter for a table he might do well to jump off the bar-stool, stand at attention and salute. For here is a man who caters to the largest audience in the history of the world, and pleases the great majority of it, or he would not be in business, successfully that is.
Famous
NAMES

THE FAVORITE STORY CHOICES OF:
- SPENCER TRACY
- INGRID BERGMAN
- ARCHIE GARDNER
- FRED ALLEN
- SHIRLEY TEMPLE
- IRVING BERLIN
- ORSON WELLES
- SINCLAIR LEWIS
- RAY MILLAND
- CECIL B. DE MILLE
- JOAN FONTAINE
- GLADYS SWARTHOUT
- BEEMS TAYLOR
- AND MANY MORE!

Unforgettable
STORIES

THE BEST-KNOWN, BEST-LOVED STORIES OF THE WORLD'S MOST ILLUSTRIOUS WRITERS:
- CYRANO DE BERGERAC
- JANE EYRE
- LITTLE WOMEN
- HUCKLEBERRY FINN
- LES MISERABLES
- WUTHERING HEIGHTS
- 20,000 LEAGUES UNDER THE SEA
- A CONNECTICUT YANKEE IN KING ARTHUR'S COURT
- AND MANY MORE MIND-BOBBINGLY DRAMATIZED FOR RADIO

Superb
ACTORS

IN ADDITION TO MR. RONALD COLMAN, "Favorite Story" features America's finest radio actors. Lurene Tuttle, "First lady of radio" Howard Duff, "Sam Spade" on the network, Janet Waldo, lovely young star of "Corliss Archer" are just three of the dozens of leading favorites who propel each story with vigor, imagination, and genuine artistry.

Magnificent
MUSIC

A FIFTEEN-PIECE ORCHESTRA makes the musical background of "Favorite Story" one of unprecedented lavishness. The daring and original scores arranged for "Favorite Story" by Claude Swanson, and Robert Mitchell and the Mitch's Boys Choir are thrillingly eloquent illustrations for gem-like dramatization.

52 HALF HOURS NOW AVAILABLE!
HOW OF THIS MAGNITUDE

RONALD COLMAN

Favori...
Listen and judge for yourself

The EDDIE ALBERT show
Wednesdays at 9:30 pm EDT
The brilliant young Hollywood star plays the leading role in a delightful situation comedy. (Another Willie Piper? We wouldn't be surprised.)

Mr. President
Starring EDWARD ARNOLD
Thursdays at 9:30 pm EDT
This unusual dramatic series, starring Edward Arnold, is based on interesting, but almost unknown, behind-the-scenes incidents that have happened in the White House. Fascinating, enlightening (and non-political) dramas.

The Phil Silvers show
Wednesdays at 10:00 pm EDT
The popular stage and screen comedian portrays a newspaperman who is always in hot water. ABC's newest entry in the comedian sweepstakes.

CHALLENGE of the YUKON
Saturdays at 7:30 pm EDT
All the adventure and thrills of Alaska's Gold Rush days! Sgt. Preston of the Northwest Mounted Police and his Eskimo dog "King" help bring justice to the Northern Wilderness. Produced by the same group who have made The Lone Ranger so successful.

One of these New ABC programs may land in Mr. Hooper's "First Fifteen"

ABC's Program Department holds an enviable record for developing and SELLING radio programs.
- During the 1946-47 season, for example, ABC produced and sold "The Willie Piper Show"..."The Henry Morgan Show"..."Dashiel Hammett's Fat Man"..."The Paul Whiteman Club"...just to mention a few. One of the reasons for this success is that ABC sensed the need for relatively low-budgeted shows that had plenty of popular appeal.

The programs listed in this advertisement have just started their careers on ABC. If past experience is any criterion, we can hope that at least four of them will be sponsored by fall. We suggest that in your own interest you listen to these shows at the earliest possible moment. One of these programs could become your best salesman.

American Broadcasting Company
A network of 258 radio stations serving America
During the past twelve months transcriptions have rocketed up the biggest gains in the broadcasting industry. More transcribed programs were broadcast on more radio stations for more sponsors than ever before in radio's history. Our own figures are a good example. Six hundred and seventy-five radio stations are currently carrying Ziv-transcribed programs and some stations are carrying as much as nine hours a week of Ziv ETs, all sponsored.

With advertisers facing once again a highly competitive market, they are remembering something that most of them learned in radio a long time ago. When you buy radio time you do not buy circulation. You only buy an opportunity for circulation. The circulation depends on the pulling power of the programs that the advertiser buys to put into that medium. No wonder then, that the local, regional, and national spot advertiser is more conscious of the programs today than ever before. And when you look at the tremendous number of fine programs available on transcriptions today, you can understand the phenomenal growth of the transcription industry.

Radio stations and advertisers have the right to demand from open-enders a continuing and increasing top quality of production. They have a right to demand and incidentally, they are demanding, that there be plenty of programs in any transcribed series so that the advertiser may continue on the air without interruption for a long time. A case in point was the Ronald Colman show, where stations and advertisers both insisted on assurances of a year of uninterrupted programming. They were surprised and delighted to learn that simultaneously with the release of the first Ronald Colman program, three years of uninterrupted service were guaranteed.

The open end producers have a responsibility to the public as well. No one who is active in this business of broadcasting can ever forget that radio must operate in the public interest. The networks and the stations have shouldered this responsibility for years, and despite many somewhat biased critics, who belittle their efforts at every turn, we believe that by and large they have programmed in the public interest and that they have made and are making constantly increasing efforts to serve the public with better programs.

But as the open-enders take over a larger and larger share of this programming job, as more and more radio stations and regional networks are programmed with open-end shows, the transcription industry must assume an increasing share in this never-ending task of programming in the public interest. It is true that 97 per cent of all open and programs are commercial and that they are no real factor in sustaining programs. It is our belief however, that the program in the public interest is not necessarily a sustaining program, and that if a program is actually in the public interest it does not become less so when it is paid for by an advertiser who includes his commercial message. The "Favorite Story" program is an outstanding commercial success. It is not running sustaining anywhere. On every one of the 120 stations which now carry it, it is commercially sponsored.

And yet, as of this writing, 68 schools and educational groups, have spontaneously written in asking if there is not some way in which they can tie in with this program and make it available for class room study in the schools. Here is a fine public service program that is a commercial success as well. Here is just one example in the way in which the open-end industry is meeting and will continue to meet its programming responsibilities.

Those transcription turn-tables that are spinning all over America have the whole industry watching. We suggest that you watch without concern and even with pride, for the growth of open-enders is a healthy thing for radio. It means better programs, local and regional. It means happier and more successful local and regional advertisers. Those are the things that benefit all of us who live and work in radio.
WHEN a summation of radio activities is made at the end of 1947, it is not too difficult to envision such a tag as "The Year of the Disc Jockey". Yet, the concept of disc jockeys is probably the oldest in the history of the industry. The only thing that 1947 has brought is the popular emergence of a new home for an old, stable type of programming.

Disc Jockey shows form the crux of the programming structure of more than 75 per cent of the radio stations in the country. In some instances, it may be that they are not called by this name but actually, the net result is the same. Extended periods of phonograph records presented with varying degrees of production, buildup, and ballyhoo. These vary from the little 250 watters' 'Melody Matinee' to the highly publicized and glamorized Tommy Dorsey, Paul Whiteman, or Martin Block shows.

In view of all the current interest in disc jockey programs, the development of a syndicated disc jockey program such as 'The Tommy Dorsey Show' was a natural step in the sequence of events for it fills a real need for stations, both big and small. Until now, the transcription industry in its rapid growth to maturity, has concentrated upon the development of big name shows designed to fill quarter hour or half hour spots. But, of utmost importance to the local station is the need for block programming. They require big names in a form that will fill larger segments of their morning, afternoon, or evening schedule. Stations consistently have asked for syndicated programs that would enable them to offer big names of their local sponsors at a minimum of cost. By purchasing a five hour block and dividing it into 20 quarter hour segments, the cost for each became infinitesimal and the opportunities for resale much greater. So the development of the syndicated disc jockey program.

Apart from such basic considerations as the need to station's operations, value in building personalities, and importance from a commercial standpoint, the fact remains that no other type of programming offers a better opportunity to give listeners the very best in American entertainment. The hours of preparation and rehearsal go into every recording, only the finest talent is employed and the last word in engineering and recording facilities are utilized. The disc jockey then builds his programs for the vast stock of records now available offering his listeners a standard and variety of entertainment second to none.

For this reason, the listener ratings to disc jockey programs has permitted the emergence of independent stations throughout the country to positions of prominence. Larger stations have now taken the cue from them and are endeavoring to compete on similar terms. For listening to disc jockey programs is not confined simply to the teen-agers and jitters. A recent New York survey revealed that the average age of listeners to these programs is 38. Another survey conducted by Dr. Sidney Roslov of Pulse indicated that 10 to 12 per cent of disc jockey listeners are 45 years of age and older. Since many of these programs are aired either during school hours or during the late evening and early morning period, they wouldn't be able to achieve the ratings they do if the intent was confined to the younger element.

The disc jockey program was originally conceived by the local station as a means of providing entertainment to listeners at minimum of cost. It is no secret that the small, local station could never afford to maintain large staffs of talent and present live shows all day long. Their financial potential makes this impossible. In many towns throughout the country, these stations have been able to raise funds from their listeners to support the cost of such programs and announcements to at least $1.00 per spot.

Some of these stations sell spots for as little as 11c a piece! Obviously, if these are remaining in the air and their allegiance is vital to the radio industry since they fill the important gaps in our entire service function—it is important that they be encouraged to continue this means of programming. It is important too, that every effort be made to assist them in the development of their schedule.

The nation's larger stations, too, are confronted with similar problems in the cost of programming. Naturally, their advertising revenue is far greater, but to compensate for this, they maintain larger staffs of musicians, announcers, and actors. In a single instance have reports been received indicating that stations have been reduced as a result of the scheduling of a disc jockey program. On the other hand, local announcers have been developed into "name personalities" as a result of opportunities afforded them through these programs. Disc jockey shows have often many of them their first real breaks—Robert O. Lewis, Martin Block, Al Jarvis, Douglas Arthur, Fred Robbins, Fred Cole, Eh Elliot, and dozens of others have attained regional or even national prominence by virtue of their success in this field and their earnings power has been greatly increased.

Insofar as the musicians and other talent is concerned, the increasing popularity of so many disc jockey programs has helped greatly to stimulate the phonograph record business and dozens of new companies who would normally find it difficult to establish, new artists, new tunes, or promote their labels, find such programs a successful method of gaining immediate recognition. Such means additional recordings, the use of more musicians, and the growth in popularity of more and more new talent—talent which might otherwise fall by the wayside due to the terrific competition inherent in cracking the live network field.

In 1938, about the time disc jockeys began to develop into personalities, the average hit sold about 25,000 copies. Today, 16 standards pass the 2,000,000 mark in sales under the impetus of the platter pundits' persuasive salesmanship. The average with appropriate help from the jocks will sell between 200,000 to 300,000 copies. Formerly the number of new releases scheduled for each week amounted to 50 or thereabouts. Now the weekly figure is closer to 2,000. Record production for 1946 is estimated at 275,000,000 units and the output for 1947 is expected to be 400,000,000.
CBS programs

July, 1947

SEASON-END SCORE ON
SPONSORED CBS PACKAGE SHOWS

CBS rounds out the 46-47 season with nine house-built programs sponsored. Collectively, the nine turned in a record score for CBS' sales-producing showmanship. Individually, every one was a brilliant performer:

The_6_New_Sponsorships

Arthur Godfrey's Talent Scouts went commercial for Lever Brothers (Lipton Tea) in July, in the 8:30-8:55 p.m., EDT, Monday slot. Originally broadcast opposite top nighttime competition (Tuesdays, 9:30-10:00 p.m.), Talent Scouts worked its way up to sustaining NRI's as high as 12.1

The Arthur Godfrey Show, 11:00-11:30 a.m., EDT, Mondays-Fridays is newly sponsored by Liggett & Myers (Chesterfields) on Mondays, Wednesdays, Fridays. As a sustainer facing daytime's No. 1 program, Godfrey in one year climbed to within one point of that competition's rating.

My_Friend_Ima goes to work August 25th for Lever Brothers (Swan) on Monday nights at 10:00 p.m., EDT. In the difficult field of comedy-at-reasonable-cost, Ima on sustaining won the highest laugh-meter rating for all network shows of its kind, got a highly enthusiastic press, received client's nod over other competition.

The Whistler, 10:00-10:30 p.m., EDT, Wednesdays, a Hooper Top 15 in eleven out of twelve past months on the Coast, showed a contra-seasonal gain of 72% in May, after only 30 days of sponsorship by Household Finance in the East, facing Bing Crosby. Continues to rise in ratings through first July report.

Give_and_Take, 2:00-2:30 p.m., EDT, Saturdays. Less than 24 months old and sponsored by Toni, Inc., since January 4, delivered more than twice as many NRI homes as any other Saturday daytime program on any other network. (May NRI average audience rating, 7.8; nearest other network competitor: 2.8).

Jean Sablon, Sundays 5:30-5:45 p.m., EDT, was CBS-showcased as radio's singing Charles Boyer, bought by Hudnut November 9. Appraised by Dana of N.Y. World-Telegram as "artistry sufficient to hold an American audience, if not overpower it"; rated by Cornelius Vanderbilt of N.Y. Post as "a winner" preferred to Bing and Sinatra by many women in recent Western poll.

New Gains by 3 Established Package Sponsorships

Crime_Photographer, 9:30-10:00 p.m., EDT, Thursdays, sponsored by Anchor-Hocking since August 8, 1946, is one of the only two mystery shows making NRI's Top Ten, January-May. Ninth on NRI's May report, it delivered more NRI homes per dollar than any other network evening program, beat the ratings of all Sunday night high-cost comedy shows.
Sponsored
CBS package
shows

THE ARTHUR GODFREY SHOW
11:00-11:30 AM EDT, Mondays, Wednesdays, Fridays
Liggett and Myers Tobacco Co.

ERIC SEVAREID AND THE NEWS
6:00-6:15 PM EDT, Mondays through Fridays
Metropolitan Life Insurance Company

ROBERT TROUT WITH THE NEWS TILL NOW
7:45-8:00 PM EDT, Mondays through Fridays
Campbell Soup Company

BILL HENRY: NEWS
8:55-9:00 PM EDT, Mondays through Fridays
Johns-Manville Corp.

Suspense, 8:00-8:30 p.m., EDT, Thursdays, renewed by Roma Wines for the fourth year, hit NRI's Top 20 four times this season, averaged a 14.9, had an 18.0 high. With Crime Photographer, Suspense outrated everything else on the four networks on Thursday nights in the May NRI report. Also cited by 1947 Peabody Committee as outstanding drama "head and shoulders above the competition."

Let's Pretend, 11:00-11:30 a.m., EDT, Saturdays, holder of all major broadcast awards, in May gave Cream of Wheat the third largest Saturday daytime audience on the four networks; easily led all Saturday morning ratings. Sponsor Magazine calls it: "perfect example of a program that pays off not only in direct advertising but through the goodwill that its sponsorship creates." It has delivered for Cream of Wheat for over four years.

CBS News "the most adult in all radio" in the opinion of Time Magazine, is sponsored by five different advertisers. Campbell Soup Company sponsors Robert Trout With The News Till Now, Monday-Friday, 7:45-8:00 p.m., EDT. Curtiss Candy Company: Warren Sweeney, Saturday and Sunday, 11:00-11:05 a.m., EDT. Johns-Manville Corporation: Bill Henry, Monday-Friday, 8:55-9:00 p.m., EDT. Luden's Inc.: Ned Calmer, Saturday and Sunday, 8:55-9:00 p.m., EDT. Metropolitan Life Insurance Company: Eric Sevareid, Monday-Friday, 6:00-6:15 p.m., EDT.

5 CLICK PREMIERES IN 6 DAYS

July Fourth Week was no holiday in the CBS Program Department. From the Wednesday evening before Independence Day until the Monday night after, CBS launched new programs at the rate of one every 24 hours. Result: every one a success with first nighter press critics.

JULY 2—
Doorway to Life: 10:30-11:00 p.m., EDT, Wednesdays. Hard-hitting drama concerning actual case-history problems in child rearing. Re-enacts dilemma, then gives best solution. Top notch drama with scripts approved by top psychologists and sociologists. Scored heavily with Variety as: "the type of serious and substantial programming that should earn an all-year-round berth...solid showmanship qualities." From CBS-Hollywood, directed by William N. Robson. Broadcast recordings available.

JULY 3—
Roofops of the City: 8:30-8:55 p.m., EDT, Thursdays. New drama series looks down from rooftops of metropolis into private lives of cliff-dwellers. Says Billboard, "is infinitely satisfying when stacked up against the usual trite romantic formulas... A prime example of how good a show can be." Originates New York, uses both originals and adaptations. Werner Michel supervises. John Mosman directs. Broadcast recordings available.

JULY 7—
Robert Q. Lewis Show: 7:00-7:30 p.m., EDT, Mondays-Fridays. New CBS comedian in second series, for 5-a-week early evening or daytime sponsorship. Strikes Variety as: "a good bet with an odds-on payoff. Partly scripted, partly ad-libbed, the show shapes up as a highly listenable potpourri of music and chatter with Lewis' free-wheeling gabbing style providing most of the wit and bounce...some sock assists from chirper Kathy Norman." Music by George Wright's novelty quartet. Jack Mosman directs. Broadcast recordings available.
JULY 7 —


JULY 7 —

Escape: 9:30-10:00 p.m., EDT, Mondays. Only tales between the credible and incredible are recreated on this new drama series, with what Variety calls "the laudable aim of simply telling a good story." Originals and classics like Conrad's Typhoon, Kipling's Man Who Would Be King "skillfully scripted... with full-scale production flavor... adept handling," adds Variety. CBS-Hollywood origination, Wm. H. Robson directs. Broadcast recordings available.

90 MINUTES OF CBS COMEDY AVAILABLE

Robert Q. Lewis Little Show: 8:00-8:30 p.m., EDT, Saturdays. New half hour comedy-variety featuring shrewd satires of ex-disk jockey Robert Q. Lewis. Scripted by Goodman (Easy Aces) Ace. "Kids radio, movies, anything else that pops to mind... may well turn out to be the answer...": Newsweek. "A new comedian, a longer spot and a not-so-little show": Time Magazine. "Refreshing... top supervisory production job... help scripting... justifies initial hand springs." Variety. Broadcast recordings available.

Sweeney and March: 8:30-8:55 p.m., EDT, Saturdays. CBS-discovered comedy team, ex-GI Hal March and his buddy Bob Sweeney, in the special Hollywood-built-for-them series which network has been developing for a year. Hilarious situation-caricatures of universal everyday frustrations. Rated "wonderful", "a hit", by critics. Broadcast recordings available.

Bill Goodwin Show: 9:00-9:30 p.m., EDT, Saturdays. First show of his own for the emcee-announcer of Hope, Burns and Allen, Sinatra shows. Situation comedy, starring Goodwin as an eager-beaver civic-improvement volunteer, with genius for landing behind eight-balls. "More than usual sustaining coin and effort in this one": Variety. "One of the best situation comedies developed in many a month": Hollywood Reporter. Broadcast recordings, analysis, available.

DRAMA OPEN TO SPONSORSHIP

Studio One: 9:30-10:30 p.m., EDT, Tuesdays. New hour-long repertory air-theater series, doing full-scale presentations of fine novels and plays rarely heard because they are too meaty for radio's half-hour condensations. "An array that certainly won't be found anywhere else on the air": N.Y. Herald-Tribune. "Notable... fine rewarding program": N.Y. World-Telegram. Broadcast recordings available.

Romance. This great-love-story drama series delivered October-April Hooper averages in the 11's during 1944-46 sponsorship. Today "it continues to hit its big programming stride," according to Variety. Weaves romantic-mood spell for commercials, with masterly re-creations of great love stories. Broadcast recordings.
SPECIAL SHOWS FOR SPECIAL PURPOSES

Great Music for Mass Influence:

New York Philharmonic-Symphony Orchestra: 3:00-4:30 p.m., EDT, Sundays, beginning October 12th. With Bruno Walter as next season's musical adviser (and conductor of many Sunday concerts), broadcasts reach weekly audiences of 15,000,000 people and furnish a background for a middle-spot which pulled 250,000 direct requests from listeners. Recordings and analysis available.

Self-Improvement Sales Appeal:

Look Your Best: 10:00-10:30 a.m., EDT, Mondays-Fridays. (Not broadcast in N.Y.) Only program on the networks devoted to helping women make the most of good points, minimize bad features. On sustaining, draws 7,000 requests a month for "advice sheets". Broadcast recordings, analysis, available.

Farm Market Selector:

Columbia's Country Journal: 2:30-3:00 p.m., EDT, Saturdays. Best farm-beamed program on the air, according to Ohio State Institute for Education by Radio, Gardening Institute of America. Crosby of Herald-Tribune says it..."gives five times as much information" as nearest comparable series. Broadcast recordings, analysis, available.

Audience Participation:

Strike It Rich: 10:30-11:00 p.m., EDT, Sundays. Todd Russell of "Double or Nothing" fame is one of the most exciting quiz shows ever built. Features contestants with special need to "strike it rich". Has each tell his story, gives him sizable cash "working capital", with chance of pyramid ing to 400%. Broadcast recordings available.

Winner Take All: 3:30-4:00 p.m., EDT, Mondays-Fridays. A proven audience participation show with the day-to-day carry-over suspense of a serial. On sustaining, against strong sponsored competition, rates as high as a 5.2 Hooper. Broadcast recordings, analysis, available.

Your regular CBS representative will be glad to provide complete data on these and some 20 other CBS package shows available for sponsorship.

Sincerely,

Director of Commercial Program Development
The Columbia Broadcasting System

If you would like to receive this listing of CBS Package Shows regularly, write us.
NEW GROUNDS IN PROGRAMMING
— an evaluation of progress

By Davidson Taylor
V.P. And Director Public Affairs, CBS

URING the past year, the Columbia Broadcasting System has broken new ground in several areas of programming, and these areas will be cultivated in the coming fall and later radio season.

The CBS Documentary Unit was instituted by Edward R. Murrow as Vice-President and Director of Public Affairs, and has presented such notable features as "The Eagle's Brood," "Experiment Living," "A Long Life and a Merry One," and "The Sunny Side of the Atom." By the end of 1947, Robert Heller, head of the Documentary Unit, estimates that eleven special documentary features will have been presented. Subjects for forthcoming broadcasts include "We Went Back," based on actuality recordings which have just been made by Bill Downs and Jim Hurlbut in the European and Pacific theaters of war, to be heard Thursday, August 10, 10 to 11 PM; an actuality broadcast in connection with the upcoming Lincoln Memorial which will be broadcast at the Library of Congress on Saturday, April 26, 3:30 to 4 PM, and unscheduled projects on the subject of old age, the American Indian, education in the United States and several others.

"CBS Is There" has introduced a new technique of broadcasting of history. This program, proposed by Goodson Lee and produced under the supervision of Robert Lewis, features the CBS microphone over exciting historical scenes, which are blacked out on the screen. John Charles Dolby gives an eye-witness description of the occurrence. It seems to us that this device opens up many imaginative possibilities for increased showmanship in educational programs.

CBS has continued its activities in the package show field, and of its important new entertainment programs will be broadcast Monday nights before and after the Lux Radio Theater. Arthur Godfrey's Talent Scouts, produced by Irving Mansfield, will be heard 8 to 8:55 PM on Tuesdays, Thursday and Sunday evenings. My Friend Irma, written and produced by Cy Howard, from 10 to 11:30 PM on Saturday evenings, will be heard on the WOR network. Lipton's and Swan. Arthur Godfrey's Timmy network program has been sold three times a week to "eisterfield. CBS has at present the greatest number of package shows sold it has had at any time in its history.

Among those which are available for sponsorship are Robert Q. Lewis, who will shortly be heard 8 to 8:30 PM Saturday nights; Sweeney and March, now broadcasting 8:30 to 8:55 PM Sundays, and Bill Goodwin, who is on the air now 9 to 9:30 PM Saturdays. Abe Burrows begins a new series of quarter-hour comedy programs on Saturday nights, July 26. Studio One, which Robert Landry and Fletcher Markle are collaborating, will be continued indefinitely in the 9:30 to 10:30 PM time on Tuesday nights. Its early ratings have been decidedly encouraging.

The Philharmonic Symphony Orchestra of New York, the Philadelphia Orchestra and the CBS Symphony Orchestra will all be heard during the Fall season. The Philharmonic will occupy its usual 3 o'clock time on Sunday afternoon, the Philadelphia Orchestra will be on the air from 5 to 6 PM Saturdays subsequent to the football season, and Invitation to Music will be heard late Sunday nights rather than on Wednesday nights in the Fall and Winter season.

During the past year, CBS has instituted a program of criticism of the daily press over station WCBS, and Don Hollenbeck will continue this new development with his broadcast, CBS Views the Press, in its present time period, 6:15 to 6:30 PM, Sundays. CBS TV also made a forward step in explaining the problems of radio broadcasters to the public with Lyman Bryson's broadcasts, Time For Reason—About Radio, on Sunday afternoons.

The CBS Program Department plans to give continuing attention to better production in all types of programs.
Balanced diet

From robin's chirp to witching hour, Philadelphia's leading independent gives Philadelphians what they like to hear. News and weather (every hour on the hour) ... swing and superb symphony ... seasonal sports and drama and special events at home and across the seas.

Call this programming a balanced diet. Call it a recipe for making friends. By any name, it's winning a steadily growing audience. And it is the reason a steadily growing army of advertisers find WPEN a prime selling force in the nation's third largest city.

WPEN gets results.

950
WPEN
PHILADELPHIA
THE EVENING BULLETIN STATION

NATIONAL REPRESENTATIVES
HEADLEY-REEF COMPANY
New York - Chicago - Detroit - Atlanta
San Francisco - Los Angeles

RADIO DAY
The radio programs, the television broadcasts of tomorrow, what will they be like? Well, basically they'll all be programs that the listening or viewing public prefer.

Radio is licensed to serve the public interest, convenience and necessity. To discharge our duties we must give the audience what it likes and wants.

Trends in programming will vary as the public whim and fancy dictate. There are those who look down their noses at the audience participation program. And yet, judging on permanency alone, they are a part of what the public for they satisfy the Cinderella complex of people-

part of the radio public which enjoys listening or being among the audience when some constant wins a prize following a battle of wits. These programs, addition to justifying themselves as do fare, also have made a hit in television where sight gag can be appreciated.

That brings up the point of present-day radio programs and their adaptability to television. In answer to critics who contend that radio programs are good for a listening audience only and have no appeal when televisted, let me remind them at the huge demand for tickets to radio programs proves that the broadcasts also are good as well as entertainment, hence good television. Indeed there also have been spots that too many comics on the air are not keeping the home audience in mind but through gestures and grimaces cause the radio audience to send up gales of laughter much to the distress the radio listener. As they listen, is completely unaware of the comedian's antics. Certainly such programs and the studio play for excellent television fare.

So much for the adaptability of present-day radio programs to television.

Turning to television itself and the problems it will create, let us consider the categories in which video programs of the future will be grouped. These include special films, special events and programs prepared for television.

Special films present no great problem for they can be edited and treated much in the same fashion as motion pictures and

films are handled. Special events, however, will require an entirely different technique from radio's special events coverage.

Consider a baseball game. The announcer need not tell the audience that the batter flied out to Joe Smith in center field with an on second and third and one out. The good special events announcers will explain the next possible move by the team at bat without saying a word or giving a hint of the reason therefor. In short, he will become more a team coach and help his listeners understand the event more fully. Present-day radio announcers covering baseball games, possibly bearing this in mind, are giving commentaries more and more this vein, but because radio is a sound medium only they must continue to tell listeners what is going on in the field. The same holds true for other special events such as football games, boxing, etc., when televisted.

Programs prepared especially for television present one immediate apparent problem for actors. They will not have a script, thus, unlike the movies which shoot the scenes in many "takes" until the cast is required only to know their individual role and lines in the scene being "shot" at the moment, television actors will be scriptless the entire time the program is on the air—and, there are no retakes. The question of being telegenic will not apply to any great extent, for makeup may and probably will be used.

Frequency modulation broadcasting at the outset may be expected to expand greatly the use of good music through top flight orchestras and musicians, for, FM with its ability to reproduce faithfully both the high notes and the lowest register will make listening an added pleasure for music lovers and music students. In spoken material, FM will not mean a great deal to the listener because in a speech, the important thing for the speaker to do is to get his message across and not to ring all the stops on the scale. Aside from entertainment, radio's great forte is news. Radio news, which gained increasing importance during the wartime years, has continued to hold a high percentage of its peak audience even though the news emphasis has shifted a great deal since the hectic days of World War II.

News will be a prime feature of both television and FM and will continue to hold its dominant position in standard radio broadcasting.

Films undoubtedly will play a great part in clarifying the news for the television audience. When a newsworthy event takes place, say in Cairo, Egypt, films will show the home viewer what the city looks like, what its people are like, its chief industries and needs. Thus, films will point up the interest and provide valuable background for television news. Maps and drawings also will come into play when films are unavailable.

Thus, to sum it up, television and FM probably will use similar programs to present-day radio broadcasts but especially in television, modifications and refinements most suitable to the medium will be adapted. In short, television will be— a combination of the movies and radio while FM undoubtedly will enhance the music lover's enjoyment of music and at the same time spread musical culture far and wide throughout the country, much in the same manner that ABC's broadcasts of the Metropolitan Opera and the Boston and Detroit symphonies spread good music over the land.

A man in the balcony asks me what will happen to transcription programs and record programs. Brother, I know the answer but you'll have to keep your dial set to ABC, for I'm not going to tell you now.

Radio essentially is an entertainment medium. Thus, all programs from variety shows through educational features and on to forums and news broadcasts must be presented in the manner best calculated to hold the interest of the listener.

The manner in which ABC's special programs such as "Hiroshima," "Schoolteacher—1947," and "Slums," have served to point out important issues of the day may be taken as a harbinger of future programming of this type.

In discharging its responsibility to serve in the public interest, convenience and necessity, radio also has provided notable public service in broadcasting appeals and assisting in disseminating disaster news and information. Notable cases in point have been the recent mid-Western floods and the Texas City holocaust.
CORRECTION PLEASE!

Just because we won 1st award for the best sponsored spot announcements produced in the United States is no reason why we should be "typed" as a spot producer, only.

Just look at this array of programs!

30-MINUTE PROGRAMS

MYSTERY HOUSE—a thriller with outstanding Hooper ratings, 52 episodes.
MUSICAL LINGO—a legal form of "Bingo," listeners participate, script show.
IN HIS STEPS—adapted from the best selling book of the same name, 26 episodes.

15-MINUTE PROGRAMS

ADVENTURES WITH ADMIRAL BYRD
26 programs
BABY DAYS
26 programs
BEAUTY THAT ENDURES
52 musical shows
KAY LORRAINE SHOW
53 musical programs
KEEPING UP WITH THE WIGGLES-WORTHIS
78 programs
LET'S LEARN SPANISH
39 episodes
LINDA'S FIRST LOVE
1,000 episodes
MARY FOSTER, THE EDITOR'S DAUGHTER
800 Episodes
Mystery Chef
200 programs
PERSONAL PROBLEMS
250 programs
PINOCCHIO (ADVENTURES OF)
78 Episodes
STREAMLINED FAIRY TALES
60 programs
THIS IS MAGIC
53 programs
VOICES OF YESTERDAY
54 programs
WISHING WELL
Live script show, with recordings

5-MINUTE PROGRAMS

HUMAN INTEREST STORIES

Furniture—60
Jewelry—60
Optical—50
Personal Loans—50
Life Insurance—54
Banking—30

SYNDICATED 30-SECOND SPOTS

HELPFUL HARRY—Household hints in rhyme and rhythm
KILROY WAS HERE—A merchandising stunt that's a "luuul"
LOOKING AHEAD—New inventions, things to come
WEATHER FORECAST JINGLES—The 1946 Prize Winner—now sold in 230 markets

CUSTOM-BUILT SPOTS

We make them to order—We write original music, lyrics, furnish cast, and do complete job from "A to Z." For agencies, stations and sponsors.

WRITE FOR BROCHURES, CATALOG AND COMPLETE DETAILS

Harry S. Goodman
RADIO PRODUCTIONS
19 EAST 53rd STREET, AT MADISON AVENUE, NEW YORK
SHOWS OF TOMORROW

The Adventures Of Bill Lance

The Adventures Of Bill Lance concern exploits of Bill Lance, a private detective-criminologist, and his close friend and roommate, Professor Ulysses Higginbotham. Bill Lance, played by J. Carrol Naish, is a wealthy, handsome and musically talented man who dabbles in crime detection as a hobby. Professor Higginbotham, played by opera star Gerald Mohr, is a wealthy, handsome and musically talented man who dabbles in crime detection as a hobby. The series was created and written by J. Carrol Naish.

The Adventures Of Bulldog Drummond

The Adventures Of Bulldog Drummond recounts the exciting experiences of the fictional detective, Captain Hugh Drummond, known better as Bulldog Drummond, a private investigator who is an expert in criminology. The series was created and written by J. Carrol Naish.

Boston Blackie

Thrilling adventure-detective stories and daring mystery dramas, starring Richard Kiel as Boston Blackie, with Maurice Troup, Leslie Woods, and others. Based on stories in Cosmopolitan Magazine and currently featured in the famous motion pictures released by Columbia Pictures. Consistently outdoes other top mysteries.

CBS Is There

John Crosby, hearing this half-hour program in the world of listeners, will be presented with a novel experiment in reviewing some of the world's top news stories. The program will be a news story covered some way the network would cover any top-flight story. Throughout, actual sound will be used to tell the story.

Challenge Of The Yukon

The Challenge Of The Yukon is a fast-moving program of adventure and drama of the Northwest Mounted Police, with eventuality, brought to the air in the Yukon. The great Klondike Gold Rush of the '90s is used as the background for the two main characters, Sgt. Preston and his big lead dog, Ritz. Each half-hour broadcast is a complete story.

Colonel Humphrey Flack

Colonel Humphrey Flack, character created in the Saturday Evening Post, is an instructive and exciting adventure series through the experiences of a Robin Hood-like figure in the lives of common men who are the victims of crime.

The Count Of Monte Cristo

Alexandre Dumas' famous stories of Edgar Dumas, the dashing "Count of Monte Cristo," who helped and befriended the oppressed in early nineteenth

1947 DRAMATIC SERIES 1948
EMPHASIS ON SERVICE

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

BMI PIN UP SHEET—Handy and useful barometer of current BMI HIT TUNES. Lists all record and transcription releases. Recently added is the new “Pin Up” sheet of FOLK TUNE LEADERS, your guide to the best in folk music.

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


BMI MUSIC MEMO—Monthly information bulletin. The radio man’s guide to BMI music.

BMI RECORDDATA—Twice-a-month listing of new record releases.

PIN-UP PATTER—Inside stories and timely tips on the BMI “Pin Up” hits. Ideal platter chatter, issued monthly.

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

PRACTICAL PROGRAM SCRIPTS

More than 1,000 alert station managers are making profitable use of the various PROGRAM CONTINUITIES provided as a special service by BMI. Because BMI CONTINUITIES are saleable packages, commercial managers are cashing in daily. Each script includes the use of carefully selected BMI-licensed music, cued to all of the major transcription libraries and to available phonograph records.

All are distinctive and refreshing program ideas, smoothly and effectively prepared by a staff of reputable continuity writers.

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

SPOTLIGHT ON A STAR—A headline radio show. New and unusual. Five minutes, five times weekly.

INSIDE STORY (A New Series)—Colorful and little-known stories behind songs, American customs and traditions. Fifteen minutes, three times weekly.

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

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

These BMI services are provided throughout the year, without cost, to all BMI-licensed stations.
WHEN IT'S BMI IT'S YOURS

MUSIC FOR EVERY PROGRAM NEED
To provide broadcasters with a large and adequate variety of every type of music has been the aim of BMI since its inception. Year by year the BMI catalogue has steadily grown in size and in value. The 1947 repertoire of BMI music is more than 400% greater than it was six years ago.

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

BY AND FOR THE BROADCASTER
Every bit of music in the BMI catalogue is your music. . .
Every service provided by BMI to broadcasters is your service. . .
Every BMI song performed on radio is your song. . .

INDUSTRY OWNED AND OPERATED
BROADCAST MUSIC, INC., was established and is maintained and operated by and for the broadcasting industry.
Management of BMI is directed and guided by a Board of Directors elected by the broadcasting industry, and functions solely in your interest as a broadcaster.

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
Orders! Orders! Orders! and NO WONDER

"BEHIND THE SCENES"

Narrated by KNOX MANNING
IS EASY TO LISTEN TO AND EASY TO SELL

5 minutes ... 5 days a week ... transcribed series of human interest stories. Fascinating facts and fables about the great and near great—story gems that hold audiences spellbound.

Knute Rockne once boxed with Dwight D. Eisenhower. They were youngsters then, and the story had never been told—until Knox Manning poured it out.

He has a million like that, in "BEHIND THE SCENES."

ABOUT KNOX MANNING

He narrated the best documentary made in 1945—"Hitler Lives." It won an Oscar. It was his voice you heard in the Academy Award Winner, "A Boy and His Dog," best one reeler of 1946. "Facing Your Danger"—the best two reeler of 1947. It was backed with the Manning voice and charm. It won an Oscar award for its producer. Plus some 500 other movie credits. He has announced the Sherlock Holmes series, "Ann Scott," and "Hollywood Preview." His voice is recognized across America.

Look at these typical LOW PRICES

<table>
<thead>
<tr>
<th>City</th>
<th>Per Week (5 Shows)</th>
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<tr>
<td>Sandusky, Ohio</td>
<td>$7.50</td>
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<td>Vicksburg, Miss.</td>
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<td>Lockport, N.Y.</td>
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<td>Omaha, Neb.</td>
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Dramatic Series

Andy Devine Show

Time Units: 30 minutes, 1 week
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All clients desirous of a prestige and prestige-building program.

Diary of Fate
Here's a "my story" show with an unusual twist that appeals to all members of the family. The show is called "Fate", where a story is told in each episode of the stars are dramatized by an outstanding cast of Hollywood actors. "Fate" tells how little things that happen govern one's life and how, in the truest sense of the path of one's life. The dramatic circumstances make this one of the most ambitious "my story" series. Ably produced and directed by Herbert Lyman as "Fate". Free audience audition. Available: T.

Time Units: 30 minutes, 1 week
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Auditors: 12
Cost: According to market to be covered.

Did Justice Triumph?
Dramatizations of exciting legal case histories have been adapted from the famous New York Sunday News series. Audience is afforded particular insight into the due processes of the law and an opportunity to judge whether or not the accused are given fitting punishment. George Carson Putnam, well-known commentator and newspaper, handles the narration.

Available: Live talent
Time Units: 30 minutes, 1 week
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Auditors: 12
Audition Facilities: Transcriptions

Submitted by: Mutual Broadcasting System, 4406 Broadway, New York 18, Y.

Doorway To Life
Hard-hitting drama for the whole family, bringing to life authentic case histories in child-saving. Re-enacts real problem, then narrates and dramatizes happiest solution suggested by professional experts. Each script supervised and approved by nationally prominent psychologists and sociologists. Originates CBS-Hollywood.

Available: Live talent
Time Units: 30 minutes, 1 week
Audience Appeal: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: CBS, 485 Madison Avenue, New York 22, N. Y.

Dream Street
Half hour dramatic show, with tremendous general appeal. Stories of advent, love, mystery, drama and melodrama. Written by Charles Monroe, produced by Doug Chandler, original musical scores by Mark White, Russ Gorman Orchestra. Frank Gallup, announcer, with visiting star leads. This show also provides for mail pull, Audition recording and easy availability. Available: Time units. 30 minutes, weekly. Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Auditors: Depending upon script
Audition Facilities: Audition record available

Submitted by: Bosch Radio Productions, 17 East 45th Street, New York 17, N. Y.

Dramatic Series

Family Theatre
Basic theme of the Family Theatre is the strengthening of our civilization through a closer relationship between the family as a group and God. Each presentation is concerned with the pressing hospital and family problem, from which they came. The guiding force behind the Family Theatre is Levered Pentaffrey, C.S.C., who believes that these problems can be solved with the aid of simple, entertaining and entertaining programs. The advantages of a Hollywood personality are heard on each program.

Available: Live talent
Time Units: 30 minutes, 1 week
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Prestige, Instruction and entertainment
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 4406 Broadway, New York 18, Y.

Famous Fathers
America's Famous Radios is a dramatic-interview series starring big name personalities, one on each show, such as Admiral Byrd, Lowell Thomas, Deems Taylor, Luther Hilditch and others. Howard Lindsay, star of "Life with Father", is among the guests. The interviewer's "profile" leads to the question, and the interview leads up to a more important event in the life of the guest, program tides into an actual dramatization of his life. Available: E, T.

Time Units: 15 minutes, 2 weeks or 3 weeks
Audience Appeal: Entire family
Suggested for: Sunday Afternoon or Evening
Client Suitability: General
Number of Auditors: 5 to 15
Cost: Based on market used and station power. From $35.00 per program up
Audition Facilities: Transcriptions
Submitted by: Komart-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

Radio Daily

Dramatic Series

Favorite Story With Ronald Colman
Shirley Temple, Oona Welles, Speaker Stry, Bing Crosby, their Favorite Stories are brilliantly dramatized in the most lavish series of half-hour productions ever transcribed. All-star cast: Bing Crosby, John Beul, Janet Waldo, Vincent Price, Lorene Tuttle, William Conrad is addition to Ronald Colman, 15-piece orchestra under the direction of Claus Sachs, original musical scores by Robert Mitchell. Stories include "Wuthering Heights," "Cyrano de Bergerac," "The Scarlet Pimpernel," "The Three Musketeers," "Jekyll and Mr. Hyde," etc.

Available: transcribed

Time Units: 30 minutes, 1 week
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Cost: E-T based on population
Audition Facilities: Transcriptions
Submitted by: Frederick W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio.

First Night
Current and coming Broadway productions adapted for radio and starring Joe Ferrer. Features members of the Broadway casts as well as entertaining comment on that exciting Broadway producer. Available: Live talent
Time Units: 30 minutes, 1 week
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Auditors: 3 to 10
Cost on request
Audition Facilities: Scripts available
Submitted by: Tele-View-Radio Enterprises Inc., 16 East 40th Street, New York 16, N. Y.

Stephen Graham, Family Doctor
Produced in cooperation with the American Medical Association, Stephen Graham is the story of the role played by a general practitioner in the life of an American town. A recent broad of the program from the scene of the Massachusetts Medical Society, where Dr. Stephen Graham, a small town family doctor faces when he marries off his bride in a community dominated by tradition and tradition. Available: Live talent
Time Units: 30 minutes, 1 week
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Particularly good for drug product

www.americanradiohistory.com
They're getting bigger and bigger!

FOR OVER 15 YEARS, the cry of "Hi Yo Silver" has been an eagerly awaited summons to a half-hour of thrilling radio entertainment. "The Lone Ranger" has built a rating ranging from 9 to 12. That means more than ten million people now listen three times each week to this veteran radio success. No half-hour dramatic program has ever been able to top this record!

FOR NEARLY 8 YEARS, "The Green Hornet" has brought thrills and chills to coast-to-coast audiences. As a movie serial, "The Green Hornet" has been second in popularity only to "The Lone Ranger." While broadcast on a local basis, "The Green Hornet" did a successful selling job on all types of merchandise, from dairy products to men's shirts. Now it's sponsored on the coast-to-coast ABC network by General Mills.
In this action-packed radio show, another great agent of justice, Sgt. Preston of the Northwest Mounted Police, aided by his trusted dog King, fights for law and order in the gold-mad Klondike.

Each of these complete half-hour programs bears “The Lone Ranger” stamp of excitement and drama... with the added suspense of the mystery and intrigue of the inscrutable Frozen North. Just as “The Lone Ranger” is the saga of the Pioneer Southwest, “Challenge of the Yukon” re-creates the stirring era of ambition, adventure and excitement of the Klondike Gold Rush days.

This program is a “natural” for some alert advertiser who wants to move large volumes of merchandise fast. The adventures of Sgt. Preston and King appeal to every age group, for the program has the same ingredients as “The Lone Ranger.”

If you’re looking for a show that’s exciting... adventurous... dramatic... inspiring:

WIRE OR WRITE
Treadle-Campbell Broadcasting Corp.
1700 Strob Building
Detroit 26, Michigan
or
The American Broadcasting Company
AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY
**Dramatic Series**


**Man Ladd Show**

(Informative Title)

An outstanding half-hour adventure program. This is a brand new, fresh series, involving adventure situations in all parts of the world. The story is original, with each human interest packed episode complete. However, a continuity character and format is carried through, and the scenes are carefully planned for acting, directing, and music. It is dramatized by top names in radio and pictures. New variety act, with sponsorship via transcription.

Availability: E. T.

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any

Number of Artists: 6

Audience Facilities: Will pipe live talent

Submitted by: W. Biglow Lovey Agency, 626 North Michigan Avenue, Chicago 11, Illinois

**The Human Journal**

The Human Journal is a dramatic nautical narrative of voyage through William Shakespeare's Heart of the Storm by the author, Frank McNamara. It is written in the form of the story's narrator. Two unusual tales of the great and humble are included on each broadcast. Three minutes of open time is allowed for advertising. A separate 15-second promotional spot is recorded on each disc. The program is written by Perry Wolf and directed by Ben Glass.

Availability: E. T.

Audience Appeal: Entire family

Suggested for: Morning, Afternoon, Evening

Client Suitability: Any

Number of Artists: 5

Audience Facilities: Transcriptions

Submitted by: Jewell Radio Productions, 110 Madison Avenue, Chicago 10, Illinois

**Deal In Crime**

Deal in Crime is a mystery series, one of the best in radio. It is fast, packed with suspense and thrill, seasoned with humor. The lead character, Deal, is a "private eye," a private detective, fast back from the past. Lord Dolan has also starred the role of narrow-minded blackmailer, and women. Played by Will Carson, one of the film's most outstanding young actors. Dolan is tough but appealing.

Audience Appeal: Entire family

Time Units: Thirty minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 5

Audience Facilities: Transcriptions


**If I Were Rich**

Dramatization of cases which come to the attention of a war veteran, who has become a fabulously rich man, in order to show the programs to have severe violent plots and the stories are not filled with guns and violence.

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: 6

Audience Facilities: Will pipe live talent

Submitted by: CBS, 495 Madison Avenue, New York 22, N. Y.

**C. P. MacGregor Presents**

Designed and created to compete with "live" transcontinental shows, it is a package of transcontinental programs so diversified in plot character that they range the spectrum of drama—particularly the high comedies, the most beautiful of soap operas, the only top stars, supporting actors, writers, producers, and musicians have been employed to make the C. P. MacGregor Presents a dramatic radio show that you, as its sponsor, will be proud to trumpet at your name and your merchandise in presenting the best in entertainment. The cast of characters are glamorous, up-to-the-minute commodities of radio and television.

Availability: Live talent.

Time Units: Thirty minutes, Once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any.

Number of Artists: 10

Cost: Based upon the size of the station.

Submitted by: C. P. MacGregor Company, 729 South Western Avenue, Hollywood 5, California

**Manhunt**

An exciting mystery thriller—each episode is a complete dramatic written story following the death of Dore Stevens and the character of Patricia O'Connor, leading characters, written, written, expertly cast and also starring Larry Haines, Joan Ely, and others. A really fine quarter-hour dramatic thriller.

Availability: E. T.

Time Units: Fifteen minutes, Once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: Approximately 5

Cost: E. T. Based on Population Transcriptions

Submitted by: Frederick W. Zims Company, New York 17, N. Y.

**Married For Life**

Married For Life is a program dedicated to a happy and memorable start in life for newlyweds. Each couple plans their marriage life with the help of a professional planner. The first fifteen minutes of the show are devoted to a dramatization of their romance. The couple is interviewed and presented with gifts such as a wedding engagement ring, wedding trip and engagement ring during the last half of program. Show also features interviews with family members, and is an ideal program for anniversary gifts.

Availability: Live talent.

Time Units: 30 minutes, 1 weekly

Audience Appeal: Female

Suggested for: Anytime

Client Suitability: Any product bought by women

Number of Artists: Approximately 7

Audience Facilities: Transcriptions

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

**The Marvelous Marvin**

Here is a comedy-situation show with a fresh new twist in which the Marvins (Marvin and his fiancée) run a business with an astonishing and challenging motto: "We Buy Everything," living up to the business motto and exhibiting themselves (with profit from the legend of "white elephant") they acquire, make hilariously entertaining— and making a business that is sparkling and fresh.

Availability: Live talent

Time Units: 15 or 30 minutes, one strip weekly

Audience Appeal: Entire family

Suggested for: Afternoon, Evening

Submitted by: Rockhill Radio, 18 East 55th Street, New York 22, N. Y.

**The Meal Of Your Life**

The Meal of Your Life is a dramatic variety show featuring such big name personalities as Ethel Maxwell, Gertrude Lawrence, Ilka Chase, Burgess Meredith, George Jessel, Rosamary Lane, Ned Scott. Each show has a different star and guest star appears with an outstanding supporting cast of Broadway and Hollywood talent. Each program re-creates an important meal in the life of the guest, a meal they remember most vividly for something that happened on the occasion. Public relations campaign for the show.

Availability: Live talent. E. T.

Time Units: 30 or 15 minutes, one or two strips weekly

Audience Appeal: Entire family

Suggested for: Sunday, Monday, or Either

Client Suitability: Food products, Beverages and Home Appliances

Number of Artists: 8 to 16

Cost: $6,000 weekly for five network spots; one quarter of "A" or below rate of station used as syndicated transcription.

Submitted by: J. M. Corday, Rossmore Productions, 11 East 52nd St., New York 22, N. Y.
GUILD PRODUCTIONS OF AMERICA PRESENTS

2 NEW TRANSCRIBED MUSICAL PROGRAMS THAT HAVE EVERYTHING! TOP TALENT, SALEABILITY, NETWORK PRODUCTION, LISTENER APPEAL, NOSTALGIC TUNES!

78 ¼-hour episodes (open-end) available in each series. Either series exclusive to one sponsor in a city.

SMASH HIT!
NO. 1

The FAMILY Album

As the pages in The Family Album are turned, old familiar faces are seen, they bring to mind memories out of the past—some gay, some that touch the heartstrings. Gene Jones, whose rich baritone voice was heard over CBS coast-to-coast for years, is star of this new show. He is ably assisted by The Girl Friends, with Don Hicks (arranger) at the piano and Hal Freed at the Hammond. Room has been left for opening, middle and closing commercials with musical background—but the middle spot is an instrumental number which may be used as such if desired, instead of fading behind commercial. Production may be continued to 280 episodes or more.

“GLORIA CARROLL Entertains”

SMASH HIT!
NO. 2

When lovely Gloria Carroll, CBSactress, starts singing “Night and Day,” “Getting Sentimental Over You,” “Begin The Beguine”—and more than 200 other toe-tappers, you sit up and take notice of the “glorious carousing.” And Frank Ell and The Belltones dish out rhythmic arrangements that are something special. A quarter-hour of music that’s different from anything obtainable in a library service—gives a sponsor a unique, DISTINGUISHED exclusive program.

DISTRIBUTED EXCLUSIVELY BY

Kasper-Gordon, Incorporated
140 BOYLSTON STREET * BOSTON 16, MASSACHUSETTS

THE OLDEST—AND ONE OF THE COUNTRY’S LARGEST PRODUCERS OF SUCCESSFUL TRANSCRIBED RADIO PROGRAMS

www.americanradiohistory.com
"Bo-Bo Ske Deeton Dotten"

My name is BUDDY BEAR. I'm the star of a new transcribed radio program. There are 78 1/2-hour open-end programs in the first unit, for use 3-times-weekly or 5-times-weekly. And the way things are shaping up, I expect I'll be on the air 5-times-weekly for anywhere up to 6 years!

But that isn't all! A major motion picture company will produce and release 13 color cartoon shorts every year for 5 years—one every four weeks. You'll be seeing me in theatres everywhere. As a cuddly (and rather handsome!) doll, I am being made for retail sale all over the world by Richard G. Kreuger, Inc. Boston Junior Deb Company, Inc., is making BUDDY BEAR Sportswear for girls, and has already won first award in an exhibit. 100,000 record albums of my songs have been produced, and will be sold in record shops everywhere. Wooden pull-toys are being made by New Ashford Industries. And there will be a newspaper cartoon strip, drawing sets, soap, greeting cards, cereal bowls, boys' clothing, BUDDY BEAR Candy Bars, and a lot of other things, all manufactured for retail sale as BUDDY BEAR PRODUCTS. My radio program,

"The Adventures of BUDDY BEAR"

is the answer to those critics of radio who say that all radio makes children neurotic. BO-BO SKE DEETON DOTTEN! I never made anybody neurotic! I just have a lot of fun, and adventures, and get into some mischief, but I don't leave anybody hanging on the edge of a cliff!

I've got a safety club, and a lot of original new premiums that go with my radio program—and the whole package is available on an exclusive basis to one sponsor in a city, at low cost on a syndicated basis. So—if you want to reach parents through children between the ages of 3 and 9 (a much neglected group as far as radio programs are concerned) write, wire or phone my exclusive distributors whose name you will find below. They'll send you samples of my programs, details, and rates.

"BO-BO SKE DEETON DOTTEN." That's BUDDY BEAR language which means, in this case, "GETTER GET ON THE BAND WAGON NOW!"

Sincerely yours,

BUDDY BEAR

Kasper-Gordon, Inc.
140 Boylston Street, Boston 16, Massachusetts
Transcribed Programs That SELL!

- As the OLDEST syndicated transcribed program producer in the United States, and the originator of the transcribed musical announcement and other highly successful radio ideas, we are prepared to cooperate with you as we do with agencies and advertisers from Coast to Coast. For suggestions and program ideas for your next radio campaign—whether is for 1/4-hour, 1/2-hour, 5-minute, 1-minute, 100 word, or 30 word spots—write or wire us. And be sure to investigate the possibilities of these successful transcribed syndicated shows!

### SYNDICATED SHOWS NOW AVAILABLE

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;ADVENTURES OF BUDDY BEAR&quot;</td>
<td>78 1/4-hour</td>
</tr>
<tr>
<td>The most lovable, adventurous playmate a child ever had! Created by Betty Barrie</td>
<td>(more in preparation)</td>
</tr>
<tr>
<td>&quot;THE FAMILY ALBUM&quot;</td>
<td>78 1/4-hour</td>
</tr>
<tr>
<td>Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freed</td>
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</tr>
<tr>
<td>&quot;GLORIA CARROLL ENTERTAINS&quot;</td>
<td>78 1/4-hour</td>
</tr>
<tr>
<td>Starring Gloria Carroll, Frank Bell and The Belltones</td>
<td></td>
</tr>
<tr>
<td>&quot;EAT-ITORIALLY SPEAKING&quot;</td>
<td>78 1/4-hour</td>
</tr>
<tr>
<td>Starring Dick Stone in the most unusual food program in the country</td>
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<tr>
<td>&quot;SONGS OF CHEER &amp; COMFORT&quot;</td>
<td>52 1/4-hour</td>
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<tr>
<td>Starring Richard Maxwell, famous Gospel singer</td>
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<tr>
<td>&quot;THE VAGABOND ADVENTURER&quot;</td>
<td>39 1/4-hour</td>
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<tr>
<td>Starring Tom Terriss, Internationally known adventurer</td>
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<tr>
<td>&quot;UNSOLVED MYSTERIES&quot;</td>
<td>39 1/4-hour</td>
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<tr>
<td>Dramatizations of true mysteries as yet unsolved</td>
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<tr>
<td>&quot;ONE I'LL NEVER FORGET&quot;</td>
<td>156 5-minute</td>
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<tr>
<td>Unusual sports stories, starring Jack Stevens</td>
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<tr>
<td>&quot;TWILIGHT TALES&quot;</td>
<td>94 1/4-hour</td>
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<tr>
<td>Fairy tales for children, humorously told by Elmer Geye</td>
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<tr>
<td>&quot;DAN DUNN, SECRET OPERATIVE No. 48&quot;</td>
<td>78 1/4-hour</td>
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<tr>
<td>Juvenile series based on famous newspaper cartoon strip</td>
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<tr>
<td>&quot;FUN WITH MUSIC&quot;</td>
<td>26 1/4-hour</td>
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<tr>
<td>Starring Sigmund Spaeth, The Tune Detective</td>
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<tr>
<td>&quot;UNCLE JIMMY&quot;</td>
<td>156 1/4-hour</td>
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<tr>
<td>Daytime family serial, starring William Farquhar, Hollywood cast</td>
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<tr>
<td>&quot;FAMOUS MOTHERS&quot;</td>
<td>75 5-minute</td>
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<tr>
<td>Starring Jane Dillon, All parts taken by Miss Dillon</td>
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<tr>
<td>&quot;HISTORY IN THE MAKING&quot;</td>
<td>52 1/2-hour</td>
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<tr>
<td>Dramatizations of outstanding historical events</td>
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<tr>
<td>&quot;FURS ON PARADE&quot;</td>
<td>39 1/4-hour</td>
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<tr>
<td>Sponsored successfully by hundreds of fur retailers</td>
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<tr>
<td>&quot;A CHRISTMAS CAROL&quot;</td>
<td>1 1/2-hour</td>
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<tr>
<td>Original half-hour adaptation starring Tom Terriss</td>
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<tr>
<td>&quot;ADVENTURES IN CHRISTMASTREE GROVE&quot;</td>
<td>15 1/4-hour</td>
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<tr>
<td>Sponsored annually by more than 200 department stores</td>
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</tr>
<tr>
<td>&quot;SANTA'S MAGIC CHRISTMAS TREE&quot;</td>
<td>15 1/4-hour</td>
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<tr>
<td>Another outstanding Christmas holiday promotion</td>
<td></td>
</tr>
</tbody>
</table>

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

**KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.**

The Oldest—and One of The Country's Largest Producers of Successful Programs
Manufacturers of Transcription Playback Machines and Transcription Carriers

www.americanradiohistory.com
Johnny Modern, Pier 23
This top-notch adventure series stars Jack Webb in the leading role. Scene of each gripping episode is in San Francisco’s tough waterfront district, the Barbary Coast. Modern combines the style of more mature shows with the underlying excitement that made the original series a hit. As Johnny puts it, “Sometimes I pay for. Just as good. And I do that.” There’s nothing I want to do. That’s why I’m in business.”
Availability: Live talent
Time Units: 3.0
Suggested for: Evening
Client Suitability: General
Number of Artists: 4
Cost: By market
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

Mr. Midnight
Mr. Midnight, starring Freddy Robbins, America’s most popular disc jockey, is a record store in the world of disc jockey in New York City. Every type of listener could find something to his liking. The stories feature, mysteries, dramas, unusual life stories as well as situation comedies.
Availability: Live talent
Time Units: 30 minutes, 1 week
Suggested for: Evening
Client Suitability: General and Hospital
Number of Artists: 8-8
Audition Facilities: Transcriptions
Submitted by: Colfax-Hobbs, Inc. 41 W. 32nd St., New York 18, N. Y.

Mr. President
Mr. President—starring Edward Arnold and a dramatic program based on the interesting human events that happen in the White House. The series is sometimes a little bit too serious but it always provides human insights. It is the story of the life and work of the president and his staff. The series is a realistic portrayal of the pressures and problems that the president faces every day.
Availability: Live talent
Time Units: 30 minutes, 1 week
Suggested for: Evening
Client Suitability: General
Number of Artists: 10
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Mystery House
Fifty-two thrilling mystery stories. The most famous format of any mystery on the air—built around publishing firm named Mystery House, owned and operated by George and Dan Gomis. As explained in opening of each show, the series tells the story of the lives of the characters, both in and out of the house, and the conflicts and adventures they face.
Availability: Live talent
Time Units: 30 minutes, 1 week
Suggested for: Evening
Client Suitability: General
Number of Artists: 12
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Mystery Without Murder
A new type of mystery program which depends upon brain work rather than blood and action for its excitement. Features a group of amateur sleuths, including Mr. and Mrs. David H. Jones, who refuses cases involving murder or violence.
Availability: Live talent
Time Units: 30 minutes, 1 week
Suggested for: Evening
Client Suitability: General
Number of Artists: 10
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

Nelson Olmsted
Nelson Olmsted, author of the popular detective stories, has been a fixture on radio for many years. His stories are known for their clever plots and well-developed characters.
Availability: Live talent
Time Units: 30 minutes, 1 week
Suggested for: Evening
Client Suitability: General
Number of Artists: 10
Audition Facilities: Transcriptions
Submitted by: Nelson Olmsted, 455 Madison Avenue, New York 22, N. Y.

One Foot in Heaven
This is a typical “lively” show about a modern, progressive family in the suburbs of New York City. It features a minister, his wife, and their family. The show is set in a neighborhood that is experiencing the changes of the 1950s.
Availability: Live talent
Time Units: 30 minutes, 1 week
Suggested for: Evening
Client Suitability: General
Number of Artists: 12
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Playhouse of Favorites
For drama at its best! The Playhouse of Favorites—features leading actors and actresses of the stage and screen in dramatizations of famous stories that never grew old—stories of adventure, romance, comedy and pathos—written by such great writers as Dickens, Longfellow, et al. The series is a celebration of the written word.
Availability: Live talent
Time Units: 30 minutes, 1 week
Suggested for: Evening
Client Suitability: General
Number of Artists: 12
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Radio Theater of Famous Classics
"Radio Theater of Famous Classics" is a half-hour dramatic show bringing the air radio adaptations of the world's most famous works, such as Oscar Wilde, Ibsen, Stevenson, Zola, Dumas and others. Each show is complete in itself, brilliantly produced and directed. An outstanding cast is featured and adaptations have been written by radio's top writers, including no extra cost is a complex press campaign book for promotion and publicity.
Availability: Live talent
Time Units: 30 minutes, 1 week
Suggested for: Afternoon or evening
Client Suitability: Manufacturer of trade name brand or large trade retailer
Number of Artists: 15-16
Cost: Transcribed show from $10 per program
Audition Facilities: Transcriptions
Submitted by: Kerns-Raymond Radio Production, 11 East 32nd St., New York 22, N. Y.

Rip Powell
Fast-moving, action-packed series designed to appeal to adventure and mystery loving audiences. Rip Powell, a Navy pilot, and his colleagues, operate the Ace Detective Agency, making use of their plane, their speedboat and their high-powered car. Features mystery crime cases in which action and the chase are paramount. Fast, exciting, action in the air, on the land, and the sea, brings color, romance and thrills.
Availability: Live talent
Time Units: 30 minutes, 1 week
Suggested for: Evening
Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: Ronald Barber, Inc. 41 W. 32nd St., New York 18, N. Y.

Recreation (Formerly Theater of Romance)
Commercially-proven half-hour drama weaves romantic drama to spell for personal appeal product selling. Recreates popular love stories at all time—from classics like Pride and Prejudice through Prisoner of Zenda, Motion of the Movie, Seventh Heaven, to new Book-of-the-Month, Angelina Adams. Under sponsorship, Rip (1944-46) won October-April, Roger Ames averages in 11, consistently good evening listener. No extra cost is a complete press campaign book for promotion and publicity.
Availability: Live talent
Time Units: 30 minutes, 1 week
Suggested for: Weekend Afternoon
Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: CBS, 566 Madison Avenue, New York 22, N. Y.
BOSTON'S BEST BUY

WORL

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

Boston, Massachusetts
Rooftops Of The City

A lolly-skyscraper in a big city where we look down on the houses on the rooftops. Under these rooftops, people of the city, each with a tell, senator, or consul, from their flat, the lives of real people unfold. Readers of the Daily News will recognize many of these people as well as adaptations of familiar people in New York City.

Availability: Live Talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 8 to 11 plus music
Audition Facilities: Transcriptions
Will travel
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

The Shadow

Most popular dramatic series is the entire country. Consistently top rated in all competition for past 12 years. Published in movies, magazines, etc. Recommended by all. Written from a master storyteller, Tennyson's creation of mysterious backgrounds has been expert and has drawn the most sustained weekly audiences from all parts of the West Coast talent. Promotions are now directed at the West Coast market. Audience: Live Talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Sunday Afternoon
Client Suitability: Any type
Number of Artists: 3-10
Audition Facilities: Transcriptions
Submitted by: Charles Michelson, Inc., 67 W. 46th Street, New York 18, N. Y.

Shadows Of The Mind

A new, forcefully dramatic psychological exploration of the mind. "Shadows Of The Mind" is not merely a mystery story. It contains an extra factor in that the fact-detective stories that are unfolded each week is told in the usual text of the shadowy characters. The program, utilizing the same formula which made "Suspicion" and "Shadow of a Doubt" outstanding, is written by the noted playwright, David O. Selznick. The leading player is the fictional dollar, David Garmen, a clever psychiatrist matching wits with the unknown for the broadcast battle. This program is produced by Norman D. Haynes.

Availability: Live Talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Unavailable
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Solving Marriage Problems

This program is put on in cooperation with The Community Chest which supports a Marriage Clinic designed to help find solutions to the marital problems of people in the Philadelphia area. The program offers an ear catching dramatization of an actual case record. Each week it is brought to the audience in a sumptuous manner. The Community Chest has stipulated that series may be commercially sponsored by a suitable program that can be helped by institutional advertising.

Availability: Live Talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: 3-10
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Scarecrow Yard

"Scarecrow Yard" is a mystery series in the tradition of the famous English detective stories. Starring as "Michael Burke" is the distinguished actor of radio, stage, and screen, Basil Rathbone. Plays are laid in London and environs and involve the apprehension of both local lawbreakers and criminals from other parts of the British Isles. The program displays a humorous touch in Sherlock Holmes, Burke's likeable assistant, for which this man is so well known.

Availability: Live Talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 8 to 11 plus music
Audition Facilities: Transcriptions
Will travel
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Stories By Lederer

A show starring Francis Lederer narrating an account in dramatizations of a number of love stories with appropriate musical background. Featured in addition to Lederer are top network stage and screen performers.

Availability: E. T.
Time Units: 15 minutes, 2, 3 or 5 weekly
Audience Appeal: Female
Suggested for: Morning; Afternoon
Client Suitability: General
Number of Artists: 5
Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: Kermel-Raymond Radio Productions, 11 E. 52nd St., New York 22, N. Y.

Stryke For Tonight

Nelson Aldrich adapts for full hall presentation a short story which lends itself to dramatic narration rather than theatrical presentation. His long experience in this type of work has brought him high speed acclaim.

Availability: Live Talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Male; Female
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 3-10
Cost: On receipt
Audition Facilities: Transcriptions
Submitted by: Charles Michelson, Inc., 67 W. 46th Street, New York 18, N. Y.

Strange Wills


Special qualities for multiple market or regional sponsorship. Can be carried on single network basis or Definitive NBC network collaboration.

Produced by Telewize Radio Productions, Inc. Send for free audition materials. Great entertainment for adults and youth. A well known production of this nature, will take Westerns out of the "hook-and-shot" category. These great lengths being taken behind them, will at least give the treatment they deserve. They will be Westerns with character.

Availability: Live Talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 5-10
Cost: $100 per station per season
Audition Facilities: Transcriptions

Studio One


Availability: Live Talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 3-10
Cost: Based on station rate card
Audition Facilities: Transcriptions

Tennessee Williams

The play that made Tennessee Williams famous. "A Streetcar Named Desire." A story of love and destiny. Directed by Elia Kazan. Produced for NBC by Robert E. Lewis. "A Streetcar Named Desire" has become a classic of American drama. Williams, one of the most talked about authors, is heard as a "best-seller" at the theater.

Availability: Live Talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 10 to 12
Cost: Based on station rate card
Audition Facilities: Transcriptions

Time For Escape


Availability: Live Talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 10 to 12
Cost: Based on station rate card
Audition Facilities: Transcriptions

The Theater Of Famous Radio Players

A series of dramatic programs with an amazing appeal for the entire family. Romance, suspense, fantasy and fears receive an unusual treatment at the hands of Lewis Milnor, who is the director. The cast includes outstanding radio players including Cathy Lewis, Lauren Tutt, Martha Wentworth and Bruce Buxton. Del Guastal provides the atmosphere music with an eighteen piece orchestra.

Availability: E. T.
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: Average of 16 with 18 piece orchestra, 1st run w/1st run. Organ of the Avenue Productions, 465 Madison Ave., New York, 22, N. T.
You'll Want These Shows! They'll
Build Audience! Sell Merchandise!

Starring
WARREN WILLIAM
and an All-Star Hollywood Cast Including
Lurene Tuttle, Howard Culver, Will Wright,
Carleton Young, Peggy Weber, Perry Ward,
John Brown, Dorothy Scott, Hal Sawyer
Stories behind strange wills that run the gamut of
human emotion. A half hour series—delightfully
entertaining...
Suberly directed by Robert Webster Light.

AMERICA'S FAVORITE
SINGING GROUP

with Bob Nolan
Singing the songs all America loves! Folk songs,
ballads, westerns, spirituals and barbershop harmo-
ny! You're hearing them on the network—you've
seen them in over 100 movies—now get this
quarter-hour strip for your station.

Starring
MARVIN MILLER
* with
WARREN WHITE—Newest Singing Sensation
DEL CASTILLO at the Whispering Hammon
IVAN EPPINOFF & his Romantic Violin
Your call to romance! The relaxing show—pro-
duced by Jack Holbrook in ¼ hour strips. MOD
DREAMS puts your audience in a buying mo-
it will be the bright spot on your program sched

WRITE OR WIRE FOR FREE* AUDITION PLATTERS
"PROGRAMS FOR EVERY PURPOSE—EVERY BUDGET"

TELEWAYS RADIO PRODUCTIONS, INC., OF HOLLYWOOD
8949 SUNSET BOULEVARD, HOLLYWOOD 46, CALIFORNIA
Drastic Series

Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: Approximately 10 per program
Cost: $-
Based on population
Audition Facilities: Transcriptions
Submitted By: T. V. M. Company, 1259 Madison Road, Cincinnati 6, Ohio

Verdict

Verdict relates the stories of crimes that set enduring legal precedent — Crimes That Made The Law. Not a who- done-it, but a dramatization of poignant stories of legal history. The verdicts passed in these "first of their kind" cases are still being cited in courts today. The only show of its kind. Verdict is authentic because each script is originated and processed by Dr. Sheldon Glueck, Professor of Criminal Law at the Harvard Law School. Scripts of the series being written by Oliver Gramling, author, editor and authority on news.

Availability: E. T.
Time Units: 15 minutes, 1, 2 or 3 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Adapted for a family
Number of Artists: 8 plus music
Audition Facilities: Transcriptions
Submitted By: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Special Assignment

A 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news. Each week is a story of a quest, a quest that can be for a nation or a single item. The stories are original and each story involves the enigma or mystery or the t Fleet of non interest problem, all mixed with a little comedy. 

Liva talent
Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 6
Audition Facilities: Transcriptions
Submitted by: Corday-Roberts, Inc., 41 V. 53rd St., New York 19, N. Y.

The Trouble Shop

Foster starring in an entirely new series which permits complete and unqualified loyalty and support from the audience. The series is very well suited for comedy, mystery, and adventure. The series is written by Alphonso Deen, writer of "Crime Photographer," a series which has been very successful in the past and which has been the subject of a number of films. The series is written for a family audience.

Liva talent
Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 5 to 7 plus 13
Audition Facilities: Script available
Submitted by: Television-Radio Enter-
prises, Inc., 104 East 40th Street, New York 17, N. Y.

True Stories Of The N. Y. State Police

True stories of "closed cases" taken from files of the New York State Police. Stories are written and produced by the police themselves.

Liva talent
Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 5 to 7 plus 13
Audition Facilities: Script available
Submitted by: Television-Radio Enter-
prises, Inc., 104 East 40th Street, New York 17, N. Y.

Philo Vance

Thrilling mystery adventure series of emotional depth, compelling narrative. The series is adapted for radio by the S. S. Van Dine works, and the Philo Vance novels have been the largest selling detective stories of all time. All major film companies have produced one or more Philo Vance picture totaling well over a dozen releases to date. Philo Vance is a proven audience-winner. Now available for local and regional sponsorship.

Availability: E. T.

Under Arrest

The absorbing adventures of John Drake, police captain, are the basis for this dramatic presentation. Drake, an upright police officer, is a regular in the show, and yet an understanding of juveniles who go astray, is striving to make the world a better place to live for all of us.

Liva talent
Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: Approximately 10 per program
Cost: $-
Based on population
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

The Virginian

An exciting new dramatic series based on the best-selling novel of the same name by William Sydney Porter. The series is written for a family audience.

Liva talent
Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 8 plus music
Audition Facilities: Transcriptions

What Do You Think?

Thrilling half hour dramatic series of mental and psychic phenomena. Each story complete. Based on true experiences collected by Ed Rodin, nationally famous collector and writer. The stories are written for a family audience.

Liva talent
Units: 30 or 15 minutes, weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 8 plus music
Audition Facilities: Transcriptions
Submitted by: S. H. P. Company, 1025 Madison Ave., New York 21, N. Y.

X Marks The Spot

Mystery is one of the major human interests. This series, written by a master of the form, offers a fresh twist to the mystery genre. The series is written for a family audience.

Liva talent
Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: Three regular—plus dramatic cast
Audition Facilities: Transcriptions

Young Marilyn Young

Here is a half hour show... with Marilyn Young. Her parents and friends living their lives for listeners. Exceptionally well written and produced. It is a series which understands human nature... and knows how to make his fictional character act like real people. It's a lovely series which can only hearten the family each week.

Liva talent
Units: 30 or 15 minutes, weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product that is sold nationally
Number of Artists: Depending on individu-
al script
Audition Facilities: Will submit script
Submitted by: Radio Productions, 1145 East 45th Street, New York 17, N. Y.

Told At The Seven Seas Club

The program opens with the ring of the famous "Nansen" bell to call the meeting to order, when the great names of exploration get together to taste exotic dishes and talk over the past, the present, and the future. Great names like amundsen, byrd, and great names come out of the past—amundsen, peary, scott—will appear or be honored at meetings of the club. Dramatized adventures of the past—present sometimes with special events picked up—or fantastical projects of the future.

Liva talent
Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: Three regular—plus dramatic cast
Audition Facilities: Transcriptions

Age for radio and television. Availability: Live talent
Units: 30 minutes, 1 weekly
Audience Appeal: Adult Male, Female
Suggested for: Late Evening
Client Suitability: A product of adult appeal
Number of Artists: 6 plusorgen fav-
Audition Facilities: Will pipe live talent
Aussa the Arab

Aussa the Arab, deals in fundamentals. Its author and star, John Fleming, has lived with the Arabs. Against the background of North Africa he presents an exciting and thrilling story of adventure in search of uranium deposits. A man's devotion to an ideal, a woman's devotion to a man... every episode a great event. This program has many fine letters from all over the country requesting its continuing.

Available: Live talent: E.T.

Time: 15 minutes, 2 to 5 weekly

Audience Appeal: Entire family

Suggested for: Morning, Afternoon

Client Satisfaction: Any type

Number of Artists: 5

Cost: E.T.—Based on population

Audition Facilities: Transcriptions

Submitted by: V. S. Secker Advertising Service, 652 Fifth Avenue, New York 19, New York

The Career of Alice Blair

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

Available: E.T.

Time: 15 minutes, 5 weekly

Audience Appeal: Female

Suggested for: Morning or Afternoon

Client Satisfaction: Any type

Number of Artists Employed: 10

Cost: E.T.—Based on population

Audition Facilities: Transcriptions

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

Clara, Lu 'N Em

A four-city survey showed 52 per cent of the women who had been steady listeners to this top network show and 62 per cent of the men and it was asked when the girls would come back. The three girls act out all family happenings, playing up the funny, human side of things in passing all the world's happenings from interaction affairs to new recipes. Gentle, humorous writing makes Clara, Lu 'N Em a rich fare.

Available: Live talent

Time: 15 minutes, 5 weekly

Audience Appeal: Female, Entire family

Suggested for: Morning, afternoon

Client Satisfaction: Drugs, Foods, or Household Products

Number of Artists Employed: 4 to 6

Cost: On Request

Audition Facilities: Transcription

Submitted by: W. Biggie Levin Agency, 612 N. Michigan Avenue, Chicago 11, III.

Dearest Mother

Daytime serial story. A thrilling day by day development of the heart-wrenching scene and pulse quickening action. Designed specifically to appeal to the housewife. A moving story of a young girl's struggle for happiness, seeking to find a place for herself in the business world without the aid of her wealthy family. The suspense and mystery of the story is further enhanced through the daily development between Mother and daughter. These letters contain the girl's hopes, thoughts, suspicions, and longings.

Available: E.T.

Time: 15 minutes, 5 time weekly

Audience Appeal: Female

Suggested for: Morning, Afternoon

Client Satisfaction: Any type

Number of Artists: 5

Cost: E.T.—Based on population

Audition Facilities: Transcriptions

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

Droitwood

Starring Ann Dvorak, with John Howard. Ann Dvorak portrays the character of India Forbes, a lovely and famous Hollywood personality. The story is one of a career woman with a desire for accomplishment, yet a seeming reality for a real woman. Hollywood is filled with warmth, humor and understanding in this story of a Hollywood star, played by a Hollywood star.

Available: E.T.

Time: 15 minutes, 3 to 5 weekly

Audience Appeal: Female

Suggested for: Morning, Afternoon

Client Satisfaction: General

Number of Artists: Five and an organist

Audition Facilities: Transcriptions

Submitted by: Commodore Productions, 1502 No. Highland Avenue, Hollywood 28, California

Forbidden Diary

A top-notch daytime serial show designed to sell to the housewife. Unusual dramatic continued story, the happening of the Wyrns of Willowville, starring 14-year-old Judy Wynn. Hoover surveys only "that monthly mail" about Forbidden Diary's networks competition. Star studded array of network talent. Scripted by one of radio's foremost writers.

Available: E.T.

Time: 15 minutes, 5 or 6 weekly

Audience Appeal: Female

Suggested for: Morning

Client Satisfaction: Any type

Number of Artists Employed: Approximately 6 per program

Cost: E.T.—Based on population

Audition Facilities: Transcriptions

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

Mary Foster — The Editor's Daughter

A dramatic strip of 600 programs now in its ninth year for Kroger's Grocery chain (Kroger's) that holds the honor day-time ratings from 5.6 to 11.6. Now available in markets not covered by Kroger. Shows feature Jean Banks, Parker Ferry, Wonderful children. Kroger's" and the Fred Allen "show" and Craig McDonnell. "E.T.

Available: E.T.

Time: 15 minutes, 5 weekly

Audience Appeal: Female

Suggested for: Morning, Afternoon

Client Satisfaction: Any sponsor wishing to reach a feminine audience

Number of Artists: 6 to 8

Cost: Based on population

Audio Facilities: Transcriptions

Submitted by: Harry S. Goodman Radio Productions, 19 E. 53rd Street, New York 22, N. Y.

Green Valley Lines

Railroad story thriller of Morrison, U. S. Const. Hackett, surveyed for the Green Valley Lines and John Graham ran the office. The rival railroad, the C. H. W., owned by Jim Reed, tried to buy the Green Valley line. Tom Graham is willing but sells only for Hadden and the Green Valley people do not. Scludgy begins to show up when the round house burns down, then quit their jobs, an ultimatum demanding full payment of mortgages, etc.

Available: E.T.

Time: 15 minutes, 2 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Satisfaction: Any type

Number of Artists Employed: 5 and sound effects

Cost: For Stations 5000 Watts or under, $3.00 per program. Others on application

Audition Facilities: Transcriptions

Submitted by: Walter Biddick Company, Radio Programs Division, Chamber of Commerce Bldg, Los Angeles 15, California.

Harmony Street

Story of a typical American neighborhood. Action centers around Pat O'Shea. played by Art Vincent, and Pat's father and the general store in the neighborhood called "Harmony Street." Pat always solves problems of neighborhood or his families. Unfortunately, more often than not, he just makes things worse. But somehow in the end, is spite of himself, things work out. These situations inhere humor and emotional action. Commericals can be woven into continuity as part of action.

Available: E.T.

Time: 15 minutes, 3 or 5 weekly

Audience Appeal: Entire family

Suggested for: Afternoon, Evening

Client Satisfaction: All types

Number of Artists Employed: 1 lead and average of 5 characters per program

Audition Facilities: Transcriptions

Submitted by: Green Associates, 90 N. Michigan, Chicago 1, Ill.

Hilltop House

Hilltop House, the story of a young mother faced with the task of raising other women's children. Hilltop House is the only series of its kind where an orphanage serves as the back shop for stories that run the gamut of emotions. Hilltop House has a record that should interest any prospective buyer. On CBS and the network it ran away with its day's audience for the past four years of the "Fred Allen show" and Craig McDonnell. "E.T.

Available: Live talent: E.T.

Time: 15 minutes, 7 weekly

Audience Appeal: Female

Suggested for: Morning

Client Satisfaction: Household products

Number of Artists: 7

Cost: Very reasonable

Audition Facilities: Will pipe live

Submitted by: Wolf Associates, 420 S. Orange Ave., New York City

Immortal Drama of The Book of Books

52 of the world's best-known and loved Bible stories, dramatized by Mervyn, in 30-minute episodes, as directed by The Sunday Players. C. H. W. written under the direction of Hugo Haas, of NBC. Non-sectarian, it is popular with Christian and Jews alike. Simple, modern approach makes it understand. Not preachy, or religious in a good dramatic entertainment with a creative angle.

Available: E.T.

Time: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Satisfaction: Any ethnic and religious group

Cost: For Stations 5000 Watts or under, $3.00 per program. Others on application

Audition Facilities: Transcriptions

Submitted by: Walter Biddick Company, Radio Program Division, Chamber of Commerce Bldg, Los Angeles 15, California.

In the Limelight or Julie Goes to Hollywood

A fifteen-minute daytime serial, "In the Limelight,"" or "Julie Goes to Hollywood," Employers' powerful audience building aptly the "soap owners" but puts the glamorous Hollywood setting to the eyes of the shows' merchandise.

Available: Live talent

Time: 15 minutes, 5 weekly

Audience Appeal: Female

Suggested for: Morning, Afternoon

Client Satisfaction: Soaps and other house products

Number of Artists Employed: 10

Audition Facilities: Transcriptions


Leo and the Blond

A humorous strip show starring "Leo and the Blond." Leo, played by Jack Rourke, plays the part of "Leo," colorful, broke, Hollywood press agent who is into a lot of trouble—partly good, partly bad. Leo, "played by Jack Rourke," Leo and the Blond represent a new approach to the strip show, full of music, action and comedy. Availability: Live talent, dramatized

Time: 15 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Afternoon, Evening

Client Satisfaction: General

Number of Artists Employed: 10

Audition Facilities: Transcriptions

How's this for success? Only three months ago WBIR logged its first Capitol Transcriptions show. Fifteen minutes a day—"The Jan Garber Show—featuring Peggy Lee."

WBIR's staff built the show (using Capitol's programming aids). WBIR sold it (sponsored every day)!

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Any station—your station—can build shows that sell, too. And Capitol's Transcription Library Service gives you every programming help. A basic library of more than 2000 selections.

More than 70 freshly cut numbers each month. Themes and dated formats every month for 400 complete shows. PLUS... the finest collection of big-name talent ever assembled. A potent combination for new listeners...new sponsors!

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Please send me without cost...

1. Demonstration Transcription—to show me what makes Capitol's Service different.
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FINLEY TRANSCRIPTIONS, INC.
Radio's Greatest Open-End Shows—Available For You!

MYRT and MARGE

DAVID STREET'S SONG SHOP

CONNIE HAINES ENTERTAINS

FLIGHT with MUSIC

DIARY of FATE

MYRT and MARGE—Radio's Greatest Serial Now Transcribed!
The all-time favorite 3-a-week show, with most of the original cast. Already proven on most of the nation's leading stations. 130 fifteen minute programs now available, with an additional 130 in production.

FLIGHT with MUSIC—Music, Comedy, Variety!
Starring Marion Hutton, Nat Brusiloff's 16-piece orchestra, Herb Sheldon and radio's greatest guest artists on every show. Fast moving musical variety show for any type sponsor. 39 fifteen minute programs available.

CONNIE HAINES ENTERTAINS—Co-Starring Page Cavanaugh Trio!
Connie Haines co-starred with the Page Cavanaugh trio in the fastest fifteen minutes in radio. Produced to sell any product; this program is now available for you. 15 minutes with 78 programs now in production.

DAVID STREET'S SONG SHOP—Romantic Song Styling at Its Best!
David Street, 20th Century-Fox singing star with lovely Lucille Norman, the Mello-Larks, Don Forbes and orchestra in a fifteen minute program that is suitable for any type sponsor. 104 programs now available.

DIARY OF FATE—An Invitation to Adventure!
A brand new program idea. Something new in intrigue and suspense. Join the voice of "FATE" as he reads from his diary. It could happen to you. Fifty-two half hour programs now in production. All-star Hollywood cast.

FINLEY TRANSCRIPTIONS ARE PRICED TO MEET
THE LOCAL SPONSOR'S BUDGET . . . . . . . . .

WRITE, WIRE OR PHONE FOR FREE AUDITION
DISCS ON ANY OF THE ABOVE SHOWS!

FINLEY TRANSCRIPTIONS COMPANY, INC.
6983 Sunset Blvd.
Hollywood, Calif.
Bradshaw 2211

"LARRY FINLEY PRODUCTIONS For the BEST in Transcribed Entertainment!"
**Kindy's First Love**

Artistic strip of 1009 episodes now in its 11th year for Kroger Grocers in the midwest. Cost includes a new feature, "Kindy's Female," drawn by Harry S. Goodwin, Radio Broadcasts, 803 E. 53rd Street, New York 2, N. Y.

- **Myrt And Marge**
  - The story of "Myrt And Marge," already known to millions of listeners who followed it faithfully for ten years. During its first five years, the program ran for three months each year. Goodwin, Ed and Andy and as a transcribed one-act series is proving to be just as great if not greater than it has been. With most of the original cast, listeners recognize both the story and the style which so many have made Myrt And Marge the outstanding Availability: Live. Send for your free audition disc now.
  - Availability: E. T.
  - Time: 15 minutes; 5 weekly
  - Cost: $5.00 to $25.00 per episode, depending on population.

- **Audition Facilitators:**

- **Radio On Call**
  - Stories of how Radio Stations stood by in times of distress to their communities, and how the call when serious situations arose, such as: floods, accidents, lost and found, questions of life and death, hurricanes and other disasters. Each story fully dramatized and complete. Acquaint the public with what a Radio Station is to do in time of need. Sold in campaigns of Radio Station campaigns supported by radio advertisements. Free weekly awards. Fully copyrighted.
  - Availability: Live, 15 minutes; 1 weekly
  - Cost: $15.00, 1 week
  - Time: 15 minutes; 1 weekly
  - Cost: $19.50, 1 week
  - Audience: Entire family
  - Suggested for: Sunday Afternoon or Evening.
  - Cost: $3.50, 10 orchestra

- **The Treasure Of The Lorelei**
  - Farrell Broder is a young Seattle insurance agent who担负s the Lorelei on a government auction. With this ship he proposes to sail to the South Sea. In preparation to weather the "Lorelei" in drydock, the mate unloads her ballast. Below the upper tiber of pig-iron ballast, he finds five million dollars in gold. The story is a real mystery. Dr. von Reeder, who was in charge of the Lorelei for the German Government before her capture appears and attempts to buy the ship from Broder. Then begins a running duel between Breder and Dr. von Reeder for the Lorelei.
  - Cost: $15.00, 1 week
  - Time: 15 minutes; 2 weekly
  - Audience: Entire family
  - Suggested for: Evening
  - Cost: $3.50, 10 orchestra
  - Number of Artists: 6
  - Cost: $3,500, 10 and orchestra

- **Two Knights Of The Road**
  - The adventures of two hobos, one a pseudo-intellectual and the other a worshipper of the finer things, who was unable to ever get through college; their trek through the United States and how, through a series of bitter and trade better their possessions from a broken down bicycle and home to a brand new automobile. Though designed primarily for comedy, the loveliness and hominess of the two characters will find their way into the hearts of all Americans. Availability: Live, 15 minutes; 2 weekly
  - Time: 15 minutes; 2 weekly
  - Cost: $3,500, 10 orchestra

- **Starling Of The White House**
  - The "behind the scenes" stories of the White House as seen through the eyes of Colonel Edmund W. Starling of the Secret Service. His great service to five presidents over a period of thirty years.
  - Availability: Live, full length
  - Time: 30 minutes, 1 weekly
  - Cost: $3,500, 10 orchestra

- **Audition Facilitators:**
  - Transcriptions: Submitted by: Paul F. Adler, 383 Madison Avenue, New York 17, N. Y.

- **Audition Facilitators:**

- **Uncle Jimmy**
  - Uncle Jimmy represents the best acting in three different Frank's long story script and radio series. It's a down-to-earth, human-interest drama. Told with intelligence, philosophy and everyday situations.
  - Time: 30 programs, 15 minutes each, 1-3 weeks
  - Cost: $5,000, 1 week
  - Audience: Entire family
  - Suggested for: Evening
  - Cost: $3,500, 10 orchestra
THE ORIGINAL
IS STILL
THE FAVORITE

AL JARVIS ... the original Make-Believe Ballroom

STILL Southern California's favorite*

* As revealed by C. E. Hooper survey, first six months 1947
Date With A Disc

Date With A Disc" is a telephone record program featuring the famous record labels, And the guest artist is a prominent local musician. "A Date With A Disc" is MC'd by Fr.,ry.

Ball Room Time
A two-hour show record 27 days weekly from 9:35 to 11:15 p.m. A consistent mold, with ladies and women listen;

After Hours
All-night recorded program aired 3 a week from Midnight to 3:30 a.m.

Ballroom Varieties
The program features 5 shows a week, 2 of them featuring high-class ball rooms, 3 of them featuring popular Varieties.

Night And His Music
Joke Show featuring Dick who specializes in writing and selling all-night and early morning products.

Rhytmy In Rhythm
A joke show and music show featuring many of the featured singers and comedians. The background data is written for the show, and the script outlines the lives and routines of many of the musicians. The program features a variety of music.
BILL ANSON

"HOLLYWOOD BANDSTAND"

KFWB

GEORGE MONAGHAN

"Monaghan's Morning Watch"
every morning
6:30-7:00 WOR
1400 Club

An evening show featuring Ken — former top network announcer for the Mutual Network. "Ken conducts a disc show of latest records with the scenes explanations of art, history and sundry comments. He's frank and friendly. If Ken doesn't like a record he'll say so. He has a tremendous following." The show is available for syndication.

Danceland

Disc Jockey program with highest rating for record show in Philadelphia. Sold in 37 radio stations, 73 cities, 5 radio networks and 60,000 picture shows. Vocalists and orchestras fill out the program.

Time: 15 minutes, 3 or 6 weekly

Audience Appeal: Entire family
Client Suitability: Varies

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: KVOE, 206 North Main St., Santa Ana, California

Dawn Yawners Pyjama Patrol

A recorded request program especially designed for early risers and which includes time checks after each musical number. The disc jockey is put on a live listening service. Humorous banter by the disc jockey makes program a steady daily fixture with listeners.

Availability: Live talent

Time: 120 minutes, 6 weekly

Audience Appeal: Entire family

Client Suitability: Offered for morning, afternoon, evening

Number of Artists: 1

Audition Facilities: Will pipe live talent

Submitted by: CKFI, Fort Frances, Ontario, Canada

Disc Jockey Review

"Disc Jockey Review" with Jack Greg- son, popular west coast entertainer and master-of-ceremonies, and NBC radio personality. Popular musical recordings, interspersed with orchestra leaders and musical personalities.

-Time: 3½ hours daily, 5 weekly

Audience Appeal: Entire family

Suggested: Free, evening, afternoon

Client Suitability: Participating for furniture, clothing, bakery and general account

Number of Artists: 1

Cost: Premium rates

Audition Facilities: Transcriptions

Submitted by: KSFO, Mark Hopkins Hotel, San Francis 5, Calif.

Din’C with Don

Program follows straight down line for Saturday afternoon disc shows, doing a much better share of sales, especially on Sunday.

Time: 15 minutes

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any type, where popular music contributes to client's policy.

Number of Artists: 1

Cost: Station time only

Audition Facilities: Transcriptions

Submitted by: KMJ, 200 North Main St., Santa Ana, California

The Tommy Dorsey Show

A transcription disc show recorded in Chicago with Tommy Dorsey, one of the biggest names in the world playing the latest phonograph records by all the big bands and vocalists and offering his comments in refreshing and authoritative fashion. Prominent artists will regularly appear as Dorsey's guests.

Availability: Live talent

Time: 60 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Morning, afternoon

Client Suitability: All types

Cost: Varies with market

Audition Facilities: Transcriptions


Dreamland Ballroom

A late evening record variety show, in which the disc jockey is able to imagine himself on a magic carpet taking a tour of America's leading Ballrooms, hearing music via records of the particular ballroom's favorite style. This type of show requires constant inventory on where the leading musical groups are playing.

Availability: Live talent

Time: 15-30 or 45 minutes, 1-3-6 weekly

Audience Appeal: Entire family

Client Suitability: Suitable to almost any sponsorship

Number of Artists: 2 and recordings

Audition Facilities: Transcriptions

Submitted by: KGVL, Westcote, Texas

Dreamland Special

Program is of fifty-five minutes duration, nightly from 11:05-12:00 midnight. Consists of sweet popular dance music which is best suited to a dance atmosphere. Selections are an unbroken group of each and every group leading in the industry today. Opening theme—"Dream" closing theme—"I'll See You In My Dreams."

Availability: Live talent

Time: 55 minutes, 6 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Suitable for any established firm

Cost: On request

Audition Facilities: Transcriptions

Submitted by: COB, Lindsay Building, Winnipeg, Manitoba, Canada

The Dave Garroway Show

"One of the best known disc jockeys in the land." Dave Garroway has skyrocketed to fame in the past year. He's the man's name is by word of mouth wherever music fans gather, to the extent that he can give a better show featuring wider variety and style than more name bands in the business. This program they used very successfully for last month's moving of merchandise. Gimmick is a bettor who will sell his own goods on this show. On this show it's sold and fast. Good bet in quarter hour sections.

Availability: Live talent, E.T.

Time: 15 minutes

Audience: Entire family

Suggested for: Afternoon

Client Suitability: Any client desiring a "broad-bend" audience.

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WMAQ, Merchandise Mart, Chicago 54, Illinois

The John Ford Show

Originally and still a newswoman with a flair for corny humor, John Ford caviors through a half hour 4:00-4:30 Mondays for the radio discs and chattering about whatever it does into his somewhat fertile "noggin"—and that includes the commercials! He can sell anything.

Availability: Live talent

Time: 30 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: All types who want a large audience

Number of Artists: 1

Cost: On request

Audition Facilities: Will pipe live talent

Submitted by: WGN, Wesley Temple, Minneapolis 4, Minnesota

The Girl Friend

Carol Reed, one of Philadelphia's outstanding radio and television personalities, takes over each Saturday morning in a program appealing to girls and women of all ages, with an extra fillip for the men. The accent is on romance as portrayed by popular top popular tunes.

Availability: Live talent

Time: 40 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: cosmetics and home products, ready-to-wear

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WPEN, 1528 Walnut Street, Philadelphia 40, Pa.

Harvey's House

Harvey's House is an all request show featuring the latest recordings. Harvey is a mythical character who never makes an appearance on the show but is a topic of conversation and speculation. The show is opened with a knock on the door, with the remark, "Harvey's not here, but he come in, and we'll spin a few."

Availability: Live talent

Time: 60 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any type but preferably a beverage, soft drink, beer or milk company

Number of Artists: 1

Audition Facilities: Transcriptions


Jim Hamilton's Record Shop

Chicago's Lowest Cost Per Thousand Afternoon Show Last Year. Dick Jockey show entirely from script. Series of gimmicks, each with a growth story, career, analysis of three top money makers of the past year, audience's three all-time favorite numbers, admirers, Scripwriter and M.C. is Jim Hamilton and Dick Jockey, a Jul. singer 1935 to 1944, 1918, 39, 40 M.C. and staff singer at Sherman Hotel. Chicago coming in contact with top name-bananners of era.

Availability: Live talent

Time: 15 minutes, 5 weekly

Wednesday

DAILY
EDDIE CHASE and his "Make Believe Ballroom" is one of radio's most unique disc shows

Eddie Chase and his "Make Believe Ballroom" in ten years has sold everything from automobiles to potato chips...in quantities that have earned him the justifiable title of The Detroit Area's Top Salesman. Eddie's smooth knack of weaving a sales punch through a carefully picked musical program is a tried-and-terrific formula for sponsors and listeners alike. The "Make Believe Ballroom" over CKLW is more than just a disc show...it is a daily and Sunday institution in America's Second Market. You might still get a share of Eddie Chase...by acting fast!

In The Detroit Area, it's

CKLW

J. E. Campeau, Managing Director
Adam J. Young, Jr., Inc. Norf' Rep.
Canadian Rep., H. N. Stovin & Co.

**DISC JOCKEY**

one show—choosing records and tailoring requests. Gifts of an album of records and a recording of his portion of the show are made to a celebrity.

Availability: E. T.
Time Units: 60 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Food concerns, liquor, apparel stores, Record store.

**Melody Matinee**

Melody Matinee is a broad cast format that is gaining in popularity with Metropolitan Washington, D.C.'s radio station WTOP, and is heard throughout the nation. The program is conducted by Howard Thompson, a composer and pianist who has written and composed music for over 30 years. The show features a variety of music, including classical, jazz, and popular tunes.

Availability: Live talent, E. T.
Time Units: 1 hour and 30 minutes, weekly
Suggested for: Afternoon
Client Suitability: Any sponsor wishing to promote other than music shows.

**Club Swingtime**

Club Swingtime is a full hour disc-jockey show featuring guest announcers. Any high school student is eligible. The student receiving the most mail-in votes is elected guest announcer and appears on the show.

**Club Request**

Club Request reverses the usual telephone request program. Listener writes a card or letter to station asking to become a member. Bill Austin, emcee, then calls this person and asks what selection he or she wants to hear. The telephone listener hears the request that the program and the music run the gamut from hillbilly to classical. Currently a circulating program, it could be sold in quarter hour blocks or as a whole. Excellent response.

Availability: E. T.
Time Units: 30 minutes, 6 weekly
Suggested for: Afternoon
Client Suitability: Food Dealers, Furniture Stores, Upholsterers, Babysitters, Laundries, etc.

Club Swingtime

Full hour disc-jockey show featuring guest announcers. Any high school student is eligible. The student receiving the most mail-in votes is elected guest announcer and appears on the show.

Audience Appeal: Entire family
Suggested for: Morning, Afternoon
Client Suitability: All acceptable types wanting a large, low-cost Chicago afternoon audience

Number of Artists: 1
Cost: $20.00 per quarter hour

Audition Facilities: Transcriptions
Submitted by: WIND, 220 North Michigan Avenue, Chicago, Illinois

**After Hours**

Features are KUGN's Dick "Susa" Chaney, live interviews with such leaders as Al Donahue, Stan Keston, Roy Acuff. In production affinity, with odd commercials, complete with sound effects, etc. Utilizes KUGN's Capitol and Langworth library, plus seven 3,000 other recorded selections. Been on for less than a year.

Availability: Live talent, E. T.
Time Units: 120 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Has succeeded for all types of sponsors

Number of Artists: 1
Cost: Participating sponsors: $5 per spot

Audition Facilities: Transcriptions
Submitted by: KUGN, Box 1400, Eugene, Oregon

Bobby Sox Club

Bobby Sox Club is an hour long program devoted to the music likes of the teen age crowd. Approximately 20 couples are invited to WEDC's studios every Tuesday night for dancing and fun while the Bobby Sox Club program is in progress. Two teen-age boys on their own show. Selections for music are made through polls taken throughout the city the previous week. The program has a large following and is proving quite popular.

Availability: Live talent, E. T.
Time Units: 60 minutes, 1 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon or Evening
Client Suitability: Soft drinks, teen age clothes, milk, bread, music store, etc.

Number of Artists: 2
Cost: $25.00 net

Audition Facilities: Transcriptions

Submitted by: WEDC, DuBois, Pennsylvania

**Spin It and Win It**

Six recordings are played during a show all evening long. Audience is to name the selections by mail...final answers only to why the should win records are judged final tabulation. The first award of the records played.

Availability: Live talent, E. T.
Time Units: 30 minutes, 2 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Grocery, garage, general retail

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WMOU, 40 Main, Berlin, N. H.
Ever Tasted Jambalaya?

Once you've smelled the delicious aroma of this famous Creole dish, you can never forget it!

The New Orleans cooks take fat grains of rich rice, add delicious chunks of pink ham and mix with tempting shrimp. They sprinkle over this steaming dish exotic Creole herbs whose names are known only to native New Orleanians.

Just as Jambalaya is tops among New Orleans foods so is WDSU tops among New Orleans Radio stations.

- WDSU's listener loyalty is built thru its active public service. More than 250 public service spots are scheduled a week. WDSU devotes 1/2 hours of choice time a day to public service programs of which more than 50% are exclusive WDSU productions.

- WDSU is the first with nationally outstanding shows. Ronald Colman's "Favorite Story" is already sold, and George Raft's "The Cases of Mr. Ace," Tommy Dorsey and Ted Lewis are available for sponsorship! Write WDSU for information about a slice of this top entertainment.

- WDSU keeps listeners alerted with more than 13 news broadcasts a day.

- WDSU is the only New Orleans station operating on a 24 hour basis.

IN NEW ORLEANS--IT'S W D S U

5000 WATTS
1280 KC
DISC JOCKEY

The Jazz Show
A disc jockey show dedicated strictly to jazz in the highest sense of the word. Jazz classics, with bonehead commercials, cutting dates, artists, style, etc., are spun by Bob Keams—a jockey that knows jazz. This show has Hooper of WFL and is recognized throughout Northwest as a jazz authority. Jazz record collectors appear as guests, spin their own discs.

Availability: Live talent
Time Units: 30 minutes, 5 weekly
Audience Appeal: Male: Female
Suggested for: Afternoon
Client Suitability: Nice anytime; informal approach commercially is best.
Number of Artists: 1 and records
Audition Facilities: Transcriptions
Submitters: WMI, Magnetic Records

Julie Box
Julie Box 4:00 to 4:30 P.M., daily Monday through Friday. Julie is a disc jockey show with emcee Al Nobel, nationally known singer, formerly with Earl Carroll and Hooper. Now national recording artist for Capitol Records. Has large following, principally among girls. Emcee Al Nobel and guest star, who has been with band for several years, have thousands of young members. Program in year or a half has risen from 50,000 to 50,000. Features young star and name orchestra leaders regularly.

Availability: Live talent. E.T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Teen-agers Female
Suggested for: Late Afternoon
Client Suitability: As client wishes to reach female audience.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: KOV, Chamber of Commerce, Pittsburgh, Pa.

Juice Box
Every night, the very latest by the top recording stars are used. Program has been running many years as a spot show. Emcee knows music, invites star requests.

Availability: E.T.
Time Units: 30 minutes, Monday through Friday
Audience Appeal: Entire family
Suggested for: Late Evening
Client Suitability: beer sponsors, soft-drink sponsors

Audition Facilities: Transcriptions
Submitted by: WDEF, Chattanooga, Tenn.

Juliette Box Gems (or Jams)
"I was down at the local diner and Dance Emporium, minding my own business as usual, when I walked past a guy who kept strumming a guitar. He was dressed in blue jeans, a T-shirt, and sneakers, with a mustache and a goatee. "What's up, man?" I asked. "I'm just enjoying some music," he replied. "You should try some of my tracks." I took a seat at one of the tables and listened as he played his guitar. "This is a beautiful tune," I said. "It reminds me of the old days when we used to dance in abandon."

Availability: Live talent
Time Units: 30 minutes, twice weekly
Audience Appeal: Male: Female
Suggested for: Evening
Client Suitability: music stores, high-class night clubs that could stand a little kidding.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: KYSP, Altus, New Mexico

Juice Box Jamboree
WMT's spot on 40 regional correspondents in cities and towns throughout Eastern Iowa are pressed into service for exclusive data on this one. Correspondents contact popular jockeys in each city and supply them with authentic information on local favorite records plus additional descriptive material which is used by the station to "color" program continuity. A disc jockey show that's different — with regional note that's sure to appeal to belt listeners in Iowa.

Availability: Live talent
Time Units: 15 minutes strip, 5 weekly
Audience Appeal: Juvenile
Suggested for: Late Afternoon
Client Suitability: No specialist
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WMT, Post, Cedar Rapids, Iowa

Jukebox Jamboree
Early morning platters with gaiety and a disc jockey knows his records music. This midnights program begins at midnight and runs through dawn. Interests news, weather bulletins, etc.

Availability: Live talent:
Time Units: 15, 30, 45, 60, or more
Uses, 6 or 10 times weekly
Audience Appeal: Entire family
Suggested for: Early Morning Hour
Client Suitability: Record shop, B.B. Drink
Number of Artists: One
Cost: On Request
Audition Facilities: Transcriptions
Submitted by: WNOE, c/o St. C. Hotel, New Orleans, La.

The Jukebox Jam
Covers featured recorded and copyrighted music. Latest jukebox is plus standard favorites. Selections on actual survey of jukebox favority city and surrounding areas. Lots of little chatters. Idea of show is to have jukebox at nightclubs, roadhouses, 11 p.m. West Virginia law law on sale of beer and playing of jukebox 11 p.m., but does not forbid play radio. Pick up the opportunity for jukebox commercials which will be heard.

Availability: Live talent
Time Units: 55 minutes, 5 weekly
Audience Appeal: Male: Female
Suggested for: Late Evening
Client Suitability: Designed for a jukebox by brewery or beer distri.
Number of Artists: One
Cost: Station Time: $125.56; Talent (weekly): Total: $122.56 week
Audition Facilities: Transcriptions
Submitted by: WJLE, Main And K'd. Streets, Beckley, West Va.

KFQQ Disc Derby
This program features Herb O'Sullivan as jockey—his listeners freindly, though not always originially. As "The Pack's Mop's Manager," background for giving music of the tunes as they're far is most uncanny ability to create fun between his listeners over offis is certifying, but don't good for his fans for two hours—and for those who runs the gamut from ancient Wurlitzers, platters, to Cantor Rosenblums, etc Jazz to Pops.

Availability: Live talent
Time Units: Participation or Bi-weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Teen-age on up
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: KFQQ, KFQQ Building, Joseph J. Mo.

MAURICE HART
Associate Announcer
"THE MARTIN BLOCK SHOW"
KFWB—and—MBS

"Starts The Day Right!"
With His Own Program from 5 to 7 A.M.
for millions of Southern Californians with his pleasant manner Monday thru Thursday over Warner Bros. KFWB, Hollywood
**DISC JOCKEY**

**Make Believe Ballroom**

Canada’s most consistently popular feature-length program: features emcee Keith Sandby. Each quarter hour bandstand features one of the leading orchestras or vocalists of the day—complete with recorded introduction by the featured artist.

**Availability:** E. T.

**Time Units:** Fifteen minutes, 18 segments daily

**Audience Appeal:** Entire family

**Suggested for:** Evening

**Client Suitability:** Universal

**Number of Artists:** One

**Cost:** Write, wire or phone for complete cost information

**Audition Facilities:** Transcriptions

**Submitted by:** CKY, 444 University Avenue, Toronto, Ontario, Canada

**Make Believe Ballroom**

Program runs from 11:15 to midnight. Opens with theme Make Believe Balloon, starting with stage one, then alternates with stage two, three and four. Personality program with variety. Musical, telephone requests, and special attention to parties.

**Availability:** Live talent; E. T.

**Time Units:** 15 minutes, 5 weekly

**Audience Appeal:** Entire family

**Suggested for:** Evening

**Client Suitability:** Any type that appeals to men and women and young folks

**Number of Artists:** Two

**Cost:** Radio time and talent fee for one man

**Audition Facilities:** Transcriptions; Will pipe live talent

**Submitted by:** WOLS, 129 South Dorgon St., Florence, S. C.

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**Marty’s Party**

Morning disc jockey program featuring Marty Alexander, accomplished musician and singer, well known and respected in community activities. Program features listener requests, birthday greetings, weather reports, time signals and a variety of timely features, such as annual Mother’s Day party. Musical part of show includes records and transcriptions.

**Availability:** Live talent; E. T.

**Time Units:** One hour or 15 minute segments, six weekly

**Audience Appeal:** Entire family

**Suggested for:** Morning

**Client Suitability:** Formal, Drug, Household Products, Daughters, Clothing

**Number of Artists:** One

**Cost:** On request

**Audition Facilities:** Transcriptions

**Submitted by:** WHBC, 550 Market Avenue S., Canton, 2, Ohio

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**Bea Wain and Andre Baruch**

**Mr. And Mrs. Music**

MCA-LTD

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**THE RAY PERKINS SHOW**

--on KFEL from 2 to 4 P.M.

Every day—features the best record hits and the hit and melody of an expert showman with many years experience on the major networks.
**Disc Jockey**

Melody Matinee

Two male announcers participate in informal, light chatter about all types of subjects and couple this with music from the latest records and transcriptions.

Availability: Live talent

Time: Sunday, 30 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Number of Artists: Two

Audition Facilities: Transcriptions

Submitted by: WJZY, 30 South 9th St., Richmond, Indiana

**Midnight Dancing Party**

Turning the platters at the midnight hours catches late listeners if the selections are right...and for listener-getting melodies with teasing introductory copies. Midnight Dancing Party fills the bill.

Availability: Live talent; E. T.

Time: Sundays, 2 hours, 5 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All family

Number of Artists: Two

Audition Facilities: Transcriptions

Submitted by: WDSU, Monteleone Hotel, New Orleans, La.

**Midnight Music Shop**

Sunday through Wednesday with Jack Bickford as the M.C., Thursday, Friday and Saturday with Ray Kellogg as M.C. A five-minute record show precedes and follows by five minutes of spot news. Both Bickford and Kellogg are good entertainers and select music in line with the requests of their listeners. Midnight Music Shop is available to participating sponsors and has been developed for the sponsor who has a limited budget.

Availability: Live talent; E. T.

Time: Fifty minutes, seven weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: At least three

Costs: To be quoted

Audition Facilities: Transcriptions

Submitted by: WJCL, ABC, 30 Rockefeller Plaza, New York 23, N. Y.

**The Mole of Jazz**

Designed for five or less broadcast, or more broadcasts per week, script will be written by Bill Mapp as well as M.C.'d by him. Will present by means of records music of the Jazz classics and their makers within a special audience which, today, numbers in many thousands. A record reviewer and writer of musical shows such as Paul Whitehead, Mapp is one of the outstanding figures in A-1 jazz recording history dating back to 1920 to present year and number in thousands of collectors. Mole of Jazz is available Live talent, with records.

Time: Thirty or sixty minutes, five weekly

Audience Appeal: Male; Female

Suggested for: Evening

Client Suitability: Any advertiser

Number of Artists: Two

Audition Facilities: Transcriptions

Submitted by: John M. Day Advertising Service, 159 East 53rd St., New York 22, N. Y.

**Molly Molloy, The Midnight Music Man**

Program made up from mailed requests...a "call-in" program, with humorous Irish jokes. Irish throughout, human interest storied, the wire and local material. Localized. No politics. Issues that are not local...safety plugs and public service announcements. Appeal is in show with a "thing off on Jan's "Fiction and Fact." Hitchike corner to College visible studio...bea for Michael. He has tremendous effect. Mollie Molloy is available Live talent; E. T.

Time: Sunday, 30 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any client who wants "personality" commercial

Number of Artists: One

Audition Facilities: Transcriptions


Moondial

Moondial features Eddie Gallaher giving popular recorded and transcribed music. Gallaher's records have caught listeners to advance releases, test presses and sound track recordings. For exclusive previews heard as "The Moondial Hour," Gallaher, who also brings Melodrama to Washington listeners during radio afternoons, adds national to Moondial by frequent interviews with prominent names in the musical world. Moondial, available Live talent.

Time: Sixty minutes, six weekly

Audience Appeal: Male; Female

Suggested for: Evening

Audition Facilities: Transcriptions

Submitted by: WTOK, Earl Bidg., Kingston, D. C.

**Lolwy Moore's Club**

Louly Moore, known as the favorite radio personality, has built a reputation by spinning popular records for the past six years on one network. New material is relied upon. Entertainment is legion and very faithful. Merchants are delivered in a confidential, intimate style, around a home or in business. His popularity has been proven—and the listener is sure of his consistent popularity. His sincere effort is the corner in this area.

Availability: Live talent; E. T.

Time: Thirty minutes, five weekly

Audience Appeal: Female

Suggested for: Morning

Client Suitability: Any type upper women listeners or "bobby sox"

Number of Artists: One

Audition Facilities: Transcriptions

Submitted by: WAGC, 126 Broad St., Augusta, Ga.

**Music for the Girl**

The romance hungry housewife hunger no more. KSPR tunes to music with "Music For The Girls"—Haynes and Sincro croon—but Gregory, the MC is excruciatingly and sincere about the whole thing. His appeal is written with that "man" approach. High point is in "that special girl." Build-up is a song title. Every woman knows it for her. Popular. Oh boy!

Time: Thirty minutes, five days weekly

Audience Appeal: Female

Suggested for: Morning

Client Suitability: Perfume, shoes, cosmetics

Number of Artists: One

Audition Facilities: Transcriptions

Submitted by: KSVF, Artesia, N. M.
Music Hall
Lahey's Music Hall program is one of the most popular of disc jockey broadcasts in Southern California. Informal manner of presenting material, and good air personality make his contests hit pay dirt. His contest winner is given a popular song tune in each broadcast, and his contests have given him a more popular appeal in this locale. Besides, the Music Hall Bill has become one of the leaders in the disc jockey field.

Night Club of the Air
This is a program based on the old formula of music the listener wants when he wants it. The program consists of six 15-minute segments — some sponsored locally — some nationally — with commercials done ad lib from local stores. The emcee, the commercials, musical titles, and listener requests are made up as the show progresses.

The Music Room
An hour and a half disc jockey show on WOR. Host, a half-hour show is devoted solely and only to music. The program includes a variety of music and is done ad lib from the station's records, with the audience taking part in the program.

The People's Choice
The People's Choice, NOON to 4:00, Thursday, is a recorded program of choice music which is the same as its sponsor's program. A list of requests is kept of what listeners request and what they want to hear. The People's Choice, the top selectors of requests of the previous programs, are the ones who choose the tunes on the NOON program. The People's Choice program is a hit with the audience and is a great success.

DICK Jockey
Audience: Entire family
Suggested for: Evening
Client Suitability: Any type, with various spots, etc., suitable
Number of Artists: Two announcers
Submitted by: KFBB, Des Moines, Iowa

920 Club
All request disc jockey show with popular personality on N.C. Jack Lundt. Program has been established for over four years and is top mail pull and a hit on the air. Available in quarter-hour programs.

The Musical Clock
A hit in every market. The Musical Clock is a show designed to fill the need for a musical program. The program is a hit and is a good sponsor's program.

Platter Parade
Program consists of all requests to WOR's program. The program is a hit and is a good sponsor's program.
PFIL

PHILADELPHIA'S ABC AFFILATE
The Philadelphia Inquirer Station

"LeROY MILLER CLUB"
MONDAY THRU SATURDAY, 7—8:45 A.M.
RECORDS, GAGS, AND CHATTER . . . ELEVEN
YEARS ON THE AIR, TOP RATING . . .
LONGEVITY OF ADVERTISERS ATTESTS RESULTS.

"EVERY WOMAN'S HOUR"
MONDAY THRU FRIDAY, 1:30—1:55 P.M.
ANICE IVES WITH ITEMS OF INTEREST TO
WOMEN . . . FIFTEEN SUCCESSFUL YEARS ON THE
AIR, SELLING FOR A HOST OF ADVERTISERS.
**DISC JOCKEY**

**Rudolph of the Records**

Rudolph Of The Records is a half-hour early morning show, with the accent on material as familiar to the kids as Santa Claus. The program is syndicated nationally and internationally through the world, and is broadcast Monday through Saturday. The program is available to radio stations of all types and sizes.

**Record Room**

Personality disc jockey playing the very latest recorded releases along with patter and chatter. New York, America, and the world. The program is syndicated nationally and internationally through the world, and is broadcast Monday through Saturday. The program is available to radio stations of all types and sizes.

**Rhyme Does Pay**

A bright and unusual half-hour of recorded music. Rhyme Does Pay is a show that is designed for the contemporary listener. The program is broadcast Monday through Saturday. The program is available to radio stations of all types and sizes.

**1600 Club**

Show conducted by Fred Bass, Monday through Saturday, featuring all types of pop music. Contestos are a hobby. Give-aways are a hobby. The program is broadcast Monday through Saturday. The program is available to radio stations of all types and sizes.

**Songtime**

Here is an all-record show, heard half hour, daily five times weekly. Show is scheduled at all stations to coincide with the dinner hour, and is a good all-round general music show. Show is designed for the entire family rather than a single group. On a single group will vary from old timers to the latest. Show is written by Phil Davis, WCAE continuity producer. The program is broadcast Monday through Saturday. The program is available to radio stations of all types and sizes.

**Studio Profile**

Strictly an informal hour show where almost anything can happen. MC'd by Dick Haynes levi's comic. The program is broadcast Monday through Saturday. The program is available to radio stations of all types and sizes.
".. LIGHT, COLOR, ACTION!"

Means 24 hour a day promotion for your station and your advertisers!

The ANIMATED MOVIE NEWS DISPLAY is doing a real job for many stations. It can do the same outstanding job for your station.

For complete details WRITE, WIRE OR PHONE

ALLAN H. MILLER, INC.

Suite 308
Bell Building

TOLEDO, OHIO
Phone: Garfield: 8603
**Disc Jockey**

This is a request program featuring Bruce Glimmer. It is a combination man-and-television request program. The MG at times talks to persons on the telephone while on the air broadcast and this adds to the human interest aspect. This program has a very large mailing list of viewers and it is a wide variety of requests from all over the country. Availability: Live talent, E.T.

**Number of Artists:** 1

**Audition Facilities: Transcriptions**

Submitted by: WABF, 1390, Boston, Mass.

**The WGPR Rhythm Society**

This is a half-hour program and is a rhythm section, emceed by Edward V. (Ted) Peck, established as a very popular program with his audience. The show features free membership certificates to all persons requesting them. It is a very large variety of requests from all over the country. Availability: Live talent, E.T.

**Number of Artists:** 1

**Audition Facilities: Transcriptions**

Submitted by: WABF, 1390, Boston, Mass.

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**Summer Serenade**

**Sundial**

every morning from 7 to 8, this or program of the latest songs, time, music, and nature, etc., is given on the AM of the ARS. The program is followed. "Listen to me" to start the day with a smile!

**Tempo of the Day**

New disc jockey on the WHAM horizon is a class trash, sophisticated and unequaled. Proven at WHAM in morning, noon and night spots. He brings the latest hits of the young and interesting. His" season to" is "in" and around, your city plus superiors' mentions in "opening" and "closing."

**Who's In Music**

5 min. interviews with the big names of music for your record shows. (Continued)

**Verne Williams, Disc Master**

"Verne Williams, Disc Master is a new disc jockey, a real music lover, divided into four sections which vary from Monday through Saturday and feature individual vocalists, vocal groups, black and white musicians. Popular Verne Williams purveys a free and easy style of chatter in between discs. An authority on jazz and swing, Williams also interviews people prominent in the show world over his "Disc Master" quartz microphone.

**Vogue**

**Vogue**

**Vogue**

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**Audition Facilities: Transcriptions**

Submitted by: WABF, 1390, Boston, Mass.

**The WRGB Rhythm Society**

This is a half-hour program and is a rhythm section, emceed by Edward V. (Ted) Peck, established as a very popular program with his audience. The show features free membership certificates to all persons requesting them. It is a very large variety of requests from all over the country. Availability: Live talent, E.T.

**Number of Artists:** 1

**Audition Facilities: Transcriptions**

Submitted by: WABF, 1390, Boston, Mass.
Yankee Baseball

The last 25 games of the season, including five night games—starting August 4th— one of the most popular features on the Television screen.

Act It Out

When you get 1119 audience letters from the very first airing of a television sustaining, you know you have a hit.

Small Fry

Uncle Bob Emery's winning personality won the hearts and loyalties of youngsters in every television home. Your own 15 minute segment—1 day a week or 5 days a week.

If you are interested in any of these proven programs in Washington or New York, phone or wire today.

WABD—DU MONT
515 Madison Ave.
New York 22, N. Y.
Phone: PL 3-9800

Next Year's Budget!

Don't forget television. The audience is growing like corn on a hot night. By this time next year it will be tremendous.
TELEVISION SHOW OF TOMORROW

As Industry Leaders View It

By Jim Owens

Staff Writer, RADIO DAILY

OP industry executives have their diverse and individual opinions on what the television "Show of Tomorrow" will be like, but they are in enthusiastic agreement that no phase of the entertainment industry belongs more to the future than television.

This is both the first commercial stage of television, when advertisers and the public alike are convinced of its importance as a medium, the video program of tomorrow is a strong and influential force in entertainment, education, and culture, albeit a relatively small one in the collective imagination of creative and artistic minds.

The Show of Tomorrow will probably contain a little bit of everything, radio, motion pictures, and the legitimate theater, but let it be the net result is something clear in technique and quality, born of tireless experiment and affect the schedule of our leisure hours, our business activities, and methods and standards of education, according to its periodicity. It will certainly alter, if not improve, the present day concept of mass entertainment.

In P. Royal, NBC's vice president in charge of television, feels the "Show of Tomorrow" in television will be limited only by imagination, and that video, as a medium, "will surely encourage all that has gone before in the known fields of information presentation—and will add immeasurably to them." Royal points out that since television is in no way similar to any other medium, it has developed an "individuality" of its own which will be more marked as time goes on.

"Television," the NBC executive declares, "the 'Shows of Tomorrow' will have entertainment and education for all, as the circus of the theater, the university, the concert stage, the arena, and the whole wide world are tapped by the television camera and supplemented by motion picture film. More than sound," Royal points out, "television, which enables the viewer to see as well as hear, and seeing for himself to comprehend, gives evidence of becoming the greatest democratizing force since the invention of printing."

Emery, program manager of WABD, says the television "Show of Tomorrow" will depend directly on the ratio of increase in video set production as budgets, public acceptance and advertiser participation increase in proportion to type and program material, Emery says: "I do not see a typic and world-shaking developments in the near future. I see a much wider scope for the experiments which the pioneers of television today are making with 'blood, sweat and tears.' " WABD exec adds that "a more natural flavor and possibly more natural flavor will bring to realization the dreams and hopes of the people who now have the vision and confidence that the television show of the future will be all things to all people and that the dissemination of education, information and entertainment will be divided equally between radio and the motion picture will be combined into one all-embracing medium.

According to Mr. Miner, director of tele at WCBS-TV, "the video program of the future is not an isolated program, in fact, a unit of broadcast time." CBS video exec points out that "the average person viewing the home does not appear to turn on his receiver to watch a single 15-minute or half-hour program. It turns the TV on to watch an hour or two of television," says Miner. "The setting, therefore, is the total balance of the entertainment which he receives during that period of time."

The whole "unit," Miner explains, may consist of a single main event, or it may be composed of "a number of varied elements." The problem for the radio and television producers, therefore, is to "attract each evening, afternoon or eventual morning period as a single unit, in which showmanship is employed not alone in the production of the individual program, but in the balance and variety of programs which comprise that period of time. A good balance of programs between 8 and 11 on any given evening, for example, may be quite as important as the quality of any one of the individual programs which is presented during that three-hour period."

Ernest Walling, program director of the Philco station, WPTZ, Philadelphia, feels that the most popular type of live studio show in television will be that of the old half-hour variety that Fred Allen, Jack Benny and Bing Crosby do in radio, "although the stars will have to be as funny visually as they are orally." In this regard, Walling expects the "name" shows to go over big in television, but the "names" will be new—developed by the medium itself, rather than depending upon established stars from radio or motion pictures. By the same token, says the WPTZ exec, "a top quality video entertainment of tomorrow will not depend upon the ready-made techniques which have brought success to radio City and Hollywood. "Television will devise its own individual technique, just as radio did 25 years ago."

"In trying every type of thing that comes along now in television," Walling points out, "we're doing the same thing radio did then, and eventually developed the names and techniques which provided the payoff."

"Something of the showmanship of the theater and the movies will have to be requisitioned for video," declares Paul Mowrey, ABC's national television director. He adds the thought, however, that the "ideal television fare of the future will be more than a simple admixture of these other forms, plus the audio appeal of radio." The ABC exec points out that television can borrow "the warm, intimate approach of radio," but "because it (tele) tells its story by living, moving illustration, its kinship with the theater cannot be ignored."

Mowrey agrees that spot news and sports will provide the most "vital and adaptable" video entertainment by their "unique virtue of spontaneity."

Harry R. Lubcke, director of video activities for Don Lee Television, is of the belief that the "ultimate" television program will embrace an entirely new conception of entertainment. "It will be as unique to television as radio drama is to radio," he declares. On the other hand, says Lubcke, "certain formats such as on-the-spot pickup of sports will never change."

The Don Lee video chief feels that the tele show of the future will not make heavy use of existing "name" performers, because of economic considerations. "The ultimate television program may well be a television outgrowth of the name situation comedy of radio," Lubcke says, "but I believe that will only be the beginning."
RCA leads the way in television. From studio cameras to home television instruments the skill of RCA engineers and technicians is making brighter, clearer, steadier television available.

The rapid strides made by television in the past year have been largely due to RCA's development of the image-orthicon tube.

Similar RCA "firsts" in transmitter, camera, and antenna design are responsible for the fact that most of the television station equipment now in use or on order bears the RCA trade mark.

The National Broadcasting Company, another service of RCA, now operates two great television stations, WNBT, New York, and WNBX, Washington, D.C., will soon be joined by other stations to make the best in news, sports, drama and outstanding programs available to television listeners from coast to coast.

Yes, the Radio Corporation of America is contributing to all phases of the television industry to promote and perfect this thrilling new medium of entertainment and education.

Newest addition to the RCA VICTOR line is this amazing FIVE-IN-ONE CONSOLE

1. TELEVISION
   It's "Eye Witness" television with additional features! There's an automatic signal regulator, which adjusts automatically for varying signal strength when you tune from one station to another.
   Your television antenna is used also for radio reception—switches in automatically for better reception on all broadcast bands.

2. VICTROLA
   World's most famous phonograph. Roll-out automatic record changer has the "Silent Sapphire" pick-up, a permanent jewel-point—no needles to change. Records sound better, last longer. Ample space for record storage.

3. FM RADIO
   RCA Victor's own advanced Frequency Modulation circuits insure clear, virtually static-free reception of many programs heard on regular, standard broadcast.

4. AM RADIO
   Regular, standard programs are heard at their best. Push-button tuning. 4-point tone control. For all broadcast bands you have the rich, clear beauty of the "Golden Throat" tone system.

5. SHORT WAVE
   Superlative overseas radio reception—circuits and spread-band dial design make easy, accurate tuning.
Behind The News

(Title Optional)

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**TELEVISION**

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**1947**

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**1948**

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**Drama Miniatures**

**Bell**

New York: Cameraman Sieve Dawkins, cameraman at NBC, travels to Texas with a touch of the heart, returns out of necessity, to the old home town, to save his deceased father's pride and joy, the Bar B. About a boy who came to stay in the wide-open spaces to find that a man's soul is his own but a pretty girl usually fills the bill. Almost anything can happen in this humorous serial drama, and does.

**Audience:** Live talent

- Time: 15 minutes, 31 seconds
- Network: NBC
- Audience: Entire family
- Suggested for: Evening
- Client Suitability: Home or kitchen products
- Number of Artists: 4
- Cost: $500

**Audience Facilities:**

- Will pipe live talent

Submitted by: Philco Television Station, WPTZ, 1800 Architect Building, 17th & Sansom Streets, Philadelphia 3, Pennsylvania

**Farway Hill**

First successful long-range dramatic serial on television. Thoroughly tested and proven on WABD, New York. Survey indicates that audience is as good as any other television program, with overwhelming majorities liking the program and following it regularly. Farway Hill is a farm in which a young woman from a prominent family is forced to escape life's hazards, only to find more there, including the eternal triangle. Not "soapy" men voted for it as much as recommended by many television experts.

**Audience:** Live talent

- Time: 15 minutes, 30 seconds
- Network: NBC
- Audience: Entire family
- Suggested for: Option
- Client Suitability: Variety
- Number of Artists: 0 to 8
- Cost: Flexible

**Audience Facilities:** Live talent audition

Submitted by: Coplay Company, 555 Fifth Ave., New York 17, N. Y.

**Follow The Leader**

**Audience participation show in which contestants follow the leader to win prizes.**

**Audience:** Live talent

- Time: 30 minutes, 1 week
- Network: NBC
- Audience: Entire family
- Suggested for: Evening
- Client Suitability: Open
- Number of Artists: 3

**Audience Facilities:** Script, presentation, pictures


**Harem Scarem**

Harem Scarem is just what the name implies. Telecast for six weeks for ABC Television. the show is its WC, Frances Corens, who acts as the hostess. The show is a cat show to maintain the Barnet's mob's interest and to increase the audience. Highly original reasons for giving expensive gifts to contestants, who really work for what they get. It's that rare . . . a show that's tops for both television and radio, for smart clients who want to tie up both media successfully.

**Audience:** Live talent

- Time: 15 minutes, 1 week
- Network: NBC
- Audience: Entire family
- Suggested for: Evening
- Client Suitability: General
- Number of Artists: Varies depending upon individual script

**Audience Facilities:** Will audition

Submitted by: Radio Telecasting, 17 East 45th Street, New York 17, N. Y.

**Hello, Broadway!**

**Drama**

Visual interview series with outstanding movie and stage guest stars produced with the collaboration of Fawcett Publications (Motion Picture Magazine, True, etc.) and featuring Maxwell Hamilton, editor of Motion Picture Magazine, as interviewer.

**Audience:** Live talent

- Time: 15 minutes, 1 week
- Network: NBC
- Audience: Entire family
- Suggested for: Evenings
- Client Suitability: General
- Number of Artists: Employed:
- Cost: $500

**Audience Facilities:** Will submit outline

Submitted by: Televising-Radio Enterprises, Inc., 104 East 45th Street, New York 16, N. Y.

**Highway Highlights**

Highway Highlights would present on film, the many spots of interest within driving distance of Philadelphia, showing views to take, points of interest, and giving history of the locations, buildings, etc. Program would feature all points of interest and beauty accessible to Philadelphians by automobile. Examples: Bucks County, Horsham, Pennsylvania: Prince Henry; 30 minutes, 1 week. Film is shot by Philco Television Motion Picture Unit, and narration by John Franklin, well known television personality, who will see the "baa-ble" production shown on WPTZ.

**Audience:** Film

- Time: 15 minutes, weekly
- Network: NBC
- Audience: Entire family
- Suggested for: Evening
- Client Suitability: Gasoline, Automobile Clubs, Automobile Dealers
- Number of Artists: 1 Narrator

**Audience Facilities:** Will submit outline

Submitted by: Philco Television Station, WPTZ, 1800 Architect Building, 17th and Sansom Streets, Philadelphia 3, Pennsylvania

**Hollywood Calling**

This television program produced on 16mm film and takes the television audience on a tour around the film capital with interviews in the studios, and in the homes of the screen and radio stars. Visits to famous motion picture, stage, etc. Betty Underwood, Hollywood producer and John Parker, columnists, etc. Conduct the program. This is a new type television program and should prove a great attraction to television stations.

**Audience:** Live talent

- Time: 15 minutes, 1 week
- Network: NBC
- Audience: Entire family
- Suggested for: Evening
- Client Suitability: Variety
- Number of Artists: Employed:

Submitted by: Television Film of America, Box 2222, Hollywood 28, Calif.
Outstanding Independent Producing Company of Live and Transcripted Open-end Shows Offers the Radio Field

5 Star Shows

★ "IT REALLY HAPPENED!"
An exciting . . . intriguing . . . dramatic 15-minute open-end transcription series now available for local, regional and national sponsorship. Starring—JIM AMECHE.
Audition Record Available.

★ MY LUCKY BREAK
A live 1/2-hour show of tested network magnitude, featuring Josef Cherniavsky and his 40 piece "pop" Symphone, Jim Ameche and the Dinning Sisters. A different "gimmick", it offers human interest, action, laughter, pathos, music and opportunity.
Audition Record Available.

★ HURDY GURDY DAN
Live or transcribed. A thrilling series of mystery and adventure programs designed for children . . . capturing adults, too . . . format is a complete departure from the usual stereotyped "blood and thunder" scripts. Featuring a good-will detective using a hurdy gurdy and his pet monkey "Snoop" to disguise his true identity. Packed with action and imagination.
Audition Record Available.

★ PIONEERS OF PROGRESS
A half-hour show that stimulates the ambitions of young American inventive genius. It re-enacts the trials and tribulations of great American inventors and captains of industry. Recognizing the heartbreak accompanying sought-for recognition, this program maintains a board of experts to whom ideas and plans can be brought for advice and guidance.
Audition Record Available.

★ WHAT'S IN THE PACKAGE??
An entirely new idea in audience-listening participation-shows, "What's In The Package?", transcribed or live. It's specifically designed for retail store advertising, offering the element of surprise filled with listening-holding interest throughout. Filling popular demands.

FOR AUDITION RECORD:
WRITE - WIRE - PHONE

TELE-RADIO CREATIONS
540 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS • Phone SUPERior 5121
TELEVISION

The House Next Door

For women who want to bring their home and dinner table on acting place to be. The format of how allows the neighborhoods (women) a chance to share their opinions on issues of local or national interest as per by sponsors. In addition there are, and audibility instructions for the host to be emulated and emphasized,折扣s an unusual opportunity for mass audience and distributors of kitchen ads to have a home demonstration of a product. A program that is a care.

Quality: Live talent
Units: 15 minutes, 3 weekly
Announced: On school programs

Look Who's Here

Interview-style show developed by the intimacy with audience. A host of ceremonies introduces the host person, the show is designed to increase the show's routine. Easy to prepare pragram, with simple settings and low cost.

Audition Facilities: Will audition; will submit materials
Submitted by: CBS Radio Productions, 17 East 45th Street, New York 17, N. Y.

Parent, Please?

The half-hour format incorporates a dramatic and realistic segment in which studio guest parents communicate with the audience under the guidance of a child care expert and a recreation professional. The show is aimed at parents and aims to cover television series dealing with child care problems. Parents are queried in homes and talk to authorities about the problems seen by their own home children.

Audition Facilities: Will audition; will submit materials
Submitted by: Video Associates, 515 Madison Avenue, New York 22, N. Y.

Pleasured To Meet You

Program designed to present personalities in the news. Visiting theatrical celebrities and national and international personalities are interviewed, electronic highlights to television viewers of their life and work. Roy Neel, popular radio personality, is interviewed.

Audition Facilities: Transcriptions; will submit materials
Submitted by: Philip Television Station WPTZ, 1900 University Avenue, 17th and 18th Streets, New York, N. Y.

The Record Shop

Boy and girl operate a Record Shop. New release introduced on show, with guests as the host. Girl is saxophone, boy as a drummer, and star as a rhythm team, artist drawing pictures to accompany musical selection, or vocalist, to be a featured character. "Oldies" played on show, with phone-in answers for name.

Audition Facilities: Will audition; will submit materials
Submitted by: Philip Television Station WPTZ, 1900 University Avenue, 17th and 18th Streets, New York, N. Y.

School Days

(Tye Subject To Change)

A happy, unspotted, entertaining program. Played by adults and act
FILMS FOR TELEVISION

16MM -- 35MM

FEATURE PICTURES -- SHORT SUBJECTS
DRAMAS -- COMEDIES -- SERIALS
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Telephone: COLUMBUS 5-5600-1-2-3-4

729 SEVENTH AVENUE
NEW YORK CITY
TELEVISION

Uncle Yacob tells "Get-out-of-bedtime stories" with action in dialect Pennsylvania Dutch. Could be used for 5 minute segment of variety television shows.

Availability: Live talent
Time: 15 minutes, any number
Audience: Entire family
Suggested for: Evergreen
Number of Artists Employed: 3 to 6
Cost: $750 and up, depends on show
Audition Facilities: Will submit outline, sketches, photographs
Submitted by: Robert M. Campbell, 347 Madison Avenue, New York 17, N. Y.

The World's A Stage
A sensitive story of the little people who are "neophytes" in the great drama of life. Drama which only reaches the back pages of a metropolitan newspaper, that lies cloaked in a few simple stories and set aside on the shelf along with the rest of the world's news. Emotions which mean the world to a little child.

Availability: Live talent
Time: 20 to 30 minutes, 1 weekly
Audience: Evergreen
Suggested for: Evergreen
Client Suitability: Almost any client
Number of Artists: 4 to 6
Cost: $750.00
Audition Facilities: Will submit outline, sketches, photographs
Submitted by: Robert M. Campbell, 347 Madison Avenue, New York 17, N. Y.

You Were Sixteen
A refreshing, unpredictable comedy involving a teen-age girl whose behavior amuses and confuses her family. A visually pleasing story with all the inherent charm and beauty of the American girl. Designed to attract adults and children, and make the shortest time segment in television for teen-agers.

Availability: Live talent
Time: 20 to 30 minutes, 1 weekly
Audience: Evergreen
Suggested for: Evergreen
Client Suitability: Almost any client
Number of Artists: 4 to 6
Cost: $750.00
Audition Facilities: Will submit outline, sketches, photographs
Submitted by: Robert M. Campbell, 347 Madison Avenue, New York 17, N. Y.

Your Fireside Theater
An achievement in imaginative programming for evening viewing. Sophisti- cated fairy tales, romantic music dramas designed for exceptionally talented performers. Elizabeth Gillett of the Radio City Ballet is at the controls of artists and stage and screen. These delightful series utilize a minimum of props and costumes. A natural production treatment. Presentations is limited to stations within four hours flight time.

Availability: Live talent
Time: 20 to 30 minutes, 1 weekly
Audience: Evergreen
Suggested for: Evergreen
Client Suitability: Almost any client
Number of Artists: 3 to 6
Cost: $750 and up, depends on show
Audition Facilities: Will submit outline, sketches, photographs
Submitted by: Robert M. Campbell, 347 Madison Avenue, New York 17, N. Y.

This Is Washington
This program produced on 16mm film for television stations takes the audience on a personal tour "behind the scenes" of the nation's capital interviews with Government Officials and tours to famous Washington spots. The story of the film will be provided on request.

Availability: Film
Time: 15 minutes, 1 weekly
Audience: Entire family
Suggested for: Evergreen
Client Suitability: Any product or service
Number of Artists Employed: 1
Submitted by: J. H. Coty, 4th fl., 14450 Broadway, New York, N. Y.

The Travel Hour
(The Travel Counselor)
A weekly program, scheduled in Mid Week for the week and traveller who talks about places which can be visited, how to get there, what to see and what to do while there. Shows will be produced by professional travel agents in major cities.

Availability: Live talent
Time: 15-30 minutes, 1 weekly
Audience: Entire family
Suggested for: Evergreen
Client Suitability: Go line or any or travel, automobile or travel
Number of Artists Employed: 1
Submitted by: J. H. Coty, 4th fl., 14450 Broadway, New York, N. Y.

This is One Camera
A different approach to television. Actually a number of cameras are used to facilitate three scenes from stage as well as from titles. A different approach to television. Actually a number of cameras are used to facilitate three scenes from stage as well as from titles as needed. A different approach to television. Actually a number of cameras are used to facilitate three scenes from stage as well as from titles as needed.
1947 CULTURAL

American Family Forum Of The Air

The American Family Forum of the Air is designed to allow the radio audience as well as the visual group to participate in the active operations of the forum. It is a "natural" for local activity and especially so the airwaves of WSB and WSB-FM serving nine cities of Greater Cleveland, containing three-fourths of the area population and the greatest diversified section of buying power.

Availability: Live talent
Time Units: 45 minutes, once weekly
Audience Appeal: Entire Family
Suggested for: Evening
Client Suitability: Institutional
Number of Artists: Panel and staff
Cost: On request
Submitted by: WSB and WSB-FM, Radio, Columbus, Ohio

Books On Trial

Each week a timely book is brought to trial in the "Court of Books." Sterling North, literary editor of the New York Post, presides, and a jury of twelve is selected by lot from the studio audience. The author of the book takes the stand to face the questioning of "prosecuting" and "defense" attorneys. What results is a literary tug-of-war... last... furious... and unbridled.

Availability: Live talent
Time Units: 1 hour, once weekly
Audience Appeal: Entire Family
Suggested for: Evening
Client Suitability: Inclusiveness
Number of Artists: 1
Audition Facilities: Non-musical
Submitted by: WKRC, Cincinnati, Ohio

City Council Meeting

"What's going on at City Hall?" This regular, half-hour broadcast of the actual proceedings of the Cincinnati City Council helps to answer that question. Cooperation of the Council itself, in debating the issues during the hour long, often more of air time makes this a lively program of spontaneous showmanship. Short pre-broadcast which City Solicitor explains and clarifies, begins to be discussed in the Council meeting.

Time Units: 1 hour, once weekly
Audience Appeal: Entire Family
Suggested for: Evening
Submitted by: WKRC, Cincinnati, Ohio

Editors Four

A roundtable discussion of news of the day. Participants are WHAM's Editor, an Editor, the News Editor, and the Editor. Each throws the big story in his own field into the program's conclusions. The "Odd" and the "Even" Editor usually combine his remarks with an unusual twist... the mudslingers are in.

Availability: Live talent
Time Units: 1 hour, once weekly
Audience Appeal: Entire Family
Suggested for: Evening
Client Suitability: Inclusiveness
Number of Artists: 4
Cost: On request
Audition Facilities: Non-musical
Submitted by: WHAM, Rochester, N. Y.

Joe Emerson's Rhythm

Joe Emerson's Rhythm 15 minute showFramework for black music. "Joe Emerson's Rhythm 15 minute show" 15 minute show shows how to play a good blues, jazz, folk, and rock behind the right kind of number. It tells how to do it.. and what to believe.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire Family
Suggested for: Afternoon
Client Suitability: Inclusiveness
Number of Artists: 1
Cost: On request
Audition Facilities: Non-musical
Submitted by: WHAM, Rochester, N. Y.

Conversation at Eight

Originating from the apartment of Tom Searle, noted writer and book reviewer.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire Family
Suggested for: Evening
Client Suitability: Inclusiveness
Number of Artists: 1
Cost: On request
Audition Facilities: Non-musical
Submitted by: WHAM, Rochester, N. Y.
Meet The People
Outstanding local people of Savannah are invited to sit across the table and discuss various topics ranging from local issues to international problems. There is no attempt made to make it primarily commercial, but rather to expose all sides of a particular question.

Availability: Live talent
Time: 30 minutes, once weekly
Client Suitability: Any type of client
Number of Artists: 3
Submitted by: WTRF, Savannah, Georgia

Meet The Press
The format of “Meet The Press” is that of a news conference of the air. Four newspapermen are invited to question some well-known person on an important topic. Among the outstanding guests have been John L. Lewis, Henry A. Wallace, Robert A. Taft, Robert H. LaFollette, Harry Bridges, Harold Stassen, and Senator-elect Theodore Bilbo, This meeting. Program beautifully became Finnegan’s Radio Today Special Citation for outstanding reporting and interpretation of the news.

Availability: Live talent
Time: 30 minutes, 1 weekly
Audience Appeal: Male: Female
Suggested for: Evening
Institutional Audience: Feline, institutional
Number of Artists: 5 to 8
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York, N. Y.

One White Rose Forever
Named for York, England, the symbol of this United States town is also the White Rose of our historical program...One White Rose Forever. Written by Helen Miller Gates, a young author who is just completing her first novel, the story is set in the loyalist section of the Colonies and tells of the loyalty and courage of the forebears of our nation. The program is a dramatic presentation of the spirit of our forebears, who were loyal to the British crown.

Availability: Live talent
Time: 30 minutes, 1 weekly
Audience Appeal: Male: Female
Suggested for: Evening
Institutional Audience: Feline, institutional
Number of Artists: 5 to 8
Audition Facilities: Transcriptions
Submitted by: World Radio, 1346 Broadway, New York, N. Y.

The Richmond Forum
This is a locally conducted forum of both a national and local nature. The program, designed to bring out local opinions, is a forum for discussion on a wide range of topics. The program is a popular weekly show in the Richmond area.

Availability: Live talent
Time: 30 minutes, 1 weekly
Audience Appeal: Male: Female
Suggested for: Evening
Number of Artists: 5 to 8
Audition Facilities: Transcriptions
Submitted by: WJZ, 25 South 9th St., Richmond, Indiana

The Santa Barbara Opinion Arena
Town-meeting forum. Broadcast from local (Santa Barbara) Theatre weekly on Tuesdays, 7 to 7:45 p.m. Public participation (comments and questions) invited at any point in discussion but must be recognized by moderator. Parabolic mike engineering set up. Two speakers on each side of question, which must be controversial, plus moderator. Moderators are drawn from citizenry as are participants. Room is designed to accommodate 750 persons. Discussion not limited to one topic, is listed by the moderator rather than a radio show with incidental invited audience. Very successful.

Availability: Live talent
Time: 45 minutes, 1 weekly
Audience Appeal: Male: Female
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: KTSB, Santa Barbara, Calif.

Santa Barbara’s Youth Forum
Panel discussions with three to five participants plus moderator. Panelists are selected from the youth forum organization, which meets weekly, elects speaker (discussant) and moderator. Invites participation of persons up to 2nd year in college, no adult participation or sponsorship, except in technical and semiliterary capacity. Mr. John Barnard (executive secretary and host of the program) provides the program.

Availability: Live talent
Time: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Every Evening
Client Suitability: Preferably institutional
Number of Artists: 3 or 4 on panel plus a Moderator
Audition Facilities: Transcriptions
Submitted by: WCHS, 1016 1st St., Charleston, S. Carolina

Footprints On The Sands Of Time
A little biographies of outstanding and women of our American Hrdgethers together with many who have marked influence on our history.

Availability: E. T.
Time: 30 minutes, 5 weekly
Audiovisual: Entire family
Suitability: All types of clients

Inter-City Mayors’ Council
Weekly presentation featuring four New Jersey mayors in a discussion of the impact of local, state, and county government improvement with criticism of legislation before the statebody and proposals for needed changes. The council wants the citizens of New Jersey. The mayor is a well-known jurist and former governor, holding the position of President of the New Jersey Bar Association, and is considered responsible for several important improvements in the town in municipal affairs in New Jersey.

Availability: Live talent
Units: 30 minutes, 1 weekly
Audiovisuals: Entire family
Audience Appealed to: College students
Institutional Audience: Institutional
Number of Artists: 5
Facilities: Transcriptions
Distributed by: WAPX, 7 Church St., Peterboro, N. Y.

It’s Up To You
Discussion program with a panel of known experts and informed students. The program aims at exposing problems and emphasizing the responsibility of youth in their attitude on. Originates from a different college each week.

Availability: Live talent
Units: 30 minutes, once weekly
Audiovisuals: Entire family
Audience Appealed to: College students
Institutional Audience: Institutional
Number of Artists: 4 participants, permanent moderator
Facilities: Transcriptions
Distributed by: The Collegiate Broadcasters, 507 Fifth Ave., New York 17, N. Y.

KSL Reports The Washington Scene
A program is designed to present the listeners of the Intermountain West up-to-the-minute report on current news issues being discussed in the U. S. Capital. A specially prepared ‘sneak peek’ summary from the KSL Newsroom of the past week’s developments in the nation opens the show. The legislative sessions of the Congressmen are given ten minutes each to discuss current issues...transcribed talk being preceded by brief news story on the subject of the show. To round out the half-hour, a short story of the late Washington development is presented from the KSL Newsroom.

Availability: Live talent
Units: 30 minutes, once weekly
Audiovisuals: Entire family
Distributed by: KSL 1050 S. Main Salt Lake City, Utah

PROGRAMS
1948

WCHS Open Forum
Current controversial issues, local, national or international are debated by local people, who are selected in cooperation with the Chamber of Commerce and Civic Leaders, or by the Women’s Clubs. This program has proved to be a very interesting half-hour, as many of the issues discussed are hot. These questions are phoned in during the program and are answered during the last 10 minutes of each program. During the summer months, we had the two winners on the program. Available: Live talent
Time: 30 minutes, 1 weekly
Audience Appealed to: Entire family
Suggested for: Evening
Client Suitability: Preferably institutional
Number of Artists: 2 or 4 on panel
Audition Facilities: Transcriptions
Submitted by: WCHS, 1016 1st St., Charleston, S. Carolina

Radio Daily

www.americanradiohistory.com
Western Michigan At Work

Each program describes one of the industries in this area. Narrative plus interviews; includes tape recordings in plants to get background noise.
Availability: Live talent or E. T.
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Events
Client Suitability: Any client, especially good for client wanting male or female audience.
Number of Artists: 1 plus guests
Audition Facilities: Transcriptions

Western Slope Forum of The Air

Program features discussion of topics of current issue and interest. Panel of prominent civic, educational and student leaders (four in number) give two minute formal statements on assigned topic, followed by extemporaneous discussion. Topics include wide variety of local, national and global problems with emphasis on the local level. Station employs well known civic leaders as moderators. He selects topics and members for the panel. Program has good following, particularly among higher income groups.
Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional or public service contribution
Number of Artists: 1
Cost: Upon application
Audition Facilities: Transcriptions
Submitted by: KRIX, Grand Junction, Colorado

You Be The Judge

Dealing with only local problems such as juvenile delinquency in Indianapolis, stenomation, a panel of four well-known attorneys debate the pros and cons of the week's problem. Fifteen minutes given over to prepared speeches and fifteen minutes of unheated "crossfire" examination with a moderator controlling the discussion. All sides of the question for and against are debated with the audience advised to make up their own mind as to which side is right. In other words You Be The Judge.
Availability: Live talent
Time Units: 30 minutes
Audience Appeal: Male or Female

CULTURAL

Suggested for: Evening
Client Suitability: Utilities, banks, firms with new products to get before public
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: WISH, Board of Trade Bldg., Indianapolis 4, Ind.

Youth Speaks Out

This is a double-barreled forum between two youth groups of different age levels. A topic is selected by the program committee and discussed by the two groups. The point being that neither group is likely to hear what the other has to say, avoiding the audience an overall cross section of both groups' opinions. The moderators for each group meet for a final sum-up and compare notes for the conclusion.
Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Banks, Insurance Companies

Submitted by: WFGG, WFGG Steel Atlantic City, New Jersey

Ray Zaner, Post Scout

Entering it's third broadcast year, Zaner, Post Scout has encouraged writing at over 3,000 original poems submitted by High School Students in IN and Adams County. Program offers publication of original poems or competition for prizes offered in MWSBA. Program produced and submitted by Ray Zaner, Scout Executive and is presented in cooperation with all Educational authorities in the state area.
Availability: Live talent
Time Units: 15 minutes
Suggested for: Saturday morning, evening
Client Suitability: Institutional—call station has never permitted at Number of Artists: (3) Zaner, organ nouncer
Submitted by: WSBX, York, Penn.
“WHAT’S ALL THE NOISE ABOUT?”

Recently, much has been said in print by various transcription producers about new shows they are offering.

One producer says his new show is “making transcription history,” another says his show is the “greatest and most expensive ever produced,” another says his show is “more than just a radio show,” another says “all time-all star transcription top,” another says “most extensive opportunities ever presented, etc., etc., ad infinitum.

We’re really glad the transcription boys are beginning to do something worth while, BUT—“WHAT’S ALL THE NOISE ABOUT?”

WE’VE BEEN PRODUCING BIG NAME STAR TOP-NOTCH SHOWS SINCE 1940!

FURTHERMORE, WE DEFY ANY RADIO PROGRAM MAN TO SHOW US ONE SHOW RECENTLY PRODUCED WHICH IS BIGGER IN ANY WAY THAN THE SHOWS WE’VE BEEN DOING FOR THE PAST SEVEN YEARS.

The record speaks for itself. We started name star shows and have continued that policy for the past seven years.

What other producer, other than Kermit-Raymond, can offer shows such as the half-hour transcribed series “HOLLYWOOD OPEN HOUSE” with Ray Bloch’s orchestra, Jim Ameche as emcee, a guest star comedian, a guest star singer and one or more motion picture guest stars on every show? Such great names as: Jack Benny and his entire company, Marlene Dietrich, Pat O’Brien, Lucille Ball, Bert Lahr, Bonita Granville, Milton Berle, Dick Powell, and literally hundreds more too numerous to mention and equally as big.

What other producer, other than Kermit-Raymond, can offer transcribed shows such as the great situation comedy show, “THE EDDIE BRACKEN SHOW,” starring Eddie Bracken, William Demarest and Ann Rutherford and the entire orchestra and cast of the original CBS network shows?

What other producer, other than Kermit-Raymond, can offer such great transcribed features as Dave Elman’s “HOBBY LOBBY,” with eleven years of network standing? The “JOHN J. ANTHONY” show with seventeen years of network standing? And such shows as the “FRANCIS LEDERER SHOW,” “FAMOUS FATHERS,” with guest stars such as: Ozzie Nelson and Harriet Hillard, Deems Taylor, Lauritz Melchior, Lowell Thomas and others just as equally big? Shows such as the “MEAL OF YOUR LIFE” and “THE WOMAN” with guests such as: Gertrude Lawrence, Elsa Maxwell Victor Borge, Fiorello LaGuardia, Ilka Chase, Burgess Meredith, Beatrice Kay, Georgie Jessel, Margo and many, many others.

PRETTY IMPRESSIVE, ISN’T IT? Well then—“WHAT’S ALL THE NOISE ABOUT?”

If you really want transcribed radio shows that speak for themselves, drop us a line, give us a call or send us a wire.

KERMIT-RAYMOND SHOWS REALLY HAVE “SOMETHING TO MAKE NOISE ABOUT!” THEY “SPEAK” FOR THEMSELVES.
THE TRANSCRIBED

EDDIE

BRACKEN

SHOW

with William Demarest
and Ann Rutherford
and the entire original cast and orchestra, just as it was on
the C·B·S network coast to coast

NOW AVAILABLE FOR LOCAL SPONSORSHIP

for audition and full information
write, wire or phone

Kermit-Raymond
C O R P O R A T I O N

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

ELDORADO 5-5511

"WHAT'S ALL THE NOISE ABOUT?"
NOW ... available for local and regional sponsorship on transcriptions ... The same program format that has been so successful for so many years on the networks.

Three or Five Times Weekly!
260 Shows Now Ready!

Seven Years in Network Radio!

Eight years for the Ironized Yeast Company ... highest sponsor identification in all radio.

Sets tuned in in Metropolitan New York, revealed that 42% of the radio listeners in the city constantly dialed to John J. Anthony.

For a long period of time John J. Anthony led all other programs on the Pacific coast.

For a period of ten years John J. Anthony delivered ore per dollar spent than 90% of the programs on the air.

John J. Anthony holds a remarkable record of consecutive weeks on the air; 400 consecutive Sunday nights on Mutual; 269 consecutive Sunday nights on ABC. WITHOUT MISSING A BROADCAST.

Constantly one of radio's largest mail pullers. Millions of letters received to date.

Kermit-Raymond Corporation
11 East 52nd Street, New York City (22)
"HOLLYWOOD'S OPEN HOUSE." covers a minimum of a musical-drama-guest star-variety format. The best way to programs—it is the "first" to use big Hollywood personalities in a regular comedy spot—it is the "first" to a permanent feature—it is the "first" to a transcribed show—it is the "first" to truly apply to a transcribed program—"HOLLYWOOD'S OPEN HOUSE." in brief, is the equivalent in all respects of a local and spot advertisers.

The format of "HOLLYWOOD'S OPEN HOUSE" allows the program to the "first" to use big Hollywood personalities in a regular comedy spot. The program also features a dramatic presentation of "Emile Zola" with all star cast.

Please note all commercial spots are placed in high interest.

There's a reason why all this attention, care and talent has been lavished on the show. "HOLLYWOOD'S OPEN HOUSE" is placed for it in local programming for use by local clients who appreciate the quality and performance. There's a place for it in national advertising in the product they buy as an advertising medium must be attractive to the audience.

To place insurance on listener attention to the program, included are weekly publicity stories and photographs of cards, truck banners, posters, etc.

Radio can sell only when people listen. People will listen. SO "HOLLYWOOD'S OPEN HOUSE" WILL S.L.

THE GREAT STARS PICTURES A FEW OF THE GREAT NAMES HERE IS A PART OF

MOTION PICTURE GUESTS

DESI ARNAZ
LUCILLE BALL
JOHN CARRADINE
FAYE EMERSON
BONITA GRANVILLE
FRANCIS LEDERER
JOHN LODER
ANITA LOUISE
RODDY McDOWELL
PAT O'BRIEN
ZASU Pitts
BASIL Rathbone
MARия SCOTT
ROLAND YOUNG

11 EAST 52nd STREET, NEW YORK CITY (2) "WHAT'S A"
OPEN HOUSE

A NEW OF ITS KIND IN RADIO!

Half-hour programs available immediately—and more coming—in "WOOD'S OPEN HOUSE" is a "first" in the field of syndicated air guest star appearances—it is the "first" to use top name standard personnel—it is the "first" to present name vocalists as are with a live audience of more than 1,200 people—above all, high standards of production and script. "HOLLYWOOD'S OPEN HOUSE" program made available through syndication to selective local stations.

On three commercials (opening, middle and closing), "HOLLYWOOD'S OPEN HOUSE" is a "first" in the field of syndicated air guest star appearances. Theme opening by orchestra; then Jim Ameche, Ray Bloch, Wesson Brothers, Peter Lorre, Allan Jones, Harry Cool and Patricia Gilmore, who open the show with a musical number. The program is aired live, with a cast of Hollywood and Broadway stars, including Ray Doran, Ann Rutherford, Kay Francis, Harrington and Hyers, among others. The show is produced by Wood's Broadcasting, Inc., and distributed by the National Broadcasting Company. The program is available for purchase, and for further information, contact the company's sales department.

IN THESE PAGES ARE JUST A FEW OF THE MOST EXCITING "HOLLYWOOD'S OPEN HOUSE" GUEST STARS...

GUEST VOCALISTS

PHIL BRITO
JERRY COOPER
DINNING SISTERS
EDITH FELLOWS
MARIE GREENE
MONICA LEWIS
NOBLE & KING
DANNY O'NEIL
PHIL REGAN
LEE SULLIVAN
ROMO VINCENT
SEA WAIN
NAN WYNN
YVETTE

YO AMPHION

ELDORADO 5-5511

MARGO appears twice in series, once in original story and second time in adaptation of "Mary, Queen of Scots.

RAY BLOCH

Hollywood's busiest comedic producer lends the show the added attraction of Hollywood's greatest musicians.

JIM AMECEHE

is program's general host and plays opposite many of the stars in dramatic features. Brother Ben gets real competition.

WESSON BROTHERS

famous singing comedians open on series twice for live audience. Many of the stars in dramatic features. Brother Ben gets real competition.

PETER LORRE

does winter's most desirable role. Plays "The Tail-Tale Heart". Peter Donald is in his prime role in Lorre's darkest drama.

HARRY COOL and PATRICIA GILMORE

are heard in many parts as program's vocalists. Jerry Cooper also appears as vocalists.

ANN RUTHERFORD

plays title role in "Jane Eyre" to Jim Ameche's "The Tail-Tale Heart." Henny Youngman supplies the laughs.

KAY FRANCIS

appears in a romantic story of mistaken identity with great surprise climax. Jerry Cooper supplies romantic songs.

HARRINGTON and HYERS.

comedians of Kay Smith show appear as guest comedians on program with Ray Doran and Joseph Cali.

HENNY YOUNGMAN

appears quite often as guest comedian. His off-the-cuff routines bring smiles of laughter from all the audience.

SKIPPY HOMEIER, the sensational new young child star appears in special story opposite movie favorite Neil Hamilton.

GUY KIBBEE and STUART ERWIN

with little Edith Fellows the nation's picture hit, "The Canterbury Ghost."

YO AMPHION is comedians.
RADIO QUIZ...

1. During the season of 1938-40, what radio program, by actual count received more publicity clippings than either Fred Allen or Jack Benny?

2. What radio program, by actual proof, offers the greatest merchandising possibilities—attracting crowds of 30,000 to 40,000 people in cities throughout the country to view product displays—at no cost to the sponsor?

3. What radio program achieved the highest Crossley rating of any program ever broadcast on Sunday afternoon?

4. What program, according to private Gallup polls, was found to be the radio preference of more than two-thirds of all tuned-in sets in its broadcast area?

5. What popular radio program started a series of shorts, released nationally by Columbia Pictures?

6. What radio program, lending its name to exhibits in various cities of America, has broken all records for attendance at city auditoriums?

7. What radio program has such proven appeal that the nation’s leading department stores are now paying substantial fees for an exhibit based on this program, to draw people into their stores?

8. What is the only American radio program ever accorded the distinction of opening the great Canada-Pacific Exhibition held annually in Vancouver, British Columbia, Canada?

9. What radio program delivered the largest audience at the least cost of any Sunday afternoon program ever broadcast?

10. In two words—what is the answer to all these questions?

DAVE ELMAN’S
HOBBY LOBBY

FOR THE FIRST TIME A SHOW OF THIS TYPE
WITH MERCHANDISING—AND TIE-UPS GALORE
AVAILABLE FOR LOCAL AND REGIONAL SPONSORSHIP

TRANSCRIBED!

Kermit-Raymond
CORPORATION

11 EAST 52nd STREET, NEW YORK CITY (22) ELDORADO 5-5511

"WHAT’S ALL THE NOISE ABOUT?"
THE GREAT STAGE AND
SCREEN STAR

FRANCIS LEDERER

IN HIS OWN FIFTEEN MINUTE TRANSCRIBED RADIO SHOW OF ROMANTIC
LOVE STORIES FOR LOCAL AND REGIONAL SPONSORSHIP
TRANSCRIBED
FOR THREE OR FIVE TIMES WEEKLY
GREAT STORIES—GREAT SUPPORTING CAST—GREAT MUSIC
AND A
GREAT STAR
FRANCIS LEDERER

AND STILL ANOTHER HALF HOUR SHOW THAT RINGS THE BELL!
"RADIO THEATRE OF FAMOUS CLASSICS"
FROM THE WORKS OF THE IMMORTAL AUTHORS

The title, "THE RADIO THEATRE OF FAMOUS CLASSICS" sounds imposing—and it is! "CLASSICS" is the aristocrat of the syndicated pro-
gram field and, as its name indicates, is a series of half-hour radio adaptations of the great plays, novels and short stories of the world.

Everyone loves a good story well-told. We can
sensibly assume that since the classics were
originally written by literary masters they are
"good stories, well-told." We also venture to as-
tume that since we've given careful attention
to the writing, casting and production of the
radio version, they've remained "good stories,
well-told." Of course, only classics which are
well suited to radio treatment have been chosen
—and fortunately they are abundant. Some of
the stories are: "A Doll's House" by Henrik Is-
ben; "The Artist" by Guy de Maupassant; "The
Suicide Club" by Robert Louis Stevenson; "Ca-
nille" by Alexandre Dumas; "Dr. Jekyll and
Mr. Hyde" by Stevenson; "The Impertience of
Being Ernest" by Oscar Wilde; "The Master
Builder" by Ibsen and a host of others.

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

Kermit-Raymond
CORPORATION
11 EAST 52nd STREET, NEW YORK CITY (22)

"WHAT'S ALL THE NOISE ABOUT?"
"WHAT'S ALL THE NOISE ABOUT?"

WE'RE GLAD OUR DEAR COMPETITORS ARE DOING THINGS TO MAKE SOME NOISE ABOUT—BUT FELLOWS—TAKE ANOTHER LOOK AT THESE TRANSCRIPTION SHOWS AVAILABLE FOR LOCAL AND REGIONAL SPONSORSHIP!!

THE EDDIE BRACKEN SHOW
HOLLYWOOD'S OPEN HOUSE
JOHN J. ANTHONY
HOBBY LOBBY
THE FRANCIS LEDERER SHOW
RADIO THEATRE OF FAMOUS CLASSICS

HERE ARE SHOWS TO MAKE A GOOD DEAL OF NOISE ABOUT!!
YOU GET THESE SHOWS ONLY FROM THE COMPANY THAT FIRST GAVE YOU BIG-NAME—TOP PRODUCTION TRANSCRIBED SHOWS . . . THAT COMPANY OF COURSE IS

Kermit-Raymond
CORPORATION

11 EAST 52nd STREET, NEW YORK CITY (22)  ELDORADO 5-5511
THANKS TO

Red Foley

Tom Luckenbill and Wm. Esty & Co.
Decca Records
Disk Jockeys
All the folks in the U. S. A. who listen to us and the gang on

"GRAND OLE OPRY"

Sponsored by PRINCE ALBERT
WSM-NBC Saturdays, 9:30-10 p.m. (C.S.T.)

PERSONNEL MANAGEMENT. WILLIAM ELLSWORTH, 727 WAGNER DRIVE, CHICAGO, ILL.

DIO DAILY
ELTON BRITT
Exclusive VICTOR Recording Artist

* Singing STAR of
"HAYLOFT HOEDOWN"
heard every Saturday coast to coast via
WFIL-ABC
Folk Music and Artists

---

Folk Music Is Important
By Steve Shoels
Director of Specialty and Folk Repertoire
RCA-Victor Records

The importance of American folk music (Hillbilly and Western songs to you!) in radio today cannot be disregarded. It is, of course, permanently established in its own home territories, where recent surveys revealed that 79 per cent of this radio time was devoted to live and recorded Hillbilly and Western music, but there has been a definite trend toward this type of entertainment in the major cities and in localities far distant from the sites of origin.

In the New York and New Jersey area, for example, practically every station, local and network, now carries one or more daily music programs, either live or recorded. The popular current "turn around" trend has been established in this field for some time now, with Rosalie Allen of WOV fame and the Meters of the ABC network as examples. More and more stations are being added daily, and it seems probable that in a short time, such already established programs as Eddy's "Checkboard Jamboree," will themselves slated for the big time radio hours in the evening. In the larger network disc jockey programs will find it necessary to play music in order to fill the complete audience coverage. This will introduce this type of music to even more listeners, ordinarily would not tune in programs of this sort. And in the past few years, the caliber of the folk music and its improvement steadily, the listeners will discover and enjoy the nature, rhythm and fresh entertainment value of the music that they had previously passed up.

"Hillbilly" Means Money
By Bob Miller
Bob Miller, Inc.

HILLBILLY USED to be a fad, a word. It isn't anymore. And the man who used to be one makes money now. It means "money" as in the sense of the superannuated, the record man, the band and the radio station, to say nothing of the publisher. It is now a way into the public's heart.

"Hillbilly" is a handy euphemism for any type of music that appeals to both the local and the national market. What happened last year is, or course, the result of a long, slow growth, and more than once I have been quoted as saying that we wouldn't have been successful if we hadn't been on the spot for the recording of "Hillbilly" music.

The fact is that Hillbilly music today is a billion-dollar business. And while some of the big money is made in the South, there is still a lot of Hillbilly music being made in the North, as well.

Folk-Music Conscious
By Paul Cohen
Director of Folk Repertoire
Decca Records, Inc.

In the past few years, America has become more and more conscious of folk music than ever before. This has been reflected in the ever-increasing sales of country records, reflected further in the ever-swelling attendance at the various personal appearances shows of western and hillbilly artists. But even of greater importance is that so many people in America's northern states, that heretofore were completely unaware of folk music, now have become rabid followers of the artists and their work. In short, country music is no longer the personal property of the southern states. It is represented now in the entire country.

Decca has been a true pioneer in this field. In the very first year of its origination the guiding hands in Decca gave a large share of Decca's production to country music. Great folk artists like Governor Jimmie Davis, the Carter Family, the Delmore Brothers and the late Milton Brown were bringing this type of music into American homes via Decca records. This tradition of constantly stressing the importance of folk music has become a part of Decca's history and today Decca is represented by some of America's top artists: such as Ernest Tubb, Red Foley, Governor Jimmie Davis, Cousin Emmy, Burl Ives and others. In addition, many of the great country songs have been assigned to such popular artists as Bing Crosby, Dick Haymes, the Andrews Sisters and Bob Eberle. Folk music is a fixed part of the American scene and Decca will continue to promote it and encourage it.

Choose Your Own Valley
By Elliott Shapiro
Shapiro-Brunein & Co.

"But remember the Red River Valley
And the girl that has loved you so true."

Remember how grandad used to sing this grand old ditty to you when you were a small boy? Well, he didn't. It isn't traditional, and there never was a Red River Valley song until 1927!

In the early 1930's one of the phonograph companies tried out the daring experiment of making records of hillbilly tunes for hillbilly folks. Out of this new field came such hits as "The Prisoner's Song" and "The World of the Old South." These went like hot cakes, so the phonograph companies sent down South to pick up local folk songs, that in their turn were played on New York radio stations.

The man authority in the hillbilly field in the early days was Frank & Walter, they with the song, "My Home is in the Valley," and had recorded for Victor. Frank had a big hit with "The Prisoner's Song," but Walter, a more subtle man, was handicapped by the music and by the man. The music, as far as I remember, was a real labor of love, and was based on a lot of the folk songs that the men had collected in the South. The result, a group of records that were a labor of love, and that made the hit of the year.
AMERICA'S FAVORITE WESTERN HUMORIST
AND FOLK SONG STYLIST

RILEY SHEPARD
( THE COWBOY PHILOSOPHER )
EMCEE and STAR
"Oklahoma Round-Up"
every Saturday via
KOMA-CBS

Permanent Address
55 WEST 42nd STREET

NEW YORK, N. Y.
CURLY FOX and TEXAS RUBY
(National Champion Fiddler) (Queen of the Cowgirls)

Featured Stars on
PRINCE ALBERT'S "GRAND OLE OPRY"
Heard Saturdays on WSM—NBC

Columbia Records Theatres Fairs Auditoriums
**Rosalie Allen**

Heard nightly on WOV, N.Y., from 10-11:30
with her
"PRAIRIE STARS" disk and live music program

An RCA Victor recording artist who was picked by
Billboard as:
**The Top Selling Girl Folk Artist in America in 1946.**

Featured as guest artist on
"Grand Ole Opry," WSM-NBC.

Latest RCA Victor release—
"ON SILVER WINGS TO SAN ANTONIO"
and "I'LL NEVER GRIEVES."
No. 20-2333

---

**Dave Denney**

**NOW**

**EXCLUSIVE VICTOR RECORDING ARTIST**

Radio:
"Hayloft Hoedown"
WFIL—ABC

Johnny Olsen's "Rumpus Room"
WJZ—ABC

Television:
"Melody Bar Ranch"
WABD

Records:
Signature Records
"You Only Want Me When You're Lonely"
"Do You Ever Think Of Me?"
"It Makes No Difference Now"
"Honey, Be My Honey Bee"

Masculine Records
"Cheatin' On Your Baby"
"Weary With Worry"
"It's Nobody's Fault But Your Own"
"Careless Love"

Personal Management
Karl Strand
117 W. 70th St., N.Y. 23
Tel 7-8400
HILLBILLY 1947 1948

Rosalie Allen Melody Round-Up
If hour musical show featuring Miss Allen, the top female singer in America, new vocal trio and hillbilly cowboy singer and featured instru- mentists including fiddle and steel guitar, program maintains a western theme Rosalie and her group, a traveling entertainment troupe which moves to towns in the west.

Suggested for Early morning Client Suitability: Florist, Grain, Feed, Patent Medicine, Hardware, Grocers, etc.
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: WAGC, Augusta, Ga.

Blue Sky Boys
The popular Blue Sky Boys Trio, sings and plays those favorite folk and mountain songs. During its 25-day period this trio received 1443 letters and cards averaging 66 pieces of mail per broadcast day, and this mail was postmarked from 175 towns throughout Georgia, Alabama, North and South Carolina. This group has two 15-minute programs a week, and makes between 4 and 8 personal appearances each week. They have also been featured on RCA Victor Records for over a decade.
Availability: Live talent; E.T.
Time: 15 minutes
Number of Artists: 3
Cost: On request
Audition Facilities: Transcriptions
Submitted by: KMBC, Pickwick Hotel, Kansas City, Mo.

Caroline Hayride
Colorful hill-billy music and variety show, featuring WBT's roster of well-known hill-billy singers, together with specialists in sacred hymns, spiritual, westerns, and comedy. Has been broadcast from stage of Charlotte's Amory Auditorium for over a year to a capacity audience from Charlotte and surrounding towns. Combining singing stars well-known throughout the southeast in an appearance which has proved to have listener appeal.
Availability: Live talent
Time: 30 minutes
Audience Appeal: Entire family
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: KESX, Box 672, Odessa, Texas

Chow Time
Half-hour daily program at twelve o'clock noon. A fast moving, well-produced hill-billy show with the well-known KFI Ark Valley Boys, a hill-billy group featuring ten musicians. Show uses script. Has very high Hooper—highest score this Hooper for last two years in the city. Open to two sponsors in fifteen minute sections.
Availability: Live talent
Time: 30 minutes
Audience Appeal: Entire family

FRED KIRBY
SONORA RECORDS
NBC — MUTUAL — CBS
CURRENTLY
CBS — COAST TO COAST
WBT, CHARLOTTE, N.C.
WALLY FOWLER

ARTIST
SINGER
COMPOSER
PUBLISHER

Wally Fowler and his Georgia Clodhoppers
on Mercury Records

Wally Fowler and his Oak Ridge Quartet
Featured on Capitol Records

* "GRAND OLE OPRY"
WSM-NBC. Saturdays, 9:30-10 p.m. (CST.)

Travels 40,000 miles yearly on personal appearance tours

WALLY FOWLER
220 WOODLAND AVENUE
NASHVILLE, 6, TENN.

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TAKE IT AWAY,
LEON
(LEON McAULIFFE)

AND HIS
WESTERN SWING BAND

MAJESTIC RECORDING ARTIST

PROGRAMS DAILY KVNO, TULSA, OKLA.
Claude Casey and His Sagedusters

minutes of listenable melodies...
“Pee Wee” King
and his
Golden West Cowboys
"Grand Ole Opry" Stars—WSM-NBC
Republic and Monogram Movies
Acuff-Rose Publishers Songbook
Tele-View Musical Soundies

featuring
R-C-A Victor Releases
- 20-2111 "Steel Guitar Rag," "Tenn. Central #9"
- 20-2212 "Southland Polka," "Texas Toni Lee"
- 20-2263 "Kentucky Waltz," "Keep Them Cold, Icy Fingers Off of Me"

Watch for release of "Ten Gallon Boogie" and "Don't Forget" on RCA-Victor

Personal Manager
J. L. Frank Radio Station WSM
Nashville, Tenn.

Denver Darling
Folk Music Cowboy
Hill Billy
MGM Recording Artist

Clef Award Concert
Carnegie Hall, Sept., 1945

Personal Direction—

Paul Kapp
400 Madison Ave.
New York
**Hillbilly Hits**

Hill Billy Hits is a fast-moving recorded hillbilly program conducted by two staff announcers, Bob McBride and Charlie Warren, who select the top hits for each program determined by mail orders and reports from listeners. This program has a proven and loyal following and has produced outstanding results for a number of advertisers, both local and regional. Beginning in September 1947, the Saturday session of this show will originate from a local theatre and will employ live talent appearing before a theatre audience.

**Availability:** Live talent. E. T.

**Time Units:** 20 minutes, 6 weekly

**Audience Appeal:** Entire family

**Suitability:** Any type

**Number of Artists:**

**Audition Facilities:** Transcriptions

Submitted by: WPAT, 7 Church St., Paterson 1, N. J.

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**Hi Neighbor**

An interesting variety of hill and native American music, with a friendly greeting and an announcement is by wire and mail. The material varies, however, that makes this program different and a highly rated one. It is information the conductor plans for this program, giving the dramatic and musical story of the music, and a dramatic and brief biographical sketch of the composer. Live talent. E. T.

**Time Units:** 60 minutes weekly

**Audience Appeal:** Entire family

**Suitability:** Nite Time

**Number of Artists:** 15

**Audition Facilities:** Transcriptions

Submitted by: CKEX, 444 University Ave., Toronto, Ontario, Canada

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**Jumbo Jamboree**

This is one of those super-duper Saturday morning Hillbilly and Western Shows. Built around Cole Musical Library, including Eddie's Rhythm Makers, Little Country Gals, Rex Allen and the Arizona Ramblers, Al and Hank, the Down Homers, Carliss Slim, others and a different "big name" each week. Live talent. E. T.

**Time Units:** 30 minutes, 1 weekly

**Audience Appeal:** Entire family

**Suitability:** Any age

**Number of Artists:**

**Audition Facilities:** Transcriptions

Submitted by: WPAT, 7 Church St., Paterson 1, N. J.

---

**Roy La More And His Dairyland Hayride**

All live talent. Show employs as many as 22 people. Show travels to different towns each week, broadcast replete from Municipal halls and ballrooms. Full hour show broadcast each Saturday night at 9:00 p.m. for dance, consists of male quartet, vocal and instrumental, male trio, vocal and instrumental with female vocalist. Girl duet, girl (age 13) solo, male solo, instrumental by polka band.

**Availability:** Live talent. E. T.

**Time Units:** 1 hour or 15 minutes segments, 6 weekly

**Audience Appeal:** Entire family

**Suitability:** Any type

**Number of Artists:** 10

**Audition Facilities:** Transcriptions

Submitted by: WDEF, Volunteer Bldg., Chattanooga 2, Tenn.

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**Jimmy McGill And His Northern Ramblers**

Top notch unit of old-time musicians, playing hillbilly and old-time music, featuring dance caller, vocalist and time accordionist. This show has rating of 12.3 in first three weeks of its airing.

**Availability:** Live talent

**Time Units:** 30 minutes, 1 weekly

**Audience Appeal:** Entire family

**Suitability:** Any type

**Number of Artists:** 8

**Audition Facilities:** Will pipe live talent

Submitted by: CFRB, 37 Bloor St., West, Toronto, Canada

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**KFWL Square Dance**

Cast of ten. Duets and square dance caller, present half-hour broadcast of actual square dances with Western and Hillbilly vocalists. Show features four-sister quartet, cowboy singer, girl vocalist, and fiddler who doubles on vocals in deep Southern blues style. A fast-moving show with plenty of audience appeal, sparked by a sharp emcee. During summer months show broadcast from 12,000 seat outdoor amphitheatre in Red Rock Park.

**Availability:** Live talent

**Time Units:** 30 minutes, 1 weekly

**Audience Appeal:** Entire family

**Suitability:** Any type

**Number of Artists:** 10

**Audition Facilities:** Transcriptions

Submitted by: KFWL, Albyon Hotel, Denver 2, Colo.

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**THE THOMAS FAMILY TRIO**

SINGING STARS OF CBS

**COAST TO COAST**

**SIX SHOWS WEEKLY**

**MAJESTIC RECORDS**
THE MAN WITH THE COUNTRY VOICE

JACK BEASLEY
SINGING STAR OF

OKLAHOMA ROUNDUP

CBS—Monday thru Friday

SATURDAY EVE., 7:30 EDST

COAST TO COAST

KOMA, OKLAHOMA CITY

golog smoothly, every so often, a guest (famous hill billy band leader) is interviewed on the show.
Availability: Live talent. E. T.
Time Units: 30 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Saturday
Client Suitability: Something which is of interest to the small town and family

Ed Miller And His Louisiana Playboys

Ballad Recording Artist Ed Miller and band with top hillbilly, western and folk tunes. MC’d by Miller, who is also a composer of top folk tunes. Show has very large following with unusually large mail pull.
Availability: Live talent
Time Units: 30 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: All types who want a large audience

Bill Nettles And His Dixie Blueboys

RCA Victor Recording Artist Bill Nettles and band who play the top hillbilly, western and folk tunes. MC’d by Nettles in a unique, homely manner. Show has terrific mail pull.
Availability: Live talent
Time Units: 30 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: All types who want a large audience

MILTON ESTES (The Old Flour Peddle) and His Musical Millers

Heard over Radio Station WSM (In Nashville, Tennessee. Home of the Grand Ole Opry twenty-six times every week on commercial shows!

*Proof that Milton Estes is doing a great job for his sponsors!
*Proof that the five million WSM listeners just can’t seem to get enough of Milton Estes and the Musical Millers!

DECCA RECORDS
HILLBILLY

Suitability: General appeal this time.
Number of Artists: 20
Price: 25 cents participation, $3.50 plus $3.50 net talent fee. Saturday night application on Facilities: Transcriptions. Show available on WRVA, regional or national network.
Submitted by: WRVA, Richmond, Va.
The Radio Ringers

Radio Ringers are a recording group of four men and a girl, feature a vocal trio and the solo of Eddie Seabury, Little Ray Bush, and Andy Fly. Instruments include guitar, electric guitar, accordion, fiddle, banjo. The Radio Rangers have a popular following throughout the area where they do personal appearances at fairs, festivals, and the like, running, western, group.
Suitability: Live talent
Units: 15 minutes, 5 weekly
Audience: Entire family
Suggested for: Morning
Client Suitability: Any type
Number of Artists: 5
Cost: Reasonable
Audition Facilities: Transcripts
Submitted by: WFCB, Omaha 2, Nebraska.
Lincoln 1, Nebraska.

Radio Wranglers

Radio Wranglers is another popular group who are favorites with listeners. Both Woodall emcee's program and plays electric steel guitar, Fats and Lee Lunfords, Twain, the guitar and bass fiddle, and both are favorite Hill-Billy songs. This, too, is busy making personal appearances and making recordings for records.
Suitability: Live talent; E. T.

THE OKLAHOMA ROUNDUP

CBS—COAST TO COAST
Monday thru Friday
SEE LOCAL PAPER FOR TIME
SATURDAY—7:30 P. M. EDT

STONEY COOPER
and his Clinch Mountain Boys with Wilma Lee
"Your Home Folk Singers"

Heard daily WWNC's "Farm Hour"
Asheville, North Carolina
* * *
Rich — R — Tone Records
first release
"The Girl In The Blue Velvet Band"
"What Will I Do?"

LOWELL BLANCHARD

"Mid-day Merry-Go-Round"
Daily—12:10-1:45 p.m. (E.S.T.) WNOX-CBS

"Musical Clock"
Daily—7:05-9:00 a.m. (E.S.T.) WNOX-CBS, Knoxville, Tenn.
HILLBILLY

Client Suitability: Any type of home rem-
ext product sponsored. Pulls mail from for-
corners of this 250-watt station coverage.
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Farm feeds, flour, or
any farm directed product
Number of Artists: 1
Costs: Regular rate plus 20 per cent addi-
tional for talent
Audition Facilities: Transcriptions
Submitted by: WROX, Delta Ave, Charle-
dale, Miss.

Sally’s Show
Music and song in the western manner
Interpreted by a home spun humor by
veteran radio and stage stars. Sally Mont-
tana and Texas Don. Sally’s Montana
Tennessee radio program provides the music, Network
calls, entertainment by live top notch
western and hillbilly entertainers.
Availability: Live talent; E. T.
Time Units: 30 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning, before 8 a.m.
Client Suitability: Feed and grain dealers.
Horse equipment, Bakers.
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: WMBO, 141 Genesee St.,
Auburn, N. Y.

Sally’s Sittin’ Room
Sally Flowers, whose imaginary sittin’
room is known to thousands of Central
Ohio listeners, entertains with familiar
hillbilly tunes as she ad lib her way
through fifteen minutes of hilarity. The
program is neighborly, nostalgic and en-
tertaining and Sally’s sassy humor and
easy style is enhanced by “Harriet”—her
piano with whom she carries on a conver-
sation. A former vaudeville performer.
Sally is a top-notch sittin’ woman and
she has a tremendous mail pull.
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Most any type of prod-
uct used in the home in the family
Number of Artists: Sally, her announcer—
Russ Canter
Audition Facilities: Transcriptions
Submitted by: WBNZ, 23 North High St.,
Columbus 15, O.

Sunset Ramblers
Exceptional hillbilly program, Sunset
Ramblers, “The Kings of Hill Billy Swing”
Present a variety program complete with
gaps. Musical comedy includes violin,
guitar, acoustic guitar, string bass and
accordion with vocals.
Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Morning; evening
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: WTIN, Jamestown, N. Y.

Sunset Roundup
Coming at a choice spot—just before
the “Sons of the Fanners”—a different
group of Standard Western groups is
featured each day. Included are: Texas
Jim Lewis, Al Clouser, Novely Acers,
Time Wranglers, Priscilla Ramblers, John-
ny Bond and Red River Boys, Rudy
Sooter and Californians. This music pop-
ular locally.
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire Family
Suggested for: Early morning; late after-
noon
Client Suitability: Stores selling the work-
shop class, farm goods, clothing
Audition Facilities: Transcriptions
Submitted by: WDZF, Volunteer Bldg.,
Chattanooga 2, Tenn.

Tennessee Barn Dance
Twice a week on Saturdays, 7:00 a.m.
to 8:00 p.m. emceed by Uncle
Tom, rustic character who also runs disc
show, and 8:00 to 11:00 p.m. with Lowell
Blanchard, whose popularity is up after
10 years in same locale. Live hillbilly
talent, including many recording stars—
all high class hillbilly talent, well known
in the south and nation. Realistic sound,
music, jokes, banter, informality. Both
shows draw capacity audiences to 500
seat auditorium with admission charged.
Availability: Live talent
Time Units: 4 hours, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product sold to
the masses.
Number of Artists: Approximately 25
Audition Facilities: Transcriptions
Submitted by: WNOX, 116 S. Gay St.,
Knoxville, Tennessee

Country Folks
If ever a program could claim a di-
agnose of native song and philosophy, it's
Here’s a group of boys and girls who
way every item of their broadcast, laugh at each other, sing with each other, and
play the melodies that have been
dearer to the hearts of listeners than
the years of American history. The
realistic “Country Folks” with all the
true sense and humor of the Contry
Availability: Live talent
Time Units: 15 minute units, 6 weeks
Audience Appeal: General Farm At
Suggested for: Late Morning or After-
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: KMA, Shenandoah, I.

Famous Hoosier Hi
Tradition with WOWO audience
ABC. Minimum of 14 live arti-
Hoosier hospitality with com-
tunes, western, novelty, Popular, pop-
lars, yodelers, harmony duos. if
weekly program brings in crowd
from outdoor amphitheatre to
more than 5000. Tuesday program
ABC. Artists in wide demands
available appearances throughout.
Availability: Live talent

CECIL CAMPBELL
AND HIS
TENNESSEE RAMBLERS

REPUBLIC PICTURES VICTOR RECORDS
CBS via WBT

On tour
Theatres — Fairs — Auditoriums

Under contract to
Hill & Range Music Co.
1270 Ave. of the Americas, N.Y.C.

Sons of the Fanners

A one-man hillbilly show 6 mornings
weekly at 6:30 a.m. He’s real western
and likes himself as the “world’s corniest
singer.” Cousin of the famous Tex and
a showman with dry wit. Recent mail pull
count shows over 1,000 cards and letters
in one week. On the air twice daily—
one show sponsored. Pulls mail from far-
corners of this 250-watt station coverage.
Availability: Live talent
Time Units: 15 minutes, 5-weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any account des-
to cultivate rural and industrial
ears.
Number of Artists: 5
Costs: $27.50 per show
Audition Facilities: Transcriptions
Submitted by: WEEK, Commercial No-
cal Blood Bldg., Pocatello, Ill.

Western Serenade
This is a program out of the West
that’s a program out of the West
smell of leather, buckin’ broncos, romance, with a lot of good folk
sence. The tunes combine the old
tional folk music with present day
boy and hillbilly music. We record
this show for institutions, advertising,
sports goods, automotive manufac-
tures.
Availability: E. T.
Time Units: 15 minutes, 7 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Institutional, sp-
goods, Automotive manufacturers
Audition Facilities: Transcriptions
Submitted by: Keystone Broad-
 System, Inc., 6311 Hollywood
Hollywood, Calif.

Slim Bryant & His
Wildcats
An outstanding combination, Slim
Bryant and his Wildcats are the best-
musical group in the Tri State area.
Their repertoire includes both hill
folk songs, western ballads, popular
hits. Hundreds of thousands have heard
them on KDKA, and on the 260 stations in
Canada that use their transcriptions.
Availability: Live talent
Time Units: 15 minutes, 2 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Various
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: KDKA, Grant Bldg.,
burch 19, Pa.

Country Folks
If ever a program could claim a di-
agnose of native song and philosophy, it's
Here’s a group of boys and girls who
way every item of their broadcast, laugh at each other, sing with each other, and
play the melodies that have been
dearer to the hearts of listeners than
the years of American history. The
realistic “Country Folks” with all the
true sense and humor of the Contry
Availability: Live talent
Time Units: 15 minute units, 6 weeks
Audience Appeal: General Farm At
Suggested for: Late Morning or After-
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: KMA, Shenandoah, I.

Famous Hoosier Hi
Tradition with WOWO audience
ABC. Minimum of 14 live arti-
Hoosier hospitality with com-
tunes, western, novelty, Popular, pop-
lars, yodelers, harmony duos. if
weekly program brings in crowd
from outdoor amphitheatre to
more than 5000. Tuesday program
ABC. Artists in wide demands
available appearances throughout.
Availability: Live talent

www.americanradiohistory.com
HILLBILLY

Time Units: 30 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food, rural, general
Number of Artists: 14
Audition Facilities: Transcriptions
Submitted by: WOWO, Fort Wayne, Indiana.

 Frontier Fables
Program includes an old cow-hand story-teller and four or five ranch-hand cowboys. Stories center around the event in the evening, and the old story-teller whips out another of his favorite yarns... which, naturally, holds his audience. Every story always takes quick turn at the end, and although the story-teller often tells himself into a cell or a grave, he always gets out.
Availability: Live talent
Time Units: 15 minutes
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional advertising
Number of Artists: 6
Cost: $65.00-575.00 commissionable, plus tape costs
Audition Facilities: Transcriptions
Submitted by: WFAA, 1122 Jackson St., Dallas, Texas

Mountain Music
Program consists of selected transcriptions and recordings featuring outstanding hill-billy and western style artists. Includes are follows artists: Gene Autry, Tex Ritter, Roy Acuff, Rosabelle Allen, Texas Jim Roberts, Wesley Tuttle, Jimmy Davis, Sons of the Pioneers, Riders of the Purple Sage, Jesse Rogers, John A. Art Dickson and Harmonic Cowboys, Dickson's Melody Mountains, Elton Britt.
Availability: E.T.
Time Units: 25 minutes 6 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Food, Senate, Agricultural, Fraternal, Rural, Has large following also in urban areas.
Number of Artists: Announce & Recordings
Audition Facilities: Transcriptions
Submitted by: WBYJ, 127 West Avenue, Rockford, Ill., N.Y.

Tex Ritter's Music Corral
A fast moving western musical show, featuring cowboy singer Tex Ritter with Melba Moore and his Com- busters. Format includes opening and closing themes and continuity and voice-tracks by Ritter. Music and features from library tracks.
Availability: E.T.
Time Units: 15 minutes 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Food, Senate, Rural
Number of Artists: Tex Ritter, Melba Moore, Band
Audition Facilities: Transcriptions
Submitted by: Tex Ritter, P.O. Box 547, Los Angeles 15, Calif.

The Sage Riders
An authentic program of Western Hillbilly tunes offered by a group well known in the area. Effective patter between selections done by the leader, Yodeling and vocals in true Western fashion are a specialty. Have been on the air for a number of months and show the continuing popularity of this type of music in this area.
Availability: Live talent or E.T.
Time Units: 15 minutes, 1 or 2 weekly
Audience Appeal: Entire family
Suggested for: Afternoon, Evening
Client Suitability: Farm and home would give one type for which it would be acceptable
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: WHYN, 180 High St., Holyoke, Mass.

Songs of the Saddle
Songs of the west sung by Walt Lovell of Ray, Minn., accompanying himself on guitar. A program with a professional punch and answering listeners' written requests. Lovell is just back after making a hit as an entertainer in the United States Army.
Availability: Live talent
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Number of Artists: 2
Audition Facilities: Will pipe live talent
Submitted by: CKFX, Fort Frances, Ontario, Canada.

The Texas Rangers
America's finest music of the man on horseback. Music with mass appeal. Music that makes the West live again. Young and old alike thrill to these ballads of the Old West. So flexible is the library of "America's finest western musical unit" that literally thousands of different programs can be created without repeating the same show twice. Here is the answer to your need for a program that never grows old.
Availability: E.T.
Time Units: 15 minutes, 7 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Number of Artists Employed: 8
Audition Facilities: Transcriptions
Submitted by: KMBC, 51st Street and Troost, Kansas City, Mo.

Westward Ho!
Curley Bradley, cowboy singer and philosopher. Unfolds in song and prose the ballads of the West in this series of five-minute song stories of the West. Each program is complete in itself and features Glen, one of radio's best known operators. To complete the mood of the Old West, there is just enough guitar accompaniment to add the right amount of cattle-call.
Availability: E.T.
Time Units: 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Afternoon, Evening
Client Suitability: Farm and home
Number of Artists Employed: 2
Audition Facilities: Transcriptions
Submitted by: Transcriptions, Inc., 177 West 47th Street, New York City.

"HOWDY"! and "THANKS"

MINNIE PEARL

(For the pride of Grinder's Switch, U. S. A.)

Featured every Saturday Night

Prince Albert's

"GRAND OLE Opry"

WSM-NBC 9:30 (C.S.T.)

Nashville, Tenn.

Thanks to Wm. Esty & Co.
The complete music repertoire...

The heart of entertainment has always been music. The heart of American music is ASCAP.

Down through the years it has been the professional ASCAP composer who has provided the foremost dance music, popular ballads, chorales, religious, concert and symphonic works.

There is no substitute for talent... and for more than three decades ASCAP has had the privilege of representing the leading talent in the field of music. To all American organizations in which music is an important necessity, it is the Society’s repertoire which provides the complete music catalogue.

American Society of Composers, Authors and Publishers
30 Rockefeller Plaza, New York 20, N.Y.
SHOWS-OF-TOMORROW MUSIC —music 'societies' hold forth

Carl Havemin
resident, Broadcast Music, Inc.

OW well into its seventh year of actual service to the industry, BMI, which had enough music for the entire needs of broadcasters back in 1949, today is extending its catalogue by more than 800,000 titles. A genuinely exciting turn in the catalogue of the venerable classics is the current Hit Parade feature, as listed in the latest BMI catalogue. All but a handful of the broadcasting stations in the United States and Canada today (as of July 30, 1947) as well as all national and regional networks, are licensees of BMI, and all of them make a very substantial use of the BMI repertory. But BMI does not limit its services to the granting of music rights only. It distributes to licensees, without cost, a vast sound movie, music and recordings which constitute a valuable portion of any station's musical library. It furnishes script services adapted to the specific musical requirements of broadcasting stations, and regularly makes available to its licensees a wide range of helpful information resulting in better musical programming. Bulletins are sent periodically indicating vital changes in the basic catalogues, so that stations always aware of music available to them under their BMI licence.

An experienced staff of field representatives, specially trained to men, is constantly visiting stations with helpful suggestions from station men in order to make possible even better use for BMI's service. Any other special services, which are all designed for the programming needs of broadcast music, librarians in every person in the broadcasting station concerned with use of music. The BMI produces a Music Memo Pin-Up Sheet of Hit Tunes, Disc Music Memo Pin-Up Patter, Bandana, Holiday Music lists, and Index and Monthly Newsletters which reach the broadcaster regularly comprise an integral part of this service to the industry.

In the field of educational and standard music, BMI is consistently building, through its own publications and those of its affiliated publishers, an extensive and valuable library of distinctive music which will never be out of public favor.

By continuing to render the same service to the broadcasting industry in the future, and by maintaining honest competition in the licensing of music for broadcast purposes, BMI will be upholding its position as a permanent protection against injustice to the industry as a whole.

Paul Heinecke
President of SESAC, Inc.

FROM that momentous day when sound was first transmitted through space, right up to today's programs on the air, the phenomenal growth of the radio industry can be summed up in one word — progress. The theme prevailing throughout this amazing development has always been "Build a Better Program" and it will always be the driving force which spurs radio to attain perfection in programming. Thus, progress will continue to be made only as a result of the building of better programs as the Shows of Tomorrow.

Whether it be in the shows of yesterday, today or tomorrow on AM, FM or Television, it is music, the universal language, that makes the difference. For the past 17 years, SESAC has been proud to be able to make available to program producers a wide diversification of basic program ingredients which provide the showmanship and variety necessary for a successful broadcast. Yes, music does make the difference between just another show and a good listenable program; and it is the careful selection and blending of the musical ingredients which is of prime importance in the final analysis.

To facilitate your program building, the volume of SESAC's "Best Music In America," which is recognized as "Music of Lasting Value," has been ever-increasing as more and more publishers join the SESAC family. Today, over 175 publisher catalogues representing more than 120,000 copyrighted compositions, make up SESAC's vast repertory which is available for use in every way that music is sung or played everywhere. The universal appeal of this varied music, plus the simplification procedure set up to authorize its public performance, have created a consistent usage of SESAC music by live talent, on phonograph records, library services and commercial transcriptions.

As a performing rights organization, SESAC provides music service in every possible form and is happy to make available for the programming operations of today and tomorrow, music with which to build that better program in the public interest.

To augment this music service, SESAC recently engaged in building Shows of Tomorrow for radio broadcasting in the form of the SESAC Transcribed Program Service. Not just another Transcription Library, this service provides pre-built musical programs, made up of separate cuts on every record. Thus, it is a 2-in-1 service which was created by and for broadcasters, for the benefit of the entire industry. With pride, SESAC offers this newest service along with a vast musical repertory, as the basic ingredients for the "Shows of Tomorrow."

John Andrew
Associated Program Service

AS YOU no doubt know, all transcription library companies appreciating the importance of music and furnish, as part of their service, continuity (Capitol uses "formats") written around the musical sections in each library and formed into shows. Some of the shows are three times a week, 15-minutes each, some are 30-minute "across-the-board" shows some are for Sunday only and some for a particular time of day.

Rather than present my personal opinions which might or might not be of interest, I decided to obtain the facts first hand and here are the results of my phone calls:

CAPITOL: Walter Scanlon advised me that they furnish "formats" for 22 shows each week.

THESAURUS: Lloyd Egner says they furnish 24 shows each week, special shows for Holidays. Occasionally they get out special shows written around composers and New York shows.

WORLD: AI Sambrook informs me that World furnishes 35 shows each week and special shows for Holidays.

STANDARD: Alexsherwood was out of the city but his girl "Friday" tells me they furnish 19 shows and special shows for Holidays.

LANGWORTH: Pierre Weiss, tells me they furnish 16 shows each week. They also furnish a special show to accompany certain names and written around this particular band. They also furnish special shows for Holidays.

ASSOCIATED: 20 shows are furnished each week and special shows for all Holidays. Also a special show entitled "Preview" built around the new music which makes up the monthly release and consisting of four 30-minute shows. Occasionally, 13 week shows are furnished complete with selling aids. Of course, you understand the continuity or "formats" furnished by the aforementioned library transcription companies are a part of the service and cannot be purchased separately.
A Date With Jerry
A Date With Jerry presents Jerry Carter, Washington's popular young tenor. An Arthur Godfrey “Talent Scout” find, Jerry Carter sings an easy-on-the-ear program of popular, ballads and novelty tunes. Accompaniment is supplied by the Fort Kings, an instrumental quartet comprising piano, guitar, bass and organ. Music for the show is especially arranged for Jerry Carter. Date With Jerry also features the winner of WTOY’s Top Talent show in a series of guest appearances.
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning; afternoo; evening;
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: WTOY, Earle Blda., Washington, D. C.

Barbershop Harmony
Program features old time songs sung in true Barbershop style on transcriptions by the Pittsburgh Chapter of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America. Special continuity provides build-up for nostalgia of “good old days.”
Availability: E. T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 5 (including announcer)
Cost: Time and announcer’s fee plus $10 per program
Audition Facilities: Transcriptions

Basin Street
Feel your body swaying to the deep passion chant of the street sellers as they call their wares on Basin Street. And as you hear these plaintive strings, you find yourself listening to Basin Street—the program of authentic jazz music brought to you from the home of Jazz, New Orleans. Not too specialized to please the casual listener, but unique enough to pipe him into listening to this musical show.
Availability: Live talent; E. T.
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Sat. or Sun. evening
Audition Facilities: Transcriptions
Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

Jack Benny’s Sportmen Quartette
Comedy and standard tunes with original Benny Quartette plus announcer-writer, Bill Denning, produced by Jack Stewart of Art Rush, Inc.
Availability: E. T.
Time Units: 15 minutes, 1-3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Morning; Afternoon; Evening
Client Suitability: All types
Number of Artists: 5
Audition Facilities: Transcriptions

Martin Block Show
Martin Block features his “disc jockey” show for the first time nationally. Block combines his listenable microphone style with the presentation of recordings by the nation’s top dance bands and vocalists. Program originates from a special newly constructed studio adjoining his home in Encino, Calif.
Availability: Live talent
Time Units: 15 and 30 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Daytime
Client Suitability: Products bought by women
Number of Artists: MC and guests
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Bouquet For You
This favorite song-request-show, on sus-

The Bradford Chorus
Miss Lisle Bradford has been the star of the youth of this city to sing for the decade. Recently a group of 200 ex-frum students joined together under her direction to form the Bradford Chorus, singing for the joy of singing. This program gives opportunity for them to turn out a variety of choral numbers—ranging from the religious spiritual to the hit of Broadway’s musical comedy scene. Strong soloists make up the group, and give variety to this half hour of droll music.
Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Institutional ad
Number of Artists: From 50 to 100
Audition Facilities: Transcriptions
Submitted by: XSL, 10 So. Main, Salt Lake City, Utah.

MILDRED FENTON PRODUCTIONS

In Association With
Louis Shurr Agency
1501 Broadway, N. Y. C.
CH 4-8240

www.americanradiohistory.com
The Phil Brito Show in A Date With Music
an intimate musical festival of all time cities by Phil Brito, popular young tone who is rapidly ascending the stairs of stardom. An easy listening intermezzo with musical accompaniment by Whipple's and Sam Liner of the Philharmonic orchestra at the twin key-boards. Direction of Bill Stevens results in well-paced tuneful musical that Variety is rumored to be "a series of openings that anyone in search of a good thing, solid 15-minute musical after meal find hard to pass up."
Suitability: E. T.
Time: Unit: 15 minutes. 35-weekly Audiences: Entire family.
Suggested for: Morning; afternoon; evening.
Client Suitability: A product that is Heal family audience
Number of Artists: 4.
Price: Starts at $2.00.
Location: Transmissions: Transmitted by Charles Michelon, Inc., 67 W. 44th St., New York 18, N. Y.

By Popular Demand
By popular demand a musical star is Mary Small, "Bay Block and his orchestra and male singing quartet, most of this show makes it difficult to average musical. Favorite tunes in different sections of the country are played, and these favorites are defined by the top names in show busi-ness by direct contact. Last heard on the screen is a successful series for a shampoo company.
Suitability: Live; E. T.
Time: Unit: 15 minutes. 1 weekly
Audiences: Entire family.
Location: Transmissions: Transmitted by "Walt Disney World, Calif."

Cafe Continental
Cafe Continental is a show designed specifically to catch listeners of many different nationalities, without resorting to foreign language programs. While the music of many nations is used, each number is carefully chosen to suit the tastes of the listener. Naturally, it can't completely please every nationality, but it keeps them all listening in hopes that the next tune will be one from their own country.
Suitability: E. T.
Time: Unit: 30 minutes. 5 weekly
Audiences: Entire family.
Suggested for: Evening.
Client Suitability: Any individual, or group, who wants to reach a large variety audience in a locality of polyglot nationalities.
Place: Monday through Thursday.
Cost: See Adam J. Young, Jr.
Audience Facilities: Transmissions.
Submitted by: WINR, Park Building, Wor-
cester, Mass.

California Melodies
California Melodies offers distinctly West Coast style of popular symphonic arrangements by composer-conductor Harry Zimmerman and his orchestra in this half-hour series originating in Mutual's Hollywood studios. The current series will feature famous singers and instrumentalists as guest stars.
Suitability: Live; E. T.
Time: Unit: 50 minutes. 1 weekly
Audiences: Entire family.
Suggested for: Evening.
Client Suitability: One who would like to hear something new; a "fireproof" program.
Number of Artists: 3 and orchestra.
Audience Facilities: Transmissions.

Candlelight Choir
With their rapidly diminishing taste for live and boogie woogie, and the ever present acceptance of group singing, Candlelight Choir takes its rightful place in the vanguard of the shows to-morrow by providing melodic listening fare in the late evening. The excellent eighteen voice mixed chorus contains many small groups, including a barbershop quartet, and the two pianos accom-
paniment adds sparkle to the show. This group is under the direction of Jacob E. Hines.
Suitability: Live; E. T.
Time: Unit: 15 or 30 minutes, once weekly
Audiences: Entire family.
Suggested for: Evening.
Client Suitability: Client must be amenable to non-shouting commercials.
Number of Artists: 18 voices—2 pianists—1 director.
Audience Facilities: Transmissions, will pipe live talent.
Submitted by: WHK, 1311 Terminal Tower, Cleve-
dland 13, O.

Gloria Carroll Entertains
When lovely Gloria Carroll starts singing "Night and Day," "Gettin' Senti-
mental Over You," "Begin the Beguine," and more than 200 other top tunes, you sit up and take notice of the "glorious carolling." The CBS orchestra under Frank Bell and The Belltones dish out rhythmic arrangements that are something special. A quarter-hour of music that's different from anything obtainable in any library service, giving a sponsor a unique and distinguished exclusive program.
Suitability: E. T.
Time: Unit: 15 minutes. 1, 3 weekly
Audiences: Entire family.

Casa Cugat
Xavier Cugat, master of the rhumba, samba, tango, and his full Waldorf-Astoria orchestra with chorus and vocalists. In this sparkling show the audience hears Carmen Costello, Nita Rosee, Del Campo, Don Rodney and the Cugat Choir and, of course, the orchestra.
Suitability: E. T.
Time: Unit: 15 minutes. 3 weekly
Audiences: Entire family.
Suggested for: Evening.
Client Suitability: All types of clients.
Number of Artists: Name leader, popular band.
Audience Facilities: Transmissions.

The Chicago Philharmonic Orchestra
An outstanding symphonic hour features the artistry of the midwest's finest musicians under the talented and skillful baton of maestro Henry Weisz. Availability: Live; E. T.
Time: Unit: 60 minutes. 1 weekly
Audiences: Entire family.
Suggested for: Evening.
Client Suitability: A client interested in institutional advertising.

MUSICAL

WILLIAM GERMANNT ASSOCIATES
6253 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.

"Moods by Laura"
"Aftermath"
"Straight Arrow"

RADIO DAILY
**MUSICAL**

**Number of Artists:** 60  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** WGN, 441 N. Michigan Ave., Chicago 11, Ill.

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**680 Club**

This is one of WRNY's featured shows. 680 Club program consists of 55 minutes of popular music; recordings and transcriptions. No offensive selections. Program participation available in quarter-hour, half-hour, or one-hour strips. Daily except Saturday.

**Availability:** E. T.  
**Time Units:** 55 minutes, daily except Sat  
**Audience Appeal:** Entire family  
**Suggested for:** Morning

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**Contrasts in Music**

A large orchestra opens and closes this distinguished show—the body of the program features the musical greats in accounts of their careers—fabulous stories from musical backstages—and they sing and perform their specialties.

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**The Music Hall of Fame**

Here is the list of other stars already recorded on the first 52 programs of the "Music Hall of Fame."

**For "Prestige" Advertisers**

A large orchestra opens and closes this distinguished show—the body of the program features the musical greats in accounts of their careers—fabulous stories from musical backstages—and they sing and perform their specialties.

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**Dick & Jeannie**

Here is a year's supply of five weekly musical shows with dialogue by Morgan Sanger. Singers are Ray Williams and Phyllis Coore. The hit tunes of today or yesterday only, with slight dialogue continuity to hold the stories from day to day and keep the audience between.

**Availability:** E. T.  
**Time Units:** 5 minutes, 550 episodes  
**Audience Appeal:** Female  
**Suggested for:** Morning; afternoon; evening  
**Client Suitability:** Home product advertisers who sell to women—babe furniture dealers, jewelers, furriers, etc.

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**Down a Country Road**

An old-timer, as radio broadcast goes, this has been the common highway for thousands of miles, and women who have found there a peace and contentment in troubled times. Here are verses that have been a part of American life, particularities, old-time songs, and the voice of the great organ telling the silences that sometimes fall when people meet to talk over Music at its best...from the heart of America.

**Availability:** Live talent  
**Time Units:** 5 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; afternoon; evening  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** KMA, Shenandoah, Iowa

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**Echoes of the Big Tim**

Echoes of the Big Time takes you to those good old days of vaudeville days of Lunde, Gallagher & Shean, Tucker, Coma, Center and Johnson. Remember these greats? Your marriage department brings back the voices of all those loved entertainers. It's all made over in New York through one of the city's most notable collections of rare recordings, dated from 1900 to 1927. It's complete, well-produced script with a loyal following and immediate replay appeal. 8:00 to 8:30 p.m. Sat.

**Availability:** E. T.  
**Time Units:** 15 to 30 minutes, 7 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 2  
**Cost:** See rate card  
**Audition Facilities:** Transcriptions

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**The Double Daily**

Four recordings are selected by Platter Jockey each day, plus personal selections of the four best recordings for that day from the entire Pop Music Library. These four tunes are broadcast in a 6 minute quarter-hour Monday through Saturday with the announcement that the same four tunes will be broadcast again that same afternoon. If morning listeners hear and like a tune, they know they can hear the same tune again at four.

**Availability:** E. T.  
**Time Units:** 15 minutes, 6 weekly. The same program repeated 15 minutes  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, afternoon

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**Ruth Etting Show**

The incomparable Ruth Etting in her current series over WRNY shows she has lost none of that saucy style that made her performances a decade ago. Lest you think that Etting is now playing on a repertoire of sentimental favorites, also does a beautiful job with ballads in her nightly quarter-hour...
MUSICAL

A score of books which have made music easy to take for the masses, he goes even further in this transcribed series of 26 shows, and demonstrates how easy it is to have fun with music, with any kind of instrument. In the series are quartettes, string groups, swing bands, toy instruments, solos, etc. Series has been sponsored in a score of cities with success. Ads mat., publicity, etc., with series. Availability: E. T.

Time Units: 15 minutes, 5 weekly

Audience Appeal: Male, Female

Suggested for; Morning, Afternoon, Evening

Client Suitability: Used Car Dealers, Clothing Firms, Cosmetics

Number of Artists: One

Audition Facilities: Transcriptions


Gift Shop Of The Air

Betty Smiley, a veteran of 10 years in radio and the entertainment field, including star billings at some of the nation's top radio stations and entertainment centers, handles a quarter hour of popular melodies. Betty at the piano sings her own vocals. Ad lib gab with announcer.

For Perfection in Sound Effects use

Over 500 realistic sound effects

"From a Cat's Meow to a Lion's Roar... a Pistol Shot to a World War"

Send for Catalog B-A

MAJOR RECORDS

Distributed by

THOMAS J. VALENTINO, Inc.

1600 Broadway

New York 19, N. Y.
MUSICAL

Charles Nuem, works in letters from listeners requesting favorite tunes. If tune is played, singer, writer gets a gift. Two gifts are awarded on each session.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WCAE, Wm. Pens Hotel, Pittsburgh 19, Pa.

Good Morning

6:45 to 9:00 seven days weekly. Features classic music with time and weather announcements between selections. There's nothing unusual in this show except that it differs markedly from six morning shows heard in town. Audience is subdued and does not react.

Aim: To provide work for the listener who might occasionally seek a change from jazz and blues and personality.

Availability: E.
Time Units: 30 minutes, 7 weekly.
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: No special type. Participating sponsorship to all types.
Audition Facilities: Transcriptions
Submitted by: WOOQ, 9227 Connecticut Ave., N.W., Washington 6, D.C.

Glee Club

Coming from a different college each week, this program features college singing groups in the songs for which college is famous.

Availability: Live talent
Time Units: 15 minutes, 2 weekly
Audience Appeal: College students
Suggested for: Evening
Number of Artists Employed: One announcer, plus chorus
Audition Facilities: Transcriptions
Submitted by: Intercollegiate Broadcasting Company.

Gypsy Swing

A novel conception of gypsy melody and idiom—sprightly and charming, with all the novelty of the gypsy style. The best in gypsy melodies on record, plus the latest in new arrangements—and the top tunes of the day in gypsy style and rhythm tempo—arranged and conducted by popular song writer, Jack McNeir.

Each program also dramatizes a pleasing gypsy legend in words and music.

Availability: Live talent
Time Units: 15 minutes, 1 or 5 weekly
Suggested for: Afternoon
Client Suitability: Any
Number of Artists Employed: Approximately 20
Audition Facilities: Will pipe live talent
Submitted by: Advertisers' Broadcasting Company, 117 West 48th Street, New York 19, N.Y.

Merry Griffin Sings

Merry Griffin, rising young star of song, currently available on all full-fledged radio networks, accompanied by the music of Lyle Berman from MBS, San Francisco Studio.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon

Client Suitability: Any
Number of Artists: 1 and orchestra

Audition Facilities: Transcriptions
Submitted by: Mutual, 920 N. Sutter St., San Francisco, Calif.

Happy Birthday

Entire program of music dedicated to one who is having a birthday.

Availability: Both
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Products appealing to teen age.
Number of Artists Employed: 1
Cost: Card rate (no talent)
Audition Facilities: Transcriptions
Submitted by: WOAM, Mansfield, Ohio.

The Happy Gang

Most popular musical variety show heard for many years over Canada Broadcasting Corp., facilities through Canada, sponsored coast to coast.

Domination by Cohn-Johnson. Lineup of talent featuring ballroom dancers, American Bandstand, and others in W. S. A. All outstanding audiences ratings.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon or evening.
Client Suitability: All types seeking audience appeal.
Number of Artists Employed: 9
Cost: On request.
Audition Facilities: Transcriptions
Submitted by: Cohn-Johnson, 107 West 42nd Street, New York 18, N.Y.

Harmony Isle

From the dreamy enchantment of the tropic isles of Hawaii comes the lilting styl of surf and the languorous, insinuating rhythm of the Hawaiians.

Available: E.
Time Units: 15 minutes, 2 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Number of Artists Employed: 11
Cost: Stations 5,000 words or under, 1,500 words or under, 1,500 words or under.
Audition Facilities: Transcriptions

Immortal Love Song

Immortal Love Songs is a five-minute program that receives a high percentage of audience response. Chosen from a treasure chest of love classics, these melodies are of the same form, with orchestral arrangements and beautiful background of organ music.

Availability: E.
Time Units: 5 minutes, 5 weekly
Audience Appeal: Female
The Frank Hennessy Show

Frank Hennessy, Central New York's first popular radio personality, brings the air waves his sparkling combination of songs, old and new, with music from the Hal Swartz Staff. To brighten winter New Yorker's noon day listening, Frank's 15 minute show provides top-flight entertainment in a natural time spot. relaxation and enjoyment. Backed up by audience-building promotion this program is proving exceptionally effective, adding listeners to an already well-endored time spot.

Suggested for: Afternoon
Audience: Entire family
Audience Appeal: Time oriented
Time: 15 minutes, 5 weekly

Hymn Time With Smilin' Ed McConnell

Smilin' Ed McConnell one of the most popular performers of all time, loved and listened to by folks throughout the country, now in his 15th year on the air. Available in his own transcribed series of hymns and homey philosophy in a program which is a proven sales gatherer, sponsored by such firms as General Foods for instant Postum, Tuxedo Foods, Hillsdale Mills and over 175 local advertisers all over the USA, and Canada. Truly an outstanding buy.

Availability: E.T.
Time: 15 minutes, 35 weekly

Hi-Teen

A program become directly at the teenagers, featuring latest in recorded popular dance music. Ballroom of local Ki Club taken over every Saturday afternoon for dancing for the group. Prominent entertainers in Buffalo to fill engagements are invited as guests. Band leaders, vocalists, etc. Admission to dance is by invitation only and restricted to members of Hi-Teen Club. Attendance each week averages 400. Total membership in club 15,000. Records, dresses, novelties, given as prizes.

MUSICAL

Home Folks

Songs everyone loves, ballads, accepted folk tunes, musical comedy, motion picture and light opera favorites, dating from fifty years ago to today. All are current. Featuring artists are former Bostonsians, Castle Square, La Salle Street Theatre, stage, and motion picture star, who sings, writes, and reads his own lines. Excellent example of a "Singin' Sam" show at its best. 52 15 minute episodes.

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

I B S Music Hall

A fine selection of various music, with commentary which enhances its listener, produced locally from records, script, and transcriptions syndicated from New York. Contents of each program and program notes are given in monthly Music Lover's Guide, distributed free to every listener.

Availability: Live talent, E.T.
Time: 8 minutes, once weekly

BYRON PRODUCTIONS, INC.

Producing

"MR. DISTRICT ATTORNEY" for Bristol Myers

and

"CHRISTOPHER WELLS" for De Soto

404 South Normandie Avenue, Los Angeles 4, Calif.
**MUSICAL**

_Suggested for: Late Evening_

_Number of Artists Employed: 6 Local announcers_

**Audition Facilities: Transcriptions**

_Submitted by: Intercollegiate Broadcasting System, 507 Fifth Avenue, New York 17, N. Y._

**Impressions In Music**

This program is a combination of impressionistic music evenly paced, intermitted with associated dialogue; both the music and speech are chosen to create visual moods within the listener. Every other program consists of background music from some outstanding picture, with a verbal "copy" of important scenes carried out over the proper sequence music. On the "straight" shows, the orchestra is heard by such groups as are conducted by Gould, Kostelanetz, Whiteman, Myri and Rose.

_Availability: Live talent, E.T._

_Time Units: 30 minutes, once weekly_

_Audience Appeal: Entire family_

_Suggested for: Evening_

**Client Suitability: Wine dinners or cigarette nights.**

_Number of Artists Employed: 6 Operations._

_One announcer and a turntable operator._

**Audition Facilities: Transcription**

_Submitted by: WTRY, 92 Fourth Street, Troy, New York._

**In Old New York**

This is a musical show, and all the material used in it is in some way or other reminiscent of New York. The music is by the Asto Ensemble, six piece combination of exceptional ability. The narration is by Milton Cross—songs by Charlie Jordan—and the feminine touch is supplied by Jean Colbert, fashion commentator. As Old New York gave us such outstanding figures in the entertainment world as the late George Gershwin and Jerome Kern, and such contemporaries as Irving Berlin—entertainers like Jimmy Durante, Eddie Cantor, George Jessel and many others—there is a wealth of material available for scores of human interest stories. This is a half hour show for which the script was written by Jean Colbert. The producer is Walter Scamien, whose background includes many successful Broadway appearances.

_Availability: Live talent_

_Time Units: Half-hour, once weekly_

_Audience Appeal: Entire family_

_Suggested for: Morning, Afternoon, Evening_

**Client Suitability: Public service._

_Number of Artists Employed: 6 Audition Facilities: Transcriptions**

_Submitted by: WJZ, American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y._

**The Inside Of Music**

The Inside Off Music departs from the usual format of classical music shows. It is conducted by Washington's outstanding young conductor and composer, Richard Bates, currently conducting the National Symphony summer concerts. Bates, in crisp English, takes the classical music apart, debunks its common misconceptions, analyzes symphonies, suites and concerti and brings out its little known facts about composers and their works—illuminating with symphonic recordings.

_Availability: Live talent, E. T._

_Time Units: 30 minutes, Suggested for: Evening_
Karin Sings
Songstress, linguist, homemaker, Karin days the folk tunes of the old countries. Eleven native languages, music ensembles, and singing, she has created an unusual sound to please her audience.

Korn Klobbers
Brilliant, hilarious musical entertainment by six amusing and amusing musicians—Der Korn Klobbers is a novelty-instrumental group with an entirely new interpretation of music and song. The band of a thousand and a million talents, Universal performers, is famous in their 2200 shows, having had a hit appearance at the Park Theater in New York. 350 programs available.

The Wayne King Show
Wayne King, his orchestra, his golden saxophone, plus vocalists Nancy Evans and Larry Douglas with narrator Frank MacConnell, in an elaborate evening of half-hour of music that has made Wayne King America's "Artists of the Week." King's arrangements are familiar on the networks and throughout his recordings. King's orchestra's light music is the perfect blend for any listening audience.

King Cole Court
Music of the King Cole Trio. The Count Basie (announcer) to you and his Court. Guests include Anita O'Day, Mel Torme, and others.

Melodic Moods
This program combines light classical music with words about people and the anniversaries of our times. It makes an excellent public service program.

Keystone Sunday Symphony
This program, under the supervision of Dr. Walter Speaker, is well-received and presenting best quality music with program notes on the music selected for listening.

Make Friends With Music
To show young people that "good music" can be fun. That's the purpose behind Make Friends With Music. With a group of 200 students and 16 year olds, the group started its own music program in 1946. Each week, students analyze and interpret the music, providing a new perspective on classic music.

Let's Make Music
Completely new formula for presenting music—will have unusual appeal and ready listenership, built around outstanding young American composer-conductor with years of broadcasting and concert experience. More important, the program will attract a younger audience with new sounds and new interpretations of classical music. Also features renowned musical figure as commentator and outstanding guest soloists appearing as integral part of the program.

The Michael Loring Show
A musical program starring Michael Loring, with George Burns and his 11-piece orchestra, pianist Fred McKinney, and trumpeter Digit Moore. Michael Loring is perhaps best known for his own program series on a major network a few years ago, and for his recording work for Columbia Records. His latest recording is "We Could Make Such Beautiful Music" in 1941 sold nearly the million mark. A half-hour show of network caliber.

The Kay Lorraine Show
Kay Lorraine singing her memory songs and featuring Frank Gallop, network announcer and M. C. Currently heard on Mutual and NBC networks. Kay Lorraine, with her family, "The Kay Lorraine Quartet," has been a number of years been one of the most popular "Pete Singers" in the entire South, appearing in many theaters, both large and small.

Client Suitability: Farm products, house hold products, farm products.
Number of Artists: 4
Cost: On request
Audience: Transcriptions
Submitted by: WGST, Forsyth Blvd., Atlanta, Ga.

Let's Dance
This is a typical disc jockey program with smart introductions to top tunes of the day.

Number of Artists: 7 weekly
Audience: Entire family
Suggested for: Evening
Client Suitability: Local sponsorship
Audience: Transcriptions

Lean Back and Listen
Bill Berkeley has received a sound musical education and gives full play in his program. He is well known for his clear voice and singing, and he has won many new fans every year since 1948. Even musicians make up the chorus.

Number of Artists: 2 stars; 1 or 2 guest soloists and large orchestra.
Cost Available on request
Audience: Potentially large live audience.
Submitted by: WNYC, New York City.
Music A La Mood

Twenty-five minutes daily, and one hour Sunday if the financial situation is uninterrupted by commercials. This series is not an old style, but is a series that has been part of the best in music for its time in the metropolitan area. Very careful selection of both selection and In the accompanying continuity.

Availability: E. T.
Time Units: 15 minutes, Mon. through Sat. 1 hour Sunday

Music From Hollywood And Vine

Transcribed musical entertainment featuring Roy Barbee at the piano, his orchestra, and starring Jeanne McGee, vocalist. 120 programs available for immediate "spot" placement. A series with a proven success story and Hooper rating in many metropolitan cities.

Availability: E. T.
Time Units: 15 minutes
Audience Appeal: Entire family
Suggested for: Afternoon, Evening
Client Suitability: General
Audition Facilities: Transcriptions
Submissions: By World, 1857 East 30th St., New York 18, N. Y.

Moon River

The Oldest Sustaining Program on the Air, (17 years on WLU), Moon River is known to many listeners all over America. Moon River is now being readied for commercial sponsorship on transcription in all states except Ohio, Indiana, Kentucky and West Virginia. Moon River consists of beautiful poetry read by Peter Grant backed by soft organ music and the blended voices of the DeVore Trio topped by the once heard never forgotten Moon River verse. Listener loyalty has reclaimed Moon River one of the very top programs on the air.

Availability: E. T.
Time Units: 15 minutes, 7 weeks
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Consistent Radio Audience
Number of Artists: 5
Audition Facilities: Transcriptions
Submissions: By WLM, 207 East 30th St., New York 18, N. Y.

Moon Dreams

Moon Dreams is the station's favorite type of program, humbly enriched by the beautiful voice of one of America's greatest radio stars, Vernon Miller; his lyrical tenor voice of the sensational new singing discovery, Warren White; the gifted instruments of Del Canto; and the rich, deep notes of Ivan Eppich's violin. Fifteen minutes five-eighth for "easy listening". Available 3 or 5 time basis. Hooper Ratings as high as 11.16 produced by Teleways Radio Productions, Inc. Send for free audition platters. A brand new series.

Availability: E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Female; entire family
Suggested for: Evening
Client Suitability: Any type client
Number of Artists: 5
Costs Based on station rate code. Very expensive.
Audition Facilities: Transcriptions

My Serenade

A "quality" musical program featuring vocalist Hat Derwin with instrumetl features by Frank DeVlo and his orchestra. Includes openings, closing continuity, themes, transcribed voice tracks by Derwin and DeVlo and harp themes in interedges. Music is from library tracks.

Availability: E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Female; entire family
Suggested for: Morning, Evening
MUSICAL

Once Upon A Tune
This series does its own air. Sometimes the catcher, when the work of the series takes place, is alone, sometimes it is a party of men. Time Units: 5 minutes, 30 seconds, each.

Audition Facilities: Transcriptions

Submit by: WOR, 1081 New York Ave., New York 21, N. Y.

Once Upon Our Time
Once Upon Our Time is a dramatic radio program in which true human interest stories are related by Jack Kelly in narrative and song.

Audition Facilities: Transcriptions

Submit by: WOR, 1081 New York Ave., New York 21, N. Y.

On Wings Of Song
Program is arranged for poetry with musical background of organ, piano, and cello. Includes individual numbers by different guest vocalist.

Audition Facilities: Transcriptions

Submit by: WOR, 1081 New York Ave., New York 21, N. Y.

On Stage
Show comes on with band tuning up, background songs of On Stage, tap of band and interlude. Format provides the listener with a musical setup, and a special effect. Show, one hour later, features all selections from one favorite show such as "Eat Your Heart Out," "My Heart Belongs," "Saturday Night." Intermission with local legions in costume. List makes debut of actual stars possible. Show is designed for local theater. Target: 20 minutes.

Audition Facilities: Transcriptions

Submit by: WOR, 1081 New York Ave., New York 21, N. Y.

Notes To You
The incredible Harry Revel, composer, a hundred hits, writes a song during broadcast. He writes it around a note which the audience picks at random on the phone. With a lyric writer, who works from a title suggested by the audience, he writes a hit in 20 minutes. The hit is tested on listeners, and the best one is chosen for "Notes To You." Famous comics will appear as guests.

Audition Facilities: Transcriptions

Submit by: WOR, 1081 New York Ave., New York 21, N. Y.

Helen O'Neill Sings
An early evening musical featuring Helen O'Neill with her popular tunes of the day... backed by the Studios of the Johnny Andrews Quintet... who, offering one musical unit in each program, give an ideal entertainment, the most listened to hit tunes. Each color,25 colors, are aimed at the perfect solution of the problems by Helen O'Neill, who holds two solid thirteen minutes of easy radio by music being recorded and breathed into lyrics.

Audition Facilities: Transcriptions

Submit by: WOR, 1081 New York Ave., New York 21, N. Y.

Once Over Brightly
Morning program—musical format of popular songs and instrumental features...

Audition Facilities: Transcriptions

Submit by: WOR, 1081 New York Ave., New York 21, N. Y.

The Philadelphia Orchestra
Weekly hour of great symphonic music by best-seller of all recording orchestras. Under the baton of world-acclaimed Eugene Ormandy and guest conductors like Stokowski, Wills, Mitropoulos, the list of guest soloists is so long: Bagatelle, List, Yurkina, Countess Cassini. Complete concert will feature two or three soloists. Ticket prices vary. Show is designed for local theaters.

Audition Facilities: Transcriptions

Submit by: WOR, 1081 New York Ave., New York 21, N. Y.

The Oratorio Hall
Oratorio Hall originates in the WSSR & WSFM transcriptions studio and features the best in symphony music. Program content will design the bulk of the programs, so that WSSR & WSFM can satisfy all listeners during the prime evening period.

Audition Facilities: Transcriptions

Submit by: WOR, 1081 New York Ave., New York 21, N. Y.
For Your Record Shows

5 minute interviews with the BIG NAMES OF MUSIC

(Can be run either as a "filler" or as a 5 minute "strip")

With custom Built "PERSONALIZATIONS" including "HELLO'S" to your Jockey, and CALL LETTER listeners in, and around your CITY — Plus SPONSOR "MENTS" — "Openings" and "Closings." 28 markets signed before first — April 28, 1947 — air date. "Instantaneous" cuts — all on one track — no cueing — bridge provided if wanted for 5 minute feature.

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Ira Cook's

"WHO'S WHO IN MUSIC"

Pleasure Parade
A lavish transcribed musical show that includes an unusual array of top talent stars as Jimmy Wellington, Jimmy Glen Miller Modernaires, Paula Kelly, Bob Kennedy (singing star of "Oklahoma"), Dick Brown, and Vincent Lopez and the Pleasure Parade Orchestra. It brings the most favorite selections from stage hits and song hits by today's greatest popular composers, interpreted in a brilliant and sparkling manner.

Availability: E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Any type
Number of Artists: 10 or orchestra
Cost: *7—Based on population
Audition Facilities: Transcriptions
Submitted by: Frederick W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

Remember July
A half-hour of torchy songs by colleige star Judy Dyvikin with small band. Intimate program built on the star's personality and heavily promoted with free pinup photos and posters. College atmosphere is emphasized, and program is tailored to student tastes. It has built a devoted local audience.

Availability: Live talent
Time Units: 30 minutes 1 weekly
Audience Appeal: College Students
Suggested for: Evening
Number of Artists: Singer, narrator, 4 musicians
Audition Facilities: Transcriptions
Submitted by: Intercollegiate Broadcastin System, 507 Fifth Avenue, New York 17, N. Y.

Rose Room
Rose Room is a lovely derived from the principal performer, Johnny Rose. Johnny sings a very stylized song that is very sort of a combination of scat singing and crooning. Add to that the fact that Johnny can and does converse in the present day teen lingo like a native, and we have a program that is very attractive to high schools. Johnny's stylized singing will always have a place in the Shows of Tomorrow.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Juvenile, Female
Suggested for: Early Evening
Number of Artists: 1 singer 1 piano
Audition Facilities: Transcriptions, Will pipe live talent
Submitted by: WHK, 1311 Terminal Tower, Cleveland 13, Ohio

Safety Musical
Ten minute show via transcription and records put on at 8:00 to 8:30 every morning Mondays thru Saturdays following five minutes of local newscast. Music selected especially for morning listening, soft in key tunes, develops jazz used, with safety messages given throughout program.

Availability: Live talent or E. T.
Time Units: 10 minutes, 2, 3, 5 or 6 weekly
Audience Appeal: Male, Female
Number of Artists: 1
Client Suitability: Something for family to use on male or female selection
Number of Artists: 1
Audition Facilities: Transcriptions

Sesac Transcribed Program Service
This unique programming service provides unlimited numbers of pre-built shows in many musical categories — American Folk, Cowboy, Hillbilly & Western, Country Dining, Novelty, Religious, Haunted, and Spanish. Each record side contains 7 to 8 selections expertly balanced and paced, recorded as separate cuts. The combination of two records produces up to 4 quarter hour shows ready to be used any time.

Availability: E. T.
Time Units: 15 minutes, optional nightly
Audience Appeal: Entire family
Suggested for: Afternoon, Evening
Client Suitability: Any type
Number of Artists: Unlimited
Cost: *7—Based on population
Audition Facilities: Transcriptions
Submitted by: SESAC Inc., 475 Fifth Avenue, New York 17, N. Y.

Serenade to Long Island
An hour recorded program of the popular classics featuring music of the greatest artists of all time in selections written

by the great masters of music. Features: The opening evening special introduces the main quarters, and special afternoons are presented in unannounced.

Availability: E. T.
Time Units: 60 minutes, 7 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Institutional appeal
Submitted by: WHNY, 245 Baldwin Station, Hempstead, New York

Sextette From Hunge
Six young men and a friend. That was Dixie Jazz the group that was set to do the number one spot in the world. They have made overtures. This show also contains guest stars as Dale Evans, Anne Jaffray, Martha Titton, etc.

Availability: E. T.
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Afternoon, Evening
Client Suitability: All types who see a large audience
Number of Artists: 8
Cost: Based upon the size of the show
Audition Facilities: Transcriptions
Submitted by: C. F. MacGregor Co., 720 South Western Avenue, Hollywood 5, California

Sincerely, Kenny Baker
Intricate musical, starrin Amer's favorite romantic tenor—singing Amer's favorite romantic songs, assisted by the accomplished accompaniment of Buddy Cole on piano and Jimmy Wallington on the organ of Ceremonies. Presented as part of the program. Material available.

Availability: E. T.
Time Units: 14 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Any type
Number of Artists: 5
Cost: *7—Based on population
Audition Facilities: Transcriptions

Singing Keyboard
One of Miami radio's most popular musical programs. Earle Harr at WIOD musical director, and Earle Harr and his mainstay, the orchestra of Earl Harr, are heard four times a week. Earle Harr and his orchestra are heard four times a week and are known throughout the state.

Availability: E. T.
Time Units: 30 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Household appeal
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WIOD, 650 Biscayne Building, Miami 29, Fla.

Sing America Sing
Bob Fordyce has spun his orchestra off the depths of memory dreams of today and brings you a series of 15 minute programs full of nostalgia, dixie, blues and jazz. Each program includes the toplist melodies of a particular band as back as 1917. The vocals are sung by headliners Art Gentry, Bix, Ruby, and Helen Carroll.

Availability: E. T.

www.americanradiohistory.com
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Evenings
Client Suitability: All types of clients
Number of Artists: Name Leader and Orchestra

THE "HOOK" SMITH SHOW
submitted by: World Broadcasting System, Inc., 711 Fifth Avenue, New York, N.Y.

This program showcases the musical talents of "Hook" Smith, brilliant young arranger, orchestra leader, and his orchestra. Featuring arrangements that are musically progressive, yet commercially appealing, the "Hook" Smith orchestra presents a well-rounded program of popular music. Also featured is the voice of JoAnn Tice, newcomer, who promises to some day invade the ranks of Stafford, Shore and Whiting. This is a 15-minute ET package show.
Availability: E. T.
Time Units: 15 minutes, as desired
Audience Appeal: Entire family
Suggested for: Variety
Client Suitability: Readily adaptable for any client or product
Number of Artists: 8
Cost: $-
Audition Facilities: Transcriptions
Submitted by: Haggin, Meredith and Ryan Agency, WLIR, Lebanon, Pennsylvania

SONGS OF GOOD CHEER
This musical show with a galaxy of gorgeous voices. The program includes carefully selected tunes from famous operettas and from the pens of Victor Herbert, George Gershwin, Cole Porter, F. C. Hoag and others presented by the Songs of Good Cheer chorus and arranged by that brilliant young composer-arranger Gerald Allis. Conducted by Vladimir Silovsky and directed by Larry Elliot. Cost also features Willard Young, Lydia Simmons, Mary and Henry Shope, Philip Gray, Stanley Carlson and others.
Availability: E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Any time
Client Suitability: Any type
Number of Artists: 15
Cost: ET-
Audition Facilities: Transcriptions

SONGS FOR YOU
The finest tenor in Western New York is Art Steffen. His experience includes both NRC and name band experience. Steffen, plus a piano duo make up the format of Songs For You. Pianists are Gene Zacher, WHAM Musical Director, and Syl Novelli, pianist-composer. Music is both old and new. The old favorites for reminiscing and the current hits for modern appeal. This is easy listening with wide audience acceptance.
Availability: Live talent
Time Units: Quarter hour, 1 weekly
Audience Appeal: Entire family
Suggested for: Early evening
Client Suitability: All types who want
large audience
Number of Artists: 3 and announcer
Cost: On request
Audition Facilities: Transcriptions
Submitted by: WHAM, Sheraton Hotel, Rochester, New York

THE SONG TRAVELER
Tom Glazer and his guitar recall some of the favorite folk songs and legends of the different corners of the United States. Each of these songs and stories form part of the heritage of America and in many cases provided the background for books by Mark Twain, Bret Harte, etc.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any firm appealing to a sophisticated, high income audience
Number of Artists: 2
Cost:
Audition Facilities: Transcriptions
Submitted by: Gainborough Associates, 507 Fifth Avenue Suite 1200, New York 17, N. Y.

MUSICAL

Nathaniel Hawthorne, James Fenimore Cooper and other famous American writers. Stories are told by the "Old-timer" and Tom Glazer sings the ballads.
Availability: Live talent or E. T.
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any firm appealing to a sophisticated, high income audience
Number of Artists: 2
Cost: $-
Audition Facilities: Transcriptions
Submitted by: Gainborough Associates, 507 Fifth Avenue Suite 1200, New York 17, N. Y.

SONG SHOP
A half-hour of recorded music chosen for the housewife to fit her early morning needs. Listener is taken in imagination to an imaginary record shop and from the shelves the tunes are presented. Light chatter, kept to a minimum, is used and the musical accent is sweet and instrumental.
Program follows a "Home-maker's Program" and the advantage is taken of the feminine audience built up.
Availability: E. T.
Time Units: 30 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Program suitable for participation announcements or sponsor selling to women
Audition Facilities: Transcriptions
Submitted by: WCWO, Gazette Building, Janesville, Wisconsin

SONG OF THE DAY
After playing a selected recording, which is the song of the day, phone numbers, selected at random, are called by means of a studio phone, a girl. Emcee asks the one called to identify the song. If he can do it, he is awarded a nice merchandise prize. A consolation prize is awarded if he is unable to guess it. Popular music is used for fill.
Availability: Live talent or E. T.
Time Units: 15 minutes, 5 or 6 weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon, Evening
Client Suitability: Jewelry store, clothing store
Number of Artists: 1
Cost: On request
Audition Facilities: Transcriptions
Submitted by: WNOE, St. Charles Hotel, New Orleans, La.

SPOTLIGHT SONG
A five minute show, featuring one hit of the week, and the daily Spotlight Song Award, a merchandise giveaway from the sponsor of the day. Winners are picked from local directory. Sponsor gets one minute commercial on opening and closing of show. Spotlight Song follows "Kenny Baker Show" and gets large mid-morning listening audience.
Availability: Live talent or E. T.
Time Units: 5 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning
Number of Artists: 3
Audition Facilities: Transcriptions
Cost: Regular rates
Submitted by: KFRC, Box 792, Longview, Texas

Speaking of Music
3:00-3:55 p.m. Monday through Saturday, Producer-Writer, Piersen Underwood, WQQW music director. Show is symphonic in nature, ties in with the musical organizations in Washington and through.
MUSICAL

out the country. Features news of musical organizations and interviews with outstanding musical personalities when they come to town for personal appearances. Show has been cited by National Symphony Orchestra for its work in promoting musical interests.

Availability: E. T.

Time Units: 55 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Record Store, Bank or Department Store interested in institutional advertising

Audition Facilities: Transcriptions

Submitted By: WQOW, 2227 Conn. Ave., N. W., Washington 8, D. C.

Songs Of Cheer And Comfort

Richard Maxwell in gospel songs and hymns, plus down-to-earth philosophy which has made Dick Maxwell one of the best loved personalities in radio. Maxwell was rated 13th most popular artist in the entire country, in a 45-city poll conducted by the New York Daily News. One hundred seventy-six Richard Maxwell Clubs have been formed in 21 states. This recorded series now being used by bakers, drug stores, insurance companies, jewelers, funeral parlors, morticians, retail stores, and others. Adaptable for use by any sponsor. Each show allows for opening, middle and closing commercials.

Fifty-two episodes.

Availability: E. T.

Time Units: 15 minutes, 1, 2 or more weekly.

Audience Appeal: Entire family

Suggested for: Morning; Afternoon; Evening

Client Suitability: Any type

Number of Artists: 2

Cost: Based on market; station

Audition Facilities: Transcriptions

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

Songs To Remember


Availability: Live talent

Time Units: 15 minutes, 3 weekly

Audience Appeal: Entire family

Suggested for: Morning; Afternoon

Client Suitability: General

Number of Artists Employed: 6

Audition Facilities: Transcriptions

Submitted By: WOWO, Fort Wayne, Indiana 2, Ind.

Sons Of The Pioneers

Fifteen-minute five a week transcribed musical series starring Bob Nolan, Tim Spencer and all the Sons of the Pioneers. This particular group has made over 100 movies and have been radio headliners for 15 years. In addition to their own coast to coast network shows for Goodyear, Dr. Pepper, Camel Cigarettes and Alka-Seltzer, they have been guests on the programs of Charlie McCarthy, Jack Benny, Kate Smith and Bing Crosby. This is a broad new series, 260 programs.

Available three or five times per-week basis. Produced by Television Radio Productions, Inc. Send for free audition kit.

Availability: E. T.

Time Units: 15 minutes, 3, 4 or 5 weekly

Audience Appeal: Entire family

Suggested for: Morning; Afternoon; Evening

Client Suitability: General

Number of Artists: 4 (including narrator)

Audition Facilities: Transcriptions

Submitted By: CINY, Decker Building, Juneau, Alaska

Sweethearts Of Song

Featuring a soprano, tenor, and pianist, this show tells the story of two famous sweethearts of song in woods and music. These sweethearts are either fictitious personages—such as the principals of operettas—or real life characters whose love story can be told by a series of dramatic scenes, such climaxd by a solo, duet, or piano solo. For instance the lyrical lovers on the opening program were Charles and Marianne of Romberg's "New Moon".

Availability: E. T.

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Sunday afternoon, Evening

Client Suitability: General-Instructional

Number of Artists Employed: 1

Audition Facilities: Transcriptions

Submitted By: NWOX, Knoxville, Tennessee

Sundown Serenade

This show, programmed variously with light classical tunes, ballads, etc., in the popular waltz appeal. The cast has a poetic philosophical quality.

Availability: E. T.

Time Units: 15 minutes, 5 weekly

Audience Appeal: Female and Entirely.

Afternoon, evening

Suggested for: Afternoon; evening

Client Suitability: Institutional and sponsorship

Audition Facilities: Transcriptions


Sunrise Salute

This show is programmed with opener music and continuity. It is a sunrise, the American way of life, to the dramatic happenings which kick up the busness of everyday living.

Availability: E. T.

Time Units: 15 minutes, 7 weekly

Audience Appeal: Juveniles, Entire family

Suggested for: Morning

Client Suitability: Institutional and sponsorship

Audition Facilities: Transcriptions


Sunday Down South

Program features glee clubs, choirs, soloists, personalities from the churches and colleges of East Tennessee. Different artists invited each week, appear without cost, and program dwells on the particular school or church represented. Special feature is a brief talk on home making, i.e., decorating, gardening, choosing furniture, etc. Theme of program is "Church, Home—School—'Their effect on the family.' Mostly religious music, but occasional standard or semi-classic.

Availability: Live talent

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Client Suitability: Institutional only; church, bank, stores, etc.

Number of Artists Employed: 4

Audition Facilities: Transcriptions

Submitted By: WNOX, 110 S. Gay St., Knoxville, Tennessee

Sunset And Vino

A musical potpourri of noted-known vocal and instrumental. Format includes opening and closing continuity, themes, transcribed courtesy announcements of 15 seconds duration.

Programs prepared from transcriptions.

www.americanradiohistory.com
Musical

Swance Quintet
Five colored boys, re-creating the harmonies of the old south; singing spirituals, old-time melodies, and pop tunes, in a smooth, rhythmic manner attainable to those of their race only. The Quintet has developed a different and unique style, and the quality of their arrangements is exceptionally good. Program is announced by John Vance who weaves into his delivery, nostalgic stories of the southland our grandparents knew.

Availability: Live talent and E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists Employed: 6 musicians, vocalist, accordion, and writer
Audition Facilities: Transcriptions
Submitted By: WGOA, Hotel Statler, Cleveland, Ohio.

Supper Session
A smart, sweet, and swing combo with the Henry Plunder sextet. Musically arranged by Howard Wellman, savvy Tucker top arranger. High 1 includes Plunder piano solos with n-11 musical director strong on original transcriptions of all time American songs plus vocal offerings of Betty 2, topnotcher. Combo musicians qualified and often used on solo script by James Orgill with well-edited material on fields of music and rhythm.

Availability: Live talent
Time Units: 30 minutes, 5 weekly
Suggested for: Entire family

The Three Suns Shine
The most popular musical group on the air today, Al and Morty Nevins and Artie Dunn, combined with Betty Harris, sultry chanteuse, in a new and unique program of exciting and extraordinary music.

Availability: Live talent
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

Tones At Twilight
A p r e show, presenting music on the lighter side, the romantic side, show tunes, etc. It is devised and presented by Robert "Bob" Ellsworth of the WSPR announcing staff. It offers very listenable music for the accomplishment of dinner, and is widely listened to by folks in the WSPR service area during their evening meals.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 5
Cost: Syndicated for low cost
Audition Facilities: Transcriptions
Submitted by: NBC Radio-Recording Division, National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

Three Suns And A Starlet
One of America's greatest trios. The Three Suns, will really set your toes tapping with their rhythmical melodies—featuring vocals by Artie Dunn at the Hammond, Al Nevins' electric guitar, and Morty Nevins' accordion. It's music that really gives you a lift—arrangements that are entirely different. The trio also boasts of three lovely song stylists—Ron Wyman, Dorothy Chaure and Irene Daye. For a sparkling show of music and song it's The Three Suns And A Starlet.

Availability: E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Morning: Afternoon: Evening
Client Suitability: General
Number of Artists: 6
Cost: Syndicated for low cost
Audition Facilities: Transcriptions
Submitted by: WSPR, 63 Chestnut St., Springfield, Mass.

Tie-Toe Time
Instrumental group; Hammond organ, piano, guitar, bass, accordion and drums supplemented with male and female vocalist on alternate days. The program also features a string group made up of "The Three Dukes" composed of piano, guitar and bass.

Unusual and distinctive arrangements have made this staff group one of the outstanding musical groups in Buffalo. Featured on MBS with Buffalo—WJRE as feed point.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon, Evening
Client Suitability: Any client desiring an excellent live talent show

Number of Artists Employed: 7
Audition Facilities: Transcriptions
Submitted By: WJRE, 23 North St., Buffalo 2, N. Y.
MUSICAL

There's Music In the Air

This program fills a definite need for smooth, easy listening music. It is designed particularly for housewives who might seek a bit of relaxation just before preparing dinner. The basic music is of the much-in-demand popular concert type interspersed with two chorals presenting popular melodies, sentiment-laden piano work, and novelties by large semi-classic orchestras.

Availability: E. T.
Time Units: 30 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Late afternoon
Client Suitability: Anything women would enjoy

Audience Facilities: Transcriptions
Submitted By: WHK, 1311 Terminal Tower, Cleveland, Ohio

The "$1370 Club"

A musical request program, where only members may request tunes. Membership is invited of all listeners, and membership-cards are sent out. Show opens with theme (Sunny Side of Street), then a new release, then the "Musical Memory Quiz", where members phone in correct answer. Rest of program taken up with chatter and request tunes, "Abressemble", the talking horse who wants to become an announcer; fills it in with comedy.

Availability: Live talent and E. T.
Time Units: 30 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Evenings
Client Suitability: A client who wants to reach a large membership that's faithful to the program, and who has something to sell the entire family wants.

Number of Artists Employed: Advertisement
Cost: Request rate
Audience Facilities: Transcriptions
Submitted By: KFRO, Box 1732, Longview, Texas.

Syncopators

Three guns combination with bass added and popular male vocalist. Very highly rated, fast moving show, with arrangements specially written for combo, and current vocals featured.

Availability: Live talent or E. T.
Time Units: 30 minutes
Audience Appeal: Entire family
Suggested for: Afternoon, Evening
Client Suitability: Any products
Number of Artists Employed: 5
Audience Facilities: Will pipe live talent
Submitted By: CFRB, 57 Floor Street W., Toronto, Canada.

The Lee Sweetland Show

A new musical show starring Lee Sweetland, young American baritone, in an unusual musical production. The three main musical productions are strings, reeds and brasses. The orchestra of 26 men, and soloist will feature familiar melodies which are throughout the years have become constant popularities and some of the new favorites.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Audience Facilities: Transcriptions
Submitted By: American Broadcasting Company, 30 Rockefeller Plaza, N. Y., 20, N. Y.

WACE Children's Concert Hour Of The Air

A music appreciation program for children from the elementary grades. Recorded classical music with narration by two children chosen for each program. Following the music, a discussion is held on the program presented.

Availability: E. T.
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Saturday Morning
Client Suitability: Banks, Insurance Company, Utility Co.

Number of Artists Employed: 3
Audience Facilities: Transcriptions
Submitted By: WACE, Chicopee, Mass.

Two Thirty Visit (Hoosier Visit)

Dick Fenster, well-known vocalist and MC with the backing of the Rhythm Makers and Jimmy Boyer gives with Hoosier facts and philosophy tempered with smooth delivery of popular favorites old and new in a pleasing hour aimed at his vast Hoosier Audience... Instruments by the group round out an "easy listening" quarter hour of songs, information, and music.

Availability: Live talent
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Hoosier productions or national with good Indiana distribution.

Number of Artists Employed: 4
Audience Facilities: Transcriptions
Submitted By: WISH, Board of Trade, Indianapolis, Ind.

Two Pauls

Pianist (Paul Poletier) and N. C. (Paul Monson) carry on a lively dialogue around specially-arranged piano numbers. Music is of the familiar type, and the dialogue is designed to build an atmosphere of good-natured informal. Mail pull is by means of title-quest contests.

Availability: Live talent
Audience Appeal: Female
Time Units: 15 minutes, 1 to 5 weekly
Suggested for: Afternoon
Client Suitability: All types

Number of Artists Employed: 2
Audience Facilities: Transcriptions

Treasure Chest

Recorded music followed by store phone calls (numbers selected by phone call at random). Dollar is given for correct answering of phone; merchandise prizes given if certain questions are answered. A master quiz accumulates cash or merchandise day until answered.

Availability: E. T.
Time Units: 15 or 30 minutes, 5 or 6 weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon, Evenings
Client Suitability: Department store, clothing stores, jewelry stores

Number of Artists Employed: 1 or 2
Cost: On request
Audience Facilities: Transcriptions
Submitted By: WNOE, St. Charles H., New Orleans, La.

Venus

An outstanding program in search of most beautiful girl in the world. Picking headline stars with the music of Raymon Littie and his Continental Orchestra. Written by the well known J. Fleming... Every Show is a salute to different nation with authentic musical from that country.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family

The Fitzgeralds

Vocal pickers with a fine program

The Fitzgeralds

In all its phases

EDWARD WOLF
General Manager
420 MADISON AVE.
NEW YORK CITY
Plaza 5-7620

RADIO DAY
WGH Chorus

Walsh’s Wax Works
Ulysses James Walsh is a name to reckon with in the record collecting field. He is regarded by many collectors as the nation’s foremost authority in this esoteric but highly popular (to the general public) hobby. Walsh is master of ceremonies, parading his “Wax Works” to a fascinated audience. Program is three years old and over that period of time has brought WLSL listeners thousands of interesting facets about old recording stars and the discs they made. Walsh conducts the record department in “Hobbies” magazine.

Jack Wells And The Midwesterners
Jack Wells, pianist and vocalist for- by with Anson Weeks and Herbble

Jimmy Wakely’s Western Song Parade
A transcribed custom made western musical treat starring Jimmy Wakely and his orchestra, and featuring the Sun- shine Girls Trio, instrumentalists and vo-
colists, Jimmy Wakely, star of Monogram Pictures, Capitol Recordings, and radio favorite, has been acclaimed 1947’s out-
standing Western Song Stylist. Now being offered as a radio “package” for all markets.

MUSICAL

Suggested for: Morning
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Com-
pany, 30 Rockefeller Plaza, New York 20, N. Y.

Your Gospel Singer
Edward MacHugh, network star, sings hymns in his own inimitable way and reads poems and offers friendly phil-
osophy. Mr. MacHugh is one of the out-
standing singers of hymns in America.

Waitin’ For Clayton
(Patti Clayton Show)
Patti Clayton, the original Chiquita who made the banana commercial a hit pop tune, heres old and new songs to taste of all kinds of listeners. High-
lights week each week one living composer of all-time favorites personally selects three tunes for the show. Varity calls it “nearly groomed . . . and a little above room temperature, coy and intimate.”

The Fred Waring Show
Fred Waring and his 60 Pennsylvanians sing and play in the unique format which has been overwhelmingly successful many years and for many clients.

wahta leap all over
a 14,000 square mile
sales area?

PHILADELPHIA’S PIONEER VOICE

VALTER WHITE, JR. — SHIRLEY THOMAS — PIERRE VIDALIS
350 N. Highland Avenue, Hollywood 28, California, HO 8229
MUSICAL

Time Units: 5 minutes, 3 or 5 weekly. Audience Appeal: Entire family Suggested for: Morning, Afternoon, Evening.

Number of Artists Employed: 2
Audition Facilities: Transcriptions Submitted By: Transcription Sales, Inc., 17 West High Street, Springfield, Ohio.

Your Box At The Opera
Your Box At The Opera features recordings by the greatest voices of all time—selected by Robert E. Smith from his personal library of 100,000 records—one of the very finest collections in the world some very rare, and some never before heard in this country. Mr. Smith is the commentator . . . sets the scene of the aria . . . gives interesting notes and anecdotes regarding performer. Special feature is the “mystery record”—WTIC awarding an album of choice operatic recordings to listener identifying singer on commenting thereon. Availability: Live talent and E.T.

Time Units: 5 minutes, 3 or 5 weekly. Audience appeal: Entire family Suggested for: Suggested for: Morning, Afternoon.
Client Suitability: Any type, for evening.
Number of Artists Employed: 1 Audition Facilities: Transcriptions Submitted by: WFRP, Savannah, Georgia.

Woopee John
Woopee John arrangements are de- vised to amplify the appeal of folk music. Time Units: 15–15 minutes, 3 or 5 weekly. Audience Appeal: Entire family Suggested for: Morning, Afternoon.
Client Suitability: Any type, for evening.
Number of Artists Employed: 1 Audio Facilities: Transcriptions Submitted to: Transcription Sales, Inc., 117 West High Street, Springfield, Ohio.

With Reiner Reason
Torn Reiner selects the lighter stories in the news, and ties them to appropriate music. Designed for simple, pleasant listening, and aiming to leave a smile. A casual program with a homey feeling. Availability: Live talent Time Units: Half hour orquarter hour 5 weekly. Audience appeal: Entire family Suggested for: Morning.
Client Suitability: Any type, for evening.
Number of Artists Employed: 1 Audition Facilities: Transcriptions Submitted by: WFRP, Savannah, Georgia.

Wings Of Song
Emile Cote, a tradition in American Choral music, directs his sixteen voice chorale ensemble, The Serenaders, to new achievements in this universally appealing fifteen minute series. Wings Of Song—In Wings Of Song—the Serenaders have found that the music which America loves best—in Cote's own sparkling arrangements. Your musical host is Warren Sweeney (narrator for the New York Philharmonic). Production is by Roland Martin, producer of the Pet Milk Saturday Night Serenade.

Availability: Live talent Time Units: 30 minutes, 1 weekly. Audience appeal: Entire family Suggested for: Morning.
Client Suitability: Any type, for evening.

Kathryn Wood Show

Magic Of Music
Something new in a musical show with equal parts of sentiment and novelty. It has style, class and originality. It will make a great interim for a show. For its basic theme is one that evergreen. And all the other material will be tied into that theme some way. Availability: Live talent Time Units: 30 minutes, 1 weekly. Audience Appeal: Entire family Suggested for: Morning.
Client Suitability: Any product, for afternoon.
Number of Artists: 3 Audition Facilities: Will pipe live Submitted by: Art Henley, 851 Stuyvesant Ave., N. Y.

Melodies That Endure
Featuring "Tamale Nolan, golden singer with Wes Touretole at the piano" and narrated by Bob Parcell, M.D., that Endure is a "must" for all top Social, smooth vocals, melodic arrangements, and dreamy narrations. Melodies from those Melodies that will hum and will be a regular for many years. Availability: E.T.

Pick Of The Platters
A daily review of the tunes Charlie is playing and the tunes Charlie has played in the past. He is interested in and comments on current and old favorites musical hits, recorded and transcribed by the action's top talent. Here are the charts Charlie's been buying at their local music stores and playing on juke boxes, the tunes most people write in and ask to be played. Popular tunes with old favorites are played Monday through Thursdays, on Fridays the ten top tunes of the week as chosen by Charlie are played. These tunes are determined by calling music stores. Availability: Live talent Time Units: 30 minutes, 5 weekly. Audience appeal: Entire family Suggested for: Afternoon.
Client Suitability: Department stores, merchandising.
Number of Artists: Announcer Audition Facilities: Transcriptions Submitted by: WAYS, 120 E. Third St., Charlotte 2, N. C.

Melodies That Endure
Syndicated program featuring Jimmy Nolan, singing star of Earl Carroll's "Vanities" in Hollywood. Fifteen minute program of tunes played in popular socials with Hammond electric organ accompaniment. Availability: E.T.

Time Units: 15 minutes, 1 to 5 weekly. Audience appeal: Entire family. Suggested for: Evening.
Client Suitability: Any type, for evening.
Number of Artists: 3 Cost: Depends on market

GIRARD PRODUCTIONS
50 ROCKEFELLER PLAZA
NEW YORK, N. Y.
Phone: Butterfield 8-6853

RADIO D

Louise Massey And The Westerners
18–15 minute programs.
With Curt Massey and Louise Mas- sicians—also instrumentalists including celeste, flute, guitar, uke, violin a discord. Also combines quality and ballads with standards with good current tunes.
Availability: E.T.

Time Units: 15 minutes, 3 or 5 weekly. Audience appeal: Entire family Suggested for: Morning, Afternoon.
Client Suitability: Any type.

Jack Parker Sing
Jack Parker has been singing on lo- co's radio listeners since 1921, the hit of his voice today is the same as the hit of his voice when he was a favorite of both broadcast and phonograph fans. His voice has been released from thousands of stations before this unique program was organized, and since organized, transcriptions, records on the screen. Parker introduces "confidential tips of singing" and has recorded by hundreds of singers since 1921.
Availability: E.T.

Time Units: 15 minutes, 1 to 5 weekly. Audience appeal: Female, for Afternoon, Evening.
Client Suitability: Any type of program.

A NEW SHOW!
Now Available For Radio
"MUSICAL MYSTERIES"

An open-ended series of fast moving, hard hitting five minute mystery dramas with delayed solutions. Double barreled appeal to entire family—in the ever popular desire to "name that tune," plus the challenge to solve a mystery.

It is thrilling . . . entertaining . . . and a lot of fun!

For further information, write, telephone or wire

GIRARD PRODUCTIONS
50 ROCKEFELLER PLAZA
NEW YORK, N. Y.
Phone: Butterfield 8-6853

www.americanradiohistory.com
Talk With The Listener
Comedian-Producer, Paul Martin, QWQ Program Director, Once a week, Thursday, 4:15 to 5:15 p.m., Chatter about trade and interviews with trade personalities. Show has recently featured The President of the FM Association, with a notable annual show, "Miss America"; Charles Kelley of the local Tele-
phone outlet. Also discusses station policies and program changes on announce board, and is filled with anecdotes "bit the mail." Simplicity: Live talent

Birmingham Swap Shop
Local women bring items to swap. Swappers choose number of them they see in audience. Swap is made on floor. Prize given to each lady who swaps, and prize given to best swapper... number drawn for prize. Swaps becomes which we have, an idea copyrighted by Bob Leach of our staff. Simplicity: Live talent Time Units: 30 minutes, 1 weekly Audience: Female

The Calendar Of Character
"The Calendar of Character" is conducted by Helen Graham, who possesses the unique ability of analyzing people and their characteristics. She does this with the help of the public relations department of the station. Four or five weekly authors are presented each week from different time periods.

Dream Street
Program features poetic readings with transcribed or recorded music. The readings are presented as a unique piece of music and can be enjoyed by a wide audience. The program is produced by Teleways Radi-
ations, Inc. and is broadcast over several outlets.

SYNDICATED... OPEN-ENDED RECORDS AVAILABLE
This 5-minute daily radio program has the sales-punch of big-time radio! Presented in transcriptions, especially designed for the breakfast-time audience. Your audience will get a bang out of the riotous comedy moments from the great and immortal Tom Howard and George Shelton, stars of their own night-time half-hour show "1 Pays To Be Ignorant!"

Special survey in over 100 cities gives "Fun At Breakfast" rating of 3.8.

260 programs available--costs 20% of radio station national yearly time rate--average cost $3.00 per day.

FORD BOND RADIO PRODUCTIONS
810 RCA Building West, New York 20, N. Y. Phone Circle 7-2230
Globe Trotting With B.J.

This is a quarter hour commentary by the much-traveled B. J. Seabury, covering in romantic and colorful terms the lures of many countries.

Availability: Live Talent
Time Units: 15 minutes, 1 to 2 weekly
Audience Appeal: Entire Family
Suggested for: Morning, Afternoon, Evening
Client Suitability: Food, clothes, travel
Number of Artists: 1
Cost: Talent cost $12.50 per show
Audition Facilities: Transcriptions

Arthur Godfrey

America's greatest early-morning salesman excels in creating a cozy "between you and me" atmosphere with each individual listener. Though his style knows no set pattern or conformity to rule, its result is a sales-efficiency and audience-responsiveness that is the envy of many a would-be Godfrey imitator. Sponsor's products are referred to in a casual conversation fashion, and Godfrey's audience trusts his recommendations without reservation, and acts upon them.

Availability: Live Talent
Time Units: 105 minutes, 6 weekly (Participating Sponsorship)
Audience Appeal: Entire family
Suggested for: Early Morning
Client Suitability: General
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WCBS, 485 Madison Ave., New York 22, N. Y.

Good Morning Man

Monday thru Saturday, 6 AM-9 AM.

Long standing personality show featuring Zenas Sears as Good Morning Man who uses mixture of pop ballads, old favorites and light classics. Plenty of music—time signals using cuckoo whistle after each record. 90 seconds news headline with weather and ball scores. Cheerful, friendly, honest commercials. A top buy in 15 minute segments or spots.

Availability: Live Talent
Audience Appeal: Entire Family
Client Suitability: Breakfast foods, coffee, clothing, anything
Number of Artists: 1
Cost: On application
Audition Facilities: Transcriptions
Submitted by: WATL, Henry Grady Bldg., Atlanta 3, Georgia

Howdy, Neighbor!

Gerry O'Brien tells stories, gives advice, talks about neighbors around the world, reads poetry, expounds on a friendly vein that wins a lot of listeners and sells a lot of goods of any type. Real estate, department store, coffee and hardware sponsoring over a five year period.

Availability: E. T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire Family
Suggested for: Morning, afternoon
Client Suitability: Real Estate, Department Store, Hardware, Colose
Number of Artists: 1
Cost: On request
Audition Facilities: Transcriptions
Submitted by: KTUC, 900 E. Broadway, Tucson, Arizona

High Time

Anita Lou ("Bunny") Barrows essences a weekly quarter-hour of chatter, beamed at the teen-agers of high schools in the service area. WJ:AM plays records and she talks about school affairs reported to her by her listeners. It is a new angle on show time, striking a tone of earnestness and seriousness, and magnifying the importance of the young folks' activities and their stunts on things that touch them. The program was "discovered" as a radio personality while acting as station receptionist.

Availability: Live Talent
Time Units: 15 minutes, 1 weekly
Audience Appeal: Juvenile
Suggested for: Morning (on a non-school day)
Client Suitability: Any type of product for which the high school is a likely purchaser whose merch might be brought to the school through the teen-agers of the family.
Number of Artists: 1
Cost: Regular station rate, plus talent fee, AFRA announcer's fee, and ASCAP license fee
Audition Facilities: Transcriptions

Moosier Traveler

Saturday evenings (630) listeners join the "Hoosier Traveler" for his trip through Indiana. He points out spots of interest, vacation sites, and entertainment features within the state boundaries in these air-travellers. Folklore, history and geography are woven into stories of hamlets, towns and cities . . . streams, rivers and roads . . . productive hills . . . in short everything of interest to Hoosiers and out-of-state visitors.

Chambers of Commerce and civic leaders of Indiana are particularly receptive and information men, the "Hoosier Traveler," Sydney Mason.

Availability: Live Talent
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire Family
Suggested for: Evening
Client Suitability: Travel service, transportation companies, family product or service, automotive accounts, gas, oil and auto accessories
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WIBC, Indianapolis News Bldg., Indianapolis 6, Ind.

Jane Ellen Ball Presents

Miss Ball is a well-known personality around town, having served the public here in Chicago for many years. She also served overseas with the Red Cross as social director for the G.I. hospitals in the European Area during the war.

Miss Ball conducts interviews as well as giving the very latest news for women and the whole family. She has a habit of breaking back-page news in other words back-page news "Scoops" which have not yet been in the newspapers or on the air. She has a musical voice which appeals especially to women but entire families enjoy her broadcasts.

Availability: Live Talent
Time Units: 11 minutes, 2 weekly
Audience Appeal: Female, Entire Family
Suggested for: Morning
Client Suitability: Any type of product which women are interested in

Number of Artists: 1
Cost: Open
Audition Facilities: Transcriptions

In Town Tonight

Suggested places for Mr. and Mrs. Listener to go in the evening, when they dine out and stay in Manhattan. Sections include . . . the theater, concert, opera, ballet, movies, etc. Includes tunes from stage and screen, as well as pop or crooners.

Availability: Live Talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Male, Female
Suggested for: Morning
Number of Artists: 8
Audition Facilities: Transcriptions
Submitted by: WLIB, 207 East 36th St., New York 16, N. Y.

It Really Happened

It Really Happened is a provocative historical-narrative program, in the Amoco, telling intense, absorbing fictional stories based on the least-known facts about the most well-known people.

Availability: E. T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire Family
Suggested for: Any Time
Client Suitability: Any type of products
Number of Artists: Narrator and starring actor, actresses, actors
Audition Facilities: Transcriptions
Submitted by: Tele-Radio Creations, 520 North Michigan, Chicago, Ill.

Jazz At Grand And Lydia

"The only jazz show of its kind in Louis," that sums up "Jazz At Grand and Lydia," featuring Charles Martin. \(1,333\) Post-Dispatch, and a musician in his right. Music ranges from the distinct to the modern, the progressive type of jazz. Guest record leaders are invited to bring up their own musical persuasive for discussion and broken out. Show is novel—entertaining—entertaining—entertaining.

Availability: Live Talent
Time Units: 30 minutes, 3 weekly
Audience Appeal: Entire Family
Suggested for: Evening
Client Suitability: General
Number of Artists: 2
Audition Facilities: Transcripts
Submitted by: WJ:AM, Hotel Melbourn, Louis 6, Mo.

KGY Almanac

The show is designed to remind listeners what happened in past years—only nationally and internationally. This is also locally. Humorous items are strung into the show. Listeners are invited to send in contributions. Music is also selected.

Availability: Live Talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire Family
Suggested for: Morning
Client Suitability: Any type of product
Number of Artists: 1 and transcriptions
Audition Facilities: Transcripts
Submitted by: KGY, Radio Olympic, Washington

KUP's Column of The Week

A fifteen minute program, packed fast moving and exciting news about city, sports events and the world both near and distant. A fine program, featuring "Bob" Kup cinet, well-known Chicago Times man, popular among radio, stage, screen stars, business men and officials. Navigation and dramatized Brochure upon request.

Availability: Live Talent
Time Units: 15 minutes, 1 or 4 weekly
Audience Appeal: Entire Family
Suggested for: Evening
Client Suitability: All types
Number of Artists: 2 and guests
Audition Facilities: Transcripts
Submitted by: Green Associates, Michigan, Chicago 1, Ill.
**MISCELLANEOUS**

**Farm Bureau**

Farmers and ranchers, especially to Northern California. Includes reports, information, and updates for farmers and ranchers, their wives. Participation in rural activity is on a one-to-one basis. Information is distributed via email.

**Mr. & Mrs. Hollywood**

Starling Virginia Mayo and Michael O'Shea who are engaged to be married and will probably be married by the time this goes to press. Do a chilly Mr. and Mrs. program from Hollywood, telling about their friends, the other movie stars, and their views on costumes, sets, and the latest trends in Hollywood.

**Memory Room**

Three minutes, 10:30-11:00 a.m., music recorded in Europe featuring native tunes of each country to beamed to individual segment of Condon's cosmopolitan population.

**Music of All Nations**

A program recorded in Europe featuring native tunes of each country to beamed to individual segment of Condon's cosmopolitan population.

**Obession**

What are the fears that darken the rational mind, and what are the fears that command the thoughts of the paranoid or schizoid? Are all found in Obsession. Dramatic new series of half-hour mystery programs produced by C. P. MacGregor in Hollywood. Obsession tells gripping, dramatic stories of the mind. It reveals the fears that are behind them, bringing them into focus. Each week.

**Plane Talk**

A program especially designed for the vast audience of aviation enthusiasts in the Southwest. Aviation news, interviews with leading aviators, aviation weather reports, etc., on Sundays at 1:00 p.m. by one of KDKA's top newsmen. Who like an aviation authority. Paul Long is a member of the Flying Evaluation Board. Air Force Association, Air Force Association, and the Examination Board for applications for reserve commissions.

**Safe Driving Award**

With cooperation of the local Police Department, award is presented weekly to driver who has been observed to obey the traffic laws. Driver is interviewed about his driving experience and presented with an award on behalf of the Police Department. Award is either a silk windshied sticker or metal identification ticket for billfold.

**Schooltime**

With approximately 400 rural schools in five counties participating, WCLO presents daily programs by school children and these programs become part of participating schools curriculum.

**Subject:** Health, Safety, News Forums, History, Music Appreciation, and special subjects. Children are taken through radio station, newspaper plant, and places of local civic and industrial interest following their broadcast performance. Station works in cooperation with teachers and superintendents of the counties represented.

**Safe Driving Award**

With cooperation of the local Police Department, award is presented weekly to driver who has been observed to obey the traffic laws. Driver is interviewed about his driving experience and presented with an award on behalf of the Police Department. Award is either a silk windshied sticker or metal identification ticket for billfold.

**Second Cup**

Second Cup is a conversation piece with fifteen minutes of casual comment by an announcer and a woman's director. Frank and Gay, relaxing over their second cup of coffee, banter back and forth on a number of things. Headlines the only standard feature. Other than that, anything they find interesting or entertaining is included. Touch is light... pace is rapid. Show aims to give new twist to breakfast programs... two professional people making mid-morning break instead of married couple in homey atmosphere.
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

No palaver—just honest, down-to-earth facts—known—proven—
tested facts, form the basis of WOV'S AUDITED AUDIENCES. The
complete story of WOV listeners—where they live—where they shop
—what they buy—how much they spend—what they like and don't
like—inside dope to help you select the program best suited to your
specific sales requirements.

Here at WOV, the alert advertiser keys his messages to known indi-
viduals, not to an unknown mass audience.

We want you to have the knowledge of 5 AUDITED AUDIENCES,
each a different group of purchasers; each the result of a penetrat-
ing, accurate survey. Get the facts on these 5 AUDITED AUDI-
ENCES today, and... "TAKE THE GUESS OUT OF BUYING!"

WAKE UP NEW YORK with Peggy Lloyd
1200 CLUB with Fred Robbins
BAND PARADE with Bill Gordon
PRAIRIE STARS with Rosalie Allen
ITALIAN MARKET OF 2,300,000 Italian-
speaking Americans. (More than the com-
bined population of Baltimore and Washington.)

WOV
NEW YORK
FOREIGN LANGUAGE ‘ARRIVES’

as a vital contribution

By Ralph N. Weil
General Manager, Station WOV

FOREIGN language radio is as essential a part of the overall broadcasting picture as folks of foreign birth or foreign extraction are of our American scene. Not many years ago an act of war was rather prevalent as concerned the language field. Advertisers as well as English-speaking listeners faced with a shrug-of-the-shoulder look at a phase of radio they accept or understand at best only as non-vital to a growing industry. Foreign language radio was the poor relative. Today the picture is different. Language radio, neither aggressive, contributes vitality to the richness of airwaves.

It is interesting to take a look at the whys and wherefores of such progress. Because I am coolly content with Italian language broadcasting at WOV, my conclusions will be drawn primarily from my experience in this division. But the same language field falls into the same category, serves the same function and deserves the same treatment. We do not, initially, try to sell time. Nor is it our reason for being in business, but every salesman knows—he has a tough time getting anything without a guarantee of performance or service or value to back it up. He sells on the merit of his offering. And it is on the merits of foreign language radio that I wish to speak.

A constant attentiveness to the needs, character and trends of the language audience, we are able to shape our programs accordingly. What do you think we try to do?—see the Italian list as a segment apart from and unlike the average American? An approach would be not only useless, but actually deleterious to the democratic ideals of this country. No, even as the inspired “Gaston,” the foreign language listener is “nuts” for the good old U.S.A.” As long as the United States has been a country it has been to the “foreigner” a symbol of good living. And now, through good broadcasting foreign language radio in America can do, and does, bring about a greater appreciation and understanding of the enjoyment of these cherished rights. First and second generation immigrants need the assistance of language radio as an interpreter not only of tongue but American principles. That is the “why” of our field.

Programming for the Italian listener at WOV, we never concern ourselves with the audience and the rest of America. They are a part of the population and they are Americans. The effect, however, to key our programs to the inherent characteristics of our listeners. The entire field in foreign language is the same story. It is through such an intelligent approach language radio has gained its present position of prestige and influence. We aim to blend; not to divide and segregate. In this, understanding and thinking, people who speak foreign languages want to be as everyone else in the country. It is simple. This group chose America. Consequently, the foreign language listener holds this idea in mind. His function is positive and quite necessary. Without radio in a foreign tongue, the nation with American customs surely would come more slowly and the differences be more acute. These citizens, or future citizens, who are hampered only through a difference in tongue and more sincerely to their radios than do their English-speaking brethren. (This is statistically correct as per a survey recently made for WOV on foreign language listening habits.) A foreign language broadcast translated into English, verbatim, could scarcely be distinguished from a regular program in English. We incorporate the same ideas, the same language, the same basic principles of democracy and endeavors in public service. Programs present the customary daytime serials, news, stories, drama, comedy, music and talks.

Merchandisers today, in greater numbers than ever before, are turning to foreign language radio as a sales medium. Language broadcasters can be proud of the job they have done, and are constantly improving, in earning recognition for their efforts. Advertisers realize that the American who has not yet learned to speak English, or the American who has in his blood a fondness for the sound of a familiar foreign language, is not a stepchild. He is an avid radio listener, and a big part of the radio market. What, for instance do we expect to find on the pantry shelf in an Italian-American home?

Undoubtedly some spaghetti, yes, but also corn flakes, canned goods, crackers and the whole lineup of products the same language market understands. Mrs. Smith’s shelf will undoubtedly boast a box or two of spaghetti! The only difference in the foreign language market and the English market is that the foreign language market is still learning. This fact raises the sales potential—for as long as the language radio listener learns and understands, the listener becomes a purchaser. Advertisers today, knowing that the radio market is more and more are earning a larger part of every advertising dollar for language radio time. It makes sense.

No one realizes better than the language broadcaster himself that this is a specialized field. Before this phase radio had attained its majority and rightful place in the sun, all language stations were expected to exhibit a rather apologetic attitude to justify their existence. Radio was valued very much by the number of listeners it could prove or promise. Logically, foreign language Radio never has and never will deliver the ears dedicated to a Crosby on a nation-wide hookup. But, only in the past few years has it been able to prove that a specific audience, loyal day in and day out to the programming designed and presented almost as a personal thing, is dynamic sales material.

Working under a handicap often strengthens the character of a worker. This is, I think, applicable to foreign language radio. All radio is still somewhat experimental, because of its youth. Any new industry spends a good length of time in the field of trial and error. That radio is still in that field is evident today all over the radio map. It is my observation, however, that foreign language radio, as part of the overall industry, has had to fight harder and has, as a consequence, made more constructive progress toward the goal of all radio-service and quality combined with sales performance. Foreign language radio has worked intensely to perfect the specific and important sector of the industry it embraces. It has come a great distance and is today proudly established and recognized as a valuable and specialized market.
The Adventures Of Ezekiel Skulli

The first Yiddish detective story in radio history. The detective, a famous professor of mathematics, solves crimes by erudite deduction. Many solutions are based on Jewish life and customs. Each exciting episode is complete in itself. Program is sure to be high-rated with all age groups because of its originality and gripping adventures. Professor Ezekiel Skulli will quickly become as famous as some of his top-ranking detective colleagues on the English airwaves.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon, Evening
Client Suitability: Any
Number of Artists: Six to eight
Audition Facilities: Transcriptions
Submitted by: WEVD, 117 West 46th Street, New York 19, N. Y.

The Golden Door

A gripping new Yiddish daily radio drama by master playwright Louis Friedman. The story of a Jewish girl is a displaced persons camp in occupied Germany, her efforts to come to America and her struggle for security, happiness and freedom inside the Golden Door. The title is from the last line of the famous poem inscribed on the Statue of Liberty. It reads: "I lift my lamp beside the Golden Door."

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon
Client Suitability: Any
Number of Artists: Three to four daily
Audition Facilities: Transcriptions
Submitted by: WEVD, 117 West 46th Street, New York 19, N. Y.

La Giostra Musicale (Musical Merry-Go-Round)

This is an Italian-language version of the disc jockey program. It is conducted in a light and listenable manner by Michael Longiorno whose Italian presentation is similar in style to the presentations of his English counterparts. Much of the music is imported from Italy. American popular tunes done with Italian lyrics are one of the program features.

Availability: Live talent
Time Units: 60 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Food, drug products, cigarettes
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WHOM, 29 West 57th Street, New York 19, N. Y.

Latin-American News

Cuba born staff Spanish specialist, Blanca Estrella, delivers in the Spanish language a resume of world news for the benefit of listeners in Cuba and the Mediterranean Islands, as well as Spanish speaking persons in the lower Florida Peninsula.

Availability: Live talent
Time Units: 10 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any
Number of Artists: Announcers: 1
Audition Facilities: Transcriptions
Submitted by: Exclusive Radio Company Ltd., 14 McCau Building, Toronto, Ont., Canada

Spanish Class

Five minutes of English-Spanish with Peggy O'Sullivan, a native of Spanish speaking land by Senor Bermudes. This catches the current interest in learning other languages.

Availability: Live talent
Time Units: 6 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon
Client Suitability: Those who are interested in the Latin-American interest
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WDSU, Montreal, New Orleans, L. O.

Sunday Serenade

A 30-minute Sunday Italian presentation featuring the WNYI orchestra, songs by Rosalia Marchetti of Radio Executives Club of New York talent contest, and one guest star.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon, Evening
Client Suitability: Food, wine, cigarettes
Number of Artists: 2 vocalists
Audition Facilities: Transcriptions
Submitted by: WHOM, 29 West 57th Street, New York 19, N. Y.

Two Edwards

An early morning Polish language radio aired seven times weekly, 6:00 A.M. to 8:00 A.M. conducted by young Polish-American was.

Program features early morning language comic dialogue and Polish musical favorites.

Availability: Live talent
Time Units: 1, 5 and 15 minutes
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Food, furniture, jewelry

Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WHOM, 29 West 57th Street, New York 19, N. Y.
Sports Gentleman And A Lady

15. "Mas" program on sports, novel 15-minute dramatized show in America. This show must be sold by two commenters—one male, one female. The host, all baseball humor and the strongest stories history of the passing parade revealed thru the "eye-and-voice" of the sportswoman. For national, local or local presentation.

Availability: Live talent
Time: 15 minutes, 1 weekly

Audience: Entire family
Suggested for: Morning
Client Suitability: General
Number of Artists: 2
Cost: 1 time

Audition Facilities: Transcriptions
Submitted to: KROW, 44th St. Oakland, Calif.

Chuck Crosby Sports Scrapbook

Chuck Crosby, WCOP's staff sports-estor, in a fast-moving 10-minute rundown of local sport topics and information. Periodic interviews with guest sport personalities.

Availability: Live talent
Time: 15 minutes, 5 weekly

Audience: Entire family
Suggested for: Evening
Client Suitability: Male
Number of Artists: 2
Cost: 1 time

Audition Facilities: Transcriptions

Cross Views Of The Sports News

A produced sports show with appropriate sound effects introducing each branch of sport—baseball, boxing, racing, etc. Inclusion of general-appearance features such as "sports laugh," "quiz question," closing human interest story on music. Written on the day, produced every day. Day language without the usual sports parlance and cliches, rapid-fire, fast-moving but with complete coverage. Content: Reporting and showmanship.

Availability: Live talent
Time: 15 minutes, 1 weekly

Audience: Male, Female
Suggested for: Afternoon
Client Suitability: General or Men's products
Number of Artists: 4
Facilities: Transcriptions

Submitted to: KWCQE, P.O. Box 860, Muskegon, Mich.

Auto Racing News

Presentation of the latest news of the racing in America, and early the Eastern Coast with guest interviews of the nation's foremost drivers. This program, conducted by ebro, formerly an auto race driver, is the only show of its kind in America and is always well received.

Availability: Live talent
Time: 15 minutes, 5 weekly

Audience: Male
Suggested for: Afternoon
Client Suitability: Any product designed for male audience

Number of Artists: 2
Facilities: Will pipe live talent

Submitted to: WJAT, 7 Church St., Paterson, N.J.

Baseball Bandstand

Show is built to take advantage of the excitement, sentiments of the current baseball season. Original design is a warm-up sport show to follow. This show has the "eye-and-voice" of the sportswoman. Show is only available in 15 minutes in which allования are played out of town. Show is only available in tape form.

Availability: Live talent
Time: 15 minutes, 5 weekly

Audience: Entire family
Suggested for: Afternoon
Client Suitability: All
Number of Artists: 2
Cost: 1 time

Audition Facilities: Transcriptions
Submitted to: Mac Davis, 1 Montgomery Place, Brownsville, N.Y.

Dugout Doin's

Remote from dugouts of competing baseball teams with a spotlight on the fan who is bright spot of game. Popular local team and opponent interviewed in pre-game interviews with prominent local sportswriters. Show—the crack of bat and strap of balls into mitts as well as other ordinary baseball sounds makes excellent background.

Availability: Live talent

Time: 15 minutes, 5 before each local game

Audience: Male, Female
Client Suitability: General
Number of Artists: 2
Cost: 1 time

Audition Facilities: Transcriptions
Submitted to: KROW, 44th St. Oakland, Calif.

Famous Sport Thrills

Worsted's sports editor as host of the show. "Famous Sport Thrills" emphasizes the human, the sweater, the character and the suspense in the field of sport. Partially based on fact, dramatizations are filled with fictional characters.

Availability: Live talent
Time: 30 minutes, 1 weekly

Audience: Male, Female
Suggested for: Evening
Client Suitability: All
Number of Artists: 3
Cost: 1 time

Audition Facilities: Transcriptions
Submitted to: KIDG, 7170 Jackson St., Alexandria, Louisiana

Heartbeats In Sport Headlines

The only 5-minute syndicated sport show of the kind. Strange, interesting stories covering all sports, timely yarns of human interest dramas from the headline, and never-before-told stories of famous personalities in the news.

New stories written from week to week by the man who has created and written the most unusual sports programs in the country. This feature in its 8th consecutive year, serving local stations, sportsmen, sponsors and sponsors from coast to coast. An incomparable all-year show.

Availability: Live talent
Time: 5 minutes, 1 to 6 weekly

Audience: Male, Female
Suggested for: Evening
Client Suitability: All
Number of Artists: 3
Cost: 1 time

Audition Facilities: Transcriptions
Submitted to: Mac Davis, 1 Montgomery Place, Brooklyn, N.Y.

Here Comes Harmon

Tom Harmon, famous All-American Football Star, returns to the air as the nations foremost sports commentator in a program for which has been tremendous success on 46 stations.

Availability: Live talent
Time: 15 minutes, 2 weekly

Audience: Male, Female
Suggested for: Morning
Client Suitability: Male
Number of Artists: 1
Cost: 1 time

Audition Facilities: Transcriptions
Submitted to: KWFQ, 1201 S. Wind- sand Blvd., Los Angeles 8, Calif.

Bob Feller Program

Inside stories of baseball told by Bob Feller in his own style and from his own experiences. Feature of the program is local color and interest in current baseball news with stories, etc. by local announcer. Available during baseball season only.

Availability: Live talent
Time: 15 minutes, 1 weekly

Audience: Entire family
Suggested for: Evening
Client Suitability: Automobile manufacturers, men's stores, jewelry
Number of Artists: 2
Cost: 1 time

Audition Facilities: Transcriptions
Submitted to: Radio Productions Inc., 317 Citizens Bank Bldg., Cleveland, Ohio

Final Sports Edition

"Final Sports Edition" is a sparkling summary of the day's happenings in the world of sports, narrated by WMAQ-NBC sports announcer, Don Eder.

Availability: Live talent
Time: 15 minutes, 2 weekly

Audience: Male
Suggested for: Evening
Client Suitability: All
Number of Artists: 1
Cost: 1 time

Audition Facilities: Will pipe live talent
Submitted to: WMAQ, Merchandise Mart, Chicago 54, Ill.

Great Moments In Sport

A five-minute sport show which goes back along the memory track of sport, picking out the dramatic moments in history, pinning it to the base, hitting it home, etc.

Availability: Live talent
Time: 5 minutes, 1 weekly

Audience: Male
Suggested for: Evening
Client Suitability: All
Number of Artists: 1
Cost: 1 time

Audition Facilities: Transcriptions
Submitted to: WFIN, Findlay, Ohio

Horse Tales

Five-minute single-topic dramatic stories of horses and men, legends and strange tales of race horses and jockeys and incredible yarns of the getaways and horses that created their own legend. Written and directed by "Man O'Way" thundering down the home stretch. Available in packages of 12, 25 or 30 stories.

Availability: Live talent
Time: 5 minutes, 1 to 3 weekly

Audience: Male, Female
Suggested for: Evening
Client Suitability: All
Number of Artists: 1
Cost: 1 time

Audition Facilities: Transcriptions
Submitted to: WFIN, Findlay, Ohio

Sports Programs

1948

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SPORTS PROGRAMS

The "How-To" Of Sports
Show stars Bob Edge, famous outdoorsman. Hunting, fishing, and outdoor life are stressed. Show is seasonal and Bob Edge has prepared give-away booklets incorporating invaluable hints to sportsmen given on the program. Show can be easily personalized and localized by local stations.

Availability: E.T.
Time Units: 5 minutes, 5 or 6 weekly

Suggested for: Evening
Client Suitability: Almost any client whose product can be used outdoors

Number of Artists: 1
Cost: Based on size of station and market

Audition Facilities: Transcriptions


In The Sportslite
The ten minutes are equally divided between a swift coverage of national sports news, and a full picture of local sports activities. Periodically local or visiting sports personalities are invited on the program. Bob Marshall not only reports what's "In the Sportslite"--but also enthral most of the local sports news which is used on the show.

Availability: Live talent
Time Units: 10 minutes, 6 weekly

Suggested for: Evening
Client Suitability: Men—Beer, etc.

Intercollegiate Football Games
Most major games in the East will be broadcast this year. Practically 100 per cent listenership is assured in the college which is playing away. In addition to play-by-play reporting and quarterly summary-up reports, the scores of other simultaneous games in the same league will be transmitted from time to time during the game. Several simultaneous games available each week on the campus stations of the colleges playing.

Availability: Live talent
Time Units: Various

Audition Productions: Male College students

Suggested for: Afternoon
Number of Artists: 2 announcers

Audition Facilities: Transcriptions

Submitted by: Intercollegiate Broadcasting System, 507 Fifth Ave., New York 17, N.Y.

Walt Kennedy
Walt Kennedy, outstanding sports authority, was for four years Public Director of Notre Dame University. After the Saturday and Sunday games he gives his views of football and other sports in season, and predictions of things to come in the sports world.

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

Audition Appeal: Male
Suggested for: Evening
Client Suitability: Men—Beer, etc.

Let's Go To The Games
"Let's Go to the Games" is a live-five minute sports show with a unique contest idea blended into a bumbling double-header by sports experts. Let's go with Walt Kennedy and Vern Williams of the Pine Dish or Seven-Up, and by talking to listeners and intensifying sponsor identification. Winners get tickets to the games; listeners can earn chance to "get to those" they hear about on "Let's Go to the Games". Most talked about and listened to Yankee sports feature.

Availability: Live talent
Time Units: 10 minutes, 3 or 6 weekly

Audition Appeal: Entire family
Suggested for: Evening
Audition Productions: All types

Number of Artists: 2

Audition Facilities: Transcriptions


TOM MANNING
Cleveland sports fans thrill to the exciting voice of Tom (Red) Manning, Cleveland's first and only winner of the coveted Spalding Golden Trophy. Tom has covered the All Star baseball game, the Ohio State Football games and the Cleveland Barons' Hockey Games. Has a loyal following and predictions of things to come in the sports world.

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

Audition Appeal: Male, Entire family
Suggested for: Early Evening
Client Suitability: Tobacco, Chewing Gum, Candy, Beer, Clothing

Number of Artists: 1
Cost: On request

Audition Facilities: Transcriptions

Submitted by: WTAM, NBC Bldg., Cleveland 11, Ohio

Memory Lane Of Sports
Here's an ideal combination of sports and story telling all wrapped up into a sure-fire radio program. Sam Molin, the middlewest's top sports commentator, noted author, and KMBC's director of sports presents fascinating, untold sports stories of the past in ten minutes of down right good listening. Stories, steeped with sage and anecdotes, presented by that unique sportster, teller of yarns old and alike "Memory Lane" a program that appeals to the entire family.

Availability: Live talent
Time Units: 10 minutes, 1 weekly

Audition Appeal: Entire family
Suggested for: Evening

Client Suitability: All types

Number of Artists: 1
Cost: Upon request

Audition Facilities: Transcriptions

Submitted by: KMBC, 532 Chestnut, Kansas City 6, Missouri

Once Upon A Sports Time
A dramatic single-voice dramatization of nostalgic sports tales of yesterday—legends, heroes and unforgettable stories of such sportsmen as pigeon—sagas and intimate tales that make the history-books of sports talk at its best.

Suggested for: Entire family
Time Units: 5 minutes, 1 to 5 weekly

Audition Appeal: Entire family
Suggested for: Evening

Client Suitability: All types

Number of Artists: 1 (the story teller)
Audition Facilities: Transcriptions

Submitted by: Mac Davis, 1 Most Place, Brooklyn 15, N.Y.

One For The Books
Five-minute sports stories written and delivered by Sam Bolster in the Bolster network style—little-known facts about big shots in the world of sports. Each exciting episode is a dynamic script and a perfect presentation of a unique program with proved ability. No sales; no advertising. All programs recorded...can be used as 5-minute program or a feature picture variety program...or 3 stories grouped as 15-minute program.

Availability: E.T.
Time Units: 5 minutes, 3, 5, or 6 weekly

Audition Appeal: Male
Suggested for: Anytime

Number of Artists: 1
Cost: E.T.—Based on Population

Audition Facilities: Transcriptions

Submitted by: Frederick W. Zev Co., 1529 Madison Road, Cincinnati, Ohio

One I'll Never Forget
Jack Stevens, formerly sponsored by Phillips Beary Cigars over a 7-th network in "The Inside of Sports". Created this new transcription in 35 minute shows, 156 episodes over 17 stations. Stevens tells unusual and interesting stories about all the sports headlines, as well as sparkling stories with humor and drama. Shows were told to Stevens personally by sports headlines in every field of sports. Shows can be sold successfully by men's clothing, women's clothing, beer and ale, men's furniture, jewelers, gasoline and tire dealers, local stores, or national sports sponsorships or for national sports available markets. One sponsor has already seen upon. Jack Stevens recently won an Award for his program.

Availability: E.T.
Time Units: 5 minutes, 3 or 5 weekly

Audition Appeal: Male
Suggested for: Afternoon, Evening
Client Suitability: Any product to men

Number of Artists: 1
Cost: Based on stations, market

Audition Facilities: Transcriptions

Submitted by: Jasper-Gordon, 1190 Boylston Street, Boston, Mass.

Recaps And Rhythms
Title is indicative of program. It is based on baseball theme. Game listening. This program is broad cast Tuesday night baseball. Tie-in to sports picture.
SPORTS PROGRAMS

Salty Says

"Salty" Malliens (Frank) one of South Florida's best known Salt Water fishing and outdoors experts, reviews the events in those fields, reporting on catches in the area, giving hints on how to catch the big ones and keeping abreast of all problems involving Conservation of natural resources in the State.
Availability: Live talent
Time Units: 10 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Men's sporting apparel—Fishing tackle—Marine supplies
Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: WHK, 1311 Terminal Tower, Cleveland, Ohio, 13, Ohio

Sports Curious World

A unique feature presenting a minute of incredible facts from the world of sports, spurred on by a splashy-dramatic 2-minute spectacular story based on one of the strange facts told. An entertaining, informative and intriguing sports feature. Available: Live talent
Time Units: 5 minutes, 1 to 2 weekly
Audience Appeal: Entire family
Suggested for: Afternoon, Evening
Client Suitability: Sponsors serving a male and female audience
Number of Artists: 1 or more
Audition Facilities: Transcriptions
Submitted by: WHK, 1311 Terminal Tower, Cleveland, Ohio, 13, Ohio

Sportfolio

"Sportfolio," conducted by WHK's sports director Don Campbell, opens daily with a personalized view of sports events of the day followed by Sport Shorts, a factual report of the day's sports developments. The balance of the program consists of either a Sports Story, a Sportorial (Sports Editorial) or an interview with a prominent sports figure. The program is broken in the middle to represent the sponsor's message. Availability: Live talent
Time Units: 25 minutes, 15 minutes, 2 weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: All types
Cost: Net rate per episode: 70% of station's top hourly national time rate; minimum $4.00 net per episode
Audition Facilities: Transcriptions
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York, 20, N. Y.

Sports Star Special

A 15-minute interview and dramatization of personalities who are the "who's who" of the sports world. Each episode presents either a present-day idol, or a sports hero of the past whose names and activities still make news. Each episode dramatizes a new or little-known human interest story about the personality. A "Case-In" program, whereby the featured personality exchanges comments, at beginning and close of broadcast, with your own sports reporter or announcer. Availability: E. T.
Time Units: 26 units of 15 minutes, 1 or 2 weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: All types
Cost: Net rate per episode: 70% of station's top hourly national time rate; minimum $4.00 net per episode
Audition Facilities: Transcriptions
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York, 20, N. Y.

Sports Album

The sports album features Van Patrick with stories about the famous sports personalities of America, with a play by

RECORDING "open-end" transcriptions?
That's a man-sized job... better do it at UNIVERSAL IN CHICAGO
Sports Programs

play, on-the-spot recreation of the events that made these stars famous. In addition, Sports Album presents these stars in person. Program is seasonal in that it presents sports of all types throughout the year. Local carrier for current sports news.

Availability: E. T.
Time Units: Quarter hour, 1 to 5 weekly
Audience Appeal: Male
Suggested for: Afternoon, Evening
Client Suitability: Male products
Number of Artists: 1, plus guest
Cost Variable
Audition Facilities: Transcriptions
Submitted by: Radio Productions Inc., 317 Citizens Bldg., Cleveland, Ohio

Sports Fanfare
A series of 156 programs depicting in breathtaking eloquence those little dramas, those inside human-interest stories of the sports world that the score boards never reveal. You can, the story goes, featured on the show, have at his fingertips an endless supply of sports doings and his circle of intimate friends—sportsdom's greatest—supply much of his material.

Availability: E. T.
Time Units: 5-10 minutes, 1 to 5 weekly
Audience Appeal: Male
Suggested for: Sunday, Afternoon, Evening
Client Suitability: Men's clothing, beverages, cigarettes, sporting goods, sports, etc.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman Radio Productions, 19 E. 33rd Street, New York 22, N. Y.

Sports Gallery
Sports Gallery is a fast-moving early-evening sports report show with popular Eddie Gottlieb. A swift, but complete report of the latest in sports is followed by Gottlieb's keen analysis of the latest developments. Telling upon his own athletic background (Gottlieb starred in track and basketball at Tulane University), plus years of broadcasting sports events, Gottlieb sets up the sports situation and primes his listeners for the next Sports Gallery. Among timely interviews with sports leaders in case of Lew Worsham's visit to the Sports Gallery one week before winning the national open. Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening

Sports Final
"Sports Final" is a recap of the day's sports news plus night sports games and late sports flashes. Conducted by Charlie Zezah, WSFA sport director, the program is scheduled for 10:15 P.M., until time change in September, will probably be changed to 10:30 at that time. Charlie Zezah is rated by Bill Stem as one of the nation's top sports reporters and sports cases.

Availability: Live talent
Time Units: 15 minutes, up to seven weekly
Audience Appeal: Male
Client Suitability: Any client seeking male audience
Number of Artists: 1
Cost: Class "A" rate covers time and talent
Audition Facilities: Transcriptions
Submitted by: WSFA, P. O. Box 1031, Montgomery, Alabama

Sports Highlights
It is a round-up of national and local sports, prepared and presented by Robert L. ("Bob") Jones, sports editor of the station, and play-by-play announcer on all station sports, including hockey games of the Springfield Indians in season. "Sports Highlights" emphasizes sports stories from local newspapers and high school athletes, and the pro semi-pros, and amateur sports events occurring in the service area of the station. During the day with local newspapers, and published in print material in publication "Sports Highlights" won and held—more stature.

Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: The type of client well known for sponsorship of sports programs, game results, and such
Number of Artists: 1
Cost: Station time, plus talent fee plus AFRA announcer's fee, plus ASCAP license fee—against use of music at station.
Audition Facilities: Transcriptions
Submitted by: WTOP, 63 Clack Street, Springfield 5, Mass.

Sports Parade
Sports news, commentary, and interviews with players, coaches, officials prominent in college sports. The first 10 minutes of the program is aired on the network, the final five minutes carried locally in each college's news of local teams and their opponents. Carried on Friday evening, this program covers late news and predictions for Saturday games. Top interest to students.

Availability: Live talent
Time Units: 15 minutes, 1 weekly
Audience Appeal: College students
Suggested for: Evening
Number of Artists: 1 commentator, guests, local announcer
Audition Facilities: Transcriptions
Submitted by: Intercollegiate Broadcasting System, 507 Fifth Ave., New York 17, N. Y.

Sports Personalities
This show is a five minute show open on both ends. Each show is an individual human interest story on a sports personality. France Lau who conducts the show has had twenty years of broadcasting sports of all kinds including none world series and eight all star games over a national network. He has also broadcast basketball, hockey games and football over the network and in 1937 was awarded the sporting news trophy as the outstanding black player of the century.

Availability: E. T.
Time Units: 5 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon, Evening
Client Suitability: Beer, Oil Co., Sporting Goods Store, Men's Clothing, Soft Drinks, Tobacco, Shoes, Shaving Cream, Automobiles, etc.
Number of Artists: 1
Cost: Will be supplied upon request
Audition Facilities: Transcriptions
Submitted by: Sherman Productions, 334 Arcade Bldg., St. Louis, Missouri

Sports Quiz
This program appeals to all sports fans—male and female. It covers all angles of every sport. Employing one quizmaster plus 4 or 6 sports fans pre-selected from the listening area. All types of questions

Availability: Situation true and female specific responses. The tenor of the quiz is the specific sport for which the audience is intended. Participation indicates ability by pressing high-level button.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Male, Female—half hour
Suggested for: Afternoon, Evening
Client Suitability: Beverage or He
dy
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WTVT, Exchange Building, Steubenville, Ohio

Sports Review
Presented each evening from 7:30 to 7:45 P.M. a preceding network show—of all sports. A well known local sports personality is the visiting sports figure. Ball game ball in season, horse racing and, of course, of sports, with one good short story.

Availability: Live talent, E. T.
Time Units: 10 or 15 minutes, 5 weekly
Audience Appeal: Male
Suggested for: Evening
Client Suitability: Sporting Goods
wear—Allards—Beer

Number of Artists: 1
Cost: $10 or 15 minutes on station talent fee $1.00
Audition Facilities: Transcription
Submitted by: WCLG, 7 South St., Florence, S. C.

Sports Round-Up
A morning round-up of the outstanding previous day's and evening's events and a preview of the day's action. Allows a capsule look into the big last-minute important news developing along the entire sports front.

Availability: Live talent, E. T.
Time Units: 5 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Automatic, Telephone, Food

Number of Artists: 1
Audition Facilities: Transcriptions
Number of Artists: 1

Sports Theater Of TF
A dramatized show presenting sports stories on the lives and careers of legendary and famous heroes of sport. Each show is a half-hour human-interest drama. The songs, the legends and the heroes speak to the world of sports with an entertaining, dramatic show with everything—drama, music, humor, story or

For national or regional presentation

Availability: Live talent
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types wide audience
Number of Artists: About 4 with 1 to 24 characters
Audition Facilities: Transcriptions
Submitted by: Mac Davis, 1 Mo. Place, Brooklyn 15, N. Y.

Sports Whirl
A nightly recap of the day's news, world of sports—local and national. Will be on local networks and on the air in all local network, including high school basketball and football games, including Golf College of the year—divided by appropriate materials to fit programs as cutout. Sports activities, fast paced presentation.

Availability: Live talent, E. T.
Time Units: 15 minutes, 6 weekly

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Sportscopy By Brain

a radio sports page viewed from a personal perspective. Among Northwest fans, Foul Ball is widely known to be among the programs that can frequently be heard in the studio and at several game locations. The robust format, consisting of the program's best hits, provides a unique blend of sports coverage and entertainment. The commentary on the program is engaging, often incorporating personal anecdotes and insights that add to the listening experience.
FM PROGRAMMING PROSPECTS —
problems of new service

By Val Adams
Staff Writer, RADIO DAILY

It seems to have become fashionable to toss highly seasoned remarks at FM broadcasting because, as some of the tossers proclaim, the only imagination shown in program format is that which can be squeezed out of a musical recording. At the same time, however, AM radio has ordered up more turnables itself, to accommodate the platter spinner sweepstakes, and the FM people might well yell out, "Whose stealing whose stuff?" If the trend continues, some day a fellow may have to tune in on an AM station to hear a live program.

When FM first came along, a lot of propaganda popped up about revolutionizing the whole radio setup. Here was a new medium, the word buzzed convulsively, that would force revamping of radio's whole program structure. Talent would have to learn to talk all over again, a new technique was needed.

This was only one of the illusions. The other was that FM was synonymous with music. FM, with its high fidelity qualities and qualitative reproduction, meant that 100-million listeners would fall in love with Brahms, Bach and Beethoven. In opening the door FM, in some ways, seemed to hit itself right in the face, a common occurrence in any pioneering development.

As for future FM programming trends, well, what's good on AM will be good on FM. The latter's proponents say it will be much better. But from a program standpoint, if people want to hear Jack Benny they'll tune him in, no matter whether the program is on AM or FM. With the foreseeable total of 3,000 stations in operation throughout the country, combining both AM and FM, those stations can remain in business only so long as their programs pull listeners. This means that FM will inevitably throw away many of its phonograph records.

Already FM program fare is moving toward the lighter side and away from its ill-conceived innuendo with long hair music. Certainly some stations are going to specialize in the higher forms of musical composition but FM as an industry can't be built on it. And speaking of specialization, that's just what individual FMers are going to do, much more so than the AM branch of radio has ever done. When those 3,000 stations start clogging the air waves there will have to be a lot of gimmicks if they all stay in business. Also, the many new-comers to radio, through FM, presented a wide range of backgrounds and some program structures are going to be built on pretty personal reasons or preconceived policies.

For the good of the FM progress, it is a nice healthy sign that some already in the business grant that additional program know-how is needed. Larry Carl, program manager for WASH, Washington, a station which feeds live programs to the Continental FM network, is one who admits this, saying that FM needs men with program experience. And he adds, "men who're not necessarily hog-tied by program tradition but who on the other hand can tell a bad program idea from a good one."

Despite the general impression that the human voice is yet to be heard live over an FM station, many outlets around the country do mix their platters with real flesh and blood at certain intervals. Enough of it is going on to definitely show that FM is living. On an industry wide basis the percentage of live talent FM against recorded programs might be so small as to seem significant but that's the way any baby looks to its father until the bills for baby shoes start coming in.

Another one of the most healthy signs for FM is the number of little networks springing up in various regions. In the east the Continental network with 23 stations participating. Some of these live programs fed the web weekly from Washington include the Army Air Force band, direct from Bolling Field, the U.S. Navy band and a pickup from the famed King Cole Room.

If small regional FM webs keep cropping up, it is a cinch that coast-to-coast links will ensue, even without thinking about it. And, of course, the future will show the wisdom of our earlier thoughts about FM's possibilities.

Some say FM will be just like money in the bank to advertisers. It's being talked about that since you can sign up an FM coast-to-coast network without lines, each station沿 the program to another by direct broadcast, FM-sponsors and agencies save money and development policies. Another recent occurrence in FM have been items in the press revealing that natio nal advertisers are now placing ads with the new medium. Aside from receiving sets, the FM broadcaster has been waiting for is that great American radio humanitarian, the advertiser.

It is not easy to discuss future FM trends, since the subject is so far-fetched that there is no real foundation for the matter, without first separating some of the constants. First of all, there are two general types of FM broad casting. One is exclusively that and the other is also an AM operator, it must be admitted that fundamentally the two are not the same. In the former, the station operates full time on the same frequency over a full time channel some afternoon. In discussing FM, these are the things to consider.

What ever the delay in bringing FM into full bloom, in ways it is coincidental with the television turmoil. Birth is yet both seem to be too similar to pass over lightly. The entertainment value of FM and video programs today is said to be equal. To improve program structure, however, they both need sponsors and that requires listeners. In order to get listeners must be available and the few manufactured so far are expensive for the most famous of all Americans, the common man. All these problems apply to both television and FM, not entire FCC and frequency channels.

One thing you can bank on—positively. When those different stations start scrambling the air waves, there's going to be a chance to try out every and any program idea that we dreamed up or ever will be.
The Baker Boy

day the Baker Boy visits a different store where his sponsor's ads are sold, and interviews the customers at that store, sticking to the tab on "interviews" justices. The interiors are written daily and broad- casted the following day. "Baker Boy" is an advance as to where the Baker Boy will appear the next day.

Availability: Live talent
Time: 15 minutes, 5 weekly
Source: Voice, Female
Suggested for: Afternoon
Client Suitability: Home, Women, Clothes, Cosmetics, Sun tan oils, etc.
Number of Artists: 1
Audition Facilities: Will pipe live talent
Submitted by: WFBG, WFPQ (St. Paul, Minneap., Mn.

Breakfast On Nob Hill

Audience participation from Fairmont Hotel, San Francisco, featuring Lee Givens and Ruby Hunter. Fast-moving breakfast broadcast appealing to all listeners, especially women. Caters to invitation to all groups and organizations for participation. Prizes range from boxes of candy to country plane trips and vacations to resorts, etc. Produced by Sid Sidley.

Availability: E. T.
Time: 30 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Food, liquor, transportation, all types for large audience
Number of Artists: two and one announcer
Cost: option
Audition Facilities: Transcriptions; Will pipe live talent, if local
Submitted by: KSFO, Mark Hopkins Hotel, San Francisco 6

Candid Microphone

The Candid Microphone presents people as they are. As the candid camera catches people off guard and reveals them in an unposed photograph, so the candid microphone catches people off guard in casual interviews, with humor and seriousness. The candid microphone representatives will talk to people in all walks of life and will discuss all kinds of subjects with people who have no knowledge whatever that they are being interviewed for the air.

Availability: Live talent
Time: 30 minutes, three weekly
Audience Appeal: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions

Curbstone Conundrum

Alan Baline chats with the man and woman on the street about topics of current interest, local, regional, or national.

Availability: Live talent
Time: 15 minutes, three weekly
Audience Appeal: Entire family
Client Suitability: Especially good for consumer products, particular food, etc.
Number of Artists: one plus assistant
Audition Facilities: Transcriptions
Submitted by: WABE, 8th and Cumberland St., Lebanon, Pa.

John Doe Jr.

A Saturday half-hour which has been developed to provide a constructive picture of the teen-age, his activities, hobbies, ambitions. The program is presented as a Red Feather Service of the Community Chest.

Availability: Live talent
Time: 30 minutes, three weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: One plus the participants being interviewed
Audition Facilities: Transcriptions
Submitted by: WRNR, 33 North High Street, Columbus 15, Ohio

CAREERS IN THE MAKING

Each week during school term, seven or five students from a senior or junior high school in Des Moines, interview a leader in a particular field of interest. Produced under the direction of Tom Lewis, suggested questions to be used on the broadcast are submitted in advance. Topics discussed range from Medicine to Trucking. Unusual interest for the series has been demonstrated by educators, parents as well as the actual participants.

Availability: Live talent
Time: 15 minutes, three weekly
Audience Appeal: Entire family
Client Suitability: Especially good for consumer products, particular food, etc.
Suggested for: Afternoon
Audition Facilities: Transcriptions
Submitted by: KSO, 10th and Grand, Des Moines 9, Iowa

WEBBER RADIO PROGRAMS

Programs That Build Audiences

Youth Courageous

South Courageous programs are based on stories of courage taken from books, radio, and current events of the present day. The program is complete itself and in approximately 15 minutes in length. The stories are not those of great heroes, but of those who gain a lifetime of achievement, success, and character.

Time: 15 minutes, 3 weekly
Source: Voice, Female
Suggested for: Sunday Evening
Client Suitability: Home, Women, Clothes, Cosmetics, Sun tan oils, etc.
Number of Artists: Entertainer; Five to ten
Audition Facilities: Transcriptions

Submitted by: WEBBER Radio Programs, 401 Shops Building, Des Moines, Ia.

The Adventures of Jane Arden

Jane Arden is the well-known comic strip character featured in more than 100 daily and Sunday newspapers. The radio program, like Jane Arden, stands on its own legs and the successful use of the Jane Arden radio program is not dependent upon the comic strip being carried in a newspaper. Jane Arden Radio program consists of 120 programs developed from ten separate stories and incidents. A variety of merchandise helps are available including commercials by Jane Arden.

Time: 15 minutes, 3 weekly
Suggested for: Afternoon
Client Suitability: Home, Women, Clothes, Cosmetics, Sun tan oils, etc.
Number of Artists: Entertainer; 5
Audition Facilities: Transcriptions

Submitted by: WEBBER Radio Programs, 401 Shops Building, Des Moines, Ia.

Toby and Suey

Toby and Suey is an up-to-date series of fifteen-minute programs—26 episodes now transcribed. The program has been carried for two years in live talent form on six Midwest radio stations and has been placed in approximately thirty markets in transcribed form. It has an outstanding record of success based upon ability to build an audience and achieve significant sales results.

Time: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Afternoon or evening
Client Suitability: Home, Women, Clothes, Cosmetics, Sun tan oils, etc.
Number of Artists: Entertainer; 5
Audition Facilities: Transcriptions

Submitted by: WEBBER Radio Programs, 401 Shops Building, Des Moines, Ia.

WEBBER RADIO PROGRAMS

3 MINUTES $1

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KMO's Man On The Street
is a typical Man on the Street pro-
gram... 12:30 to 12:45 daily, from the
crossroads of downtown Tacoma, Wash-
ington. Man on the Street is Arnold
Bennu armed with a cheerful approach
to passers-by... and a 9th sense of
hunger. Is the only Man on the Street
Show in Tacoma... has successfully
touted Coffee... Gasoline... Men's
Chats.

Client Suitability: Most any kind
Number of Artists: 1
Audition Facilities: Transcriptions
Submissions by: ICM, 914 Broadway,
Tacoma 7, Washington

Aboard The Panama
New Orleans' most prominent train, the
Panama Limited, and New Orleans' most
interesting interview on Aboard the Pan-
amo. New interests and new businesses
discovered in informal questioning of the
passengers. More people have come to this
deluxe train from New Orleans to Chi-
icago, Gay Bosto, paused, experienced
announcer, keeps answers coming fast
and humorously on Aboard the Panama.
Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Most all clients.
Number of Artists: 1
Audition Facilities: Transcriptions
Submissions by: WDSU, Monteleone Hotel,
New Orleans, la.

A. L. Alexander's Mediation Board
When people from all walks of life
find their problems have become too
knotty and complex for ordinary solu-
tion by themselves, they invariably turn
to A. L. Alexander's Mediation Board.
Interviews, in complete confidence, have
offered the privilege of submitting prob-
lems and disagreements to a board of
distinguished persons, in most cases ex-
perienced in the business. Alexander recog-
nizes that the board's decisions are not binding,
the disputing parties in many cases agree
among themselves to abide by the verdict.
Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Male, Female
Suggested for: Evening
Client Suitability: Family consumed
problems
Number of Artists: MC and Participants
Audition Facilities: Transcriptions
Submissions by: Mutual Broadcasting Sys-
tem, 1440 Broadway, New York 18, N. Y.

Heart's Desire
Many people have a "heart's desire" —
something they have wanted and genu-
inely needed for a long time. The pro-
gram tells of dreams and screen scenes
planned for just such people. Recipients of Heart's
Desire awards are selected on the sin-
certainty of their letters to Master of Cer-
enessy. A list of winners can be found, as
excitement of wins to the winning letters on
the air.
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Product bought by
women
Number of Artists: MC and Participants
Audition Facilities: Transcriptions: Will
pipe live talent
Submissions by: Mutual Broadcasting Sys-
tem, 1440 Broadway, New York 18, N. Y.

Honeymoon In New York
Ed Herlihy, the master of ceremonies,
interviews an engaged couple, an early
morning couple, and a honeymoon couple
to elicit their stories and present them
with useful gifts. Live Young ages.
Availability: Live talent
Time Units: 30 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Transmissions: Will
pipe live talent
Submissions by: National Broadcasting Com-
pany, 3 Rockefeller Plaza, New York 20, N. Y.

Knock Knock
Announcer calls on three housewives
during early part of day. Interviews housewife in own home via wire record-
ing. Questions regarding family, home, home, hobbies, recipes, etc. Recordings
used on same day. Each recording pro-
cedure by announcer and finder of address
of respondent. Then he is heard knocking
on front door—thence, the title of pro-
spective built up by mention-Announcer will visit the following
day.
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Any home product. Ideal
for the home.
Number of Actors: 1
Audition Facilities: Transmissions
Submissions by: KFPC, P. O. Box 880, Mus-
catine, Iowa

Luncheon At Sardi's
Every Monday through Saturday Bill
Slater, armed with a harness mike,
interviews a guest through a host of celeb-
rities at the famous Sardi's restaurant,
just off Broadway. The guest is a woman
luncheon hostess who has written Bil a letter tell-
ing why she would enjoy a luncheon at Sardi's.
Bill and his guest sipper from table to table to interviews and
informal talk with star and screen scene pro-
ducers, authors, and other luminaries.
The program is a made-to-order vehicle
for commercials. Morrow Lewis is the
producer.
Availability: Live talent
Time Units: half hour, 6 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: All clients.
Costs: upon request
Audition with Transcriptions
Submissions by: WOR, 1440 Broadway,
New York 18, N. Y.

May We Help You
Program is a new twist on Man on the
Street type show. People in need of hard-
to-get items are interviewed. Listeners
call in offering these items during the
broadcast. Program eventually succeeded in
finding hard-to-get apartments: also mer-
bants cooperated by letting us know when
they had such items as slopeters,
refrigerators, Jello, etc. Program has been
attracting large crowds on the street and
has brought many compliments for the
service rendered by the station.
Availability: Live talent
Time Units: 15 minutes, 4 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Not limited
Number of Actors: 2
Audition Facilities: Transcriptions
Submissions by: WJZ, Franklin Court, Hager-
stown, Maryland

Meet Your Neighbor
Program originates as remote in downtown
area section of city. Highlight is interview of
couple moved couple into city within
past few months, bringing out their
good habits, new. Previous, how happened to come to Muscal-
tine, and how they like it in new home.
Great interest in getting reactions of
newcomers to city. Builds up town fine
public service.
Availability: Live talent
Time Units: Fifteen minutes, one weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: New products to be
used in home
Number of Actors: 1
Audition Facilities: Transcriptions
Submissions by: KFPC, P. O. Box 880, Mus-
catine, Iowa

Mr And Mrs. Music
Popular singer, Bea Wain and an
accomplished husband, Andy Bernice shut-
ter the plates in New York's most unusual
husband and wife record session. WMCA's
show also includes intimate sessions
by Bea herself, interviews with guest
stars, the day's hit tunes, and smooth
audience-winning contests. Informal dis-
count has been widely damaging to
fairly effective. Extensive merchandising
cooperation. Musicland's top personalities
for the cost of spot radio! 12 Noon to
5:00, 3:00 to 8:00, Monday through
Saturday about September 19th.
Availability: Live talent
Time Units: 10 and 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Morning; Afternoon
Client Suitability: General—local or na-
tional
Number of Artists: Two
Costs: Radio rate
Audition Facilities: Transcriptions
Submissions by: WMCA, 1557 Broadway,
New York City 19, N. Y.

Nelson's Hospital Hour
This program originates from the local
hospital each Sunday. During the course of
the 23 minutes, patients are interviewed
at their bedside. Music used during the program originate from the ste-
mains. The program affords pleasure to those confined to
the hospital and makes interesting
listening for those who listen at home.
Availability: Live talent
Time Units: 25 minutes, one weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Most any is suitable
except a beer account
Number of Artists: One or two interviewers
Costs: $2.00 net
Audition Facilities: Transcriptions
Submissions by: WCED, DaBox, Pa.

Quad-City Cruise
"Skipper" Benne Alter cruises to Quad-Cities each day and wire;
with listeners with people's
walks of life for spot report. Typical
tourist's day's program includes
traffic police, ladies handbags
_and shopping trip through wooden shor-
tory.
Availability: E. T.
Time Units: Fifteen minutes, five weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any
Number of Artists: One
Audition Facilities: Transcriptions
Submissions by: WHMP, Rock Island, 11

Luncheon At Sardi's
Each day Bil Slater, well known
waiter, interviews 8 prominent
people from all walks of life while lunching at New York's Sardi's restaur-
ant. Each great name is Mrs. Eleanor Roosevelt, John Roy-
on, Roy Rogers, Charlie Hall, etc.
Thence, a variety of regulars, auth-
ors, statesmen, theatricals, radio-
screen personalities appear on the
menu. Specials available on transcrip-
tion. Only big social sponsorship show available open-
er sessions.
Availability: E. T.
Time Units: 30 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Suggested for: 14 or more
Costs: Depend upon market per spot
Audition Facilities: Transcriptions
Submissions by: Korn-Ravendach Produc-
tions, 6 22nd St, New York 22, N. Y.

Reunion
All the drama of meeting after
dispersion is packed into this new
program idea. Here is actual "real life"
relatives, friends, heroes— meeting
dreams of which have long
been hoped, but which could not be
consummated. With Milo Boulis a ter-
ner of ceremonies, the program
meets the dreams of our lives, and
brings together all kinds of people and highlighting all this
situations. Audi-
Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types
Number of Artists: MC—Parody
Audition Facilities: Transcriptions
Submissions by: Mutual Broadcast-
tion, 1440 Broadway, New York 18, N. Y.

Such Interesting People
Public interest interview program
senting a news-worthy guest weekly
from the areas of business, sports, politics, etc. Past
Colorado University, 
Economist Leo Chene, Colorado
or Leo W. Kansas, Babe Didk-
chin, Pat Co- 
Over Puslhe, guest speakers are a
working newspaper men, radio net-
works and press associations from
Denver area.

www.americanradiohistory.com
The Sky Club

Every evening, rain or shine, Jack Lucy and portable microphone go to the Amos Terminal Building and seek out interesting personalities for this fifteen minute on-the-spot show. Originating at the old and new departure stations for all motor lines operating in New York, the Sky Club is more than a man-in-the-street show. Youngsters who are making their first trip, visitors from foreign lands, business men, hams, drams...make the Sky Club an exciting well-rounded show.

Availability: Live talent
• Host: Jack Lucy
• Time: Fifteen minutes, 11 weekly
• Suitability: Entire family
• Recommended for: Morning, Afternoon

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: One

Audition Facilities: Transcriptions

Submitted by: WMBO, 141 Geneseo Street, Auburn, New York

What's Worrying You?

As a qualified psychiatrist, Dr. Fred. Roden appeals in simple terms the mental quirks and worries presented to him by Adeline Mame. She obtains her case histories by social interviews of the day. The program is patterned to sound like a conversational but is carefully written in advance so as to give only correct advice. It combines human interest and emotion with medical authority.

Availability: Live talent
• Time: Fifteen minutes, Once weekly
• Audience Appeal: Entire family
• Recommended for: Evening

Client Suitability: General

Number of Artists: Two

Cost: Available

Audition Facilities: Will pipe live talent

Submitted by: Frederic Damrou, M.D.
247 Park Avenue, New York 17, N. Y.

White Wichita Sleeps

We use our wire recorder and one of our best ad lib artists and send him out the night before we rebroadcast the tape to various sorts of tradespeople who work while the rest of the town sleeps (hence the name of the program). You will eventually cover the bakeries, the depots, the railroad office, the bus garage, the streets cleaning department, airport, or any place to find a light on at night which might think interesting as a story to our listeners.

Availability: Live talent
• Time: Fifteen minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Insurance client

Number of Artists: One announcer and engineer

Cost: Available

Audition Facilities: Transcriptions

Submitted by: KANS, 1015 N. Broadway, Wichita, Kansas

You Can Keep Young

Now in its second year as a saturday night in New York City. Dr. Frederic Damrou and Adeline Mamey tell how to hold the march of time. An authoritative program of practical and scientifically correct information aimed at listeners who don't want to grow old. It presents authentic secrets of relevancy which can be applied in daily life, told in simple and conversational style.

Availability: Live talent
• Time: Fifteen minutes, Once weekly

Audience Appeal: Mixed; Female (over 25)

Recommended for: Evening

Client Suitability: General

Number of Artists: Two

Cost: Available

Audition Facilities: Transcriptions

Submitted by: Frederic Damrou, M.D.
247 Park Avenue, New York 17, N. Y.

The Sky Club

Every evening, rain or shine, Jack Lucy and portable microphone go to the Amos Terminal Building and seek out interesting personalities for this fifteen minute interview show. Originating at the old and new departure stations for all motor lines operating in New York, the Sky Club is more than a man-in-the-street show. Youngsters who are making their first trip, visitors from foreign lands, business men, hams, drams...make the Sky Club an exciting well-rounded show.

Availability: Live talent
• Host: Jack Lucy
• Time: Fifteen minutes, 11 weekly
• Suitability: Entire family
• Recommended for: Morning, Afternoon

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: One

Audition Facilities: Transcriptions

Submitted by: WMBO, 141 Geneseo Street, Auburn, New York

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Availability: Live talent
• Time: Fifteen minutes, Once weekly
• Audience Appeal: Entire family
• Recommended for: Evening

Client Suitability: General

Number of Artists: Two

Cost: Available

Audition Facilities: Will pipe live talent

Submitted by: Frederic Damrou, M.D.
247 Park Avenue, New York 17, N. Y.

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We use our wire recorder and one of our best ad lib artists and send him out the night before we rebroadcast the tape to various sorts of tradespeople who work while the rest of the town sleeps (hence the name of the program). You will eventually cover the bakeries, the depots, the railroad office, the bus garage, the streets cleaning department, airport, or any place to find a light on at night which might think interesting as a story to our listeners.

Availability: Live talent
• Time: Fifteen minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Insurance client

Number of Artists: One announcer and engineer

Cost: Available

Audition Facilities: Transcriptions

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Availability: Live talent
• Time: Fifteen minutes, Once weekly

Audience Appeal: Mixed; Female (over 25)

Recommended for: Evening

Client Suitability: General

Number of Artists: Two

Cost: Available

Audition Facilities: Transcriptions

Submitted by: Frederic Damrou, M.D.
247 Park Avenue, New York 17, N. Y.

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Availability: Live talent
• Host: Jack Lucy
• Time: Fifteen minutes, 11 weekly
• Suitability: Entire family
• Recommended for: Morning, Afternoon

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: General

Number of Artists: One

Audition Facilities: Transcriptions

Submitted by: WMBO, 141 Geneseo Street, Auburn, New York

What's Worrying You?

As a qualified psychiatrist, Dr. Fred. Roden appeals in simple terms the mental quirks and worries presented to him by Adeline Mame. She obtains her case histories by social interviews of the day. The program is patterned to sound like a conversational but is carefully written in advance so as to give only correct advice. It combines human interest and emotion with medical authority.

Availability: Live talent
• Time: Fifteen minutes, Once weekly
• Audience Appeal: Entire family
• Recommended for: Evening

Client Suitability: General

Number of Artists: Two

Cost: Available

Audition Facilities: Will pipe live talent

Submitted by: Frederic Damrou, M.D.
247 Park Avenue, New York 17, N. Y.

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Availability: Live talent
• Time: Fifteen minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Insurance client

Number of Artists: One announcer and engineer

Cost: Available

Audition Facilities: Transcriptions

Submitted by: KANS, 1015 N. Broadway, Wichita, Kansas

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Availability: Live talent
• Time: Fifteen minutes, Once weekly

Audience Appeal: Mixed; Female (over 25)

Recommended for: Evening

Client Suitability: General

Number of Artists: Two

Cost: Available

Audition Facilities: Transcriptions

Submitted by: Frederic Damrou, M.D.
247 Park Avenue, New York 17, N. Y.
**1947 Varieties Programs**

**A Man And His Music**

Each week—life of a different composer is narrated for dramatic listeners. As program progresses, composer's outstanding works are woven into the script. Sound effects and musical bridges.

Audition Time: Live 20 minutes, 1 weekly

**Audition Facilities:** Transcriptions

Submitted by: WGH, 500 Fortlock Blvd, Norfolk, Va.

**American Opportunity!**

The dramatic, interesting story of a famous American told in narrative form with the segmentation of the episodes tied into the lives of the principal and sub-plots of each story or to the stories discussed. Emphasis is placed on the use of each subject of the opportunities that are unique to American or American talent worked to increase opportunity for all Americans. Recent figures in history, contemporary national figures, and well-known local figures are selected as subjects.

**Availability:** Live talent; E.T.

Time Units: 30 minutes, 1 weekly

**Audience Appeal:** Entire family

Suggested for: Afternoon; Evening

Client Suitability: Designed as good-will program for manufacturing firms.

Number of Artists: 1

**Audition Facilities:** Transcriptions

Submitted by: WRNR, Warren, Ohio

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**At Your Service**

This program is to entertain as well as give helpful information. Each program is composed of a popular song, a book review, a household suggestion, style notes for women, and a thought for the day. Household hints are solicited from listeners and daily prizes are awarded. Bob Neller handles the show. Ask for it daily.

**Availability:** Live talent; E.T.

Time Units: 15 minutes, 5 weekly

**Audition Facilities:** Transcriptions

Suggested for: Morning; Female

Client Suitability: Furniture stores, laundry concerns, department stores

Number of Artists: 2

**Audition Facilities:** Transcriptions

Submitted by: WSPB, Sarasota, Florida

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**Audition Time**

For years each Wednesday has been audition day at WWHO. Singers, actors, announcers, imitators have all flocked to the station for an audition. Now, the station selects the best of the applicants each week and they are presented on the air in **Audition Time**. Wednesdays at 4:15 p.m. Radio listeners are advised that the variety of talent comes to WWHO for an audition, and the listeners are asked to act as an audition board and select various entertainers worthy of being heard on the air. The program is not limited to listeners whose acts will be given more air time.

**Availability:** Live talent

Time Units: 15 minutes, 1 weekly

**Audience Appeal:** Entire family

Suggested for: Afternoon; evening

**Client Suitability:** Any product that wants to capitalize on giving new talent a break. This is not necessarily amateur talent.

Number of Artists: Varies

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**Baker’s Spotlight**

An entertaining script show featuring all of the things, transcribed one-minute commercial spots, and the midwest’s biggest popular personality, Dick “Two-Tom” Baker. A 15-minute soap opera format, with presentation of spot announcements—not as interruptions, but as intrinsic parts of each story, lively, laughable and “different.” Two-hour series—spots with characters all their own, spots that build-up rather than break-up a program. It is commercial but entertainment.

**Availability:** Live talent

Time Units: 15 minutes, 6 weekly

**Audience Appeal:** Entire family

Suggested for: Morning; afternoon

**Client Suitability:** Any spot buyer

Number of Artists: 2

**Audition Facilities:** Transcriptions

Submitted by: WQN, 441 N. Michigan Ave, Chicago 11, Ill.

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**The Bandbox**

The Bandbox consists of name bands and name vocalists performing leading popular music. The general appeal of the program is also enhanced by the presence of Jim Ameche as emcee and “name” comedians to be used throughout the program. Each program will star a different “name” band, a different “name” comedian and two different “name” vocalists. In this fashion, we will achieve variety and distinction since each band has its own unique style. Such “name” vocalists as Nelson, Jerry Cooper, and others will appear and will at times have the use of a choral background. Also appearing will be such guest comedians as Benny Goodman, Peter Donald, Jan Murray and others.

**Availability:** Live talent; E.T.

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

**Audience Appeal:** Entire family

Suggested for: Afternoon; Evening

**Number of Artists:** 24 (minimum)

**Audition Facilities:** Transcriptions

Submitted by: Kermit-Raymond Radio Productions, 11 East 52nd Street, New York 22, N.Y.

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**Barnyard Jambores**


**Availability:** Live talent; E.T.

Time Units: 30 minutes, 1 weekly

**Audition Facilities:** Transcriptions

Suggested for: Morning, Afternoon, Evening

**Quality Assured:** Any type

Number of Artists: 15

Cost: Based on station rate card

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**The Bedelia Show**

A variety program featuring Shirley Reid, the most unusual female ventriloquist and her Magic Doll, "Bedelia." In Bedelia's, Miss Reid has developed a most lovable character with unbelievable life and personality. Shirley Reid has been the screen voice of Minnie Mouse. Bedelia has appeared on radio and television with the likes of Bing Crosby, etc. Bedelia is one of the finest and most popular of the well-known radio characters. "The Bedelia Show," with Bill Melny, band, songs and announcer, is one of the top programs on local March shows.

**Availability:** Live talent

Time Units: 30 minutes, 1 weekly

**Audience Appeal:** Family

Suggested for: Saturday afternoon

**Client Suitability:** All types

**Number of Artists:** 1 and 2

**Audition Facilities:** Will pipe live talent

Submitted by: Green Association, 360 N. Michigan, Chicago 1, Ill.

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**The Bill Gwinn Show**

Bill Gwinn, Mutual's genial emcee, rings the bell again with this high-powered entertainment show starring young singing stars Merv Griffin and the music of Lyle Bardo's orchestra from Mutual's San Francisco studios. This program is easy listening and fun for the whole family.

**Availability:** Live talent

Time Units: 30 minutes, up to 5 weekly

**Audience Appeal:** Entire family

Suggested for: Morning; Afternoon

**Client Suitability:** Any

Number of Artists: 4 and orchestra

**Audition Facilities:** Transcriptions


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**Biography**

A half-hour dramatic musical depicting the life story of stars of stage, screen and radio—by the different guest stars each week portraying their own role. Top writers, producers and director with special musical treatment of 30 piece orchestra under the direction of Morris Stoll, 1947 Motion Picture Academy Award winner—A weekly radio entertainment treat comparable to the Telenews.

**Availability:** Live talent

Time Units: 30 minutes, 1 weekly

**Audition Facilities:** Transcriptions

Suggested for: Entire family

**Client Suitability:** General

**Number of Artists:** Approximately forty

Cost: Stars of Stage, Screen and Radio supported by AFRA members

**Audition Facilities:** Painted presentation


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**Club 580**

"Club 580" features a daily 55 minute music rendition of music for the juvenile, teen-agers, and family with light and music—always participation stunts, inter-stations and contests. Membership cards given, mail with crest, Club of the pictures, etc. 11 member current figures. Show at CKY Radio Theatre to daily ence of 300.

**Availability:** Live talent; E.T.

Time Units: 55 minutes, daily

**Available Saturdays**

**Audience Appeal:** Juvenile and Teen-Age

**Client Suitability:** Any cater cater teen-age sales and good-will

**Number of Artists:** Twenty and more

**Cost:** Wire, phone or for cost information

Submit Audition Facilities Transcriptions

Submitted by:CKEY, 444 University road, Toronto, Ontario, Canada

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**Coffee Club**

This program broadcast daily from Calteria, large local eatery. Entire music set from Glenn Miller, swing, jazz, big bands, coffee and doughnuts. Cost: Enter the audience there, and the audience is paid. This attraction is rewarded by guests. Some difference in the way of stunts each day.

**Availability:** Live talent

Time Units: 30 minutes, sold as 30 weekly

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**What's The Weather**

Primarily designed to give the West Coast audiences a complete picture of daily weather conditions. The program includes an excellent weather map, information, but also contains (live talent) daily cash prizes for correct predictions and audience participation. Studio audience daily valuable to both urban and rural areas in much as weather plays a big role in the weather market.

**Availability:** Live talent

Time Units: 30 minutes, 6 weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: General

**Cost:** Cash

**Number of Artists:** 7 (musicians)

**Cost:** 40.00 per program

Submit Audition Facilities Transcriptions

Submitted by: KFYR, 200th Fourth Bismarck, North Dakota
College Town, U.S.A.

program originates from imaginary "Place" in College Town, U.S.A. around the corner and down a block from the college campus. Main character is Joe and Betty. "The Co-Eds" work with loose plot, bring in varied Colleges, Songs, sayings, fashions and of U.S. College. Each week they invite a college of the U.S.A., with Mr. Matter, and a local "College Kid" who will model the day's fashions. Runs parallel to school sessions. September to June.

librability: Live talent, E. T.

Time: 15 minutes, 2 weekly

fierce Appeal: Entire family

guest: from Evening

Suitability: Clothing stores, soft drink manufacturer.

Number of Artists: Between 8 and 10

$40

Facilities: Transmissions

mitten by: WTRV, 92 Fourth Street, New York

Family Party

is a Saturday noontime show, designed before a live audience in It's Radio Theater. The hour-long use wraps up all the most popular segments heard at the station throughout the week, including such regional favorites Tom Owen's Cowtown, Dad and the s, Uncle Elmer, Damsel Jolts, etc. A striking act played by WMT announcer, Bob Leister. Show is sold in inter-hour segments to non-competing programs.

librability: Live talent.

e: Units: (minutes, 1 weekly

fierce Appeal: Entire family

suggested: for: Saturday afternoon

Suitability: Preferably product that appeals to farm audience.

Number of Artists: Approximately 25

Facilities: Transmissions, will tape live talent

mitten by: WMT, Paramount Plaza, Oriental Theater

Fun Time

all hour show in local theater. Kid using juvenile talent. (Age 4 to 12) known as Clancy Bowfie for lel. Show consists of songs, contests, activities. Prizes for every contest. Thematic features are Peanut Rollins, Sma and Purr, Rebel, Talent Show (competing for prizes bicycles, radios, etc) Bubble Gum Game. Additional local events, musicals, singing cowboys, local acts, skits, skits, choruses, etc. "Baby Buss" is called the most kid, action and humor. Appeal is to kids. Movie after show.

Time: 1 hour, 1 weekly

fierce Appeal: Junior. Do

guest: from Morning

Suitability: All

Holidays Inn

A daily audience participation show complete with studio audience, announcers, music, and songs. The audience participates in the show. Audiences consist primarily of vacation organizations. Participation is available on participation basis in approximate 15-minute blocks.

librability: Live talent, E. T.

Time: 30 minutes, 5 daily

fierce Appeal: Entire family

Suggested: for: Evening

Suitability: General

Number of Artists: 50

Submissions: by: W. M. Ellsworth, 75 E. 54th Drive, Chicago 2, Ill.

Home On The Range

Western musical with humorous script built around a ranch idea with owner as Emcee. Male quintet and tenor, supported by the chorus. The show has been on the air for 2 years, and has average ratings of 15.0.

librability: Live talent, E. T.

Time: 30 minutes, 2 weekly

fierce Appeal: Entire family

Suggested: for: Evening

Suitability: Household products.

Number of Artists: 11

Audition Facilities: Will pipe live talent

Submissions: by: WSRF, 273 Street Street, Toronto, Canada.

WSRS Spotlight

This is a variety program of music, comedy, news, interviews and commercials. A full-time radio station.

Time: 60 minutes, 1 weekly

fierce Appeal: Entire family

Suitability: All

Number of Artists: Staff and participants from audience.

Submissions: by: WRSR, 2215 3rd Street, Cleveland Heights, Ohio

VARIETY

It Pays To Advertise

Recruit the talent of advertising agency people for your show. A successful program can use any, or all, of the following suggestions. Main characters are account executive and copywriter who do commercials. Character must be presented with a high degree of comedy. The program can be a dramatic, musical, or anything else.

Number of Artists: Average 6 and music

Audition Facilities: Transmissions


Junior Junction

This is a fast-moving variety show with all the charm and sparkle of youth and their outstanding abilities. Dick York is the M.C., and the entire cast of 22 pieces is conducted by Mary Hartline, 18, who is not only a musician, but also a successful photographer.

Number of Artists: 20 or more.

Audition Facilities: Transmissions

Submitted by: American Broadcasting Co., 33 Rockefeller Plaza, New York 20, N. Y.

The Kiddies Show

Uncle Jerry holds forth with a group of talented youngsters, introducing and sending them into their selections. Members of studio audience are interviewed. For Dish has been started. Junior announcements are given copy to read. Companions in Singing and Specialized Storytellers: rhymes and stories to children, aged 6 to 12. It is. Winners chosen by mail vote—every 9th week complaints are again solicited. Westerners on center stage.

Time: 30 minutes, 1 weekly

Suitability: Entire family

Audition Facilities: Transmissions

Submitted by: WLR, 1102 Millin Street, Loveland, Penn.

KIMA Musical Clock

KIMA goes on the air 1 hour back as an any other station heard in Central Washington. And during that hour, Barry Walkman, chief writer-up for Yonder Valley hold forth with line variety show

www.americanradiohistory.com

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VARIETY

3-5 a.m. with all types music, weather forecast, late news, sports results and farm news.

Availability: Live talent, E. T.
Time Units: 15, 30 or 60 minutes, 6 weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Farm, equipment, feed and grain dealers, or anyone else wanting to appeal to a wealthy farm family.

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: KIMA, Box 702, Yakima, Washington

The King's Jesters Show

The King's Jesters, top network, recording and stage stars, have developed a brand new 15-minute, walk-in radio specialty. Featured with the King's Jesters are other network favorites — Walter Patterson, singing M.C. and George Barnes, Crown Prince of the show, who do much for the direction of Jack Faschudio, Series offers side deal—"Individual Sponsor Spots"—The King's Jesters singing 33 1/3rd spot for any sponsor.

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

Audience Appeal: Entire family
Suggested for: Morning, Afternoon, Evening, Late Evening
Client Suitability: Anyone who can stand to be kidded.
Number of Artists: 2 men—1 girl, 1

My Lucky Break

"My Lucky Break" is a half hour live radio program of network magnitude, featuring Joel Chernikovsky with a 40-piece "Pops" style orchestra, Jim Ascheke as narrator, the Dancing sisters, (two vocalists, male and female), and a brilliant dramatization show for more inclusive entertainment. Away "gimmick" which is used for the first time in the history of the business and which will electrify the listening audience.

Availability: Live talent
Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family
Suggested for: Afternoon, Evening
Client Suitability: All Product
Number of Artists: 30-40 pc. orchestra, narrator, varying dramatic cast
Audition Facilities: Transcriptions

Bill Meigs Show

Bill Meigs, singer-actor now featured in musical comedy success, "See Me, Mister," carries the ball throughout the entire fifteen minutes with songs, stories, a short play and guest interviews. Hand some, 8 ft. 5 Bill has a terrific appeal to both female and male audience. An ideal low cost show for three or five a week, a small number of announcer and guests complete the package.

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

Audience Appeal: Entire family
Suggested for: Morning, Afternoon
Client Suitability: Any product purchased by women
Number of Artists: 2 and music and guests
Audition Facilities: Transcriptions
Submitted by: Green Associates, 360 N. Michigan, Chicago 1 11

Movie Award

"Movie Award" stars famous announcer, Wendell Niles and top Hollywood Commentator, Irene Johnson, with guest stars of Hollywood film fame (Virginia Mayo on the audition record). Participants from the studio audience are selected. Participants have a chance in question and answer about their favorite stars and to perform in a skit written for them by the guest star. Highly interesting and likely proving to be a hit on half-hour show at a reasonable budget.

Availability: Live talent
Time Units: 15 minutes, 1 weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Particularly suited for using the Hollywood background.
Number of Artists: 10


Music And Stuff

This is a twenty minutes madhouse of non-stop fun with studio audience.

Outstanding thrice M.C. Tom Leahy o’ the hits this week and out of more than that would be thought possible in such a short time. Usually a series of short dramatic shows (a la "Heiny Mystery") are woven in musical interludes on the Hammond organ. One of the earliest late night programs in the area.

Availability: Live talent
Time Units: 20 minutes, weekly

Audience Appeal: Entire family
Suggested for: Morning, Afternoon, Evening, Late Evening
Client Suitability: Someone who can stand to be kidded.
Number of Artists: 3 men—1 girl, 1

Pappy Smith And His Hired Hands

Pat Barnes, veteran M.C. portrays himself and his old friend "Pappy Smith" whose "Corncrusher Philosophy" and yip-yip will appeal to listeners young and old. A simple comedy program with all the elements of variety entertainment. It features music/antony by Frank Nevek and the "Pappy Smith" hired hands, solo by Fred McCandless.

Availability: E. T.
Time Units: 60 minutes, 1 weekly

Audience Appeal: Entire family
Suggested for: Morning, Afternoon, Evening
Client Suitability: General appeal to farm, home and family product manufacturers
Number of Artists: 4 and music
Cost: $50 per show
Audition Facilities: Transcriptions
Submitted by: WGHG, 500 Portico Bldg., Norfolk 10, Virginia

Parade Of Schools

Parade of Schools, a half hour transcribed weekly program, is made during student assemblies of grade and high school. These broadcasts planned entirely by the schools (usually musical director, with WING Production Director as Emcee). Shows include public, parochial, Negro and vocational. Series creates tremendous interest of school officials, students, parents and is such a means of developing youth talent. During summer vacation, shows made in Teen Age clubs. Series not only ties in with school education boards ... it’s an extra-curricular activity must.

Availability: Live talent
Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type—present sponsor—Coke, Chips Bottling Co.
Number of Obs.: 2
Musical Director: Stephen W. Tennis
Audition Facilities: Student Cast

Parade Of Schools: Transcriptions Submitted by: WING, 121 W. Main St., Dayton 2, Ohio

Pony Express Roundup

This program has been on the air more than ten years and is the pride of the Tom West show. It is popular with pony lovers of both sexes and радиophiles.

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

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any time
Number of Artists: Approximately 20
Cost $15—Based on population
Audition Facilities: Transcriptions Submitted by: Fredric W. Witz, 1235 Madison Road, Cincinnati 6, Ohio

On Stage

Highlight feature of each program is "guest appearance" of an outstanding personality on radio, TV and recording. The mythical stage are a rotationally known, recorded orchestra and vocal ensemble. Program is packed with sound effects and musical bridge—opens and closes with call of "on stage, on stage" over a background of orchestra tuning up.

Availability: E. T.
Time Units: 60 minutes, 1 weekly

Audience Appeal: Entire family
Suggested for: Evening
Number of Artists: Announcer—Narrator
Audition Facilities: Transcriptions Submitted by: WGHG, 500 Portico Bldg., Norfolk 10, Virginia

Purity Letters Game

During program, which features recitation by announcer, the audience is given three or five letters of the alphabet to repeat at the commercials, sometimes during merciful. At the time the third letter is read, first person to call in, leaving those letters in his or her name, wins a letter enlisting him or her a prize. In this instance, seven quarts milk or a quart of ice cream.

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

Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: General
Audition Facilities: Transcriptions Submitted by: WSCG, Charleston, S. C.

The Record Party

Joe Dosh, former Hit Parade Head and popular recording artist, amazes hours of dancing, quizzes, games, and other fun and other exciting events for the younger audience. The youngsters are treated to a Saturday afternoon record party filled with typical records and courtesy games in which they compete for prizes. In addition they are invited on the air, make station breaks, play music and request their own favorite dance and parpartake of hot dogs and pop.

Availability: Live talent, E. T. Both Thursday and Friday, 15 minutes, 1 weekly

Audience Appeal: Juvenile—Entire family
Suggested for: Evening
Client Suitability: Anyone interested
Number of Artists: 1 and audience participation
Audition Facilities: Transcriptions Submitted by: WINX, 8th and E. Washington 9, D. C.

What Do You Think?

Master of Ceremonies Wendell selects one married couple, one girl, one single fellow and a fifth chosen for comedy characterations, and invites them to appear on the show. These people discuss the Master of Ceremonies' "Perry Mason" column in by listeners describing a problem or example, "How does a person tell his love?" Each participant chooses his character and when the participants argue bad off as to the answer, moderator continues by asking questions until solution is drawn at the end of each section, and prizes are awarded. MPR audition recording available.

Availability: Live talent
Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 10

Joseph, Missouri: is music and comedy. It includes a song comedy, but informal fun music runs from hilly-billy to modern, including Westerns and Fops. Has been a mid-evening show for all those years. Greeting of today is called for, is faithful. Features staff personalities and comedy.

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

Audience Appeal: Entire family
Suggested for: Afternoon, Early Evening
Client Suitability: Middle-class and up
Number of Artists: Varies—average

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Rural Reville

Rural Reville is an early morning show, but not necessarily of the "wake andvariety" type. It is pointed directly at the rural tools and farm news reader, particularly Extension Service clinics, weather reports, and farm commodity markets, and incorporates news from the local towns. There is also an attempt to be sold on a panel basis for sports or in blocks of 30 minutes.

<table>
<thead>
<tr>
<th>Time</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m.</td>
<td>Live talent, 2 hours, 5 daily</td>
</tr>
<tr>
<td>7:00 a.m.</td>
<td>Whole family heard</td>
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**Suitability:** Those who want to be heard primarily by rural and ranch trade.

**Host:** Kelly, T. E.

**Audience:** Entire family

**Suggested for:** Morning programs

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The Sandman

The Sandman featuring Clement Fuller, known English broadcaster and writer, is a laid-back program of light, lighthearted items designed to be heard over a beer at the local bar. The program is a series created around a central theme such as Rain, Dreaming, Music, and more. The Sandman's music is done to the theme of the weekly, heartwarming philosophy of The Sandman (always blended with the most beautiful words from the show) and all the problems of the listener's own intangible thoughts on having in and out in a graceful easy location.

**Time:** Live talent, 4 hours

**Audience:** Entire family

**Suggested for:** Afternoon programs

**Audience Facilities:** Transcriptions

**Submitted by:** WOR, New York, N. Y.

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Skippert Spotlight

All teenager cast. Master and mistress of ceremonies, orchestra, dances,Commentator, sports, comedy.

**Time:** Live talent, 4 hours

**Audience:** Entire family

**Suggested for:** Morning programs

**Client Suitability:** 14 to 18 year old. 18 hours

**Audience Facilities:** Transcriptions

**Submitted by:** WABC, Chicago, Ill.

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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 famous number one master of ceremonies and alter dinner speaker, the favorite guest of America's top radio stars and Jean Benton, the newest singing sensation in Hollywood's radio hit parade, and featuring the orchestrations of Bill Bunt and Eddie Oliver.

**Time:** Live talent, 1 hour, 4 hours

**Audience:** Entire family

**Suggested for:** Evenings

**Client Suitability:** Entire family

**Number of Artists:** 3

**Audience Facilities:** Transcriptions

**Submitted by:** Universal Radio Productions, Hollywood, Fla.

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The Ides Of March

Henry Mathison, unusual cowboy type, presents KFV favorite for five years. He sings all types of songs in a better than average voice for westerners. A little more commercial in a formal way, and is a great favorite with both old and young. Calls himself "The Plankman." Has good mat vocal, and gets a good job on many sponsors.

**Time:** Live talent, 1 hour, 5 hours

**Audience:** Entire family

**Suggested for:** Morning programs

**Client Suitability:** Any type

**Number of Artists:** 3

**Audience Facilities:** Transcriptions

**Submitted by:** KFV, Waco, Kansas

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Souvenier

Show features, girl violinist, staff announcer and announcer-MC. Listeners write to requesting tunes that have some special significance for their own personal reasons. MC reads letters inserting pictures between all three performers. Best letter-dated award $1.00. Best letter of the week

**Time:** Live talent, 1 hour

**Audience:** Entire family

**Suggested for:** Afternoon programs

**Client Suitability:** None in particular

**Number of Artists:** 3

**Audience Facilities:** Transcriptions

**Submitted by:** WRAL, Raleigh, N. C.

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Barrie Fenn’s Show

If Silvers of stage and screen will in this new comedy show. Silvers, a small town newspaperman who has a job on a big city theatrical at every turn. A continually changing and unusual comedy sense combined with the many and various situations he gets involved with keep this show fresh and consistently hilarious.

**Time:** Live talent, 1 hour

**Audience:** Entire family

**Suggested for:** Afternoon programs

**Client Suitability:** None in particular

**Audience Facilities:** Transcriptions

**Submitted by:** WMAM, New York, N. Y.

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VARIETY

Stars Of Tomorrow

"Stars of Tomorrow" brings excellent live, complete entertainment to listeners every Sunday night. Four new entertainers are presented each week and are up on their feet and listening music. Winner of previous week's program appears each week as guest star. Prizes are given all contestants with greatest contribution to the show. Voting is done by mail. Master of ceremonies and straight announcer used. This show has been a very constant money maker.

**Time:** Live talent, 1 hour

**Audience:** Entire family

**Suggested for:** Afternoon programs

**Client Suitability:** General

**Number of Artists:** 1

**Audience Facilities:** Transcriptions

**Submitted by:** WMAM, 498 Fulton Street, New York, N. Y.

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Surprise Package

Audience participation show, can be broadcast in any size theater.

**Time:** Live talent, 1 hour

**Audience:** Entire family

**Suggested for:** Evenings

**Client Suitability:** General

**Number of Artists:** 3 plus contestants

**Audience Facilities:** NY, P. O. Box 1072, Mt. Pleasant, Fla.

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Talent Search

Show is aired three times weekly using nine live contestants. Each contestant is interviewed, performed, and tested, and is given some small cash reward plus recording of their act. Weekly winner, decided by audience voting cards in as votes, receives larger cash award, other small prizes, plus occupying entire 4th, 15 minute block of each Sunday. Excellent talent potential in this area. Show pulls 4,000 to 5,000 cards monthly. Good local talent assures large listening audience. Sponsor's re results tell!!

**Time:** Live talent, 4 weeks

**Audience:** Entire family

**Suggested for:** Early Evenings

**Client Suitability:** Sponsorship is unimportant

**Number of Artists:** 3

**Audience Facilities:** WJW pipe live talent

**Submitted by:** WLBW, 8th & Cumberland St., Lebanon, Penna.

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Vacation Varieties

Vacation Varieties is a half-hour show originating in our studio. An audience comprised mostly of teen-age girls is interviewed by the regular announcer mostly about records and movies, but some current events. Talented kids "show off" during audition on the show. Inaudible talent. Merchandise prizes are contributed free by merchants. Stunts are conducted occasionally. Popular records requested by studio audience.

**Time:** Live talent, 1 hour

**Audience:** Entire family

**Suggested for:** Evenings

**Client Suitability:** None

**Number of Artists:** 2

**Audience Facilities:** Transcriptions

**Submitted by:** WNEW, Syracuse, N. Y.

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WGN Minstrels

Typical minstrel format—two edam eman comedians, blackface, and corny songs. May include blackface and vocal groups. Sound effects and musical bridles, with simultaneous sound stages, ensembles. 

**Time:** Live talent, 1 hour

**Audience:** Entire family

**Suggested for:** Early Evenings

**Client Suitability:** General

**Number of Artists:** 3

**Audience Facilities:** Transcriptions

**Submitted by:** WGN, 500 North Clark St., Chicago, Ill.

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The Sunny Side of the Street" sets five scene for a happy go lucky variety record show, presided over by master mike man. Berne Enterline. The 102 Club is a live picture, membership group numbering in the thousands. Membership is the club gives listeners a show of their own. Enterline incorporates their letters into the show, sending out membership cards and a 102 Club newspaper are part of the promotion.

**Time:** Live talent, 1 hour

**Audience:** Entire family

**Suggested for:** Morning programs

**Client Suitability:** General

**Number of Artists:** 1

**Cost:** Card rates plus talent

**Audience Facilities:** Transcriptions

**Submitted by:** WMJH, 488 Fulton Street, New York, N. Y.

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Top Talent

Talent amateurs and professionals compete for cash prizes and a paid engagement on The Top Talent, a radio show broadcast before a large audience in the Hall of Nations of the Washington Hotel. The Top Talent panel of judges while a twelve-piece orchestra supplies the music. Prominent entertainers such as Louis Mallehol, Barry Wood, Patsey Kelly and others appear as guest judges. The audience also helps in the selection of the winner.

**Time:** Live talent, 1 hour

**Audience:** Entire family

**Suggested for:** Evening programs

**Audience Facilities:** Transcriptions

**Submitted by:** WTOP, Earle Bidg., Washington, D. C.

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Three Alarm

Three alarm clocks are set by movie personalities for the show on the "Three Alarm" show each day. Contestants are requested to write "Three Alarm" that they would like on alarm to ring at a certain time. Winner is announced, the winner who falls nearest the time the alarm rings receive three regular prizes: contestants who fall within 90 seconds are awarded a "jackpot" prize; contestants who list the exact time the alarm rings receive a "bulls-eye" prize. Popular recordings are featured on the program in addition to quiz interviews and musical selections by the KMPF staff orchestra.

**Time:** Live talent, 1 hour

**Audience:** Entire family

**Suggested for:** Afternoon programs

**Client Suitability:** General

**Number of Artists:** 4

**Audience Facilities:** Transcriptions

**Submitted by:** KMPF, 593 Sunset Blvd., Los Angeles 28, Calif.
Bunkhouse Jamboree
All of the latest farm news, the stock reports, weather, crop hints and temperatures are part of Bunkhouse Jamboree, which features the voices of artists who have been farm country favorites through the years.
Summer Talent, E. T.
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: None. Artwork, equipment, poultry, supply, or feed companies.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WPPR, Savannah, Ga.

This Business of Farming
Formulated after an extensive personal interview survey among those radio listeners who are interested in "this business of farming" to determine what they wanted and when they wanted it broadcast, this program presents (1) a brief dramatization of current problems of the farm or an interview with a recognized authority on the subject, including questions written in by the listener plus (2) a daily weather report from the U. S. Weather Bureau at local city/airport and the reading of the latest live stock market quotations plus (3) helpful household or farming hints and highlights of the day's news.
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Male; female
Suggested for: Afternoon
Client Suitability: That client or product that is particularly concerned with distribution to the rural audience.
Number of Artists: 2; personalities, plus dramatic artists as needed
Audition Facilities: Transcriptions
Submitted by: KXL, 10 So. Main St., Soli, Iowa

Dick Farm Hour
Interviews on farm activities, guests from State Department of Agriculture and State College of Agriculture, information of all types of interest to rural listeners; weather reports, market reports, time, and music.
Availability: Live talent
Time Units: 1 hour, 6 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Farm products;
Number of Artists: 1; and guests
Audition Facilities: Transcriptions
Submitted by: WSB, Biltmore Hotel, Atlanta, Ga.

Grady Cole Time
A program designed to bring agricultural news, local and foreign news, discussion of farming problems, homespun philosophy, music, etc., which has become so popular throughout the southeast that WBBN, held on one hour earlier in response to thousands of requests that farmers be able to hear Grady Cole from 5 A.M. until 9. Famous for his help and advice to farmers, Grady Cole continues to be a power in the state and community through this broadcast.
Availability: Live talent
Time Units: 3 hours, 6 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Farm client, products, directed specifically to farm audience.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WBT and/or Radio Sales Inc., N. Y., Wilder Bldg., Charlotte N. C.

Columbus's Country Journal
Winner Ohio State First Award for Agricultural Reporting, because, "It is concise, well-presented, and provides its audiences with current information on market conditions, keeps them informed on trends in agriculture and advances the farmer's interest in his own calling." John Coeby says it "meets farmer as if he were on intelligent level as an equal, as a valuable source of information, at a time when there is a need for such information, as near as comparable in state of the art, a series. On sustaining, currently outpacing best sponsored network farm program by 3.5 to 1. May.
Availabililty: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon
Client Suitability: Any product of interest to farmers, their wives and families.
Audition Facilities: Transcriptions
Submitted by: CBS, 741 Madison Avenue, New York 22, N. Y.

Community Almanac
The ingredients of this 90 minute program are: (1) United States Weather Direct (2) Timepiece (3) Two live five minute talks by County Agent (4) Music by Dixie Playboys staff orchestra (5) Fun At Breakfast with Howard Shakes (6) Collectors Of Farm Happenings (7) Lost And Found Column Of The Air (8) Song by Gone Acry. All this and Uncle George the lovable old char on a spot which has been a listening habit in the Raccoon area.
Availability: Live talent, E. T.
Time Units: 90 minutes, 5 weekly. Will be sold in any unit of five minutes or more
Audience Appeal: Entire family
Client Suitability: Farm products, Flour Mills.
Number of Artists: 6
Cost: Suggested
Submitted by: WLS, Shanghai, Life Building, Raccoon, Virginia

Country Caller
WCLG's "Country Caller" program is built around Grant Ritter, WCLG Farm Dir., Aired at 7 A.M., program consists of farm journalism, news, farm stories, particularly highlights wire recorded interview with a farmer-neighbors of the region. Each of the five counties obtained daily by Ritter. Interview is of special interest in that it brings out some special accomplishments or farming methods of Mr. Averon. Themes from the interest and benefit of listeners. This interview feature has built up tremendous audience over a year's program but has been on the air.
Availability: Live talent, E. T.
Time Units: 45 minutes, 6 weekly
Audience Appeal: Male, Female
Suggested for: Morning
Client Suitability: For any sponsor seeking a rural audience.
Number of Artists: None
Audition Facilities: Transcriptions
Submitted by: WCLG, Gazette Bldg., Jamestown, Wisconsin

County Agent's Quarter Hour
Interview talk or interview dealing with current problems, programs, plans and accomplishments of area farmers and rural dwellers, conducted by county agent of Rockingham County, N. C.
Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Those who wish to reach farm market.
Number of Artists: 3
Audition Facilities: Will pipe talent
Submitted by: GKI, Fort Frances, Ontario, Canada

Murray Cox—RFD
Murray Cox, well-loched in agricultural and farm management, has Monday thru Friday studio broadcast with up-to-the-minute agricultural news, and goes out in field for many broadcasts with mobile unit and wire recording system. Gets cross view of conditions, his meetings, future programs, etc., and this type of radio is as near as comparable in state of the art, a series. On sustaining, currently outpacing best sponsored network farm program by 3.5 to 1. May.
Availability: Live talent, E. T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon
Client Suitability: Any product directed toward rural audience (home, farm, etc.).
Number of Artists: 1
Cost: Suggested
Audition Facilities: Transcriptions
Submitted by: WFAA, 1122 Jackson Street, Dallas, Texas

Down On The Farm
Show uses Hillbilly music (live) (9) Farm Topics (about 4 minutes) dispersed over Farm Rochman's, locality selections. Topics include various livestock market quotations, the time of day, temperature and weather forecast.
Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Manufacturer of farm equipment, seed.
Number of Artists: 5
Audition Facilities: Transcriptions
Submitted by: WDBJ, P. O. Box 150, Roanoke 2, Va.

Down To Earth
KFAB Farm Service Director Bill Macdonald is on the air each weekday morning at 6:30 with a fifteen-minute visit to the farm, describing to farm listeners in the area. A large proportion of the programs includes transcibed on-air broadcasts from farm gatherings through the night. We think Bill is the best Farm Service Director in the nation. He has received many honors including honorary 4-H Club membership. Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any product that is sold to the farm market.
Number of Artists: None
Audition Facilities: Transcriptions
Submitted by: KFAB, Omaha 2, Nebraska, Lincoln 1, Nebraska

Farm and County News
15 minute Farm and County news program consisting basically of prices on live stock, produce, and farm prices, farm news on local area activities, plus live five minute national news summary.
Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Farm audience
Suggested for: Morning
Client Suitability: Clients wanting to reach farmers.
Number of Artists: 1
Cost: On request
Audition Facilities: Transcriptions
Submitted by: WEUC, Commerce Bldg., Suite 502, Dayton, Ohio

Farm Bulletin Program
Daily broadcast of special growers and store farm advertisements carried in the F. B. Bulletin section of the Janesville Gazette. Some Farm Bulletin is also displayed in Bulletin board in on many of 500 grocer stores.
Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Male, Female
Suggested for: Morning
Client Suitability: Any advertiser looking to reach farmers... etc. and interested in furnishing selling (farm).
Number of Artists: None
Submitted by: WCLO, Gazette 1, Janesville, Wisconsin

Farm Fair
News of interest to the American farmer, available for use any time of the day through Saturday, through The Associated Press Radio News wire. Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Any time
Client Suitability: All types who are interested in the American farmer.
Submitted by: The Associated Press, Rockefeller Plaza, New York N. Y.

Farm Market Analysis
Gives an early morning analysis of preceding days agricultural market trends, livestock, market and poultry. Freshly revised weekly Monday through Saturday at 11 A. M.
Availability: Live talent
Time Units: 5 minutes & weekly
Audience Appeal: Male
Suggested for: Morning
Client Suitability: Those with genetic interest in farm markets.
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: KFBS, 605 First National Bank Bldg., Sioux Falls, Mont.

Farm News
Complete market reports and converage of local farm activities in richest—most heavily populated regions of the country. Farm Editor, Mr. Martin. A feature of this farm news is interviews with agricultural experts, etc. Available live. Audience reaction is enhanced "on the farm" interest. Mr. Martin, active on all farm. All farm activities in this area are collected and authorized in hipport place.
Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Agricultural radio station, feed, farm nurseries.
Number of Artists: 1
Cost: On request
Audition Facilities: Transcriptions
Submitted by: WHLC, 550 Market Ave., Canton 3, Ohio
Farm Party Line

Program includes national and state market analysis and listing of rural activities in cooperation with 10-state committees. A report of Farm Director's concerns with agricultural sources, local, state and federal farm news, problems of all kinds, and aids to local newspapers and farmers. The program offers a unique opportunity for listeners to learn about the problems and solutions of the farming community.

Available: Live talent 1-2 p.m. MWF. Time Unit: 15 minutes. Audience: Family.
Number of Artists: 4.

Meet Your Farm Advisor

Features WCNF Farm Advisor Harry Locken, who each day presents a Farm Advisor, Agriculture Teacher, or some prominent farmer in Illinois whose farm and home activities are typical of a 20-30-year-old farmer. They provide a unique opportunity for listeners to learn about the problems and solutions of the farming community.

Available: Live talent Tuesday, Wednesday, Thursday 1-2 p.m. MWF. Time Unit: 15 minutes. Audience: Family.
Number of Artists: 11.
Audition Facilities: Transcriptions Submitted by: WCNF, Urbana, Ill.

Morning Farm News

A five-minute morning news program of farm news of interest to all types of farmers regardless of location or crop raised. News sources are Washington, D.C., and from state and local sources. The program is designed to provide the most current information on farm prices, markets, and weather conditions.

Available: Live talent Monday, Tuesday, Wednesday, Thursday 6-7 a.m. MWF. Time Unit: 15 minutes. Audience: Family.
Number of Artists: 15.
Audition Facilities: Transcriptions Submitted by: WIOC, Dallas Ave, closehole, Miss.

Mr. And Mrs. Rural America

A series of short, informal programs on national and international news and events that are of interest to farmers and rural residents. The program provides a unique opportunity for listeners to learn about the problems and solutions of the farming community.

Available: Live talent Monday, Tuesday, Wednesday, Thursday 8-9 a.m. MWF. Time Unit: 15 minutes. Audience: Family.
Number of Artists: 19.
Audition Facilities: Transcriptions Submitted by: WIOF, Dallas Ave, closehole, Miss.

Piedmont Farm and Home News

A program featuring news and human interest stories of great interest to farmers and rural residents. The program provides a unique opportunity for listeners to learn about the problems and solutions of the farming community.

Available: Live talent Tuesday, Wednesday, Thursday 1-2 p.m. MWF. Time Unit: 15 minutes. Audience: Family.
Number of Artists: 1.
Audition Facilities: Transcriptions Submitted by: WISO, Dallas Ave, closehole, Miss.

Saturday Farm Review

Half hour program presented once a week. Program is conducted by Henry Slachter, WCNF's director of Agriculture for the West Coast, who is well known in the agricultural world for his sincerity, completeness, and objectivity. The program is designed to provide the most current information on farm prices, markets, and weather conditions.

Available: Live talent Monday, Tuesday, Wednesday, Thursday 8-9 a.m. MWF. Time Unit: 15 minutes. Audience: Family.
Number of Artists: 1.
Audition Facilities: Transcriptions Submitted by: KMA, Shattuck, Iowa.

WPIT Farm Magazine

Weekly farm news under direction of Ted Leeper. WPIT farm news offers an excellent way for farmers to keep informed of the latest developments in the agricultural world. The program provides a unique opportunity for listeners to learn about the problems and solutions of the farming community.

Available: Live talent Monday, Tuesday, Wednesday, Thursday 8-9 a.m. MWF. Time Unit: 15 minutes. Audience: Family.
Number of Artists: 3.

Sunday Secretary

A program designed to keep farmers and rural residents informed of the latest developments in the agricultural world. The program provides a unique opportunity for listeners to learn about the problems and solutions of the farming community.

Available: Live talent Monday, Tuesday, Wednesday, Thursday 8-9 a.m. MWF. Time Unit: 15 minutes. Audience: Family.
Number of Artists: 5.
All In The Family
A domestic comedy with personal
consisting of husband, wife, two children.
bachelor uncle and various neighbors.
In each episode a minor point of dispute
arises between husband and wife,
and forms the basis of story development.
Scripted are written, light, fresh, comedy
with definite characteristic traits.
Typical young family home life which
will find its counterparts in almost every
family in America. Music, bridges, script,
by Carroll Moore, Jr., well-known comedy
writer.
Availability: Live talent
Time Dates: 20 minutes, once weekly
Audience: Entire family
Suggested for: Evening
Client Suitability: Any advertiser wanting
to reach large audience.
Number of Artists: 2 plus occasional ex-
tras
Audition Facilities: Transcriptions
Submitted by: WMFT, Paramount Bldg.,
Cedar Rapids, Ia.

Easy Aces
Easy Aces network show now available
for local and regional sponsorship via ET.
Veiled among radio's top comedy teams
is a continued story, rather a series of
tional comedies. Well-woven and fast and
light in the life of America's funniest
husband and wife. Same cast, theme and
characters which creates a brand new
style in the radio field and are now rating
even higher on local stations via trans-
cription.
Availability: E. T.
Time Dates: 15 minutes, 3 to 6 weekly
Audience: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 5
Cost: ET—Based on population
Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Pro-
ductions, 11 East 81st St., New York 22, N. Y.

Fun At Breakfast
A five-minute daily radio program, pre-
sented in transcriptions and especially
suited for sponsors interested in child-
hood breakfast moments from Tom Howard and Geo. Shelton.
Availability: E. T.
Time Dates: 5 minutes, every day
Audience: Breakfast time family
Suggested for: Morning
Client Suitability: General
Cost: Upon request
Audition Facilities: Transcriptions
Submitted by: Ford Bond Radio Produc-
tions, Inc., 810 RCA Bldg., West, New York 20, N. Y.

How Crazy Are You?
Dramatized vignettes, personal ap-
pearances and recreations based on ex-
periences of listeners and their families,
friends and acquaintances, and offering
cash awards for guest participants
opportunely.
Availability: Live talent
Time Dates: 30 minutes, one weekly
Audience: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 5
Cost: ET—Based on population
Audition Facilities: Transcriptions
Submitted by: Ford Bond Radio Produc-
tions, Inc., 810 RCA Bldg., West, New York 20, N. Y.

The Beefalow Show
This is a situation comedy series fea-
turing Beefalow, whose hilarious escapades
make it a must for the every week.
The story each week revolves around
the household where Beefalow works; his ups
and downs, and the practical philosophi-
-cal way Beefalow resolves each crisis.
Other characters incorporated in the script
each week are Aunt Alice, Mr. Frank,
and Beefalow's boy-friend, Bill.
Availability: Live talent
Time Dates: 30 minutes, once weekly
Audience: Family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: American Broadcasting
Company, 30 Rockefeller Plaza, New York 20, N. Y.

The Bill Goodwin Show
Brand new half-hour comedy series
built by CBS-Hollywood, hits radio-screen
favorite Bill Goodwin to network standard.
Exploits character which has been
devised as an announcer-host for Bob
Hope, Soapbox Burns and Allen as radio
actor in Request Performance, Silver The-
atre, and many others.
Availability: Live talent
Time Dates: 30 minutes, one weekly
Audience: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: CBS, 485 Madison Ave.,
New York 22, N. Y.

Crossroads Comedy
A new series featuring a veteran comedy
team which has enjoyed outstanding successes
mainly in the midst of personal
appearances and numerous radio
shows. Neil and Carolyn Schaffner, better
known to radio audiences as "Bobie and Sue"
are their daily guests. Their daily hour-long show
previously ran, for three years on WOR and a special midwest network, plus trans-
scripts were sold coast to coast. Their new half-hour formal promises to surpass even previous achievements of this popular team.
Availability: Live talent
Time Dates: 30 minutes, once weekly
Audience: Audience; Entire family
Suggested for: Early evening
Number of Artists: 2 plus occasional ex-
tras
Audition Facilities: Transcriptions
Submitted by: WMFT, Paramount Bldg.,
Cedar Rapids, Ia.

Easy Aces
Easy Aces network show now available
for local and regional sponsorship via ET.
Veiled among radio's top comedy teams
is a continued story, rather a series of
national comedies. Well-woven and fast and
light in the life of America's funniest
husband and wife. Same cast, theme and
characters which creates a brand new
style in the radio field and are now rating
even higher on local stations via trans-
cription.
Availability: E. T.
Time Dates: 15 minutes, 3 to 6 weekly
Audience: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 5
Cost: ET—Based on population
Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Pro-
ductions, 11 East 81st St., New York 22, N. Y.

Fun At Breakfast
A five-minute daily radio program, pre-
sented in transcriptions and especially
suited for sponsors interested in child-
hood breakfast moments from Tom Howard and Geo. Shelton.
Availability: E. T.
Time Dates: 5 minutes, every day
Audience: Breakfast time family
Suggested for: Morning
Client Suitability: General
Cost: Upon request
Audition Facilities: Transcriptions
Submitted by: Ford Bond Radio Produc-
tions, Inc., 810 RCA Bldg., West, New York 20, N. Y.

How Crazy Are You?
Dramatized vignettes, personal ap-
pearances and recreations based on ex-
periences of listeners and their families,
friends and acquaintances, and offering
cash awards for guest participants
opportunely.
Availability: Live talent
Time Dates: 30 minutes, one weekly
Audience: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 5
Cost: ET—Based on population
Audition Facilities: Transcriptions
Submitted by: Ford Bond Radio Produc-
tions, Inc., 810 RCA Bldg., West, New York 20, N. Y.

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This is a situation comedy series fea-
turing Beefalow, whose hilarious escapades
make it a must for the every week.
The story each week revolves around
the household where Beefalow works; his ups
and downs, and the practical philosophi-
-cal way Beefalow resolves each crisis.
Other characters incorporated in the script
each week are Aunt Alice, Mr. Frank,
and Beefalow's boy-friend, Bill.
Availability: Live talent
Time Dates: 30 minutes, once weekly
Audience: Family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: American Broadcasting
Company, 30 Rockefeller Plaza, New York 20, N. Y.

The Bill Goodwin Show
Brand new half-hour comedy series
built by CBS-Hollywood, hits radio-screen
favorite Bill Goodwin to network standard.
Exploits character which has been
devised as an announcer-host for Bob
Hope, Soapbox Burns and Allen as radio
actor in Request Performance, Silver The-
atre, and many others.
Availability: Live talent
Time Dates: 30 minutes, one weekly
Audience: Entire family
Suggested for: Evening
Audition Facilities: Transcriptions
Submitted by: CBS, 485 Madison Ave.,
New York 22, N. Y.

Crossroads Comedy
A new series featuring a veteran comedy
team which has enjoyed outstanding successes
mainly in the midst of personal
appearances and numerous radio
shows. Neil and Carolyn Schaffner, better
known to radio audiences as "Bobie and Sue"
are their daily guests. Their daily hour-long show
previously ran, for three years on WOR and a special midwest network, plus trans-
scripts were sold coast to coast. Their new half-hour formal promises to surpass even previous achievements of this popular team.
Availability: Live talent
Time Dates: 30 minutes, once weekly
Audience: Audience; Entire family
Suggested for: Early evening
Number of Artists: 2 plus occasional ex-
tras
Audition Facilities: Transcriptions
Submitted by: WMFT, Paramount Bldg.,
Cedar Rapids, Ia.

Easy Aces
Easy Aces network show now available
for local and regional sponsorship via ET.
Veiled among radio's top comedy teams
is a continued story, rather a series of
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light in the life of America's funniest
husband and wife. Same cast, theme and
characters which creates a brand new
style in the radio field and are now rating
even higher on local stations via trans-
cription.
Availability: E. T.
Time Dates: 15 minutes, 3 to 6 weekly
Audience: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: 5
Cost: ET—Based on population
Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Pro-
ductions, 11 East 81st St., New York 22, N. Y.

Fun At Breakfast
A five-minute daily radio program, pre-
sented in transcriptions and especially
suited for sponsors interested in child-
hood breakfast moments from Tom Howard and Geo. Shelton.
Availability: E. T.
Time Dates: 5 minutes, every day
Audience: Breakfast time family
Suggested for: Morning
Client Suitability: General
Cost: Upon request
Audition Facilities: Transcriptions
Submitted by: Ford Bond Radio Produc-
tions, Inc., 810 RCA Bldg., West, New York 20, N. Y.
COMEDY

Pick And Pat Show
This program is built around Pick and Pat, America's foremost blackface comedians. Pick and Pat are synonymous with clean wholesome humor and their record speaks for itself. They have sold coffee, tobacco, soft drinks and patent medicines. They can sell anything to anyone who wants a program with a ready made audience. Backing up Pick and Pat we have the nation's favorites, The Jean Acuff Trio, a singing girl guest star and a small musical group.
Availability: Live talent; E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any product
Number of Artists: 7
Cost: Very reasonable
Audience Facilities: Transcriptions; Will pipe live talent
Submitted by: Wolf Associates, 420 Madison Ave., New York City

The Smiths Of Hollywood
One of the most elaborate staged productions in radio. "Smiths is a situation comedy series produced by Andrew Hickox and written by Richard Norsman and Charles Prensell, Jr., all top-notch comedians of the movies. Regular performers include: Arthur Treacher, Brenda Marshall, Jim Ford and Harry Von Zell. Guests include: Ann Sheridan, Lucille Ball, William Holden, Marsha Hunt, Car "Back" the biggest and best shows on any network for relatively small expenditure, although each show represents a production cost of $10,000.
Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types offering product with family appeal
Number of Artists: Each program with an average of twelve to fifteen artists plus a dozen or so extras under the direction of Charles Hathaway
Audience Facilities: Transcriptions

Suburban Heights
Based on the famous Glynis Williams cartoons of the same name, this situation comedy series brings to life the characters of Fred Perley, Emie Plummer and their respective wives and neighbors—all typical suburban commuters. Perley is often thought of as the cartoon equivalent of the late Bob Benchley and in his frustration at the everyman’s problems. New to you, is a new touch to the situation comedy—not farce, but real, human comedy.
Availability: Live talent
Time Units: Optional
Audience Appeal: Entire family
Suggested for: Morning; Afternoon; Evening
Client Suitability: General
Number of Artists: Variable
Audience Facilities: Transcriptions
Submitted by: Candies Company, 535 Fifth Ave., New York 17, N. Y.

Sweeney And March
This air-tested air-polished CBS comedy series rated as high as 7.4 on sustaining in special hoopla study in East only when broadcast into the young set. Ex-Officer March and tomatome, Bob Sweeney, do absurd and lighthearted take-offs on the foibles of everyday life, prompt topic columnists to say "may very well develop into 1947 situations hit. "Wonderful performers, characterizations delightfully fallow."
Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Audience Facilities: Transcriptions
Submitted By: CBS, 45 Madison Ave., New York 22, N. Y.

Too Late To Listen
The unusual becomes the usual. Allen Hayes invites listeners not to listen to his program. Subtle humor intermingled with zany situations are punctuated by weird musical "bridges" and startling sound effects. Fantatic inventions are vividly described and actual sounds seem to come from the radio. Goldberg cartoon.
Availability: Live talent
Time Units: 15 minutes, 2 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Since appeal to entire family unit is achieved, sponsorship unrestricted
Number of Artists: 1
Cost: $40 per program
Audience Facilities: Transcriptions
Submitted by: WWRL 41-58th Street, Woodside, N. Y.

Tune Tabloid
This is a take-off on a news daily as suggested by the title. Written as a tabloid-type program with pages of advertising cut into the pages of melodic journalism.
Availability: E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Local sponsorship in entertainment field, department store etc.
Audience Facilities: Transcriptions

Uncle Bill and Snowball
Bill O'Roole, veteran stage and radio star of Baltimore, has for the past twelve years been conducting the program at 7:45 a.m., with himself as Uncle Bill and the character he impersonates, Snowball, a little colored boy, discussing affairs of the day ahead of the sunshine and snow. This program has become an institution in Baltimore and there are only a few acts in this kind. The program is a curious combination of his voice and personality. Snowball doesn't understand English, but he's a very good American and a very good citizen. He's a very good American and a very good citizen.
Availability: Live talent
Time Units: 10 minutes, 5 weekly
Audience Appeal: Junior
Suggested for: Morning
Client Suitability: Junior sales of drinks, ice cream, products with junior appeal
Number of Artists: 1
Cost: $75.00 per talent per week plus two
Audience Facilities: Transcriptions
Submitted By: WHTE, 7 E. Lexington St., Baltimore 3, Md.

My Friend Irma
New CBS-created half-hour evening comedy series which Variety says "shapes up as a top comedy show developed this year into an impact network." John Crosby of Herald Tribune apposes it as "intelligent, plain—very smartly acted and produced." Though broadcast late at night, series has a steady audience. It is in some third quartile, topping opening Hoopers of such current talents as Great Gleeside, Life of the Party. Stars comic screen newcomer Marie Wilkins. Patient suffering.
Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Audience Facilities: Transcriptions
Submitted by: CBS, 45 Madison Ave., New York 22, N. Y.

My Friend Mulrooney
A situation comedy adapted by Albert Williams from his Collier's Magazine series "Bachelors Apart." Without reference to the series, the situation tells of the fictitious predicaments of a mishap Mulrooney and Mulrooney find himselfs when Mulrooney's genius be...
1947

**NEWS**

As Others See Us

This program tells American listeners, with considerable accuracy, how radio of other countries has told their people about the U.S., during the past week. CBS’S world-wide news organization calls on correspondents in almost every country of the world for their viewpoints and impressions from foreign papers, magazines, and broadcast. Larry Issuer crystallizes the net findings into challenging radio.

Exclusive Story

Thrills behind the headlines—News—
A feature designed to bring to the attention of those behind the news headlines, the exciting facts behind the colorful news line. This program presents the facts, the reporting of war news, the importance of the news, and the impact of the news on the people.

Time: Sundays, 15 minutes

Hi Neighbor or Howdy Neighbor

Suitable for stations up to 250 watts. Hi Neighbor for farming localities; Howdy Neighbor for cattle country. Local news: mostly local, plus a human interest story, plus a local news item.

Time: Sundays, 25 minutes

Howdy, Mr. Lincoln!

"Howdy, Mr. Lincoln!" is a unique, distinctive show, presenting the story of Abraham Lincoln. The program tells the story of the man, his life, and his times. It is a musical program featuring songs and poems that were popular during Lincoln's lifetime.

Time: Sundays, 30 minutes

RNWJ Science News

A series with CBS News analyst RNWJ. How science news affects all of us. RNWJ reports on discoveries in science, medicine, and technology, and discusses their implications for our daily lives.

Time: Sundays, 15 minutes

City Desk

City Desk features the most unusual radio reporter in the nation's capital—Henry Mustin—a local news expert whose one and only assignment is the assembly and reporting of a completely accurate and impartial local news program in Washington. Eleven years of local reporting experience enable Mustin to present the news accurately and without bias. Each day's recording is an exact facsimile of the city desk.

Time: Sundays, 15 minutes

Joseph C. Harsch and The Meaning of The News

Update to the minute news plus comprehensive interpretations of week's developments in national and international affairs. By Columbus, distinguished news analyst and widely quoted foreign news authority.

Time: Sundays, 30 minutes

Highlights of the Week's News

An integrated picture of the news developments during the week, together with their importance and implications.

Time: Sundays, 15 minutes

**1948**

**Intermountain Empire Editions**

News broadcast direct from news studio of Salt Lake, the largest newspaper office in Intermountain West's largest newspaper. Five regional news bureaus and 15 correspondents provide an exclusive look at the latest news. Service not available as any other news service in the region. News is reported by Carl Greyson. The New Era weekly edition reported.

**In The Woman's World**

The presentation of news to women, with an eye to their interest in the news and news as it affects the homemakers.

**Jamestown's Passing Parade**

This is a weekly program of 15 minutes which reviews the local news of the week. Color is added through the use of wire-recorded interviews and on-site coverage. Weekly programs are broadcast.

**New Shreve**

A series with CBS News analyst RNWJ. How science news affects all of us. RNWJ reports on discoveries in science, medicine, and technology, and discusses their implications for our daily lives.

**Quincy Howe Science News**

A series with CBS News analyst RNWJ. Howe reports on scientific developments and their implications for our daily lives. The program covers a wide range of topics, from nuclear energy to space exploration.

Time: Sundays, 15 minutes

**Journal Of The Air**

Sponsored by the San Diego Union Journal. Dramatic interpretation of a novel concept in aviation: A news feature of the airways, with a human interest story. The program is a series on aviation and its impact on society.
Walter Kiernan's Corner

This program presents Walter Kiernan, a known commentator, in a presentation of news in an around New York. He is presented in Kiernan's homey philosophical style and is intended for easy listening. This program takes over the 03:05-05:15 p.m. spot Monday through Friday on WMZJ. Kiernan prepares his own script and the show is produced by the American Broadcasting Company News Department.

Availability: Live talent

Number of Artists: 1

Audition Facilities: Transcriptions


One County First Edition

Program has enjoyed success since inception when station first went on air, July 1, 1948. Specialties in local market. Kiernan, News Editor, John Cruise, Rotary, invites majority of time to local citizens, providing copy to minimum, to catch complete local coverage. Business men, housewives, all have time to hear during lunch hour.

Availability: Live talent

Number of Artists: 10

Participating sponsors (three): $155 monthly

Audition Facilities: Transcriptions

Submitted by: WJZ, Box 1400, Eugene, Oregon.

Larry Lesueur and The News

The news, and the backround of the year, from the national and international news to be reported here by one of CBS's plighted newsmen. Lesueur is currently CBS's country editor for CBS, authored the popular book "Twelve Months of Changing the World," which was a New York Times best seller. Lesueur now has a new and exciting book on Russia, and covered the Paris Peace Conference.

Availability: Live talent

Number of Artists: 10

Audition Facilities: Transcriptions

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

Let's Talk About the Latest News

A brief program of comments on the latest news of interest to our population. It is an editorial, where we discuss the news, politics, economics and administration.

Availability: Live talent

Number of Artists: 10

Audition Facilities: Transcriptions

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

Local News

A special report is devoted to a special report on news of local interest, such as events, and weather. This section is available daily.

Availability: Live talent

Number of Artists: 10

Audition Facilities: Transcriptions

Submitted by: WXYC, Capital Theatre, Queen City, Canada.

NEWS

Local News

The first local news coverage of the day. Comprehensive coverage of all important events that happen in the area.

Availability: Live talent

Number of Artists: 10

Audition Facilities: Transcriptions

Submitted by: WHAM, 411 Main Street, Rochester, W.

Morning Edition

A fifteen minute early morning round-up of world news, local news and sports. Three distinct news programs woven into an easy listening, all-inclusive news package of news and sports. World news reported by staff announcers - sports from local director of sports - local news by the local morning news editor. A big break because it's a big show receiving a thorough production and presented in a finished style.

Availability: Live talent

Number of Artists: 3

Audition Facilities: Transcriptions

Submitted by: WABC, 161 Genesee Street, Auburn, New York.

Musical Speaks

Half hour of week's major local and regional news stories, utilizing voices of people who actually made the news.

Availability: Live talent or E. T.

Number of Artists: 10

Audition Facilities: Transcriptions

Submitted by: WMST, 10 East North Ave., Baltimore 2, Md.

Lawson McCall, News

The Portland Oregon radio columnist says "McCall has done a keen job for KEX in packing things into a neat little package on his news program. Has one of the most interesting voices in radio. ABC shouldn't pipe his newscast into its Coast stations, especially since nighttime news is isn't comparable to his own." Here is a strong bid for listener attentiveness during quarter-hour which has been an unusual news listening habit on Pacific Coast.

Availability: Live talent

Number of Artists: 10

Audition Facilities: Transcriptions

Submitted by: KFWC, P.O. Box 860, Muscatine, Iowa

Newspaper Reporter

Fifteen minute news summary. First full reports of news as presented in the newspapers, in a new format, that is an improvement.

Availability: Live talent

Number of Artists: 10

Audition Facilities: Transcriptions

Submitted by: WHNL, 1200 S. W. Main St., Portland, Oregon

News

Program is on at 10:15 p.m. Monday through Thursday and Saturday. Features local, regional, national and international news, from the facilities of United Press, International News Service, Associated Press, Reuters and the

News and Opinion Roundup

Monday through Friday, 1 to 1:15 p.m. An analysis of the day, and opinions of the day, and completed by a letter from fifteen representative newspapers throughout the country. Includes articles from British papers and speaks from foreign language opinion broadcast. Seamed at the congressional government, employee, upper income level household and professional.

Availability: Live talent

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: WQNOW, 267 Conn. Ave., N. W., Washington, D. C.

The News and You

The documentary type of news in review is presented by staff announcers and staff editors. For the foreign news of the world, is voiced by several newsreaders. Two or three news items are highlighted on each broadcast. Following each broadcast, two news editors are brought in to enlighten the listeners just how the national news will affect the local population. Experts on Tar sand, aviation, weather forecast, etc. are called on frequently.

Availability: Live talent or E. T.

Number of Artists: 10

Audition Facilities: Transcriptions

Submitted by: KYMN, Mankato, Minnesota.

Newsroom of the Air

One hour of continuous news, the same twelve-minute newscast being repeated five times in "newscast" style.

Availability: Live talent

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: WABC, 1540 Broadway, New York 15, N. Y.
NEWS

European developments, Live talent
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Sunday afternoon
Audience Facilities: Transcriptions
Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

Time Out
Each program consists of one original human-interest segment.
Time Units: 5 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon, Evening
Client Suitability: Any client whose product appeals to the family
Number of Artists: 1 announcer
Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

Today's United Press Commentary
A discussion of the background and implications of international developments.
Time Units: 5 minutes, 7 weekly
Audience Appeal: Male
Suggested for: Morning, Afternoon, Evening
Client Suitability: Any type
Number of Artists: 1
Submitted by: The United Press Associations, 220 East 42nd Street, New York 17, N. Y.

Town Topics
Church, school and club news presented in an interesting and entertaining manner. Program opens with calendar of events followed by detailed description of special activities.
Availability: Live talent
Time Units: 10 minutes, 2 weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Any appealing to women
Number of Artists: 1
Cost: Time charge plus $1.00 per weekly production cost
Audience Facilities: Transcriptions
Submitted by: WBOY, 383 S. 6th St., Terre Haute, Ind.

Tri State Reporter
Since station is located on borders of W. Va., Ohio and Ky., it endeavors to present regional news of interest to listeners in these three states. News is angled away from national scope, sticking to items relating to these three states only.
Availability: Live talent
Time Units: 10 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any
Number of Artists: 1
Audience Facilities: Transcriptions
Submitted by: WV, CBS, 485 Madison Ave., New York 22, N. Y.

Bill Shadwell And The News
News of the moment plus a wrap-up of the week's news made in Washington, D. C., broadcast directly from there by the CBS news correspondent who covered all campaigns of Patton's Third Army.
Availability: Live talent
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Saturday evening or late Saturday afternoon
Audience Facilities: Transcriptions
Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

Howard K. Smith From London
Ringside review of significant European news of the week by CBS News Tonight's foremost author of "Last Train from Berlin", veteran of five years Europe-America broadcasting. Smith heads European news staff, often covers in person the big events he summarizes. Keen perception of what Americans want to know about national and foreign news. Facilities: Associated Press and other news services.
Availability: Live talent
Time Units: 15 minutes, 7 weekly
Audience Appeal: Entire family
Suggested for: Evening
Audience Facilities: Transcriptions
Submitted by: WRXY, 191 East Avenue, Rochester 4, N. Y.

Voices of History
Complete background of major news events, emphasizing their significance. The unique program tracks the actual recordings and dramatizations. Program lets the events speak for themselves, points out trends, sheds light on today's news shapes tomorrow's history. A vivid presentation bringing hot the importance of world events.
Availability: Live talent
Time Units: 25 minutes, once weekly
Audience Appeal: College student
Suggested for: Evening
Number of Artists: Various
Audience Facilities: Transcriptions
Submitted by: Intercollegiate Broadcast System, 507 Fifth Ave., New York 1, N. Y.

Voice Of The News
Voice of the News has second largest audience in the country, WJAG, listeners believe the news is unbiased, even competitive radio men c this half-hour program "good enough for the Networks." Alred 10:15 a.m. weekdays, this the first forum-type news commentary of the day. Listeners, prominent guests, authoritative visitors and st reporters gather in studio to discuss current news developments. Those who posing views, who shun microphones, who are not urged to participate by mail and program. Popular with members of both Congress. Unheard-of ad lib.
Availability: Live talent
Time Units: 30 minutes, 6 weekly
Audience Appeal: Male, female
Suggested for: Afternoon
Client Suitability: Any
Number of Artists: 1
Cost: On request
Audience Facilities: Transcriptions
Submitted by: WJAG, 527 Norfolk Ave., Norfolk, Neb.

Edward Wallace
During his service as war correspondent in World War II, Wallace covered every important development of the V for Victory Program. With a career of over 40 years, Wallace is a member of the Overseas Club and the Royal Correspondents Association of America.
Availability: Live talent
Time Units: 10 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types of adults
Number of Artists: 1
Cost: On request at any NBC Spot Station
Audience Facilities: Transcriptions
Submitted by: WTAM, NBC Bldg., Cleveland 14, Ohio

RADIO NEWS

Orange County Local News
Fifteen minute round-up of local Orange County news published by the local newspaper. New stories are submitted, but there is no news upbeat, no local events other than the local interest. This broadcast has received national attention, and is editorial on a non-controversial issue of a general interest to the newspaper. This broadcast is issued weekly.
Number of Artists: 4
Audience Facilities: Transcriptions
Submitted by: Intercollegiate Broadcast System, 507 Fifth Ave., New York 17, N. Y.

Parner From Washington
Charles Parner, well known Capitol and White House correspondent, conducts regular Sunday afternoon program on current topics of debate. He keeps abreast of the floor of Congress. Parner has frequently conducted interviews with the lawmakers and other well-known guests. This program is under discussion and has scored a number of clear "hits" in bringing news of future congressional action to the public. These broadcasts have received nationwide attention, and in several instances international publicity, as a result of quotes carried by the news services of the world.
Availability: Live talent or E. T.
Time Units: 15 minutes, 1 weekly
Audience Appeal: Male, Female
Suggested for: Sunday afternoon
Client Suitability: Any client interested in "institutional" rather than "merchandising" advertising
Audience Facilities: 2, Mr. Presser and staff announcer
Costs: Rates on request
Audience Facilities: Transcriptions
Submitted by: WPJG, P. O. Box 296, Alexandria, Virginia

Religious News Report
Religious News Report is a carefully edited 15-minute script which presents up-to-the-minute news of the Protestant, Catholic and Jewish faiths in a highly interesting and informative manner. Reports are received from 1,700 newspapers, which send wire dispatches reaching Religious News Service. This program is syndicated internationally and is carried in all church groups. Editors comment on, or interpretation of items of a controversial nature is carefully avoided.
Availability: Live talent
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon, Evening
Client Suitability: Institutional and goodwill advertising
Audience Facilities: Script
Submitted by: Religious News Service, 341 Fourth Avenue, New York 16, N. Y.

Art Robinson, News
This is not just an ordinary news pro-
gram. It is specifically designed to appeal to the Metropolitan Columbus au-
tority. For years he has known Art Robinson to be its editor and commen-
tator. Mr. Robinson is a veteran newspa-
per man of more than 15 years ex-
perience, coupled with five years of radio experience. He has an excellent sense of news worthiness, particularly with respect to the importance of local stories. Ap-
propriate to any program of 30 min-
game time is devoted to Columbus and Central Ohio news.
Availability: Live talent, E. T. or both times
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any, for which news would be suitable
Number of Artists: 1
Audience Facilities: Transcriptions
Submitted by: WOSU, Columbus, Ohio

Bliss Shadwell And The News
News of the moment plus a wrap-up of the week's news made in Washington, D. C., broadcast directly from there by the CBS news correspondent who covered all campaigns of Patton's Third Army.
Availability: Live talent
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Saturday evening or late Saturday afternoon
Audience Facilities: Transcriptions
Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

Howard K. Smith From London
Ringside review of significant European news of the week by CBS News Tonight's foremost author of "Last Train from Berlin", veteran of five years Europe-America broadcasting. Smith heads European news staff, often covers in person the big events he summarizes. Keen perception of what Americans want to know about...
**WCNT Oil News**

features a daily summary of activity at the Illinois Basin Oil Field, reporting on all phases of oil production activity, by counties, drillings, producing, successes and failures. This feature is reported by a reporter who works with all industry. WCNT is located at the exact geographical center of the Illinois Oil Basin, and our coverage in- cludes the entire basin. This feature appealed to people in many activities, the acceptance is high. 

**Live talent:** E. T.

**Units:** 5 minutes, 6 weekly

**National:** 2.

**Facilities:** Transcriptions

**submitted by:** WCNT, Centralia, Ill.

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**West Texas On Parade**

West Texas On Parade is a new kind of radio journalism, based on West Texas of the preceding week, with stories dramatized by the actors in a fast moving quarter-hour, is tied together with sound and bridge music.

**Live talent:**

**Units:** 15 minutes, 1 weekly

**Suggested for:** Noon

**Suggested on:** Saturday Afternoon

**Suggested for:** Noon

**Audience Facilities:**

**submitted by:** KECK, Box 675, Odessa, Tex.

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**Western Montana Weekly**

weekly report on events in Montana, written by the editors of their published editions on subjects of current interest. Designed to promote and encourage "their own" unique products, it is being published.

**Live talent:** E. T.

**Units:** 15 minutes, 1 weekly

**Suggested for:** Noon

**Audience Appeal:**

**submitted by:** KGVO, 132 W. Front St., Missoula, Montana

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**Women In The News**

description of the personality, accomplishments and background of a worthy newspaper woman.

**Units:** 5 minutes, 1 weekly

**Suggested for:** Noon

**Audience Appeal:**

**submitted by:** United Press Associations, 220 East 42nd St., New York 17, N. Y.

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**WSRS Newspaper Of The Air**

WSRS-FM Newspaper Of The Air

WSRS Newspaper of the Air is a daily feature every hour on the hour with each edition identified with the hour of the broadcast. This proven news schedule is supported by our news department and expresses to local news and events. This program includes the only program series in the United States that is broadcast.

**Audience Appeal:**

**submitted by:** United Press Associations, 220 East 42nd St., New York 17, N. Y.

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**WCEN News**

five minutes newscasts giving excellent coverage plus national coverage through the facilities of WCEN.

**Live talent:**

**Units:** 15 minutes, 9 weekly

**Suggested for:** Noon

**Audience Appeal:**

**submitted by:** WCEN, 5 South 9th St., Richmond, Ind.
**1947 • QUIZ PROGRAMS • 1948**

**The Answer Man**

The Answer Man is a tried and tested question-and-answer show with high appeal for the whole family. Entertaining and educational. Questions on matters of fact are submitted by listeners and are answered in a high degree of order (over 225 a week) on the air or by direct mail by "The Answer Man" with plain and conviction. Best seller, "Lydia Bailey" by Kenneth Esten, 404 ROC. 24th Street. References supplied by "The Answer Man." -1

**Availability:** Live talent

**Time Units:** 15 minutes, 6 weekly

**Audience Appeal:** Entire family

**Suggested for:** Evening

**Client Suitability:** All types

**Audition Facilities:** Transcriptions

**Submissions by:** Yankee Network, 21 Brookline Avenue. Boston 15, Mass.

**Are You Listening?**

Sound effect of goong is used to introduce a quiz program called Are You Listening, during which first a short commercial describes a used car for sale in the sponsor's lot is read, then five names and addresses are read by announcer. During record which follows, the first of the five names to call in and answer a simple question about the commercial receives a letter entitling him to receive a pen at the sponsor's office. After another record, a second ego is read, followed by live addresses, with the same routine. **Availability:** Live talent

**Time Units:** 15 minutes, 3 weekly

**Audience Appeal:** Entire family

**Suggested for:** Afternoon

**Number of Artists:** 2 announcers

**Audition Facilities:** Transcriptions

**Submissions by:** WCSC, Charleston, S. C.

**Batters Up!**

Boys clubs send five members to studio to participate in this quiz. Questions are submitted by listeners (for which a prize is awarded). Daily quiz winners appear on Friday show where weekly winners are chosen. **Time Units:** 15 minutes, 7 weekly **Audience Appeal:** Entire family

**Suggested for:** Afternoon

**Client Suitability:** All types

**Audition Facilities:** Transcriptions

**Submissions by:** WDBR, 23 North St., Buffalo 2, N. Y.

**The Better Half**

Expert. M. C. Tiny Ruffner pits husbands against wives to determine "the better half" of the family. For instance, the listener is called on to participate in some crazy stunt such as being blindfolded and having his wife guess who is kissing his wife or another woman. Actually it's a fish. Merchandise prizes, with double opportunity for sponsor, Jack Byrne produces.

**Availability:** Live talent

**Time Units:** half hour, once weekly

**Audience Appeal:** Entire family

**Suggested for:** Afternoon

**Client Suitability:** All clients

**Cost upon request**

**Audition Facilities:** Transcriptions

**Submissions by:** WCBC, 1440 Broadway, New York 18, N. Y.

**Campus Quiz**

Two-man teams from two colleges compete in this weekly quiz, with the winning team returning the next week. Intercollegiate Broadcasting System, among students. As does the fact that the program originates from a different college each week, and one team is always "champion" team. The questions are a real test of broad background in the arts and world affairs, not gags. The quizmaster's unique radio personality ties all together into an absorbing and exciting program.

**Availability:** Live talent

**Time Units:** 30 minutes, once weekly

**Audience Appeal:** College audiences

**Suggested for:** Evening

**Number of Artists:** four participants, one permanent quizmaster

**Audition Facilities:** Transcriptions

**Submissions by:** Intercollegiate Broadcasting System, 507 Fifth Avenue, New York 17, N. Y.

**Cinderella Weekend**

For Local Stations: a new audience participation program built around giving a local couple an exciting glamorous New York weekend. Eight young couples compete for a chance to win. Stay at a swank hotel, have their own car and chauffeur, breakfast in bed, luncheon with celebrities, attend Broadway show, etc. V. P. provides script, production assistance, prizes and chaperones Cinderellas.

**Availability:** Live talent

**Time Units:** half hour, once weekly, 30 minutes, three to five weekly

**Audience Appeal:** Entire family

**Suggested for:** Morning, Afternoon

**Client Suitability:** Active audience

**Number of Artists:** One—Master of Ceremonies

**Audition Facilities:** Transcriptions

**Submissions by:** V. P. Service, Inc., 1775 Broadway, New York 15, N. Y.

**Crossword Quiz**

A half hour show with a M. C. and two teams of contestants, five persons on each team. The idea behind this program is similar to the solution for a crossword puzzle. Contestants will be asked to supply three, four, five, six, etc. word answers to questions submitted and they will be rewarded according to their success. Also, in addition to cash prizes for the teams, there will also be awards to the top scorers on both the winning and losing teams. An interesting note is that little bridges and supply music for questions of that nature. Produced and directed by Enterainment Enterprises Inc.

**Availability:** Live talent

**Time Units:** half hour, once weekly

**Audience Appeal:** Entire family

**Suggested for:** Saturday morning, Sunday afternoon

**Client Suitability:** General

**Number of Artists:** M. C. announcer and organ plus ten contestants chosen from audience

**Audition Facilities:** Transcriptions

**Submissions by:** WJZ—Intercollegiate Broadcast- ing Co., 30 Rockefeller Plaza, New York 20, N. Y.

**Do Re Mi For You**

An easy, fast, amusing musical game that can be played by everyone, and holds the interest of a wide radio audience and enthusiastic studio audience. The idea is a simple reverse of "Guess the Tune" and in the Quartermaster General or the organist to play it. If the listener's song is not used on the program and the Organist is not able to play it, the listener who submitted the song title receives a prize. During each broadcast approximately fifteen songs are played.

**Availability:** Live talent

**Time Units:** 15 minutes, 3 or 5 weekly

**Audience Appeal:** Entire family

**Suggested for:** Morning, Afternoon, Evening

**Client Suitability:** Any type, particularly household

**Number of Artists:** three

**Costs on request**

**Audition Facilities:** Transcriptions

**Submissions by:** WIP, 35 S. 8th St., Phila. 7, Pa.

**The Family Quiz**

Here is a simple yet "different" quiz show. It is based on the age-old conflict between parents and children. With the announcer on one team and their very own children on the other, at last it can be proved whether "Papa knows best!" The program depends on human interest—the friendly family rivalry—for its excellency and fun and therefore needs no mechanical "twists" nor huge prizes monies to bolster its appeal. And its appeal is to the entire family.

**Availability:** Live talent

**Time Units:** 15 or 30 minutes, 1 weekly

**Audience Appeal:** Entire family

**Client Suitability:** Those who wish to reach the entire family

**Submitted by:** Rockhill Radio, 18 East 50th Street, New York 22, New York

**The Father and Son Quiz**

Father and son against father and son. Two teams — each team consisting of fathers and their sons. Each member of winning team receives prize, with special prize for father-son accumulating most points. Point system is such that father is not able to answer correctly without aid of son, or vice versa. Prizes given to listener sending in questions used on program. Grabs aplenty when son outdoes father.

**Availability:** Live talent

**Time Units:** Half-hour, once weekly

**Audience Appeal:** Entire family

**Client Suitability:** Quiz lovers and adults

**Number of Artists:** 1 Master of Ceremonies

**Submitted by:** Green Associates, 360 N. Michigan, Chicago 1, Illinois

**Fox and Hounds**

The only audience participation show in radio in which the entire audience is invited to hunt 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 last a few...

**Well worth looking into as one of the most promising programs of 1947.**

**Availability:** Live talent

**Time Units:** 30 minutes, 1 weekly

**Audience Appeal:** Entire family

**Suggested for:** Evening

**Client Suitability:** General appeal

**Number of Artists:** M. C. and 5 announ.

**Audition Facilities:** Will pipe live to lab.生態 of view of RKO Radio, 17 East 45th Street, New York, N. Y.

**Give And Take**

Variety likes this quiz session, 1 "Formula is foolproof . . . and with Reed King as master of ceremonies奖金 whales along for 30 eighty minutes," credits King with "big ing among women." SEP calls King of veterans of economics profession whose hands by Bob Ford prepped him for quiz contests." I asked on Saturdays by Telz. Inc., 2:30 p.m. EDT, CBS series 5-weeks.

**Availability:** Live talent

**Time Units:** 30 minutes, 5-week

**Audience Appeal:** Entire family

**Suggested for:** Evening

**Audition Facilities:** Transcriptions

**Submissions by:** CBS, 485 Madison Ave. New York 22, N. Y.

**Guesso**

A game of skill in which the listener, both young and old, may be the winner of an exciting, easy to follow, and most delightful radio game, a few of fun for everyone. Guesso is based on the audience's ability to detect the rhythm of a vocalist, title of a song, name and personality. Guesso is conducted by Roy Arnold, well-known radio master of ceremonies and Program Director of O. The program is produced by Edward Dallas, well-known producer of many and contest games such as "Dollar Donuts," "Musical Quiz," and "Guesso." Availability: Live talent

**Time Units:** 1/2 hour weekly

**Audience Appeal:** Juvenile, Entire family

**Suggested for:** Afternoon

**Client Suitability:** Varied

**Number of Artists:** Three

**Costs on request**

**Audition Facilities:** Transcriptions

**Submissions by:** WIP, 35 S. 8th St., Phila. 7, Pa.

**Hits and Misses**

Thirty minutes packed with quick popular music and human interest spots by M. C. Radio Interviews each day with three different women provide the housewife with a "inside" view of a career's life. During program, contestants answer questions sent in by listeners thereby stimulating listener-participation, " blinded by beauty," "jokey" contests as the contestants receive cash awards.

**Availability:** Live talent

**Time Units:** 30 minutes, 5 weekly

**Audience Appeal:** Navy, color guards and women

**Suggested for:** Morning, Afternoon, Evening

**Client Suitability:** General appeal

**Number of Artists:** Two and music

**Audition Facilities:** Transcriptions

**Submissions by:** WCBS, 485 Madison Ave. New York 22, N. Y.

**House Party**

Commercially proven audience pattern, hosted by Art Langer.

**Submitted by:** Art Langer.

www.americanradiohistory.com
**Quiz Programs**

### Man Says Yes

The *Man Says Yes* is a radio quiz program conducted by Bob Shannan. The theme of the program is based upon identifying an object of animal, vegetable or mineral classification. Contestants are asked to telephone KFMC and conversa-
tionally guess the answer. The individual who correctly identifies the ob-
ject, based upon the hints given, is the winner.

- **Program Schedule:**
  - Time: 30 minutes, 5 weekly
  - Audience: Entire family
  - Suggested for: Morning
  - Client Suitability: Open to large audiences
  - Number of Artists: 2 and music

### Merchandise for You

Here is a program that keeps people at home during the week. Names are chosen from the telephone directory and the question for the jackpot is asked the night before giving people time to look up the answer. All questions are taken from the World Almanac. If the question is not answered the jackpot goes over to the next night and so on. Around four calls are made nightly. Mr. Clark, the emcee, makes the program very interesting by joking with the people as he talks to them on the phone.

- **Program Schedule:**
  - Time: 10 minutes, 5 weekly
  - Audience: Entire family
  - Suggested for: Evening
  - Client Suitability: Any type
  - Number of Artists: 2

### The Missus Goes A-Shopping

One of New York's brightest and best-liked daytime quiz shows. Hostess, John Reed King as M.C., and housewives as contestants. King's artful handling of both contestants and sponsors' commer-

cial makes for a half-hour of sure-fire selling entertainment. Studio audiences of more than 5,000 witness show weekly, thus providing unusual opportunity for product merchandising.

- **Program Schedule:**
  - Time: 30 minutes, 5 weekly (Quarter-hour unit: Special Script)
  - Audience: Entire family
  - Suggested for: Morning
  - Client Suitability: General
  - Number of Artists: 1

### Lunchen With Maggi McNellis and Herb Sheldon at the Latin Quarter

This show with Maggi McNellis, the girl who caddies in canteen, and Herb Sheldon, the Latin Quarter, one of Broadway's smart spots. Those who go to the Latin Quarter for lunch, each day, are invited to stay over from 2:00 to 3:00 P.M. and be entertained by McNellis and Herb. The entertainment consists of quizzes about everything from fashion to your grandmother's first name and the prizes you are likely to win include anything from the latest book or to combination radio set. Name guest stars are also featured, as are the best dressed women of the day, and the winner of the Toast of the Day award.

- **Program Schedule:**
  - Time: 15 minutes, 5 weekly
  - Audience: Entire Family
  - Suggested for: Morning
  - Client Suitability: General
  - Number of Artists: 1
  - Audition Facilities: Transmitted by: WNBC, 26 Rockefeller Plaza, New York 20, N.Y.

### Musical Jigsaw

Musical jigsaw involves the playing of two very familiar tunes in jumbled order, assigning a number to each music tip, a name to each music block. The listeners compete for prizes by arranging the numbers under the proper tune title. Program consists mainly of telephone calls with theatre tickets as prizes, receiving an average of 100 letters per day.

- **Program Schedule:**
  - Time: 15 minutes, 5 weekly
  - Audience: Entire family
  - Suggested for: Morning
  - Client Suitability: Any type
  - Number of Artists: 1
  - Audition Facilities: Transmitted by: WJAC, 98 Rockefeller Plaza, New York 20, N.Y.
Quiz Call

This is a telephone give-away in which numbers are selected from a phone book by a board of judges. Participants are asked a question; if correctly answered, they receive a prize (which increases $2 with each call). At close of program, a jackpot question is announced. In which everyone who answers correctly wins a gift. To answer this, listener must mail all their guess at what jackpot item in the store will be given away at end of week. Can be radio, television, automobile, amount up weekly if not correctly guessed.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: All types who want a large audience, preferably appliance buyers.

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WLG, 1016 Lee Street, Charleston 24, West Va.

Quiz For Cash

A fascinating, profitable 5-minute Tele-Test. Give your Monsters the name of “Quiz for Cash” as a question of the one who answers his phone call. The correct answer wins a prize. The prize may include drawings in the customary manner of such programs. It is not necessary for the person called on the telephone to be listening to WIP, or even to the radio. A certificate is issued to the correct answerer. The certificate is used as a coupon. What makes Quiz for Cash so valuable is that it is completely unrelated to the program or any other program. Each week a new draw is made. In the player’s box is a new coupon.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: All types who want a large audience, preferably appliance buyers.

Number of Artists: 1
Audition Facilities: Transcriptions

The Quiz Man

A five-minute early evening show, featuring a 5-minute telephone call to one or more listeners. If listener can answer question (whether he is listening to program or not) he receives cash award. If he is correct, a gift certificate from the sponsor is sent to him. Question is usually answered. The “Quizman” follows top-notch entertainment, thereby in having large, intelligent audience.

Availability: Live talent
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Merchant or service who want a program that really sells.

Number of Artists: 1—announcer
Costs: Regular rates
Submitted by: KFRO, Box 792, Longview, Texas.

Radio Cross Word Puzzle

A half-hour of hilarious fun. An audience participation show with simple requirements. A Master of Ceremonies and Facet of Puzzle. Contestants on stage and off stage give clues and definitions in puzzle play off a word of the day. M.C. humor and commercial plug. The game is played along lines of ordinary crossword puzzle.

Availability: Live talent
Time Units: 20 minutes, 1 to 4 weekly
Audience Appeal: Entire family
Client Suitability: Any production requiring a large audience
Number of Artists: 1
Audition Facilities: Will pipe live talent

RFD America

With the endorsement of farm bureaus, agricultural colleges, 4-H Clubs and Granges, RFD America presents real dirt on modern farm problems. When a producer begins to testify, the farmer becomes Master Farmer of the week and remaining to match wits with three contestants the following week. Each contestant is eliminated by reparation and merchandise prizes. Discussion, vocational information, catch questions and national and world affairs comprise the area of friendly debate.

Availability: Live talent
Time Units: 15 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any client who has a large audience.

Number of Artists: 1
Cost: On request
Audition Facilities: Transcriptions

Round The World

Toby David as M.C. in a mythical Round The World tour top his 15-minute show from the Paris Opera, Broadway, radio, and the World. Toby David with music supplied by the WJZ Studio Orchestra.

Availability: Live talent
Time Units: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Travel agency, automobile manufacturers, automotive manufacturers.

Number of Artists: 20
Costs: Regular rates
Audition Facilities: Transcriptions
Submitted by: WJZ, Fisher Building, Detroit 2, Michigan.

Sidewalk Matinee

Sidewalk Matinee is a fast moving 15 minute program featuring the smooth patter of our special events about a Hollywood question. The entire program originates from a local theater and is augmented by a bag of wonderful gifts. These gifts are given according to the winning results in the feature contest, but everyone on the show gets a prize.

Availability: Live talent
Time Units: 30 minutes, daily
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: All types

Number of Artists: 1
Cost: Requested
Audition Facilities: Transcriptions
Submitted by: WJSR & WJSRS-FM, Radio Center Bldgs., Cleveland Heights 15, Ohio.

Talk of the Town

Run Tue., Wed., Thu., Fri. of each week from 7:15-7:30 P.M., following Ful- tenauer News and News from Home. Quiz questions each night. One giving most correct answers is awarded Admiral Radio or other prizes each night. Weekly sweepstakes and appearance of orchestra. Transcribed music if desired. Three musical quiz questions and one on Eric History asked during program. Dapper look with neat correct answers wins.

Availability: Live Talent; E.T.
Time Units: 30 minutes, 4 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types for family.

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WJZ, Fisher Building, Detroit.

Tetto-Test

Tetto-Test is a telephone quiz program that has a unique formula. Unlike other money give-away shows, this program provides insurance, sweepstakes, and cable competition, and the best network shows. Has sold merchandise for all types of accounts. For 4 years an outstanding success. Competing on the WGN, Chicago, 137 on WNAC, Boston, and 9.3 on WJR, Detroit.

Availability: Live talent
Time Units: 15 or 30 minutes, 5 or 6 weekly

Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: 360, WJSR-FM, 75 E. Wacker Drive, Chicago 1, Ill.

Trestle Chest

The “Trestle Chest” is a “Man on the Street” program with a different angle. The announcer is equipped with a Trestle Chest which is filled with numerous gifts from local merchants. The announcer is also equipped with a ring of keys to this chest. If the participant on the program answers the question correctly, he opens the chest, the rings of keys, the participant selects the right key and opens the chest, the contents are his.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: All types

Number of Artists: 1
Audition Facilities: Transcriptions

Teletime

Syndicated script series with unique “call-off” angle. Exact correct time is given as show starts. Listeners are called during program and asked to state correct time. If answer is within 30 seconds either way a prize is awarded. Jackpot feature. Natural tie-up for jewelry accounts—sponsor can offer to add watch or clock if listener does not have the correct time. Mail-pull tie-in on temperature forecast.

Availability: Live talent
Time Units: 15 minutes, 16 weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon
Client Suitability: Jewelry Accounts

Number of Artists: 2
Cost: Depends on size of market
Audition Facilities: Transcriptions
Submitted by: Imperial Radio Productions, 444 University Ave., Toronto 2, Ontario, Canada.

U-Select-And-Win

Quiz show for children up to 18 years of age. Cindel theme song played by the St. Hammond Organist and sung by a child. Sponsored by U-Select-It Co. of Chicago, who give away cash and boxes of candy to winners (1,000 at first). Everybody in radio auditions gets a bubble-gum on leaving studio. Program based on the idea that everybody likes to give advice. Also, here’s how to capitalize on that rare commodity—helpful contest.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Candy Company

Number of Artists: 1
Audition Facilities: Studio Organizer, and Assistant M.C.
Audition Facilities: Transcriptions
Submitted by: WLS, 1015 N. Broadway, Chicago, Ill.

Watch The Birdie

An audience participation show for children ages 6 and up. Consists of a riddle, guessing, contest and listening situation which is a surprise. Give up to any idea of a correct idea of program’s “pull.” Program good both for radio and television.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: General, especially for firms connected with cameras or photo supplies.

Number of Artists: 1
Cost: Regular rates
Submitted by: Alton Sands, 1201 S. 8th Blvd., Los Angeles 6, Calif.

What Burns You Up

“What Burns You Up?” was spun by Norwich Pharmacal Company, of the Yankee Network, attaining a following through an “operator” program than can go on forever. “Get an ex show.” Excellent melon and promotion tie-in. Here’s a radio program and program that ages.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General

Number of Artists: 2 to 3
Audition Facilities: Transcriptions
Submitted by: WJSR, Radio Product, East 45th Street, New York 17,

www.americanradiohistory.com
Winner Take All

An audience participation program bringing popularity of a quiz show to the day-to-day schedule, and are played between two members of the studio audience and winner of each round remains on program until his or her opponent, has rated, has rates as high as 12, 40 per cent above the time period's normal rating. Wins large and end-

Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Any type
Number of Artists: MC plus music and participants
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

WSYR Goes Calling

Elliot Gove and Hal Bower take the "WSYR Goes Calling" wire recorder to homes throughout Central New York, with the station's quiz programs and the best slides of local interest. Each woman has 15-30 women as house guests during the program, 140 programs, before 2000 people using 1000 on the air have been made. Availability: Live talent
Time: 25 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: National or Regional Distributors of Food Products, Chain stores
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WSYR, Syracuse, N. Y.

World Tours

Radio's Global Quiz

World Tour features Lt. Col. George Hutchinson and his famous family, the "Flying Hutchinsons." This unique quiz show boasts the largest electric world may exist in a studio audience. Activities are undertaken by many visual attractions, including illuminated travel routes; tiny rocket ships flying across the map; flashing, electric teller board, and Super Bonus Bowl. Cash prizes total $100 per broadcast. Col. Hutchinson reported equally to 51 countries, is well qualified to M. C. this educational program.
Availability: Live talent
Time: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: All types who want a large audience
Number of Artists: 4 and approximately 8 assistants
Audition Facilities: Transcriptions
Submitted by: WBPR, 10 East North Ave., Baltimore 2, Maryland

What's The Name Of That Song

Each week Bud Williams, master of monologues, selects six clues from the air, each clue is to identify a group of three songs submitted by the contestants. If the contestant does not know all the songs, he or she participates in a "Name The Song" contest, the top prize of $15 is awarded.
Availability: Live talent
Time: 30 minutes, 1 weekly

Accent On Youth

Blazing half-hour of variety enter-

ment of and for young Americans, the gram program being composed entirely of young people's selected acts. Don Lango, the host and director of WBIR's youth program, takes care of the music and dance aspects of the program. The songs are performed by the 65-voice chorus of the program is also used by professional choreographers. Taped in studio, the program is distributed to over 100 stations.
Availability: Live talent
Time: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: Soft drink, dairy products
Number of Artists: 40
Audition Facilities: Transcriptions
Submitted by: WJZ, Fisher Building, Denver, Colorado

1947

Adventures In Christmas Tree Grove

Adventures in Christmas Tree Grove is the most successful Christmas program in the entire broadcasting industry. Almost 300 stations have presented this series, and it is viewed by an estimated 25 million people. The series features a large cast of characters, including Santa Claus, Mrs. Claus, and a variety of animals. The series has been a staple of Christmas programming for many years.
Availability: Live talent
Time: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Dairy, soft drink
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WJZ, Fisher Building, Denver, Colorado

1948

Adventures Of Dicky Cole At Farr Military Academy

Well known Prep school comic magazine character in a new juvenile series of stories and adventures. Each program consists of a half-hour of material and adventures. Each program is broadcast every Saturday afternoon.
Availability: Live talent
Time: 15 minutes, 5 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Children's books, magazines
Number of Artists: 6
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

Adventures Of Buddy Bear

A two-minute strip show featuring Buddy Bear, who is brought to life by an puppeteer. The show is aimed at children and is broadcast every Saturday morning.
Availability: Live talent
Time: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Antique dealers
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WJZ, Fisher Building, Denver, Colorado

The Adventures Of Frank Merrittwell

Frank Merritwell, college athlete and hero of the series of books of the same name, solves a mystery and wins an athletic contest each week in the national atmosphere of the turn of the century.
Availability: Live talent
Time: 30 minutes, 1 weekly
Audience Appeal: Juvenile
Suggested for: Morning
Audition Facilities: Transcriptions
Submitted by: National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

The Adventures Of Zorro

This story, which takes place in California during the early part of the 19th century, is based on the American literary classic, "The Mark of Zorro." It is an exciting, adventurous portrayal of the black-masked rider, Zorro, champion of the poor and the oppressed. Though it is aimed at the juvenile market, it will appeal equally to adults, and the high level of the show will be acclaimed by Parent-Teachers and Educational Institutions.
Juvenile

Availability: Live talent
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon, evening
Client Suitability: Any product used by children

Number of Artists: About 6
Audition Facilities: Transcriptions

Adventure Parade

The greatest children's classics of all time furnish the action of Adventure Parade, stories such as "Treasure Island," "The Three Musketeers," "Robin Hood" and "The Count of Monte Cristo" are offered in "solo dramatization" through the voice of John Griggs, who takes all the parts. Jon Gratt at the organ supplies the musical interludes.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Products consumed by children

Number of Artists: 5 to 8
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

The Amazing Adventure of Dippy the Dwarf

Dippy, a four-thousand-year-old dwarf, has been everywhere, seen everything, and knows about all there is to know, other than to visit U.S.A. today. He strikes up a friendship with a modern American boy, and they go places and do things together — meeting adventure at all turns.

Strongman Dippy, the strongest human, which brings fun and action-packed excitement to the juveniles, also provide quiet satire and comedy for the adults. You ought to get a kick out of Dippy!

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Juvenile
Suggested for: Early Evening
Client Suitability: Food — Candy — Soft drinks

Number of Artists: 6-8 plus orchestra
Audition Facilities: Transcriptions, Scripts and Presentation
Submitted by: Corday-Roberts, Inc, 41 W. 52nd St., New York 19, N. Y.

Aunt Gennie

Aunt Gennie (Mrs. G. White) is one of the foremost story tellers in New England. Aunt Gennie, with a voice that tells the story of Rumple-bumble, the helicopter that can talk, appeals to children from the age of 5 to 8. Definitely not the blood and thunder currently criticized. Exceptionally favorable parent reaction.

Availability: E. T.
Time Units: 15 minutes, 1 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Bakery, children's shops

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: William H. 270 Atlantic St., Stamford, Conn.

Blackstone, The Magic Detective

The world's greatest living magician in his own radio series. Each quarter-hour complete in itself. Containing an intriguing mystery, a clever brain teaser, with an interlude into Magic tricks that the listeners themselves can perform and mystify his friends. Booklet of Blackstone, is excellent. Available with program. 78 shows already transcribed. Successfully sponsored by Richfield Oil Corp. of New York. Now running in 23 markets of Ohio, West Virginia, Pennsylvania by WOAC, Corp.

Availability: E. T.
Time Units: 15 minutes, 15 weekly
Audience Appeal: Family
Suggested for: Afternoon, evening
Client Suitability: Oil companies, bankers, druggists, brewers

Number of Artists: 5-8
Cost: Rates start at $10
Audition Facilities: Transcriptions
Submitted by: Charles Michelson Inc., 67 W. 44th Street, New York 18, N. Y.

Blair of the Mounties

Sergeant Blair of the famous North-West Mounted Police is featured in this program and relaxes and dramatizes tales based on actual facts. Stories vary as to locale and proceedings. Example titles: "Train Robbery," "The Phantom Sniper," "The Death Tube," "The Naked Truth," etc. Several programs of the series require two-quarter-hour programs to complete. A truly exciting and interesting series that will hold the attention of the entire family.

Availability: E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Daytime
Client Suitability: All types

Number of Artists: 8 or more
Cost: Stations 5000 Watts or under, $100
Per station over 5000 Watts, $200
Audition Facilities: Transcriptions
Submitted by: Walter Biddick Company, Radio Programs Division, Chamber of Commerce Bldg., Los Angeles 15, Calif.

Bolton's Good Deed Club

Adult members of radio audience are requested to write letters telling of good deeds performed by youngsters. The juvenes, in writing of good deeds by themselves also and prizes are awarded each week. Program is aired before theatre audience of youngsters and they select by their applause which boy and girl receive second prizes or the two best deeds of the week. Wrist watch and radio are given by bicycle and weekly for winning kids and girls who will be given at end of each week. A juvenile quiz session matching four girls against four boys for best junior audience participation with prizes in part of program.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Product of interest in juvenile audience and participation. Membership cards are given to visible audience and program participants.

Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WOC, 45 South Ludlow Street, Dayton 2, Ohio

Captain Danger

Exciting adventure stories in serial form with plenty of action, clean-cut entertainment for children from eight to fourteen. A program for which the station can get the involvement of local educational institutions — wonderful merchandising features — a program successfully broadcast over 80 stations.

Availability: E. T.
Time Units: 15 minutes, 3 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Very successfully used by bakers and cereal companies

Number of Artists: 3
Cost: Percentage of Class A station time
Audition Facilities: Transcriptions

The Children's Songbog

Program written and conducted by Victorine Block deals with American folk tunes and occasionally features songs and music heard on Nativity music. On Saturdays at 10 a.m. kids flock to WOCP's studios to hear program, participate in community singing and play in the annual show of Bob Bannow acting out story written by him featuring "Uncle Patrick," lovable Irish red, who brings the children's pets to life. Program recently received 1946 Massachusetts Committee Peabody Award as "outstanding children's program broad cast over WOCP in Boston."

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Juvenile
Suggested for: Sat. morning
Client Suitability: Children's products

Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WOCF, 485 Boylston St., Boston, Mass.

Children's Story Time

A program of children's records featuring well-known Hollywood stars narrating children's story favorites. Introductory program tells the story of the broadcast by John Corrigan. Some of the stories used are "Peter Rabbit," by Beatrix Potter; "The Wolf and the Seven Kids" by Munro O'Brien; "Tales of Uncle Remus" with the original cast of Walt Disney's "Song of the South."

Availability: E. T.
Time Units: 25 minutes, 2 weekly
Audience Appeal: Juvenile
Suggested for: Morning, Evening
Client Suitability: Any product for children

Number of Artists: 8
Audition Facilities: Transcriptions
Submitted by: KXOK, 12th and Delmar, St. Louis 1, Mo.

Children's Theatre

The "Children's Theatre" represents top juvenile dramatic effort, and is a program of special interest to youngsters of all ages. A new, fresh and original dramatization and adaptations from Children's stories and fairy tales. The entire cast is made up of children in the direction of Eleanor Bowling Kane. The "Children's Theatre" is transmitted with "open ends" for your commercial message. Here is a natural avenue of approach that leads straight into the heart of the home.

Time Units: 15 minutes, 1 weekly
Audience Appeal: Juvenile
Client Suitability: Entire family
Suggested for: Evening

Number of Artists: 6 to 15
Audition Facilities: Transcriptions
Submitted by: WRIR, 16 East North Ave., Baltimore 2, Md.

Dr. George W. Crane

Dr. George W. Crane, M.D., Ph.D., noted mid-western psychologist, discusses actual case histories and problems of the listener in an interesting and instructive manner.

Availability: E. T.
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: All types

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WJR, 441 N. Michigan Ave., Chicago 11, Ill.

Daddy Rintaiil

This series of dramatic episodes features the forest adventures of Daddy Rintail, the talking monkey. Imaginary characters include the Whistledrinker, the Talking Tree, the Talking Puffin. Ad- ture, comedy, and inspirational themes are developed in a manner proving suspense can be achieved without intense action. Even adults will be entertained by the chieE characters. Each day's feature has a moral, well disguised, for both boys and girls and between 10 and 12.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Number of Artists: Variable... average per week
Cost: On request
Audition Facilities: Transcriptions
Submitted by: WFWA, 1122 Jackson Blvd., Dallas, Texas

Doolittle

A comic strip designed for three to thirteen, but should appeal to all. This piece takes place in the mythic town of Doolittle with such characters as the owner of the general store, the inventor, the well-to-do characters from time to time. Action interspersed with lively tunes sung on tiny jingle instruments;inelastic capes, split into 13 separate titles.

This show can sell your product.

Availability: Live talent
Time Units: 15 minutes, 1 to 5 weekly
Audience Appeal: Juvenile
Suggested for: Saturday Morning or day Afternoon; Evening
Client Suitability: Greetings, food products, anything for children

Number of Artists: 2-3 and Piano
Audition Facilities: Transcriptions
Submitted by: Beacon Radio Advert Service, 562 Fifth Avenue, New York

Dan Dunn, Secret

Radio version of the newspaper strip strip of the same title. In that sequence, Dan Dunn discovers the blackmailer, and then begins his search to remove his ring. This sequence covers 5 shows. Next 38 episodes cover 0-4 o'clock. Shows split into 13 episodes. Talent desired. Action. Features a star all wood cast, Commercial tested. used large accounts.

Availability: E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Soft drinks, beer, dairies, food products, candy, cigarettes

Number of Artists: 14
Cost: Based on market
Audition Facilities: Transcriptions

The Fairy Princess

Here are all the stories children told with a charm that has made the original strips such a success. While there is no delicate flower and no background provided by "Ernest," the Magic Hammond Organ, stories include everything from "The Giant Killer" to "Alice in Wendi..."

Availability: Live talent
Time Units: 15 minutes, 1 weekly

www.americanradiohistory.com
Fairytales

A collection of world-famous fairytales from the immortal stories of Hans Christian Andersen, the Grimm Brothers, and more. The stories are read by Jack Beantick, Clendaven, Sleeping Beauty, and the Valiant Little Tailor are a few of the many tales that kids will love. Time: 8-10 p.m.

Jurdy Gurdy Dan And His Wonder Monkey Snoopy

Jurdy Gurdy Dan and His Wonder Monkey "Snoopy" is a live and open broadcast of a children's radio show. Host John M. Smith tells the story of a mischievous monkey named Snoopy, who causes trouble everywhere he goes. Time: 6-7 p.m.

Jack And Jill Players

Live dramatized fairy tales and children's stories using local children for talent and radio training.

Little Red Schoolhouse

A recreation of the little one room rural school of yesteryear, with a background of McCaffrey Readers, Blue-Back Spellers, games, songs, and the period air filled with laughter and authenticity. Time: 6-8 p.m.

Melody Theater

Objective of the Melody Theater is to explain the classics to children in a manner that both entertains and educates. The music of the masters is expertly blended with the narration of the Master of Melodies, First Morrison. Morrison plays recordings of great masterpieces, such as the operas "Aida" and "Carmen," interrupting the music to explain the story. Each of the stories is condensed into a week's presentation.
Sally In Hollywoodland
An innovation in children's programs, this series uses the Walter Lantz cartoon characters with the addition of a live girl named Sally. Each program skillfully points up some moral for children and accentuates good habits to be cultivated, thus encouraging and entertaining to all ages.

Availability: E. T.
Time Units: 30 minutes, 51 episodes, 1 week
Audience Appeal: Juvenile
Suggested for: Saturday morning, Evening
Client Suitability: Bakery goods, dairy products
Number of Artists: 8
Costs: $1200 per episode
Audience Facilities: Transcriptions

Santa's Magic Christmas Tree
A boy and a girl rub a "Magic Lamp" dream of Santa Claus, and are transported to Santa's Magic Tree by the Genie of the Lamp. The Wicked Wizard freed from Aladdin's spell when the lamp changed ownership, follows the children's attempts to recover the wonderful lamp. In Santa's Magic Christmas Tree, every branch and limb is a different "department" where toys and Christmas gifts are made. Original and clever Christmas songs are featured in this series, plus plenty of good, clean entertainment for boys and girls of all ages. This series used successfully by nearly 200 stores, and is a favorite everywhere.

Availability: E. T.
Time Units: 15 minutes, 3 or 5 weekly
Audience Appeal: Juvenile
Suggested for: Afternoon
Client Suitability: Department store, toy shops, juvenile shops, chain stores
Number of Artists: 9 to 20
Costs: Based on market, station
Audience Facilities: Transcriptions
Submitted by: Kasper-Gordon, incorporated, 144 Boylston Street, Boston 16, Mass.

The Silver Eagle
A stirring 30 minutes with Files Hunter, private investigator, who is The Silver Sage. He uses the same methods as those of the stories as those escape the law. Authored by the writer of "Jack Armstrong," this children's vehicle is top network fare. A complete merchandising plan for over-counter sales is ready for inspection. Over two hundred scripts—show has been tested.

Availability: Live talent
Time Units: 15 or 30 minutes, 1 to 5 weekly
Audience Appeal: Juvenile, Entire family
Suggested for: Afternoon, Early evening
Client Suitability: Any type for large sales return. Premium possibilities
Number of Artists: 15
Costs: Contingent upon size of market, local station
Audience Facilities: Transcriptions

Safari Club
Safari Club is aimed at the youngest audience, full of adventure and thrills yet fact. A great merchandising show based on the files of Cyril von Brunnman—noted explorer and adventurer. Von Brunnman stories are set up across the country with special emblems, codes, etc. Consistent listening is required from graduating," to "master," to "explorer."

Availability: Live talent
Time Units: 15 or 30 minutes, 3 or 5 weekly
Audience Appeal: Juvenile
Suggested for: Sat., morning, Late afternoon
Client Suitability: Foods, or where younger audience is to be reached Number of Artists: 5 to 10
Audience Facilities: Will pipe live talent
Submitted by: von Brunnman Studios, 331 East 71st St., New York 21, N. Y.

Sunny and Susie
Sunny and Susie are two young children, brother and sister who are always involved in some adventure or prank in which they are somehow or neighborhood. The episodes are quite humorous and designed to appeal to the very young.

Availability: Live talent
Time Units: 149 episodes of 15 minutes
Audience Appeal: Juvenile
Suggested for: 5:00-6:00 p.m.
Client Suitability: Dependent stores, Cereal Products
Number of Artists: 6

Audition Facilities: Transcriptions
Submitted by: International Productions Limited, King Edward Hotel, Toronto, Ontario

The Steel Mask
Adventure-packed serial featuring activities of group who returned to America as the Apotheosis of a Mask. Their leader, The Steel Mask, known in private life as Stormwell Brooks, was former internationally famous fencer for what he considers his war experiences. The adventures of Stormwell Brooks and his group are set against the authentic local color. The program's purpose is both to entertain and to stimulate a youthful audience. Landlords provide.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Juvenile
Suggested for: Saturday morning, Evening
Client Suitability: Candy—Soft drinks
Number of Artists: 5
Audience Facilities: Transcriptions, Scripts
Submitted by: Cody-Robertson, Inc., 41 W. 53rd St., New York 19, N. Y.

The Story Book
A program crammed full of entertainment for children. The greatest juvenile stories—like "Treasure Island," "Alice in Wonderland," "Journey to the Center of the Earth" are presented weekly. Based on the latest entertainment world's brightest luminaries. Each program also features special children's music. A plus value of "The Story Book" is that it is equipped to a large children's theatre audience each Sunday.

Availability: Live talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Juvenile
Suggested for: Morning
Client Suitability: Children's products, breakfast foods, etc.
Number of Artists: 1
Audience Facilities: Transcriptions
Submitted by: WPNY, 1528 Willow St., Philadelphia 40, Pa.

Story Lady
The delightful whimsy of fairy tales, the sugar-coated morals of modern stories and old fables are brought to children each Saturday morning, 9:00 by the "Story Lady." Olive Ensign Tainter, Recommended and endorsed by Indiana and Indianopolis organizations and leaders. "Story Lady" is the program that children are welcomed by parents and their teachers. Children's verse is also featured on the program occasionally.

Availability: Live talent
Time Units: 15 minutes, 3 weekly
Audience Appeal: Juvenile, Entire family
Client Suitability: Milk and dairy products, cereals, food products, children's clothing, etc.
Number of Artists: 1
Audition Facilities: Transcriptions

The Story Princess
Alaine Denyuk is the daughter of several children's story-books, acts as the "Story Princess" and relates the story behind the fairy tales which never grew old and which record mood music and a liberal use of sound effects to add color to the stories. Names of those featuring birthdays are read on programs and they are invited to monthly Birthday party. Purses are given for the best letter describing a kind deed or the

Audition Facilities: Transcriptions
TREASURE ISLAND

This is a program for children that is not only up-to-date in the blood-and-thunder category. Adventures are played, as well as musical selections of the varied operettas and radio shows...

Availability: Live talent; E. T.
Time: 15 minutes, 5 weekly
Audience: Adults; Juvenile
Suggested for: Afternoon
Number of Artists: 1
Auditorium Facilities: Transcriptions
Submitted by: WNYO, 109, 207 East 30th St.,
New York 16, N. Y.

YOUTH TAKES A STAND

Eight selected high school age young stu-dens discuss topics of juvenile interest under guidance of young Episcopal Min-ister of the 'Youth Look At Itself In The Community.' "Youth Looks At Itself In The School," "Youth Looks At Itself In The Church," etc. Suggestions from children, New York... 

Availability: Live talent
Time: 10 minutes, 1 weekly
Audience: Adults; Children
Suggested for: Afternoon; Saturday
Number of Artists: 10
Auditorium Facilities: Transcriptions
Submitted by: WNYO, 109, 207 East 30th St.,
New York 16, N. Y.

YOUTH AND CINEMA

Program consists of newly released songs...

Availability: Live talent
Time: 10 minutes, 1 weekly
Audience: Adults; Children
Suggested for: Afternoon; Saturday
Number of Artists: 50
Auditorium Facilities: Transcriptions
Submitted by: WNYO, 109, 207 East 30th St.,
New York 16, N. Y.

WONDERLAND TALES

The Wonderland Lady relates the radio... and new songs and new poems to little tots between the ages of two and ten. Program is devoid of noise or horror.

Availability: E. T.
Time: 15 minutes, 5 weekly
Audience: Adults; Children
Suggested for: Early evening
Number of Artists: 1
Auditorium Facilities: Transcriptions
Submitted by: WMBC, 1000 Conn. Ave.,
Washington, D. C.

4947

HOLLYWOOD

Beverly Hills, California

Daredevils of Hollywood

Motion picture companies avoid ex-pensive delays that might lead to the use of "double" stars. The "doubles" used in... are known as "Stunt Men," while every precaution is taken to avoid ambiguous facts that every time they do a "gag," they never or less take lives into their own hands.

Availability: Live talent
Time: 10 minutes, every two weeks
Audience: Entire family
Suggested for: Specials
Number of Artists: 12
Auditorium Facilities: Transcriptions
Submitted by: Jack Parker and Associates,
Box 2233, Hollywood 28, Cal.

Hollywood Quiz

A quiz show with the motion picture stars and film-goers participating Moder-nator for Hollywood Quiz would be a prominent movie star, the regular panel of experts includes two equally well-known motion picture artists with an ad-ditional guest host appearing in the city's radio stations through the week. The mere member of the panel would be a radio... 

Time: 20 minutes, once weekly
Audience: Entire family
Suggested for: Evening
Client Suitability: All types
Number of Artists: 50
Auditorium Facilities: Transcriptions
Submitted by: Motograph, 1501 Broadway,
New York 19, N. Y.

Let's Go To The Movies

Here's a newly revised Hollywood show! It's a summary of the highlights from the movies, plus news and gossip of the film world, and the latest songs from the sound pictures, played by Ivan L. Levin and his orchestra.

Time: 15 minutes, 1 to 5 weekly
Audience: Entire family
Suggested for: Daytime, Evening
Number of Artists: 10
Auditorium Facilities: Transcriptions
**1947 ★ FEMININE ANGLE ★ 1948**

**Margaret Arlen**
Margaret Arlen, New York's highest-rated woman commentator, has only and record-breaking results both audience and sales-wise. Though especially designed for housewife-listening the wide variety of topics discussed makes the program appealing to every one. Each day a notable person, outstanding in his field. It's a happy case when Miss Arlen, Billboards call her 'Ne,' announce the Metropolitan girls who talk for living on the air.

Availability: Live talent
Time Units: (Participating Sponsorship) 30 minutes, 5 weekly
Audience Appeal Female
Suggested for: Morning, Afternoon
Client Suitability: Women's and household products
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WCBS, 458 Madison Ave.,
New York 22, N. Y.

**Baby Days**
Baby Days features Dr. A. S. DeLoys, a physician whose talks on each program deal with Child Care, Behavior of Infants and Children. Dr. DeLoys' inspiring talks and his replies to questions of listeners are designed to guide and help teachers everywhere in the important task of providing Baby with a healthy, happy childhood. Members of the Gersh Cup Club are announced during the program. Written by local announcers. This provides an ideal middle commercial and gives the program local color.

Availability: E. T.
Time Units: 15 minutes, 1 weekly
Audience Appeal Female
Suggested for: Afternoon
Client Suitability: Any baby product—Infants' wear—Photographs, etc.
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: Harry S. Goodman, Radio Productions, 19 E. 53rd Street, New York 22, N. Y.

**Sara Barabkin**
Sara Barabkin, the economist, has twelve year broadcasting record on this station. Highly pleasing voice personally and appearance. Enjoys absolute confidence of unusually large audience. Works well with announcer... program is conversational in style with three participating commercials.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Foods, household articles, housekeeping aids
Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WNBF, Arlington Hotel, Birmingham, New York

**Country Editor**
"Laddies and gentlemen... especially the ladies," and the Country Editor is off on another fifteen minutes of news for the small town and country listeners in Eastern Iowa. News compiled by WMT's staff of 40 correspondents but news that too often gets crowded off the regular newscasts. And Hugh Hearn, Farm Bureau speaker, adds just the right editorial comment for the country listeners. Ideal for selling housewares.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal Female

**Furs On Parade (1947-48)**
A sequel to the "Keep Your Furs" series which was sponsored successfully by more than 200 stores, Furs On Parade is the most comprehensive radio program ever produced for fur retailers. It meets current conditions and problems in the fur field. Each episode is divided into three segments; first for use as the highlight of a quarter-hour program. Total for Furs Or Parade is about 7 minutes. Remainder of 15-minute session comprised of contributions and music from station musical transcription library.

**Dorothy Day**
Miss Day calls upon her talents as home-maker, fashion reporter, and entertainer to create a listenable women's program for a hour each Friday morning. Authoritative and informative discussions on household hints, menu suggestions, fashion facts, budget ideas, celebrity interviews, and things to see and do—are all part of Dorothy Day's program.

Availability: Live talent; E. T.
Time Units: 20 minutes, 5 weekly
Audience Appeal Female
Suggested for: Morning
Client Suitability: Furs, housewares
Number of Artists: Miss Day and announcer
Audition Facilities: Transcriptions
Submitted by: WINS, 28 West 44th St., New York City

**Glamour Girl**
Women all over America, listening to "Glamour Girl," will learn how to beautify themselves as Hollywood stars do. Those fabulous men with make-up and hair styling, the Westemos, Em and Addy, and RKO's lovely authority on dress, Peston, come to make Glamour Girl thrilling experience. To point up their suggestions, women from the audience are transformed right during the broadcast.

Availability: Live talent
Time Units: 30 minutes, 1 to 5 weekly
Audience Appeal Female
Suggested for: Morning, Afternoon
Client Suitability: Any women's product
Number of Artists: 15, including orchestra
Audition Facilities: Transcriptions
Submitted by: Commodore Productions, 1350 Highland Ave., Hollywood 28, Calif.

**Home Service**
Program is designed to merchandise products in all departments of department store particularly home appliances and furnishings. Home Service is information without being academic; it tells the homemaker how to buy, service and maintain all the products that go into a home. In other words, this is one program, the content of which is based on the premise that shoppers are the ones who make the decision. The program, "Home Service," is a pleasant listen for the homemaker, homemaid, who is busy, busy, busy, busy. It's a challenging series aimed at helping her get the best out of her dollars.

Availability: Live talent
Time Units: (Participating-Sponsorship) 15 minutes, 6 weekly
Audience Appeal Female
Suggested for: Morning, Afternoon
Client Suitability: Department store
Number of Artists: 2
Cost: On request
Audition Facilities: Transcriptions

**The Food Scout**
For the housewife who has no time to scour the market in her best buys in fruit and vegetables, who has planned so many menus that no more variations can be derived, "The Food Scout" with her early morning market-basket news comes as a life-saver. Broadcast direct from the big Kansas City Produce Terminal, it is the heart of America's established news broadcast on fruits and vegetables.

Availability: Live talent
Time Units: 10 minutes, 6 weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Food, Drug, Clothes
Number of Artists: Miss Day and announcer
Cost: On request
Audition Facilities: Transcriptions
Submitted by: WNYE, 1352 2nd Ave., New York 51, N. Y.

**Kits Clutter Box**
"Kit's Clutter Box" is a Sunday, clutter and ideas by an outstretched authority on women's interest. "Kit's Clutter Box" brings all the latest news pertaining to kitchen and personal care to your listener and seldom misses a program in which she has an interview with a celebrity. Rapid-fire delivery, which is a pleasant listen for the homemaker, homemaid, who is busy, busy, busy, busy. It's a challenging series aimed at helping her get the best out of her dollars.

Availability: Live talent
Time Units: Participating Spots
Audience Appeal Female
Suggested for Morning, Afternoon
Client Suitability: Women's Products
Number of Artists: 1
Cost: On request
Audition Facilities: Transcriptions

**Leave It To The Girl**
This program has been designed to lift the sentiment of the American make. After all that's the object of the criticism often heard by the four charming ladies who compose the "Leave It To The Girls." Panel, the" Leave It To The Girls," with Dorothy Kilgallen, Eileen McHale, Chandler and Margaret Johnson... sent in by the listening public and "Leave It To The Girls" is an m. c. and one guest, usually an actress, appears on each show. Availability: Live talent
Time Units: 15 minutes, 1 weekly
Audience Appeal Female
Suggested for: Evening
Client Suitability: Women's Products purchased largely by women
Number of Artists: 6
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

**RADIO DAYS**
www.americanradiohistory.com
FEMININE ANGLE

The Florence Sandu Show

Popular Pittsburgh radio personality, Florence Sandu, in a personal program which runs the gamut from fashions to interviews with visiting celebrities. Miss Sandu’s experience includes work in a department store in Western Reserve, heading radio activities at Pittsburgh’s largest department store, and her current job as the fashion reporter for the Daily Republican. She is a result of her department store background and knows how to adapt it to the radio medium.

Time Listed: 5 minutes, 5 weekly (participation)

Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Fashion, accessories, etc.

Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WVRE, Wilmin ton, Del Ave.
Pittsburgh 19, Pa.

Visit With Louise Morgan

Visit with Louise Morgan is a friendly, easy-going, programming presentation. Featuring Louise Morgan, WNCL’s commentator for women, the program is informal and offers an array of colorful topics. Morgan discusses the weather, movies, current events, and much more. In her personal life, Morgan is in retail selling a wide variety of goods. Industrial and commercial music is used to set the mood for the show.

Availability: Live talent; E. T.
Time Listed: 3 minutes, 5 weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Fashion, accessories, gen eral retail stores.

Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WNCL, 21 Brookline Ave nue, Boston 15, Mass.

Shopping Circle

Women in the Tri-State desert turn to Janet Ross and EDKA’s Shopping Circle (10:15 a.m. 10:30 a.m. Sundays) for reviews of fashions and tips on clothes, cosmetics, home furnishings, etc. When this fashion authority tells you what to expect from a product, her participation program alone was used to introduce a new product recently. Results are still amassing the sponsor. Back and forth between the customers and the advertisers' confidence, spell sales for advertisers. Her "live" scripts are really that....

Availability: Live talent
Time Listed: 45 minutes, 6 weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Female

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: LEAL, 125 West 42nd St., New York 18, N. Y.

What You Doing Tonight?

An "around the town" program, using a live microphone, to show how other people—average or famous—spend their time. The angle is that it shows the lives of people, not just their activities. Audience participation is encouraged.

Availability: Live talent
Time Listed: 15 minutes, 5 weekly

Suggested for: Morning; Afternoon; Even ing

Client Suitability: Anyone—any special interests are included, and the program offers possibilities for sales tree because of flexibility localized.

Number of Artists: 2 plus guests
Audition Facilities: Transcriptions

WOMAN'S CLUB OF THE AIR

The Woman's Club of the Air should be what this name implies... a club. That's why Mildred and her associate Gloria Brown discuss, exchange, and suggest ideas rather than preach them. Obviously this is more complimentary to the listener's intelligence than the usual do this... do that technique. According to the program topic for the day of "Hobbies for Housewives"... "What to do for Valentine's Day"... or what not... is blended all through the program.

Availability: Live talent; E. T.
Time Listed: 30 minutes, 5 weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Food, drugs, cosmetics, women's apparel

Number of Artists: 2
Audition Facilities: Transcriptions
Submitted by: WMAL, 19th and Constitution Ave.
Washington, D. C.

WOMEN'S MAGAZINE OF THE AIR

A thirty minute participation program conducted by Dorothy Bankin, who is known as Jane Lee. The program is broken into several departments called of interest to the housewife. Problems are discussed covering the subjects of homes, economics, and juvenile problems. Subjects are discussed openly and thoroughly by an expert. All matters pertaining to women's magazines are handled exclusively by Jane Lee.

Availability: Live talent; E. T.
Time Listed: 20 minutes, 5 weekly

Audience Appeal: Female
Suggested for: Morning; Afternoon
Client Suitability: Any product meant to be brought to the attention of the female.

Number of Artists: Jane Lee and announcer
Audition Facilities: Transcriptions
Submitted by: WMAL, 19th and Constitution Ave.
Washington, D. C.

WOMEN IN SPORTS

Over 5-minute script feature of exclusive, unusual human interest stories on women who are athletes, this week: "Polonia" in East Berlin, "Vesta" in Harvard, and "Squal" on amazing women who have made and have helped make imperishable sports records. A new show for a woman announcer to handle.

Availability: Live talent
Time Listed: 1 minute, 1 to weekly

Audience Appeal: Female
Suggested for: Morning; Afternoon; Even ing
Client Suitability: Sponsors, agents, advertisers, buyers

Number of Artists: 1 (female athlete)
Audition Facilities: Transcriptions
Submitted by: WINS, 101 Fifth Ave., New York 17, N. Y.

AIR DAILY

LET'S TALK IT OVER WITH FRANCES MCGUIRE

One of radio's outstanding fashion authorities, Frances and her wire service are heard throughout Philadelphia, her daily broadcast visiting with guests and discussing the latest in women's fashions in the same engaging manner and entertainment.

Suggested for: Morning
Audience Appeal: Female
Client Suitability: Women's fashions

Number of Artists: 1
Audition Facilities: Transcriptions


MEDITATIONS WITH WILL MORRALL

Will Morrall is the friendly philosopher whose spoken meditations are as captivating as an old musical set and two vocal solos, the first of which is that it is the air, David's sword is the soldier and the organ and accompaniments are by David Stephen...

Availability: Live talent
Units: fifteen minutes, 5 weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Anything that women purchase. Food, cosmetics, etc.

Number of Artists: 3
Audition Facilities: Transcriptions
Submitted by: WCAU, 1622 Chestnut St., Philadelphia 3, Penna.

MELODIES FOR MILDAY

This program attempts the unusual in an ordered and transcribed entertainment. Melodies are selected directly from the piano teacher and femininity magazine and is tempered to suit milday's taste. Although the format is slightly different, the show's main strength is that it features a variety of musical talent and some of the leading names of popular and classical groups make a guest appearance.

Availability: Live talent; E. T.
Units: 15 minutes, 5 weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Merchandise, radio entertainment, music, etc.

Number of Artists: 1 announcer
Audition Facilities: Transcriptions

Submitted: KROW, 464—19th Street, Oakland 2, Calif.

MILDAY'S MELODY

his show is dedicated to Milday with a "humbled appeal" asking for her listeners and to lighten the day's challenges. A Musical program that fulfills a long standing need for a program of meditative, relaxed, listening—features Canada's famous radio talent and is NBC-produced with all the polish of professional entertainment. "Wanderlust, Romance," are but a few of the moods "reflected" in this recorded presentation.

Availability: Live talent
Time Listed: 15 minutes, 2 weekly

Audience Appeal: Female
Suggested for: Morning
Client Suitability: Advertising

Number of Artists: Various
Audition Facilities: Transcriptions

Submitted by: NBC Radio Recording Division, NBC Building, New York 15, N. Y.

REFLECTIONS

Words and music combine to make this a distinctly different recorded show. "Reflections" is the title that fulfills a long standing need for a program of meditative, relaxed, listening—features Canada's famous radio talent and is NBC-produced with all the polish of professional entertainment. "Wanderlust, Romance," are but a few of the moods "reflected" in this recorded presentation.

Availability: Live talent
Time Listed: 15 minutes, 2 weekly

Audience Appeal: Female
Suggested for: Evening
Client Suitability: Advertising

Number of Artists: various
Audition Facilities: Transcriptions

Submitted by: NBC Radio Recording Division, NBC Building, New York 15, N. Y.

MODERN WOMAN

This show offers women listeners an informal glimpse at new places, new people and new ideas. Grochten Thomas, the Modern Woman, has traveled extensively and has become a home economist and other career woman.

Availability: Live talent
Time Listed: 15 minutes, 5 weekly

Audience Appeal: Female
Suggested for: Afternoon
Client Suitability: Home economist and others career woman.

Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WTAG, 18 Franklin St., Worcester 1, Mass.
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RADIO DAIL
WOW!

TOMMY DORSEY

DISC JOCKEY SHOW
ON TRANSCRIPTION

All we did was announce the new Tommy Dorsey Disc Jockey show. We explained that Tommy on transcribed bands emcees the show, personally selects and introduces hit phonograph records, and interviews top-drawer guest stars.

Wow! You should have been here to see what happened! Wow is about as close as we can come to a description. The wires hummed, the phones jangled, the postman staggered under his load. Non-cancellable, 52-week orders on just one advertisement!

Regardless of broadcast time, Dorsey will capture and hold the major share of the available audience for any station five full hours every week. Here's your chance to dominate — really dominate — any area at an extremely low talent cost.

Buy the whole five-hour strip, or any part of it on as many stations as you want. It sells as full-, half- or quarter-hour strips as well as spot announcements. Big as it is, the cost is small. Write, wire or phone us today for names of stations carrying the show in the markets you are interested in.

(ASIDE TO STATION MANAGERS: Better find out right now if the Tommy Dorsey Disc Jockey Show is still available in your market. Only one station in any market can own this valuable franchise. Remember, if you don't book it, you'll have to buck it... five full hours every week!)

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.
LET'S GO AMERICA

AUTOMOTIVE INDUSTRY CHAMPION OF AMERICAN LIBERTY AND FREEDOM

MICHIGAN'S GREATEST ADVERTISING MEDIUM

WJR

50,000 WATTS

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS Pres.
MERRY WIGGERS Asst. to the Pres.

Perry

Represented by

OWNED BY

V. P. and Gen. Mgr.

www.americanradiohistory.com
The Hamilton Hour
Co-sponsored by 6 Hamilton, Montana merchants—hourly music and variety show presents historical hotel dance announcements, news items, recorded special events, and other features of interest to Ravalli County residents and tourists. Commercially woven into script are light concert or lecture-type stories. Located 45 miles south of Missoula on route 89 Co-Pam-American Highway, Bitterroot Valley. Hamilton offers a wealth of material for such a co-op program—so do other historically-rich communities of Western Montana. Vacationland show of this nature is contemplated.
Availability: Live talent; E. T.
Time: 30 minutes, once weekly
Audience Appeal: Entire family
Suggested for: Morning; Thursday
Client Suitability: National manufacturers, farm, sports equipment
Number of Artists: 3-5 per show
Comedy: Joke Factory
Productions Submitted by: KGVO, 132 W. French St., Missoula, Montana

If I Had My Way

—Being an “Armchair Critic” is one of the basic characteristics of every American. This program gives the man in the stands, as well as the big-name expert, the chance to voice his opinion and his advice, on any subject, grave or entertaining, the problems of the world, the zitter, the screwball. Under the guidance of a star-name interviewer, he will come to the microphone and say: “If I had my way... I would do it this way....”
Availability: Live talent; E. T.
Time: 15-45 minutes, 1-5 weekly
Audience Appeal: Entire family
Suggested for: Morning, Afternoon, Evening
Client Suitability: All consumer goods and services. Will give prizes as merchandise, as well as tickets to upcoming events.
Number of Artists: 5-15 plus guest.
Audition Facilities: Transcriptions will be required.
Submitted by: Joy de Good Consultancy, Inc., Room 415, S. 5th Avenue, New York, N. Y.

The Johnson Family

Jimmy Scribner, “the man of a thousand voices,” brings the simple humor of all 29 members of the Johnson Family to life with his expert mimicry of the Southern Drawl. The versatility of the script and the personality of Scribner himself make this program a bidder of large loyal audiences. Offers the talent of 22 topflight radio actors for the price of one. Time has proven the popularity of the Johnson Family.
Availability: Live
Time: 15 minutes, 5-10 weekly
Audience Appeal: Entire family
Suggested for: Afternoon
Client Suitability: Any type wanting to present good, clean entertainment
Number of Artists: 7-10
Cost: $5 per hour
Audition Procedure: All materials
Submitted by: Mutual Broadcasting System, 1440 B-way, N. Y., 10, N. Y.

Know Your Merchandise

Auditorium, audience participation show. Co-operating sponsors’ merchandise displayed, on sale. Six raffles picked from audience receive prizes of sponsors’ merchandise. Furniture furnishes large, separate, cloud-covered stage, audience receives prize of additional Country Challenge from Jackpot. Music furnished by two-piece band.
Average audience: large
Time: 30 minutes, 1 weekly
Audience Appeal: Male, female
Suggested for: Evening
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: WEJ, Franklin Court, Easton, Md.

Modern Homemakers Institute

This program designed to serve the homemakers who like to keep home up to the minute. Helps the listener keep up the standard of the modern home while keeping down the cost of maintaining it. Standard of living is gathered from a large staff. The home, good health, gardens, fashions, books, education, etc., are samples of the subjects covered by the Institute.
Availability: Live talent; E. T.
Time: 30 minutes, 3 to 5 weekly
Audience Appeal: Female
Suggested for: Morning, afternoon
Client Suitability: Any product sold to the family unit.
Number of Artists: 2 (on the air)
Audition Facilities: Transcriptions
Submitted by: Jack Parker and Associates, Box 2225, Hollywood 28, Calif.

Shopping By Radio

Station’s mobile transmitter team shopping district and offer preview interviews with a woman shopper brings her back to the studio where she may select from a number of stores. Commercial radio test cuts made. Uses two announcers and records. One announces for mobile transmitter interview and one of studies. Time: 30 minutes, 3 weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: General
Audition Facilities: Transcriptions
Submitted by: WDRG, 760 Main St., Hartford 4, Conn.

Facts, Folk, and Fun

Combined co-op program featuring public service interviews and discussions, good music, and a clever woman mistress of ceremonies. Program highly rated by educators, but it is no means highbrow. More the funnies—Facts, Folk, Fun. All types of sponsors can use program at some time. Availability: Live
Time: 30 minutes, 5-10 weekly
Audience Appeal: Entire family
Suggested for: Morning, afternoon
Client Suitability: Any type wanting to present good, clean entertainment
Number of Artists: 3 (on the air)
Cost: $25 per minute
Audition Facilities: No
Submitted by: Mutual Broadcasting System, 1440 B-way, N. Y., 10, N. Y.

Town and Country Time

This forty-five-minute program is presented to keep homes up-to-the-minute in local and Country listening. The recorded music runs from folk music to popular music to modern music. News feature on local personalities, programs, and the like furnished by the American Broadcaster. The KCBS keeps the program running with skillful and informal chatter.
Availability: Live talent
Time: 30 minutes, 3-5 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: No special client
Number of Artists: 4
Audition Facilities: Transcriptions
Submitted by: KCSV, Minneapolis, Minn.

Fulton Lewis, Jr.

Health-halt, trouble-shooting, fact-giving commentator on national problems of universal interest. Wide following through fearlessness of what he feels to be the pernicious practices and policies. Long record of accomplishment, simplicity of voice and style of delivery in addition to type of material has built wide audience especially in business ranks.
Availability: Live talent
Time: 15 minutes, 5 weekly
Audience Appeal: Male, female
Suggested for: Morning
Client Suitability: Any retailer or manufacturer
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, N. Y.

Meet The Press

This half-hour once-weekly program, broadcast each Sunday 10:30-11:00 p.m., is in nature, an in-depth "insider’s review of the "situation" during which four leading newspaper reporters from newspapers throughout the nation, question the most prominent person of the week. In this discussion—In which no punches are pulled—the personality is asked to explain the facts that make the current scene of importance, elucidate the phrases that were heard, the attitudes, etc., on national subjects.
Availability: Live talent
Time: 20 minutes, once weekly
Audience Appeal: Adult
Suggested for: Evening
Client Suitability: Institutional
Number of Artists: Four newspapermen, the expert and the reference
Audition Facilities: Transcriptions
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

Kate Smith Speaks

Kate Smith with Ted Collins handle a noon time (EDT) quarter-hour of news in their inimitable manner. It is on the air twice daily, 7:30 and 9:30, and the successful material and style used in the past.
Availability: Live
Time: Five minutes, 15 weekly
Audience Appeal: Entire Family
Suggested for: "Most every type of client"
Cost: 80 per cent of station’s evening hour rate
Audition Facilities: Live
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.
1947

MISCELLANEOUS

1947

John J. Anthony

The show was a hit. In 10 years what had achieved the highest possible rating new available as an annual syndicated host), the act, where there is a household wood. John J. Anthony, in his original "Good will" program, the act is in radio today can be a few well-liked words cause enough anxiety for everyone to have more in his heart to his became, the act can do a same for a given warmth and human interest from those people. The projected show will always keep the same format as the network show.


At Home With Faye and Effiott Roosevelt

At Home with Faye and Elliott Roosevelt is a 15 minute syndicated program which tries to be one of the most popular shows on radio in the United States. It is heard in 250 markets and is a favorite with listeners everywhere. The show features a wide variety of guests, including many who are well-known in the entertainment industry. The show is produced by Faye and Elliott Roosevelt and is distributed by the Roosevelt Organization.

Musical Therapeutical

One of the most popular features of the show is the musical therapy segment. This segment features a wide variety of music, ranging from classical to contemporary, and is designed to help listeners relax and unwind.

Singing Weathermen

Another favorite segment of the show is the singing weathermen segment. This segment features weathermen from all over the world, who sing songs related to weather conditions in their respective areas.

Song of the Week

This show also highlights the "Song of the Week," where listeners are given the opportunity to vote for their favorite song of the week. The winner is announced at the end of each show.

Trading Post

The Trading Post is a segment where listeners can buy and sell items. Items can be bought and sold for a nominal fee, and the proceeds are donated to charity.

Forrest Gump

Forrest Gump, the classic novel by Winston Groom, has been adapted into a film and has become a cultural phenomenon. The story follows the life of a man named Forrest Gump, who was born with a below-average IQ, but who achieves great success and happiness through his own determination and perseverance. The film has been praised for its heartwarming story and its message of hope and perseverance.

Stump The Authors

Guest authors attempt to create a complete short story around objects suggested by the listeners. Each of the authors is assigned one of three work subjects: animal, human, and machine. Each told through the eyes of a different character, the story is then completed by the radio audience, who are called on to see the plot in its entirety. The audience can submit ideas and suggestions to the authors, who then use them to develop the story further.

This Is New York

Bill Leonard Reporting

Bill Leonard is a well-known reporter for New York Times and a frequent contributor to various publications. He is known for his insightful and thought-provoking articles, which often explore the complexities of modern life.

Time in Ryume

Chain break commands giving the time in Ryume hours throughout the day is usually in the 50s. Two migrants may be use in concert with the two-hour and half-hour, both the 50s and the 60s, are allowed as spot for commercials.

Life Begins Today

Marie-Louise "Out Human" Counselor" inspires women and men to have a better appreciation and understanding of life. Marie-Louise is known for her insightful and thought-provoking articles, which often explore the complexities of modern life.

Bobby Wells Shun

An early morning "wake-up" especially designed to bring you news, weather, traffic, and the latest movie news, as well as a review of the previous night's events. The show is hosted by Bobby Wells and Shun, and is broadcast from studios in New York.

Your Contributions

This program provides a way for you to contribute to the power of being an important part of something. Everybody has a story to tell, whether it's about their own experience or something they learned from someone else. Your contributions can include anything from a personal experience to a quote or a piece of writing. Your contributions are appreciated and will be shared with others through the program.

Bob Wells Shun

An early morning "wake-up" especially designed to bring you news, weather, traffic, and the latest movie news, as well as a review of the previous night's events. The show is hosted by Bobby Wells and Shun, and is broadcast from studios in New York.
Has Full Sked
Sponsored Sports

(Continued from Page 1)

New Labor Law
Now amendment to labor laws in New York City was passed which removes the use of minors under 16 in radio and television and will go into effect Dec. 1, 1947. It was licensed yesterday.

Johan O’Day was consulted the amendment and its enforcement procedure yesterday in Industry representatives at City Hall. Legislation had previously covered the legitimate theater.

Five Additional Stations Joining ABC Network

(Continued from Page 1)

will operate full time on 850 kHz.

Two 5,000 watters will join the network by year’s end:

Rules Bar Telo Sets Subject To State Tax

(Continued from Page 1)

sets are among picture exhibitions within the meaning of the Pennsylvania Liquor Control Board Act and which have obtained special amusement permits.

Effect of the decision means that no liquor will have to be obtained an amusement permit or $25 per year, this in the form of the special license, to operate the tele-

New Mexico Station Going On Air, Aug. 3

(Continued from Page 1)

Broadcasting Co., headed by S. V. Patrick, KCSV, Artesia, N. M., began broadcasting six months ago and the company holds a CP for KVLX, a 50,000-watt station.

KYVX is a Mutual affiliate, affording Albuquerque listeners for the first time a major Western network.

George S. Applegate, chief of engineering at the Westinghouse Corpora-

tion, a subsidiary of Westinghouse Elec-
tric Company, died suddenly Fri-
day night, July 30. He was operating on the air near Bayshore, L. I., when he suffered a heart attack and died.

Silver Birthday
Greetings To—

July 30

Robert Anderson Archie Bomanstein
Carl Goodman
Walter Horn

Theodore Sacks

In Cleveland it’s

WHK

Delivers

Central New England

$2,000,000 Media Test
Set By Lever Bros. Co.

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Company is currently using NBC and CBS for four shows, first two of which are in the summer category, "The Judge" and "Adventures of Philip Marlowe" (NBC), "Aunt Jennie" and "Arthur Godfrey's Tal- ent Scouts" (CBS). Latter is sponsor-
ed by Life-Guard’s Tea, subsidiary of Lever Bros. Last season, company had five network shows on the air—"Lux Radio Theater", "CBS, Bob Hope, Ames & Andy, and Joan Davis (NBC) and "Aunt Jennie" (CBS).

Fillin In For Fidler

announcers Bill Goodwin and Sonny Fox will pitch hit for Fidler while the ABC Holly-

Chesterfield Re-Signs Shaffer

Lloyd Shaffer was re-signed with Chesterfield for the third consecutive season as musical conductor for the NBC Supper Club, starring Perry Como, returning to the air September of the summer months Shaffer is on a theater tour with Como.