

SHOWS

1950 RADIO DAILY PROGRAM BUYERS GUIDE

THE SHOWS OF TOMORROW
ELEVENTH EDITION

RADIO

TV

WMGM

Programs

for Profit!



THE MOST EXCITING NEW PROGRAMS!

Winner of the 1950 VARIETY AWARD
for New Program Development

M-G-M THEATRE OF THE AIR

HOWARD DIETZ presents a radio adaptation of a great screen success each week. Famous screen stars—tremendous supporting casts.

THE HARDY FAMILY

Starring MICKEY ROONEY and LEWIS STONE in a delightful radio adaptation of the popular screen series.

THE STORY OF DOCTOR KILDARE

LEW AYRES and LIONEL BARRYMORE in their exciting screen roles—now a thrilling radio drama.

THE ADVENTURES OF MAISIE

Starring ANN SOTHERN in a program filled with laughter, fun and romance.

CRIME DOES NOT PAY

The screen's Academy Award Winner becomes a tense, terrific air drama.

AT HOME WITH LIONEL BARRYMORE

The man everybody loves digs into his personal store of anecdotes and memoirs to create a unique radio visit.

GOOD NEWS FROM HOLLYWOOD

GEORGE MURPHY, your host, interviews Hollywood "names," presents latest news about your favorite pictures and people.

HOLLYWOOD, U. S. A.

Lovely PAULA STONE presents, five times each week, a dazzling array of celebrities in intimate, exclusive interviews.

WMGM's Variety of Top Program
Features Makes It New York's
Best Salesman

THE MOST POWERFUL SPORTS COVERAGE IN RADIO!

A Year 'Round Schedule of Sports Features
Broadcast on WMGM

BROOKLYN DODGERS BASEBALL
NEW YORK GIANTS FOOTBALL • ARMY FOOTBALL
MADISON SQUARE GARDEN COLLEGE BASKETBALL
IVY LEAGUE BASKETBALL • N.Y. KNICKERBOCKER BASKETBALL
RANGER and ROVER HOCKEY
TROTTER RACES from ROOSEVELT RACEWAY
TRACK MEETS • TENNIS MATCHES • BOXING • BICYCLE RACES



Brought to you by Radio's Greatest
Assemblage of Sportscasters:

Red Barber • Connie Desmond • Vince Scully • Ted Husing • Marty Glickman • Bert Lee • Ward Wilson • Clem McCarthy • Bud Palmer
Curt Gowdy • Bert Lee, Jr. • Bud Greenspan • Sam Taub

THE MOST EXCITING ARRAY OF DISC JOCKEYS IN RADIO

TED HUSING'S BANDSTAND

Three-and-a-half hours each day devoted to the latest disc hits and chatter by one of radio's famous personalities.

TED BROWN SHOW

Platters, chatter, time, weather and news presented every morning from seven to nine.

TOPS IN POPS

KEN ROBERTS m.c.'s a bright new program, a weekly survey of record popularity.

FUN AT BREAKFAST

WARD WILSON, in a half-hour of records and comedy with HOWARD and SHELTON.

JACK EIGEN

Radio's famous personality—in a fascinating program for late listeners.

BEE KALMUS SHOW

BEE KALMUS introduces her own unique show originating from Hutton's Restaurant.

HAL TUNIS SHOW

A top disc jockey spins your favorite records.

FOR CHILDREN ONLY

EILEEN O'CONNELL in an entertaining Saturday morning show for children.

MORE LISTENERS!

MORE SPONSORS!

MORE NEW PROGRAMS!

AND THE LARGEST BILLINGS
IN WMGM'S 28-YEAR HISTORY!

"THE CALL LETTERS OF THE STARS"
WMGM
50,000 WATTS • 100.3 FM • 1050 ON YOUR DIAL



RADIO DAILY

Presents The Eleventh
Annual Edition of

"SHOWS"

Featuring
Radio and TV
SHOWS OF TOMORROW

MID-SUMMER 1950 finds radio and television marshaling its forces for another eventful year as the 11th annual SHOWS issue of RADIO DAILY catalogues the creative contributions of the broadcasting industry.

THIS year's edition lists countless new program ideas both in the radio and television broadcasting fields. They range from small public service shows for local presentations to elaborate full hour network programs for both radio and TV transmission. They include submissions of program directors of 250-watters to those of 50,000 watt stations.

INCLUDED in this treasury of program reference material is the listing of agencies, package production companies, individual producers, and allied programming sales organization which contribute much to the daily entertainment schedules. To these, the men and women, who give commercial impetus to the communications art, the industry owes its gratitude.

A GAIN we are grateful to all those who contributed to the success of this reference volume. We are particularly mindful of the contributions made by the networks, station program directors, producers, and last, but not least, the advertisers who by their support have made the annual SHOWS issue a mid-summer must for industry reading.

Jack Alicoate.
Publisher

AIR FEATURES
INC.

347 MADISON AVENUE

NEW YORK CITY

MUrray Hill 9-5900

RADIO HAS BEEN REVITALIZED

TV Looms As Competitor

By Frank Burke

Editor
Radio Daily

TRENDS in programming and audience measurements, always good barometers of the radio and television broadcasting industry, point to bountiful business during the fall and winter of 50-51 as surveys reveal program preferences of the nation's radio and TV audiences.

In radio, with listening given impetus by events on the Korean war front, news programming leads the field in popularity. There has been a decided increase in radio listening the past two months and in measuring this upturn researchers find that news programming has been the pace making programming contribution to revitalized radio.



BURKE

Musical programs, both live and transcribed, seem to rank second in popular favor throughout the country and following closely are variety, disc jockey, sports and giveaway shows. The giveaway programs which ranked high in popularity last year are reported to be on the decline as network features but popular on

the local level.

Emphasis today seems to be programming on the local level either the library transcribed programs offered by the major production companies or live programs produced in station studios. The program categories of the ET producers vary with the demands with musical shows getting the greatest market.

The consensus of opinion of those charged with the production and sale of radio programming is that the program structure for the coming months will follow the pattern of programming during World War II when news lead the field and public service documentaries came into favor. It is believed by network executives and station managers alike that no other medium can keep the public better informed in time of an emergency as radio and at radio's role in the months ahead will dramatize the importance of this service.

The move of the Association of National Advertisers to effect radio rate reductions in markets where radio is competing with television seems to have bogged down since Paul West, president ANA, tried to meet with the networks separately to discuss ANA's survey and rates. As a matter of fact both networks and stations throughout the country have received their copies of the ANA with passive interest and regard the association's move as

ill-timed in face of the present prosperity cycle that radio seems to be moving into.

One movement which has been stimulating to radio programming and sales has been the activity of Broadcast Advertising Bureau under the leadership of Maurice Mitchell. BAB in a year's operations has done much to engender interest in a radio as an advertising medium and should continue to be an effective service to the industry following its divorce from NAB. This sales and promotion service has not alone attracted new advertisers to radio but has made radio more topical as a medium in circles where the advertising dollar is spent.

The impact of television with its 106 stations in 62 markets throughout the nation has been the subject of a survey made by RADIO DAILY through the program directors of the stations. The survey, among other things, pointed out the importance of film to the programming of the stations. To be more specific the survey revealed:

- 33 1/3% do under 25% of live programming
- 33 1/3% do between 26 and 50% live programming
- 19% do between 51 and 75% live programming
- 15% do between 76 and 100% live programming
- 57% do under 25% film programming
- 40% do between 26 and 50% film programming
- 3% do between 51 and 75% film programming
- none do between 76 and 100% film programming
- 52% do under 25% kine programming
- 33% do between 26 and 50% kine programming
- 15% do between 51 and 75% kine programming
- none do between 76 and 100% kine programming

The appraisal of the stations' program structure may or may not be a forecast of the programming pattern for tomorrow's TV. It does, however, spotlight the importance of TV films and kinescopes in today's operations and may well indicate that most of the stations throughout the country will depend on films for a great deal of programming in the days ahead.

The growth of the TV audience and the improvement in programming the past year both on a network and independent station level indicates a definite trend toward the sight and sound medium. Just when the TV service will overtake radio and will dominate the scene both on a network and station level is speculative and is predicated on whether or not Government will restrict TV production in its military expansion planning. If the TV freeze is extended and set production curtailed, radio as we know it today will continue to prosper. The same holds true for established TV stations in markets where sizable audiences have been developed.

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TOP QUALITY TRANSCRIBED SHOW

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TOP NAME TALENT

- For Every Budget
- For Every Product
- For Every Audience

JUST LOOK AT THESE!

★ **Riders of the Purple Sage**

156 15-Minute Musical Programs — Best of Western Music
SINGING STARS OF THE ROY ROGERS WESTERN MOVIES

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|--|--|
| ★ JOHN CHARLES THOMAS
260 15-Min. Hymn Programs | ★ TOM, DICK & HARRY
156 15-Min. Comedy Shows |
| ★ STRANGE WILLS
26 30-Min. Dramatic Programs | ★ FRANK PARKER SHOW
132 15-Min. Musical Programs |
| ★ DANGER! DR. DANFIELD
26 30-Min. Mystery Programs | ★ STRANGE ADVENTURE
260 5-Min. Dramatic Programs |
| ★ BARNYARD JAMBOREE
52 30-Min. Variety Programs | ★ CHUCKWAGON JAMBOREE
131 15-Min. Musical Programs |
| ★ MOON DREAMS
156 15-Min. Musical Programs | ★ PLUS CUSTOM-BUILT SPOTS
Produced in Hollywood |

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TV PROGRAM DIRECTORS' FORUM

Comments Reflect Program Appraisals

The opinions of television program directors on current programming and related TV subjects is reflected in their quotes taken from their varied comments. Radio Daily is privileged to present some of these opinions in the following paragraphs:

Kinescopes

What is your opinion on the quality of kinescope? Are they improving and from what sources do you give the best kines?

"Fair—slow improvement. Parant recordings far the best." KTLA, Angeles, Calif.

Improved over a year ago. CBS copy all kines used here." KTTV, Angeles, Calif.

Lack of definition—although they are improving. At present the best are Ed Wynn, Alan Young and the shows we get from the American Broadcasting Company." MES T. MILNE, WNHC-TV, New ven, Conn.

Yes—improving—sound and picture. Only one source—DuMont Tele-criptions." WTTG, Washington, C.

Varying quality, usually poor. Have noticed slight improvement in some kines lately, but this improvement is not consistent. A specific network may show some improvement on some of its output and send some other kines that seem unusually poor." F. O. SHARP, WFBM-TV, Indianapolis, Ind.

Sometimes excellent; sometimes very poor. ABC is currently producing the best kinescopes. After that in order come NBC, CBS, and DuMont." ED WEGENER, WOIT-TV, Ames, Ia.

Despite the fact that most kinescope recordings do not compare entirely favorably with normal film quality, I recognize no distraction in entertainment value. They have improved considerably in recent months. Our best is from NBC." VICTOR F. CAMPBELL, WBAL-TV, Baltimore, Md.

Much improved over six months ago." RANDALL JESSEE, WDAF-TV, Kansas City, Mo.

In our opinion kinescopic recordings have improved appreciably in the last six or seven months. We believe that probably the best kinescopic recordings are those sent to us by NBC." EDWARD M. SCALA, WBNF-TV, Binghamton, N. Y.

In the past few months the quality has not improved and lately the audio has been low and sometimes muffled. The best kines come from ABC. There has been much talk about excellent kinescopic quality, etc. but they are no where near top video and audio quality." EDWARD WESTON, WCOP-TV, Cincinnati, O.

TV's Effect On Gate Receipts

(Q) In your opinion has the televising of local and national sports events cut down the gate receipts at these events?

(A) "We do not feel that televising sports events creates a cut-down on gate receipts, but rather that it creates a lively interest in them and adds to their attendance." WKRC-TV, Cincinnati, O.

"In Cleveland it seems to have increased gate receipts." JOHN SAFER, WXEL, Cleveland, O.

"In my opinion television has created new fans and heightened interest for almost every sport, particularly sports such as wrestling and midget auto racing—those which prior to television had only a limited following." ROBERT OLSON, WKY, Oklahoma City, Okla.

"Generally speaking, the answer is no. Specifically, some sporting events have been hurt and others helped." LESLIE G. ARRIES, JR., WDTV, Pittsburgh, Pa.

"Absolutely not—in fact—the reverse." KING-TV, Seattle, Wash.

"We find an increase in gate receipts at our local Marshall College Field House and Wrestling Arena." JAMES H. FERGUSON, WSAZ-TV, Huntington, W. Va.

"At the very beginning of a new TV series covering a particular event, perhaps yes; after established, definitely no." VICTOR F. CAMPBELL, WBAL-TV, Baltimore, Md.

"Boxing—yes; Football—no; Basketball—no; Baseball—yes; Wrestling—no." NED RYAN, WHEN, Syracuse, N. Y.

"Definitely not. At first gates might drop off but they pick up soon afterwards." EDWARD WESTON, WCOP-TV, Cincinnati, O.

Children's Programs

(Q) What particularly is your station doing to elevate the level of children's programs?

(A) "Teen age forums and YWCA talent contests." WAFM-TV, Birmingham, Ala.

"Nothing at present, due to limited live production facilities. We expect to be in new studio building late this fall. In anticipation of increased production, we are consulting with authorities on matter of best types of presentation." F. O. SHARP, WFBM-TV, Indianapolis, Ind.

"We avoid talking down to children on all children's shows." CHARLES R. FREBURG, WOC-TV, Davenport, Ia.

"Maintaining set standards." WDSU-TV, New Orleans, La.

"Working in very close cooperation with Dept. of Education and Johns Hopkins University. Every local program carefully screened by local program committee." HERBERT B. CAHAN, WAAM, Baltimore, Md.

"Develop parent acceptance—always include educational theme." IRAN BERLOW, WBZ-TV, Boston, Mass.

"Nothing." WLAV-TV, Grand Rapids, Mich.

"Buying better film when available, observing stricter censorship of ourselves, particularly with regard to serials and by inviting comment on local half hour strip shows 5:30 to 6:00 p.m., Monday through Friday." DEL FRANKLIN, KSTP-TV, Twin Cities, Minn.

"All programs carefully screened and accept only best." KMTV, Omaha, Nebr.

"Our children's programs are already on a high level." LIN MASON, WLW-TV, Cincinnati, O.

Best Network Program

(Q) Of all TV network programs that you have seen (not necessarily carried by your station) which is the best in your opinion? Briefly state why.

(A) "Studio One. It consistently maintains the highest level, both in dramatic and technical quality." JOHN SAFER, WXEL, Cleveland, O.

"The Dave Garroway show, because in my opinion, it has borrowed least from other entertainment media and has done most to create a television technique." ROBERT OLSON, WKY, Oklahoma City, Okla.

"Paul Whiteman's Goodyear Revue is consistently fine show, however, I can't nominate any one presentation on such an all-embrasive basis." JACK STECK, WFIL-TV, Philadelphia, Pa.

"Garroway At Large, NBC, has always been my favorite. It is tops in production, music and general appeal—and acceptable in every home. My next choice is the Ed Wynn show." WILLIAM B. ROBB, JR., KEYL, San Antonio, Tex.

"From standpoint of entertainment and production—the Alan Young Show. We do not carry this program so I have no idea on the quality of kinescope. Here is a 'fresh' comedian that has real possibilities to go to the top." KSL-TV, Salt Lake City, Utah.

"The Paul Whiteman program on ABC." WALTER A. BOWRY, JR., WTVR, Richmond, Va.

"Kukla Fran & Ollie. This is the only puppet show that makes its characters seem life-like. The show holds a variety of entertainment." JAMES H. FERGUSON, WSAZ-TV, Huntington, W. Va.

"Kukla, Fran & Ollie. Simplicity, good taste, good humor, and satire." ED WEGENER, WOIT-TV, Ames, Ia.

Better Service From Program Producers

(Q) What specific service do you desire from TV Program Producers, either live or film, that is not now being rendered by them and would definitely enhance your programming operations?

(A) "Some good children's programs—dramatic—like Robinson Crusoe, Treasure Island. A personalized travel film—one that tells those interesting personal things that happen to an individual when he visits a foreign land." GEORGE S. JOHNSON, KOBT-TV, Albuquerque, N. Mex.

"An effort might be made by film producers to have films in any one series be of the same running time, that is 14½ minutes, 29½ minutes, etc., as it is difficult to program a series of film shows which vary in length." EDWARD M. SCALA, WBNF-TV, Binghamton, N. Y.

"Live—better directors for their package. Film—more honesty by producers as to film rights held, etc." WOR, New York, N. Y.

"I would like to see more concise listings, especially by film producers, of their products. Monthly bulletins, rather than sporadic letters could keep a PD up to date on what's available." GOMER R. LESCH, WFMY-TV, Greensboro, N. C.

"Better publicity releases for local newspaper promotion." JOHN ROSSITER, WTVN, Columbus, O.

"A realization that bigness does not necessarily denote quality. Willingness to experiment with new show ideas. Better integration of commercial with show. Forget AM commercial techniques." ED WEGENER, WOIT-TV, Ames, Ia.

Your sales go



"Swing and Sway with SAMMY KAYE"
 . . . featuring
 The Kaydets, the Kaye Glee
 Club, other name artists.



The TEX BENEKE Show . . .
 exclusive Beneke and Miller
 arrangements by one of
 America's top bands!



OLD NEW ORLEANS . . .
 starring Jimmy Lytell and
 the "Delta Eight." Dixieland
 jazz and happy blues.



Music by ROTH
 Allen Roth's orchestra and
 16-voice chorus. Everything
 from barrelhouse to
 Beethoven . . . richly
 arranged.



FRAN WARREN sings . . .
 a dramatic voice and
 personalized style just for you
 and your listening audience.
 Allen Roth conducts.

THE "CONCERT HALL OF THE AIR"
 . . . outstanding symphonic musicians and soloists
 under the celebrated baton of Arthur Fiedler.



Here's **JUNE CHRISTY** with the Johnny Guarneri Quintet—a new approach in sophisticated rhythm.

The **RAY McKINLEY Show** . . . Ray McKinley, his vocals, his drums and the most versatile band in the land.



"**CLAUDE THORNHILL presents Win A Holiday**" . . . a famous band plus a local-national contest: listeners name untitled melodies, win trips to New York.

"**THE SINGING AMERICANS**" Dr. Frank Black's Male Chorus . . . top choral performers, a conductor of renown, plus varied instrumental support. Ray Porter, assistant conductor and arranger.

Johnny Desmond on "THE MUSIC OF MANHATTAN" . . . the melody and music that reflect the mood of fabulous New York City. Musical direction by Hugo Winterhalter.

with

the new era

in

Thesaurus

Complete shows with these big names and many more . . . for top sponsor-appeal, top sales power!

You get more practical help than ever before from the new Thesaurus. More big stars are being added to the Thesaurus family . . . drawn from the vast fund of recording artists at RCA Victor and other talent sources. You get comprehensive programming, promotion, publicity . . . a steady flow of hit tunes before they're hits . . . weekly continuity . . . special shows . . . voice tracks, tie-ins, cross-plugs, time and weather jingles, sound effects, mood music . . . lots of production "extras." Network-experienced writers do your scripting. New THESAURUS can help you to more sponsored programming!



recorded
program
services

Radio Corporation of America
RCA Victor Division
120 East 23rd Street, New York 10, N. Y.
MU 9-0500

Regional Offices:
445 No. Lake Shore Drive
Chicago 11, Ill.
Whitehall 4-3215
1016 No. Sycamore Ave.
Hollywood 38, Cal.
Hillside 5171

HIGHER RATES

MORE REVENUE

EASIER SALES

WRITE TODAY FOR "ZIV-PLANNED" SELLING AIDS, AUDIENCES

• OTHER FAMOUS ZIV QUALITY SHOWS

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| ★ MEET THE MENJOUS | ★ PLEASURE PARADE | ★ WAYNE KING SHOW | ★ BARRY WOOD SHOW | ★ FAVORITE STORIES |
| ★ CALLING ALL GIRLS | ★ OLD CORRAL | ★ KORN KOBBLERS | ★ DEAREST MOTHER | ★ ONE FOR THE ROAD |
| ★ PHILO VANCE | ★ MANHUNT | ★ LIGHTNING JIM | ★ FORBIDDEN DIARY | (SAM BALTER) |

OS!

WITH ZIV'S "BOSTON BLACKIE"

Radio's most exciting half-hour mystery-adventure show!

ZANESVILLE	KANSAS CITY	MOBILE	ASHVILLE
26.0	19.8	20.5	19.1

Radio's greatest point-per-dollar buy. Consistently . . . beats all competition on stations from coast to coast!



ALS!

WITH ZIV'S "CISCO KID"

The sensational half-hour low priced western that should be on your station!

NOW IN 3rd YEAR FOR PIONEER BAKERIES!	NOW IN 5th YEAR FOR INTERSTATE BAKERIES!	NOW IN 4th YEAR FOR KILPATRICK BAKERIES!	NOW IN 2nd YEAR FOR KERN'S BAKERIES!
--	---	---	---

Backed by a sensational promotion campaign — from buttons to guns — breaking traffic records!



!

WITH ZIV'S "GUY LOMBARDO SHOW"

A star studded half-hour, chock full of musical showmanship!

NO. 1 INTRODUCER OF SONG HITS!	NO. 1 ON THE AIR YEAR AFTER YEAR AFTER YEAR!	NO. 1 IN POPULARITY * FOR TWENTY CONSECUTIVE YEARS!	NO. 1 "TOP PROGRAM" SAYS BILLBOARD MAGAZINE!	NO. 1 ON THE STAGE AND AT THE BOX OFFICE!
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"The Sweetest Music This Side of Heaven" is the sweetest "buy" this side of heaven!



DISCS, AND LOCAL RATES!

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

EASY ACES
CAREER OF ALICE BLAIR
SONGS OF GOOD CHEER

★ SINCERELY, KENNY BAKER
★ SHOWTIME FROM HOLLYWOOD

RADIO NEEDS NEW PROGRAMMING APPROACH

New Ideas, Different Techniques Required

By Ted Cott

General Manager

WNBC, New York, N. Y.

THERE are two twins wandering around radio circles lately, one of them named "Vital Statistics" the other "Dire Prediction." One of these twins has the phoney. The prophets and the profits have different stories to tell and it is unfortunately being reflected in the thinking about programming. The facts are that radio is a healthy medium, listening is up, and there are a

lot of broadcasters filled with plan and vitality. Our flagship is still afloat and rapidly gathering steam. And the same goes for the fleet.



COTT

Now, more than ever, radio programmers must forge ahead with new ideas, different techniques, off the beaten path projects. It is in this frontier that radio's best chance exists.

This is no time to sit still, but rather to activate our program schedules and generate interest in the radio medium by giving people exciting and interesting things to talk about—and to listen to.

Of course our staples of programming, which have become listening habits are the hubs around which the new spokes must be added to keep the wheels turning. Radio can learn a lesson by listening to itself. Our advertisers keep refurbishing their product claims; they know that new copy slants are needed to keep the cash registers ringing. In the same way we must look to resources, hitherto untapped (or which we have used as a trickle) for material that combine inexpensiveness with interest.

More and more, talent seemingly unobtainable has evinced interest in playing the radio game. And it's all made for news-making, interest-getting, and invigorated time periods. For example, and quoting from our own experience, we've had Arthur Treacher as a Gilbert and Sullivan disc jockey, Leopold Stokowski spinning Bach records, Samuel Goldwyn doing a series of movie music programs. The use of pre-taping and the existence of tape machines of effectiveness have made this possible. Casting a searching eye over so simple a series as a children's record program we injected an element of showmanship by getting Jackie Robinson, a sandpile set idol, to give the program character and newsworthiness.

There's a treasurehouse of material in the offerings of transcription companies, properly matched together. There's hidden gold in the transcription catalogue of the BBC; the French Broadcasting System has one of the best free half hours called "Gai Paris." Public service needn't be confined to thirteen minute speech marathons. There's the Institute for Democratic Education which gives a gratis series that stars such people as Tyrone Power. Can you do better?

Governmental agencies have finally come around to injecting showmanship in their offerings. The Treasury Department for example, is even making such people as Alec Templeton and others available for local joint sponsorship. The Navy sent out a whole series dramatizing the life of Babe Ruth. All these are programming tools. And there are enough expert programming mechanics to build a stronger building.

This is no time to step on the brakes but rather to give the program departments every possible break in making new friends for radio and influencing buying habits.

Every aspect of the schedule should be examined. In every community there's somebody or something you can use. To take a simple example: Every station runs a series of safe driving spots. But injecting showmanship in these too makes for better listening. In our case we recruited James Melton (top name, yes?) to record the spots. Why? Well, Jimmy runs the Melton Museum of Ancient Automobiles. He lugged a supply of weird horns, sure ear-getting devices, and a whole raft of spots built around these sounds. Simple, sure, but it made people talk; made people realize we were thinking about them, made them understand that we weren't sitting back on our haunches.

We are now past the year when the only thing we had to fear was fear itself. Competition, from television, books, newspapers, magazines and even Uncle Julius who wants the radio off so he can play the piano are good. The best offering will get the attention. And we've got as good a chance as the next guy. Maybe better.

A few years back a book appeared called "Radio's Second Chance." Today it is evident that radio is still a best seller. As title I offer "Radio's Second Wind."

**BOB
GARRED
NEWS**

Busiest newsmen
on the
Pacific Coast!



Busy, popular Bob Garred is the *only* Pacific Coast newscaster with all the major news services at his command on the 10 PM newscast. With listening to news shows increasing in these unsettled times, this 10 PM spot is a valuable franchise!

Monday thru Friday 10:00—10:15 PM
KECA - HOLLYWOOD

**MUSICAL
TINTYPES**

Wonderful guy —
wonderful show!



Smiling, neighborly Bill Edwards has one of the most popular and pleasant local shows in San Francisco. Nostalgia is the lure of this special kind of record show. Popular with the young set . . . it is sensational with those who remember. A spot on this program will bring you happy memories tomorrow.

Wednesday 9:30—10:30 PM
KGO - SAN FRANCISCO



TAKE-IT-EASY TIME

"Broke" is back!

Friendly, relaxed Norman Brokenshire has the easiest-to-listen-to program on the air. Homespun, philosophical observations on life—interspersed with music everyone knows and loves. "Broke's" familiar selling voice can make friends for *your* product. It's the hottest spot buy in New York!

Monday thru Friday 4:00—4:45 PM
WJZ - NEW YORK

5

great shows of tomorrow...TODAY!

LADY OF CHARM

Monday thru Friday 1:30—2:00 PM

One of Detroit's most successful daytime shows—conducted by the city's "Lady of Charm," Edythe Fern Melrose. Timely information on latest fashions, new grooming aids.

CHARM KITCHEN

Monday thru Friday 2:00—2:25 PM

Running mate to "Lady of Charm" and running just as high in popularity on Detroit's daytime shows. Culinary tips and well-planned menus . . . with actual preparation of delicious and practical dishes. Put one or both of these shows to work for you in the prosperous Detroit market.

WXYZ - DETROIT



**CONVERSATION
WITH CASEY**

Of talking pigeons and such!

A talking pigeon? Of course! And he speaks very fluently, too . . . with another pigeon of a different sort, Tom Casey. That is when Tom isn't talking to himself or playing some wonderfully reminiscent records. Disc jockeys are noted for their hard selling . . . even without a pigeon to help out. Here's a natural for you in a naturally responsive market.

Monday thru Friday 10:30—10:45 PM
WENR - CHICAGO



ABC SPOT SALES

American Broadcasting Company

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DETROIT

TAPE BROADCASTING SYSTEM, INC. -AND-

A Priceless Tape Network Affiliation at No Charge

NOBLE EXPERIMENT AT FIRST

At the start, the Tape Network idea was a noble experiment. "Noble" because everyone concerned had waited for the other fellow to institute it, and because any financial risks entailed had to be assumed entirely by the ones instituting it.

NATIONAL ADVERTISER INTEREST

Since the advent of tape, station operators and station reps—with equal emphasis on "small market" stations—have been told time and again by national agencies that considerable funds would be diverted from major networks and from other media once a sufficient number of stations were equipped to record on and broadcast from—tape.

Further, industry leaders have been repeatedly told that *an organized group of tape equipped stations—a network linked by tape*—would enjoy an immediate and substantial flow of national business if the advertiser were extended the unprecedented advantages of:

- a. Group discounts even slightly below national spot rates.
- b. Freedom to choose only such markets as he *actually* needs, thus permitting concentration of expenditure in those markets and freeing funds for use in the great volume of heretofore neglected "small markets."
- c. Quality and re-use facility of expensive programming transmitted on tape "transcriptions." Motion

pictures, being filmed, are used and re-used over a period of years. Why should American Tobacco pay \$25,000 for one Benny program, broadcast it live, and never again have the use of it?

- d. Funneling time-buying through one office.

FINANCING THE NEW TAPE NETWORK

The "noble experiment" is no longer an experiment—but a reality. Through the BRUCE EELLS PROGRAM LIBRARY SERVICE, the new tape network is being financed and geared with standardized tape recording and playback equipment, the first major step.

Station subscribers to the Program Library Service are being equipped with network tested and approved tape recorders at no additional charge, and new subscriber-affiliates already adequately equipped are being granted a Program Library rate reduction equal to tape equipment costs to us. In short, the Program Library Service is underwriting costs of tape-equipping the Tape Network. That is why the two have been combined.

OVER 100 STATION AFFILIATES SIGNED

Large and small market stations in open areas are urged to file their applications early, joining the over 100 stations already signed for the TAPE BROADCASTING SYSTEM-PROGRAM LIBRARY SERVICE combination. The commitment is for one year, at total charges of \$125.00 to \$175.00 per month, depending upon population.

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Phone: HOLLYWOOD 9-5869

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1,510 Quarter-Hours for One Small Monthly Payment
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ADVENTURE	FRONTIER TOWN	52 HALF-HOURS
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	Strange Adventures	39 QUARTER-HOURS

MYSTERY-ADVENTURE	THE ADVENTURES OF FRANK RACE . . .	52 HALF-HOURS
	Police Headquarters	39 QUARTER-HOURS
	Origin of Superstition	39 QUARTER-HOURS

SPECIAL STRIP SHOWS	LAYMAN'S CALL TO PRAYER	180 5-MINUTE EPISODES
	Country Church of Hollywood	78 QUARTER-HOURS

SITUATION COMEDY	The General Store {	165 5-MINUTE EPISODES
	Joe and Cynthia {	
	Mama Bloom's Brood	78 QUARTER-HOURS

JUVENILE	Jerry of the Circus {	195 QUARTER-HOURS
	Jerry at Fair Oaks {	
	Speed Gibson	178 QUARTER-HOURS

DRAMATIC	Captains of Industry	52 QUARTER-HOURS
	Ports of Call	52 HALF-HOURS

MUSICAL DRAMA	The Story Behind the Song {	78 QUARTER-HOURS
	Thrills From Great Operas {	
	House of Dreams	39 QUARTER-HOURS

WESTERN AND HILLBILLY MUSIC—DRAMA	Pinto Pete and His Ranch Boys {	182 QUARTER-HOURS
	Pinto Pete In Arizona }	

SPECIAL CHRISTMAS SERIES	THE CINNAMON BEAR	26 QUARTER-HOURS
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TRENDS IN DOCUMENTARY PROGRAMMING

Broadcasting's Most Mature Production Effort

By Robert Saudek

*Vice-President in charge of Public Affairs
American Broadcasting Company, Inc.*

WHEN United States forces moved to the rescue of Southern Korea, in this summer 1950, the "classical era" of documentaries passed into radio history, and we faced a new challenge.

During the last four years, perhaps fifteen full dress radio documentaries have been produced on the networks. Because this form of production represents broadcasting's most mature effort to date, it has been loosely compared with the major advances made in industrial research, publishing and education. Money and research time have been used lavishly in the effort to build features of major dimensions and highest quality.



SAUDEK

Now the pulse quickens. Time is again of the essence. Months of research are no longer a useful asset because the events of 1950 are beginning to move very rapidly. It may be expected that documentaries will be planned, researched, written and produced in a fraction of the time formerly consumed; and that they will thereby be able to perform their regular

duty with greater celerity.

This trend is neither to be pitied nor scorned. Four years of experience has brought self-assurance. If production schedules must be stepped up, any sacrifice of time will be offset by the feverish requirements of crisis; for documentary radio and television is not just a peacetime luxury. It is a means of presenting a distillation of action and thought that displays the broad movements in man's affairs, whether on the battlefield or in the streets or in the halls of Congress.

Along with the acceleration of the tempo of our times comes a change in values. This is as true in radio and television broadcasting as it is to the general economics of the country.

The word "documentary" as it has been applied in both radio and television came to mean a serious study of the major facts at hand concerning problems of prime importance such as Communism, the atom bomb, slums, the question concerning school teachers, to point to just a few that have been treated by ABC and other networks in recent years.

Today, as the entire world has its attention riveted on the military events taking place in Korea and the political battle raging at Lake Success during the meetings of the United Nations' Security Council, the radio and television accounts of these UN meetings in themselves are documentaries.

Perhaps then, it is time to find a new word or phrase to cover this expanded meaning that recently has been thrust full blow on the "documentary" even as programs of this nature in recent years have been subjected to radical changes in format to give them a greater popular appeal.

It is not taxing to the memory of the radio industry to look back over its shoulder to a few years ago when the term "public service" was bracketed by the broadcast appeals for charities at one end and the religious programs at the other. Gradually, the broadcasters took it upon themselves to extend their horizon. They expanded their "public service" activities to probe and report on subjects of far greater interest to the general listening public. This development was accompanied by the introduction of the word "documentary" to the language of radio.

In its narrowest sense, in the mind of the lay listener, a radio or television documentary has meant an extensive study of an vital subject.

Now, as both radio and television have stepped out to meet the challenge of our times with on-the-spot accounts covering public events of great moment, the meaning of a radio or television documentary has indeed been expanded to the fullest.

Television, with its ability to take the audience directly to the scene—such as at Lake Success—where they may see for themselves the history-making events of our time, where the audience itself may judge the issues and the men who put them forth without having to depend on the hearsay reports of reporters, gives an entirely new concept to the word "documentary." Still, such direct broadcasts leave unexplored the significance of behind-the-scenes pressures, the decisions reached in smoke-filled rooms and the hidden traps which may go unmentioned in public sessions. These are left for separate treatment by commentary and documentary.

Thus, the public as well as the broadcasters themselves should derive satisfaction from the steady development of the documentary in the broadcast medium.

Yesterday they concerned themselves with the more or less omnipresent issues of the time—public education, crime, housing. Today they deal boldly with the powder-kegs and the explosion. Radio broadcasting has gained conviction during these documentary years. Somehow, broadcasters had long since won the affection of their listeners, but now, in addition, they have gained their respect as active, thinking participants in public events.

All of this must prove the staying power of high quality. For radio reporting, the weather ahead would seem to be clear; the track fast.

LOUIS G. COWAN, INC.

NEW YORK

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New York 22, N. Y.
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The station manager, program director, musical director, disc jockey and librarian takes daily advantage of the numerous time-saving and research-saving functions provided by BMI.

Along with service to the broadcaster—AM, FM, and TV—BMI is constantly gaining new outlets, building new repertoires of music, and constantly expanding its activities.

The BMI broadcast licensee can be depended upon to meet every music requirement.

Now in its tenth year, BMI has achieved a notable distinction as an organization dedicated to the world of music.

BMI-licensed music has been broadcast by every performing artist, big name and small name, on every program, both commercial and sustaining, over every network and every local station in the United States and Canada.

Every concert artist, vocalist and instrumentalist, and every symphony orchestra in the world had performed BMI-licensed music.

BROADCAST MUSIC, Inc.

580 FIFTH AVENUE

NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

BMI suggests...

Make that Programming Job Easier For Yourself and Your Staff

ATTEND THE 14TH
BMI PROGRAM DIRECTORS' AND LIBRARIANS' CLINIC

In New York:

MONDAY, SEPTEMBER 18TH

and

TUESDAY, SEPTEMBER 19TH

In Chicago:

MONDAY, OCTOBER 23RD

Program directors, music librarians or any other station personnel concerned with programs and music are welcome to attend this clinic. There is no charge.

Gain the benefits of an interchange of ideas and a refresher in those elements which make for more efficient operation of your music library and program department. More than 500 AM, FM and TV station men and women have attended recent BMI clinics. All have commended BMI for "A most interesting, informative and valuable service."

Emphasis is placed on the science and general production of musical programming. Speakers include recognized authorities in their respective fields. Answers to hundreds of questions are intelligently and authoritatively provided in practical ways.



TYPICAL DISCUSSION GROUP meeting with guest speakers. Here Tommy Dorsey gives the Clinic some of his observations on music programming.

**REGISTER
NOW!**

In order to give individual guidance, the clinics are limited in attendance, so please register early.

For the convenience of those in western areas, a special Clinic has been scheduled in Chicago.

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IMPORTANCE OF IMPACT IN RADIO

The Measure Of Accomplishment

By William H. Fineshriber, Jr.

Vice President in Charge of Programs,
Mutual Broadcasting System

TWENTY-ODD years ago, network radio was born and reared on a simple economic formula—the advertiser's need to create good will for his product in a buyers' market, and his desire to expand his marketing areas. The yardstick for evaluating the medium's advertising effectiveness was: size times impact divided by cost.

In the buyers' market of 1950, these basic economic facts are highlighted anew, and all the accumulated know-how of twenty years' programming experience stands ready to serve the nation's business. We have learned that there is no necessary antagonism between what is labelled "public service" and an appropriate advertising message. We have learned that artistic and intellectual advances in the medium—while pioneered for the most part by sustaining programs, are not incompatible with successful commercials. And we have seen that—even when judged solely and self-interestedly by dollar returns—program ratings

are often a poor index of a program's real value to the advertiser. The dependable yardstick remains: size times *impact*, divided by cost.

It is the concept of *impact* that interests today's sponsor and today's program builder alike. To the program builder, impact is the measure of his accomplishment, the criterion of how well he has said what he wanted to say, evoked the tears, laughter, enjoyment, thought or action that was his purpose. To the sponsor, impact is the measure of his advertising effectiveness, the vital factor in his sales curve.

For too many years, a continuing cold war has been waged between program builders and advertising copywriters—each in quest of his own impact and perhaps more often than not, at the other's expense. Today more and more constructive effort is being spent to bridge this gap between the pure entertainment

portion of a program and the commercial message. We have all tried the so-called method of "integration"—and sometimes it works. But the experienced program man knows that the problem is larger and more complex than this. It starts with an analysis of the audience to be reached, proceeds with selection of the program type to do the job, matching of the commercial message to the program content, and finally, choice of the best features of the program to highlight the advertising message.

I think it is evident that the year and years ahead will witness increased research concentration on this all-important element of impact. Horace Schwerin has already announced his first findings in the field. His studies point to a startlingly close correlation between actual sales results and "believability" of the commercial message on the part of the listener. "Believability" is in turn dependent, he finds, on "compatibility" between the entertainment portion of the program and the commercial message. How to attain this compatibility becomes the problem. Sometimes the message can best be integrated dramatically; sometimes it is best in the voice of an announcer; sometimes, as a testimonial delivered by a recognized authority in the field; at still other times it should be given in the colloquial speech of a housewife. A low-rating program with high compatibility will often do a better sales job than a high-rating show with less of this vital element. A proper handling of the commercials, it seems obvious, can only add to the show's over-all appeal. Each program and each product represents a different problem, and the research has only just begun.

If AM radio is to meet the challenge of television and retain its place in the forefront of our society and our economy—and most of the ex-prophets of doom now agree that it will—it must undergo many changes. Not least among them will be the responsibility of the program builders. Rather than a host of new program forms and original ideas, desirable as they would be, I think the year ahead will see AM concentration on the established program types in which it already excels. And from that concentration will emerge a fuller understanding of the element of impact. The cold war between the creators of entertainment and the ad men will have to give way to constructive teamwork—to the end that program effectiveness becomes equivalent to sales effectiveness.



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FAVORITE STATION FOR
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ON THE AIR 24 HOURS A DAY

PIANO PLAYHOUSE

A MAGGY FISHER PRODUCTION

The only network program which brings you weekly all the great names of Piano Music. In the classics, PIANO PLAYHOUSE offers such great artists as Jesús Maria Sanromá, Rosalynd Tureck, Eugene List, Abram Chasins, Constance Keene, Earl Wild, Appleton and Field. The Philharmonic Piano Quartet, etc., etc., in addition to such great outstanding jazz guest stars as Frankie Carle, Vincent Lopez, Art Tatum, Teddy Wilson, George Shearing, Skitch Henderson, Johnny Guernieri and Joe Bushkin. . . .

all this
and the one and only

MILTON CROSS

with Cy Walter and Stan Freeman at the duo keyboards

Sensational

MGM PIANO PLAYHOUSE ALBUMS

Now Available

A fast growing high popularity show, already established and with sponsorship growing every day is now available to you at

LOW CO-OP COST

PIANO PLAYHOUSE with all its glamour and prestige is now available at local rates. Ask your ABC representative today for full details, write, phone or wire

American Broadcasting Company

CO-OPERATIVE PROGRAM DEPT. • 7 WEST 66th STREET • NEW YORK



Represented by The William Morris Agency

TV NEWS FORMAT ISN'T THE LAST WORD

New Techniques Always In The Mill

By Douglas Edwards

Veteran of CBS-Television News

TELEVISION already has contributed new terms to the language, new techniques to broadcasting and new modes of conduct before the camera—and the end is not yet, especially in the video news broadcast. Every week—and sometimes oftener—we turn up a new idea on our Monday through Friday “CBS Television News.”

Since the outbreak of hostilities in Korea, our artists have molded in clay the first three-dimensional maps to be used in a TV news broadcast, maps which show the battle terrain quickly and accurately. We've built up a small army of miniature tanks, guns, ships and trucks which are placed on these maps to show the types of equipment each side is employing and the direction the opposing forces are moving.

We've also animated on film, two-dimensional maps to show the progress of the fighting. And we've devised new animated pictographs to explain such things as the relative strengths of the opposing armies and how the new defense budget will be spent. All of us are constantly working out new ideas to present the news visually.

As for film, CBS-TV has been extremely fortunate so far with film source, Telenevs, which luckily had two news cameramen in Korea when the war began. We had films from the front six days before any other TV network and have maintained that advantage ever since. And our correspondents in Korea are equipped with motion picture cameras, so we can expect exclusive footage from them from time to time.

Radio, in presenting the news, has nothing to worry about but the script. All they have to catch is the listener's ear. We deal with both sight and sound, and so have to catch both the eye and the ear. That might make TV newscasting sound twice as hard as radio—and sometimes it is—but the effectiveness also is doubled. We can present a complicated story in a minute or so that would require 10 minutes of audio description. It's simply the old story, “A picture is worth 10,000 words.” And 10,000 words would require a half-hour or more reading time.

But let's review more fully the degree of television efficiency as a news disseminator. A device at least on a par with normal radio is to put a caption on the air marked “late news” and have newscaster voice news bulletins.

The next step upward is the use of still pictures. This again is not tops in television, but it is a way of reporting late news with a visual aid.

Other progressive steps are:

Films plus stills—A Washington hearing, a late afternoon fire, the arrival of a notable who makes an important statement—all these stories can be covered by film, sound or silent. Still pictures can be used for other items.

Films, stills, the “on camera” commentator—The commentator, speaking directly to the camera, summarizes sections of news not carried visually. Television being an intimate medium, this device projects personality coupled with authority.

The foregoing devices plus interviews—A television chat between a newsmen and a personality who has made news that day is another TV contribution which radio cannot touch in intimacy. The audience has an opportunity to “know the man” exceeded only by individual personal contact.

Art and stock film—Sometimes a Paris conference or a tax debate or a story on labor negotiations causes TV headaches because they are inaccessible to the camera or because, even if they could be photographed, the element of time expended would preclude their use in the body of a TV news program. Television can report these events with simplicity by using art work and stock film from library. Specific issues can be illustrated by film clips. Graphs and charts can illustrate a tax debate. Simple cartoons make more interesting and informative opposing sides of labor and management.

Other elements—cameras on the scene; switches to other cities where news is breaking; two-way transatlantic conversations, using split screen technique with New York reporter in one half, a still picture of the foreign correspondent or descriptive motion picture film in the other.

CBS Television News is using all these elements in packaging the evening presentation. In addition, we are not neglecting the feature side of the story. Sports scores, like anything else, can be more easily absorbed through the eye and ear than via the air alone. Fresh films of a football game or a Kentucky Derby have a feature interest. Women's fashions are best described in motion pictures. Yes, and we believe that a pretty girl in a new bathing suit model of evening gown has her place in the framework of certain types of news reviews. Kids are photogenic, and they make good feature material. In short, the feature story lends itself ideally to visual presentation, and is due a relative share of coverage. Of course, it is essential that the feature selection be kept in balance.

Television news has its problems, big ones. But they seem to be quantitative rather than qualitative. Cable costs cut down the number of out-of-New York switches. Costs cut down the number of cameramen, cutters and film developing equipment. Remote equipment is scarce and expensive. At present, it is not as mobile as it might be. A 15-minute news program on TV requires 122 man hours of work a day, hence it is expensive.

But these problems are surmountable and are being licked. And one day it will be possible to keep in touch with all key regions in the country and receive film material of events over closed circuits, much in the fashion of the current wire-photo, only instead of still pictures we will receive cut and edited motion picture versions of stories within a matter of minutes after the event occurs.

We know present-day news on TV is not the final product, any more than AM radio produced a polished form in its early days. We are progressing almost every day, trying new techniques, constantly latching on to better ways of making the news interesting and informative for the TV audience.

We believe our product is better than it was one year ago. We believe it is better than it was one month ago, or last week.

It is a challenge. But it can be met as long as we realize one vital factor. That is, news is our commodity.

*They're getting bigger and
better every Year!*

AVAILABLE NOW

THE GREEN HORNET

For nearly 11 years The Green Hornet has brought thrills and chills to coast to coast audiences and has sold all kinds of merchandise from dairy products to men's shirts. Broadcast nationally over ABC.

NED JORDAN, SECRET AGENT

An action-packed adventure program geared to the taste of young and old, this show meets the demand of sponsors for a dramatic program that will deliver the ratings and the audience.

BOTH OF THESE PROGRAMS ARE PRODUCED BY THE OWNERS AND PRODUCERS OF "THE LONE RANGER" AND "CHALLENGE OF THE YUKON."

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building

Detroit 26, Michigan

LOW COST PRODUCTION EMPHASIZED

Cites DuMont Web Formula

By Chris J. Witting

General Manager
DuMont Television Network

TELEVISION has arrested the country's attention like few other developments during the last twelve months. Wall Street's confidence in it—even in the face of the Korean conflict—focused the nation's attention on the enthusiasm with which six or seven million Americans have accepted the opportunity to enjoy their own "window on the world."

But it remained for the steering committee of the Association of National Advertisers to measure the strides that TV has taken as a major advertising medium and sales force and to emphasize a point of high interest to readers of the "Shows Issue" of Radio Daily. The committee pointed out that because "each new TV installation signifies the virtual elimination of one more home from . . . the radio listening audience during evening hours," the cost per thousand of homes reached by 36 top network radio shows has increased almost 20 per cent over last year.



WITTING

Yet, during that same period, the increase in TV set ownership has worked to bring about a situation where the DuMont network cost per thousand homes reached is 34 per cent lower now than it was last August—and this in spite of the fact that virtually every station on the web has increased its individual rate.

Although Television's increasing popularity tends automatically to lower its cost of reaching an audience, we at DuMont have continued our efforts to make it a steadily more attractive purchase to all potential users, large and small.

Of course, all networks face some identical charges—the toll for the coaxial cable and the charges for station time, to mention just two, so we have emphasized low-cost program production.

Just to cite one example, elaborate casts and expensive rehearsal time are generally regarded as necessary to programming. But DuMont successfully developed TV's first daytime program schedule through adherence to a policy that permitted many users to utilize WABD for as little as \$100 a message. Our idea—and we proved it practicable—was that programs should be built around a personality strong enough to carry a segment without elaborate casts and expensive sets and that these personalities should work in a format loose enough to make lengthy and repeated rehearsals unnecessary. A national sponsor has used this technique so effectively that his daytime network cost is around \$2.45 per 1,000 viewers.

The building of scenery and the hiring of stage hands to move it—both expensive items—were long regarded as another program essential. But DuMont has all but eliminated this item on some of our highly-rated shows. Through developing what we call "block impressions," we can present a teleplay whose plot moves through 30 to 45 scenes and do it without building a single set. Our directors create an illusion in the viewer's mind. For example, if a script calls for a saloon setting, a director gives the viewer the idea of a saloon by turning his camera on what appears to be the lower half of a bar and the juke box. Through this technique, we present "Hands of Mystery," a weekly program with a cost per thousand 38 per cent lower than its nearest competition.

DuMont's emphasis on low cost production has paid off in all program categories. Among children's shows, DuMont's "Captain Video" and "The Magic Cottage" have an average cost-per-rating-point of \$55.22, the two top children's programs on another network have an average cost-per-rating-point of \$97.48. In other words, the two DuMont programs deliver the same audience at a cost that is 43 per cent less than the cost of their competition.

Dramatic shows on DuMont have a cost-per-rating-point 25 per cent lower than the next network. Among variety programs, DuMont's cost-per-rating-point is 2 per cent lower than the nearest competitor and 32 per cent lower than the next network.

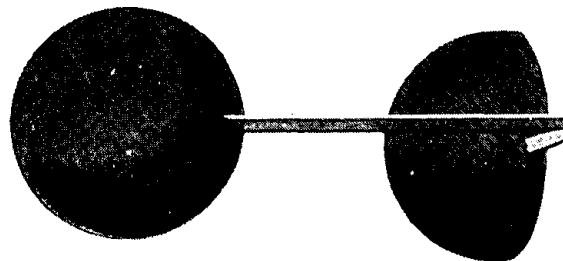
We have also felt that Television will grow only as inland telecasters and sponsors prosper through use of the medium. So we have initiated a variety of aids to affiliates and both national and local advertisers are finding them useful. For example, we pioneered the "co-oping" of high quality programs, and provide twelve of them. Stations can take these programs out and sell them to local advertisers at reasonable cost and have had considerable success in doing so. As one indication of their success, several affiliates are urging us to make our series, "Saturday Night at Madison Square Garden" available to them for sale to local sponsors.

As the ANA, Nielsen and Advertest recently reported, afternoon viewing is a growing phenomena most everywhere. Experience showed DuMont months ago that this would be the case as soon as the medium could offer programs attractive to housewives, free of their chores for a few hours. So in December we initiated network service that helped several stations launch afternoon programming and are currently planning to resume this activity as soon as the baseball season ends—planning our schedules to give both national and local sponsors a chance to reach the most responsive buyers in the world—the housewives of America's major markets.

FORECAST FOR

1950

*The smartest advertisers—those who want to make the most effective use of network radio—this fall will sponsor one of NBC's PROGRAMS FOR THE FIFTIES . . . because they offer the industry's best selection of dramatic, comedy, musical and variety hits . . . because they are conceived and produced with the same sure touch of showmanship which makes **THE HALLS OF IVY**, **DRAGNET** and **RICHARD DIAMOND** distinguished commercial successes . . . because they are proving, on the air today, that they can win large audiences . . . because they meet the challenge of the times by providing fresh, popular entertainment at prices that make sound advertising sense.*



FALL

CLOAK AND DAGGER

"NBC has grabbed itself a dilly of a package"—
VARIETY, May 10

JACK LAIT, CONFIDENTIAL

"rates high in the category of true crime stories"—
VARIETY, July 12

PRESENTING CHARLES BOYER

"has a refreshing wit and urbanity . . . and it's commercial, too. It's a solid bet for sponsorship and it could take its place with any fall competition"—
VARIETY, June 28

TALES OF THE TEXAS RANGERS

"one of the best westerns in radio today . . . a sure bet among the top 12"—
TODAY'S ADVERTISING, July 11

\$1000 REWARD

"Here's the latest fashion in crime shows"—
VARIETY, June 28

TOP SECRET

"is pretty good thriller stuff, tightly and competently written . . . and very well produced."—
John Crosby, N. Y. HERALD TRIBUNE, July 17

WANTED

"A contender for fall network sponsorship. A show with imagination and guts."—
VARIETY, July 12



NBC *Programs for the Fifties*

SHOWMANSHIP WITH SALES SENSE

TREND IN RESEARCH ANALYZED

TV's Growing Importance Noted

By William Noble

Associate Editor,
Radio Daily

BENEFITING by the years of basic market research in radio, television research today can justly be considered as a "grown-up." Radio in its early days, with no past experience, was represented by a series of claims with the blue sky the limit and no holds barred on counter-claims. It may be remembered from radio's early days, the action of one network in adding up all the watts of affiliates and presenting this as an argument to a national advertiser who was considering entering radio—naturally the network's total wattage was greater than that of the next network. But, undaunted, the rival network added up their kilocycles and presented the impressive total in rebuttal.



NOBLE

But, from such beginnings, radio research steadily improved—going through the phases of consideration of total mail received by the station; into the development of techniques whereby mail coverage was related to home county mail per thousand population or radio homes and limits of primary and secondary service areas were defined. At the same time coverage could also be defined by use of the FCC's standards of good engineering practices and the 0.5MV/M as well as the 2MV/M or the 2.5MV/M became the standard limits on a station's primary coverage—depending somewhat, of course, on which a time-buyer would accept.

Meanwhile, techniques on the other side of the picture audience reaction and away from presentation of a station's potential, were being refined. By telephone and personal interviews as well as by the use of diary methods new light was being shed into the listening habits of the American people. With so many methods of presentation of a station's or a network's claims it became evident that some kind of standardized way had to be found which would accurately portray the listening habits of people in all parts of the country. Formation of the Broadcast Measurement Bureau was the first real attempt to set up a single standard for the whole country, and while even the Bureau's kindest friends will not regard the findings as accurate to the nth degree, nevertheless the coverage data are the nearest uniform single standard which radio has been able to produce up to now.

In television today, researchers, having the benefit of radio's long years of experience, have been able to avoid the mistakes of radio's early "blue sky" claims. And while no standards have been set up for the industry and will not be for some years to come, still, material which is being presented to advertisers is based on a good solid foundation.

Differences in the presentation of facts and of claims by networks and stations are to be found, of course, where one TV'er will claim a fifty mile circle as primary coverage, another will use only a forty mile circle. Still another will base claims on the FCC's definition of the 0.5MV/M as the limit for good reception.

However, from all the methods used to show coverage, certain facts are revealed. For one thing, by the use of mail analysis—and the television fan is just as enthusiastic a letter-writer as a radio listener—stations can get a better idea of where they have viewers than by arbitrarily placing a limit of fifty or forty miles.

In the case of one eastern TV station, it was found that mail received from within the 0.5MV/M accounted for 90 per cent of the station's mail, while 7 per cent was received from within the 0.1MV/M and 3 per cent from the outside. The latter mail included complaints about service, of course. In the case of this station the 0.5MV/M was roughly equivalent to a forty mile circle from the transmitter and the 0.1MV/M corresponded to a fifty mile circle. This station believes that good service can be rendered between fifty and fifty-five miles when the home antenna is at a thirty foot height from the ground.

Stations and networks, generally, are preparing basic coverage maps using their own techniques to show coverage. In many cases these maps are not yet being used for selling television. Included on the maps are cities and towns covered and coverage claims will be shown either with a circle of forty or fifty miles, or by showing the measured or computed millivolt lines, or by claims of whole counties where indications of viewing are shown. But, in all cases, claims which are being made today are on the conservative side and the buyer of TV can be assured that the early days of radio claims will not be repeated.

Estimates on total number of sets within a service area are forced to change rapidly because of the tremendous buying of TV sets. In a certain smaller Eastern city, the station manager privately revealed that a week prior to the opening of his TV station that there were not twenty-five sets within the city. Within a year, the area had substantiated claims of more than 85,000 sets.

Total number of sets within a service area are obtained from several sources. In many cases the local station will get its information from district headquarters of the set manufacturers, or from local dealers within the service areas and in many cases from the local utility companies—in the latter case the utility companies are also in the merchandising end and can give very accurate counts.

An important fact in TV research is the cross-section studies of the set owner and the results showing his above-average income and possession of the so-called "wealth factors" which make him a better-than-average prospect for the national advertiser.

As of today, there are 106 stations operating in 62 markets. With a total number of 6,500,000 sets, TV stations have a potential market of somewhat under 60 per cent of the population. However, it is estimated that the markets presently covered by television account for more than 60 per cent of all retail sales. By 1955 it is expected that there will be more than 200 TV markets with at least 85 per cent of the population covered. With sales soaring it would be impossible to make any estimate as to the number of receivers in the country five years hence.

While it may seem premature, the presence of a second set in the home is another fact which will have to be taken into research consideration. One estimate has been made that between 3 per cent and 4 per cent of homes will have more than one set by January, 1951, and it would be safe to assume that this figure could conceivably reach 25 per cent of homes by 1955.

Presence of TV sets in the home were counted by the Census Bureau in April 1949. While the figures, which are expected to be published sometime in February, 1951, will be sadly out of date as to number of sets, nevertheless they will show areas where viewing can be found. The TV picture changes so rapidly, that the best estimates can only be found in manufacturers statements on number of sets made and the manufacturers plans for the future.

RADIO—"SHOWS" ISSUE—VIDEO

The Eleventh Annual RADIO DAILY "Shows" Issue herewith presents listings of radio shows available for sponsorship. Compilation of this data has been made through the cooperation of the networks, individual radio stations, producers, writers and other branches of the industry. Shows have been alphabetically classified into each of nineteen categories.

1950 ★ ★ ★ ★ DRAMA ★ ★ ★ ★ 1951

Adventures By Morse

Thriller-chiller mystery in serial form written and directed by famous radio veteran Carlton E. Morse, author of "One Man's Family" and "I Love A Mystery." Perfect programming for local accounts who wish to use mystery type show to sell their products.
Availability: E.T.
Running Time: 30 minutes.
Cost: Based on market, starts at \$5.00 per program.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: The Cardinal Co., Hollywood 28, Calif.

Adventures Of Frank Race

Frank Race is a romantic, two-listed former OSS officer whose war-time commando activities made return to law-ractice too tame. As private investigator of international crime, insurance frauds and subversive activity, Race gives life audiences of all ages enjoying with him. This is a low-cost network caliber mystery drama.
Availability: E.T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: WCEN, Mt. Pleasant, Mich.

The Adventures Of Maisie

Thirty-minute program each week stars great comedienne Ann Southern in part she played on screen. As Maisie, the wise-cracking, good-looking blonde from Brooklyn, she has endeared herself to movie-goers and radio listeners from coast to coast. Program has immense appeal with both sponsors and station managers. "We are extremely delighted with 'Maisie'" writes George J. Hatch, president of the Inter-mountain Network.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 39.
Audition Facilities: Transcription.
Produced by: M-G-M Radio Attractions.
Submitted by: Music Corporation of America, New York 22, N. Y.

The Avenger

Popular crime does not pay type mystery show completely transcribed. Has played such major markets as Los Angeles (8.6), St. Louis (9.7), and Chicago

(8.2). Outstanding cast of network artists. Each episode complete in itself. Advertisers find program outstanding audience builder. Often used as companion series with The Sealed Book.
Availability: E. T.
Running Time: 30 minutes.
Cost: \$10 per program, minimum.
Episodes Available: 26.
Audition Facilities: Transcription.
Produced by: Charles Michelson, Inc.
Submitted by: Charles Michelson, Inc., New York 19, N. Y.

Blackstone, The Magic Detective

Blackstone himself, in person; the world's greatest living magician, in highly popular quarter-hour mystery transcribed series, consisting of most unusual mysteries that are finally solved through the use of magic.
Availability: E. T.
Running Time: 15 minutes.
Cost: 5. per program, minimum.
Episodes Available: 78.
Audition Facilities: Transcription.
Submitted by: Charles Michelson, Inc., New York 19, N. Y.

California Caravan

Staged in atmosphere of theater First Night, program offers original dramas based on early history of Golden 'State'. Utilizing best dramatic talent which is available on coast and backed by fine musical score, show offers strong appeal to many who enjoy stories which recapture romance and fire of pioneer days in old west. Program as lustrous and robust as its great outdoor setting.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: E. T., Live Talent.
Submitted by: MBS, New York 18, N. Y.

Call For Help

Fifteen-minute transcribed "prestige" series dramatizes stories of worthwhile non-profit organizations which are in need of support. Broadway and Hollywood stars narrate authentic case histories. As a continuous series, show offers both good will and entertainment without usual headaches of "one-shot" public service platters.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: Radio-Video Associates, New York 22, N. Y.

Chandu The Magician

Exciting tales of mystery and intrigue.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Co-operative program, check ABC Co-op Sales Dept.
Submitted by: ABC, New York 20, N. Y.

The Cheater

Features major star as its novel hero: a wise, sad-smiling cosmopolite who brilliantly, gracefully cheats Fate and even Death, in stories shimmering with intrigue and atmosphere. Certainly no superman, but with a mind as deft as a dagger, the Cheater's is no tussle with gunmen, no slug-on-the-head theme. Rather he works with such weapons as sardonic surprise, counterplay of character against character, elegant turn of the screw.
Availability: Tape.
Running Time: 30 minutes.
Cost: Depends on number of stations desired.
Submitted by: Roger Kay Enterprises, Inc., New York 19, N. Y.

Cloak And Dagger

Spine tingling adventures of American agents behind enemy lines engaged in the hazardous tasks of sabotaging dangerous installations and of recruiting partisans to action. Realistic dramas with stamp of authority because they are taken from World War II files of Office of Strategic Services.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$2,200 net per week.
Submitted by: NBC, New York 20, N. Y.

The Clyde Beatty Show

Exciting adventures from the brilliant career of the world's greatest wild animal trainer, Clyde Beatty, who constantly risks death in the most dangerous act on earth. Real drama from behind the scenes at the circus, from jungle expeditions, as told by "Mr. Circus" himself.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: Commodore Productions & Artists, Inc., Hollywood 28, Calif.

Confidentially Yours

With this series, listeners are given the unrevealed inside stories behind many criminals who have made page

one newspaper headlines in past few years. Jack Lait, Daily Mirror editor and best-selling author, and the man who knows those characters better than anyone else in the world, is narrator for this dramatic series.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$5,000 net per week.
Submitted by: NBC, New York 20, N. Y.

Crime Does Not Pay

On the screen "Crime Does Not Pay" won a special Academy Award. Now in its first regular air series it is repeating its motion picture success. These are tense dramas presented by a cast of outstanding Hollywood "name" players. Variety described this series as follows: "A solid commercial package . . . slambang entertainment." The National Exchange Club, sponsor of National Crime Prevention Week, recently awarded program a citation for public service in this field.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 39.
Audition Facilities: Transcription.
Produced by: M-G-M Radio Attractions.
Submitted by: Music Corporation of America, New York 22, N. Y.

Crime Fighters

Drama, not melodrama. Stories of the Nation's crime fighters—federal men, ministers of the gospel, private "dicks," country sheriffs, whatever they might be. Scientists whose weapon is the laboratory. Shrewd men and simple men. Each week, a different type of Crime Fighter.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: Wynn Wright Associates, New York 19, N. Y.

Crimson Trail

Based on the building of the West and the Canadian Pacific Railroad. In the early eighties, Western Canada was a hotbed of lawlessness, and the Crimson Trail brings it to your listening audience with its exciting episodes of prairie fires, avalanches, quicksand, buffalo stampedes, etc. Strong with historical value.
Availability: E.T.
Running Time: 15 minutes.

**YOU CAN'T BEAT LOCAL OUTLETS
IN PACIFIC COAST NETWORK
RADIO, EITHER!**



THE VALUE OF LOCAL OUTLETS is well known by national distributors. Even though they manufacture in a few key spots, they *sell* through *local* outlets.

On the Pacific Coast, the best, most economical selling results are obtained the same way—by local network radio outlets. The Pacific Coast's 14½ million people are located in markets widely separated by high mountain ranges and great distances. These markets represent \$21,154,281,000 of the United States total buying power.

To offer advertisers all the advantages of local selling and local influence, Don Lee has designed a network to fit the different Pacific Coast selling picture—with local network stations in each of 45 important Pacific Coast markets.

This is important in selling, and it's an exclusive Don Lee Network selling advantage. Other exclusive Don Lee selling advantages are flexibility and economy. You buy coverage to fit your distribution pattern.

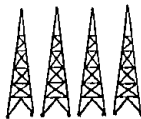
LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by JOHN BLAIR & COMPANY*



Of 45 Major Pacific Coast Cities

ONLY 10
have stations
of all 4
networks



3
have Don Lee
and 2 other
network stations

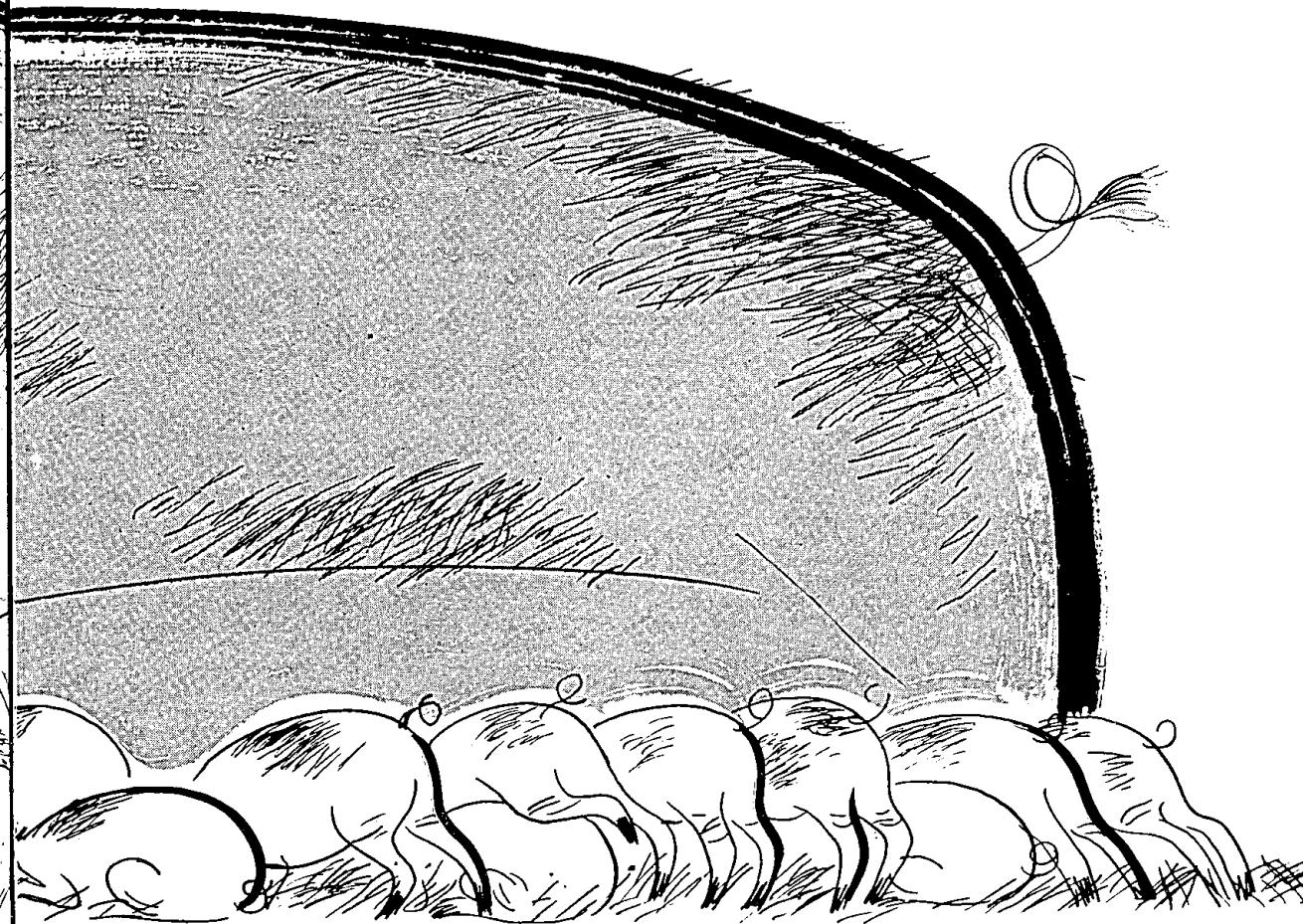


8
have Don Lee
and 1 other
network station



24
have Don Lee
and **NO** other
network station





No waste. You buy only what you need.

No sir, you can't beat local outlets, as has been proven in selling since selling began. And you can't beat Don Lee's local network outlets for selling the widely separated markets on the Pacific Coast, as has been proven by the fact that more regionally sponsored programs are carried by Don Lee consistently than by the other three networks combined.

Don Lee Stations on Parade: KYNO—FRESNO, CALIFORNIA

The Fresno market is made up of two agriculturally wealthy counties, Fresno and Madera. Combined population is 311,107, retail sales total \$324,652,000. A recently completed analysis of Sales Response shows that KYNO does an outstanding selling job in these two wealthy counties. When you buy Don Lee to sell the Pacific Coast you get this kind of LOCALIZED coverage of 45 important markets. Don Lee stations sell the people where they live—where they spend their money.

The Nation's Greatest Regional Network



★ ★ ★ **DRAMA** ★ ★ ★

Cost: Based upon size of station and market.

Episodes Available: 156.

Audition Facilities: Transcription.

Submitted by: C. P. MacGregor, Hollywood 5, Calif.

Damon Runyon Theater

Favorite stories as written by Damon Runyon, starring John Brown as storytelling Broadway.

Availability: E.T.

Running Time: 30 minutes.

Cost: On request.

Episodes Available: 52.

Submitted by: WMBM, Miami Beach, Fla.

Danger, Doctor Danfield

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

Availability: E. T.

Running Time: 30 minutes.

Cost: Minimum \$6.00.

Episodes Available: 26.

Audition Facilities: Transcription.

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

Devotion

Great love scenes from famous novels and plays enacted with unforgettable tenderness. Includes "Wuthering Heights," "Great Expectations," "Vanity Fair."

Availability: E. T.

Running Time: 15 minutes.

Cost: On request.

Audition Facilities: Transcription.

Submitted by: Cheshire & Associates, Hollywood 28, Calif.

Doctor's Orders

Entertaining dramatizations of the causes and effects of common diseases plus an up-to-the minute interview, transcribed or live, in which latest medical findings on disease are discussed. Approved by medical profession and sponsored by large number of Medical Societies and Drug Stores.

Availability: E. T.

Running Time: 15 minutes.

Cost: On request.

Episodes Available: 52.

Audition Facilities: Transcription.

Submitted by: Harry S. Goodman Productions, New York 22, N. Y.

Down Our Way

Homespun story of life in any small town interwoven with refreshing humor and songs that everybody loves. Each episode tells complete heart-warming story in a format built around five prominent Hollywood singers who can also act.

Availability: E. T.

Running Time: 30 minutes.

Cost: On request.

Episodes Available: 26.

Audition Facilities: Transcription.

Submitted by: Commodore Productions & Artists, Inc., Hollywood 28, Calif.

The Drama Of Medicine

Series dramatizes true story behind progress of medical science. It pays

tribute to great physicians and little-known research workers. It is ideal medium for druggists and hospitals to sponsor for it says, "Your doctor is your friend, consult him, trust him."

Availability: E. T.

Running Time: 15 minutes.

Cost: On request.

Episodes Available: 104.

Audition Facilities: Transcription.

Submitted by: Cheshire & Associates, Hollywood 28, Calif.

Dramas Of The Courts

Court-room scenes and stories behind some of the most thrilling trials in history of American and British jurisprudence. Brilliantly cast and directed. Suspense-packed scripts. Not unlike "Famous Jury Trials." May be used advantageously by wide variety of retail sponsors; etc.

Availability: E. T.

Running Time: 30 minutes.

Cost: On request.

Episodes Available: 52.

Audition Facilities: Transcription.

Submitted by: Cheshire & Associates, Hollywood 28, Calif.

The Dumas Cavalcade

All of the famous Dumas works starting with the Man In The Iron Mask and continuing through with Corsican Brothers, Camille, etc. Each story serialized in 52 quarter-hour episodes and make for excellent listening by all classes of audiences everywhere. Brand new. Never before released.

Availability: E.T.

Running Time: 15 minutes.

Cost: \$5 per episode, minimum.

Episodes Available: 260.

Audition Facilities: Transcription.

Submitted by: Charles Michelson, Inc., New York 19, N. Y.

Favorite Story

Top drama with Ronald Colman a host and narrator. Featuring distinguished guest stars, music arranged by Robert Mitchell and directed by Claud Sweeten.

Availability: E. T.

Running Time: 30 minutes.

Cost: On request.

Episodes Available: Still in production.

Audition Facilities: Transcription.

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

Forest Rangers

Interesting, exciting tales dramatizing the real adventures experienced by the men of the U. S. Forestry Service. Great show for kids and grown-ups. Next to emulating "Hoppy" kids will want to be a Forest Ranger.

Availability: E. T.

Running Time: 30 minutes.

Cost: On request.

Episodes Available: 39.

Audition Facilities: Transcription.

Submitted by: Reynolds Productions, Beverly Hills, Calif.

The Hardy Family

Walter Winchell, America's top columnist, says of "The Hardy Family," starring Mickey Rooney, Lewis Stone and Fay Holden: "The Hardy Family has moved from the cameras to the mikes and its homespun goings-on are pleasant . . . thanks to Mickey's peppy Rooneying . . . it's one of the Airstocrats." This is a celebrated show setting new records for renewals. As in the beloved film series, Rooney play Andy Hardy, Stone is Judge Hardy and Miss Holden is Ma Hardy.

Availability: E.T.

Running Time: 30 minutes.

Cost: On request.

Episodes Available: 39.



"THE CLYDE BEATTY SHOW"

is in Number One Spot!

Aired on Thursdays at 8 P.M., over Don Lee Network, this excellent new series now leads all competition with a 9.8 NIELSEN RATING.

COAST-TO-COAST SPONSORSHIP AVAILABLE

SENSATIONAL MERCHANDISING TIE-INS WITH THE MAMMOTH CLYDE BEATTY CIRCUS. . . . A CO-ORDINATED CAMPAIGN NEVER BEFORE POSSIBLE FOR A SPONSOR!

This great 30-min. 1-a-week circus and adventure series will duplicate the success of our fabulous "HOPALONG CASSIDY".

Contact —

WALTER WHITE, JR., President



1350 N. HIGHLAND AVENUE, HOLLYWOOD 28, CALIFORNIA

Audition Facilities: Transcription.
Produced by: M-G-M Radio Attractions.
Submitted by: Music Corporation of America, New York 22, N. Y.

Hashknife Hartley

New western adventure series, based on W. C. Tuttle's world famous cowboy character, brings to air the action, atmosphere and characterizations that through 30 years of western story magazine publication made Hashknife one of the nation's best known cowboys. Author Tuttle appears on each broadcast as host. Incidental music is by Harry Hammerman's Orchestra.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., Live Talent.
Submitted by: MBS, New York 18, N. Y.

Hello, Sucker!

Proving P. T. Barnum's well-known assertion that "there's a sucker born every minute," this exciting series dramatizes some of the most ingenious riddles in history. Stories, aside from being highly entertaining, serve as a warning to listener who might one day become gullible victim.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Radio-Video Associates, New York 22, N. Y.

Hidden Truth

Everyone has heard of the Lie Detector. The fascinating story behind it, how it works, who invented it and how it is used, is the basis for the formula of "Hidden Truth." All ages and listener groups find a common in-

terest in these true-to-life dramas, based on the files of the late Leonarde Keeler, inventor and perfecter of the Keeler Polygraph. Written and directed by Jack LaFrandre, the program features original music by Henry Weber and the orchestra.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., Live Talent.
Submitted by: MBS, New York 18, N. Y.

Hollywood Theater Of Stars

Comedy — mystery — drama — adventure — romance — musicals . . . you get them all on Hollywood Theater of Stars. The right dramatic show gets the audience. Hollywood "box office" names . . . Susan Hayward, Herbert Marshall, Cornel Wilde, Robert Mitchum, Ann Jeffreys, J. Carroll Naish, Vincent Price, Dana Andrews, and others . . . all backed by unusually strong supporting casts.
Availability: E. T.
Running Time: 30 minutes.
Cost: Based upon size of station and market.
Episodes Available: 204.
Audition Facilities: Transcription.
Submitted by: C. P. MacGregor, Hollywood 5, Calif.

Horatio Alger, Jr.

Best of famous Alger stories dramatized for radio. Each broadcast will also contain story of famous living person whose career has been truly an Alger one with surprise ending of actual individual appearing in person at end of broadcast.
Availability: Live Talent.
Running Time: 30 minutes.

★ ★ ★ DRAMA ★ ★ ★

Cost: \$2750 weekly.
Audition Facilities: Live Talent.
Submitted by: Charles Michelson, Inc., New York 19, N. Y.

House Of MacGregor

Intensely dramatic story. Swift, vivid dramatization of understandable people, realistically human and minus "hokum." Through all its episodes human emotions run their gamut, which is why play is a fireside favorite in thousands of American homes. Clean, honest, refreshing and real: to quote the critics, "an outstanding American Classic."
Availability: E. T.
Running Time: 15 minutes.
Cost: Based upon size of station and market.
Episodes Available: 454.
Audition Facilities: Transcription.
Submitted by: C. P. MacGregor, Hollywood 5, Calif.

Inside The Doctor's Office

Dramatized office visits with a famous physician, appearing in person, are acted in "soap opera" form. Each episode is complete dramatic event taut with emotion and suspense. Program had a successful run of 165 broadcasts on NBC in New York and Chicago and CBS in Los Angeles.
Availability: Live Talent; E.T.
Running Time: 15 minutes.
Cost: \$100 per program.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: Frederic Damrau, M.D., New York 17, N. Y.

It Could Happen To You

Series of thrilling, interest-packed dramas of life and how it can catch up with us in a hurry. Programs tell the story of safety in the most effective manner.
Availability: E. T.
Running Time: 5 minutes.
Cost: \$2.00 per program, per station, net.
Episodes Available: 80.
Audition Facilities: Transcription.
Submitted by: Transcription Sales, Inc., Springfield 35, O.

Jim Ameche, Storyteller

Exciting narration of little known events in lives of great people or story behind important discoveries. Expertly done by well known announcer-actor, Jim Ameche. Extra for sponsors—Jim Ameche available to do commercials for sponsors of show.
Availability: E. T.
Running Time: 5, 10 & 15 minutes.
Cost: On request.
Episodes Available: 156.
Audition Facilities: Transcription.
Submitted by: Harry S. Goodman Productions, New York 22, N. Y.

Life In The Great Outdoors

Fascinating program based on the fabulous fund of information on nature and outdoor life; informative, exciting and appealing to all.
Availability: E. T.
Running Time: 5 minutes.
Cost: \$2.00 per show, per station, net.

MILDRED FENTON PRODUCTIONS

40 East 49th Street
New York City
PLaza 9-8266

YOU CAN'T BEAT THIS SALES COMBINATION...

(in California)

1-An Outstanding Program

PROGRAM	TYPE
"THE NEWS AND YOU," with HARRY W. FLANNERY, former CBS commentator, and famous author of "Berlin Diary."	News interpretation
"GLETE ROBERTS REPORTS THE NEWS." Unusual news show handled as only this former ABC network reporter can.	News analysis with interviews
"REPORT ON THE FAR EAST," with Robert Gump, first Far Eastern expert to go on the air immediately preceding the Korean war.	News analysis
"THE JOHNSON FAMILY," starring Jimmy Scribner, on Mutual for 15 years as a highly successful co-op show.	Serial Comedy-Drama
"THE JOE THOMPSON SHOW," Top vehicle for this former band leader, actor, writer, and director of many network musical shows.	Disc Jockey
"THE LA POINTE SHOW," with Armand LaPointe, outstanding emcee personality on stations from Massachusetts to California.	Disc Jockey

2-On the RIGHT Stations

The PACIFIC REGIONAL NETWORK offers any combination of 48 key stations in the above-average California market. In this "must" market only the PACIFIC REGIONAL NETWORK provides . . .

COMPLETE COVERAGE. For the first time, intensive coverage of every significant California market.

SPOT FLEXIBILITY. Truly tailored coverage to match your distribution pattern with your choice of from 4 to 48 stations.

LOCAL IMPACT. Maximum local impact, with LOCAL selling on LOCAL radio stations.

SAVINGS of money, time, and effort with a single purchase and billing. (Save 20% on time costs alone!)

For prices and details on the programs listed above, check program classifications elsewhere in this issue. For complete information on these outstanding programs—and on the basic operational plan of the BIG new, enthusiastically-received PACIFIC REGIONAL NETWORK—write, phone, or wire direct.



PACIFIC REGIONAL NETWORK

6540 SUNSET BLVD., HOLLYWOOD, CALIF.

CLIFF GILL General Manager Hillside 7406 TED MacMURRAY Sales Manager

DRAMA

Episodes Available: 66.
Audition Facilities: Transcription.
Submitted by: Transcription Sales, Inc.,
Springfield 35, O.

Magazine With A Voice

Provides the blind with opportunity to hear stories and articles from America's leading periodicals. Characters in stories portrayed by well-known local actors, and dramatic mood is intensified through use of background transition music. Though produced for the blind, program attracts listeners with normal sight, who either don't have time or don't take time to read magazines.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: One per week.
Audition Facilities: Transcription.
Submitted by: KCOH, Houston 2, Tex.

Marvin Miller

Famous radio voice in series of five minute vignettes about famous people.
Availability: E.T.
Running Time: 5 minutes.
Cost: Based on market; starts at \$1.25 per program.
Episodes Available: 260.
Audition Facilities: Transcription.
Submitted by: The Cardinal Co., Hollywood 28, Calif.

MGM Theater Of The Air

Big time production of sixty-minute duration featuring adaptations of MGM and other screen properties with top-ranking names of screen and theater. New York Times described this celebrated open-ender as "a full dress, hour-long venture that not only can bear comparison with the famed Lux Radio Theater but in several important respects is even superior." Howard Dietz is host; Joel Herron provides background music; Raymond Katz is producer, and series is directed by Marx Loeb. Stars include Marlene Dietrich, Maurice Evans, Robert Taylor, etc.
Availability: E. T.
Running Time: 60 minutes.
Cost: On request.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: Music Corp. of America, and available in New York area through WMGM, New York 22, N. Y.

Mike-ing History

Famous historical events live anew in breath-taking, "on-the-scene" accounts by the mike masters of today.
Availability: E. T.
Running Time: 5 minutes.
Cost: \$2.00 per show, per station and upward, net.
Episodes Available: 78.
Audition Facilities: Transcription.
Submitted by: Transcription Sales, Inc.,
Springfield 35, O.

Mr. President

Edward Arnold in true episodes in lives of Presidents.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Co-operative program, check ABC Co-op Salon Dept.
Audition Facilities: Transcription.
Submitted by: ABC, New York 20, N. Y.

Murder By Experts

Experts, in this instance, are outstanding writers of detective fiction from all parts of world. Each week one of these guests of honor selects story which he or she considers to be classic in this field. It is skillfully dramatized by that well known team Bob Arthur and David Kogan. Result: a listeners' dream show. Bret Halliday, author of the famous Michael Shanley series, is host and narrator.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., Live Talent.
Submitted by: MBS, New York 18, N. Y.

Murder By Gaslight

Dramatized mystery series based on actual murder cases of gaslight era. For the adult amateur criminologist bristled with interest for the whole family. Plots offer wide range of locales and motives, with excitement and intrigue amid turn-of-the-century, pre-tommy-gun atmosphere. Fictitious D. Paxton Stevens, story-teller, is elderly, experienced criminologist with grim sense of humor.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 39.
Audition Facilities: Live Talent.
Submitted by: Radio Features of America, New York 19, N. Y.

My Prayer Was Answered

Each dramatized episode actually happened. Appeals to people in walks of life. Though not a religious program, it has power to do a great good in these difficult days, for gives listener a renewed courage and faith. Endorsed by the Clergy, the P.T.A. and women's clubs all over America. Starring Hanley Stafford, Laureen Tuttle and others.
Availability: E.T.
Running Time: 15 minutes.
Cost: \$5 per program, minimum.
Episodes Available: 39.
Audition Facilities: Transcription.
Submitted by: Charles Michelson, Inc.,
New York 19, N. Y.

Mystery House

Fictional publishing house owned by Dan and Barbara Glenn, enacts its mysteries they intend to publish. Format give Mystery House great flexibility and yet retains two central characters that give series continuity.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: Harry S. Goodman Productions, New York 22, N. Y.

Mystery In The Making

Cloak and dagger with delayed action. Stories open with tranquil scene and develop around those who wear accessories before the fact, closing with serious event itself which in turn followed by quick justice.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$25.00.
Audition Facilities: Live Talent.
Submitted by: Harold R. Gingrich Productions, Chicago 1, Ill.

Mystery Is My Hobby

Brilliantly logical thrill-packed half-hour series was written, enacted and produced by those who "know their theater." Quality of production, its acceptability by all types of audiences make it a definite sales and prestige show for any sponsor; a programming achievement for any radio station.

Availability: E. T.
Running Time: 30 minutes.
Cost: Minimum \$6.50.
Episodes Available: 78.
Audition Facilities: Transcription.
Submitted by: Lawrence Productions, Hollywood 28, Calif.

Obsession

An entirely new and unique concept in radio . . . a psychological dramatic program which interprets and obsession . . . murder — fear — hate — love and compassion are ingredients of this program, served up in manner contrived to stimulate the imagination.

Availability: E. T.
Running Time: 30 minutes.
Cost: Based upon size of station and market.
Episodes Available: 26.
Audition Facilities: Transcription.
Submitted by: C. P. MacGregor, Hollywood 5, Calif.

Official Detective

Thoroughly tested, high rated, crime melodrama dedicated to the police of the nation. Stars Craig McDonnell as Sgt. Dan Britt. Directed by Wynn Wright.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: Wynn Wright Associates, New York 19, N. Y.

Out Of The Night

Chiller-dillers produced with the dastardly intent of scaring the listener—but good. Each story completely self-contained. Some are mysteries, some are tales of strange events; all are true. Good music and incidental themes were especially scored and composed. Will prove most useful for late night scheduling. Extremely low in price, high in story and production values.

Availability: E. T.
Running Time: 15 minutes.
Cost: From \$2.50 per episode, in markets of less than 10,000 population.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: Cheshire & Associates, Hollywood 28, Calif.

Presenting Charles Boyer

Wit, charm, and urbanity characterize series starring matinee-idol Boyer. Boyer's role is that of a picaresque Parisian who earns his living spinning yarns for visitors who come to the night-club he frequents. Stories are romantic episodes remembered from his adventurous past, stories of his light hearted encounters with series of beautiful and susceptible young ladies.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$5,500 net per week.
Submitted by: NBC, New York 20, N. Y.

Radio Theater Of Famous Classics

Thirteen striking half-hour dramatizations of the works of literature's immortal authors, including works of Ibsen, Tolstoy, Stevenson and de Maupassant.

DRAMA

Spots for commercials at opening, middle and close.

Availability: E. T.
Running Time: 30 minutes.
Cost: 25% national, 1-time, 12-hour "A" rate.

Episodes Available: 13.
Audition Facilities: Transcription.
Submitted by: General Entertainment Corp., New York 23, N. Y.

Rex Radio Players

A top-notch dramatic company comprised of Pasadena Playhouse graduates — each extremely versatile — all work professionally "top drawer." Complete repertoire deals with timely but unusual subjects. Local airings have earned consistently high ratings.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 26.
Audition Facilities: Transcription.
Submitted by: KWKW, Pasadena 8, Calif.

The Romance Of Famous Jewels

Here in a series of dramatic, well-enacted, moving episodes are the thrilling stories of how beautiful, titled women have plotted and schemed, ruthless men have fought and died to possess the world's most precious jewels, such as The Koh-I-Noor, The Hope Diamond, The Great Mogul, The Jonker Diamond, The Star of the South, The Pearl of Travancore, The Orloff Diamond and The Cullinan Diamond.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: Cheshire & Associates, Hollywood 28, Calif.

Scattergood Baines

Based on beloved fiction character created by Clarence Buddington Kelland, Scattergood tackles new problem each week; one that may involve local love match, post-war adjustment, big city confidence man or simple domestic upheaval. Whether Scattergood is aiding cause of matrimony or solving local crime, his program is always entertaining, humorous and suspenseful.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: Wilbur Stark-Jerry Layton, Inc., New York 17, N. Y.

The Sealed Book

Sure-fire network calibre 30-minute transcribed mystery series, directed by Jock MacGregor. Excellent cast headed by Phil Clarke, and Elizabeth Morgan.

Availability: E. T.
Running Time: 30 minutes.
Episodes Available: 26.
Audition Facilities: Transcription.
Submitted by: Charles Michelson, Inc., New York 19, N. Y.

Secrets Of Scotland Yard

Weekly transcribed programs of authentic crime stories taken from case books of Scotland Yard, hosted by Clive Brook, noted actor and student of crime, and Percy Hoskins, for past twenty-

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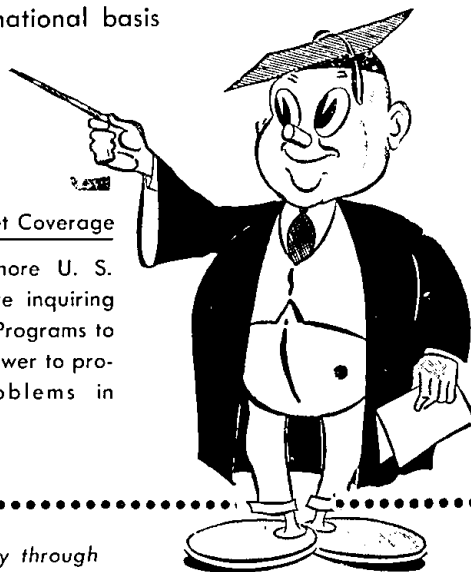
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seven years crime reporter of London "Daily Express," informally known as present-day Scotland Yard's "Dr. Watson." Authentic "Yard" material is assembled by Percy Hoskins. Authentic excitement for millions of mystery fans and armchair detectives.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 104.
 Audition Facilities: Transcription.
 Submitted by: Towers of London, Ltd., New York 19, N. Y.

The Singing Detective

Jeff Stevens, known nationwide as a baritone of radio and nightclubs, is known only to staff of the Sherry-Plaza Hotel as the Singing Detective, the man with a voice for song, and a nose for mystery, drama, and intrigue. Stars Bret (The Shadow) Morrison.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 26.
 Audition Facilities: E. T., Live Talent.
 Submitted by: Barnard L. Sackett Television-Radio Productions, Philadelphia 7, Pa.

The Singing Marshal

Radio's Tom Mix, Curley Bradley, stars in new series of adventure stories of old west. Programs utilize Bradley's singing ability as he plays role of U. S. Marshal righting wrong on western frontier.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 52.
 Audition Facilities: Transcription.
 Submitted by: MBS, New York 18, N. Y.

The Story Of Dr. Kildare

Was a hit on the screen and now a hit on the air. A 30-minute weekly radio adaptation of medical adventures of young resident physician Dr. James Kildare, played by Lew Ayres, and his mentor, Dr. Leonard Gillespie, played by Lionel Barrymore. Latest medical achievements are dramatized in this slick show. Said Variety in reviewing this transcribed package: "It's a cracker-jack show! Production ingredients have been welded adroitly for solid dramatic impact along a line of rising tension . . . a polished job."
 Availability: E. T.
 Running Time: 60 minutes.
 Cost: On request.
 Episodes Available: 39.
 Audition Facilities: Transcription.
 Produced by: M-G-M Radio Attractions.
 Submitted by: Music Corporation of America, New York 22, N. Y.

Strange Adventure

Highly interesting and exciting five-minute dramatic stories narrated by Pat McGeehan, one of the best radio actors in Hollywood today.
 Availability: E. T.
 Running Time: 5 minutes.
 Cost: Minimum \$1.00 per program.
 Episodes Available: 260.
 Audition Facilities: Transcription.
 Submitted by: Teleways Radio Productions, Inc., Hollywood 46, Calif.

Strange Wills

Program deals with strange stories back of Strange Wills, starring Warren

William, famous Hollywood actor, and featuring an all-star Hollywood cast. Analysis of 8,000 actual wills results in dramatic series actually stranger and more exciting than fiction.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: Minimum \$5.00 per program.
 Episodes Available: 26.
 Audition Facilities: Transcription.
 Submitted by: Teleways Radio Productions, Inc., Hollywood 46, Calif.

Tales Of The Supernatural

Thrilling radio dramatic adaptation of the best stories in the fields of fantasy and mystery. Contains, "The House and the Brain," fantastic story a man who lengthened his life span 1500 years; "The Fall of the House Usher," weirdest of Edgar Allen Poe stories, and "The Vendetta," story of man torn between the beauty of life and the horrors of the grave. A gothic scare for everyone.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: 52, (may also be coupled with "Out of the Night" to make 30 min. show.
 Audition Facilities: Transcription.
 Submitted by: Cheshire & Associates, Hollywood 28, Calif.

Till The End Of Time

Romantic, dramatic moments in lives of world's greatest composers and musicians. Irresistible to all women who have been in love. Complete, wonderful musical settings of unsurpassed beauty. Touching and thrilling scenes dramatized from biographies of Franz Liszt, George Gershwin, Claude Debussy, Richard Wagner, Franz Schubert, Johannes Offenbach, Peter Tchaikowski, Giuseppe Verdi, Mozart, Chopin, etc.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 52.
 Audition Facilities: Transcription.
 Submitted by: Cheshire & Associates, Hollywood 28, Calif.

Top Secret

Actual cases of counterespionage. Allied agents during World War II furnish plots for these adventure dramas with movie-star Iona Massey. Massey appears as a beautiful and dangerous spy, a femme fatale who undertakes dangerous missions in the cause of her country's freedom. Direction is by the master of the radio suspense drama, Harry Junkin.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$5,000 net per week.
 Submitted by: NBC, New York 20, N. Y.

2,000 Plus

The cliché, "as modern as tomorrow" is an understatement here. Show presents complete adventure stories each week, based on action, character and living standards, predictable for the 21st century. Sherman H. Dreyer, Peabody Award winner, brings to radio science fiction drama in the Jules Verne tradition. Emerson Buckley and orchestra help to make a show with wide appeal to young and old alike.
 Availability: Live Talent.

Running Time: 30 minutes.
Cost: On request.
Audition Facilities: E. T., Live Talent.
Submitted by: MBS, New York 18, N. Y.

Under Arrest

The story of Captain Jim Scott's fight against crime. Deals with crime committed by people whose business is not crime—the sort of people we all know. Captain Scott is played by Joe DeSantis. Direction by Wynn Wright.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: Wynn Wright Associates, New York 19, N. Y.

Unsolved Mysteries

Most unusual mystery series ever produced, since these authentic stories of bizarre mysteries have never been solved. Murders, robberies, supernatural, ghosts, witchcraft, etc.
Availability: E. T.
Running Time: 15 minutes.
Cost: Based on size of market.
Episodes Available: 39.
Audition Facilities: Transcription.
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Wanted

For the first time in radio, "Wanted" brings to the air a dramatic series which uses actual voices of persons involved in a crime for which the cul-

★ ★ ★ DRAMA ★ ★ ★

prit has not yet been apprehended. Listeners hear the unrehearsed voices of these witnesses as they reconstruct the crime step by step: they get a first-hand knowledge of the criminal and how he looked and, when the evidence is in, they are asked to assist in a nationwide search to track him down.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$5,000 net per week.
Submitted by: NBC, New York 20, N. Y.

Western Caravan

Popular western singing star Tex Williams is heard here in his first radio dramatic role: a series of western adventures in which Smokey Rogers and Deuce Spriggins play supporting roles. Robert Armbruster and his orchestra supply musical background for the man who made "Smoke! Smoke! Smoke!" a novelty hit.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$4,000 net per week.
Submitted by: NBC, New York 20, N. Y.

1950 ★ ★ DRAMA SERIAL ★ ★ 1951

Bill & Mary

Elderly couple living in mythical village of Pleasant Valley, typical rural American community. Bill is "retired," spends his time fishing, enjoying Mary's cooking, thinking up excuses for not doing "chores." Life of community revolves around lovable pair, and situations they continually find themselves in are sometimes humorous, sometimes moving—always interesting.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$25.00 per program, plus time.
Episodes Available: 1 to per week.

Audition Facilities: Transcription.
Submitted by: KCMO, Kansas City 6, Mo.

Career Of Alice Blair

Three popular soap operas with all the pathos and drama you expect. All star cast in each.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Dan Dunn, Secret Operative #48

Based on famous newspaper cartoon strip. Especially timely with current headlines on foreign spies, since Dan Dunn and his friends smash an international spy ring that has stolen plans of a new secret airplane.
Availability: E. T.
Running Time: 15 minutes.
Cost: Based on size of market.
Episodes Available: 78 1/4-hour.
Audition Facilities: Transcription.
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Dearest Mother

Popular soap opera with all the pathos and drama you expect. All star cast.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Dream Street

Half hour dramatic show, with tremendous general appeal. Stories of adventure, love, mystery, drama and

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★ ★ DRAMA SERIAL ★ ★

melodrama all woven into the pattern. Written by Charles Monroe, produced by Doug Chandler, original musical scores by Mark White, Russ Gorman's orchestra, Frank Gallup, announcer, with visiting guest star leads. Show also provides for mail pull. Audition recording and easel presentation available.

Availability: Live Talent.
Running Time: 30 minutes.
Audition Facilities: Transcription.
Submitted by: Basch Radio & Television Productions, New York 17, N. Y.

Forbidden Diary

Popular soap opera with all the pathos and drama you expect. All star cast.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv, Cincinnati 6, O.

Green Valley Lines

Railroad story thriller. Romance ties in with perils involved in construction of "the Short Line." You'll love our hero who comes to Green Valley incognito. He's really son of a railroad king, who tries in every way, by hook or crook, to get the Short Line. Plenty of excitement when beautiful daughter of the Short Line operator finds this out.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$3.00 per episode minimum.

Episodes Available: 26.
Audition Facilities: Transcription.
Submitted by: Walter Biddick Co., Los Angeles 15, Calif.

The Johnson Family

Situation comedy with Jimmy Scribner serial, which has been a proven success on a national network for past fifteen years. Now being transcribed and offered as cooperative program on 45 stations of The Pacific Regional Network. Proven success for almost every type of packaged goods advertiser. Available for sponsorship Sept. 15th, 1950.

Availability: E. T.
Running Time: 15 minutes.
Cost: 5 fifteen minute episodes \$250.00.
Episodes Available: 260.
Audition Facilities: Transcription.
Submitted by: Pacific Regional Network, Hollywood 28, Calif.

Linda's First Love

Soap-opera with history of 12 continuous years on air for Kroger Grocery Co. Available outside of Kroger territory. Top ratings and equal to any network soap on air. Also available, Kroger's "sister" soap opera, Mary Foster, The Editor's Daughter.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 1,000 in Linda; 835 in Mary Foster.
Audition Facilities: Transcription.
Submitted by: Harry S. Goodman Productions, New York 22, N. Y.

Living Pages From Book Of Life

Fifty-two-chapter serialization of The Bible, both Old Testament and new, done by all-star national network cast. Script by Chase Varney; direction by Glan Heisch; music by Handel and Beethoven, played by Sir Thomas Beecham and BBC orchestra and Paul Parais and Paris symphony. For commercial sponsorship. Approved and used by all faiths.

Availability: E. T.
Cost: \$10.00 to \$125.00 on 52-weeks contract, depending on station stature.
Episodes Available: 52.
Submitted by: George Logan Price, Inc., Los Angeles 6, Calif.

Lucky Corners

15-minute, 5 day a week show featuring comedian Hiram Higsby in an old-time "Lum and Abner" format. Stars Jed Starkey and Joe Marshall the other important characters in this home-spun drama. Locale is corner store that loomed large when we were very young, and proprietors are Hiram and Titus Pinchdollar, who meet disappointments and successes that make up life in their own comical way. Show is specially slanted for small town and farm audience.

Availability: Live Talent.
Running Time: 15 minutes.
Submitted by: KFRM, Kansas City, Mo.

Myrt & Marge

Regular serial program. Ideal for lovers of this type of program. It has to do with the theatre. Program was on NBC years ago. Has high rating locally.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$60.00 (including talent) for 13 weeks.

Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WCOU, Lewiston, Me.

Portrait Of A Woman

Starring superb actress and best selling authoress Ruth Chatterton. Universal story for universal audience, deeply moving tale of a woman's gallant battle against loneliness.

Availability: Tape.
Running Time: 15-minutes, 5-a-week.
Cost: Depends on number of stations desired.
Submitted by: Roger Kay Enterprise Inc., New York 19, N. Y.

Secret Agent K-7 Returns

Stories of espionage and counter-espionage based on fact. Adventure of Secret Agent K-7 (George Zimmerman) former U. S. Naval Intelligence Agent Stars Jay Jostyn and Dwight Weist.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: Harry S. Goodman Productions, New York 22, N. Y.

Treasure Of The Lorelei

Serial of the "high seas." Piracy. Buried Treasure! Murder! Romance. Thrills from beginning to end. Come aboard the good ship "Lorelei" by mind your footin' 'cause you are due for some fast and thrilling sailin' on the sea of adventure.

Availability: Live Talent.
Cost: \$3.00 per episode minimum.
Episodes Available: 26.
Audition Facilities: Transcription.
Submitted by: Walter Biddick Co., Los Angeles 15, Calif.

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Adventure Attic

Children take imaginary trip "up the arrow stairway" to Adventure Attic, where Mary Anne Martin is waiting to share secrets contained among her books, trunks and pot-pouri. Studio visitors participate in conversation; stories told for listeners' birthdays, for sick-a-feds, on special request.

Running Time: 15 minutes.
 Cost: On request.
 Audition Facilities: Transcription.
 Submitted by: WRFC, Athens, Ga.

The Adventures Of Dick Cole At Farr Military Academy

Well known Prep School comic magazine character in new series of clean, wholesome sport and adventure programs. Merchandising possibilities by tie-ins with comic magazine giveaways. Proof of purchase. Outstanding network production. Cast headed by Leon Danney and top flight cast of supporting artists. Musical background by Lew White.

Availability: E. T.
 Running Time: 30 minutes.
 Cost: \$7.50 per program, minimum.
 Episodes Available: 26.
 Audition Facilities: Transcription.
 Submitted by: Charles Michelson, Inc., New York 19, N. Y.

The Adventures Of Sunny Bear

78 ¼-hour shows now available, more to follow. Adventures of roly-poly polar bear cub named "Sunny" and his friend, Percival Q. Penguin. Written and produced by Jack Deal, who also takes all parts, plays musical backgrounds and accompaniment, and even sings in harmony. Plans include record album on LP discs, and licensing of manufacturers to make Sunny Bear merchandise.

Availability: E. T.
 Running Time: 15 minutes.
 Cost: Based on size of market.
 Episodes Available: 78.
 Audition Facilities: Transcription.
 Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Blair Of The Mounties

Sergeant Blair of famous Northwest Mounted Police in each program relates and dramatizes tales based on actual facts. Stories vary as to locale and proceedings. Example titles: "The Train Wreckers," "The Phantom Sniper," "The Death Tube," "The Naked Truth."

Several programs of series require two quarter-hour programs to complete.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: \$3.00 per episode minimum.
 Episodes Available: 39.
 Audition Facilities: Transcription.
 Submitted by: Walter Biddick Co., Los Angeles 15, Calif.

Bobby Benson & His B-Bar-B Riders

Picturesque Big Bend country of Texas is setting for this action packed western, designed for youngsters. Bobby Benson, likeable pre-teen age boy, owns ranch which uses his initials for its brand. Tex Mason, its foreman, is his guardian, friend and tutor. While engaged in his breath-taking adventures, Bobby learns many a lesson in sportsmanship, Americanism and fair play; as do the many loyal listeners in his youthful audience.

Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: Unlimited.
 Audition Facilities: E. T., Live Talent.
 Submitted by: MBS, New York 18, N. Y.

Buddy Dollar

To foster and inculcate frugality and thrift among young people to age 17.

Running Time: 15 minutes.
 Submitted by: Harold R. Gingrich Productions, Chicago 1, Ill.

Captain Danger

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

Availability: E. T.
 Running Time: 15 minutes.
 Cost: 25 per cent of ¼ hour "Class A" station time but not less than \$4.50 per program.

Episodes Available: 78.
 Audition Facilities: Transcription.
 Submitted by: Universal Recorders, Inc., Hollywood 28, Calif.

Captain Jim

Jim Bailey, WCEN's chief announcer, calls upon his 12 years of show business experience as a magician, actor and musician to formulate a really diversified kids show. "Captain Jim" is a world wide adventurer who takes his audience through one hair-raising episode after another. Jim takes all the character parts himself.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: Unlimited.
 Audition Facilities: Transcription.
 Submitted by: WCEN, Mt. Pleasant, Mich.

Carnival Of Books

Dramatic presentation of excerpts from outstanding children's book. Mrs. Ruth Harshaw, writer-producer of programs about juvenile reading, interviews author, in which panel of Chicago school children participate. During 1948-49, 103,053 children voted for 2,005 authors of children's books.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: Unlimited.
 Audition Facilities: Transcription.
 Submitted by: WMAQ, Chicago 54, Ill.

BYRON PRODUCTIONS COMPANY

Producing

"MR. DISTRICT ATTORNEY"

for

Bristol-Myers

★ CHILDREN'S ★

Charlie & Rusty

Rusty is really Charlie Featherstone, WMBO timekeeper who creates amazing voice of Rusty, sings duets with him, tell stories and plays children's recordings. Voice of Rusty is result of slow-fast recording.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$45.00 per broadcast.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WMBO, Auburn, N. Y.

Chester, The Curious Camel

Educational and laughable serial of the world's most intelligent talking camel. Chester is the child's friend by highlighting important features of brushing teeth, health, manners, etc. Chester has met over 85 characters, each portrayed by Carl Flower.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Live Talent.
Submitted by: WHAY, New Britain, Conn.

The Children's Carnival

Variety show of music and stories for children. Features originally written interpretations of the stories behind classical music and told with that music in background, with team that won honorable mention in latest NRDGA contest.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Transcription.
Submitted by: WCPA, Clearfield, Pa.

Children's Classic Hour

Two 13-year old girls select classical music especially for the children's audience. They voice the program from beginning to end to give the 30-minute concert an especial appeal for young and old alike. The two girls have already completed their 60th program.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$17.28 for 65 program frequency plus \$10.00 per week talent.
Episodes Available: 1 weekly.
Audition Facilities: Transcription.
Submitted by: WTRR, Sanford, Fla.

The Cisco Kid

O. Henry's creation of Cisco and Pancho. Each a separate episode of excitement and western adventure. Appeals to young and old. The top-rated "kid" program from coast to coast.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Comic Club

Miss Dovey reads complete daily comic strips (4:45-5:00 P.M., Mon.-Fri.

& Sun. 9:00-9:30 A.M.). Established 2½ yrs. 1753 registered members, age 2 to 13 years.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$40.00 per wk. on 13 wk. contract.
Audition Facilities: Live Talent.
Submitted by: WHBS, Huntsville, Ala.

The Fairy Princess

Stories for children dramatized by Merry and Bill Reynolds. Letter contest with book prizes.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Time plus talent.
Audition Facilities: E. T., L. T.
Submitted by: WSTC, Stamford, Conn.

Fairytales

Jack and the Beanstalk, Snow White and Seven Dwarfs, Cinderella, Little Red Riding Hood, are the stories now brought to life in fifteen-minute worlds where giants stalk through their manor halls and where "wishing" does some good. These stories are narrated by Harry Bechtal.

Availability: E. T.
Running Time: 15 minutes.
Cost: Based upon size of station and market.

Episodes Available: 156.
Audition Facilities: Transcription.
Submitted by: C. P. MacGregor, Hollywood 5, Calif.

Firefighters

Dramatized real-life fire fighting case histories involving a young Rookie fireman, stressing the importance of fire prevention and fire safety practices.

Availability: E. T.
Running Time: 15 minutes.
Cost: Varies according to market.
Episodes Available: 195.
Audition Facilities: Transcription.
Submitted by: William F. Holland Productions Inc., Cincinnati 19, O.

For The Children

Uncle George MC's program. Children's recorded stories used. Happy Birthday Club, 2000 members. Uncle George Sings happy birthday to children. Tells stories.

Running Time: 15 minutes.
Cost: \$60.00 per week.
Audition Facilities: Transcription.
Submitted by: WNOW, York, Pa.

Happy Time

The Happy Time Lady conducts a half hour of interviews and presents recorded children's albums; has Happy Birthday Time; My Favorite Story Time; and other features incorporated within the program. Appeal is to ages 5-10.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KEEN, San Jose, Calif.

Here's Heidi

Weekly or daily visit with one of radio's best loved children's story tellers, Heidi Mayer. Heidi concocts all of her original stories and bases them on characters, animals, and inanimate objects familiar to children. In addition she portrays all voices in the dialogue.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 39.
Audition Facilities: E. T., L. T.
Submitted by: Gainsborough Associates, Inc., New York 18, N. Y.

Jackpot Quiz

Conducted from Fargo YMCA on Sat. mornings, program features "quiz bank" of five to eight participants who compete in answering easy questions for share of "Jackpot."

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$52.50 per broadcast.
Audition Facilities: Transcription.
Submitted by: KFGO, Fargo, N. Dak.

Jump Jump Of Holiday House

Every day is a holiday for Jump Jump, an elf "no feet, three inches tall", and his friends, Merry Holiday, Sleepy Slim the Lion, Aggli-Paggli, the clown. A series of 78 year-round shows, each complete in itself, and 25 in serial form for Christmas season. Excellent merchandising tie-ins, birthday cards, dolls, sweatshirts, etc. Endorsed by PTA's and other organizations.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 78 year-round; 25 for Christmas season.
Audition Facilities: Transcription.
Submitted by: Harry S. Goodman Productions, New York 22, N. Y.

Kiddie Korner

Tony Chastain narrates children stories, portrays all parts and characters. Supplements his work with children's records and sometimes uses children's works on records.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WORZ, Orlando, Fla.

Kiddies Korner

Children's stories, all old, well-known children's classics, mostly edited for current day presentation.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: \$124.80 per month; \$4.80 per program; 13 weeks non-cancel.
Episodes Available: 6 a week.
Audition Facilities: Transcription.
Submitted by: KWRO, Coquille, Ore.

Kid's Quiz

Each Sat. morning (11:00-11:30 A.M.) two teams, representing two Mankato schools, compete for cash and merchandise awards. Teams are chosen by the recreational office of the Mankato Board of Education, with schools and students being chosen on a rotation basis.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$50.00 per week.
Audition Facilities: Transcription.
Submitted by: KYSM, Mankato, Minn.

Kid's Time

Each weekday Uncle Tony entertains kiddies with 5-minute recorded story, and plays musical salute to youngsters, ages 1 to 8, having birthdays that date. Names of youngsters read over air. One is selected to come to studio for brief interview, and receive autographed record as gift. Good habits safely are stressed by Uncle Tony.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$57.60 per week, or segment thereof.
Episodes Available: 312.
Audition Facilities: Live Talent.
Submitted by: WLRP, New Albany, Ind.

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Lady With A Story

All the favorite fairy tales of youngsters are brought to life through characterization and voice changes by one lady who comes into the living room. Favorite stories are also requested. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Episodes Available: 13. Audition Facilities: Tape. Submitted by: WCTC, New Brunswick, N. J.

Lightning Jim

Exciting western adventure featuring the greatest U. S. Marshal ever to ride the western plains. Each episode a complete story. Appeals to grown-ups as well as children. Availability: E. T. Running Time: 30 minutes. Cost: On request. Episodes Available: Still in production. Audition Facilities: Transcription. Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Magic Music Box

Quarter hour program designed to introduce children to good music by means of transcribed selections, some interesting bits about the composers' lives and also imaginary events woven about the music. Will appeal to children of various ages and has commercial sponsorship appeal. Only one narrator necessary, man or woman, but more may be used. Availability: E. T. Running Time: 15 minutes. Episodes Available: 39. Audition Facilities: Transcription. Submitted by: Sesac, Inc., New York 17, N. Y.

Make Believe Time

Make Believe Lady (WIRC's women's editor Margaret Smith) and her imaginary squeaky-voiced friend, "Happy Mr. Twinkle," take the kiddies to Make Believe Land for stories, song, and other entertainment. Each day's program is dedicated to small fry listeners who are celebrating birthdays, are sick, or just want to be remembered. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Audition Facilities: Transcription. Submitted by: WIRC, Hickory, N. C.

Mert's Record Adventures

Most interesting and most listenable children's story and musical records are woven into half-hour of entertainment with narration and comment by Mert Koplin. Program on network as summer replacement a year ago, won favor with parent and school age listening groups through its charm and listenability. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Episodes Available: Unlimited. Audition Facilities: E. T., Live. Submitted by: MBS, New York 18, N. Y.

Miss Vivienne—The Story Lady

Children's program that has been endorsed by mothers, church and school organizations for its wholesome entertainment. Miss Vivienne has completed over 650 broadcasts and has become leading personality with thousands of children. Program tells popular story,

acknowledges birthdays and closes with child's prayer. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Episodes Available: 5 days weekly. Audition Facilities: Transcription. Submitted by: KFH, Wichita, Kans.

Mister Muggins Rabbit

Narration half-hour program with transcribed musical interludes, for smaller children; very clean show with no objectionable blood and thunder type of story. Has been successfully pre-tested. Written with commercial sponsorship in mind. Only one narrator required but more can be used if desired. Can be successfully adapted for TV by using a chalk artist. Availability: E. T. Running Time: 30 minutes. Episodes Available: 39. Audition Facilities: Transcription. Submitted by: Sesac, Inc., New York 17, N. Y.

Mr. Rumpel Bumble

Genial Mr. Rumpel Bumble tells fascinating stories of Wallie, The Walrus; Prudence, The Possum, and others. Show includes merchandising layout, ideal for department store sponsorship. Availability: E. T. Running Time: 5 minutes. Cost: \$2.50 per shop and up, net. Episodes Available: 134. Audition Facilities: Transcription. Submitted by: Transcription Sales, Inc., Springfield 35, O.

Musical Storybook

Kids love tales from the land of make believe and they especially love Janet Dailey, who through her school teaching experience has gained the ear and confidence of the parent and child, opens the chapters of the "Musical Storybook" each afternoon at 4 o'clock. Appeals to all ages with guests, birthday greetings, novelty tunes. Running Time: 60 minutes. Audition Facilities: Transcription. Submitted by: KXLW, St. Louis 24, Mo.

Old Specs

Mature "grand-fatherly" type children's story teller spins old and new stories for moopets of various age groups and calls upon story tellers of the recording world to assist. However, emphasis is on "Old Specs" own stories—which he localizes in dedications to kids who write—and they do write. Availability: Live Talent; E.T. Running Time: 30 minutes. Cost: On request. Episodes Available: Unlimited. Audition Facilities: Transcription. Submitted by: WBRB, Wilkes-Barre, Pa.

Once Upon A Time

Children's plays written and acted by them. Work in conjunction with the children. Interviews and such. Contests are held plus parties every Sat. for Lewiston-Auburn school committees. Availability: Live Talent. Running Time: 30 minutes. Cost: \$22.80 for 13 weeks plus \$10.50 for talent = \$136.50. Audition Facilities: Transcription. Submitted by: WCOU, Lewiston, Me.

Ozzie The Owl

Selected juvenile recordings between which Ozzie (the wise old bird talks about birthdays), information on which and who has been good and who has been bad has been brought to him by

★ ★ CHILDREN'S ★ ★

Casper the Crow whose post office is the Old Oak Tree and by the Bird Telegraph. Middle feature, Hopalong Cassidy, Mickey Mouse, et al. Availability: E. T. Running Time: 15 minutes. Cost: \$36.00. Episodes Available: 6 weekly, indefinitely. Audition Facilities: Transcription. Submitted by: WINN, Louisville, Ky.

Playtime With Bimbo and Bombo

Jackson Wheeler and Jack Rourke as clowns, Bombo and Bimbo, tell stories sing songs, have young guests and award prizes to home audience in radio version of highly successful (from rating and commercial standpoints) West Coast TV show. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Episodes Available: 5 weekly. Audition Facilities: Live Talent. Submitted by: Jack Rourke Productions, Hollywood 28, Calif.

Quiet Man

On deck nightly at 5:45 p.m. with stories and songs for kids. Feature of program is "Clean Plate Club." Kids have to clean their plates two nights in a row to receive membership card. Mothers call "Quiet Man" with report on child's adherence to "Clean Plate" policy. Availability: Live Talent. Running Time: 15 minutes. Audition Facilities: Transcription.

Submitted by: WAVZ, New Haven 10, Conn.

Reading The Funnies

Uncle Eddie reading the comics from the Boston Sunday American and Boston Sunday Post in the WMUR public studio. Youngsters from the studio audience take part in the dramatizations and readings. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Audition Facilities: Transcription. Submitted by: WMUR, Manchester, N. H.

Rhyme & Riddle Time

Uncle Bob and Aunt Mary, with Squeaky, peer from behind the Magic Window as Midwest children troop about the house picking up toys in the "Pick-Up Parade." Featuring children's stories, music, this Sat. morning show averages over 600 letters weekly from birthday greetings and riddles sent in by children. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Audition Facilities: Transcription. Submitted by: WNAX, Yankton, S. Dak.

Rip Lawson, Adventurer

Action-packed serial dealing with Rip Lawson and his adventure in the world-roving International Intelligence Corps, wholesome adventure stories for children but appealing to entire family. Availability: E. T.

WSFL

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RATE SCHEDULE

ONE MINUTE.....	\$5.00
5 MINUTES.....	10.00
15 MINUTES.....	25.00
30 MINUTES.....	40.00
60 MINUTES.....	70.00

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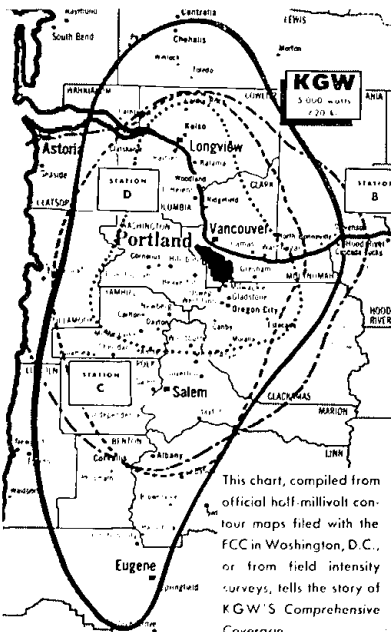
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The population of Multnomah County, Oregon (KGW's home county) has increased 31.9% in the last 10 years, according to official 1950 census figures. The rich, fertile counties of southwestern Washington, lying within KGW's north-south broadcasting beam, have enjoyed a similar population rise.

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Running Time: 15 minutes.
Cost: \$3.50 per show and up, net.
Episodes Available: 130.
Audition Facilities: Transcription.
Submitted by: Radio Industry Production, Inc., Springfield 35, O.

Ruthie B

Popular children's stories brought to life by acting of narrator. Birthdays of listeners included, also daily prayer.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WBET, Brockton, Mass.

Sleepy Joe

Brer Rabbit, Brer Fox and other Uncle Remus animals come to life in this delightful children's quarter hour.
Availability: E.T.
Running Time: 15 minutes.
Cost: Based on market; starts at \$1.75 per program.
Episodes Available: 300.
Audition Facilities: Transcription.
Submitted by: The Cardinal Co., Hollywood 28, Calif.

Sonny & Buddy

Sonny and Buddy are brothers. They are kidnapped from their home by proprietor of a traveling medicine show who is impressed by their singing. He smuggles them into Mexico, and attempts of Sonny and Buddy to escape provide many thrills and suspense in program. Imagine surprise when it develops that proprietor of show is really father of the boys.
Availability: E.T.
Running Time: 15 minutes.
Cost: \$3.00 minimum.
Episodes Available: 100.
Audition Facilities: Transcription.
Submitted by: Walter Biddick Co., Los Angeles 15, Calif.

Stars Of Tomorrow

Local boys and girls up to 15 years of age present numbers.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$30 half hour.
Episodes Available: Every Sat.
Audition Facilities: Live Talent.
Submitted by: KVOG, N. Dak.

Stories For Marmaduke

Popular children's stories adapted for radio and told to fictitious character, a bookworm called Marmaduke. Endorsed by Public Library children's department, program is well known to parents and teachers and has large following both of school and pre-school age. Storyteller Art Lewis has created character which has much to offer in way of merchandising tie-ins, etc.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WOWO, Fort Wayne 2, Ind.

Storybook Limited

When the trainmaster calls "Board" at 11 A.M., Sats., a full hour of fun begins on three trains. Train One features live songs, stories and poems for 3 to 7 year olds. Train Two brings popular children's record albums to all age

groups. Train Three features older stories similar to "Aladdin." Contest gimmicks used.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WEEK, Peoria 3, Ill.

Three A Safety Man

Arlyn Barnard, the Three A Safety Man, adapts children's classics and is programmed 7:30 A.M., Mon. thru Fri. Program originates in Portland and is sent to important markets in Me. Can be sponsored in individual markets or on entire network of six stations by single sponsor.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WMTW, Portland, Me.

Time Out

Audience participation sports show conducted by Bill Campbell, Philadelphia's top rated sports commentator, and aimed at kids. Program features big name guests from world of sports. Roving mikes pick up questions from audience of 200 kids. Format also stars The Whiz Kids, trio of sports-wise teenagers who hit .750 on questions tossed up by audience. Prizes of baseballs, footballs, etc., awarded to anyone in audience who stumps Whiz Kids and to anyone who answers questions in program's concluding portion when Whiz Kids turn tables and ask questions of audience.
Availability: Live Talent.
Running Time: 30 minutes.
Audition Facilities: Transcription.
Cost: On request.
Submitted by: WCAU, Philadelphia 3, Pa.

Tiny Tot Time

Caters to youngsters from 2 to 10, features the well-known Philadelphia DJ, Stu Wayne. Wayne plays children's records, and with a roving mike, interviews children seated in the auditorium. Wayne, affectionately known on children's records as Uncle Stu, handles children as though his own, and attracts at least 250 children and their mothers each Sat. morning at 9:30.
Availability: Live Talent; E.T.
Running Time: 15 minutes.
Cost: \$125.00.
Audition Facilities: Transcription.
Submitted by: WPEN, Philadelphia Pa.

Tiny Tot Time

Children's stories told with musical background every day for 15 minutes. Teller uses change of voice for different characters, and selects stories to please all ages.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Submitted by: KFTM, Ft. Morgan, Colo.

Treasure Chest Of Stories

A proven collection of moppet-age stories that gathers in the audience and makes a fine, tinkling sound on the sponsor's cash register. Proven stories, a proven teller of tales, and a proven seller of sales.
Availability: E.T.

Running Time: 15 minutes.
Cost: On request.
Episodes Available: 204.
Audition Facilities: Transcription.
Submitted by: KILO, Grand Forks N. Dak.

Uncle Bill's Merry-Go-Round

Appealing strongly to fantasy and imagination, this children's hour by Bill Coleman features recorded songs and stories as well as original story material by Uncle Bill. Original material is backed by music, sound effects and careful production. Monthly contests heighten mail pull.
Availability: E.T.
Running Time: 30 or 60 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WEEL, Boston 12, Mass.

Uncle Dick's ABC Club

Program is replete with recorded children's music and theme of ABC (Always Be Careful). Feature of program is daily "Birthday Club." Program keyed to safety and is one of the station's program features that won for it the National Safety Council's Public Service Award for 1949.
Availability: E.T.
Running Time: 30 minutes.
Cost: Regular rate.
Audition Facilities: Transcription.
Submitted by: WISC, Madison 3, Wis.

Uncle Jimmy's Story Hour

The old, well-known children's stories, told by Jimmy Nolan with Bill Moody, assisting with different voices and sound effects. Poll is kept on songs boys and girls prefer and these are played, one per program. Birthday salutes given to boys and girls who write in, the birthday song played for them.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$30 weekly.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KIT, Yakima, Wash.

Uncle Joe's Story Hour

Uncle Joe (Joe Dahlvig) tells 15 minute children's story every Sat. morning 10:15. Does own descriptive narration. High appeal to youngsters.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$20 (time and talent).
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: WLDY, Ladysmith, Wis.

Uncle Remus

This twenty show Christmas package designed for Holiday promotion will produce results for any merchant. Based upon famous American folklore tales Brer Fox and Brer Rabbit will thrill kiddies and ring cash register for sponsor.
Availability: E.T.
Running Time: 15 minutes.
Cost: Twenty show package—\$50 to \$100 depending on market.
Episodes Available: 20.
Audition Facilities: Transcription.
Submitted by: The Cardinal Co., Hollywood 28, Calif.

The Walrath Family

Program is serial in nature, with every program developing particular story line. Employs standard "family" of characters, Glon Walrath, Ma Wal

th. Boob (the brother) and Susie Joan (the little sister). In typical family situations. Program is one-man operation, with Glen Walrath doing all voices of the family. Has heavy mail pull with aid of occasional gimmick.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: 65.
 Audition Facilities: Transcription.
 Submitted by: WPTR, Albany, N. Y.

WNAW-Paramount Talent Show

Popular amateur talent show held direct from stage of leading theatre in town—the Paramount. Excellently handled and talent is good. Drawing card for winner is appearance in TV Teen-Age Show over WRGB. Phenetclady. This is unique—in that we are a radio station promoting TV goodwill.

★ ★ CHILDREN'S ★ ★

Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 39.
 Audition Facilities: Transcription.
 Submitted by: WNAW, North Adams, Mass.

Youngstars On Parade

Smooth children's program. Top talent used and all music acts presented are produced—it is not the accepted type of kid amateur hour but carefully planned, rehearsed and produced show. Youngsters even do sponsor's commercials—ala singing jingles. Studio audience used to advantage.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.

Audition Facilities: Live Talent
 Submitted by: WBRY, Waterbury 1, Conn.

Youth On Parade

Experienced MC "Uncle Dick" Carlson keeps youngsters laughing and at ease as they bring their talent for radio presentation. Singing, dancing, instrument playing all included. "Aunt Mary Frances" Casey is versatile keyboard artist who accompanies youngsters. Commercial can be delivered by talented young participants.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: Unlimited.
 Audition Facilities: Live Talent; Tape.
 Submitted by: WCDL, Carbondale, Pa.

RADIO PRODUCTION

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A Letter From Louie

In the greatest comedy tradition, when a lump in the throat sometimes makes up the heartiest laughter. Every letter from Louie is a hilarious round-up up and down the ladder of success. He regularly starts at the bottom, almost makes the top, and regularly ends on his bottom. Still Louie is always an optimist, always about to set the world on fire and always out of catches.

Availability: Tape.
 Running Time: 30 minutes.
 Cost: Depends on number of stations desired.
 Submitted by: Roger Kay Enterprises, Inc., New York 19, N. Y.

The Adventures Of Archie Andrews

Youngsters and grown-ups both know Archie as an old friend from the comic strips and a successful radio veteran. Here is a weekly visit with this representative high-schooler, his amiable friend, Jughead, and the pigeons, Veronica and Betty as they get themselves in and out of trouble with all sorts of constituted authority—a close look at a bewildering segment of our population—the teen-age crowd.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$2,500 net per week.
 Submitted by: NBC, New York 20, N. Y.

The Anderson Family

Family type situation comedy drama series that competes favorably with national programs of this type. Natural for local merchants who wish network type programs at low cost.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: Based on market; starts at \$5.00 per program.
 Episodes Available: 52.
 Audition Facilities: Transcription.
 Submitted by: The Cardinal Co., Hollywood 28, Calif.

Can You Top This?

Contestants jokes are told over the air and topped (or not) by the three

wits. Score on laughmeter decides awards. This show unrehearsed. Requires no script, other than commercial. Has been on radio since 1940 with Senator Ford, Harry Hershfield, Joe Laurie, Jr., Peter Donald, Ward Wilson.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: Unlimited.
 Audition Facilities: Live Talent.
 Submitted by: Edward H. Ford, New York 18, N. Y.

The Cass Daley Show

Radio, stage and screen star Cass Daley in a situation comedy tailored for family audiences. Cass portrays a quiet, home-loving, small town girl who considers it her duty to keep her family happily together. Her sincere but clumsy efforts to guide her bank president father, her social-climbing sister, and her garrulous grandfather lead them all into some hilarious situations. During course of each episode Cass sings two songs.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$5,500 net per week.
 Submitted by: NBC, New York 20, N. Y.

Colonel Humphrey Flack

Based on Saturday Evening Post stories by Everett Rhodes Castle, deals with amusing adventures of sly, lovable character who lives by his wits and plays Robin Hood on the side. He and his companion, Garvey, always cheat the cheaters, help some deserving person and manage to ease their own financial difficulty because the Colonel enjoys all the good things in life. An NBC summer replacement, it earned a 79 Scherwin; a 6.5 Hooper.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Audition Facilities: Transcription.
 Submitted by: Wilbur Stark-Jerry Layton, Inc., New York 17, N. Y.

Easy Aces

The perennial favorites Goodman and June Ace in their famous brand of comedy. As humorous today as they ever were. A great comedy team.

Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: Still in production.
 Audition Facilities: Transcription.
 Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Everything For Angela

Misadventures of a first lady of the theatre who serves a belated apprenticeship in art of being a mother to adorable Angela, teen-ager with a mind all her own. Mother is truly a "character." But there is tenderness, hoariness, and infinite method in her madness. Angela is most bewilderingly dedicated to what she calls the "simple things." Immensely funny, colorful and warm series with basic situation that is different, but most durable.
 Availability: Tape.
 Running Time: 30 minutes.
 Cost: Depends on number of stations desired.
 Submitted by: Roger Kay Enterprises, Inc., New York 19, N. Y.

The Helen Gay Show

Helen Gay, veteran stage and radio entertainer, presents her original character sketches, in pattern similar to such entertainers as Cornelia Otis Skinner. Miss Gay selects subjects familiar to every one, such as family going on picnic, housewife on telephone, an ocean voyage.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Audition Facilities: Transcription
 Submitted by: WERI, Westerly, R. I.

Jeff Bruant & His Cowhorn

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

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GENERAL MANAGER

120 MADISON AVE.
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★ ★ ★ **COMEDY** ★ ★ ★

Running Time: 5 minutes.
Cost: Minimum, \$1.25; maximum, \$14.50 per show, depending on size of market.
Episodes Available: 104.
Audition Facilities: Transcription.
Submitted by: Gordon M. Day Productions, New York 16, N. Y.

The Lady Keeps Her Date

Comedy-mystery-misadventure series featuring an impetuous lady lecturer, who is constantly blundering into and out of trouble, and her cautious hard-headed chauffeur-assistant, who struggles in vain to restrain her escapades. Our zany heroine becomes innocently involved in the course of a cross-country lecture tour but always extricates herself by sheer impulse and instinct in time to "keep her date."
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 39.
Audition Facilities: Live Talent.
Submitted by: Radio Features of America, New York 19, N. Y.

Laugh With Peter Donald

104 five-minute programs with that master story teller and dialectician, Peter Donald, telling his most irresistible stories. Can be used as a single feature, or combined with disc jockey or variety show. Spots for commercials at opening, middle and close.
Availability: E. T.
Running Time: 5 minutes or combined with longer show.

Cost: 40% national, 1-time, 5-minute "A" rate.
Episodes Available: 104.
Audition Facilities: Transcription.
Submitted by: General Entertainment Corp., New York 23, N. Y.

The Lou Holtz Laugh Club

America's funniest story-teller, Lou Holtz, now available in new series of 5-minute comedy situation programs that keeps 'em laughing from beginning to end. Flexible production technique of these 5-minute shows also being incorporated into quarter-hour or half-hour program built around each 5-minute comedy skit.
Availability: E. T.
Running Time: 5 minutes.
Cost: \$2 per 5-minute program, minimum.
Episodes Available: 78, additional programs in production.
Audition Facilities: Transcription.
Submitted by: Charles Michelson, Inc., New York 19, N. Y.

The Mad Mrs. Maynard

Zaney to the nth degree, Mrs. Maynard is typical of everybody's most busy-body neighbor. Here she finds time to share her Grafonola records with the listener, for Mrs. Maynard in truth is a side-saddle disc jockey with a great cause—to make the pussy-willow our national flower.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.

Episodes Available: 360 or more.
Audition Facilities: Transcription.
Submitted by: Cheshire & Associates, Hollywood 28, Calif.

Mr. Feathers

Stars Parker Fennelly as the positive "old school" pharmacist in a drug store in mythical Pike City. One of the town's most respected citizens, Mr. Feathers wants to be called an apothecary and resents having to double as sandwich man at soda fountain. Problems that arise on each program are mildly satirical of big city ways and does not have one big laugh but is chock full of small chuckles. Currently on MBS.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: Wilbur Stark-Jerry Layton, Inc., New York 17, N. Y.

Those Websters

Family situation comedy sponsored by Quaker Oats for seven years. Show did terrific sales job for Quaker and was cancelled only because of change in client's agency setup. Against tough competition ratings were unusually high. Good clean show for entire family.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$4,000.00.
Audition Facilities: Transcription.
Submitted by: Leslie Lucas, Hollywood 28, Calif.

The Timid Soul

H. T. Webster's famous syndicated cartoon called, "The Timid Soul," a once a week, half hour series presents Casper Milquetoast and the problems he faces in trying to live a normal happy life. His everyday experiences evoke a never-ending stream of chuckles. Appeal is to people in all walks of life because of believable, understandable, human situations that come up each week.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: Wilbur Stark-Jerry Layton, Inc., New York 17, N. Y.

Toby's Corntussel News

Comedy of errors involving trials and tribulations of Toby Tolliver, a small town newspaper editor, and Susie, his girl friend assistant.
Availability: E. T.
Running Time: 15 minutes.
Cost: \$3.00 per program and up, net.
Episodes Available: 260.
Audition Facilities: Transcription.
Submitted by: Transcription Sales, Inc., Springfield 35, O.

The Truitts

An endearing household—explosive, whimsical mother and three teen-age kids who may remind listeners of their own family. Series deals with hectic affairs of entire beguiling family, but features different member of group each week. Locale is Hope Springs but this one could happen anywhere people believe that life is a lot of fun.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$4,000 net per week.
Submitted by: NBC, New York 20, N. Y.

EMPIRE RECORDING

STUDIOS OFF-THE-AIR OFF-THE-LINE PORTABLE JOBS

EMPIRE BROADCASTING CORP.
480 LEXINGTON AVE.
NEW YORK 17, N. Y.

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SHOWS DESIGNED FOR YEAR 'ROUND SELLING

THE ART SCANLON SHOW
 6:00 - 9:15 AM

CHARLIE STARKE'S MUSIC SHOPPE
 10:00 - 12:00 Noon

LISTEN TO LACY
 12:30 - 2:00 PM
 4:30 - 6:15 PM

MUSIC IN THE NIGHT
 8:15 - 10:30 PM

WINS 1010 on the dial WINS

WINS 50KW NEW YORK

CROSBY BROADCASTING CORPORATION

1950 ★ ★ ★ DISC JOCKEY ★ ★ ★ 1951

The Al Ross Show

Al Ross sparks whole morning with records, singing, and unique way of handling commercials. Whether live or transcribed, commercials on show are part of the entertainment. No fun is made of sponsors or products.
Availability: E. T.
Running Time: 3 hours.
Cost: Card rate.
Auction Facilities: Transcription.
Submitted by: WBAL, Baltimore 18, Md.

At Home With Bandel Linn

Show is for people who enjoy humor. Bandel Linn is well-known cartoonist, and his work is seen in many nationally circulated magazines. He plays record requests and comments on practically anything.
Availability: Live Talent; E. T.
Running Time: 45 minutes.
Cost: On request.
Auction Facilities: Transcription.
Submitted by: WSPB, Sarasota, Fla.

Bandstand

One of Miami's top DJ shows, featuring top tunes of top bands with an occasional interview with well known band leaders.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$5.70 per participating spot.
Episodes Available: Tues. & Thurs.
Auction Facilities: Transcription.
Submitted by: WFEC, Miami 38, Fla.

Barry Kaye Show

One of leading morning wakeup shows in area, features records, time signals every three minutes, weather, news, light comedy bits, weird sound effects, also original satire serial daily "Adventures of Hopalong Giuseppe." Evening show more relaxed featuring contests and lushy records. Tremendous phone response to contests.
Availability: Live Talent.
Running Time: 3 hrs. each morning; 2 hrs. 45 minutes each night.
Cost: \$6.65 a participation, net; 15 minutes \$29.76 daily, net.
Submitted by: WKAT, Miami Beach, Fla.

Best Bands In The Land

Four-hour Sat. afternoon parade of nation's best bands featuring 8 famous Houston voices—each announcer 1/2 hour, and each fits the whole segment together.
Availability: E. T.
Running Time: 4 hours.
Auction Facilities: Transcription.
Submitted by: KXYZ, Houston 2, Texas.

Best By Request

Two-hour participation with Bill Henning spinning very latest top tunes of the day, utilizing releases of major recording companies.
Availability: Live Talent.
Running Time: 2 hours.
Cost: On request.
Episodes Available: Mon. thru Fri.
Auction Facilities: Transcription.
Submitted by: WTNB, Birmingham, Ala.

Bill The Bell Boy

Directed strictly to the colored population of Mobile and surrounding counties, and made up entirely from requests for kind of music they ask for, no attempt made to force tune on them. Patter and commercials delivered in friendly manner, but no dialect. Average of well over 1000 fan letters a month.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Episodes Available 4 fifteen-minute segments daily, Mon. thru Fri.
Auction Facilities: Transcription.
Submitted by: WKRQ, Mobile, Ala.

The Bill Elliott Show

Bridgeport's best known radio personality moves into his fifteenth year of winning friends and influencing shoppers. Bill helps Southern New England rub the sleep out of its eyes with skillfully chosen music, plenty of time-checks, weather reports and highly localized chatter.
Availability: Live Talent.
Running Time: 3 hours (Participation) Mon. thru Sat.
Cost: Class "A"—\$30 for 15-minute segment; Class "B"—\$20 for 15-minute segment.
Auction Facilities: Transcription.
Submitted by: WLIZ, Bridgeport, Conn.

Bill Silbert's Pow Wow

Guest celebrities gather around the mike as Bill Silbert originates his Mon. thru Sat. program from the Wonder Bar Indian Room in downtown Detroit. Heard from 11:30 P.M. to 1:00 A.M. the show features popular records and interviews. One-minute participations.
Availability: Live Talent.
Running Time: 90 minutes.
Cost: On request.
Auction Facilities: Transcription.
Submitted by: WXYZ, Detroit 26, Mich.

Bob Perry's Melody Merry-Go-Round

Bob Perry, long time Boston radio favorite, conducts program of recorded music and comment, plus interviews with celebrities of stage, screen and radio who are visiting Boston. Variety says "show smoothly paced and reflects solid background and familiarity with subject."
Availability: Live Talent.
Running Time: 90 minutes.
Cost: \$30.00 per announcement; \$90 for 15 min.
Auction Facilities: Transcription.
Submitted by: WLAW, Lawrence, Mass.

The Bob Swanson Show

Billed as Madison's top daytime DJ program. Offers hour and a half of music. Swanson conducts program in manner that has made him a top Wis. air personality.
Availability: E. T.
Running Time: 90 minutes.
Cost: Regular rate.
Auction Facilities: Transcription.
Submitted by: WISC, Madison 3, Wis.

The Boston Steve Party

Steve Allison's show is on from 12:30 A.M. to 3:00 A.M. Mon. thru Fri. on Boston's only 24-hour station. Every stage and movie celebrity is on it from time to time.
Running Time: 2 1/2 hours.
Cost: \$500 per week except station breaks.
Auction Facilities: E. T., L. T.
Submitted by: WVOM, Brookline 46, Mass.

Breakfast With Burton

Bob Burton drops in from 6 to 9 A.M. Mon. thru Sat. with pop tunes, the time, temperature, "hum-ditty" and "odd bits of trivia" for "Mother." What the ole Bouncer shouldn't say, he does. What he should say, he doesn't. And his sponsors and listeners love it!
Availability: Live Talent.
Running Time: 3 hours.
Cost: On request.
Auction Facilities: Transcription.
Submitted by: WEEK, Peoria 2, Ill.

Buddy Harris Music Bar

Disc show featuring well known local DJ. Show is designed to reach all types of fans. Show is a comical one with all types of records from soft and sweet to jive and jazz.

Running Time: 60 minutes.
Cost: \$53.75.
Auction Facilities: Transcription.
Submitted by: KLIF, Dallas, Texas.

Circus

A two-hour program combining all the features of an early morning show. News from the weather bureau. Interviews with guests and listeners. Selected music on record and transcription, plus added features by the Ringmaster, George T. Case.
Availability: Live Talent.
Running Time: 2 hours.
Cost: On request.
Episode Available: Mon. thru Fri.
Auction Facilities: Transcription.
Submitted by: WNAO, Raleigh, N. C.

Clockwatcher

It's a morning, "Time, Tunes, Temperature" show, 7:15 to 9:00 A.M. Blocked with news and sports. Features "top" records. A DJ personality show that appeals to all. Heavily spotted six mornings a week.
Availability: E. T.
Running Time: 2 hours, 45 minutes.
Auction Facilities: Transcription.
Submitted by: WJMM, Lewisburg, Tenn.

A DOCTOR SPEAKS ON YOUR RADIO PROGRAM

"INSIDE THE DOCTOR'S OFFICE"
Dramatized office visits in "soap opera" form. Sponsored for 165 broadcasts on NBC in New York and Chicago and CBS in Los Angeles.

"YOUR BABY'S HEALTH"
The doctor advises mothers on the care of their babies. Conversational interviews, sponsored for a run of 78 broadcasts.

TELEVISION—"Your Fight For Life"
Dramatized medical films available.

POPULAR MEDICINE PROGRAMS BACKED BY MEDICAL AUTHORITY AVAILABLE FOR SPONSORSHIP

Time: 15 minutes once a week
Talent: Dr. Frederic Damrau and Adeline Manery
Script and platter on request.

FREDERIC DAMRAU, M. D.
247 Park Avenue • New York 17, N. Y. • Plaza 5-3638

"before the mike since 1933"

★ ★ DISC JOCKEY ★ ★

Club 630

Joe Scott conducts refreshing disc session, well balanced and produced for the listener. Joe doesn't try to impress his audience with his knowledge of "hep chatter" but conducts his program in a language the average listener understands while keeping the music and talk bright and cheerful.
Availability: Live Talent.
Running Time: 55 minutes.
Cost: Sold in spots at card rate.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WQAN, Scranton 1, Pa.

Daily Hit Parade

Scheduled from 6:15 to 7 P.M. 7 nights per week. Features top five tunes of the day according to surveys of record and music stores, plus bonus tunes old and new. Has held No. 1 rating in Cincinnati from 6:15 to 7 P.M. for a period of over 3 years.
Availability: E. T.
Running Time: 45 minutes.
Cost: Participations, rate card.
Audition Facilities: Transcription.
Submitted by: WCKY, Cincinnati, O.

The Dave Garroway Show

Garroway, named the "king of disc jockeys" by newspaper and magazine editors coast-to-coast is currently broadcasting ten and one-half hours a week. Has become nationally-known figure on

radio and TV, yet Garroway is available on a local basis.
Running Time: 15 minutes.
Availability: Live Talent.
Cost: \$70.00 net per broadcast.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WMAQ, Chicago 54, Ill.

The Dave Miller Show

Pioneer of folk DJ's; the man who started the western-folk music craze in Metropolitan N. Y., spins outstanding records in hillbilly-western-folk fields. Not much idle chatter, just hard selling plus straight music. All noted recording artists in above fields have appeared as guests on show.
Availability: Live Talent; E. T.
Running Time: 2 hours a.m.; 3 hours p.m.
Cost: \$85.00 for 15 min; Participations and longer times on request.
Audition Facilities: Transcription.
Submitted by: WPAT, Paterson 1, N. J.

Dedicated To You

Thirty-minute personality program, beamed toward a woman's audience. Interviews are limited to five minutes, and must be with an outstanding personality. Stress is on the music, and the men who write it, with informal comment about the participating sponsors as a definite part of the program itself.
Availability: Live Talent.

Running Time: 30 minutes.
Cost: Daytime card rate plus talent.
Episodes Available: Mon. thru Fri., 52 week basis.
Audition Facilities: Transcription
Submitted by: KGB, San Diego 1, Calif.

Dewey's Follies

Twenty-five-minute "Godfrey-Type" DJ show. Has been on the air 2 years with local participating sponsors.
Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KVOX, Moorhead, Minn.

Dial Dunlap

Wallie Dunlap conducts the highest Hooperated DJ show in Southern New England. Using a carefully balanced selection of music based on request mail which averages over thirty thousand pieces per year.
Availability: Live Talent.
Running Time: Participation 2 hours.
Cost: \$30 for 15 minute-segment.
Audition Facilities: Transcription.
Submitted by: WLIZ, Bridgeport, Conn.

The Dick Harvey Show

Participating popular record show beamed toward the worker and housewives with a section for the kids. Aired five times weekly.
Cost: On request.
Audition Facilities: Transcribed
Submitted by: WSAP, Portsmouth, Va.

Disc Jockey Junction

Famed for his zany and informal appeal in the expanding Riverside-San Bernardino area, "Cy Smith" has leaped to top-spot in radio popularity in the 2-hour, 10 to 12 P.M. nite period. Personal appearances, studio parties and countless prize gimmicks continually add prestige to his instrumental and vocal-pop tune hits, which often originate direct remote from the city's top restaurants—one of which substitutes his show for an orchestra.
Availability: Live Talent.
Running Time: 2 hours.
Cost: Participating sponsorship with 7 other sponsors—\$5 per night.
Episodes: Unlimited.
Audition Facilities: Transcription.
Submitted by: KRNO, San Bernardino, Calif.

Doctor Jazz

Well-known jazz collector tidewater area, gives background on tune, artists, time, place of rare jazz recordings played from his collection. Sat. afternoon, 3:30.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WHYU, Newport News, Va.

The Doctor Prescribes Music

A famous physician selects popular musical records that give psychological benefits as well as entertainment. This is a DJ program elevated to an educational level. Records include familiar melodies and selections from Broadway hits. Informal chatter is both authoritative and entertaining.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$100 per program.
Episodes Available: Unlimited.

Audition Facilities: Live Talent.
Submitted by: Frederic Damrau, M. D., New York 17, N. Y.

Don Kerr's Gaslight Revue

Recalling days of Gay 90's, show features barbershop quartette, and other period music. One segment highlights recorded voice of a former "great" (Caruso, etc.) Woven carefully between recorded music are bits of nostalgic reminiscing.
Availability: Live Talent; E. T.
Running Time: 2 hours.
Cost: \$75.80 for 15 min; Participations and longer segments on request.
Audition Facilities: Transcription.
Submitted by: WPAT, Paterson 1, N. J.

Doug Arthur's Danceland

Program is aired daily Mon. thru Sat. from 10:30 to 12:00 noon and from 6:00 to 7:39 P.M. Program time sold in quarter-hour periods. Show features Doug Arthur, Philadelphia's top ad-libbing DJ who besides being a sensational salesman is likewise an excellent musician, who has conducted his own orchestra, and written numerous songs.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WIBG, Philadelphia, Pa.

The Early Bird

Popular music informally presented, time, weather, no school reports for the area. Copy best presented in announcers own style. Public service announcements such as Blood Bank for Red Cross and March of Dimes, etc.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$100.00 per week.
Episodes Available: 5 per week.
Audition Facilities: E. T.
Submitted by: WBRK, Pittsfield, Mass.

The Early Bird

Early-morning farm show featuring western and folk music, market reports, farm bulletins from Cornell Univ. and the USDA, farm news features and interviews. Broadcast in two sections: one 1/4-hour, one 1/2-hour. Available in 1/4-hour segments or on a participating basis.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Straight time charge and frequency discount.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WENT, Gloversville, N. Y.

Early Morning Follies

Participating Hillbilly, cowboy DJ program aired five times weekly.
Cost: On request.
Submitted by: WSAP, Portsmouth, Va.

The 1190 Club

Program uses two voices-dual DJ. Program features a "theme" each morning, in which comments and music are built around the "theme." Show is strictly comical with one DJ acting as a stooge for other, and visa-versa.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$53.75 yearly basis.
Audition Facilities: Transcription.
Submitted by: KLIF, Dallas, Tex.

1490 Club

Popular recorded music built around adlibs of Doug and Willie.

NOW—by transcription...

THE ALL NEW

beatrice kay show



beatrice kay
with all-star supporting cast!

The Equal of Top-Rating Network Shows... for Less than the Cost of Local Talent!

★ BEATRICE KAY
beloved songstress, MC

★ The Kay Jammers ★ Male Chorus
★ Arno Malvin ★ Guest Stars

A fast-moving well-knit show offering local, regional and national adventures—by transcription—the prestige, listener loyalty and merchandising opportunities of the finest network programs. 156 quarter hour programs. Complete promotion kit. Tested kick-off promotion gimmick. Write, wire or phone for full audition presentation.



RICHARD H. ULLMAN, Inc.

Phone Cleveland 2066
295 Delaware Avenue
Buffalo 2, New York

availability: Live Talent.
 Running Time: 2 hours.
 Cost: 1-minute participations, daily, \$85.
 per month.
 Episodes Available: Mon. thru Sat.
 Audition Facilities: Transcription.
 Submitted by: KBOL, Boulder, Colo.

From Bed To Worse

Miami's favorite early morning DJ
 now mixes a little humor, a lot of good
 music, and the time of the day.
 Availability: Live Talent; E. T.
 Running Time: 2 hours.
 Cost: \$5.70 per participating spot.
 Submitted by: WFEC, Miami 38, Fla.

Gabby Show

Disc show where anything goes.
 Five days per week, Mon. thru Fri.
 Just about as zany as they make them.
 Running Time: 1 hour & 10 minutes.
 Cost: See SR&D.
 Submitted by: KSTL, St. Louis 7, Mo.

Hall Of Records

Reed Ferrell, popular Mich. DJ spins
 the latest and oldest from large library.
 Strictly presented in best professional
 manner with casual sales pitch made
 for each advertiser. Advertisers handled
 on a spot announcement basis or on program
 segment purchases.
 Availability: E. T.
 Running Time: 2 hours.
 Cost: On request.
 Audition Facilities: Transcription.
 Submitted by: WKNX, Saginaw, Mich.

Howdy Neighbors Song & Dance Parade

Hal Fredericks, genial KXOK DJ, holds
 forth on the "Howdy Neighbors" program
 from 12-1 P.M. and the "Song and
 Dance Parade" from 3:30-4:45 P.M. Mon.
 thru Fri. Hal features records—old and
 new—sweet and blue. Popular feature
 of program is "Telle-Test." Hal makes
 phone call every 15 minutes; gifts are
 awarded for correct answers.
 Availability: Live Talent.
 Running Time: 2 hours, 15 minutes.
 Cost: On request.
 Audition Facilities: Transcription.
 Submitted by: KXOK, St. Louis 1, Mo.

Insomnia Club

Part three of a three and a half-hour
 show that has a fine record of sales in
 two years of competitive history. Smooth
 music carefully selected, an all-appeal
 o-bop show that never fails to produce
 fifth sales.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Audition Facilities: Transcription.
 Submitted by: KILO, Grand Forks,
 N. Dak.

J. Akuhead Pupule

Disc program from 5:30 A.M. to 9:00
 A.M.—Mon. thru Fri., featuring popular
 novelty and semi-classical records. Personalized
 commercials by "J. Aku" himself. Newscasts
 at 6:00-6:30-7:00 and 7:45. Constant time
 checks. Numerous interviews with well-known
 guests and any public service announcements
 needed for variety and interest.
 Availability: Live Talent.
 Running Time: 3½ hours.
 Cost: Participating spots start at \$25.00
 with discounts; Mentions straight
 \$25.00.
 Submitted by: KHON, Honolulu, T. H.

Jingles & Continuity

Custom-built copy, continuity and singing
 commercials scripted to meet specific needs
 of local and regional advertisers using DJ
 programs. Every kind of commercial and jingle
 supplied. Writers have hundreds of air credits
 for leading advertisers, agencies and stations.
 Availability: Live Talent.
 Running Time: Any length desired.
 Cost: On request.
 Submitted by: Gordon M. Day Productions,
 New York 16, N. Y.

Jive to Five

One hour of recorded music, mostly
 on the fast style. This is a request show,
 and announcer gives stories about the records,
 that is date recorded, personnel on record,
 etc.
 Availability: E. T.
 Running Time: 60 minutes.
 Cost: \$15.00 per day complete.
 Episodes Available: Unlimited.
 Audition Facilities: Transcriptions.
 Submitted by: WCOR, Lebanon, Tenn.

The Joe Thompson Show

Joe Thompson, gives the radio audience
 many years of close professional association
 with most of the top "Names" in the singing,
 dance band, and instrumental field, many times
 MC at jazz concerts, director of many recording
 sessions, director of a number of top network
 shows such as Fred Waring, Benny Goodman,
 Chamber Music Society of Lower Basin Street
 and many others.
 Availability: Live Talent.
 Running Time: 55 minutes.
 Cost: \$15.00 per ¼ hour or \$300.00 for
 five 55 minutes periods.
 Audition Facilities: Transcription.
 Submitted by: Pacific Regional Network,
 Hollywood 28, Calif.

John McCormick Show

John McCormick, "the man who walks
 and talks at midnight," in new midnight
 D. J. program, Sun. thru Fri. McCormick

★ ★ **DISC JOCKEY** ★ ★
 ick, who has been heard on radio for
 14 years, combines his ad lib chatter
 with selection of popular records.
 Running Time: 55 minutes.
 Submitted by: WENR, Chicago 6, Ill.

Kitchen Kapers With Doc Wheeler

For years MC of Harlem's Apollo Theater
 Amateur Hour, Doc Wheeler brings the
 same refreshingly-warm personality to
 his morning housewives audience. A bit
 of homespun philosophy, an anecdote
 or two, plus a generous portion of well-
 balanced pop musical fare makes for
 easy listening.
 Availability: Live Talent; E. T.
 Running Time: 60 minutes.
 Cost: 15 minutes daily—\$175 per week;
 5 minutes daily—\$82.50 per week;
 1 spot daily Mon. thru Fri.—\$47.50
 per week.
 Audition Facilities: E. T., L. T.
 Submitted by: WWRL, Woodside, N. Y.

Kobak's Korn

Strictly "corn," corny gags, music,
 and stunts; participating; has guarantee
 of 92 per cent of listening audience.
 Insults everyone from Mayor and Police
 Chief to Prison Guards.
 Availability: Live Talent.
 Running Time: 85 minutes.
 Cost: Participating spots, \$3.00 per set.
 Audition Facilities: Transcription.
 Submitted by: WTWA, Thomson, Ga.

The LaPointe Show

Features guest stars from radio, motion
 pictures, top singers and instrumentalists
 from musical world. Features also
 world's youngest disc jockey one day
 per week. Available as co-operative
 program, or in ¼ hour segments five
 days per week.
 Availability: Live Talent; E. T.

Running Time: 60 minutes.
 Cost: \$15.00 per quarter hour or \$250.00
 for 5 one hour periods per week.
 Audition Facilities: Transcription.
 Submitted by: Pacific Regional Network,
 Hollywood 28, Calif.

LeRoy Miller Luncheon Club

A top name in the morning field for
 almost fifteen years, LeRoy Miller has
 added a midday show. Featuring pop
 records, chatter and news of community
 events, show is a well timed "second
 visit" for Miller and homemaker
 audience. Broadcast from Miller's home
 in suburban Philadelphia.
 Availability: Live Talent.
 Running Time: 55 minutes.
 Cost: Participation.
 Episodes Available: Unlimited.
 Audition Facilities: Transcription.
 Submitted by: WFIL, Philadelphia 7, Pa.

Lew Lowry, Melody Merchant

Most popular DJ in Phoenix and the
 "Valley of the Sun." Mon. thru Fri. he
 plays most popular Ariz. records and
 gives facts about why they are popular.
 Every Sat., 1:00-4:00 Lew plays a
 "Dixieland Concert." Recent survey
 showed this show the most popular in
 Sat. afternoon programs.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: On request.
 Audition Facilities: E. T., L. T.
 Submitted by: KOOL, Phoenix, Ariz.

Lonesome Gal

Intimate type, honey-voiced lovely
 who utters every word for the ears of
 the man she loves "better than anyone
 else in all the world"—the listener!

CREATORS AND PRODUCERS
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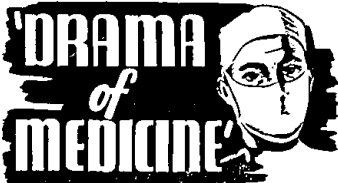
CHESHIRE & ASSOCIATES



THE "LONESOME GAL"

★ Last June, when Lonesome Gal added her 57th station, TIME Magazine marked the occasion with the comment, "(Her) fudgelike endearments, dripping from U.S. radios every weekday night, cause chest flutterings and glassy stares in cross-country truck-and-trailer rigs, diners, Army barracks and teen-age bedrooms from El Paso to Boston."

★ From San Diego to Boston would have been 600 miles more accurate but, in either case, the dealers and distributors of such well known brews as Red Top, Berghoff, Old Crown, Maier "102", Rainier, Arrow, Cold Spring, Richbrau, Pabst, Champagne-Velvet and Lone Star and dealers for Studebaker, Oldsmobile, Hudson and Kaiser-Frazer automobiles have discovered that the Lonesome Gal treatment is Radio at its effective best!



... the perfect radio program for druggists, hospitals and others who may have reason to advise listeners that, "Your doctor is your friend ... consult him ... trust him!"

Both of the above widely known programs, along with other new productions and established favorites, are available exclusively through ...

CHESHIRE & ASSOCIATES
6533 HOLLYWOOD BOULEVARD
HOLLYWOOD 28, CALIFORNIA

★ ★ **DISC JOCKEY** ★ ★

Sensatio-ally different from all else on air. Won annual Billboard Magazine Award for "Best Disc Jockey Program Series." Won acclaim from Time Magazine. Won plaudits from listeners from Boston to San Diego (59 stations in first 6 months).

Availability: E. T.
Running Time: 15 minutes.
Cost: based on size of market; minimum \$35.00 per week.
Episodes Available: 260 or more.
Audition Facilities: Transcription.
Submitted by: Cheshire & Associates, Hollywood 28, Calif.

Makebelieve Ballroom

Makebelieve Ballrooms are scheduled on WCKY from 10:05 to 12 and 3:05 to 5 P.M., 7 days per week. MC'd by Rex Dale. One of WCKY's top rated shows. Rex Dale has developed several features within the framework of the Ballrooms, including Chapel by Side of Road, Wax Museum, Smoke Rings, Take a number.

Availability: E.T.
Running Time: 4 hours.
Cost: Rate card, participations chain-breaks, minutes, or program segment time.
Audition Facilities: Transcription.
Submitted by: WCKY, Cincinnati, O.

Man From Dixie

Bob Smith presents well planned, 30-minute Dixieland program, featuring fast, bouncing Dixieland music. Program is unusual in its presentation, in as much as Smith selects type of Dixieland music that appeals to individual.

Availability: Live Talent; E. T.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WJBW, New Orleans, La.

Matinee In Birmingham

Mc'd by Maury Farrell and is one of the reasons Variety calls Birmingham a "Disc Jock's Paradise." Aired daily, Mon. thru Sat., "Matinee" features "pop" music selected by Farrell from records most popular on juke boxes in record shops, sheet music stores, etc.

Availability: Live Talent.
Running Time: 90 minutes.
Cost: On request.
Episodes Available: Mon. thru Sat.
Audition Facilities: E. T., L. T.
Submitted by: WAPI, Birmingham, Ala.

Midnite Hoedown

Hill-billy & western variety DJ show gives just about everything from the back in the holler corn to ballads and hill-billy novelty. Without gimmicks and without hooks it pulls 50-60 cards and letters weekly. Available in 4 quarter-hour rotating segments.

Availability: E. T.
Running Time: 60 minutes.
Cost: \$40.50 per ¼-hour (time & talent).
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WHEC, Rochester 4, N. Y.

Milkman Matinee

Going into 5th year as number one morning show with same DJ. Local boy

plays variety of music, time signals, weather bulletins, comments on current local and national events including sports and news. Has enough authority to express opinions on local affairs and does so. Is member of Exchange Club, Elks Club, Wolftever Fishing Club, etc.

Availability: Live Talent.
Running Time: 3 hours.
Cost: Regular rates plus 10% of same, talent.

Episodes Available: Mon. thru Sat.—1 minute to ¼ hr.

Audition Facilities: Transcription.
Submitted by: WAGC, Chattanooga, Tenn.

Milkman's Matinee

From 2:05 A.M. until 6, Larry Brown MC's the program with news at 3, 4, 5. Music is selected on basis of audience polls with 2-3 devoted to show music—3-4 to semi-classes—4-5 to ballads—5-6 hillbilly and western. Brown is a funny man who philosophizes with his listeners—answering their phone calls, and keeping those who are lonely from getting lonelier.

Availability: E.T.
Cost: \$250 per hour per week available in segs.
Submitted by: WPEN, Philadelphia, Pa.

Morning Jamboree

Early morning show (6 to 9), with strictly hillbilly and folk music. Two voices, "Grandpa" and "Foggy Jack" done by Jack Harrell. Wit and good humored sarcasm on part of Grandpa, folksy, chatty style yet bright. Recently hit top Hooper in early morning and still going strong with audience that argues merits, but remains loyal.

Availability: Live Talent.
Running Time: 3 hours.
Cost: ¼ hours \$16.50, part spot \$6.50 (one time rate).

Episodes Available: Mon thru Fri.
Audition Facilities: Transcription.
Submitted by: WOBS, Jacksonville, Fla.

Music By Request

Strictly ad lib DJ request show. Mail pull terrific. Available on participating basis, or as package.

Availability: Live Talent; E.T.
Running Time: 60 minutes.
Cost: \$5.00 per spot for 1 minute announcement; \$40.00 per program.

Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: KJFJ, Webster City, Ia.

Musical Digest

Daily Mon. thru Fri. 2 hour DJ show with interesting giveaway features. Listener response great through phone calls and mail. Weekly features such as ten top tunes of week as requested by Digest listeners. Popular music ... on air 3 to 5 P.M. local time. Local theatres cooperate by making passes available for giveaways. Passes are given out through pulling post cards sent in out of Digest jackpot daily.

Availability: E.T.
Running Time: 2 hours.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KWOR, Cedar Rapids, Ia.

Night Special

Disc jockey is handled by Jeff Evans, musical-maniac. Makes specialty dubbing in strange voices while program is underway. Length of program makes it either participation or block program type.

Availability: Live Talent.
Running Time: 2 hours.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: WLDY, Ladysmith, Wis.

Night Watch

New England's only listening post from 12 midnite to 6:30 A.M. Mon. thru Sat., handled by Frank Elliott. It has been known to keep expectant mother, happy while waiting. Reaches all the hard-to-get audiences.

Availability: Live Talent.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: WHAY, New Britain, Conn.

930 Club

Straight DJ program featuring Bill Lohmeier and has been in this time slot for over 3 years. All types of music played and informal but dignified commentary carried on by MC. Program has loyal and interested audience and value lies in their response to Bill's suggestions.

Availability: E.T.
Running Time: 30 minutes.
Cost: Class B station time, no talent charge.

Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: WSLI, Jackson, Miss.

Number Please

Harold Gomez, young, alert new comer to radio, conducts DJ program in really different way. Calls listeners and asks what they would like to hear. During program, also gives prizes to listener for identifying sound effects, grabbag mystery tunes, or questions about locale.

Availability: Live Talent; E.T.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WJBW, New Orleans, La.

Old Joe's Klux Klub

After three years, "Old Joe" is still classed as one of the wonders of Idaho. One of radio's few genuine ad lib salesmen, his appeal is based on a "down to earth" delivery, genuine casualness, just the right amount of humility, and a refreshing spontaneity that continues to amaze both listeners and clients.

Availability: Live Talent; E.T.
Running Time: 120 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KLIX, Twin Falls, Ida.

The Old Record Collector

Ernie Johnson selects each week gem from his unusual collection of more than 5000 old recordings, and spins nostalgic half-hour, bringing back memories to older listeners, and demonstrat

to younger set never-to-be-forgotten
 of yesteryear. Ernie weaves back-
 ground info throughout program.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$35.00 per program, plus time.
Episodes Available: One, two, or three
 per week.
Audition Facilities: Transcription.
Submitted by: KCMO, Kansas City, Mo.

Open House

All that the title implies. The boys
 "open-up" by giving Mrs. Housewife
 her husband's slant on eats, clothes,
 furniture, etc., in conversational-style
 commercials. Produced for national
 networks for over 5 years. Open House
 continues its popular style of using
 friendly, informal listener approach.
 and all the current top hit-tunes of the
 day, plus recording stars guesting on
 now live.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: Quarter-hour sponsorship \$15.00.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KRNO, San Bernardino,
 Calif.

Platter Party

Popular recorded program seven
 nights a week, 8-9 P.M. Available in
 later hours.
Running Time: 60 minutes.
Cost: Time rates only.
Audition Facilities: Transcription.
Submitted by: KARE, St. Joseph, Mo.

Play It Again

All request musical show. Disc
 jockey's natural.
Running Time: 15, 30 or 60 minutes.

★ ★ DISC JOCKEY ★ ★

Cost: 3% of S.R.D.S. 1% if used by sta-
 tion using Auction Audience rating
 program or its services.
Submitted by: WKBS, Oyster Bay, N. Y.

The Ray Dorey Show

Earning new fame as a D. J. is New
 England's top singing star Ray Dorey,
 an RCA Victor recording artist who
 also heads his own band; has brought
 the Boston independent more than just
 another platter program.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: Rate card.
Audition Facilities: Transcription.
Submitted by: WHDH, Boston 16, Mass.

Record Shop

Top pop tunes, MC'd by Jim Hamilton,
 famed in Chicago as proprietor of
 WIND's winter afternoon Record Shop
 for 6 years. Show surrounded by news,
 and leads all other indies and 2 nets in
 audience.
Availability: Live Talent.
Running Time: 60 minutes minus 2 five-
 min. newscasts.
Cost: Card rates.
Episodes Available: Five-a-week.
Audition Facilities: E. T., L. T.
Submitted by: WIND, Chicago, Ill.

Requestfully Yours

Program is sponsored by soft drink

dealer. Tape recordings are made at
 swimming pools, theater lobbies, tennis
 courts, etc. offering the sponsor's prod-
 uct to the people. This is all tape with
 the interviewer finding out what song
 the person wants to hear and then on
 the program record is inserted into
 show.

Availability: E.T.
Running Time: 15 or 30 minutes.
Cost: \$10.20 for 15 mins.; \$18.70 for 30
 mins.
Episodes Available: Tape.
Audition Facilities: Transcription.
Submitted by: WFTL, Thomaston, Ga.

Rhyme Time

Radio show consisting of MC or DJ
 reading a quiz rhyme on air and asking
 listening audience to call in name of
 famous personality hidden in rhyme
 riddle. Music of station's choice is
 played between rhymes. Three rhymes
 to every 15 minute show, or one rhyme
 to every five minute show.

Running Time: 15 minutes.
Cost: \$180.00 per year up depending on
 station wattage.
Episodes Available: 5 programs (15
 minutes—3 rhymes) per week for
 52 weeks.
Audition Facilities: 1 week of scripts
 sent free for trial on request.
Submitted by: Richard S. Robbins Co.,
 New York 17, N. Y.

Rhythm And Blues

Colored disc show aired from 4:30
 to 5:30 p.m. daily and featuring jazz
 and bee-bop as well as a period of
 vespere music.
Running Time: 1 hour.
Cost: See SR&D.
Submitted by: KSTL, St. Louis 1, Mo.

Rico's Outdoor Record Session

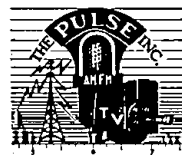
Daily two hour disc show featuring
 everyone from Toscanini to Stan Ken-
 ton. We broadcast at Shelton Square,
 heart of downtown Buffalo, with side-
 walk interviews, requests from passing
 pedestrians as well as drivers. Driver
 simply honks horn and we dedicate
 next tune by identifying his license.
 This to our knowledge has never been
 done before. Celebrity interviews also.
Cost: Card rate.
Submitted by: WWOL, Buffalo 3, N. Y.

Rock & Why

Script show following line of least re-
 sistance — relaxed listening. Program
 handled from personal approach by
 Bill Rock. He reports on tidbits of in-
 formation overheard in street cars—or
 seen in newspapers and magazines—or
 questions of idle curiosity. Live musical
 talent from time to time.
Availability: Live Talent; E.T.
Running Time: 25 minutes.
Cost: Card rate.
Audition Facilities: Transcription.
Submitted by: WBAL, Baltimore 18, Md.

Rockin' With Joe

Negro DJ show, only one in Beaumont
 and vicinity. He plans requests for race



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THE Pulse, Inc. an-
 nounces the extension
 of its Radio and Tele-
 Pulse services to include
 audience composition
 data (age and sex of
 listeners).

THE Chicago TelePulse
 already includes these
 data; other markets to
 be included month by
 month until all are cov-
 ered.

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 nomic status, type of
 dwelling unit and tele-
 phone ownership of audi-
 ences have always been
 available on special re-
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SCHENECTADY and NEW YORK CITY

★ ★ DISC JOCKEY ★ ★

records and late popular tune hits. Program is of such a nature that it's listened to by both white and colored listeners.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$5.00 per spot annct. in show.
\$50.00 for half hour.
Audition Facilities: Transcription.
Submitted by: KRIC, Beaumont, Tex.

Roger Wolfe's Dixieland Jazz

Disc show that's different. With Roger Wolfe, popular Dixieland expert, spinning the records and providing background information, Dixieland Jazz is recognized in New Orleans as the jazz show in town. Roger's collection of records is not only the largest, but also boasts the best examples of real Dixieland music.

Availability: Live Talent & E. T.
Running Time: 60 minutes.
Cost: On request.
Episodes Available: Saturday nights.
Audition Facilities: Transcription.
Submitted by: WDSU, New Orleans, La.

Sandy Singer Calling

New twist in disc jockeys. He doesn't sing—he plays the piano. Sandy Singer informally ad-libs piano intros to pop tunes; takes piano and record requests personally on the telephone; backs commercials with ad-lib piano.

Availability: Live Talent.
Running Time: 2 hours.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WEEK, Peoria 2, Ill.

The Sherm Feller Show

Disc show with very little music and plenty of chatter. Feller is song-writer, entertainer and newspaper columnist. Knows everyone in show business and interviews are personal and interesting. Combines feeling for ridiculous and understanding for human values. Commercials handled casually but effectively.

Availability: Live Talent.
Running Time: 105 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WTOP, Boston 16, Mass.

Spiritual Time

Something new in Negro Spiritual presentation across-the-board. Spirituals played by request, spiritual contents conducted twice weekly with prizes ranging from theatre tickets to Spiritual albums. Tailored especially for "Mom" who deluges the program with mail. Negro community activities highlighted.

Availability: Live Talent; E.T.
Running Time: 30 minutes.
Cost: \$99.00 per week for 5, 30 min. programs Mon. thru Fri. 2:30-3:00 P.M.; 15 mins. daily \$175. per week, 5 mins. daily \$82.50 per week, 1 min. daily \$47.50 per week.
Audition Facilities: E. T., L. T.
Submitted by: WFIL, Philadelphia, Pa.

Stardust In The Afternoon

Two hours with Western Connecticut's favorite DJ—Alan Dary. Alan's friendly, easy style has done a selling job for his sponsors over a period of 2½ years. Availability: Live Talent.
Cost: On request.
Audition Facilities: E.T.
Submitted by: WBRY, Waterbury, Conn.

The Sundial

The kind of early morning show that really pleases. MC Jim Hartley spins the music, avoiding loud, jive music. Believes smooth, easy tempo type tunes satisfy this time of day . . . with an occasional novelty. Plenty of info about weather, time, news, market reports, etc.

Availability: E.T.
Running Time: 1 hour, 55 minutes.
Cost: On request.
Episodes Available: Mon. thru Sat.
Audition Facilities: Transcription.
Submitted by: WGGA, Gainesville, Ga.

The Sundown Show

Sitting high over the Gulf on Galveston's Pleasure Pier, alone and lonely, Jim McConnell nightly weaves a soothing pattern of philosophy and chatter to a "sound of the surf" background, intermixed with glowing light pops. Sentiment and nostalgia are the talismen to sales on this show.

Availability: Live Talent; E.T.
Running Time: 30 minutes.
Cost: \$25 nightly (3 month rate).
Episodes Available: 5 nights weekly.
Audition Facilities: Transcription.
Submitted by: KGBC, Galveston, Tex.

Sunrise Serenade

This is the type of smooth flowing DJ show that keeps the listener wondering what will happen next. With a genial personality, a million interesting ideas and the finest popular recorded music, Sunrise Serenade will sell merchandise.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$75.00 per broadcast or participation.
Episodes Available: Indefinite.
Audition Facilities: Transcription.
Submitted by: WNAT, Natchez, Miss.

Sunrise Serenade

Forty-five minute morning musical clock with Don Porazzo. Established in same time period seven years. Local sponsors handled in conversational fashion. Music typical, brighter, snappier type.

Availability: Live Talent.
Running Time: 45 minutes.
Cost: Rate card for minutes or quarter-hour.
Audition Facilities: Transcription.
Submitted by: KRON, Omaha 2, Neb.

Sunshine Corner

Homey subjects dealt with which interests the housewife and mother. Show features the music that the lady of the house prefers and includes lots of

household tips and chatter which helps the hours pass. Devotes time to the "date in history" and to various public services which may come up in this area of "The Tri State."

Availability: Live Talent.
Running Time: 1½ hours.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WHTN, Huntington, W. Va.

Swing Club

DJ personality show, race, novelty and popular discs. All request. Has wide appeal to teenagers the year 'round. Informal chatter by DJ on commercials, disc intros, etc. makes the "Swing Club" a must for city and rural record fans.

Availability: E.T.
Running Time: 60 minutes.
Audition Facilities: Transcription.
Submitted by: WJIM, Lewisburg, Tenn.

Tan Town Club

Program is a disc type featuring outstanding contests for a Negro audience. This is an all Negro staffed station. Response is great on all contests. Prizes given away include almost everything. Some live talent is used.

Availability: Live Talent.
Running Time: 90 minutes.
Cost: \$24 per ¼ hour.
Audition Facilities: E. T., L. T.
Submitted by: WMRY, New Orleans, La.

The Ted Brown Show

Versatile Ted Brown spins platters and his own special brand of zany early morning chatter from 7 to 9 Mon. thru Sat. He also provides time, weather, news and other crack-of-dawn essentials.

Availability: Live Talent.
Running Time: 2 hours.
Cost: On request.
Episodes Available: Segments; spots.
Submitted by: WMGM, New York 22, N. Y.

Ted Husing's Bandstand

One of radio's greatest personalities spins popular records of the day and delivers commercials in a manner that brings immediate and gratifying results to sponsor. Husing is heard twice daily, Mon. thru Sat., from 10:00 A.M. to 12:00 Noon and from 5:00 to 6:30 P.M. Probably one of the best programmed DJ shows in America appealing to all levels of listeners.

Availability: Live Talent.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WMGM, New York, N. Y.

The Timekeeper

Early morning type of program presenting music, news, weather and time checks. Conducted by Jack Lewis, and heard Mon.-Sat. 7:20-8 A.M.

Running Time: 40 minutes.
Cost: Regular rate card.
Audition Facilities: Transcription.
Submitted by: WMBG, Richmond, Va.

Tom Moorehead Show

One of Philadelphia's best known sportscasters, has become personality D. J. Interpersonos popular records with casual chatter and presents guests from world of sports, night club entertainers

and other interesting people.

Availability: Live Talent.
Running Time: 55 minutes.
Cost: Participation.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WFIL, Philadelphia 7, Pa.

Trading Post Of The Air

Wake-up show that gets biggest audience in the area. Packed with new headlines, time-sigs, weather, sports and the like, along with half hillbill and half pops recordings, its main feature is the Trading Post news, run free of charge for listeners.

Availability: Live Talent; E.T.
Running Time: 90 minutes.
Cost: \$4 per spot (six months rate).
Episodes Available: Participation only.
Audition Facilities: Transcription.
Submitted by: KGBC, Galveston, Tex.

The Triple T Show

DJ Tom Bradshaw takes telephone requests 3 to 4 p.m. Mon. thru Fri. talks mike-open to callers. Triple T for turntables, telephones and Tom. Pulls calls from housewives, teens, servicemen, metropolitan Tidewater area.

Telephone rings and rings and rings. Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WHYU, Newport News, Va.

Try The Jukebox

Unusual program features crowd effect of group in a cafe and the effect nickels being placed in coin slot. Over this Ernie Cuno chats of discs on artists and plays favorite jukebox numbers. Recordings played over sound effect of cafe crowd noise.

Availability: E.T.
Running Time: 15 minutes.
Cost: \$45 per show on 52 week contract.
Episodes Available: Mon., Wed., & Fri.
Audition Facilities: E. T., L. T.
Submitted by: WSYR, Syracuse 2, N. Y.

1250 Luncheon Club

Features the latest records, and the old head waiter Doc Daughtery as MC. Membership cards are issued to anyone who sends in their name and address. At the present time the membership total 6,450. An old platter is featured every day on "Collectors Corner" show.

Availability: Live Talent.
Running Time: 1 hr. 55 mins.
Cost: \$60.00 per week.
Audition Facilities: Live Talent.
Submitted by: WNOW, York, Pa.

1280 Club

Popular Bill Williams presents popular recordings. Program of easy-listen-to music and humor. Best work America's modern popular tunesmiths as played by America's leading bands. Introduced intelligently and smoothly by modern young man with glib, dry and individual brand of humor.

Availability: Live Talent & E. T.
Running Time: 1½ hours.
Cost: On request.
Submitted by: WOV, New York 19, N. Y.

Unk Gene

Unk Gene is on the air daily from 5-5 P.M. and 6:05-7:30 P.M. Gene is a style all his own, and is rated as Tampa's No. 1 DJ.
Availability: E.T.
Running Time: 15 or 30 minutes & 1 minute spots.
Cost: Regular rates apply.
Episodes Available: Daily.
Audition Facilities: Transcription.
Submitted by: WALT, Tampa, Fla.

Wake-Up With Davey

Early morning "wake-up" program featuring recorded music, news, weather reports and time signals. Heard from 4:45 A.M. to 8:45 A.M. daily, Mon. thru Sat. Dave Tyson is well known Pittsburgh radio personality, former MC of local radio amateur hour and originator of expression "Davey sent me" which has become a byword with his sponsors' customers.
Availability: E.T. with announcer.
Running Time: 3 hours.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WCAE, Pittsburgh 19, Pa.

The Wax Works

Music for the young in heart. Music by musicians. The newest in general everyday releases as well as the newest in up to date modern music with the usual sprinkling of jazz and Dixieland. Show attracts age group between

18 & 35.

Availability: Live Talent.
Running Time: 45 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WHTN, Huntington, W. Va.

Western Serenade

Homey, friendly style, featuring "Star of Stars" contest, using ten best letters daily (out of approx. 100 per day), containing votes for favorite western star. Winning entrant interviewed each Sat. and receives recording of artist. Ten letter limit and ten tunes, balances musical and oral portions, and keeps interest and competition alive.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$74.50.
Episodes Available: 6 weekly, indefinitely.
Audition Facilities: Transcription.
Submitted by: WINN, Louisville 1, Ky.

WMBG 1380 Club

Conducted by Ben Taylor, Virginia's favorite DJ, program is simple in format presenting music as requested by fan mail. Taylor's antics makes for easy listening. Program currently is drawing over 3000 pieces of fan mail monthly.
Running Time: 60 minutes.
Cost: Regular rate card.
Audition Facilities: Transcription.
Submitted by: WMBG, Richmond, Va.

★ ★ DISC JOCKEY ★ ★

WOBS Bandstand

Mixed race music, blues, bebop with transcribed gimmicks, MC'd by Hank Morgan, experienced jock with keen sense of humor directed at "sharpies" and colored audiences. Draws tremendous mail and holds loyal audience.
Availability: Live Talent; E.T.
Running Time: 60 minutes.
Cost: ¼ hours \$16.00, part. spot \$6.50 (one time rate).
Episodes Available: Mon. thru Sat.
Audition Facilities: Transcription.
Submitted by: WOBS, Jacksonville, Fla.

Wynn's Musical Inn

D. J. show of Jive, beamed at our Negro audience, which makes up approximately 50% of the population of this area.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: Available in 15 minute segments. Straight time card.
Audition Facilities: Transcription.
Submitted by: WEWO, Laurinburg, N.C.

The You Asked For It Club

One of Philadelphia's top-rated all-afternoon programs, featuring ¾ hours of latest pop records, all latest sports

and racing news, and several give-away features for teen-age portion of audience both in studio and at home. Big name guests are interviewed by Seneca Chief Traynor Haltown, only full-blooded American Indian D. J. in the country today.

Availability: Live Talent.
Running Time: 3 hrs., 45 min.
Cost: Participating—On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., Live Talent.
Submitted by: WDAS, Philadelphia 7, Pa.

Your Request, Please

Jim McCann and Herb Dexter spin the requests of the Philadelphia and vicinity listeners. They receive requests from telephone, telegraph, and mail. Telephones (5) are in studio with telegraph receiving machine. Music clerk gets the records. Quickly becoming the hottest radio show in town, and is this station's answer to TV. On the air for three hours Mon. thru Sat. from 8:05-11 with breaks for five minute news at 9 and 10.
Availability: Live Talent.
Running Time: 3-55-minute segs.
Cost: Available in segs. \$650 per hour per week.
Audition Facilities: Transcription.
Submitted by: WPEN, Philadelphia, Pa.

1950 ★ ★ FORUMS, DISCUSSIONS ★ ★ 1951

America's Town Meeting

Lively discussions of vital issues.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Co-operative program, check ABC Co-op Dept.
Audition Facilities: Transcription.
Submitted by: ABC, New York 20, N. Y.

Court Of Record Appeal

Board of judges (including a band leader, juke box operator, record dealer and a DJ) listen to several brand new recordings, passing their opinion as to whether the recordings will be a success to sales and juke box playing. Strictly spontaneous with MC.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Tape.
Submitted by: WPDX, Clarksburg, W. Va.

Dr. Damrau's Health Talks

A famous physician advises people about their health. Simple, conversational style gives impression of an ad interview. Medical authority is combined with human interest. Program had been run of three years in New York City. Has strong appeal for an older audience.
Availability: Live Talent; E. T.
Running Time: 15 minutes.

Cost: \$100. per program.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: Frederic Damrau, M.D., New York 17, N. Y.

The Friendly Philosopher

N. C. Milwee earns an earnest ear which even Karl Zolmar should envy. Listened to by young and old, Mon.-Fri., 11:30-11:45 A.M. since Jan. 1, 1950. Particularly adaptable to quality product with gentle commercial.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$40.00 per wk.
Episodes Available: 260.
Audition Facilities: Live Talent.
Submitted by: WHBS, Huntsville, Ala.

High School Forum

Forum is conducted in high school assemblies in towns in WNAX area. Student speakers discuss timely topics, answer questions hurled by students in audience. Forum, transcribed, is scheduled each Tues. evening during school year following "America's Town Meeting."
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WNAX, Yankton, S. Dak.

Meet The Menjous

Radio's latest hit, starring Adolphe Menjou and Verree Teasdale Menjou in intelligent, instructive and entertaining husband and wife discussions.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Produced by: Frederic W. Ziv Co., Cincinnati 6, O.

Mind Your Manners

Typical teen-agers talk about teen-agers problems, and result is a show of vital interest and entertainment that has won the loyalty and confidence of teenage America. With five national awards in two years, this is easily America's outstanding program for young people.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request. (For regional or national network only.)
Audition Facilities: Transcription.
Submitted by: WTIC, Hartford 15, Conn.

People & Their Hobbies

Quarter-hour once-weekly broadcast saluting local person and his hobby. Announcer and engineer tape an interview from persons home or workshop in advance of broadcast, for inclusion on program. Augmented with transcribed music.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WTAX, Springfield, Ill.

Reporter's Roundup

Noted news correspondents ask searching questions of a top personality in the news. Everett Holles—moderator.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: MBS, New York 18, N. Y.

Western Reserve University Round Table

Weekly half hour discussion of pertinent and topical subjects moderated by Dr. Warren Guthrie, head of speech department of Western Reserve U. and featuring (principally) faculty members of University. Occasionally prominent alumni used. Program established through years on air.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WGAR, Cleveland 1, O.



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THE FOREIGN LANGUAGE QUALITY NETWORK

A Healthy Radio Yearling

By **Ralph N. Weil**

General Manager
WOL, New York, N. Y.

WHILE the idea had undoubtedly flickered in the minds of many operators of foreign language radio stations, the first positive movement toward any sort of group collaboration among the specialists was an announcement made by WOV (New York, bilingual independent) at the NAB Convention in Chicago in April, 1949. Putting teeth into the promise of greater inter-indie collaboration projected at the "Independents' Day" session of this Convention, WOV announced that it would soon invite foreign language station operators from all over the country to attend a "Foreign Language Radio Clinic" at which research, commercial and program problems would be discussed, and methods explained and analyzed. The extremely successful WOV audience research techniques, dubbed "Audited Audiences," would be illustrated to fellow broadcasters for guidance in their own markets.



WEIL

The proposed "Clinic" was held June 15, 1949 in a day-long meeting at the Hotel Roosevelt in New York. Approximately 50 language station operators were able to attend. Many, unable to attend because of distance or business pressure forwarded the \$1.00 registration fee to assure receipt of transcripts of discussions, and developments.

A wide range of problems facing the foreign language broadcaster was covered and discussed. Dr. Sidney Roslow, head of The Pulse, Inc. delivered a comprehensive and enlightening talk on radio research methods in foreign language communities. Lead Lewis and Yaroslav Chyz of the Common Council for American Unity presented an analysis of sociological trends in foreign language communities in America. A Program Problems Panel comprised of members Arnold Hartley, WOV; Robert O. Miller, WSBC; Shelley Dobbins, French Broadcasting System; and Pat Stanton, WJMJ, discussed program methods, market potentials and their development, program sources and underdeveloped opportunities for language broadcasters.

Luncheon-speaker was dynamic Emil Mogul, president of the advertising agency bearing his name. Mogul, in describing the needs and wants of an ad agency, minced no words. The theme of his demand was that broadcasters produce *facts, figures, and figures and facts.*

Late in the afternoon, following a heated and prolific and thorough National Sales Panel discussion among panel-members Ralph Weil and Arnold Hartley, WOV; Andrew Jarema, WKOP; George Lasker, WBMS; Samuel Sague, WSRS; Stanley Jasinski, WOL; Frank Blair, WSCR; and William Jory, WJLB, there emerged the nucleus of a foreign language broadcasting collaborative group.

Slightly over a month old, at the end of July, 1949, the Group announced a slight change in name and a set of concrete objectives. To be known as the Foreign Language Quality Network, the organization would work for: the proper organization of

major foreign language outlets throughout the country; mutually patterned promotion of the sales potentialities of the large U. S. foreign populations; dissemination of statistical and analytical material on these specific audiences; an increase in community service by broadcasters; increased availability of data for advertisers and agencies, and a sharing of know-how.

As it stands today, a yearling, the FLQN limits itself to language network service and sales in two leading foreign language groups—the most widely distributed in the U. S.—Italian and Polish. As it grows, it will encompass more and offer more.

The FLQN offers national coverage for both Italian and Polish languages. Each FLQN affiliated station was chosen on the basis of high standards of operation, quality of language broadcasting, effective audience development, and cooperation with advertisers and agencies. It enables the advertiser or his agency to obtain information on availabilities and program potentials from *one central source*, and to place a single order and receive a single bill . . . for specialized and thorough coverage.

Dr. Sidney Roslow of The Pulse, Inc. was commissioned to complete a conservative survey for markets included in the FLQN Italian audience of 1,051,700, and a total Polish audience of 2,304,655. Italian coverage encompasses leading cities and localities in New England, the Middle Atlantic, the Middle West and the Pacific Coast. Polish coverage, with a variation in cities (a natural consequence of language stations locating in localities showing heaviest settlement of individuals speaking the tongue in which the station broadcasts), is the same except for the exclusion of West Coast coverage.

This is veritably Network coverage and Network operation. It varies from the usual network only insofar as the member stations are individually owned and operated. The FLQN is benefited through individual thinking and individual service, and in turn, benefits member stations through inclusion in a unit made up of the strength of the many. The FLQN offers cross-country coverage in custom-built presentations for known and researched audiences.

These are the member stations: In Italian — WNHC, New Haven; WRIB, Providence; WERI, Westerly, Rhode Island; WVOM, Boston; WOV, New York; WJMJ, Philadelphia; WHOD, Pittsburgh; WBMD, Baltimore; WSCR, Scranton; WWOL, Buffalo; WSRS, Cleveland; WSBC, Chicago; KSAN, San Francisco; KOWL, Los Angeles. In Polish—WACE, Springfield, Mass.; WVOM, Boston; WTEL, Philadelphia; WBMD, Baltimore; WSCR, Scranton; WHOD, Pittsburgh; WWOL, Buffalo; WSRS, Cleveland; WSBC, Chicago, and WEXT, Milwaukee.

In June, Ralph N. Weil was elected president of the yearling FLQN. In July, having completed the development of the network and work in the creation of promotional material and sales data, executive director Claude Barrere resigned. The next step is the groundwork for an extensive selling organization. President Ralph Weil announced that the business at the next regular meeting of FLQN Directors would be the selection of a national time sales organization to represent the Network.

Quite a yearling . . . this Foreign Language Quality Network!

WHOM

MORE ITALIANS LISTEN TO

WHOM

THAN TO ANY OTHER
ITALIAN LANGUAGE
STATION IN NEW YORK!!!

*Based on a study of listening
habits in 5,000 Italian homes
prepared by Robert S. Conlan
and Associates, Incorporated*

(Summary of survey available on request)



136 West 52nd Street
New York 19, N. Y.

Telephone:
Circle 6-3900

WHOM

WHOM

WHOM

Arcobaleno
(Rainbow)

In Italian, a variety program featuring imaginary interviews with historical greats, husband and wife sketch, music and radio-parlor games.
Running Time: 30 minutes.
Audition Facilities: Transcription.
Submitted by: WHOM, New York 19, N. Y.

Armenian, Albanian, Scandinavian

These programs give news of their respective countries and of their people in local communities as well as playing music and presenting shows.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Rate card.
Audition Facilities: Transcription.
Submitted by: WVOM, Brookline, Mass.

Bartus Bieda

Humorous sketch depicting Polish family life. Bartus, the male character, is the henpecked type, who never seems to do anything right.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: WTEL, Philadelphia 40, Pa.

Blue Waves

Margaret and Attilo Russo presents a combination of nostalgic recollections of sunny Italy, news stories of interest to Italo-Americans and recorded music of well-known Italian artists.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: WERI, Westerly, R. I.

Buntes Allerlei

In German, news of interest to women including fashions, cooking, and household suggestions, interspersed with music and poetry, featuring Martha Ley.
Availability: Live Talent.
Running Time: 60 minutes.
Audition Facilities: Transcription.
Submitted by: WHOM, New York 19, N. Y.

Club Feminile

Italian women's program featuring Adriana Carpi. Listeners asked to join club. Meetings held once weekly in studio. Immediately following Saturday broadcast, expert beautician lectures on "charmology." Program also features contest for prizes: "Daily Dilemma."
Running Time: 30 minutes.
Audition Facilities: Transcription.
Submitted by: WHOM, New York 19, N. Y.

Colonial Echos

Recorded Spanish and Latin-American musical program conducted by Martin Rosales, Jr., well-known South Tex. radio announcer.
Availability: Live Talent.; E. T.
Running Time: 60 minutes.
Cost: Card rate.
Episodes Available: Open.
Submitted by: KCTI, Gonzales, Tex.

Czech Music Hall

Fluent Czech speaking woman announcer introduces each number on program and comments about song giving original title and translation. Music imported from Czechoslovakia and retranscribed by KXIC featuring latest and most popular songs from old country.
Availability: Live Talent: E. T.
Running Time: 15 minutes.
Cost: \$21.41 per show (52 time rate)

Episodes Available: 156.
Audition Facilities: Transcription.
Submitted by: KXIC, Iowa City, Ia.

Features From Italy

WOV maintains completely equipped studios and mobile equipment in Rome, Italy. Facilities are at service of other American broadcasters whenever they require coverage of events in Italy. Coverage is in either English or Italian. WOV-Rome is on-the-scene for interesting, historical and social news-in-the-making. Features are transcribed for later presentation in America.
Running Time: Various.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WOV, New York 19, N.Y.

Fiesta In Tampa

In Spanish with Ruben Fabelo as MC. We produce one section on Sun. with live talent, from stage of Cuban Club.

No admission. Crowds average from 200 to 300 persons. The Daily Fiesta Disc Jockey, is with Spanish, Cuban and Mexican records. The Daily show from 10:30-12 noon. From Columbia Music in Ybor City.
Availability: Live Talent.
Cost: 14 hr. \$21.52 ea. for 13 times. 1 min. spots \$5.70 per ann.
Episodes Available: 52 per year.
Audition Facilities: Live Talent.
Submitted by: WALT, Tampa, Fla.

Gypsy Love

Romantic drama with a colorful gypsy background. Broadcast in Polish.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes: Unlimited.
Audition Facilities: Live Talent.
Submitted by: WTEL, Philadelphia 40, Pa.

Repeat Performance

For seven, ten, fifteen years a large number of the foremost national advertisers have regularly renewed their contracts on Station

5000
Watts

WEVD

1330
K. C.

Nighttime ENGLISH — Daytime JEWISH

This measure of confidence is born of direct and tangible results obtained in one of the best paying markets in the country —

**THE JEWISH MARKET
OF METROPOLITAN NEW YORK**

In the most concentrated population area in the world, WEVD serves the major portion of more than 600,000 Jewish families — a population in excess of two million five hundred thousand — larger than the city of Philadelphia, and larger than the cities of Boston, Pittsburgh and Cleveland combined.

Distinctive adult programming and a loyal, responsive audience of far higher than average income are the WEVD combination which big national advertisers have found so effective and economical in maintaining a consistent position of dominance.

Send for a Copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD — 117-119 West 46th Street, New York 19, N. Y.

FOREIGN LANGUAGE

Italian Hour

Top notch DJ, Johnny Pro, ad libs his way through one hour Sun. afternoon show featuring the best of Italian recordings. Has wide local and regional listening audience.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: On request.

Episodes Available: 13, 26, 52.

Submitted by: WESA, Charleroi, Pa.

The Italian Hour

Foreign language program featuring recorded music and news of interest. Aired from 3 p.m. to 3:30 p.m. on Sat. only.

Running Time: 30 minutes.

Cost: See SR&D.

Submitted by: KSTL, St. Louis 1, Mo.

The Italian Hour

Weekly hour program of Italian music, vocal and instrumental, including the best of Italian artists. Music is both popular and operatic.

Availability: E. T.

Running Time: 60 minutes.

Cost: On request.

Audition Facilities: Transcription.

Submitted by: WJOC, Jamestown, N. Y.

Italian Morning Varieties

Italian ad-lib morning show with the two "C's" featuring popular recordings, news, weather narratives and a "flash drama," a one-minute soap-opera titled "Tears."

Running Time: 1½ hrs.

Audition Facilities: Transcription.

Submitted by: WHOM, New York 19, N. Y.

Jewish Market Basket

Program includes Jewish music and comments featuring Rubin Goldberg. Program also includes mystery melody and listener participation via telephone. Availability: Live Talent.

Running Time: 30 minutes.

Audition Facilities: Transcription.

Submitted by: WJOC, New York 19, N. Y.

La Hora Artística

"La Hora Artística" directed by Jesus Valenzuela, Northern California's most listened to Spanish announcer. Program includes Spanish music and news in Spanish of interest to Spanish population.

Availability: Live Talent.

Cost: May be purchased in segments or complete weekly spots.

Audition Facilities: Live Talent.

Submitted by: KJJO, San Jose, Calif.

Liborio And Mariantonia

Neapolitan comedy sketch featuring stars of the DeFilippo Variety Company.

Transcribed in Rome. Not a serial. Each episode complete.

Running Time: Approx. 11½ minutes.

Cost: On request.

Audition Facilities: Transcription.

Submitted by: WOV, New York 19, N. Y.

Mac's Merry Go Round

DJ show slanted to Irish with Irishman with authentic brogue having just arrived from Ireland where he was in show business. Popular and sentimental music as well as music with distinctive Irish flavor.

Availability: Live Talent.

Running Time: 60 minutes; (available in ¼-hr. blocks).

Cost: \$30.00 per ¼-hour.

Episodes Available: Continuous.

Audition Facilities: Transcription.

Submitted by: KXLF, Butte, Mont.

Music Of Scandia

Folk music and dance songs of Scandinavian countries introduced by announcer speaking both Swedish and English.

Running Time: 30 minutes.

Cost: On request.

Episodes Available: 5 weekly.

Submitted by: KGW, Portland, Ore.

Musica Per Voi

"Musica Per Voi" has been established for 1½ years, serving an estimated Italian speaking audience of 18,000. It consists of recorded Italian music, popular, dance and operatic. Format, original comedy skits and humorous anecdotes, all spoken in the Italian language.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: On request.

Audition Facilities: E. T. or tape.

Submitted by: WJSW, Altoona, Pa.

Pettegolizzi

Featuring Lucio Basco of WOV-Rome staff. Amusing, odd and human-interest aspects of news from Italy. Personalities, Italian film gossip, etc. Not a serial. Each program complete.

Running Time: 7 minutes each (average). Cost: On request.

Submitted by: WOV, New York 19, N. Y.

Polish Hour, Italian Hour, Judea Hour, Greek Hour

These programs give news of their respective countries as well as playing music and presenting shows.

Availability: Live Talent.

Running Time: 30 or 60 minutes or 3¼ hours.

Audition Facilities: Transcription.

Submitted by: WVOM, Brookline 46, Mass.

Polka Dots

Eugene Konstantynowicz, one of mid-west's leading "Polka DJs." Broadcasts 1½ hours of Polka waltz and novelty music each evening Mon. thru Fri. His pulse rating shows foreign language listeners prefer his show (17.7%) to high rated network shows.

Availability: Live Talent; E.T.

Running Time: 1½ hours.

Cost: 1 minute —\$17.00; 5 minutes—\$40.00; 15 minutes—\$80.00. Subject to frequency discount.

Audition Facilities: Transcription.

Submitted by: WJLB, Detroit 26, Mich.

La Porta Chiusa

Story of a young nobleman and a ballerina. Action takes place in Rome at turn of century when class distinction frowned upon mingling of nobles and commoners. Love, hate, fear and adventure woven into pattern of extreme interest for listeners. Serial features actors and actresses of Italian stage and screen.

Cost: On request.

Submitted by: WOV, New York 19, N. Y.

Ritorno In Italia

Serial-written script, produced, transcribed in WOV-Rome studios. Story of an Italian-American who returns to Italy after 20 years absence, and meets the girl to whom he had been engaged. Running Time: 11½ minute episodes.

Cost: On request.

Submitted by: WOV, New York 19, N. Y.

Scandinavian Melody Time

Musical program with Scandinavian music. Announcer speaks both English and Scandinavian. One and a half years on air.

Availability: E. T.

Running Time: 60 minutes or in ¼ hr. blocks.

Cost: \$50 per quarter-hour on 5 stations of Z Net.

Episodes Available: Continuous.

Audition Facilities: Transcription.

Submitted by: Z Net (KXLF-KXLL-KXLL-KXLL-KXLL), Butte, Mont.

Slavic Melodies

Program with two half-hour stints on Sat. and Sun.; features Slav recorded music and news of interest to people of Slav descent.

Running Time: 30 minutes.

Cost: See SR&D.

Submitted by: KSTL, St. Louis, Mo.

Stars Of Tomorrow

Italian program which is broken up in cycles of 13 weeks. Weekly winners compete for 1st prize at end of each series. Also, weekly winner is afforded opportunity to showcase talent following week in ¼ hour program of his own. Winners receive wrist watches and guest appearances on station.

Running Time: 60 minutes.

Audition Facilities: Transcription.

Submitted by: WHOM, New York 19, N. Y.

The Voice Of Staten Island

Italian program of particular interest to Staten Islanders featuring local news, club activities, music and contests.

Running Time: 30 minutes.

Audition Facilities: Transcription.

Submitted by: WHOM, New York 19, N. Y.

The Swedish Hour

Weekly hour program of Swedish music, vocal and instrumental, including best artists from Sweden. Music is recorded; records brought back direct from Sweden, interspersed with highlights from Sweden and Swedish news.

Availability: E. T.

Running Time: 60 minutes.

Cost: On request.

Audition Facilities: Transcription.

Submitted by: WJOC, Jamestown, N. Y.

Transcription Library

(In Polish language.)

Series of transcribed programs. Every transcription contains three cuts—short episodes; drama, humor, hillbilly.

Availability: E. T.

Running Time: 30 minutes.

Cost: \$15.00 per transcription.

Audition Facilities: Transcription.

Submitted by: Pan American Broadcasting Co., New York 24, N. Y.

Unjustly Accused

Light comedy; a Polish sketch written around middle class Polish life.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: On request.

Episodes Available: Unlimited.

Audition Facilities: Live Talent.

Submitted by: WTEL, Philadelphia 40, Pa.

The Voice of Staten Island

Italian program of particular interest to Staten Islanders featuring local news, club activities, music and contests.

Running Time: 30 minutes.

Audition Facilities: Transcription.

Submitted by: WHOM, New York 19, N. Y.

La Voz De La Frontera

Dedication and request program handled by top-flight Spanish announcer who draws heavy mail from community which is 50% Latin-American. Facilities available here for translating English commercial copy to Spanish.

Availability: Live Talent.

Running Time: 15 minutes.

Cost: Applicable card rate plus \$3.00

Audition Facilities: Transcription.

Submitted by: KRIO, McAllen, Tex.

WHOM Quiz

Italian program in which studio audience must answer correctly questions submitted by radio audience before they get a chance at jackpot "Question." First jackpot contained \$250 and TV set.

Audition Facilities: Transcription.

Submitted by: WHOM, New York 19, N. Y.

IMPACT OF FOREIGN LANGUAGE BROADCASTING

Agencies and Sponsors Comment

VIVID and conclusive evidence of the resultant impact that foreign language broadcasting has achieved for agencies and sponsors alike in the New York Metropolitan area may be found in the foregoing statements, culled through a roundup of opinion obtained from these agencies and sponsors who used the facilities of WHOM, New York City, to reach the vast foreign language audience residing in this area.

The station is a leading independent operation in the foreign language field in the most concentrated area of 'mixed language' listeners in the world:

"Regarding the Italo-American field—the field I really know, the problem is simple and the solution is *only* one.

According to the latest available informations, there are 2,000,000 Italo-Americans living in the New York Metropolitan Market (50 miles radius from Columbus Circle): One-third Italian born and two-third born in this country of Italian parentage. The older generation (average: a little more than 50 years) is still at the head of 500,000 families representing a multi-billion dollar market.

Fifteen per cent of this market can be reached by Il Progresso Italo Americano, the only Italian daily newspaper in this part of the country. The remaining 85 per cent can be reached *only* through radio stations broadcasting programs with the help of the Italian language.

There is no other major medium."

F. PETTINELLA
President
Pettinella Advertising Co.

"One of your programs did a whale of a job selling electrical appliances for one of our accounts.

This proved that foreign language broadcasting is a very effective medium and certainly should be given every consideration when campaigns are planned."

GEORGE KRAUS
Time Buyer
Platt-Forbes, Inc.

"We've used foreign language advertising for over twenty years in the promotion of our Medaglia D'Oro Demitasse Coffee.

The media has been radio and newspapers almost exclusively. While it's very easy to show that the cost per thousand listeners, or the milline rate, is more advantageous in English-language media, we are more interested in sales than in statistics.

Over the years, and as recently as 1950, we have had occasion to test our media with self-liquidating offers. When it comes to cost-per-inquiry, the Italian language media so greatly out-pulls the English language media as to leave no room for doubt as to the effectiveness of the former.

We have found that although Italo-Americans in the metropolitan area of New York are scattered in all directions, they can

be reached with telling effect through Italian radio and newspaper advertising, making possible general distribution not only in Italian stores, but in all the chains and in non-Italian outlets.

To reach this Italian market, we have preferred the high-powered rifle of Italian media to the buck-shot of English language."

JOHN MAZZEI
Advertising Manager
S. A. Schonbrunn & Co., Inc.

"It is a matter of record that foreign-born people are present in larger numbers in many major markets. Our experience has shown that they can be reached economically and effectively through certain radio programs directed specifically to them. A number of such programs are working successfully for our clients at present."

GEORGE C. CASTLEMAN
Vice President
Birmingham, Castleman & Pierce, Inc.

"Several years ago, we started our initial venture in foreign language radio broadcasting with skepticism and a feeling that we were gambling with our clients' advertising budgets.

Our fears were soon dispelled when our Italian radio program clicked from the very beginning. Our clients, the Pollio Dairy Co. sales made trade history, and Station WHOM proved itself one of the finest advertising mediums in New York.

WHOM has demonstrated by its wonderful results and all around cooperation that Italian language radio broadcasting is one of the most economical forms of advertising to reach one of the largest communities in America."

ALBERTO GAVASCI
President
APG Associates

"I was buying foreign language radio long before World War II for various clients, and we still use foreign language radio in specific cases. It has an important place in the media picture whenever special funds are available to reach that segment of the population."

FRANK SILVERNAIL
Chief Time Buyer, Radio-TV
Batten, Barton, Durstine & Osborn, Inc.

"Prince Macaroni Company has been for the past fifteen years a constant foreign language radio advertiser with consistently good results. However, during the past five or six years they have purchased several English language programs such as the Abbott and Costello transcribed series, the Dean Cameron Show and a twenty minute television film program.

During this period we have featured several premium offers in order to key audience response. The results have been surprisingly consistent: foreign language radio has outpulled every other media, by at least a 10 to 1 ratio. Should I tabulate the results on a "per request cost" there would be a still greater percentage in favor of foreign language radio.

I will frankly admit that I was somewhat surprised, but these are the facts and most of my clients are taking full advantage of them."

H. C. Rossi
President
H. C. Rossi

A FOREIGN LANGUAGE ADVERTISER

The J. Ossola Company

THE first fifty years may be the hardest. Betty Ossola wouldn't know. She hasn't been around fifty years, or anything like it. But for ten years she's been vice-president and buyer for her father's concern, the J. Ossola Company of New York City, and its three branches in Pittsburgh, Philadelphia and Miami. The business is table delicacies. Ossola marks its fiftieth anniversary within the coming year. Here is a story of success and growth based not on luck but on solid factors: Work, a maintenance of unswerving quality, an attention to the specialized preferences of a discriminating market, imagination, and *advertising*.



OSSOLA

It is the advertising angle which we stress herewith. Betty Ossola, trained thoroughly by her father, follows his proven-successful theories advertising-wise, adding her own imagination and business sense. Established as a small grocery store in Pennsylvania 49 years ago, the J. Ossola Company became, in 1906, a wholesale grocery concern. Realizing the worth and

common sense of a not-too-rapid growth, Ossola concentrated his advertising locally. Quality and specialty never let the buying public down. An Italian, Ossola offered foods and delicacies familiar particularly to Italian tastes. His advertising was directed to the families of Italian background in the area. There was a demand; he supplied it—and constantly introduced newly available food products and table delicacies imported from many parts of the world.

Once again ready to expand, in 1929, the concern opened a New York City office. Today there are branches in Pittsburgh, and Miami.

Ossola food products, under the brand name "Torino" when packed by Ossola, and specially labeled when imported ready-packed or packaged, are becoming increasingly familiar. These products no longer are limited to Italian grocery stores, but today are a common and welcome sight on the shelves of hundreds of general "American" food stores. Never "grabby," never unhealthily over-aggressive, the Ossola-"Torino" advertising has steadily, adequately and successfully promoted the expanding availability of these products, and has acquainted new markets with their quality record.

In mid 1949, Betty Ossola's razor-keen business judgment concerned itself with radio advertising. Ossola had used radio, in a scattered, desultory manner for some few years. Various stations were used, and different types of programs. There seemed to be no appreciable results. Betty Ossola was convinced, however, that Torino products advertising should be partly in radio. "I decided to concentrate," she said, "and for a while I acted like a very fussy shopper." She wanted to find a program with established listener-ship. She wanted an idea of what audience she could reach. She scrutinized the stations.

"This time," Betty said, "if there were no results I'd know that radio advertising was 'out' for Ossola. I think radio often gets blamed for a bad showing when in reality it is the fault of the advertiser in placing his advertising haphazardly. Just as a news paper or a magazine has a measurable readership, I reasoned, radio must have a measurable listenership. There's no reason, by the same token, that if I study this problem thoroughly, I am not able to select the type of listeners I want to reach and select

the station and the program that will reach that audience with my advertising."

Through one of New York's leading Italian language advertising agencies, Carlo Vinti, she selected New York's eminent and influential Station WOV. WOV was able to show, through its well-known "Audited Audience" surveys, not only the approximate number of listeners to the station, but their economic brackets, their residential localities, their product preferences and their buying habits! WOV for over 25 years has broadcast programs designed to please and satisfy the 2,100,000 Italian language population in the New York metropolitan area.

This was, in itself, an interesting and astute advertising decision: to increase and intensify advertising coverage in the Italian field when Torino Brand and other Ossola products had already won acceptance and recognition beyond the original Italian market. The reasoning was wise. For fifty years Ossola advertising had concentrated on the markets where these delicacies were most in demand. Through such advertising, backing up quality products in a *specialized* field, Ossola had added to their prestige, increased brand recognition and won an enviable position. And through this loyalty to and concentration on the basic market, Ossola-recognition and demand expanded into the general field, too.

Betty Ossola selected for her advertising, the "Pasquale, C.O.D." program, beloved by New York listeners for 12 years. The homely trials and tribulations of "Pasquale," warm-hearted Italian grocer, delight the heart of the audience. His insistence on cash payment—"C.O.D."—results in a series of grocer-customer comedy incidents which make up the delightful daily serial. His interest in the lives of his regular customers and their personal problems supply the warmth and pathos. No better show could have been selected for Torino Brand products—and no greater care could have been used in its selection. Ossola went on WOV with "Pasquale" six nights a week, fifteen minute segments.

In Betty Ossola's own words—"The results were immediate." She was satisfied in her selection, but interested in checking radio response to the show. She commissioned the Vinti Agency to work out a premium offer whereby results and responsiveness might be tallied. A campaign offering a package of 10 attractive Italian Christmas cards for 25 cents and a label from any Torino Brand product was placed over two New York stations, and one in Pittsburgh and one in Philadelphia.

There were thousands of packages of cards. Within 16 days this supply was completely exhausted. It is sufficient to say that Station WOV drew 70.7% of the requests! Positive proof, and a satisfied advertiser.

If there is a moral to this success-story, and the writer believes there is, it is this:

Basically, Ossola and Station WOV have followed the same course. A specialist in food products, Ossola has built success, acceptance and reputation on serving and pleasing the *specific* market for which their food and delicacies were originally developed and packaged . . . and for which they have the greatest natural appeal. A specialist in radio, WOV has built success, acceptance and reputation—also—on serving the *specific* audience for which their programming is designed and developed. In each case, the concentration of the specialist on his own field has resulted in a demand from *wider* fields for his perfected product, or service.

1950 ★ ★ ★ HILL BILLY ★ ★ ★ 1951

American Barn Dance

A large barn dance cast of vocal and instrumental entertainers with much novelty-comedy and dancing. Featuring some of the countries most famous hill-billy comedians, singers, teams and dancers. Availability: Live Talent. Running Time: 30 minutes. Cost: \$3500. Audition Facilities: Live Talent. Submitted by: W. M. Ellsworth, Chicago, Ill.

Barnyard Jamboree

Enjoyable half-hour of Hillbilly music, "corn" comedy, performed by an abundance of good talent with jovial "Round Boy" Jimmy Jeffries as MC. Availability: E. T. Running Time: 30 minutes. Cost: Minimum \$5.00 per program. Episodes Available: 52. Audition Facilities: Transcription. Submitted by: Teleways Radio Productions, Inc., Hollywood 46, Calif.

Billy Carlson Sings

Exceptionally high caliber hillbilly program, with top notch performer in Billy Carlson. Sings straight western, and hymns, receiving a tremendous mail pull on present programs. Availability: Live Talent. Running Time: 15 minutes. Cost: \$20. Episodes Available: Unlimited. Audition Facilities: E. T., L. T. Submitted by: WLDY, Ladysmith, Wis.

The Butterball Barn Dance

Hillbilly disc show handled by expert, "Butterball" Paige, who has played with Red Foley, Ernest Tubb, and practically all other hillbilly stars. Butterball is comedian, singer and instrumentalist. Availability: Live Talent; E. T. Running Time: 30 minutes. Cost: Card rate plus talent. Audition Facilities: Transcription. Submitted by: WBAL, Baltimore 18, Md.

Carolina Barn Dance

Lily Ann (WIRC's traffic director, Made Irene Padgett) plays folk music recordings with dedications and introductions to music done in Western N. C. hillbilly style. Mail pull is heavy because of the unusuality of this type program in this area. Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Audition Facilities: Transcription. Submitted by: WIRC, Hickory, N. C.

Chuck Wagon Jamboree

Big names and top tunes in an entirely different 15-minute format with music for every taste. Top western picture star Ken Curtis MC's show. Versa-

tile Novelty Aces handle everything from barbershop to hymns. From opening announcement to sign-off, proceedings move at lively pace. Availability: E. T. Running Time: 15 minutes. Cost: Minimum \$3.00 per program. Episodes Available: 131. Audition Facilities: Transcription. Submitted by: Teleways Radio Productions, Inc., Hollywood 46, Calif.

Chuckwagon Jamboree

Musical hillbilly show which caters to rural audience. Availability: Live Talent. Running Time: 60 minutes. Cost: On request. Episodes Available: Unlimited. Audition Facilities: Transcription. Submitted by: WMBM, Miami Beach, Fla.

Cracker Hayride

Disc show done in cracker dialogue by Bob Kuhnert with hillbilly records by leading artists of this type of music. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Submitted by: WORZ, Orlando, Fla.

DeKalb Folks Jamboree

From "Down In The Hills of Missouri" the little town of De Kalb (pop. 300) comes to life on Sat. nights and pulls in 2000 people to see the rustic show. Publishes its own newspaper. . . . produces radio shows . . . out on personal appearances. Uncle Deb Dyer, is manager-producer. Show is all out effort of entire town. Availability: Live Talent; E. T. Running Time: 15 or 30 minutes. Cost: On request. Episodes Available: 312 or 52. Audition Facilities: Transcription. Submitted by: KRES, St. Joseph, Mo.

Dezurik Sisters & Their Country Cousins

Instrumental and vocal novelty hillbilly program featuring the clever Dezurik Sisters with their troupe of instrumentalists and singers. Much novelty vocal and special arrangement of such numbers. Availability: Live Talent. Cost: \$500. Audition Facilities: Live Talent. Submitted by: W. M. Ellsworth, Chicago, Ill.

Duke Knight & His Radio Ranch Pals

Four-piece outfit, originating in Portland, and feeding Lewiston and Augusta. Fine western music, presided over by Duke Knight who does everything with a violin but eat it. Availability: Live Talent.

Running Time: 30 minutes. Cost: On request. Audition Facilities: Transcription. Submitted by: WMTW, Portland, Me.

Eddie Hill Show

Eddie Hill, WMPS' foremost hillbilly entertainer plays hillbilly records, and has guest stars in hillbilly field for afternoon show. Eddie's approach is country-flavored and he plays request tunes together with current hillbilly hits. Availability: Live Talent. Running Time: 70 minutes. Cost: On request. Audition Facilities: Transcription. Submitted by: WMPS, Memphis, Tenn.

Folk Tune Frolic

Program is directed to the lovers of folk tunes and appeals to those who wish to request selections by the listeners' favorite hillbilly artist. Show conducted in a very informal manner. Availability: E. T. Running Time: 15 minutes. Cost: \$60.00 per week. Audition Facilities: Transcription. Submitted by: WNOW, York, Pa.

Fun & Frolic

Six times a week, 1:30 to 3:00 P.M., highlighting hillbilly discs, blocked with local news (five minutes blocks) hillbilly, DJ stint with wide appeal to rural listeners. Commercial spots and blocks. Some live talent. Availability: Live Talent; E. T. Running Time: 1½ hours. Audition Facilities: Transcription. Submitted by: WJMJ, Lewisburg, Tenn.

Fun & Frolic Time

Live Hillbilly show with "Uncle Joe Johnson" (Lang-Worth transcriptions) and Blue River Boys, 30 minutes, participating, or in 15 minute segments. Show has good listener reaction and good mail pull. Availability: Live Talent; E. T. or Tape. Running Time: 30 minutes. Cost: On request. Episodes Available: Unlimited. Audition Facilities: Live Talent or Tape. Submitted by: WPAQ, Mt. Airy, N. C.

The Glen Thompson Show

Glen Thompson and his Playboys present varied program of hillbilly, western and sacred music to the delight of thousands of listeners and packed studio audience each day. Fan mail exceeds all other programs. Availability: Live Talent. Running Time: 15 minutes. Cost: \$13.50 per program. Episodes Available: Mon. thru Fri. Audition Facilities: Transcription. Submitted by: WDVA, Danville, Va.

Hillbilly Circus

A live talent show patterned after "Grand Ol' Opry" and "Louisiana Hay

Ride," featuring 30 local amateur and semi-professional entertainers, plus star attractions from the Grand Ol' Opry and Louisiana Hayride circuit and recording artists. Held Sat. nights in grandstand of West Tex. Fair Grounds. A 2½ hour show of which 30 minutes is broadcast.

Availability: Live Talent. Running Time: 30 minutes. Cost: \$85.00 per broadcast on 52-week basis. Episodes Available: 52. Audition Facilities: Transcription. Submitted by: KRBC, Abilene, Tex.

Hillbilly Circus

Hour and a half hillbilly. DJ show scheduled at 3:30 to 5:00 P.M. Mon. thru Fri. Program features well-known hillbilly star, "Cousin Harold Goodman," a 20-year trouper in radio, movies, and show business.

Availability: Live Talent. Running Time: 1½ hours. Cost: On request. Episodes Available: 14 hour segments. Audition Facilities: Transcription. Submitted by: WBAP, Ft. Worth 2, Tex.

Hillb'ly Hitparade

Four years ago, the Hillbilly Hitparade made its debut. Since that time it has grown so much in popularity that it now occupies a full hour daily on WGGA. Ole Jim the Hillwilliam really knows his country music and sacred songs, and the folks love the easy-going style of the show as witnessed by a mail pull which hasn't dropped under 200 cards a week in four years on the air.

Availability: Live Talent. Running Time: 60 minutes. Cost: On request. Episodes Available: Mon. thru Sat. Submitted by: WGGA, Gainesville, Ga.

Hillbilly Hits

Run by Ed Williams, better known as your "Brooklynite turned Hillbilly," strictly hillbilly requests, heavy mail pull from all counties in area, excellent for reachin rural listeners.

Availability: Live Talent. Running Time: 30 minutes. Cost: Participating \$3.00 per spot. Audition Facilities: Transcription. Submitted by: WTWA, Thomson, Ga.

Joe Parr

Swell program featuring fine hillbilly band composed of violin, two guitars and electric steel guitar. Main artist, Joe Parr, does some fine vocals. Band features girl vocalist and trio vocals.

Availability: Live Talent. Running Time: 30 minutes. Cost: On request. Episodes Available: Mon. thru Fri. Audition Facilities: Live Talent. Submitted by: WEAB, Greer, S. C.

★ ★ HILL BILLY ★ ★

Lem Hawkins Show

Outstanding hillbilly of the northwest for many years, does DJ sessions with western, old time and hillbilly records and chatter. Hawkins, former CBS "Oklahoma Roundup" star, makes personal appearances for sponsor in wide area. Sold in 1/4-hour segments.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$35 per 1/4-hr. broadcast.
Audition Facilities: Transcription.
Submitted by: KFGO, Fargo, N. Dak.

Luke & Lilly

Hill Billy music with three piece combo 11:45-12 noon.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Regular time rates plus \$5 per 1/4-hour.
Audition Facilities: Transcription.
Submitted by: KARE, St. Joseph, Mo.

Minnesota Woodchopper

Western & mountain songs, singer with own guitar accompaniment has been on the air 15 years with local sponsors.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KVOX, Moorhead, Minn.

Mountain Music

DJ show of folk and western music, with dedications for birthdays, anniversaries, and other special occasions. Has proven unusually popular in rural areas of Western N. Y. Big mail pull.
Availability: E. T.
Running Time: 60 minutes.
Cost: Class A Time, plus \$10 per 1/4-hour talent and music charges.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WRNY, Rochester 4, N. Y.

Okie Bob

Designed for the thousands of "Okies," "Arkies," hillbillies and westerners, who predominate this area of 275,000 population, Okie Bob began on KRNO with a daily, full hour show of friendly, congenial, down-to-earth philosophizing and music programming designed to appeal to the wage earners. Station now programs him 4 hours daily, to keep pace with his reputation as the leading highest-rating of any local personality on radio.
Availability: Live Talent.
Running Time: 4 hours daily.
Cost: \$1350 per daily 1/4 hour (5 day week).
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KRNO, Gen. Bernardino, Calif.

Pancake Pete

A guiding hand of the ABC coast-to-coast Sleepy Hollow Show, Pancake

Pete Newman combines a free and easy selling style with the best in hill-billy discs. His delivery is ideally suited to large rural audience within the primary and secondary areas of this station and he is well-known throughout Eastern Pa. rich farm country.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Mon. thru Sat.
Audition Facilities: Transcription.
Submitted by: WAEB, Allentown, Pa.

Pee Wee King And His Golden West Cowboys

Currently nation's No. 1 Western Band Leader for 1949 & 1950. Has starred in pictures, TV, and radio. RCA Victor top. Western recording artist. Nine men in outfit.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$485.00 net, 5 or 6 days, weekly plus station time.
Audition Facilities: E. T., Live Talent.
Submitted by: WAVE, Louisville 2, Ky.

Plowhandle Bill's Country Clambake

Hillbilly Variety show, featuring top hillbilly recordings and answering requests, along with Ed Chapman's change of voice routine. Plowhandle Bill, spinning the platters. Plowhandle is homespun character, originated by Chapman in 1947, who gives with bucolic humor, wit and philosophy and gabs with Chapman throughout show.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Episodes Available: 4 fifteen-minute segments, Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: WKRG, Mobile, Ala.

Prairie Stars

Two hours of lulling tunes and lyrics from the hills and prairies, selected by expert Rosalie Allen, hillbilly emsister of program. Unchallenged queen of American Folk, Western and Mountain Music, Rosalie leads in the field of pure American melody which today is as popular in the heart of our big cities as it is in rural areas. Recordings, interspersed with folksy chatter and occasional songs by Rosalie, U. S. champion girl yodeler and RCA-Victor recording artist.
Availability: Live Talent & E. T.
Running Time: 2 hours.
Cost: On request.
Submitted by: WOV, New York 19, N. Y.

Randy Atcher

Randy Atcher, Kentuckiana's favorite singer of folk tunes, hillbilly pops, and western ballads, performs in style his many fans enjoy. Randy plays guitar,

sings, and talks informally in show made to order for participating sponsors.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Participating spot announcement \$37.50.
Audition Facilities: Transcription.
Submitted by: WHAS, Louisville, Ky.

Salty Holmes & Mattie O'Neal

Hillbilly harmony and comedy team each a star in their own name and recording artist for London are supported by a clever cast. Show not only features novelty instrumental of Mattie O'Neal but also comedy, dancing and talking harmonica of Salty Holmes.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$1000.
Audition Facilities: Live Talent.
Submitted by: W. M. Ellsworth, Chicago, Ill.

The Smiley Smith Show

Smiley Smith, Manor recording artist, combines jockeying and live singing, including songs he has written and established in North Fla. Has portion everyday for announcing name of shut-in and plugging for audience to send shut-in card or letter. Young, aggressive, Smith gives show definite homey, "big brother" atmosphere with religious overtones.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: 1/4 hours 16.50, part. spot \$6.50 (one time rate).
Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: WOBS, Jacksonville, Fla.

Song Stories

A fine reader of old time sentimental material with excellent instrumental and vocal background by the homeland Quartet. Built as a peaceful musical sedative for a period of relaxation to hear some good old time harmony.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$500.
Episodes Available: 3 weekly.
Audition Facilities: Live Talent.
Submitted by: W. M. Ellsworth, Chicago, Ill.

The Southern Serenaders

Live hillbilly group with Farmer Jim Neal as MC that has been on WSLI for over a year at 6:30 A.M. It is part of the RFD 93 program and is designed for our rural audience but has very large urban audience. Serenaders make appearances throughout state and plug sponsors products on these appearances.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Class "C" station time plus \$10.00 per program talent.
Audition Facilities: Transcription.
Submitted by: WSLI, Jackson, Miss.

Sunrise Jamboree

Hillbilly music on records and transcriptions with DJ ad libbing intros, and chatter.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: 15 min. seg., 260-time basis, \$7.50 per prog.
Episodes Available: 15 min. seg. or participation announcements.
Audition Facilities: Transcription.
Submitted by: WEBJ, Brewton, Ala.

Uncle Duncan's Gospel Record Show

Uncle Duncan Q. Ansley chats in slow drawl with his imaginary family and cranks up the old gramophone to play a few fine sacred numbers.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Daily, year round.
Submitted by: WGGGA, Gainesville, Ga.

Western Echoes

Western Music by Sons of the Pioneers, Texas Rangers, etc., with stories of West, Chisholm Trail, etc.

Availability: E. T.
Running Time: 15 minutes.
Cost: Rate card.
Audition Facilities: Transcription.
Submitted by: KNAL, Victoria, Tex.

Western Hit Roundup

MC Les Scott gives this weekly half-hour clever treatment in presenting hillbilly, western & folks tunes which are most popular with listeners. Varied artists are used—all on record.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$15.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KIT, Yakima, Wash.

Western Jamboree

Popular Johnny Logan runs this 55-minute all-request recorded western musical show. Program has been running continuously for two and a half years. Mon. thru Sat.

Availability: Live Talent; E. T.
Running Time: 55 minutes.
Cost: See SRDS.
Episodes Available: Unlimited.
Submitted by: KCTI, Gonzales, Tex.

Yawn Patrol

Early-morning hillbilly DJ program starring "Happy" Wilson. "Happy" is Decca Recording artist, directs live "Golden River Boys" hillbilly band, and enjoys fan club with chapters in 10 Southeastern states.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Episodes Available: Mon. thru Sat.
Audition Facilities: E. T., L. T.
Submitted by: WAPI, Birmingham, Ala.

PROGRAMMING ON A BUDGET

Case Histories of Program Sales

By Leonard Weinles

Press Relations Dept.
WSTC, Stamford, Conn.

EXCESSIVE use of recordings has long been one of the major criticisms of local radio. And a look at the average program log, plus some dial fiddling will prove that there's solid ground for that complaint.

The reason for heavy use of recordings, more often than not, is budget trouble—a common ailment these days. Ask a program director why he doesn't work up some live shows for local listeners and he's likely to bark—"Who do you think we are—CBS, NBC?"

Now a limited budget and a small staff cannot be characterized as assets by any line of reasoning. And record shows used intelligently, can make for good programming. But you can introduce bright new features and tighten up your schedule significantly without adding to your overall expenses, just by using the facilities at hand. For proof—here's how we did it at WSTC.

Case history No. 1—Dramatic Shows: We

had felt, for a long time, that there was a need for something more than the usual adventure stuff handled by the nets and transcription services. We had, at one time, attempted to produce our own dramatic shows. The experience showed that our facilities were just too limited to do a proper job. The major problems were scripts, casting and rehearsals. Checking over our assets, however, we counted a staff of good, dramatic voices, a pretty good music library and a fine local public library. We decided to ditch the liabilities and latch onto the assets. The result—our "Let's Read" series. The library was filled with loads of fine, dramatic stories. We would read them on the air. Yes, read! We felt that a top announcer, who could do an effective job on a commercial, could do equally as well with a good, dramatic story.

We were sure that there were lots of listeners just waiting to lean back and relax, in their favorite armchairs, late in the evening, with a good book—provided someone read it to them. We found we were right. Our material—the greatest stories in literature. Production—musical introduction, mood music for background, and different voices to meet the various moods of the stories. The result was highly dramatic.

The first selection was Thomas Hardy's "Return of the Native." It's a story that is not the most popular in English literature and it ran for three months. At the end of that period, however, we found that a large number of listeners had followed it faithfully. During the summer months we switched to stories of mystery and the supernatural—shorter stories running about a week each—and we discovered an enthusiastic new audience.

Program cost—the effort of putting the show on tape—half an hour three times weekly. Preparation—about the same required by an announcer for a 15 minute news show. Good will—tremendous.

Case history No. 2—Children's Shows: Fed up with the usual juvenile programs and recordings we decided to see what we could accomplish by utilizing our limited facilities for dramatic production. A breeding process which brought together our "Let's Read" methods and conventional dramatic techniques resulted in a show called, "The Fairy Princess." Two staff members

handled the entire program. They worked in narration, handled all the speaking parts, sound, music and general production. The show enabled us to broadcast fine children's stories, both new and traditional, in realistic settings, while sacrificing nothing of the story content. A tie-in with a publishing company resulted in a monthly letter contest. Winners received a year's supply of children's books. "The Fairy Princess" alone, presented in two fifteen minute stanzas weekly, helped us to build a solid young audience for early evening shows. Cost—time and effort.

Case history No. 3—Seasonal programs: With the coming of warm weather we decided to take advantage of outdoor listening audiences. Recognizing the fact that the biggest portable radio use was in cars and on beaches we went to work on programs aimed at motorists and beach goers. We worked on the theory that both groups wanted plenty of relaxing music—but they also wanted information. Motorists wanted to know what the weather was going to be and which roads were the least crowded. The 15 minute traffic programs, therefore, was designed to include reports on traffic conditions in the Westchester-Connecticut area, which we cover, weather, news headlines and sports results. We arranged to receive reports on highway conditions in Westchester from parkway police. The Connecticut check was supplied by parkway toll stations and state police. We spotted the programs on weekends—mornings to catch motorists leaving and evenings to get them coming. Our "Parkway Parade" series, we found, developed a loyal and consistent listening audience. Total cost—phone calls. Our newsroom staff prepared the traffic reports.

As for beach programs, we knew that anyone with a radio could pick and choose his own music. "Beach Party" had to offer something more. We decided to personalize the program. The show was aired five times weekly in half hour segments, the format including music, weather, tide conditions, water conditions, information as to the number of people at local beaches and light comment to go along with the music. One day each week however, the show was recorded at one of the local beaches. Interviews with bathers, lifeguards and local personalities, requests for records were all put on tape. The music was cued in back at the studio. The result—a highly personalized program for beach listeners. Cost—the effort of moving recording equipment to the beach one day each week.

Case history No. 4—Weather: We don't subscribe to the theory that weather is just weather. While general weather reports are good for the majority, we've always felt that certain groups required special attention. Aiming at the housewife audience we prepared "Washday Weather Forecasts" for Sunday nights and Monday mornings with special emphasis on humidity, wind conditions and advance forecasts. With a large local sailing population we also made a point of airing special wind forecasts on weekends. And the combination of a rainy summer and the establishment of a local weather station combined to present us with a unique sponsored weather series. The weather station was set up at a local museum—giving the reports a special local angle. We arranged to carry a special round-up from the museum weather station every morning for five minutes. The local water company, which was trying to convince subscribers that the water shortage was over, snapped up the series as the ideal vehicle for its message. Program cost to us—line installation.

Things may get tight in radio—but they never get tighter than at a 250 watt local station. Ingenuity, however, isn't budgeted—no matter how close the squeeze in other directions.



WEINLES

1950 ★ HOLLYWOOD ATMOSPHERE ★ 1951

Around The Town

Dick Osgood, only accredited drama critic on the air in Detroit, gives news and notes of the movies, theater and general entertainment world in a five time a week five minute show. Special emphasis is given local news.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WXYZ, Detroit 26, Mich.

Daredevils Of Hollywood

Motion picture companies insist that their leading characters use "doubles" in scenes where accident might hold up production. "Doubles" are known as "stunt men," or "stunt women," and while every precaution is taken to avoid injuries to them, fact remains that every time they do a stunt they are taking chances. These "gags" or "stunts" are dramatized.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$3.00 per episode, minimum.
Episodes Available: 26.
Audition Facilities: Transcription.
Submitted by: Walter Biddick Co., Los Angeles 15, Calif.

Dick Strout In Hollywood

Latest news and views of stars and studios released on tape via air mail

every week from Hollywood. Program may be obtained free of charge until sponsored by sending tape. Occasional interviews with top stars arranged from time to time.

Availability: E. T.
Running Time: 15 minutes.
Cost: No charge unless sponsored. Sponsored rates on request.
Episodes Available: Unlimited.
Audition Facilities: E. T.
Submitted by: Richard Strout Productions, Hollywood 28, Calif.

Good News From Hollywood

Here is a first-hand picture of the happy, bright and clean side of cinema making as told by one of Hollywood's most respected performers, George Murphy. Features of the program include "The Mail Bag," bringing fans unusual bits of information they want to know about their favorite stars and pictures and "Good News Salute," a tribute to the stars' community effort and "Stories With a Smile," humorous highlights about famous people.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 135.
Audition Facilities: Transcription.
Produced by: MGM Radio Attractions.
Submitted by: Music Corporation of America, New York 22, N. Y.

Hollywood Calling

One of Hollywood's leading commentators, George Fisher, brings on-the-set interviews with movie stars and "inside" gossip from Hollywood. Well-known guest vocalists with large popular concert orchestra make a top half-hour program.

Availability: E. T.
Running Time: 30 minutes.
Cost: \$25.00 per program.
Episodes Available: One per week.
Audition Facilities: Transcription.
Submitted by: KBOL, Boulder, Colo.

Hollywood Star Time

Three ingredients make this a sure fire bet—music from current productions; movie chatter and transcribed star interviews; plus phone "gimmick" with a "Month o' Movies" for two at two Twin Falls theaters as the prize. A fast moving show with plenty of production aimed directly at the housewife.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KLIX, Twin Falls, Ida.

Hollywood, U. S. A.

The greatest parade of stars ever collected on a single show. This fifteen-minute, program with Paula Stone, pre-

sented five times a week is packed with intimate news and bright exclusive features. Each program is of a different format. A star of stage, screen and radio herself, Paula Stone is rapidly becoming America's Number One film reporter. "This breezy fifteen-minute program of Hollywood chatter has what it takes to get audiences," said Billboard.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 220.
Audition Facilities: Transcription.
Produced by: MGM Radio Attractions.
Submitted by: Music Corporation of America, New York 22, N. Y.

Lynn Looks At Hollywood

Hollywood commentary and daily interview with motion picture, radio or TV guest star. Well liked by all Hollywood stars, Lynn has had nearly 500 greats and near-greats on program in two years. Broadcast locally in Los Angeles 15-minutes daily, sponsored by MGM. Available for regional or TC net once or more per week.

Availability: Live Talent; E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: Reynolds Productions, Beverly Hills, Calif.

1950 ★ ★ ★ INTERVIEW ★ ★ ★ 1951

Bert Andrews

Ace reporter interviews top political figures.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Co-operative program, check ABC Coop. Sales Dept.
Submitted by: ABC, New York 20, N. Y.

Breakfast With Bill

Program is tape from hotel dining room with announcer talking briefly with hotel guests.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$10.20.
Audition Facilities: Tape.
Submitted by: WCFT, Thomaston, Ga.

Junior Celebrities

Jack Barry interviews the children of America's most celebrated people. Program emanates from N. Y.'s swank "Little Club" and gives American audience an inside glimpse of how children of celebrities live, play, act and sometimes perform. Parents are present too, and interviews are wound up by brief talk between Barry and parent.

Availability: Live Talent; E. T.
Running Time: 30 minutes.
Cost: On request.

Audition Facilities: Transcription.
Submitted by: Barry & Enright Productions, Inc., New York 16, N. Y.

Kay-Sock's Tradesman

George Carroll, announcer, "airs" items for sale or trade, or items lost, etc. Items range from worms for sale to harvesting machines. Mail pull averages 15-20 requests per week.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Episodes Available: As desired.
Audition Facilities: Transcription.
Submitted by: KSOK, Arkansas City, Kans.

Kentuckiana At Work

Program consists of tape recorded interviews taken in various plants in Kentuckiana area. Program's intent is to emphasize importance of industry to an area. Small units and mighty corporations are included in program's itinerary. Program is documentary in presentation and appropriate music and narration tie it together.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 78.
Audition Facilities: Transcription.
Submitted by: WLOU, Louisville, Ky.

Let's Go Visiting

Ken Davis with tape recorder visits local industrial plants to tell members of community of problems and interests. Content changes from week to week depending upon conditions encountered at each location. Brief background and vital statistics presented with interviews with employees on the job, as well as management.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Once a week.
Audition Facilities: Transcription.
Submitted by: KFH, Wichita, Kans.

Lines & Sights

Veteran fisherman and hunter Vin Collie directs panel of expert sportsmen in discussions of successful fishing and hunting in southern New England area, one of nation's leading paradises for sportsmen. Group discusses where fish are biting, where game is, best ways and means of catching fish game, and tips to sportsmen.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WERI, Westorly, R. I.

Tomorrow's Brides

Noted marriage counselor, Lester Dearborn, opens program with brief discussion of and solution to major marriage problem. Dearborn talk is heard by radio audience but not by studio panel of brides-to-be. Under guidance of MC Tom Russell, studio panel then offers non-professional solutions to problem.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WEEL, Boston 12, Mass.

York State Yarns

Narration over music of the folklore of N. Y. State. Program includes stories of the fabulous characters of the state, Indians, ghosts, famous houses and places. Dramatic narrative form fits well with this material. Folklore dug out of country libraries, historical societies, state files, etc.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WCSS, Amsterdam, N. Y.

TRENDS IN RETAIL ADVERTISING


A New Concept of Sales Approach

By Lee Hart

Assistant Director

Broadcast Advertising Bureau

THE salesmen who are selling the radio and TV programs of today and tomorrow have the retail advertising ball right in their hands. If they run in the right direction with the ball and a wartime economy doesn't block them, we'll see the trend toward retail radio and television advertising change the entire concept of retail advertising. We'll see the day when no retailer would dare put all his advertising money into printed media any more than he'd dare spend all his money for a million customer letters bearing the wrong address.



The salesmen who are selling radio and TV programs have the retail advertising ball in their hands because the people retailers must reach are spending their time listening to the radio and watching television. Radio and TV have the attention, time and interest of the people the retailer must influence. No retailer, whether he sells fashions, foods or fish hooks can ignore the trend of American life toward radio and TV. No retailer can ignore the influence of these media on the habits of the people who can come to his store and buy his merchandise. He can't help himself. He's got to reach more people with more advertising impressions. *He's GOT to pay attention to the electronic advertising media because the people of his generation are paying attention to.*

And, if the salesmen, program, copy and talent people who have anything to do with retail advertising want to run with the ball they've got to pay attention to the manner in which they handle retail advertising.

The Broadcast Advertising Bureau offers NAB member stations informational selling and planning tools which will aid any of these people in harnessing the sales power of radio and TV to the advertising needs of the retailers. With these tools radio and television broadcasters can do a better job of promoting, selling and producing the kind of retail advertising which creates better audience reception to programs and better response to the retailers' commercial messages. They can do a more accurate job following some of the most essential steps toward retail advertising success:

1. The general advantages of radio and TV which can't be duplicated in other media should be continuously promoted to all retailers. Slide films, desk-top presentations, point-by-point evaluations of the advantages of radio and TV by key retail industry figures and case histories from individual retailers summarize for any salesman the advantages HE should promote regularly to all his retail prospects and clients.
2. Any contact with an individual retailer should be preceded by a briefing of general information about that retailer's business. Retail Information Folders on everything from the Fur business to the Furniture business help the salesman know *BEFORE HE TALKS WITH THE RETAILER* such vital information as the month by month volume figures for the retailer's business, his best selling merchandise and price lines, his advertising percentages and allotment by month, etc.

3. Each retailer's specific advertising objectives should be established before advertising plans are outlined and program suggestions offered. By specific, I mean objectives that define what departments, lines, types or items of merchandise and what individual ideas the retailer wants to promote. The field studies, reports and case histories of highly successful use of radio and TV by retailers who have set specific objectives for increasing sales and traffic to their stores, define these objectives and prove how this approach to planning retail advertising pays off.
4. The program selected for each retailer should be beamed to the general or specific audience of listeners or viewers who will be the most logical potential customers for his store and his merchandise. Detailed analyses, reports and case histories of the beamed program technique and comprehensive presentations showing the advantages of individual program types (Women Broadcasters', News, etc.) are important aids in getting the retailer to choose the most effective program for his advertising objectives.
5. The advertising plan must be tailored to meet the retailer's selling objective, whether his objective is to get leads for door-to-door insurance salesmen, or to attract traffic and sales to his store RIGHT NOW. The plan should be defined right down to the copy slant that will do the job and the form of presentation which will be most effective. Here, the ingenuity of all people connected with the retail campaign plus the experience of the many retailers who have helped boost 1949 retail radio billings to an all time high of over 180 million dollars, and the individual experience of already successful retail TV advertisers come into play. The analyses of these selling techniques, now on record, go down to the fine points of evaluating copy appeals and presentation methods. They offer a sound guide for the broadcasters who want to prepare a radio or TV campaign that is designed AHEAD OF TIME to be successful.
6. Results must be measured in terms of the retailer's advertising objectives. One of the outstanding differences between awards given to department stores winning radio program awards in the NRDGA Retail Radio Program Contest and awards given to stores winning awards in a similar newspaper contest is that radio awards are given on the basis of results only. Case histories from this contest and reports on radio and TV measurement techniques all serve to help the broadcaster do a better job in the essential step of follow-through to point of sale and result.

It all adds up to the fact that the radio and TV broadcasters who are ready to serve the retailer will be the ones who carry the retail advertising ball the farthest. Whether the shows you offer YOUR retailer are transcribed, offering him expensive name talent; locally produced and created especially for him, giving him area flavor and complete store identity or are participating programs which offer even the smallest retailer the many personalized advantages of radio and TV, the final DEGREE of the trend to radio and TV advertising by retailers will be determined by the degree to which more broadcasters follow the lead of the ones who are becoming retail radio and TV advertising specialists. They are the ones who will prove that sound retail advertising planning produces better commercial programs and the kind of cost to sales results which keep the retail advertising ball in the hands of the great electronic media.

How



TODD MANNY CODD'S



PHILIP MARLOWE



MUCH ABOUT DOOLITTLE



SOMEBODY KNOWS



WE TAKE YOUR WORD



RATE YOUR MATE



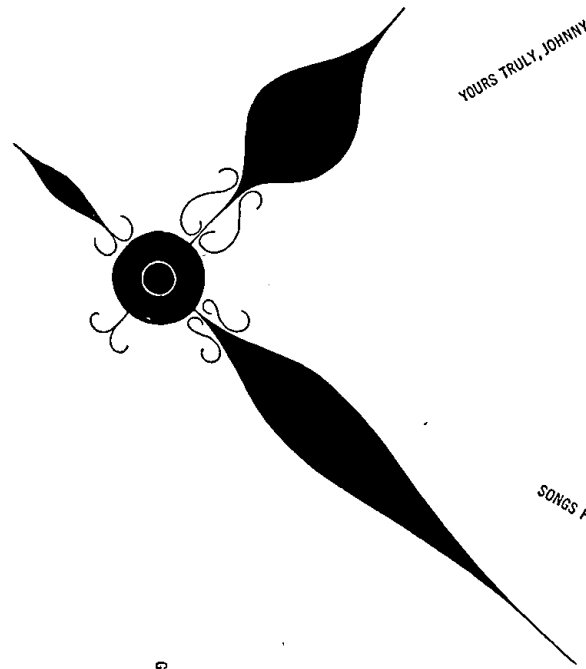
UP FOR PAROLE



GRANDY'S GREEN ACRES



THE LINEUP



YOURS TRULY, JOHNNY DOLLAR

SONGS FOR SALE

How long does it take to make the Top Twenty?



Depends on your show, of course. And advertisers have found the quickest way to get there is with a *CBS Package Program*.



Like *Arthur Godfrey's Talent Scouts*... remember? ...that hit the Top Twenty after only 9 weeks of sponsorship. Or *My Friend Irma*, that made it in 3 weeks. Or *Crime Photographer*... 2 weeks. Or *Life with Luigi*... 1 week.



With a record unmatched by any other network, CBS Programming has amply proved it knows how. Now, it's ready with a brand new bunch of promising packages. Whatever your budget, whatever kind of advertising job you want to do, there's a show that could fit like a glove.

Take a look at the round dozen here. On the record, one of them will appear in the Top Twenty next season... it might as well be yours.

CBS

1950 ★ ★ MISCELLANEOUS ★ ★ 1951

A Ramble In Erin

Full, enchanting beauty of authentic melodies, folk-lore and stories from the Emerald Isle, brought to you by Pat Stanton, beloved sponsor of Irish activities in America. Old world Irish songs, and new tunes equally as charming, rendered with all the genuine, traditional Irish atmosphere and character. Ireland's celebrated personalities and finest singers featured as guest stars.

Availability: Live Talent & E. T.
Running Time: 60 minutes.
Cost: On request.
Submitted by: WOV, New York 19, N. Y.

At Home With Lionel Barrymore

Parade Magazine summed up this Lionel Barrymore program as follows: "One of the best programs on the air at present is a quiet fireside chat broadcast by Lionel Barrymore three times a week." Walter Winchell said: "I'm sure it'll click big." Here is the dean of the theater and cinema recounting his experience of many years and bringing to the airwaves a philosophy that is rich and fruitful. There is no other program on the air with the same charm. 15 minutes, three times a week.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 117.
Audition Facilities: Transcription.
Produced by: MGM Radio Attractions.
Submitted by: Music Corporation of America, New York 22, N. Y.

Art Baker's Notebook

Informal chit-chat on a variety of human interest topics.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Co-operative program, check ABC Co-op. Sales Dept.
Audition Facilities: Transcription.
Submitted by: ABC, New York 20, N. Y.

The Barefoot Reporter

Alan Beck, author of much reprinted and widely circulated essay "What Is A Boy?" dispenses salty humor and down-to-earth philosophy in Ozarkian idiom in highly refreshing six-times-weekly doses. Subject matter ranges from "How to Build A Hydrogen Bomb" to "The Orneryness Of Red-Headed Women."
Availability: Live Talent; E. T.
Running Time: 5 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WEEL, Boston 12, Mass.

Battle Of Baritones & Crooners

With Unk Gene doing the show, the various fan clubs keep the phones busy voting for their favorite each Sun. be-

tween 12:00-2:00 P.M. Format, all male singers are featured. Telephone votes are given each 15 minutes on air. Last 15 minutes devoted to winner. Sold in spots.

Running Time: 1 minute spots.
Cost: Regular rates apply.
Episodes Available: 52 Sundays.
Submitted by: WALT, Tampa, Fla.

Best Things In Life

Friendly, informed discussions of poetry and poets, recipes and chefs, plays and playwrights, the little problems and joys of daily living—spaced with interviews of interesting people.

Availability: E. T.
Running Time: 30 minutes.
Audition Facilities: Live Talent.
Submitted by: KXYZ, Houston 2, Tex.

The Big Guy

The Big Guy is Joshua Sharpe, a private detective who works on dangerous cases on a strictly cash basis to make a living for his two youngsters. He's a new kind of hero in a novel mystery series: a kindly family man by day and a fearless tracker of criminals by night; a huge man feared by law-breakers but adored by his family.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$4,000 net per week.
Submitted by: NBC, New York 20, N. Y.

Boston Blackie

Radio's top-rated mystery adventure. Each episode complete. All star cast supports Richard Kollmar as that friend of all—Boston Blackie.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Candy Matson

Feminine private investigator, a charming girl who's strictly San Francisco. Each week, she finds herself involved with various lawbreakers and invariably outsmarts them, with help of her friend Mallard, a San Francisco cop, and Rembrandt, a photographer. Candy is human, appealing and has delighted San Francisco listeners since summer of '49.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 52, more building weekly.
Audition Facilities: E. T., L. T.
Submitted by: KNBC, San Francisco 2, Calif.

Century Plants Of Berkshire

One of a series of colorful word descriptions of this historical section of Mass. Strong local appeal enhanced not

only by regional material, but also by fact the scripts are prepared and aired with a slight touch of humor by Clay Perry, nationally known writer, traveler and lecturer.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Transcription.
Submitted by: WNAW, North Adams, Mass.

Christmas-Four

These famous Christmas Holiday programs are produced each year as Christmas Card Greetings of the air for station use in securing additional business for this lucrative period. Featuring famous Hollywood personalities, programs have become a must.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$20.00 for package of four shows.
Episodes Available: 4.
Audition Facilities: Transcription.
Submitted by: The Cardinal Co., Hollywood 28, Calif.

Country Squire

Informal easy-going personality of "Country Squire" brings him and his friends right into the home. "Squire" is a prominent Eastern attorney with a wide acquaintance. Program originates in his home with his friends, the famous and the little known neighbors dropping in singly or in groups for conversation and to hear "Squire" play serious or jazz piano and to join him as instrumentalists or singers.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: Radio Features of America, New York 19, N. Y.

Cozy Corner

Radio veteran Allan Franklin takes his listeners around the world with vagabond poems, brings a tear to their eyes with human interest prose and poetry, and blends fifteen minutes of verse and studio organ melodies into a delightful visit in his Cozy Corner. This copyrighted program is a natural for pre-bedtime listening.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: WREN, Topeka, Kan.

Darrow Of The Diamond X

Series has a 50,000-acre Arizona ranch as its setting. Episodes tell realistic story of ranch life, with plenty of action but with accent on characterization. Darrow is sympathetic character, a man born to the range, who's foreman of the Diamond X. Love interest engendered through Mary Har-

ison, daughter of owner.
Availability: Live Talent; E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: KNBC, San Francisco 2, Calif.

For You Alone

Thirty-minute program of uninterrupted organ music with poetry injected throughout. Standard Transcription Library used. Only program of its type in this area. Enjoys excellent mail pull and sets mood for following program which is one hour of concert music.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WJSW, Altoona, Pa.

Glenn's Good Morning

Glenn Rowell, now on WPIX, formerly of "Gene & Glenn—Jake & Lena" team, lends his piano playing and gay singing to all New England neighbors. His friendly manner, chatter about the "good old days," and daily motor trip to nearby stores interspersed with chatty commercials tend to make Glenn the top listening post of the morning.

Availability: Live Talent.
Running Time: 2 hours.
Cost: On request.
Audition Facilities: E. T., L. T.
Submitted by: WHAY, New Britain, Conn.

Hello Joe

Telephone calls made to servicemen and women outside of continental USA. Sponsor pays for call. Parents and friends are in studio when telephone call is placed. Telephone conversation is broadcast. Parents are interviewed and transcribed music is used.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$45.00 per program. Three sponsors at \$15.00 each.
Audition Facilities: Transcription.
Submitted by: KRIC, Beaumont, Tex.

Hi Neighbor

Travelers interviewed at Continental Trailways bus depot before one of the scheduled busses comes in. When bus arrives people on bus are interviewed. Longview saying Hi Neighbor to travelers from all over the country.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 5 weekly.
Submitted by: KFRO, Longview, Tex.

Hopalong Cassidy

Adventure and excitement in the early west with the great cowboy, Hopalong Cassidy. The famous hero whose raw courage and quick shooting have

IS THERE A PACKAGER IN THE HOUSE?

Sound Future Forecast

By Charles B. Brown

Manager, New York Office,
Masterson, Reddy & Nelson

ALTHOUGH I had been responsible for some eighteen hours of programming per day on one of America's great clear channel stations, the only thing I really knew about packages as such a year ago was that Santa Claus brought them at Christmas. Some nice people in my life gave them to me on birthdays and anniversaries and we at our house did likewise to friends, relatives and good neighbors. Today I know that good program packages still come from Santa Claus, and don't pay "no mind" to the wrappings. A good package, to the mind with enough background to see the foreground, can be told in fifty words on dark grained butcher paper.



BROWN

I would not presume to write a how-to-do article nor a treatise on the dynamics of conundrums in packaging and selling programs so the thoughts here expressed are solely those based on the silt unearthed in dredging for program gold one year come Michaelmas.

Some learned gentleman once said that an idea was the mind's grasp of an essence. He could have added that the essence of an idea is its arrangement and its treatment. Too many packages, while based on a good idea, are not built to fit the curve of human interest production. I do not mean human interest and good production, but exactly—human interest production—by which is meant the step by step integration of a series of carefully arranged human interest elements rising to a full climax and subsequent return to reality followed by a promise of something as good or better the next time up. This is as true in comedy as in drama and in a song fest as in a variety show.

Arrangement as so often shown in the Schwerin Surveys can be the most important of all elements in a successful program. For example, "Live Like A Millionaire," a Masterson, Reddy and Nelson production for General Mills. Here we start with a human interest production element wherein the child introduces the talented parent, a twist on the old format of parent pushing the talented child. The second element is based on the time-honored parallel lines of action, child versus child, parent versus parent, in simultaneous competition, a contest to win the audition. This element in turn is woven together by sympathetic interview with children, followed in turn by the appearance of the parent and then the parent interview and continuing to the audition. After the audition the one wish of the parent, if declared winner, sustains and carries over the slight dip after performance and paves the way for the entrance of the next child.

The end of each day's program is psychological cliff hanging because it *builds continuing expectation* of tomorrow's contestants and so forth until Friday when all four daily winners come to the starting post for the finals.

I have left out as much detail as possible in this brief outline but our "Bride and Groom" show is just as carefully built to specification. Both of these programs have been prepared for TV offerings and weeks of time have been spent to add visual factors to the scale of human interest production values. Kinescope productions have been made and re-made with the result that both shows will do a bang up job for the advertiser.

We have three shows—"Criminal At Large," "Love On The Line" and "What's The Word"—with which we have constantly experimented. I mention this not in the nature of a plug but rather because one of these is a product of several years' work and the other, while a terrific success in Hollywood more than a year ago, could not possibly be recognized by those who saw the original version on KNBH-NBC Hollywood.

I fully realize that thoroughly seasoned producers understand this approach; this outline is not intended for them but rather for the boys who, like myself, can most readily profit from an exchange of experience and thought.

My appeal is simply to use a Schwerin approach as well as the Schwerin reproach for better program packages.

It has long been my opinion that packaging and packagers will become an ever-expanding element in the network program structure. Whether it be by recent examples of special network staff contracts as Harry Ackerman-CBS arrangement or by a non-staff tie-up with selected organizations, it will come, but definitely. Agencies are using, and will continue to wisely use, those whose full time can be turned to the creative side of programming. Most, though not all network and agency production personnel suffer from the futility of utility. They are too often swamped with organizational and functional chores; the packager can and does spend weeks and even months in putting the pieces together.

With the horriblish, wonderfulish juggernaut of television striding across imagination's trembling morass, its electronic boots digging deep channels in the medulla oblongata of Father Time, the creative program packager is truly in for a great future! Selah.

★ MISCELLANEOUS ★

become a legend. Starring: William Boyd. Not available—presently sponsored Sundays coast-to-coast.

Availability: Live Talent.
Running Time: 30 minutes.
Audition Facilities: Transcription.
Submitted by: Commodore Productions & Artists, Inc., Hollywood 28, Calif.

Hymns Of The World

Magnificent series featuring sacred hymns of all religions and starring brilliant voice of John Charles Thomas, with the King's Men. Program of great dignity, prestige and superb production.

Availability: E. T.
Running Time: 15 minutes.
Cost: Minimum \$4.00 per program.
Episodes Available: 156.
Audition Facilities: Transcription.
Submitted by: Teleways Radio Productions, Inc., Hollywood 46, Calif.

The Key Man

Man on the street program with interviewee selecting key from a ring of 100 keys. One key unlocks treasure chest. Jackpot in treasure chest starts at \$25,000. Two dollars added daily until someone opens chest, then it drops back to original amount.

Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: KPRO, Longview, Tex.

Know Your Pharmacist

Pharmacy, rich in lore, filled from the beginning of time with unusual history, little-known discoveries of universal interest, remarkable sidelights (voodoo practice, etc.) provides fine institutional promotion and wide audience appeal.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Transcription; Tape.
Submitted by: WJHL, Johnson City, Tenn.

Korn Kobblers

America's most humorous band, with Alan Courtney and Charlie Wayne. They play it straight, then on wash boards, bells, etc.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Let's Read

Dramatic readings, (voices plus musical background) of great novels, short stories, stories of mystery and the supernatural.

Availability: Live Talent; E. T.
Running Time: 30 minutes.
Cost: Time.
Audition Facilities: E. T., L. T.
Submitted by: WSTC, Stamford, Conn.

Let's Talk About Dogs

Dog show that's really unique. MC'd by Hal Norman, show covers methods of handling and raising show dogs, as well as pets, with unusual stories about dogs. High point of show is when live sound effect dog barks and a dog owner attempts to have his dog respond over telephone.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Once a week.
Audition Facilities: Transcription.
Submitted by: KFH, Wichita, Kans.

Little White Chapel

Quarter hour program featuring sacred transcribed music that will appeal to people of all faiths. Messages of comfort and philosophical aspect open and close show. Only one narrator necessary.

Availability: E. T.
Running Time: 15 minutes.
Episodes Available: 52.
Submitted by: Sesac, Inc., New York 17, N. Y.

Looking At Life

Vignettes of humor, sadness, sentiment, all skillfully handled by radio's master narrator, Howard Hoffman. Especially appealing to the women's audience.

Availability: E. T.
Running Time: 5 minutes.
Cost: \$2.00 per program, per station net.
Episodes Available: 132.
Audition Facilities: Transcription.
Submitted by: Transcription Sales, Inc., Springfield 35, O.

Love's Notebook

Poetry show with a "different" slant—stars Sandie Stevens and Patrick Wells—naturalness of presentation has gained a devoted following numbering in the tens of thousands. On mail-pull alone, is now the top-rated show on local outlet.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 5-week total, \$65.
Audition Facilities: Transcription.
Submitted by: KWKW, Pasadena 8, Calif.

Manhunt

An exciting mystery thriller, complete in each episode, featuring Drew Stevens, police lab expert, and his beautiful assistant.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Masked Mystery Model

Local girl selected to serve as masked mystery model for local fashion store.

She appears at various places in city, wearing mask and costume from store. Notice of her appearance is made in spot announcements throughout week. One night in the week, 15-minute program is presented and listeners are called and invited to name her. Names are selected from those left in sponsoring store by listeners who think they know model's identity.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Station time, plus models free, plus spot annets, & prizes.
Submitted by: KRIC, Beaumont, Tex.

Miracles Of Faith

World-famous, timeless miracles, accepted by all creeds, in which Faith has emerged triumphant. Total of 156 5-minute spots; 78 primarily religious but not sectarian; 78 tracing man's march from barbarism to something approaching civilization. Narration by Robert Swan over organ background by Chauncey Haines, Jr., ace motion picture production organist.

Availability: E. T.
Running Time: 5 minutes.
Cost: \$5.00 to \$25.00 for 3 per week, depending on stature of station.
Episodes Available: 156 (3 per week for 52 weeks).
Audition Facilities: Transcription.
Submitted by: Fred C. Mertens & Assoc., Los Angeles 6, Calif.

Missouri Valley Barn Dance

Every Sat. evening 20 entertainers produce Barn Dance show in towns in WNAX area. Old-time fiddling, square dance calling, folk, western and romantic ballads featured by costumed entertainers in hour-long broadcast. Last 47 appearances drew 70,300 paid admissions. Available in 15-minute or half-hour segments.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WNAX, Yankton, S. Dak.

The Morning Eyewash

MC Bob Roberts, when asked to describe program said, "I've been doing a morning show for nigh onto nigh years, and I say it's the tobacco—er—I say it's the listener response that counts. Why, even the staff gets up to listen."

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Episodes Available: Six per week.
Audition Facilities: E. T., L. T.
Submitted by: WICH, Norwich, Conn.

Nelson Bragg's Morning Watch

Bragg offers a family-man approach to usual time, music and gab combination. News handled by newsman Jack Chase; weather by official expert, The Old Salt, but program is especially well integrated. Experts maintain authoritative air with news and weather, Bragg can therefore let himself go—and he does.

Availability: Live Talent.
Running Time: 2 hours, 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WCOP, Boston 16, Mass.

News & Nonsense

Portions of AP "Sideshow" tied in appropriate song titles. Ad libbed introductions by Witty Bill Jones.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$166.40 per month; \$6.40 per program; 13 weeks non-cancel.
Episodes Available: 5 a week.
Audition Facilities: Transcription.
Submitted by: KWRO, Coquille, Ore.

Oddities Of Life

Program is built around the interesting and sometimes hard to believe happenings in the world we live in. Quite bit of research is done. Not a "Believe It or Not..." but entirely different.

Availability: Live Talent; E. T.
Running Time: 15 minutes.
Audition Facilities: E. T., L. T.
Submitted by: WRO, Indio, Calif.

Old Corral

With Pappy Cheshire, Sally Foster Merle Travis, Slim Duncan, Skeet Yaney, Ozle Waters, Carolina Cotton, Wade Ray, and the Bunk House Quartette.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

One Thousand Dollars Reward

Mystery thriller with original twist. During first 25 minutes of program clues necessary to apprehend criminal are dramatized. Then lucky listener called by phone and asked to give solution to mystery. His recorded telephone conversation is played back over air. If it's the right answer—\$1,000 Reward.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$5,100 with orchestra or \$4,650 with 2 organists plus \$1000 fee prize.
Submitted by: NBC, New York 20, N. Y.

Original Folk & Square Dance Festival

June marked first anniversary of this program, one of most outstanding shows on KXLW. 30-minute program deals exclusively in folk and square dance music (not hillbilly) and has enjoyed phenomenal success as attested by square dance in which 65,000 participated. Only program of its type in St. Louis.
Running Time: 30 minutes.
Cost: Card rate plus talent fee.
Audition Facilities: Transcription.
Submitted by: KXLW, St. Louis 24, Mo.

Phillip Hayes

A program with woman appeal, intimate and full of human interest. Hayes is experienced merchandiser and salesman with essential attributes that set products via radio. Commercials woven into his discussions, recommend purchase of advertised products that carry National Home Institute Seal of Excellence.

Availability: Live Talent.
Running Time: 15 minutes.

★ MISCELLANEOUS ★

Cost: On request.
 Episodes Available: Unlimited.
 Audition Facilities: Transcription.
 Submitted by: WMAQ, Chicago 54, Ill.

Philo Vance

Scientific sleuthing portrayed by Jackson Beck and star cast. Each episode complete on S. S. Van Dine's famous character.

Availability: E. T.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: Still in production.
 Audition Facilities: Transcription.
 Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Red Ryder

America's famous fighting cowboy, Red Ryder, now available on transcription. Seen in hundreds of newspapers as a comic strip, in thousands of movies as a full-length feature, Red Ryder has more merchandising tie-ins than other western programs. In its 9th year on the Don Lee Network for Langendorf Bakeries, Red Ryder is available for local or regional use.

Availability: E. T.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 52, more contemplated.
 Audition Facilities: Transcription.
 Submitted by: Harry S. Goodman Productions, New York 22, N. Y.

Roy Starkey's Bar B Ranch

Program of western songs and music featuring clever story telling of America's well-known radio cowboy Roy Starkey. Program uses a band, a vocal trio of girls and has been very successful on some of the largest stations.

Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$3500.
 Audition Facilities: Live Talent.
 Submitted by: W. M. Ellsworth, Chicago, Ill.

The Saint

Leslie Charteris' celebrated fictional detective, Simon Templar, otherwise known as "The Saint," is a suave, witty sleuth whose slightly shady methods aren't always appreciated by Scotland Yard. Series follows his extra-legal engagements as he plays hide and seek with law-breakers and law-makers. Vincent Price plays the debonair gentleman adventurer.

Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$3,500 net per week.
 Submitted by: NBC, New York 20, N. Y.

Stars Of Tomorrow

MC Wendell Niles presides over well-paced variety half-hour of talent deserving of "break." Highly successful history of "stars" on KTTV, LA Times CBS TV station. Radio version would originate Hollywood where Stars of To-

morrow has already developed large talent files.

Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Audition Facilities: Live Talent.
 Submitted by: Jack Rourke Productions, Hollywood 28, Calif.

Sunday School Quiz

Radio participation show of religious music, hymns and Bible stories. Show made up primarily of Bible stories. Young people are called on phone and asked questions at conclusion of story for which appropriate prizes are awarded. Show is divided into three separate 15-minute parts, one Protestant, one Catholic, and one Jewish. In addition to prizes awarded will be a Bible to each participant.

Running Time: 15 minutes.
 Cost: \$300.00 for 52 ¾-hour shows.
 Submitted by: Richard S. Robbins Co., New York 17, N. Y.

Strollin' Tom

The wandering minstrel brings you friendly philosophy and memorable melodies in a restful and relaxing manner.

Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: 156.
 Audition Facilities: Transcription.
 Submitted by: Commodore Productions & Artists, Inc., Hollywood 28, Calif.

Think It Over

Mature kindly-voiced Herb Joseph reads poetry and his own philosophy with organ background. Although he does not preach—he does, upon occasion, get his audience to "think it over" concerning problems of community and national life.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: Unlimited.
 Audition Facilities: Transcription.
 Submitted by: WBRE, Wilkes-Barre, Pa.

The Swap Shoppee

Seth Burlingame, the "farmer" who runs the Swap Shoppee, invites listeners to write or call Station WOTW and tell what they have to swap and what they want in exchange. Swaps are read over the air with slightly farmerish flavor. Good response.

Availability: Live Talent.
 Running Time: 10 minutes.
 Audition Facilities: Live Talent.
 Submitted by: WOTW, Nashua, N. H.

Ted Malone

Stories and poetry from "Between the Bookends."

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: Co-operative program, check ABC Co-op Sales Dept.
 Submitted by: ABC, New York 20, N. Y.

This Is Cleveland

Interesting study of various facets of life in metropolitan Cleveland handled by Don Hyde, WGAR director of special events. Daily feature consumes best part of column and these may run from interviews with dope addicts to specialized piece on Arbor Day.

Availability: Live Talent.
 Running Time: 10 minutes.
 Cost: On request.
 Audition Facilities: Transcription.
 Submitted by: WGAR, Cleveland 1, O.

This Is San Francisco

Talking "San Francisco" is tradition with San Franciscans. Jim Grady, reporter-narrator, takes listeners on verbal tour of city they love. Tracks down stories of interest to residents, plays heavily on color of this most colorful metropolis, offers reviews and previews.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: (One-minute participating anncts.)
 1-25 wks—1 day, \$35; 2 days, \$70;
 3 days, \$94.50; 4 days, \$126; 5 days, \$157.50; 6 days, \$168.

Episodes Available: Mon. thru Sat.
 Audition Facilities: Transcription.
 Submitted by: KCBS, San Francisco 5, Calif.

This Man's World

Program done by woman with plenty of appeal in her voice. Gives items of sports interest, unusual men's fashions, and general items of unusual nature. During 15-minute show, she includes 2 records featuring popular girl vocalists.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Audition Facilities: E. T., L. T.
 Submitted by: WOKZ, Alton, Ill.

Thornton W. Burgess— Nature Stories

Heart-warming nature stories that have made T. W. Burgess favorite of millions all over the world. Ready made sales vehicle appealing to young and old alike. Burgess columns run in many newspapers including the N. Y. Herald Tribune. You've read about him in Life Magazine, Reader's Digest, Coronet, etc.

Availability: E.T.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: 13, more to come.
 Audition Facilities: Transcription.
 Submitted by: Richard Strout Productions, Hollywood 28, Calif.

Visiting Poet

Clement Be Ment writes and produces this show. It's of the quiet, homey type. Be Ment's pleasant, easy drawl, plus excellent selection of poems and philosophies topped off by really fine background music, makes for definite network quality.

Availability: Live Talent; E.T.
 Running Time: 15 minutes.
 Cost: \$5 per program.
 Episodes Available: 156.
 Audition Facilities: Transcription; Tape.
 Submitted by: WMDM, Midland, Mich.

Waitin' For Weaver

Bill Weaver, San Francisco radio's leading morning personality, conducts this six-a-week show with some music, comments, weather data, time signals and human interest shorts. Program is all good-humored Weaver, has general appeal.

Availability: Live Talent.
 Running Time: 45 minutes.
 Cost: 1-minute participating annct. 1-25 wks.—1 day, \$25; 2 days, \$50; 3 days, \$67.50; 4 days, \$90; 5 days, \$112.50; 6 days, \$120.
 Episodes Available: Mon. thru Fri.
 Audition Facilities: Transcription.
 Submitted by: KCBS, San Francisco, Calif.

Weather Outlook

Fifteen minute program scheduled 10:30 p.m. Fri. Features 3 American Air Line meteorologists who give long range trends in weather for week-end vacationists, golfers, and picnickers. Tied in with forecast are storm histories and other interesting meteorological data.

Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: 14 hour.
 Audition Facilities: Transcription.
 Submitted by: WBAP, Ft. Worth 2, Tex.

Where's A Good Show

Reviews current entertainment offerings of Kansas City, stressing forthright reviews of current movies and shows in town, done by KMBC special events director Jim Burke. No punches pulled in this entertaining show, which "editorializes" on amusement offerings in area.

Availability: Live Talent.
 Running Time: 5 minutes.
 Cost: On request.
 Audition Facilities: Transcription.
 Submitted by: KMBC-KFRM, Kansas City, Mo.

Yankee Auctioneer

The man who captivates and thrills thousands by some of the most unusual and sensational auctions in American history, George H. Bean. Known to millions through his book "The Yankee Auctioneer" and the man you've read about in "The Saturday Evening Post." Now available for first time on syndicated radio.

Availability: E.T.
 Running Time: 5 minutes.
 Cost: On request.
 Episodes Available: 13, more to come.
 Audition Facilities: Transcription.
 Submitted by: Richard Strout Productions, Hollywood 28, Calif.

ASCAP— at YOUR Service

For more than a generation the American Society of Composers, Authors and Publishers has supplied a repertory of music that is the life blood of thousands of American business undertakings.

The creative talents of the Society's members are made available to the tavern keepers, the hotel men, the restaurants, the broadcasters, concert halls and industrial organizations through a reasonable, simple licensing process.

From Maine to California ASCAP representatives stand ready to serve those who recognize good music as the prime source of entertainment.



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

MAINSTAY OF RADIO IS MUSIC

Has Highest Listenability

Facing the Future With Confidence

By Otto A. Harbach

President, American Society of Composers,
Authors & Publishers

BECAUSE music is generally recognized as the life blood of entertainment programs of radio and television, we in ASCAP are keenly aware of developments of this great and relatively new industry. We recognize an interdependence of radio and television on one hand, and music on the other. The long road to the present happy relations between ASCAP and this industry has not always been an easy one. But with the arrival at a basis of common understanding, through which all concerned have decided to enjoy together this magical product called music, giving due consideration to the interests of creator and user, seeming difficulties have vanished. The vast expansion of radio, and latterly of television, has taken place in an era of growth of our Society, which had its beginning in 1914. In the light of history, we cannot logically set any limit to the expanding growth and influence of this industry any more than we can envision a drying up of the creative talent that makes ASCAP possible.

Our more than 2,100 writers, and their 400 publishers, are justly proud of the great treasure house of music that is ASCAP. This pride is tempered by a keen appreciation of our duties to our clients to further enrich our repertory and to provide the users every facility for easy access to it.

I look with confidence to the future. I refuse to share in the pessimistic prophecies that television will expand at the expense of radio, just as I have always refused to believe that radio would mean the end of journalism as we know it.

In an era of stupendous advertising in radio, we have seen newspaper advertising revenue grow year after year. Why can't we look for the same relation between television and radio?

Today's swift events soon become yesterday's history. In this time of rapid change, I am optimistic, not only for ASCAP, but also for ASCAP's licensees. We shall go forward, in this happy appreciation of our common interests, to still greater heights.

Keeping the Reservoir Fresh

By Carl Haverlin

President, Broadcast Music, Inc.

RADIO DAILY'S "Shows" issue reminds us that, as every program director is challenged by his own shows of tomorrow, so is every person connected with music—the creator, publisher and licensor. Broadcasting, while it is the greatest consumer of music, is also the greatest medium for its popularization. Whether that music be new or old, domestic or foreign, popular or classical, the microphone has, since its invention, kept printing presses turning and record presses stamp-

BMI and its subsidiary, AMP, operate on a world-wide scale to satisfy the demands placed upon us by the requirements of our licensees and to maintain our competitive position. Last year our representatives and those of our many publisher affiliates traveled over the entire globe, visiting country after country in search of important and significant musical materials, agents and catalogs. While never forgetting that music has no geographical frontiers, we and our affiliated publishers continue to pay

close attention to the music of our own continent.

Broadcasters have made intelligent program use of the vigorous and dynamic works of the members of the American Composers Alliance. This organization, whose performing rights we are proud to possess, represents one of the strongest creative elements in the contemporary American musical scene.

The success of BMI-Canada in fostering the music of that country is acknowledged by all. It is safe to say that in less than three years of activity, BMI-Canada has published and developed more Canadian music than had been issued in that country for generations previously.

While aware of the need for new music, both popular and classical, BMI and its affiliated publishers are also aware of the obligation to maintain in usable form the music of our national past. It was with real pleasure, therefore, that we recently announced that Carl Sandburg, poet, dean of American biographers and pioneer folk music authority, is collaborating with BMI in a comprehensive collection of folk songs gathered by the famed authority in his travels throughout the United States. Under the general title of "The New American Songbag" this work will appear in a series of folios.

As BMI enters upon its second decade, we realize how much the composer and the publisher owe to the intelligent use of our music by program people. It is our continuing hope that we will merit their attention in their "shows of tomorrow."

Musical Horizons of Tomorrow

By Paul Heinecke

President, SESAC

AM, FM and TV stations throughout the nation are tuning up for the shows of tomorrow . . . the curtain raised on productions for both ear and eye. A whole new world of music will be revealed. A vast and grateful music-minded public eagerly awaits these programs of the future. Radio in conjunction with television will touch all corners of this nation and then wing its way beyond. If the test is great, the rewards promise to be greater. Increased audience figures indicate more and more profits. This greatly-enlarged public, however, presents a challenge to the whole industry. As the response grows, there will be a more articulate demand for better around-the-clock programming. Together, we gladly meet this challenge and when we do, the demands of those who hear or watch our shows will be answered by the inclusion of more and better music. Music is truly the heart of both radio and TV; and without it, the rhythm of this industry ceases.

SESAC is ready to play its part with a constantly-enlarged service. Our 200 SESAC affiliated publishers' catalogs carry music of quality in quantity, and this music is available to all broadcasters under the SESAC License.

The SESAC Transcribed Library features more than 3,700 selections which are used by hundreds of subscribers day in and day out. This last year we have transcribed and released a large group of selections by the New World Symphony Orchestra, the Aeolian String Symphony, the Trinity Choir of St. Paul's Chapel, the Orpheus Choristers, and many others. An additional service now offered is the compilation and release of our new Catalog of Bridges, Moods and Themes . . . listing over 1,200 selections of every category and classification imaginable. The SESAC Script Service has been considerably augmented and releases are sent out every month with regularity. These are the component parts that make up the SESAC Service.

1950 ★ ★ ★ ★ MUSICAL ★ ★ ★ ★ 1951

A Date With Music

The Phil Brito Show, intimate musical fiesta of all time favorites by popular young baritone of radio and motion pictures, with musical accompaniment by Doc Whipple and Sam Limer of Kostelametz orchestra. Bill Stoess directs. Variety's revue stated "It's a series of open-enders that anyone searching for good, soothing, solid 15-minute musical airer would find hard to pass up."

Availability: E.T.
Running Time: 15 minutes.
Cost: \$5 per program, minimum.
Episodes Available: 130.
Audition Facilities: Transcription.
Submitted by: Charles Michelson, Inc., New York 19, N. Y.

American Song Bag

Folk songs by leading folk ballad singers.

Availability: E.T.
Running Time: 15 minutes.
Cost: Card Rate.
Audition Facilities: Transcription.
Submitted by: KNAL, Victoria, Tex.

Anybody's Music

A down-to-earth interpretation of music of all categories, with Milton Slater. WCAX P.D. Music recorded and transcribed. Weekly contest in which listeners invited to identify a piece of music, a composer, a musical theme, etc. Reward is album of records.

Availability: Live Talent; E.T.
Running Time: 60 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: WCAX, Burlington, Vt.

Anything But Swing

Half hour show from 10:30 to 11 nightly, Monday thru Saturday. Program is just what its title implies. "Anything But Swing." Music varies from show tunes to memory music of the sweeter type. It is placed advantageously just before the station's hour-long newareel of the air.

Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WIBC, Philadelphia 2, Pa.

At The Opera

A review of great operatic music ranging from complete scores to individual arias, performed vocally and orchestrally with integrity and taste.

Availability: E. T.
Running Time: 30 minutes.
Cost: Available at local station time charge plus production costs, if any.
Episodes Available: 1 per week.
Audition Facilities: E. T.
Submitted by: Associated Program Service, New York 19, N. Y.

The Band Concert

Features greatest service bands of England, including bands of The Coldstream Guards, The Welsh Guards, The Scots Guards, The Grenadier Guards, The Royal Artillery, etc., ranging from 60 to 100 men in each band, playing concert as well as military music.

Availability: E. T.
Running Time: 15 minutes.
Cost: Based on size of market. Minimum \$4.00.

Episodes Available: 26.
Audition Facilities: Transcription.
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Barbershop Harmonies

156 quarter-hours of barbershop music sung by one of the best quartets in the country. Has piled up amazingly high Hoopers on over 150 stations for many different sponsors.

Availability: E.T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 156.
Audition Facilities: Transcription.
Submitted by: Richard H. Ullman, Inc., Buffalo 2, N. Y.

The Barry Wood Show

With Margaret Whiting, The Melody Mads, and Henry Sylvern and his Orchestra.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

The Beatrice Kay Show

Featuring Beatrice Kay, America's outstanding song stylist and famous Gay Nineties girl of screen, stage, TV and radio, this sparkling new transcribed series offers unusual entertainment. Also in large cast are Artie Malvin, the Kay Jammers band, and a male chorus. Written by Jay Jones. Produced under direction of Bobby Nicholson.

Availability: E.T.
Running Time: 15 or 30 minutes.
Cost: On request.
Episodes Available: 156.
Audition Facilities: Transcription.
Submitted by: Richard H. Ullman, Inc., Buffalo 2, N. Y.

Bob Bewsee Sings Songs Of Love

Singing star Bob Bewsee sings some of history's most romantic love songs with orchestral accompaniment. Expert narrator introduces each program and song over musical background. You've heard Bob Bewsee on the "Arthur Godfrey Show" and on the "Morey Amsterdam Show." Show appeals to everyone and is outstanding syndicated sales vehicle.

Availability: E.T.
Running Time: 5 minutes.
Cost: On request.
Episodes Available: 13 more to come.
Audition Facilities: Transcription.
Submitted by: Richard Strout Productions, Hollywood 28, Calif.

Bob Callahan Show

Bob Callahan, voted one of the top Bay Area radio personalities, has consistently enjoyed high rating on this show. Program is primarily a showcase for Bob's versatile voice, emphasizing music of the ballad type and ranging from Tin Pan Alley hits to semi-classical favorites.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: 1 minute participating annets, 25 wks. 1 day, \$35; 2 days, \$70; 3 days, \$94.50; 4 days, \$126; 5 days, \$157.50; 6 days, \$168.

Episodes Available: Mon. thru Sat.
Audition Facilities: Transcription.
Submitted by: KCBS, San Francisco 5, Calif.

Bright & Early

Curtain-raising program on WQXR's schedule, replete with light entertainment for music lovers in commuting area and other early-risers. Dick Bradley intersperses music with service features such as time signals, weather reports, newsy comments, The New York Times News Bulletins. Music ranges from musical cotedy tunes to Chopin Waltzes.

Availability: Live Talent; E.T.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: E. T., L. T.
Submitted by: WQXR, New York 18, N. Y.

Candlelight And Silver

"The Nation's Favorite Dinner Music Program." Concert orchestras playing the world's best semi-classical music. Unsurpassed for dinner-hour or late-evening programming.

Availability: E. T.
Running Time: 30 minutes.
Cost: Available at local station time charge plus production costs, if any.
Episodes Available: 6 per week.
Audition Facilities: Transcription.
Submitted by: Associated Program Service, New York 19, N. Y.

Chamber Music Society Of Lower Basin Street

Weekly show, dedicated to music of the three B's—Barrelhouse, Boogie-Woogie and the Blues, which combines a serious approach to hot jazz with a humorous view of the classics. Jane Pickens and The Escourtiers contribute vocal specialties; Henry "Hot Lips" Levine conducts his famed Dixieland Octet; and Gene Hamilton officiates as MC and intermission music commentator.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$5,000 net per week.
Submitted by: NBC, New York 20, N. Y.

Charles Evans At The Organ

Young, talented Charles Evans presents a concert of delightful organ music from the studios. Charles compares favorably with seasoned professionals. His deft touch and scintillating arrangements have earned him a wide following among those who like their music smooth.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: WREN, Topoka, Kans.

Clifford & Clark

Tubby Clark at piano, Eddio Clifford at organ team-up to make most popular musical combo in Pacific Northwest. They play any tune you can ask for, in a way to make you ask for more. Their all-request programs, combined with musical and localized chatter, has been top item in Seattle radio for years.

Availability: Live Talent.
Running Time: 30 minutes.

Cost: \$33.90 plus time.
Audition Facilities: Transcription.
Submitted by: KIRO, Seattle 1, Wash.

Commuters' Time

Long Island train and bus commute keep in step by this lively, informative morning program. Daily two-hour session includes wake-up music, new frequent time and weather reports and special bulletins concerning local picture, such as "No School (or work) Today" notices during emergencies.

Availability: Live Talent.
Running Time: 2 hours.
Cost: On request.
Episodes Available: 313.
Audition Facilities: Tape.
Submitted by: WHLI, Hempstead, N. Y.

Concert Hall

Program is unusual in that it provides listener with the closest thing to a live concert. Symphonic music played, however, we feature a different guest artist on the program each night. Classical music of different types played around the artist, enabling the artist to make two recorded appearances.

Availability: E.T.
Cost: On request.
Audition Facilities: E. T., L. T.
Submitted by: KREO, Indio, Calif.

Curtain Calls

Great moments of opening nights of Broadway relived in the music of the theatre, from Lillian Russell to Ethel Merman.

Availability: E. T.
Running Time: 30 minutes.
Cost: Available at local station time charge plus production costs, if any.
Episodes Available: 1 per week.
Audition Facilities: E. T.
Submitted by: Associated Program Service, New York 19, N. Y.

Curtain Time

Features only recorded music by original casts of Broadway musicals. After exhaustive study of library and other records, a concise summary of story of musical leads into music. Program has been commercial for three years. Not available for sponsorship.

Availability: Live Talent; E.T.
Running Time: 20 minutes.
Cost: \$90 per show on 52-week contract.
Episodes Available: 3 per week.
Submitted by: WSYR, Syracuse 2, N. Y.

Daily Almanac

"Headlines From History," anniversaries, memorable dates, plus sparkling music; provides three hours of profitable across-the-board programming every week.

Availability: E. T.
Running Time: 30 minutes.
Cost: Available at local station time charge plus production costs, if any.
Episodes Available: 6 per week.
Audition Facilities: Transcription.
Submitted by: Associated Program Service, New York 19, N. Y.

Deems Taylor Concert

Combination of classical music selections introduced by Deems Taylor in his authoritative, pertinent and sometimes witty style. Well known music critic, composer and author brings to this series of recorded music his rare ability

present world's great music in manner interesting to musical sophisticate and amateur alike.
 Availability: E.T.
 Running Time: 30 minutes.
 Cost: On request.
 Audition Facilities: Transcription.
 Submitted by: WQXR, New York 18, N. Y.

Dinner Date

Fifteen minute period of unannounced smooth music for dinner listening, presented in the time between Fulton Lewis, Jr. and Gabriel Heatter.
 Availability: E.T.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: Mon. thru Fri.
 Audition Facilities: Transcription.
 Submitted by: WTNB, Birmingham, Ala.

Disc Date

Informal DJ type show. For use on Sat. night for week-end stay-at-homes. Program spotlights pop music and specifically top 3 tunes of week according to national survey.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: \$115 per program 1-time a wk. plus talent on year's contract or \$75 per half-hour 1-time a wk. plus talent on year's basis.
 Audition Facilities: Transcription.
 Submitted by: KHMO, Hannibal, Mo.

Dr. Heckle & Mr. Jive

Announcer Fran McLaughlin, exponent of classical music poses as Dr. Heckle and heckles the pop music which is advocated by Wilkes-Barre's ace DJ Bob Bacon. Selections played in 15 minute symposium of classics and pops are alternately presented and explained by Dr. Heckle (McLaughlin) and Mr. Jive (Bacon).
 Availability: Live Talent; E.T.
 Running Time: 45 minutes.
 Cost: See SR&D.
 Audition Facilities: Transcription.
 Submitted by: WBRE, Wilkes-Barre, Pa.

Downbeat Quintet

They really live up to their name with popular dance music the way your audience likes it—not too soft and yet not too jazzed. The DBQ has built large, loyal following as result of many years on radio. Proven audience builder.
 Availability: E.T.
 Running Time: 5 minutes.
 Cost: On request.
 Episodes Available: 13—more to come.
 Audition Facilities: Transcription.
 Submitted by: Richard Strout Productions, Hollywood 28, Calif.

Dream Girl

Late evening girl DJ program with romantic, dreamy style commentary coupled with fine recordings for everyone's listening pleasure designed to capture interest and program loyalty of both men and women. Local and regional.
 Availability: Live Talent; E. T.
 Running Time: 15 or 30 minutes.
 Cost: On request.
 Episodes Available: As necessary.
 Audition Facilities: Transcription.
 Submitted by: Reynolds Productions, Beverly Hills, Calif.

The Dream Weaver

Tells a simple, heart-warming story. Combining down-to-earth prose and expressive poetry. Stories are accompanied with excellent organ background music.
 Availability: E. T.
 Running Time: 15 minutes.

MUSICAL

Cost: \$3.00 per show and up, net.
 Episodes Available: 66.
 Audition Facilities: Transcription.
 Submitted by: Transcription Sales, Inc., Springfield 35, O.

Ken And Bill

Fast moving, melodious morning program featuring Ken Wilson, WHDH's music director at organ, and well-known artist Bill Green at piano keyboard. Special arrangements of both pop and standard tunes done by Wilson, and these will have achieved national recognition with the release of their Columbia album this fall.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: Rate card.
 Audition Facilities: E. T., L. T.
 Submitted by: WHDH, Boston 16, Mass.

King Cole Court

With the rhyme and rhythm of the King Cole Trio, ably assisted by such guest stars as Mel Torme, Anita O'Day, Peggy Lee, Skitch Henderson, Barclay Allen and others.
 Availability: E.T.
 Running Time: 15 minutes.
 Cost: Based upon size of station and market.
 Episodes Available: 26.
 Audition Facilities: Transcription.
 Submitted by: C. P. MacGregor, Hollywood 5, Calif.

King's Jesters

Pleasantly produced musical program featuring well-known King's Jesters and MC'd by Billy Leach, CBS songster and MC. Already have 39 quarter hours on transcription and more to come. Cleverly worded sponsor jingles can be produced to personalize programs and sell clients products. Local or regional.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: 39.
 Audition Facilities: Transcription.
 Submitted by: Reynolds Productions, Beverly Hills, Calif.

Kolache Klub

Catering to the many foreign groups here in Midwest, we have built solid hour of music using polkas and schottisches entirely. MC reads requests and dedications for special dates such as golden wedding anniversaries, marriages and birthdays for old timers. At present mail pull averaging from 2500 to 3,000 letters a month.
 Availability: E. T.
 Running Time: 60 minutes.
 Cost: On request.
 Episodes Available: 2 quarter hr. segments across board Mon. thru Sat. Also Partic.
 Audition Facilities: Transcription.
 Submitted by: KOWH, Omaha 2, Neb.

Lady Of The Waterfall

Program for children with story material utilized from vast store of old fairy tales, adapted for radio. Told in song and story by a mythical "Fairy Queen" called "The Lady of the Waterfall" who lives within a rainbow mist in a beautiful forest glade. Local, regional or national.
 Availability: Live Talent; E. T.
 Running Time: 15 minutes.



JOHN GART

CONDUCTOR-COMPOSER

ROBERT MONTGOMERY LUCKY STRIKE THEATRE
 NBC-TV

BIG TOWN — NBC

CASEY CRIME PHOTOGRAPHER — CBS

CRIME DOES NOT PAY — MGM

CLOAK AND DAGGER — NBC

MARK TRAIL—WOR-Mutual

★ ★ ★ **MUSICAL** ★ ★ ★

Cost: On request.
 Audition Facilities: Transcription.
 Episodes Available: As necessary.
 Submitted by: Reynolds Productions,
 Beverly Hills, Calif.

Lonesome Guy

'Twas inevitable that Lonesome Gal would find her Lonesome Guy. The Guy has a lush romantic vocal style and is quite completely captivating to the ears of the weaker sex. May be coupled to the Lonesome Gal series or released separately, either as a daytime or late evening strip. Lonesome Guy is offered with open ends; available after August 15, 1950. Recommended primarily as a medium for selling products bought by women.

Availability: E. T.
 Running Time: 15 minutes.
 Cost: Based on size of market; rates on request.
 Episodes Available: 260 or more.
 Audition Facilities: Transcription.
 Submitted by: Cheshire & Associates,
 Hollywood 28, Calif.

The Masked Spooner

The Masked Spooner, who received a great deal of attention a year and a half ago with layouts in Life and many other national magazines, comes out of retirement to do a transcribed radio program. nexpensive but amazingly potent, especially for garnering a woman's audience.

Availability: Live Talent; E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: 365.
 Audition Facilities: E. T., L. T.
 Submitted by: Jack Rourke Production,
 Hollywood 28, Calif.

The Evelyn Knight Show

A personalized visit with radio's most enchanting song-stylist in a magnetic 15 minutes.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: Available at local station time charge plus production costs, if any.
 Episodes Available: 3 per week.
 Audition Facilities: E. T.
 Submitted by: Associated Program Service, New York 19, N. Y.

Family Hour Of Familiar Music

90 minutes of light pops and semi-classics, set in show-case style, has garnered largest audience for entire week. Program of smoothly glowing melody.
 Availability: Live Talent; E. T.
 Running Time: 90 minutes.
 Cost: \$25 per hour, 30 min. per 13 weeks rate, or \$50 for 90 minutes.
 Audition Facilities: Transcription.
 Submitted by: KGBL, Galveston, Tex.

Fiesta Time

Music of Latin America. Features full-sized bands, vocal solos and duos, and smaller guitar, accordion and rhythm combinations. Script angled heavily toward south of the border color. Much Spanish used to give authentic flavor to continuity. Only one narrator required.
 Availability: E. T.
 Running Time: 15 minutes.
 Episodes Available: 26.

Audition Facilities: Transcription.
 Submitted by: Sesac, Inc., New York 17, N. Y.

Forenoon Frolics

Program made of requests from audience, duet singing by Buzz & Bill, comedy adlibbing, and also use records and instantaneous chatter.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: On request.
 Episodes Available: Unlimited.
 Audition Facilities: E. T., L. T.
 Submitted by: WJAS, Pittsburgh 19, Pa.

The Frank Parker Show

One of the better musicals with Frank Parker, Bea Wain, and The Modernaires singing old and new favorites.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: Minimum: \$3.00 per program.
 Episodes Available: 132.
 Audition Facilities: Transcription.
 Submitted by: Teleways Radio Productions, Inc., Hollywood 46, Calif.

The Golden Gate Quartet Sings

Brand new musical series, starring world renowned spiritual and folk artists, the Golden Gate Quartet, and Tom Scott, "The American Troubadour." Personal appearances available with series.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: \$3.60 per show, per station and up, commissionable.
 Episodes Available: 260.
 Audition Facilities: Transcription.
 Submitted by: Transcription Sales, Inc., Springfield 35, O.

The Good Old Days

Musical journey back through the years, featuring hit songs of by-gone era. Will Aubrey, "Bard of the By-Ways," co-stars with Judy Deane, "The Dixie Nightingale." Both are featured singers, backed by The Homelowners quartet and music of "Herman Fluegle and his Flatfoot Philharmonic."
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: Unlimited.
 Audition Facilities: E. T., L. T.
 Submitted by: KNBC, San Francisco 2, Calif.

The Guy Lombardo Show

With Guy and his Royal Canadians. Narrated by David Ross, and featuring the Twin Pianos, the Lombardo Picture Story, Don Rodney, Kenny Gardner, the vocal trio, and the famous Lombardo Medley.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 500 in production.
 Audition Facilities: Transcription.
 Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Hack Swain Show

A rare combination of Hammond organ and electric piano, tricky arrangements, sparkling music. 5 to 5:45 p.m. Mon. thru Sat. Hack Swain holds a large audience with melodies everyone likes.
 Availability: Live Talent; E. T.

Running Time: 15, 30, 45 minutes.
 Cost: On request.
 Audition Facilities: Transcription.
 Submitted by: WSPB, Sarasota, Fla.

Harmony Isle

From dreamy enchantment of Hawaii comes lilting sob of the surf and the languorous, fascinating rhythms of the natives. Narrator weaves spell of island magic against melodious curtain of Dick McIntire's Harmony Hawaiians. Long after song is ended, subtle, seductive charm of its melody will live in listener's memory. Ted Bliss is narrator.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: \$300 per program lease. \$5.00 per program outright.
 Episodes Available: 26 programs.
 Audition Facilities: Transcription.
 Submitted by: Walter Biddick Co., Los Angeles 15, Calif.

Hayloft Hoe-Down

Western and hill tunes, square dance melodies, favorite hymns, and folk songs from all over America are spotlighted in this homey, down to earth series. Script occupied with the American ideal, light commentary on folk music development home-spun anecdote. Only one narrator required.
 Availability: E. T.
 Running Time: 15 minutes.
 Episodes Available: 39.
 Audition Facilities: Transcription.
 Submitted by: Sesac, Inc., New York 16, N. Y.

The Henry King Show

Type of show that's nostalgic. Henry King's sparkling new program, combines old favorites with new hits—blended into an "easy listening." In every show there's a "Melody of Show Tunes," "Our Number One Salute to the South American." Guests, a show ordinary records cannot compete with. Perfect music for younger set to dance to—older folks to dream to.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: Based upon size of station and market.
 Episodes Available: 52.
 Audition Facilities: Transcription.
 Submitted by: C. P. MacGregor, Hollywood 5, Calif.

Here Comes The Band

Military and collegiate marches and concert novelties, played by full band, are the types of music used on this show. Continuity idea built around "Main Street," band stand on the green idea. Scripting is slangy, colloquial, with occasional verse openers. Only one narrator required.
 Availability: E. T.
 Running Time: 15 minutes.
 Episodes Available: 39.
 Audition Facilities: Transcription.
 Submitted by: Sesac, Inc., New York 16, N. Y.

Housewife's Request Party

Housewives, selected at random, are telephoned preceding afternoon and asked favorite orchestra or singer and reason. Conversation is recorded on telephone tap and next mornings show has each tune introduced by the housewife who requested it.
 Running Time: 45 minutes.
 Cost: See SR&D.
 Episodes Available: Unlimited.
 Audition Facilities: Transcription.
 Submitted by: KISD, Sioux Falls, S. D.

Hymn Time

Smilin' Ed McConnell, one of radio's most beloved characters, on the air over 20 years, in his own transcribed series of hymns and homey philosophy which has proven successful for a variety of advertisers.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: \$5 per program minimum.
 Episodes Available: 78.
 Audition Facilities: Transcription.
 Submitted by: Charles Michelson, Inc., New York 19, N. Y.

Interlude

Fifteen-minute program of organ music and vocal, interspersed with poetry utilizing the artistry of Ivan Ditmars the mighty organ, and Anita Boyer vocalist. An interlude of relaxation.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: Based upon size of station and market.
 Episodes Available: 55.
 Audition Facilities: Transcription.
 Submitted by: C. P. MacGregor, Hollywood 5, Calif.

It's Showtime From Hollywood

With Freddy Martin and his "singing" saxophone, Barclay Allen, The Martin Men, Stuart Wade, Gene Conlin, Glenn Hughes, Clyde Rogers and Owen James.
 Availability: E. T.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: Still in production.
 Audition Facilities: Transcription.
 Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

The Jim Dimitri Show

'Ballads and pop songs by 25 year old romantic baritone Jim Dimitri, backed by Bill Walker (Ted Weems arranger) at piano, and Herb Foote, one of radio's finest organists. Drawing a audience at low cost per 1000 radio homes.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$350 per week (5 a week, for 5 weeks).
 Episodes Available: Mon. thru Fri.
 Audition Facilities: E. T., L. T.
 Submitted by: WIND, Chicago 11, Ill.

Just For You

Scheduled 10:00 a.m. Mon. thru Fri. a fifteen minute program featuring Jack Valentine, singing romantic western ballads. Valentine uses his own semi-classical guitar accompaniment.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: Mon. thru Fri.
 Audition Facilities: Transcription.
 Submitted by: WBAP, Ft. Worth 2, Tex.

Melody Magic

An unparalleled half-hour of pure musical charm, lavish melody, uninterrupted. The everlasting fascination of favorite songs turned into a bewitching dreamtime by the magic of music.
 Availability: E. T.
 Running Time: 30 minutes.
 Cost: Available at local station time charge plus production costs, any.
 Episodes Available: 6 per week.
 Audition Facilities: E. T.
 Submitted by: Associated Program Service, New York 19, N. Y.

The Mindy Carson Show

Songs by America's fastest rising local star who extends a personal welcome to your listeners.

Availability: E. T.
Running Time: 15 minutes.
Cost: Available at local station time charge plus production costs, if any.
Episodes Available: 3 weekly.
Audition Facilities: Transcription.
Submitted by: Associated Program Service, New York 19, N. Y.

Mindy Carson Sings

Fifteen minutes of songs in a mellow mood by girl vocalist who has been famed the singing discovery of the year. Norman Cloutier and his orchestra accompany Mindy Carson as she sings her romantic and rhythmic specialties and the RCA releases she helps to make famous.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Once weekly \$1,300 net per week, 2 weekly \$2,500 npw, 3 weekly \$3,500 npw.
Submitted by: NBC, New York 20, N. Y.

Moon Dreams

Romantic poems and narration by Marvin Miller with organ and violin backgrounds by Epino! and Del Castillo with songs by Warren White.

Availability: E. T.
Running Time: 15 minutes.
Cost: Minimum \$3.00 per program.
Episodes Available: 156.
Audition Facilities: Transcription.
Submitted by: Teleways Radio Productions, Inc., Hollywood 46, Calif.

Moonlight Serenade

John Morris conducts Moonlight Serenade; soft music and poetry in the evening; soothing, quiet music before bedtime. Large listening audience.

Availability: Live Talent.
Running Time: 30 minutes.
Cost (complete): \$20.00 per program.
Audition Facilities: Transcription.
Submitted by: WTWA, Thomson, Ga.

Music For America

Star-studded review of American Music, hits and standards, arranged and conducted by Ted Dale, Al Goodman, Ray Bloch, Glenn Osser, D'Artega and others.

Availability: E. T.
Running Time: 30 minutes.
Cost: Available at local station time charge plus production costs, if any.
Episodes Available: 1 per week.
Audition Facilities: Transcription.
Submitted by: Associated Program Service, New York 19, N. Y.

Music Out Of The Night

Program composed of soft, sweet music by record. No live or jazz. Announcer introduces each selection by reciting the first few words or sentences of each tune. Program is designed for easy, enjoyable listening.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$57.65 yearly basis.
Audition Facilities: Transcription.
Submitted by: KLIF, Dallas, Tex.

Music We Remember

Light classics played by various instrumental combinations varying from string orchestra size to full symphonic proportions. Script emphasizes the poetic and mood picture approach, interlarded

with anecdotes, both personal and historical, concerning composers whose works are included. Only one narrator required.

Availability: E. T.
Running Time: 15 minutes.
Episodes Available: 39.
Audition Facilities: Transcription.
Submitted by: Sesac, Inc., New York 17, N. Y.

Musical Bingo

Played similar to regular game of Bingo, except that records are used. Game of musical skill, offering prizes of approximately \$1000 per game. Aired Mon. thru Fri.

Running Time: 2 hours.
Cost: On request.
Submitted by: KSTL, St. Louis 1, Mo.

The Musical Comedy Theater

New, spectacular show is festival of world's most famous musical comedies and light operettas. Scores, talent, programming and production costs for each half-hour broadcast runs into thousands of dollars, yet series is reasonably priced for quick sale to local advertisers. Nothing spared to make "The Musical Comedy Theater" biggest hit of all time. Narrated by Stuart Long, offers mixed glee club choir, and full musical comedy theater concert orchestra.

Availability: E. T.
Running Time: 30 minutes.
Cost: \$15 per program, minimum.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: Charles Michelson, Inc., New York 19, N. Y.

Musical Key

Program embraces elements of good music, identifying titles, and spelling out words, therefrom. Key to titles is obtained from list available only at sponsor's place of business, thus drawing traffic into his store. It is anagrams set to music. Prizes are awarded winners.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 312.
Audition Facilities: Live Talent.
Submitted by: WLRP, New Albany, Ind.

Musical Show Window

A half hour program from 8 to 8:30 PM, Monday thru Saturday, featuring light classical, operetta, and show tunes on the schmaltzy side. A sweet music show for relaxed listening.

Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WJBG, Philadelphia 2, Pa.

The National Singers

One of the rare male vocal octettes that have been acclaimed internationally. Their concert tours have taken them to all corners of the world. Appeared at Command Performances before the British Royal House and as companion attraction with the famed Don Cossack Choir. Repertoire runs the gamut of popular to the classics.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$5 per program, minimum.
Episodes Available: 260.
Audition Facilities: Transcription.
Submitted by: Charles Michelson, Inc., New York 19, N. Y.

* * * MUSICAL * * *

Not So Long Ago

The "Golden Age" of yesterday is recaptured in the song and dance favorites of the early 1900's. Woven around a sprightly-written script reminiscent of the song-and-dance era, program features on the recorded stage the barber-shop quartet and artists in a typical vaudeville show.
Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.
Episodes Available: 52.
Audition Facilities: Tape.
Submitted by: WHLI, Hempstead, N. Y.

Oklahoma State Symphony Orchestra

Victor Alessandro, one of youngest conductors of major Symphony orchestra in this country, has blended and balanced this fine group of musicians into outstanding organization. Heard exclusively on Mutual, its series last year featured music of 20th Century composers. This year in full hour periods they will offer series titled, "The Music of all Nations." For growing audience of serious music this is a must.
Availability: Live Talent.
Running Time: 30 and 60 minutes.
Cost: On request.
Audition Facilities: E. T., L. T.
Submitted by: MBS, New York 18, N. Y.

Old Acquaintance

Song and patter-philosophy style. Pianist adlibs, does two songs; girl singer spotlighted for one number, and one instrumental. Old songs with an occasional new one sprinkled in. Combination of "Ed-Morton-Arthur." Show can be sold on short run, with optional renewal according to merits. A proven idea with fresh talent.
Availability: Live Talent.
Running Time: 15 or 30 minutes.
Cost: Open.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WBGR, Jesup, Ga.

Piano Playhouse

Outstanding piano virtuosi and Milton Cross.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Co-operative program, check ABC Co-op Sales Dept.
Audition Facilities: Transcription.
Submitted by: ABC, New York 20, N. Y.

The Pickering Family

A family group of instrumentalists and singers consisting of mother, father and three boys. Take charge of a half hour morning spot with general chatter, comment and excellent harmony, and solo singing with guitar accompaniment. Fine family act for a friendly, homey program.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$750. per wk.
Audition Facilities: Live Talent.
Submitted by: W. M. Ellsworth, Chicago, Ill.

Play Or Pay

Studio organist invites listeners to submit titles of musical numbers for him to play. If organist can play requested

tunes—O.K. If not, he pays them a cash award. If all tunes requested are played in one day, money not given away carried over to next day to build up jackpot award.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$22.50 per program 5 times a week plus talent on year's contract.
Audition Facilities: Transcription.
Submitted by: KHMO, Hannibal, Mo.

Pleasure Parade

With Vincent Lopez, Jimmy Wallington, Milton Cross, The Modernaires, Bob Kennedy, Pauls Kelly, Dick Brown, and Lillian Cornell.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Polka Parade

Most popular radio program in Lackawanna and Wayne counties; announced in English; recorded polish selections. MC "Pon Ion" Krieger is favorite of all listeners. Uses requests. Available in quarter-hour segments. Has achieved excellent results for local sponsors to date. Broadcast one hour each afternoon; half-hour each evening.
Availability: E. T.
Running Time: 60 minutes.
Cost: Card rate. No charge for talent.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: WCDL, Carbondale, Pa.

Polka Party

Nothing but polka recordings played on this program, with chattering by DJ Fred Davy. Very lively show made up of audience requests.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WTAS, Pittsburgh 19, Pa.

Polynesian Nights

Transcribed Hawaiian music arranged for a quarter hour of pleasurable listening for adults, interspersed with reminiscent thoughts about the appeal to the Hawaiian Islands; the nostalgic appeal of their beauty and the good times that may be had in the island vacationland. Prepared with commercial sponsorship in mind. Only one narrator required.
Availability: E. T.
Running Time: 15 minutes.
Episodes Available: 13.
Audition Facilities: Transcription.
Submitted by: Sesac, Inc., New York 17, N. Y.

Reminisce With Singin' Sam

Singin' Sam sings your favorites of yesterday and today, supported by the Mullen Sisters and Charlie Magnante and his orchestra.
Availability: E. T.
Running Time: 15 minutes.
Cost: \$4.00 per show, per station and upward, net.

MUSICAL

Episodes Available: 260.
Audition Facilities: Transcription.
Produced by: Transcription Sales, Inc.
Springfield 35, O.

Rendezvous With David Ross

Well-known narrator-announcer, David Ross presents heart-warming poems and human-interest stories which lead into our best loved music by such masters as Kern, Gershwin, Hammerstein, etc. Special—David Ross will do the commercials for sponsors of this show on transcription.

Availability: E. T.
Running Time: 30 minutes.
Cost: Based on station rate.
Episodes Available: 260 ½-hours; 520 ¼-hours.

Audition Facilities: Transcription.
Submitted by: Harry S. Goodman Productions, New York 22, N. Y.

Rhythm-Ettes

Girl quartette sings sacred songs in modern manner that goes over so big in Southeast and in beautiful close harmony. Recently placed under 4-year contract to Capitol Records. Rhythm-Ettes travel almost constantly throughout Southeast, make frequent personal appearances. Available to merchandise advertised product, attend dealer meetings, etc.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Transcription.
Submitted by: WSGN, Birmingham, Ala

Riders Of The Purple Sage

Newest sensation in Western singing acts now starring with Roy Rogers Series. Foy Willing and The Riders of The Purple Sage combine their original arrangements and pleasing delivery to bring you the Western Classic and Western Folk music that all America loves.

Availability: E. T.
Running Time: 15 minutes.
Cost: Minimum \$3.00.
Episodes Available: 156.
Audition Facilities: Transcription.
Submitted by: Teleways Radio Productions, Inc., Hollywood 46, Calif.

750 Club

Hour-long show with some old, some new tunes on records and transcriptions. Merrill Smith MC's program from 4-5 p.m. each day. Music contained pleasant young and old.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$100.00 1 time only, \$75.00 per show for 1 year.
Episodes Available: 6 daily.
Audition Facilities: Transcription.
Submitted by: WHEB, Portsmouth, N. H.

Sextette From Hunger

Five young men and a friend playing that good time Dixieland jazz, fragmentary chatter by Charlie Arlington, MC, and smooth singing artists as guest stars. Peggy Lee, Dale Evans, Martha Tilton, King Cole Trio, Ray Eberly, etc.

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

Cost: Based upon size of station and market.

Episodes Available: 26.
Audition Facilities: Transcription.
Submitted by: C. P. MacGregor, Hollywood 5, Calif.

Silver & Gold

Program blends gracious music voiced by the 20 voiced girls choir, The Maids of Note, the baritone soloing of Jimmy Britton, the organ artistry of Gerald Vogt and the piano skill of Carl Piarulli. Blend is a smooth musical pattern that includes verbal kudos to couples celebrating 25th and 50th and over anniversaries. Theater tickets to all couples; flowers for the goldeners.

Availability: E. T.
Running Time: 30 minutes.
Cost: Class A ½ hour plus \$100 talent.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WHEC, Rochester 4, N. Y.

Sincerely Kenny Baker

With Donna Dae, Buddy Cole and his Men of Music, and Jimmy Wallington, your favorite MC.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 130.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Sir Thomas Beecham Turns The Tables

Internationally celebrated conductor, in brilliant hour of commentary and music. Sir Thomas believes music is fun and makes it so for listener, recounting interesting sidelights on composer whose records he personally selects. Included are some of his own recordings with outstanding orchestras. Program is a treasure-house of information and enjoyable listening to lovers of classical and modern music.

Availability: E. T. plus phonograph records.
Running Time: 55 minutes.
Cost: On request.
Episodes Available: 26.
Audition Facilities: Transcription.
Submitted by: Towers of London, Ltd., New York 19, N. Y.

Smilin' Ed McConnell

Smilin' Ed just talks and sings in a very informal, easy to listen to musical program with Frank Worth and his orchestra of 16 and chorus of 12 mixed voices.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$4,250.
Audition Facilities: Transcription.
Submitted by: Louie Lucas, Hollywood 28, Calif.

Songs By Suits

Personality show featuring songs of Gordon Suits, favorite of Southwest with a range of two octaves and a half, singing popular, sacred, classical and semi-classical numbers.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$15.00 per show delivered.
Audition Facilities: Transcription.
Submitted by: KICA, Clovis, N. Mex.

Songs Of Good Cheer

With Lawrence Elliott, Willard Young, Mary Shope, Henry Shope, Lydia Summers, Philip Duey, Stanley Carlson, Gerald Allaire Sears, and Vladimir Selinsky, orchestra conductor.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Starlight Sonata

Designed for evening, preferably late evening broadcast; a quarter hour of transcribed music with opening and closing words of romantic and poetic portent for adults. Will lend itself to commercial sponsorship. Only one narrator needed.

Availability: E. T.
Running Time: 15 minutes.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: Sesac, Inc., New York 17, N. Y.

The Stars Sing

Fast-moving early evening show, featuring six of the nation's top stars of song singing the nation's top tunes. For across-the-board sponsorship.

Availability: E. T.
Running Time: 15 minute.
Cost: Available at local station time charge plus production costs, if any.
Episodes Available: 6 per week.
Audition Facilities: Transcription.
Submitted by: Associated Program Service, New York 19, N. Y.

The Ted Lewis Show

Ted Lewis, the famous "Is Everybody Happy? man, his 18-piece orchestra, and guest stars in half-hour show of sheer enjoyment. Guest stars, one featured in each program include, Janette Davis (Arthur Godfrey's soloist), Danny O'Neil, Larry Storch, and many others. A show for every member of the family.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 26, more contemplated.
Audition Facilities: Transcription.
Submitted by: Harry S. Goodman Productions, New York 22, N. Y.

Ten Top Tunes Of Today

Based on an accurate survey conducted by Billboard Magazine, B M I, State "juke box" distributors. Requests received at the station and from "plug" lists of recording companies. Presented Mon. thru Fri. Gives a cross section of the tunes most popular in pops, folk and western.

Availability: E. T.
Running Time: 45 minutes.
Cost: \$35.00 1 program; \$20.00 per program if taken for 520 times.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: KJFI, Webster City, Ia.

Tom, Dick And Harry

Three veterans of radio come up with show that is entirely in a class by itself. They present library of songs and material that is entirely original. They are never at a loss as to what to do to make a program completely homey and entertaining.

Availability: E. T.

Running Time: 15 minutes.
Cost: Minimum \$3.00 per program.
Episodes Available: 156.
Audition Facilities: Transcription.
Submitted by: Teleways Radio Productions, Inc., Hollywood 46, Calif.

The Top Seven

List of seven best selling records to each preceding week procured from four leading record stores in city. From list of twenty-eight tunes we compile list of seven best and arrange them in order of sale. Those seven records plus an older tune, a hit of past, compose music on program. Three commercials used plus open and closing theme for 29:30 of local hit parade.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WORK, York, Pa.

Twilight Musicale

Music transcribed to match the delicate shadings of twilight, uninterrupted, a phrase or two of the lyric to introduce the selections, real "between the dark and the daylight" relaxation. Easy chair and slippers listening.

Availability: Live talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WHYU, Newport News, Va.

Variety Fair

Musical variety following vaudeville pop-tune format. Entirely flexible to fit any sponsor; music in open bands. Complete scripts furnished for local announcer or MC. Numbers and title of show can be changed to fit any sponsor. Locale at mythical "fair grounds" with Holland Engle as Uncle Dan, the principal.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 156.
Audition Facilities: Transcription.
Submitted by: Universal Recorders, Inc., Hollywood 28, Calif.

Variety Soiree

Vaudeville-music hall format used for this variety revue which includes almost every kind of light music. Novel arrangements for vocals, small instrumental combos, band, symphonette and dance orchestra. Razzle-dazzle hoopla of old time burlesque sets script keynote. Only one narrator required.

Availability: E. T.
Running Time: 30 minutes.
Episodes Available: 26.
Audition Facilities: Transcription.
Submitted by: Sesac, Inc., New York 17, N. Y.

The Vic Damone Show

America's "King of the Baritones" singing America's favorite songs, combining his talents with those of regular guest stars for three pleasure-packed quarter-hours.

Availability: E. T.
Running Time: 15 minutes.
Cost: Available at local station time charge plus production costs, if any.
Episodes Available: 3 per week.
Audition Facilities: Transcription.
Submitted by: Associated Program Service, New York 19, N. Y.

Voices Of Today

Program brings you the singers, along with brief history, who in years to come may be recognized with foremost stars yesterday. We all agree that the important quality of the voices of Caruso, Galli Curci and McCormick will live forever, and perhaps in the voices of today we will find others to be remembered.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$41.00 per show.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: WOAN, Scranton 1, Pa.

Wax Museum

Great moments of entertainment world reserved for all time on wax. Unfolds brightest moments of such people as Nelson, Fanny Brice, Will Rogers, Can-

tor, Caruso, Van and Schenck, Bing Crosby, and other thousands who were and are tops. Local, regional and national.

Availability: E. T.
Running Time: 15 or 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Reynolds Productions, Beverly Hills, Calif.

The Wayne King Show

With the Waltz King and his incomparable music. Narrated by Franklyn MacCormack, and featuring the vocals of Nancy Evans and Larry Douglas.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Still in production.

★ ★ ★ MUSICAL ★ ★ ★

Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Wings Of Song

Most outstanding choral treatment of familiar songs now available, starring Emile Cote and the Serenaders, with Warren Sweeney as narrator.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$5.00 per program, and up, net.
Episodes Available: 78.
Audition Facilities: Transcription.
Submitted by: Transcription Sales, Inc., Springfield 35, O.

Your Gospel Singer

Old favorite, more popular than ever, due to the "return" to religion. Familiar gospel hymns, plus poems, bits of philosophy, and the origin of hymns, all by the well known Edward MacHugh. On a west coast network, show went into slot with 0.6 rating; in two years, rating increased to 4.3.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Over 500.
Audition Facilities: Transcription.
Submitted by: Harry S. Goodman Productions, New York 22, N. Y.

1950 ★ AUDIENCE PARTICIPATION ★ 1951

Auction Audience Rating Program

Merchants donate articles of merchandise, or a merchandise certificate. Items are auctioned over the air. Bidding is by phone, mail or audience. Payment is in whole or in part of the amount of the high bid, the high bidder being required, in most cases, to go to the merchants place of business. Formula for rating station. Six distinct uses for program all directed towards super-merchandising for a station's accounts.

Availability: Live Talent.
Running Time: 15, 30 or 60 minutes.
Cost: 15 per cent of SRDS rate.
Audition Facilities: Transcription.
Submitted by: WKBS, Oyster Bay, N. Y.

Birthday Party Of The Air

We announce all local birthdays, also all about historical dates and famous personalities who were born each day. A name is selected from those used on each program and a free cake awarded. Various gimmicks are used to bring more local listener appeal. Tremendous mail pull.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$16.00 per broadcast.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WNAT, Natchez, Miss.

Coffee Call

Lively morning audience participation show, heard Mon. thru Fri. Talent includes Jim Walton, MC, Bill Pickett, the strolling baritone, and Herbie Koch, organist. Studio audience of 150 people takes active part in stunts submitted by listeners, and sponsors award prizes to participants for their antics.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Participating spot announcement \$50.00.
Audition Facilities: Transcription.
Submitted by: WHAS, Louisville, Ky.

Comedy Of Errors

Here is a new showcase for the MC talents of Mutual's Jack Bailey of "Queen for a Day" fame and the spontaneous fun generated by audience. In the program an error in sound, music, sketches or Bailey's lines is developed

for subject from audience and becomes comedy device. Incidental music is by organist Eddie Dunstedter.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: MBS, New York 18, N. Y.

County Party Line

We have telephone recorder which is utilized in such manner that rural phone call placed by DJ on duty may be heard by listener (both sides of conversation). In course of conversation, Jock asks rural housewife what her favorite tune is, and it is played for her at close of short conversation. Three such calls in the 30 minutes program.

Availability: Live Talent; E. T.
Running Time: 30 minutes.
Cost: \$24.00 1 b'cast, \$14.40 if taken for 520 times.

Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KJFJ, Webster City, Ia.

Dollar Derby

Fast-moving variety quiz combining mystery of "Person, Place and Thing" Sweepstakes and suspense of an on-the-air auction. Dollar Derby money distributed thru sponsor's stores and won on program. Money is then used to bid for prizes auctioned off on show.

Availability: Live Talent.
Running Time: As desired.
Cost: On request.
Episodes Available: 260.
Audition Facilities: Transcription.
Submitted by: Richard H. Ullman, Inc., Buffalo 2, N. Y.

Dutch Auction

Valuable merchandise dropped in price at short intervals during musical selections, network only—to operate on long distance telephone level, Bell System approved.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$8500.
Submitted by: Harold R. Gingrich Productions, Chicago 1, Ill.

Fox And Hounds

Only audience participation show in which entire audience actually participates and shares in profits. It's brand

new, exciting, entertaining; a show that will get vast audience and big rating from date of its start. Type questions provide good entertainment and 'gimmick' causes enthusiasm among hundreds of participants. Instead of just a few.

Availability: Live Talent.
Running Time: 30 minutes.
Audition Facilities: Live Talent.
Submitted by: Basch Radio & Television Productions, New York 17, N. Y.

G's for G's

Synopsis upon request. Great merchandising tie-in.

Running Time: 30 minutes.
Cost: Moderately priced.
Episodes Available: 13 plus.
Audition Facilities: Live Talent.
Submitted by: V. S. Becker Productions, New York 19, N. Y.

Gold-Mine Playhouse

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

Availability: Live Talent.
Running Time: 30 or 45 minutes.
Cost: On request.
Episodes Available: 39.
Audition Facilities: Live Talent.
Submitted by: Radio Features of America, New York 19, N. Y.

Guess Who

A short recording of a local citizen's voice is used as the basis of the program. Listeners call and Guess Who with phone answered on air. With the combination of enjoyable local production and cash awards Guess Who has become extremely popular locally.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$19.00 per broadcast.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WNAT, Natchez, Miss.

Hide And Keep

Local remote or transcribed broadcast, an excellent vehicle for clever MC, daytime, specially for women or children.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$1500.
Submitted by: Harold R. Gingrich Productions, Chicago 1, Ill.

Hold The Train

An opportunity program to see America first.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$4500.
Audition Facilities: Live Talent.
Submitted by: Harold R. Gingrich Productions, Chicago 1, Ill.

How Crazy Are You?

Personal appearances and dramatized vignettes based on experiences of listeners and their families, friends and acquaintances, and offering cash awards for guest participants appearing either in person or by proxy. Good-humored, light-hearted, fast-paced comedy show; it hands the listeners laughs of the kind he most enjoys—laughs at the ridiculous which is at the same time human.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 39.
Audition Facilities: Live Talent.
Submitted by: Radio Features of America, New York 19, N. Y.

Kiddie Kwiz

Two mc's do half-hour show each Sat. from local theater just before afternoon presentation of Kiddie slanted films. Questions appropriate for 14 years and under used on youngsters chosen from audience. Each question worth so many nickels. Jack-pot question is used.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$55.00 weekly.
Episodes Available: 1 weekly.
Audition Facilities: Transcription.
Submitted by: WKNX Saginaw Mich.

Let's Play Reporter

Audience participation program with newspaper office background. Frances

AUDIENCE PARTICIPATION

Scott acts as city editor and quizmistress, and gives out assignments to cub reporters, with highly amusing results. This quiz show is entertaining and educational, too.

Availability: Live Talent.
Running Time: 30 minutes.
Audition Facilities: Live Talent.
Submitted by: Basch Radio & Television Productions, New York 17, N. Y.

Love Those Ladies

Originates Mon. thru Fri. from Garden Tea Room at Macy's Dept. Store, with personable mc Ken Heady interviewing ladies present, and having them compete for prizes by carrying out various amusing stunts. With Bob Jones at organ, and announcer Jib Lantz. Prizes donated by Macy's.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KCMO, Kansas City, Mo.

Luncheon At Wiggin's

Audience participation show presented weekly from Wiggins Restaurant. Program features Johnny Lupton and Bill Webber. Various stunts are used as well as interviews with oldest guest, out of town guests and women having birthdays and anniversaries. Prizes donated by local merchants and light luncheon served for 50c admission charge.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$75.00 per program.
Audition Facilities: Transcription.
Submitted by: WLAN, Lancaster, Pa.

Man In The Street

A man-in-the-street interview program featuring questions about Vt. and station's listening area. Interviews with passers-by stressing human interest

angle. Merchandise certificate awards made for correct answer to questions.
Availability: Live Talent.

Running Time: 15 minutes.
Cost: On request.
Episodes Available: Continuous.
Audition Facilities: Transcription.
Submitted by: WCAX, Burlington, Vt.

Movie Matinee

Stars comic MC, "Red" Benson, and combines hilarious amateur-acted skits, song fests, and other audience participation features. A highly successful afternoon strip for over sixty weeks on MBS. Now available for either daytime or evening.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: Wilbur Stark-Jerry Layton, Inc., New York 17, N. Y.

Musical Tune-O

America's outstanding musical quiz, Tune-O utilizes novel bingo-type card which is completed by properly identifying musical selections. Setting records on some 300 stations. Tune-O is famed as store traffic producer. Complete format, themes, promotion material, cards, and prizes available in one package.
Availability: Live Talent.

Running Time: As desired.
Cost: On request.
Episodes Available: As desired.
Audition Facilities: Transcription.
Submitted by: Richard H. Ullman, Inc., Buffalo 2, N. Y.

Name It & Play It

Quiz, audience participation, variety and musical show. Henry Kelpo, assisted by Bill Guthrie, mc's show with musical end handled by Warren Piper at Hammond organ. Show has high weekly

mail count and high Hoopers. Available either quarter-hour or half-hour package.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KOIL, Omaha 2, Neb.

Quizzicall

Question is asked or tune played at wrong speed. Listener is to answer question or identify tune for award offered.

Availability: Live Talent.
Running Time: 15 or 30 minutes.
Cost: 15 minutes, \$10.00; 30 minutes, \$15.00.
Episodes Available: Unlimited.
Submitted by: WPKY, Princeton, Ky.

Rhymaline Time

Entertaining 45 minute morning show, sparked with music and comedy. A top mail-puller, show stars MC-comedian David Andrews, versatile vocal-instrumental quartet, Tune chasers, and pianist-organist Harry Jenks. Audience participates by sending in rhymes for prizes, and show is characterized by fast-moving informality. Sold in participations of 11 minutes.

Availability: Live Talent.
Running Time: 45 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KMBC-KFRM, Kansas City, Mo.

Shop & Save

Multiple participation show. Each sponsor pays for a segment of time. Between musical numbers, telephones (residential) are called in alphabetical order, the person is notified that for answering the phone that she has a prize waiting for her at one of the sponsor's store. She is delighted, so for being a nice person, the station opens a bank account for her at a participating bank. The money from the bank is paid back in part in the form of the account for the person called by the station.

Running Time: 15, 30 or 60 minutes.
Cost: 10 per cent of SRDS rate. 5 per cent if station is using auction audience rating program or any of its six services.

Submitted by: WKBS, Oyster Bay, N. Y.

Tellotest

Familiar script giveaway program available for participating sponsorship.
Availability: Live Talent.

Running Time: 25 minutes.
Cost: \$10 per minute spot.
Episodes Available: Mon. thru Fri.
Audition Facilities: E. T., L. T.
Submitted by: WSYR, Syracuse 2, N. Y.

Welcome To Hollywood

Fun in Hollywood with Jack McElroy as MC.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Co-operative program, check ABC Co-op Sales Dept.
Audition Facilities: Transcription.
Submitted by: ABC, New York 20, N. Y.

Who's In Denver

Program of interviews with interesting and prominent personalities visiting Denver. Program is aired at 6:15 p.m. each Fri., and originates from lobby of Brown Palace Hotel in Denver. Veteran MC Starr Yelland handles interviews.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$163.
Episodes Available: Weekly.
Submitted by: KOA, Denver 2, Colo.

Win If You Can

Audience participation quiz from stage of movie theater, Mon. thru Fri. Local only. Sponsor participation allows one minute announcement plus identification at beginning and end.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$33.00 per broadcast.
Episodes Available Unlimited.
Audition Facilities: Transcription.
Submitted by: WRVA, Richmond, Va.

1950 ★ ★ AGRICULTURAL ★ ★ 1951

Berkshire Farm Journal

Includes, local market prices of poultry products and produce from Springfield, and Albany markets plus Chatham area auction. Farm weather report with emphasis on Orchard spraying, haying and maple sugar tapping. Special tape recording every Fri. of interview with farmer.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$100.00 per week.
Episodes Available: 5 per week.
Audition Facilities: E.T.
Submitted by: WBRK, Pittsfield, Mass.

Bob Webster's Farm & Home Digest

Farm and home information; agricultural reports and market data. Home and farm bulletins discussed and offered listeners. Bob Webster is on the faculty of the University of N. H. and his programs originate in his home at Durham.
Availability: Live Talent.

Running Time: 10 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WMUR, Manchester, N. H.

Breakfast On The Farm

Program originates Mon. thru Sat. mornings from farm home in station's area using mobile transmitter for relay. Half hour program features talent "Luke & Lilly" plus interviews with members of family visited, neighbors, etc.
Availability: Live Talent.

Running Time: 30 minutes.
Cost: Regular time rates plus \$5 talent per 1/4 hour.
Audition Facilities: Transcription.
Submitted by: KARE, St. Joseph, Mo.

Dinner Bell

Daily feature Mon. thru Sat. with four piece western band and vocalists, with local market reports, farm news of state, topped by five minutes of farm news

given locally from County Court House. Weather and temperature and storm conditions given.

Availability: Live Talent.
Running Time: 25 minutes.
Cost: Local scale & station time.
Episodes Available: 52 weeks.
Audition Facilities: E. T., L. T.
Submitted by: WKNX, Saginaw, Mich.

Farm & Home—Marketmaster Series

Broadcast Mon. thru Sat. direct from WIBX regional market studios of the N. Y. State Dept. of Farms & Markets in Utica, N. Y. Interviews with farmers, dairy and poultrymen in the 15 counties covered by this market; market and weather reports; operational reports on agriculture. An exclusive tie-in with the Fluid Milk Shed of the Great North-East.
Availability: Live Talent.
Running Time: 5, 10, or 15 min. segs.
Cost: See S R & D.
Submitted by: WIBX, Utica 2, N. Y.

Farm & Ranch

Local man, graduate of Texas A & M College of Agriculture, gathers news of individual farmers and ranchers, local and Governmental organizations and presents it with personal comments each morning during the farmer's breakfast hour. Included is a 3 minute explanatory weather report and forecast and the latest wool, mohair, egg, poultry and livestock market report.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$7.95 per program.
Episodes Available: Five weekly.
Audition Facilities: Transcription.
Submitted by: KNAF, Fredericksburg, Tex.

Farm & Ranch Hour

Only local farm and ranch early morning program in Phoenix. Warren Chandler, announcer and producer.

plays western music, gives time, temp. and weather forecast, plus news of interest to farmers and ranchers.
Availability: Live Talent.
Running Time: 45 minutes.
Cost: On request.
Audition Facilities: E. T., L. T.
Submitted by: KOOL, Phoenix, Ariz.

Farm Report

Complete report of national, state, and local markets plus information, data, and regular interviews conducted by WGAR's farm director Dick Kathe. Program also feature direct market reports by WGAR lines and music.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WGAR, Cleveland 1, O.

Farm Spotlight

Earl Britton, KERG, farm director, interviews local farmers, agricultural workers, County Agents, soil conservation men, etc. with brief wire-recorded interviews placed in regular morning farm program. Program also contains late farm market quotations and farm and crop news.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Transcription.
Submitted by: KERG, Eugene, Ore.

Farmers Almanac

A full hour program of information to all farmers. This program combines news, information about planting, gardening, and soil conservation. Data from the State Agricultural Depts., and guest chats with Farm Bureau Leaders. MC is Lee Parker.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: WNAO, Raleigh, N. C.

Farmer's Digest

Friendly Frank Atwood conducts this pleasant early morning show designed primarily to attract the rural dweller. Program appeals to entire farm family with spot farm news, weather reports, and down-to-earth human interest features.
Availability: Live Talent.
Running Time: 15 or 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WTIC, Hartford 15, Conn.

Farmer's Exchange

Program opens with one of the representatives of Federal or State Agriculture Service—usually 10 minutes of farm discussion on local items. Buy, sell and exchange feature is free service to farmers of area. Short advertisements giving items for sale, exchange or want to buy, consume most of program with participating ads in between.
Running Time: 45 minutes.
Cost: Participation.
Submitted by: WHJB, Greensburg, Pa.

Farmer's Journal

Program includes morning farm prices, weather information of special interest to rural listeners, special guest and

announcements of farm meetings and topics of timely interest to agricultural America. Military band music (transcribed) also featured.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$37.50 per program, 6 times a wk. plus talent on year's contract.
Audition Facilities: Transcription.
Submitted by: KHMO, Hannibal, Mo.

Farmers—Take Note!

Concentrated spot farm news, market reports, weather data and information tailored to the specific conditions of the Rio Grande Valley, which is basically agricultural. Daily interviews and talks by Willacy, Hidalgo, and Cameron county agents, Valley Horticulture Agent, and USDA Valley Entomologist.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Applicable card rate plus \$5.00.
Audition Facilities: Transcription.
Submitted by: KRIO, McAllen, Tex.

Florida Farm Facts

An agricultural program beamed directly at the central Florida farmer. Farm facts developed in laboratories and experiment stations coupled with thrilling band selections weave themselves into the farm listening audience with a special message.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$9.07 for 260 time frequency.
Episodes Available: 6 per week.
Audition Facilities: Transcription.
Submitted by: WTRR, Sanford, Fla.

Frank Raymond

Frank Raymond, WVDA, farm service director, and only member of Radio Farm Editors in state of Va., presents his program each weekday devoted strictly to farm news and features.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$10.50 per program.
Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: WDVA, Danville, Va.

Friendly Farmer

Program makes use of live assistant Farm Agents or County Agent in person with topical news for farmers in this area. Program has two sections—early morning, and 12:45 to 1:00 p.m. 12:45-1:00 section sponsored since station on the air. Early morning segment just inaugurated.
Availability: Live Talent or Tape.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 6 per week.
Audition Facilities: Live Talent; or Tape.
Submitted by: WPAQ, Mt. Airy, N. C.

Green Acres

The farmer is in need of a particular source for day by day reports on weather (as suited to his purposes), on livestock and produce markets, on new methods and processes which have been developed for him, and for a general relaxing period during this, his lunch hour. "Green Acres" is a service to the farmer in which farmer may participate.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$38.00 a minute less frequency discounts.
Episodes Available: Mon. thru Fri.

Audition Facilities: Transcription.
Submitted by: CKLW, Detroit 26, Mich.

It's Your Home

Rock Hilborne discusses gardens and gives short-cuts on how to take care of home by owner doing his or her own repairs.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WMTW, Portland, Me.

Michigan RFD

Heard from 6:05 A.M. to 7:00 A.M. Mon. thru Sat. Farmers in Northeastern Mich. are steady listeners and they tune in for market reports, Farmers Exchange, The Farm Bulletin Boards and 4-H club news. County Agent, and members of his office, appear each day on "Michigan RFD."
Availability: Live Talent.
Running Time: 45 minutes.
Cost: Available in 5 minute segments.
Audition Facilities: Transcription.
Submitted by: WFDF, Flint, Mich.

Morning Farmcast

Farm news by the farmer and his county agent. A tape recorded series that tells the farmer what he wants to know, told by men he knows and respects. Carefully spotted tape recorders pickup farm news throughout the heart of the Red River Valley.
Availability: E. T.
Running Time: 15 minutes; some 5 min.
Cost: On request.
Episodes Available: 52 or more.
Audition Facilities: Transcription.
Submitted by: KLO, N. Dak.

On The Farm

Early morning farm news by asst. County Agent giving pertinent information concerning crops, land, fertilizer, live-stock, conservation and general social information about 4-H clubs and meetings. Informal style interspaced with music. Program concludes with thought for the day about conservation.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 3 weekly.
Audition Facilities: Transcription.
Submitted by: WDUK, Durham, N. C.

Over The Garden Gate

Widely recognized by Southern Calif. listeners, here is a delightfully informative garden program now in its 17th year of broadcasting.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 26.
Audition Facilities: Transcription.
Submitted by: KWKW, Pasadena, Calif.

The Roving Reporter

Programs are tape recorded. Reporter sets up where people gather,—at the beach, art museum, Ringling Circus Headquarters. Interviews are conducted, and participants are told they can hear themselves by listening to program.

During tourist season, show is frequently devoted to a celebrity.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WSPB, Sarasota, Fla.

Supper On The Farm

Tape program direct on the farm. Mikes are placed on the farm supper table. M.C. asks questions about the different ways of farming, how farming has improved, etc. Also take along talent to put spice in the program. Show is ½ hour long and is used one night a week.
Running Time: 30 minutes.
Cost: \$25 per time. No freq. discount.
Episodes Available: Unlimited.
Submitted by: KCLO, Leavenworth, Kans.

Town & Country

Charley Stookey, KXOK farm editor, presents news for farmer and information for backyard gardener. Music is furnished by Schuster's Roosters.
Availability: Live Talent.
Running Time: 1½ hours.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KXOK, St. Louis 1, Mo.

Tri-County Morning Farm Roundup

Deals with marketing news and problems peculiar to tri-county area served by WCDL. Appearing on program regularly are experts from Wayne County Agricultural extension service. Also includes market quotations of area interest from UP.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent; Tape.
Submitted by: WCDL, Carbondale, Pa.

We The Farmers

Quarter-hour program features man-and-wife farm team, Mr. & Mrs. Gene Vennum. Vennum gives first-hand reports of farm news in Santa Clara valley; wife Eleanor gives home hints for rural homemakers. Weather forecasts, market information and trends also included. Provides accurate and exclusive farm information to listening area.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Submitted by: KEEN, San Jose, Calif.

West Texas Farm Review

A farm-ranch program patterned to fit the needs of the area it serves. Three years on the air, with one sponsor most of the time. Ray Sundy, farm director spends all his outside time gathering news and information from the people he serves.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$140.00 weekly.
Episodes Available: 312.
Audition Facilities: Transcription.
Submitted by: KRBC, Abilene, Tex.

Around The Town

Program features tape interviews and descriptions of things around the town, from stringing the Christmas lights atop the County Court House to cooking school. Program covers all parts of the county covering any news or feature events.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$10.20.

Audition Facilities: Tape.
Submitted by: WSFT, Thomaston, Ga.

Baukhage Talking

News reports and commentary from Washington.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Co-operative program, check ABC Co-op Sales Dept.

Audition Facilities: Transcription.
Submitted by: ABC, New York 20, N. Y.

Cal Carter News

Cal Carter, WFEC's ace newscaster, is heard throughout the day. Famous for his intellectual and unusual handling of the news.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Per 15 min.—\$22.85 (1 time) & per 5 min.—\$11.45 (1 time).

Audition Facilities: Live Talent.
Submitted by: WFEC, Miami 38, Fla.

Central Jersey News Parade

The week in review with headlines, stories behind them, excerpts of tapes and ET's recorded on local scene; all from the local tri-county scene with the stress on features.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 1 each week (current).

Audition Facilities: Tape.
Submitted by: WCTO, New Brunswick,

Chet Huntley-News

Compiled at CBS, Hollywood, in the "West's finest news bureau" from news supplied by the four major wire services and CBS correspondents stationed throughout the world. News is carefully edited by Chet Huntley, then written into a concise, complete newscast that is noteworthy for its clarity and impartiality.

Availability: Live Talent (Available to Pacific and Mountain Time Zone stations only).

Running Time: 15 minutes.
Audition Facilities: Transcription.
Submitted by: CBS-Co-op Div., New York 22, N. Y.

Chuck Foster News

Energetic local news gatherer working with city and state personnel and cooperating with Northwest's largest newspaper, The Oregonian, to offer complete local news picture.

Running Time: 15 minutes.
Cost: On request.
Episodes Available: 6 weekly.
Submitted by: KGW, Portland, Ore.

Clete Roberts Reports the News

Clete Roberts' "on-the-scene" broadcasts from the Pacific war theatre during

the last war and his experience in the European theatre coupled with on the spot interviews blend to make this program an unusual report on the news.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$150.00 per week for five programs per week.

Audition Facilities: Transcription.
Submitted by: Pacific Regional Network, Hollywood 28, Calif.

CBS News Of America

Brings listeners complete roundup of all news by Don Hollenbeck, with emphasis on eyewitness accounts of news on home front where it is actually happening, told by top-flight CBS network and affiliate correspondents from all sections of the country. Program presents whole picture of important or interesting stories, rather than series of disjointed facts, highlighting news of people who make the news rather than events, thus making a news program which is warm and personal.

Availability: Live Talent.
Running Time: 15 minutes.
Audition Facilities: Transcription.
Submitted by: CBS-Co-op Div., New York 22, N. Y.

CBS World News Roundup

Day's first full, authentic report from wherever news is actually happening, told by top-flight CBS correspondents, plus a concise and complete roundup of all news by Ned Cramer. In addition to its own staff of strategically placed correspondents at home and abroad, CBS supplements and complements their activities with full facilities of leading wire services. Result is that no important news happens anywhere in the world without being available to this highly-trained staff for use on this world-wide news program.

Availability: Live Talent.
Running Time: 15 minutes.
Audition Facilities: Transcription.
Submitted by: CBS-Co-op Div., New York 22, N. Y.

Copydesk—Newspaper Of The Air

Program has unique wrinkle of dramatizing the presentation rather than news itself. Various members of "Copydesk" staff report to editor with their stories and when he asks them what they have they give him thumbnail summary thereby writing heads on stories in true newspaper style. Prop background noises contribute atmosphere of busy newspaper office. Cable, domestic, sports, women's, financial and entertainment news is covered.

Availability: Live talent; E. T.
Running Time: 15 or 30 minutes.
Cost: Royalty fee based on frequency, tenure and production budget plus local standard talent, production and writing costs.

Episodes Available: 5.
Audition Facilities: Transcriptions.
Submitted by: Bernad Estes, Inc., New York 20, N. Y.

County Editor's Chair

Editorial comment from N. Y. State's outstanding weeklies, assembled in a

smooth show that reflects views of rural areas as seen by County editor. Program where possible gives both sides or variety of views on controversial questions.

Availability: E. T.
Running Time: 15 minutes.
Cost: Class A ¼-hour plus \$15.00 time & talent.

Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WHEC, Rochester 4, N. Y.

Dean Sturm & The News

Begins with three excerpts from the day of news and cites their times (location) around the world. Fast, informative and very well presented news in a definite personality time style. Dwells on helping good causes.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$75.00 per week.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WHTN, Huntington 1, W. Va.

Edwin C. Hill

Famous commentator in series of human-interest stories gleaned from vast fund of material gathered through the years by ace commentator. Human-interest stories that appeal to everyone and told only as Hill himself can tell a story. Because Hill is currently on networks, series should lend added prestige to local, also regional advertisers, who will automatically cash in on his network publicity. Currently rated 5.6 on NBC Sun. afternoons, this transcription series represents an excellent buy.

Availability: E. T.
Running Time: 15 minutes.
Cost: \$5 per episode, minimum.
Episodes Available: 39 weeks.
Audition Facilities: Transcription.
Submitted by: Charles Michelson, Inc., New York 19, N. Y.

3 A. M. WLAW News

Reported by Richard Hickox, chief announcer, program slanted at New England breakfast audience. Punchy, 10-minute news session which includes international, national, and regional news. Hickox's expert editing and crisp delivery make program a "must" for morning listeners.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: \$65.00 per program.
Audition Facilities: Transcription.
Submitted by: WLAW, Lawrence, Mass.

Elmer Davis

Reports and commentary from Washington.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Co-operative program—check ABC Co-op Sales Dept.
Submitted by: ABC, New York 20, N. Y.

First, Second Mid-Day & Final Editions

"Newspaper of the Air" carries "First Edition" aired 7:30 a.m.; Second Edition aired at 8:30 a.m.; Mid-Day Edition, 12:30 p.m.; Final Edition, 5:30 p.m. Complete news staff, portable tape recorders, battery operated can record anywhere. Tapes used in Editions.

News every hour on the half hour
Headlines on the hour.

Availability: Live Talent.
Running Time: 30 minutes.
Audition Facilities: Transcription.
Submitted by: WAVZ, New Haven 10 Conn.

Five Minute News Around The World

UP 5 min. News Around the World p.m.; UP 10 min. News & Sports, a.m.
Availability: Live Talent
Running Time: 5-10-15 minutes.
Cost: On request.
Episodes Available: Across the board 13 wk.—26 wk.—52 wk.
Audition Facilities: Live Talent.
Submitted by: WJNC, Jacksonville, N. C.

Five-Star Reporter

Ten P.M. news program presents Jack Kinzel on Mon.-Fri. strip, and Dave Page on week-ends. With network news or competing stations, Five Star Reporter capitalizes on its local advantage by giving first place to local and regional scene, unless national or international news transcends. Clever headline gimmick holds interest high throughout.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$15 per quarter-hour, plus time.
Audition Facilities: Transcription.
Submitted by: KIRO, Seattle 1, Wash.

George Sokolsky

Comment on topics of contemporary interest.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Co-operative program, check ABC Co-op Sales Dept.

Glen Stadler & The News

Glen Stadler, ex UP bureau chief in Europe, compiles and edits days' news for analysis each night at 7:00 P.M. Network news analyst quality, with 10 minutes of straight news and 5-minute analysis. Coverage of world, national, state, and local news with special "twist" stories and features make this most-listened-to newscast in this market.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: On request.
Audition Facilities: Transcription.
Submitted by: KERG, Eugene, Ore.

Harrison Wood

News commentary entitled "The Changing World." Champion of Free Enterprise, anti-communism, anti-socialism, economy in government. Nov broadcast Mon. thru Fri. 11:00-11:15 p.m. N. Y. time over MBS. Available local or regional on a co-op basis. Do Lee will broadcast program for regional sponsor 9:15-9:30 p.m. following "Alka Seltzer Newspaper of the Air."

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 5 days per week.
Audition Facilities: Transcription.
Submitted by: Reynolds Productions, Beverly Hills, Calif.

Headline Edition

News round-up and interviews with people who make the news.
Availability: Live Talent.
Running Time: 10 minutes.
Cost: Co-operative program, check ABC Co-op Sales Dept.
Submitted by: ABC, New York 20, N. Y.

Here Is The News

Accent on local and regional news on all KRES newscasts. Telephone beep recordings bring actual voices in the news. A fulltime news staff gathers and writes KRES news. Reported by announcers active in civic activities.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 365.
Audition Facilities: Transcription.
Submitted by: KRES, St. Joseph, Mo.

Highlights Of Today's News

Program uses AP news, with Carolina and local news stories.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Daily and/or Sunday if desired.
Audition Facilities: Live Talent or Tape.
Submitted by: WPAO, Mt. Airy, N. C.

Home Edition

The Rio Grande Valley presents unique news-coverage situation in that 12 cities form continuous "Main Street" from Mission to Brownsville. Home Edition covers all the Valley as well as state highlights and stock market, cotton, and weather reports.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Applicable card rate plus 20%.
Audition Facilities: Transcription.
Submitted by: KRIO, McAllen, Tex.

It Seems To Me

Quarter-hour news summary Mon. thru Fri. by Burt McMurtrie, formerly of CBS — more recently a widely read newspaper columnist locally. Burt intersperses local news with local comment; highly listenable, popular program with both men and women.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Continuous.
Audition Facilities: Transcription.
Submitted by: KMO, Tacoma, Wash.

John Price Reports

Established feature news show for past three years over WKAT. Tops in popularity and authenticity. Wide selection of audience is offered as "John Price Reports" is heard at 8 a.m., 12:30, 6:00 & 11:00 p.m. Mon. thru Fri.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$45 "B," \$60 "A" net price.
Audition Facilities: E. T., L. T.
Submitted by: WKAT, Miami Beach, Fla.

Local News

A special written fifteen-minute program of local news in Lebanon and Wilson County. Does not have any news wire bulletins, but only news that is local and written by the news staff of WCOR. Six times a week.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: (13 wk. basis) \$13.00 air time plus \$5.00 for news staff, \$18.00 per day.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WCOR, Lebanon, Tenn.

Louis L. Kaufman

Pittsburgh's highest rated daytime program of any kind—that's the one o'clock news presented Mon. thru Fri. by Pittsburgh's favorite newscaster, Louis L. Kaufman. His personal treatment of news, plus reputation and contacts he has built up thru years have given his newscasts terrific impact. Also has news show at 6:05, Mon. thru Fri., which is equally popular with evening audience.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WCAE, Pittsburgh 19, Pa.

Martin Agronsky

Early morning news commentary from Washington.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Co-operative program, check ABC Co-op Sales Dept.
Audition Facilities: Transcription.
Submitted by: ABC, New York 20, N. Y.

National & Local News

12:45 to 1:00 P.M.—daily except Sun. following 45-minute farm program. Regular rates apply. Either the 10 or the 5 minutes available for separate sponsorship.
Running Time: 15 minutes.
Cost: regular rates.
Submitted by: WHJB, Greensburg, Pa.

News

Times: 7:30 A.M., 3:00 A.M. and 6:00 P.M.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$8.25 weekly on 52-week basis, 15-minute newscast \$20 weekly on 52-week basis.
Submitted by: KSJO, San Jose, Calif.

News

News items from every available source in the Fox River Valley are compiled and edited. Local news, while it is news, is the prime purpose of this show, available year 'round.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$13.50 per broadcast for 26 times.
Audition Facilities: Transcription.
Submitted by: WMRO, Aurora, Ill.

The News And You With Harry Flannery

For many years one of the outstanding news analysts, international reporter, war correspondent and one of the foremost newscasters on the Pacific Coast, Harry Flannery reports on the national and world news scene plus state and local picture, giving background that makes listener familiar with personalities, issues and developments so that he can better draw his own conclusions.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: 5, fifteen minute shows per week \$250.00.
Audition Facilities: Transcription.
Submitted by: Pacific Regional Network, Hollywood 28, Calif.

News Every Hour On The Hour

Five minute summary on the hour, 18 times a day. AP newswire plus local news and weather bureau are sources. Two of these newscasts are in Italian language during Italian segment of our

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broadcast day.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$24.00 per period (5 min.).
Episodes Available: 18 per day.
Audition Facilities: Transcription.
Submitted by: WHAT, Philadelphia 2, Pa.

News In Review

Comment on local, national and international news Mon., Wed. and Fri. evenings at 7:15. Programs tailored to viewpoint by news editor Glenn M. Brillhart, who airs show and interviews York residents who have observed or participated in newsworthy events in York area, nationally or abroad.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: WORK, York, Pa.

News To Now

A fifteen-minute roundup of local, sectional, national and worldwide news with Frank Sanders, ace newscaster of the northwest. Sanders, featured for "factual" news presentation, widely known for consistent news scoops — as high as six and eight per broadcast is not unusual.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$35 per broadcast.
Audition Facilities: Transcription.
Submitted by: KFGO, Fargo, N. Dak.

Newsreel Theater Of The Air

Comprised of one hour of continuous newscasts repeated every twelve minutes so that listeners may hear complete news no matter what time they tune in. Has sold motor oil, fountain pens, hats and vitamin tablets, cigarettes and insurance, banking service, etc. Two news announcers are used on shows, alternating on news and commercials. Showmanly production, broadcast from 7:00 to 8:00 A.M. each Sun., from 6:00 to 7:00 A.M. Mon. thru Sat. and from 11:00 to 12:00 Midnight Sun. thru Sat.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: E. T., L. T.
Submitted by: WMGM, New York 22, N. Y.

Noon News

Complete summary of local and world news with stress on local news. Newscaster does newscast in informal, down to earth manner, giving facts and many local human interest stories. Tailor made openings available for sponsors.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: KWCR, Cedar Rapids, Ia.

On The Line With Bob Considine

15 minutes of story-telling by one of today's most popular authors and newspaper columnists, Bob Considine. Aimed at family audiences, Bob Considine's program is a blend of news commentary

and reflective, easy-going philosophy, a radio column of noteworthy items from the week's events told in a down-to-earth friendly fashion.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$750 net per week.
Submitted by: NBC, New York 20, N. Y.

Pauline Frederick Reports

Early morning news commentary.
Availability: Live Talent.
Running Time: 10 minutes.
Cost: Co-operative program, check ABC Co-op Sales Dept.
Submitted by: ABC, New York 20, N. Y.

The Real Story

Radio news program that actually tells real story behind news. WJBW newscaster calls people who are making news in this locale. As people tell story over telephone, it is recorded, and minutes later edited into well planned newscast. People tell their own story, giving actual account of news.
Availability: Live Talent; E. T.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: WJBW, New Orleans, La.

Report On The Far East

Commentary on news events in the Far East, by Robert Gump, giving informative sidelights and an analysis of trends providing enlightening footnotes to current history. Report on the Far East is not "inside dope" but intimate interpretations based on personal knowledge and experiences gained in living and dealing with the peoples in this area.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: 5, fifteen minute shows per week \$250.00.

Audition Facilities: Transcription.
Submitted by: Pacific Regional Network, Hollywood 28, Calif.

Sunday Men's Magazine

News and features slanted to male audience: News digest, weekly almanac, economic review, sports results and features, album review department pen profiles, book review. News-of-the-New report on science and inventions, incidental intelligence, feature supplements.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Time plus talent.
Audition Facilities: E. T., L. T.
Submitted by: WSTC, Stamford, Conn.

10:00 P. M. News

Round-up of world and local news throughout whole day summarized for evening audience and presented especially for them by Phil Allen, popular evening newscaster and writer.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KOIL, Omaha, Neb.

They Made The Headlines

Compilation of note worthy local news events with tape recorded "on the spot" segments of the most outstanding happenings of week. Narrator handles show

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with appropriate musical bridges—interpretation and lead-ins to tape pickups. Program opens and closes with dramatic theme.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WTAX, Springfield, Ill.

Today In New Hampshire

Commentary on local and state affairs by Edward Fitzgerald.
Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WMUR, Manchester, N.H.

Voices And Events

A review of the week's news recorded from the actual voices as they were

heard on the scene of the event. It's a series of super news programs which sum up the week's most important global happenings and relate them to the whole field of current events. Because NBC's newsmen are wherever news is happening, NBC listeners can ear-witness history as it's being made.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$2,500 net per week.
Submitted by: NBC, New York 20, N. Y.

12 O'Clock News

Noon has proven to be an ideal time for St. Louis buyers to listen to a newscast. KXLW presents complete roundup of international, national, and local news in addition to market brief and sports summary at 12 o'clock, 7 days a week. One of the best St. Louis' newscasters presents this highlighted pro-

gram.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Card rate plus talent fee.
Audition Facilities: Transcription.
Submitted by: KXLW, St. Louis 24, Mo.

Voice Of Washington

One of the best established newscasts in this news-conscious town. Surveys indicate daily audience of 30,000 to 50,000 persons. Listened to by many members of Congress and public officials, as well as general public. Show has been handled by Les Higbie for number of years.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$200.00 weekly, talent included.
Episodes Available: Mon. thru Sat.
Audition Facilities: Transcription.
Submitted by: WWDC, Washington, D. C.

The World Tonight

CBS's compact and comprehensive packaging of news into a convenient-

for-listening fifteen minutes. Summary of the day's happening with all human interest and color and dramatic high lights, plus an expert appraisal of meaning of the news presented by front-rank reporters and analysts.
Availability: Live Talent.
Running Time: 15 minutes.
Audition Facilities: Transcription.
Submitted by: CBS-Corp. Div., New York 22, N. Y.

Washington Correspondent

Presents news from the nation's Capital compiled daily by WMBG's special Washington correspondent. Important happenings together with the story behind these moves which may be of interest to Virginians are included within the program as well as exclusive releases from important persons in the news.

Running Time: 5 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: WMBG, Richmond, Va.

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All Star Western Theater

Foy Willing and Riders of the Purple Sage with guest stars from Republic Pictures; Jerry Colonna, Dale Evans, Smiley Burnett, Jimmy Wakely, etc. Shows combine western stories so popular at present with standard "pop" and western music sung by the Riders of the Purple Sage.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 94.
Audition Facilities: Transcription.
Submitted by: Harry S. Goodman Productions, New York 22, N. Y.

The Bob Neal Show

Three hour variety show beamed at rural audience in early morning, and combining both rural and city audiences in late morning. Bob Neal plays records, his ukelele, gives news, market and weather data. On the air, 5-8 a.m. Mon. thru Sat., available either as participating or quarter-hour segments.

Availability: Live Talent.
Running Time: 180 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WMPS, Memphis, Tenn.

Breakfast With Bob And Ray

Bob Elliott and Ray Goulding, Boston's top announcing duo also famous for nonsense on their daily WHDH "Matinee" program, have moved into breakfast slot. Included menu is artful comment and impersonated guests, time checks, weather, news and sizable portion of music to soothe just-out-of-bed listeners.

Availability: Live Talent.
Running Time: 2 hrs., 25 mins.
Cost: Rate card.
Audition Facilities: Transcription.
Submitted by: WHDH, Boston 16, Mass.

By George

For thirty minutes each week day, George Wilson presents a program of music, amusing anecdotes on current news, fashion and shopping tips to the ladies. Informal, entertaining, yet informative, the show is based on Wil-

son's presentation of his music and comedy. The music is both old and new in the pop vein.

Availability: Live Talent.
Running Time: 30 minutes.
Episodes Available: 5 times weekly.
Audition Facilities: Transcription.
Submitted by: WSTV, Steubenville, O.

Forward America

Depicts in story and song the greatness of our nation—the voice of Walter Huston brings the dramatic words of famous American authors, poets, humorists, philosophers and many dramatics which have touched the lives of all of us, surrounded by brilliant music of American composers of light classics, ballads, folk music, spirituals and popular music.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Weekly.
Audition Facilities: Transcription.
Submitted by: KMLB, Monroe, La.

Fourteen Fifty Club

MC Dave Walshak spins late musical releases, weaving in odd bits in the news, weather reports, sports results, along with telephone quiz questions. Program has been running continuously for two and a half years, Mon. thru Fri.

Availability: Live Talent; E. T.
Running Time: 60 minutes.
Cost: See SRDS.
Episodes Available: Open.
Submitted by: KCTI, Gonzales, Tex.

Gaslight Gayeties

Music and song from Gay Nineties era which produces into nostalgic, excellently performed old-fashioned musical variety show, with orchestra, featured singers, quartet, instrumental soloists (banjo, accordion, saxophone, etc.). Music transcribed.

Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WOWO, Fort Wayne 2, Ind.

The Happy Gang

Most popular program sponsored across Canada by Colgate-Palmolive-Peet for 14 years on the full CBS Network. Rollicking show of music, humor and antics by well-known Happy Gang. Consistently top Canadian Elliott-Haynes ratings. Average 13.5.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$2500, includes 5 half-hours weekly.
Audition Facilities: Transcription.
Submitted by: Charles Michelson, Inc., New York 19, N. Y.

High Schools On Parade

Series of all-student musical programs featuring the band, orchestra, glee clubs and soloists of all public and parochial high schools within listening area. Weekly program includes student announcer and intermission featuring brief talk by president of student body. Music is student-selected.

Availability: Tape.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 26.
Audition Facilities: Tape.
Submitted by: WHLI, Hempstead, N. Y.

Hollywood's Open House

Top variety show unchallenged in the transcription field with highest network calibre production, all recorded before a live audience, and featuring 100 of the top star names of Hollywood and Broadway. Side-splitting comedy, intriguing drama, and exciting music by Ray Bloch and Enric Madriguera and their orchestras.

Availability: E. T.
Running Time: 30 minutes.
Cost: 35% national, 1/2-time, 1/2-hour "A" rate.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: General Entertainment Corp., New York 23, N. Y.

Hoosier Hotshots

"Are you ready Hezzie?" For a good many years Americans in all walks of life have responded to this query with applause. It is followed generally by

blast of loud and lively music, country style. Hoosier Hotshots, long featured on national network shows, have been special favorites with farm audience, but city folks go for them too. In this half hour show they are at their blattant best.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: E. T., L. T.
Submitted by: MBS, New York 18, N. Y.

The Irish Breakfast Club

Hour long feature, attracts several hundred Philadelphians of Irish descent to Ciro's every Sat. morning. Will Regan, Qaker City's first Irish MC on air, greets guests and awards prizes whether they come from County Cork, Mayo, or Tipperary. Regan also plays host during two hour floor show that follows broadcast.

Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: WDAS, Philadelphia 7, Pa.

Malcolms Corner

Smooth type program beamed at ladies with soft music, easy style voice. DJ is known as "The Voice." A colored program on all negro station. Tremendous response from the colored people.

Running Time: 60 minutes.
Cost: \$24 per 1/4 hour.
Audition Facilities: Transcription.
Submitted by: WMRY, New Orleans, La.

Musical Scoreboard

Three to seven hours daily of music, baseball scores and prizes. Direct Western Union ticker for every inning scores of all major league and local scores. Prizes up to \$100.00 daily for tune playing when home run is flashed on the program. Prizes for every home run.

Availability: Live Talent.
Running Time: 3 to 7 hours.
Cost: See SR&D.
Audition Facilities: Transcription.
Submitted by: KISD, Sioux Falls, S. Dak.

Party At The Palace

Bill Weaver MC's half hour program of chatter, humor and good, popular music. Bandleader Ray Hackett, songstress Ellen Connor, and announcer Clarence Cassell also featured. One of San Francisco's top daytime shows, audience participation coming in the nature of impromptu interviews. Strictly "personality" show, with Bill Weaver reading lots of midday cheer.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: (One-Minute Participating Anncts.) 1-25 wks.—1 day, \$50; 2 days, \$100; 3 days, \$135; 4 days, \$180; 5 days, \$225.
Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: KCBS, San Francisco 5, Calif.

RFD 93

This title covers entire period between 6:30 and 7:00 AM Mon. thru Sat, and features Farmer Jim Neal. Program consists of live hill billy music, weather forecast direct from U.S. Weather Bureau, interviews with farm personalities and others, market reports, news bulletins, and recorded music. Sold in 1/4-hour participation units or spots.
Availability: Live Talent.
Running Time: 1 1/2 hours.
Cost: Class C rate, no talent except for

the 6:30-6:45 AM period (which features live band).

Episodes Available: Mon. thru Sat.
Audition Facilities: Transcription.
Submitted by: WSLI, Jackson, Miss.

Something For The Family

Fast-moving variety-comedy for whole family with joke for dad, song for brother, dance tune for sister and poem for mother, starring Georgie Jessel, Joan Barton, featuring orchestras of Bill Bunt and Eddie Oliver.
Availability: E. T.
Running Time: 15 minutes.
Cost: 25% of 1/4 hour "Class A" station time, but not less than \$5.00 per program.

Episodes Available: 26
Audition Facilities: Transcription.
Submitted by: Universal Recorders, Inc., Hollywood 28, Calif.

Stars & Starters

Three famous stars invite three young performers to appear on the program with them. The young performers—age 5-18—perform by themselves first and then combine their talents with stars who invited them to be on show. First show of series had Bert Wheeler doing a comedy spot with a seven year old boy—Eileen Barton sang with a 16 year old boy and Basil Rathbone did a

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dramatic spot with a 12 year old boy. Jack Barry is MC. Audience decides winner by applause and winner gets gifts plus guest shots on other shows and chance at movie contract.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Call NBC Sales Dept.
Audition Facilities: Transcription.
Submitted by: Barry & Enright Productions, Inc., New York 16, N. Y.

Thinkin' Out Loud

Quarter hour of reflective moods, combining poetry, psychological and philosophical approaches to current happenings, with transcribed musical background to fit mood. Genuine sincerity marks this one of the day's most popular shows.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WOWO, Fort Wayne 2, Ind.

Tidbits With Tibbels

Bill Tibbels takes humorous happen-

ings in the news and matches them with appropriate music to put on a one man half-hour show that is sparked with humor, popular music, and actual facts. Entire show is a complete unit of various news stories and music woven into smooth continuity.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Indefinite.
Audition Facilities: E. T., L. T.
Submitted by: KVMA, Magnolia, Ark.

The Wheeler & Rourke Show

Co-MCs Jackson Wheeler and Jack Rourke pull all stops to entertain late evening listeners with their daff imperpersonations, platter parade and inexhaustible bag of zany tricks. Pair highly successful audience rating and commercial team in West Coast TV.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: Jack Rourke Productions, Hollywood 28, Calif.

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The Busy Line

With special microphone, and telephone tape recorder, housewives are quizzed at home on a question about D. that has a numerical answer. Housewives in Sioux Falls and neighboring town compete each morning, with nearest estimate getting prize.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: See SR&D.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KISD, Sioux Falls, S. D.

Fun On The Phone

Announcer makes telephone calls to people in immediate area. Asks them two questions, the first one comparatively easy, the second one harder. Questions deal with various subjects and prizes are given by the sponsor. People answering their phone must answer in a set way. If person answering phone answers correctly, she wins first prize and is eligible for the jackpot question. Phone Nos. picked at random.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: KREO, Indio, Calif.

Home Music Quiz

Quiz program where listeners need not be present in studio nor answer telephone. Series tests ability of listeners to identify four selections as they are performed. Questions refer to composer, performing artist, composition or instrument, whatever the case may be. In order to participate listener must send in his answers with suggested musical question suitable for use on future program.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WQXR, New York 18, N. Y.

Home Run

Fully protected exclusive feature which gives a simulated play-by-play account of a baseball game which sees batter answer quiz questions to make hits. From registration file, names are selected. Person called has chance at home run question and then single. Person receives no prize for answering questions but instead gets on base. As soon as additional batters hit safely and person crosses plate, merchandise award is given.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Participations available. \$75.00 per month.
Audition Facilities: Transcription.
Submitted by: WMBO, Auburn, N. Y.

Household Quizzer

Fred Christensen calls housewives by phone to answer featured question (always about sponsor's product). Jackpot earned for correct answer. Program combines music, household hints and fashions (from the male point of view) together with telephone quiz. On the air, 4:15-4:55 Mon. thru Fri. afternoon. Available participating or 15-min. segments.
Availability: Live Talent.
Running Time: 40 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WMPS, Memphis, Tenn.

Housewife's Quiz

Calls are made all over Maine. House-

wife is called on air, asked question and has choice of prize. Jackpot contest every week besides. For men as well as for women. Valuable prizes awarded.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: 13 weeks, \$67.50, 26 weeks, \$67.75.
Audition Facilities: Transcription.
Submitted by: WCOU, Lewiston, Me.

Kitchen Quiz Club

Good for small station to build women listeners. Women send in names for membership, also questions. Two phone calls made per show using questions. Prize given for woman whose question is used, also for woman called if she answers question right. Only members called. Plus Polka or some gay music recorded or transcribed.
Availability: Live Talent.
Running Time: Can make it any length and prizes given by sponsor.
Audition Facilities: Live Talent.
Submitted by: KXGI, Fort Madison, Ia.

Limerick Show

Ever make up a limerick? Most folks have, and most folks like Mutual's Limerick Show. Panel of outstanding personalities from show business and literary circles, is made up of three regulars and weekly guest. MC sets up an incomplete limerick and panel attempts to finish it. Wit and humor which inevitably enter competition give spice and pace to this family type program.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Weekly.
Audition Facilities: E. T., L. T.
Submitted by: MBS, New York 18, N. Y.

Lucky Dog Quiz

Two men, program director and jockey, operate telephone quiz show. Questions are given over the air immediately following commercial. For the first correct answer, gift from sponsor or station is given to "Lucky Dog."
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KSOK, Arkansas City, Kans.

Musiquiz

Philadelphia radio's oldest and largest quiz program. Questions are all musical, revolving around theme songs, colors, numbers and objects in song titles, etc. \$500.00 in prizes each show. Combines excellent musical entertainment with finest features of top audience quiz.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WIP, Philadelphia 7, Pa.

Old Fashioned Spelling Bee

Program sets spelling teams comprised of opposite sexes or rival schools or businesses against each other to add extra competition. Spelling Bee format with MC and announcer and a bonus and penalty system with unusual spelling questions, i.e. words from songs. Prizes either cash or merchandise.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WCSS, Amsterdam, N. Y.

★ ★ ★ ★ QUIZ ★ ★ ★ ★

Quiz Whiz

Remote 15-minute daily quiz broadcast directly from sponsor's store with customers as participants. Last sponsored successfully by Owl Drug Co. for one year. MC'd by Stu Wilson, well-known on Pacific Coast. Local or regional.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Reynolds Productions, Beverly Hills, Calif.

Recallit And Win

Fast and humorous telephone quiz show featuring hit recordings of yesterday. "Gay '90's" clad MC, Tom Dailey, working before studio audience of 100, asks random selected telephoner to identify nostalgic tunes which increase in value daily. Successful contestants get chance at "Master Mystery Tune" worth at least \$100. Studio audience participate on tunes missed by telephone.

Availability: Live Talent; E. T.
Running Time: 55 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: KWK, St. Louis 6, Mo.

Stop The Housework

Two MC's on show, answer phone and ask listener name of "qualifying" tune played when they were called. If they answer correctly, they shoot for mystery tune. Co-op sponsorship, with jackpot building up daily. Incorrect answer brings consolation prize to listener.

Availability: Live Talent.
Running Time: 30 minutes.
Audition Facilities: Transcription.
Submitted by: WAVZ, New Haven 10, Conn.

Treasure Trails

Telephone quiz program in which two phone calls are made. Person called to answer with the sponsors pro-

gram slogan instead of hello. When they answer correctly they receive jackpot. If they do not answer correctly jackpot increases a set amount and person is sent small consolation prize. Running Time: 15 minutes.

Cost: On request.
Episodes Available: Mon. thru Sat.—no limit.
Audition Facilities: Live Talent.
Submitted by: KFRO, Longview, Tex.

Tune-O

A new musical quiz type show which offers listeners the opportunity to compete for valuable prizes and at same time provides good entertainment for listener not playing. A sort of musical Bingo which offers excellent dealer tie-in. Hugh Connor—MC.

Availability: Live Talent.
Running Time: 55 minutes.
Cost: Sold in spots at card rate.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: WQAN, Scranton 1, Pa.

Tune Test

Musical quiz conducted over phone with participant trying for awards by correctly naming tune simultaneously played on air and phone.

Running Time: 30 minutes.
Cost: On request.
Episodes Available: 5 weekly.
Submitted by: KGW, Portland, Ore.

Tune-Test

New telephone give-away, with Stop the Music type format, embracing chief features of famous Tello-Test. Phone calls made and qualifying question asked. If correctly answered more complicated musical question asked; if answered properly winner gets jackpot. Merchandise prizes used with smaller prizes for qualifying question. Jackpot increases at rate of \$200.00 weekly for major question. Participation limited to five non-competing sponsors. Prizes furnished by station; sponsor may add prizes if desired.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$100.00 per participation.

Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: WWDC, Washington, D. C.

The Umbrella Man

Embodies the "high" features of quiz program, man-on-the-street broadcast and early morning lift of a wake-up-and-smile program, placed in setting of multi-colored umbrella and brightly colored stand on busy corner at noon.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KOIL, Omaha 2, Neb.

Watch On The Line

Local or network telephone quiz, daytime.

Availability: Live Talent.
Running Time: 15 minutes.
Audition Facilities: Live Talent.
Submitted by: Harold R. Gingrich Productions, Chicago 1, Ill.

Who, When, Where?

Radio merchandise tie-in quiz show . . . picture cards with pictures of prizes packed in sponsor's product. Each week the answers to Who? When? Where? to certain pictures are aired and listening audience is requested to answer the three questions then obtain a special entry blank from their local dealer and mail it to the program with a ten word sentence. There are many prizes for each picture to increase the number of sponsor's products purchased to obtain pictures.

Running Time: 30 minutes.
Cost: On request.
Submitted by: Richard S. Robbins Co., New York 17, N. Y.

Who, Where, When?

Three questions asked on each 15-minute program, one Who, one Where, and one When. Contestants are invited to call when the whistle blows and try to answer a question. After opening the program with the theme, "Who," and after a commercial, we start music. Announcer blows whistle anytime during program, trying to throw listeners off by varying timing on whistle. For those who don't have a phone, we accept write in questions and a prize is given when the question is used on

program.
Running Time: 15 minutes.
Cost: Announcer only.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WHOP, Hopkinsville, Ky.

Whoozit?

Co-MC's Jackson Wheeler and Jack Rourke give zany musical and verbal clues to recorded "Mystery Voice" for audience awarded jackpot of prizes. Pair highly successful West Coast comedy TV team.

Availability: Live Talent; E. T.
Running Time: 15 or 30 minutes.
Cost: On request.
Episodes Available: 5 weekly.
Audition Facilities: E. T., L. T.
Submitted by: Jack Rourke Productions, Hollywood 28, Calif.

Who's Speaking?

Program features tape recording of prominent local citizen with one minute public service message. Listener's are telephoned from studio to identify mystery voice during quarter hour program. Cash prizes given to successful listeners.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$65.00 per week (including prize money).
Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: KBOL, Boulder, Colo.

Who's Talking?

Telephone quiz program featuring voices of nationally known celebrities giving transcribed clues about themselves in poetic form. Local announcer phones listeners who try to identify mystery celebrity after identifying preliminary musical question. As traffic-builder, advertisers furnished 8x10 maked photos of "Who's Talking?" personalities to place in stores.

Availability: E. T.
Running Time: 15 minutes.
Cost: Weekly cost is one-half of station's one-time national quarter-hour Class "A" rate. (\$10.00 weekly minimum.)
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: Hal Tate Radio Productions, Chicago 5, Ill.

1950 ★ ★ ★ ★ SPORTS ★ ★ ★ ★ 1951

A Sports Gentleman And A Lady

A "Mr. and Mrs." program on sports. Show must be handled by two voices, one male and one female. News, romance, drama, humor and strangest stories in history of passing parade of sports revealed through the "eye-and-voice" of both a man and a woman. Once-a-week specially written unusual sports show.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 12.
Submitted by: Mac Davis Features, Brooklyn 15, N. Y.

Around The State With High School Sports

Sportscaster Pat Hayes in weekly

roundup of High School athletic activities. To keep right on top of game results and outstanding sports personalities among high school fans, Pat Hayes has set up special high school information network, and it pays off. Tops in Pacific Northwest sports shows.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$25.35 plus time.
Audition Facilities: Transcription.
Submitted by: KIRO, Seattle 1, Wash.

At Hefner's Sports Review

Veteran sportscaster brings into play a pleasant, animated delivery to cover world of sports in comprehensive weekly quarter-hour summary. Hefner is authoritative and experienced, a reputation cemented by his daily play-by-play announcing on Mutual's Game of the Day.

Availability: Live Talent.

Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: MBS, New York 18, N. Y.

All Outdoors

Pat Patterson, one of Ohio's leading outdoorsmen and sportsmen, conducts half hour with four guests answering mailed questions of audience. Questions stumping guests receive valuable awards such as outboard motor boats, sports equipment, etc. Questions range from ice boat sailing to jai-lai.

Availability: Live Talent.
Running Time: 30 minutes.
Episodes Available: One per week.
Audition Facilities: Transcription.
Submitted by: WJW, Cleveland 15, O.

Diamond Dust

Unusual script baseball feature for single voice. New baseball stories written exclusively each week during season; timely, strange and human interest stories of ballplayers past and present; legends, behind the scene dramas and fascinating untold stories of the diamond. Available from 1 to 5 stories each week during season.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: From \$2 per script.
Episodes Available: 120.
Audition Facilities: Live Talent.
Submitted by: Mac Davis Features, Brooklyn 15, N. Y.

Echoes From The Grandstand

Rod Bolcher, sports editor and sports-

ster for KMO and Associated Oil in
arget Sound Area, goes behind scenes
local and northwest sports news;
rest interviews with sports figures.
availability: E. T.
nning Time: 10 minutes.
ost: On request.
isodes Available: Continuing.
dition Facilities: Transcription.
ubmitted by: KMO, Tacoma 1, Wash.

Field & Stream Club

A noted district sportsman, Bob
almer, tells listeners where to find fish
ad game; gives tips on hunting and
thing, district club news; conservation
ata and interviews guests of national
ad local prominence. Only local show
it's kind in this region.
availability: Live Talent.
nning Time: 25 minutes.
isodes Available: 52 per year.
dition Facilities: Transcription.
dress: WSTV, Steubenville, O.

Fish With Pat

15 minute program devoted to fishing,
unting and boating in Fla. Pat Sulli-
an, who is member of Outdoor Writers
ssn. and Outdoor editor for WKAT,
rites and conducts program. Has been
field for 35 years and is considered
a authority.
availability: Live Talent.
nning Time: 15 minutes.
ost: \$60.00 net to station.
dition Facilities: Transcription.
ubmitted by: WKAT, Miami Beach,
Fla.

Football Forecast

Two-voice commentary on local, re-
gional and national football with pre-
dictions for coming weekend. Covers all
ocal football, all regional (New York
late) football, and the national games
top interest. Prepared and broadcast
y Phil Spencer.
availability: Live Talent.
nning Time: 15 minutes.
ost: On request.
isodes Available: 13.
dition Facilities: Transcription.
ubmitted by: WENT, Gloversville, N.Y.

Football Game Of The Week From S. C.

Aired in dynamic style by football
lay by play ace Allan Wester, whose
yle and delivery is so identical to
hat of Bill Stern you'll think you're
stening to the old master himself. 11
weeks of top southern football.
availability: Live Talent.
nning Time: Game time.
ost: On request.
isodes Available: 11 Sat. afternoon
ames.
dition Facilities: Transcription.
ubmitted by: WGTN, Georgetown, S.C.

France Laux, Sports

Veteran sportscaster France Laux,
resents fifteen minute round-up of lat-
st in world of sports. France broadcast
ne World Series and nine All-Star
ames and is extremely well-known
throughout the KXOX area.
availability: Live Talent.
nning Time: 15 minutes.
ost: On request.
dition Facilities: Transcription.
ubmitted by: KXOX, St. Louis 1, Mo.

Fred Cusick Sports Review

Inside of sports by a famous football,
aseball, hockey, and golf champion.
nning Time: 15 minutes.

Cost: Rate card plus \$25 talent fee
daily.

Episodes Available: 7 a week.
Audition Facilities: Transcription.
Submitted by: WVOM, Brookline 46,
Mass.

Game Of The Day

Live broadcast direct from American
and National League Parks, announced
by Al Heller and Art Gleason, over
MBS.

Availability: Live Talent.
Running Time: From 1½ hrs. to 3 hrs.
Cost: \$37.50 game complete.
Episodes Available: At least 18 an-
ouncements, Mon.-Thurs.
Audition Facilities: Live Talent.
Submitted by: WJNC, Jacksonville, N. C.

George Reeves Reports On Sports

Established program of four years.
Consists of major ball scores, standings
of teams, complete coverage of race of
the day and other results. Comprehen-
sive comment on day's top sporting
event. Reeves does all Winn's play by
play and is generally accepted as best
informed sports announcer in Louisville,
with best voice and style.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$25.50.
Episodes Available: 6 weekly, indefi-
nitely.
Audition Facilities: Transcription.
Submitted by: WINN, Louisville 2, Ky.

Glenn Dobbs On Sports

Glenn Dobbs, former All-American
football star gives up-to-the minute
scores, sports commentary, interviews
with top sports personalities.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KRMG, Tulsa, Okla.

Global Sports

Roundup of sports around the globe,
with Manny Marget doing his 20th year
of sports comments and play-by-play.
Best known sports announcer in the
area.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KVOX, Moorhead, Minn.

Harry Wismer

News and comment on week's major
sports events.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Co-operative program, check ABC
Co-op Sales Dept.
Audition Facilities: Transcription.
Submitted by: ABC, New York 20, N. Y.

Heartbeats In Sport Headlines

Only 5-minute syndicated script show
of its kind in radio. Dramatic narrations
for single-voice; strange, amazing and
incredible true stories covering all
sports, human-interest dramas from be-
hind-the-scenes and headlines. Avail-
able from 1 to 6 stories weekly. Written
weekly by America's outstanding radio
sports-writer.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: From \$2 per script.

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Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Mac Davis Features,
Brooklyn 15, N. Y.

Herman Hickman Show

For sports followers and arm-chair
athletes, as well as those who enjoy a
good story, interestingly told—a pro-
gram of anecdotes about sports person-
alities of past and present told by
master raconteur, Herman Hickman,
head football coach at Yale, in a 15
minute sports commentary distinguished
by his genial personality.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$750 net per week.
Submitted by: NBC, New York 20, N. Y.

Jackie Robinson

Sports talk and interviews conducted
by the Dodger's second baseman.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Co-operative program, check ABC
Co-op Sales Dept.
Audition Facilities: Transcription.
Submitted by: ABC, New York 20, N. Y.

Joe Cummiskey's Sports Revue

Inside and behind the scenes in
sports; latest results in all sports. Oc-
casionally noted sports figure as guest.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$82.80 for 15 min., Participation
costs on request.
Audition Facilities: Transcription.
Submitted by: WPAT, Paterson 1, N. J.

Joe Di Maggio Show

Sports quiz and interview show star-
ring the Yankee Clipper, Joe Di Maggio
with Jack Barry as Co-MC. Quiz be-
tween kids and grownups—dramatiza-
tion of life of guest star — interview
between guest star and Di Maggio—
Plenty of up-to-minute baseball news
and analyses by Joe Di Maggio.
Availability: E. T.
Running Time: 30 minutes.
Cost: Call N.E.C. Sales Dept.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: Barry & Enright Produc-
tions, Inc., New York 16, N. Y.

Joe McCarthy Speaks

Inside stories of baseball told by one
of the greatest managers of all time.
Interesting anecdotes about great stars
of game, past and present, never told
before.
Availability: E. T.
Running Time: 5 minutes.
Cost: On request.
Episodes Available: 104.
Audition Facilities: Transcription.
Submitted by: Richard H. Ullman, Inc.,
Buffalo 2, N. Y.

Lew Lowry Sports Parade

The only local sports review at the
dinner hour—5:45-6:00 P. M., Mon. thru
Fri. Lew gives latest baseball, softball
and all other results, plus colorful high-
lite story. Sandwiched between "Club
15" and great early evening line-up of
CBS shows, Lew has sports listening

audience of central Ariz.
Availability: Live Talent; E. T.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: E. T., L. T.
Submitted by: KOOL, Phoenix, Ariz.

Looking 'Em Over

Carroll Hansen leads every other
sportscaster in the Bay Area. Aired at
10:15 p.m., timed to provide listeners
with complete coverage of latest sport
news, first and includes scores, head-
lines, interviews and human interest
stories. Carroll was chosen by Gillette
to fill in color at the Rose Bowl Game,
1950.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: (One-minute participating anncts.)
1-25 wks—1 day, \$35; 2 days, \$70-
3 days, \$94.50; 4 days, \$126; 5
days, \$157.50.
Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: KCBS, San Francisco 5,
Calif.

Martin France Sports

Complete daily roundup of seasonal
sports by veteran commentator with 14
years experience in all phases of sports
reporting and play-by-play announcing.
Good balance of local and national
events. During football season, France
has forecast games with 82% accuracy,
over ten years.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WAEB, Allentown, Pa.

Memory Lane Of Sports

Top midwest sportscaster Sam Molen
brings to KMBC mike fascinating, un-
told stories of past in 15 minutes of good
listening. Molen, who has made it life-
time hobby to collect sagas and anec-
dotes of sports world, tells them in this
show. Same kind of stories that provide
program content have been published
by Dorrance into Molen's book, "They
Make Me Laugh."
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KMBC-KFRM, Kansas City,
Mo.

Morning Sports Page Of The Air

Sam Molen, voted by Sporting News
a couple of years ago as Middle West's
No. 1 sportscaster, presents review of
latest sports news, baseball and other
scores, to 8:20 a.m. audience. In 5 min-
utes Molen compresses top sports news
of preceding 24 hours into listenable,
informative program. It's the only morn-
ing sports program in Kansas City area.
Availability: E. T.
Running Time: 5 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: KMBC-KFRM, Kansas
City, Mo.

Mutual's Game Of The Day

Six days a week, Mon. thru Sat., Mu-

SPORTS

tual airs a different major league baseball game in full. Network's contract with baseball covers all parks of American League and several in National League. This is first season a major U. S. network has broadcast complete games on a daily play-by-play basis. Regular announcers are Al Helfer and Art Gleason.

Availability: Live Talent.
Running Time: Average 2 hrs. plus.
Cost: On request.
Episodes Available: Duration of major league ball season.
Audition Facilities: E. T., L. T.
Submitted by: MBS, New York 18, N. Y.

North Country Ski Report

A fast-paced synopsis of reports from upstate N. Y. ski resorts of local and regional interest, compiled by station from material prepared by UP and N. Y. Dept. of Commerce. Available Mon. thru Sat. during skiing season.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Episodes Available: 85.
Audition Facilities: Transcription.
Submitted by: WENT, Cloversville, N. Y.

One For The Book

Those delightful sports stories told as only Sam Balter can tell them. Factual, humorous, entertaining.

Availability: E. T.
Running Time: 5 minutes.
Cost: On request.
Episodes Available: Still in production.
Audition Facilities: Transcription.
Submitted by: Frederic W. Ziv Co., Cincinnati 6, O.

Outdoor Life Time

Produced in cooperation with "Outdoor Life" Magazine. Covers all phases of outdoor sports: hunting, fishing, boating, camping, dogs, etc. Discussions by experts in the field and moderated by Ken Brown, editor of "Outdoor Life" Magazine.

Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: Harry S. Goodman Productions, New York 22, N. Y.

Roger O'Gara, Sports

Ace Eagle sportswriter, Roger O'Gara brings his listeners up to the minute happenings in the world of sports as well as the latest Pittsfield and County sports.

Availability: Live Talent.
Running Time: 15 minutes.
Audition Facilities: Live Talent.
Submitted by: WBEC, Pittsfield, Mass.

St. Joseph Cardinals Baseball Broadcast

Ken Gooding and John Bilvou alternate on play by play description of home and road games, garnering over 80% listenership. Now in 5th consecutive season of broadcasting all games. Options for 1951 season now available to national sponsors. Missouri's third largest market gets complete coverage on KRES baseball broadcasts.

Availability: Live Talent.
Running Time: Length of games.
Cost: On request.
Episodes Available: 140.

Audition Facilities: Transcription.
Submitted by: KRES, St. Joseph, Mo.

Speaking Of Sports

Dave Campbell, has been aired in Birmingham continuously for five years in same time period. This is evening review of scores, features, interviews, etc. in the sports world. Campbell formerly called play-by-play of Cleveland Indians and for two seasons has aired Birmingham Baron games.

Availability: Live Talent; E. T.
Running Time: 15 minutes.
Cost: \$252.00 per week.
Audition Facilities: E. T., L. T.
Episodes Available: Six per week.
Submitted by: WAPI, Birmingham, Ala.

Sports

Aloha Network has exclusive broadcast rights for Honolulu Stadium—this includes baseball, polo, football, boxing and all special events. Participation in all events available for non-competitive sponsors on year round or spot basis. Participation in recreated major league baseball also available on same basis.

Availability: Live Talent.
Running Time: Varies.
Cost: On request (see Walker Company representative.)
Submitted by: KHON, Honolulu, T. H.

Sports Mike

Top-notch reporting of local regional and national sports news by recognized local sports leader. Personal interviews and best of all in this locale. The fishing dope, 6:15-6:30 P. M., Mon-Fri., follows Headline Edition.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$40.00 per week.
Episodes Available: 260.
Audition Facilities: Live Talent.
Submitted by: WHBS, Huntsville, Ala.

Sports Page Of The Air

Rundown on PCC Baseball, WI Baseball, and Far West league, also a Major League rundown. Then into the top sports items of the day, followed with a sports memory.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$283.40 per month; \$10.90 per program; 13 weeks non-cancel.
Episodes Available: Six a week.
Audition Facilities: Transcription.
Submitted by: KWRO, Coquille, Ore.

Sports Review

Top sports availability with Bob Finnegan, well-known Chicago personality, giving latest scores and results of week-end sporting events, on Chicago's top sports station.

Running Time: 15 minutes.
Cost: \$102.
Episodes Available: One a week on Sun.
Audition Facilities: E. T., L. T.
Submitted by: WIND, Chicago 11, Ill.

Sports Roundup

Starts with news of most popular sports of the day, and presents national, world, and local sports news, including local sports results. Roundup is always concluded with "Sports Laugh."

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: As desired.

Audition Facilities: Transcription.
Submitted by: KSOK, Arkansas City, Kan.

Sports Roundup

6:00 to 6:15 P. M.—Mon. thru Sat.—52 weeks in a year. Seasonal sports featured.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Regular rates plus \$15 weekly talent.

Audition Facilities: Live Talent.
Submitted by: WHJB, Greensburg, Pa.

The Sports Theater of The Air

Dramatized show presenting true-life stories of unusual and legendary heroes and heroines of sport. Each show complete quarter-hour drama of songs, legends and treasured memories from world of sports. Sports show with everything; drama, novelty, surprise, music, humor, story and heart.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 52.
Submitted by: Mac Davis Features, Brooklyn 15, N. Y.

Sports With Bill Gordon

Well-known local sportscaster, Bill Gordon, receives local and national sports figures at studio each Sat. afternoon for informal discussion on any phase of sports. Superbly handled, this half-hour show has definite listener appeal. Timely topics create hot interest.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WNAW, North Adams, Mass.

Sportsman's Quiz

Questions sent in by fishing and hunting fans to board of experts who, between them, try to answer all. A local program on the air 3 years Mon. nights following the Sportsman's League weekly meetings held in station studios. All board members are local personalities respected in their field.

Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 52 per year.
Audition Facilities: Transcription.
Submitted by: WAGC, Chattanooga, Tenn.

Stoney McLinn's Sport Shots

Sports program written, directed and announced by Philadelphia's dean of sports commentators, Stoney McLinn. Veteran of 40 years in covering all major sports events for magazines, newspapers, TV and radio. McLinn is personal friend of almost every sports name in the country. One of the best informed sportscasters in the country, well-liked, authoritative.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WIP, Philadelphia 7, Pa.

Strictly Sports

Unquestionably, the best-known sportscaster in New England, Bob Steele is also WTIC's most popular personality, which means audience appeal plus. Everybody enjoys this ten minute night-

ly sports commentary; and they talk about it. Steele's "Strictly Sports" is a grist for more conversation mills than any other source in the area.

Availability: Live Talent.
Running Time: 15 minutes; (currently 10 minutes).

Cost: On request.
Audition Facilities: Transcription.
Submitted by: WTIC, Hartford 15, Conn.

This Is Football

Exciting passing parade of gridiron. Dramatic narrations for single voice revealing history, romance, legends and unforgettable dramas of gridiron; amazing yarns of heroes who play game and incredible moments that made football history. Available only during football season, from 1 to 3 scripts weekly.

Availability: Live Talent.
Running Time: 5 minutes.
Cost: On request.
Episodes Available: 39.
Audition Facilities: Live Talent.
Submitted by: Mac Davis Features, Brooklyn 15, N. Y.

Today In Sports

Frank Robinson, WCEN sports director goes through fast moving ten minute sports show, highlighting sports calendar of the day, re-capping previous night's results and adding local and national feature material. Interviews with visiting sports celebs are featured whenever possible.

Availability: Live Talent.
Running Time: 10 minutes.
Cost: \$35 per week (5 days)
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WCEN, Mt. Pleasant, Mich.

Warm-Up Time

With all the local sports news, line-ups, predictions, the WCTC sports crew prefaces all football games of Rutgers University and local high schools with the late sport tips and college music.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: For individual game.
Audition Facilities: Tape.
Produced by: WCTC.
Submitted by: WCTC, New Brunswick, N. J.

The WIBX Sportstrail

In the vast North-East, this popular Sportstrail with Bill O'Donnell, the WIBX sports director, 4-letter Fordham play-by-play commentator in baseball, basketball, football and hockey events, continuously sponsored, now available with the cream-of-the-crop baseball scores in all major and minor games.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: E. T., L. T.
Submitted by: WIBX, Utica 2, N. Y.

The World Of Sports

Sports program produced in Dixieland by one of the south's top writers-announcers, Al Wester. Wester takes you behind the sports headlines with informal interviews with sport celebrities from every field.

Availability: Live Talent; E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 13 weekly.
Audition Facilities: Transcription.
Submitted by: WGTV, Georgetown, S.C.

1950 WOMEN'S PROGRAMS 1951

The Addison Pelletier Show

Miss Addison Pelletier's compelling narration, a vast variety of personally collected material, Adele Scott's outstanding music, and production by Virginia Price, combine to make a network calibre production that informs as well as entertains.
Availability: E. T.
Running Time: 15 minutes.
Cost: Based on size of market.
Episodes Available: 130 1/4 hour.
Audition Facilities: Transcription.
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Adventures In Living

Program keyed to interested women homemaking and fashion fields. First five minutes devoted to discussion of pertinent homemaking subjects between women's commentator and announcer. Show is closed with period of popular poetry by announcer.
Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Episodes Available: 3 weekly.
Audition Facilities: Transcription.
Submitted by: KMON, Great Falls, Mont.

Ann Kramer

With the accent on the casual, personal approach to housewives, Ann Kramer's daily stint touches on doings in the neighborhood, home decorating, beauty, fashion, cooking hints of an "over-the-fence" variety. Well-known women's activities, her words on the domestic front are favorably accepted.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: WAEB, Allentown, Pa.

The Ann Sterling Show

Ann Sterling is best known woman broadcaster in Pacific Northwest. Her morning program features chats on fashions, interior decorating, books, stories of famous persons and hints on home building. Has been on air since 1939 and has impressive list of local and national sponsors.
Availability: Live Talent; E. T.
Running Time: 15 minutes.
Cost: \$33.82 per program plus station time.
Audition Facilities: E. T., L. T.
Submitted by: KJR, Seattle 1, Wash.

Brunch Time

Friendly mid-morning program for housewives, giving recipes, household hints, vacation information, important news of day concerning ladies, fashion trends of the hour and occasionally an interview with visiting celebrity. Musical hits of day for ladies, and a mailing list for this information.
Availability: Live Talent.
Running Time: 20 minutes.
Cost: On request.

Episodes Available: 5 days weekly.
Audition Facilities: E. T., L. T.
Submitted by: WDUK, Durham, N. C.

Carson Gulley's Radio Kitchen

Carson Gulley, for 25 years senior chef at Univ. of Wis. conducts program of food preparation discussion. Top feature of program is his mail bag during which he answers questions sent in by listeners.
Availability: E. T.
Running Time: 25 minutes.
Cost: Regular rates plus \$2.00.
Audition Facilities: Transcription.
Submitted by: WISC, Madison 3, Wis.

Christmas Early Show

Mon. thru Sat. from 10:00 to 10:45 a.m., program designed for all women. Features recorded music, interviews with local and visiting celebrities, news of interest to women, short dramatizations and like features. Christmas Early is Catherine Cragen, voted top woman D. J. in U. S. for 1947.
Availability: Live Talent.
Running Time: 45 minutes.
Submitted by: KHON, Honolulu, T. H.

The Du Monts & Homemaker Harmonies

Husband and wife program, MC'd by Phyl and Lu Du Mont. Program features departments familiar to woman's show along with the husband's point of view. And two oldies in the recorded music field . . . to bring back pre-war memories. Daily half hour features a "Woman of the Week" contest for added interest.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$8.00 per spot (1-minute)
Episodes Available: 5 a week—full year.
Audition Facilities: Transcription.
Submitted by: WHEB, Portsmouth, N. H.

Ethel's Coffee Circle

Informal chatter show, dealing not with the commonplace but with glamorous side of a woman's life. Covers high fashion, theatre, books, music, etc., and includes interviews with and stories about celebrities with whom Ethel has worked. Star is Ethel Shutta, well-known singing comedienne of the 30's.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 3 weekly.
Audition Facilities: Transcription.
Submitted by: KCOH, Houston 2, Tex.

First Call To Lunch

Genial Tubby Walthall, local boy who made good as radio announcer, invites ladies in his Southern Va. and Northern N. C. listening area to join him each morning at 11:30 for half hour

program of smooth old favorites and new favorites in recorded music, news and feature items of interest to women, and household hints sent in by listeners.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WSVS, Crewe, Va.

The Florence Sando Show

Well known to Pittsburgh theatergoers, as well as to radio audiences, Florence Sando has appeared in many productions at Pittsburgh Playhouse and also Civic Light Opera. Her flair for showmanship has made Florence Sando Show quick moving program of news and guests of interest to women. Well known guests from entertainment world, plus Miss Sando's engaging manner make her show one of most popular early afternoon programs.
Availability: Live Talent.
Running Time: 20 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WCAE, Pittsburgh 19, Pa.

For Women Only

Fifteen-minute program by woman commentator including fashion news, a recipe of the day, interior decorating ideas and household hints. Interspersed with music.
Availability: E. T.
Running Time: 15 minutes.
Audition Facilities: Transcription.
Submitted by: WJOC, Jamestown, N. Y.

Fur Fashion Parade

Most successful fur promotion available in country. Each annual edition has helped hundreds of fur retailers to establish themselves as the fur headquarters in their respective cities. Covers every type of fur in an interesting, educational manner, explains why inside of fur coat is important, types of furs for different personalities, importance of buying from a reliable source, etc. Most sponsors use series to train their sales staffs, as well as to promote business.
Availability: E. T.
Running Time: 15 minutes.
Cost: Based on size of market.
Episodes Available: 39.
Audition Facilities: Transcription.
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Homemaker Harmonies

Have taken 15 min. script and expanded to 30 minutes with prizes, given on telephone calls and write ins. Includes music, beauty, fashion, and cooking tips. Very popular with ladies.
Running Time: 30 minutes.
Cost: Participating, regular spot rates.
Audition Facilities: Transcription.
Submitted by: WEWO, Laurinburg, N. C.

Homemaker's Club

Ossie Johnson, chairman of the Homemaker's Club, conducts informal chatter program. Various groups of ladies around Pittsburgh and the district have regular "Homemaker's Club" meetings. Primary function of the club is to provide for the needy. Clothing and furniture after fires, etc. Over 500 children attended a Christmas Party where free candy and old toys were distributed without charge, courtesy of the Homemakers.
Availability: Live Talent.
Running Time: 25 minutes.
Cost: Regular station rate, or participating spots.
Audition Facilities: Transcription.
Submitted by: KSEK, Pittsburgh, Kan.

Homemakers' Harmonies

Fifteen-minute Mon. thru Fri. Format has fashion beauty and cooking news all written fresh each week in N. Y. Woman-of-the-Week contest pulls over 50 letters weekly.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$65.00 per week.
Episodes Available: 52 per year.
Audition Facilities: Live Talent.
Submitted by: KBOR, Brownsville, Tex.

Homemaker's Service

Housewives with household problems are asked to phone WMON's "Homemakers' Service." Call is relayed immediately to listeners, a listener then calls up with solution, etc. Containing elements of suspense, humor and good-neighborliness. Program takes the hackneyed out of women's programs.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WMON, Montgomery, W. Va.

Housekeeping Made Easy

Linda Marvin, well known women commentator, home economist and author of best seller book, "Housekeeping Made Easy," in series of quarter-hour helpful household hints, combined with interviews with various personalities of interest in feminine world. Sponsored on networks by such clients as Swift & Co., Sunbrite Cleanser and others. Her informal and informative program make for pleasant listening and a must in housewife's daily program listening habits.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$375.
Audition Facilities: Transcription.
Submitted by: Charles Michelson, Inc., New York 19, N. Y.

Housewife's Request

Music for the "Little Lady who runs the home." In 15 minute segments beamed to women. One portion devoted to "shut-in" groups with religious and

WOMEN'S PROGRAMS

quiet music. Section of old time and standard for older groups. Final portion is of popular current selections for younger housewife.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WPAY, Portsmouth, O.

In The Woman's World

Program handled by Dorothy Ann, well known and well liked by both the rural trade and city folks.
Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Episodes Available: Across the board.
Audition Facilities: Live Talent.
Submitted by: WJNC, Jacksonville, N. C.

In A Woman's World

Woman commentator giving fashion news, home making hints, items about women in the news, both local and national.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: (on 13 wk. basis) \$13.00 air time plus \$3.00 talent fee per day.
Episodes Available: Unlimited.
Submitted by: WCOR, Lebanon, Tenn.

The Jackie Sherrin Show

Jackie Sherrin, WDVA director of women's activities, combines fashion and home-making news, interviews, and "live" organ music into scintillating half-hour program designed for "Milady."
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$19.00 per program.
Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: WDVA, Danville, Va.

Jane Ellen Ball

Program made up of womens news, fashions, cooking, and feature is "back-page item" of prominence to fit into the time of the particular program.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Submitted by: WJAS, Pittsburgh 19, Pa.

Jane Todd

Here is the new look in women's programs. Show covers everything from fashion to folklore. In less than one year, Jane Todd has become established as highest rated women's commentator in area, and sales results tell the same story.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: (one-minute participating units) 1 day, \$40; 2 days, \$80; 3 days, \$108; 4 days, \$144; 5 days, \$180; 6 days, \$192.
Episodes Available: Mon. thru Sat.
Audition Facilities: Transcription.
Submitted by: KCBZ, San Francisco 5, Calif.

Jo McQuillin

"All the world's a stage" so be a leading lady in the drama of your own life, says Jo McQuillin who talks to wo-

men about conduct, manners, cosmetics, fashions, cooking, dressmaking; anything that contributes to a woman's looks and personality. Discusses the home, which is the "stage set" for "living romance". Everything in a woman's life comes up for comment; from how to hold a husband, to how to scrub the kitchen floor.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Daytime announcement rates plus \$5.00.

Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: CKLW, Detroit 26, Mich.

Julie Brooks— Women's Editor

Attractive Julie Brooks edits and presents news of interest to women. By combining fashion, cooking, baby news, flowers, and other topics with smooth music, Julie Brooks has captured the women's audience in this midwestern market. Available in entirety or quarter hour segment.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: E. T., L. T.
Submitted by: WREN, Topeka, Kan.

KCSJ Women's Club

Three hour program, spiked with special features and events of all types. Final hour of show is audience participation. Each month Women's Club awards more than \$2,000.00 in nationally advertised prizes. Program is now two years old and has tremendous audience throughout entire listening area of station.
Availability: E. T.
Running Time: 3 hours.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KCSJ, Pueblo, Colo.

Keynotes By Bailey

Mildred Bailey, who also conducts AM program for women, presents half hour afternoon program of piano playing, light chatter and integrated commercials. Bailey is ex-pro pianist and does beautifully with show-tune type music. Program has yielded spectacular spontaneous response from listeners indicating it's the perfect format for feminine afternoon audience.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WCOP, Boston 16, Mass.

Kitchen Party

Features Mildred Lyon Doos, well-known food editor of Houston's Citizen Newspapers, in 15 min. of food tips, recipes, homemaking hints.
Running Time: 15 minutes.
Audition Facilities: E. T., L. T.
Submitted by: KXYZ, Houston 2, Tex.

The Lady Of Charm

Edythe Fern Molroso, Detroit's "Lady

of Charm" in a program for the housewife. Charm, poise, etiquette, home furnishings are discussed. In the program's second half the "Charm Kitchen" is conducted featuring latest culinary tips. Entire show is done from "The House of Charm," a testing home in Detroit. Five days a week. One minute participations.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Transcription.
Submitted by: WXYZ, Detroit 26, Mich.

Lady Of The House

Chief announcer takes tape-recorder into local housewife's home each morning. Mon. thru Fri., interviews her about her family, housework, hobbies, "most embarrassing moment," favorite male recipes, etc. Show is played back 10:30-10:45 a.m. daily. Program recorded several days in advance.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Transcription.
Submitted by: KERG, Eugene, Ore.

Leisure House

Twenty-six chapter daytime domestic drama revolves about daughter of house who has job as assistant to hostess at "Leisure House," a modern home service center. Story contains usual love interest, humor, pathos, comedy, suspense. Cast is all-star, headed by Theodore Osborn and Babette Baer.
Availability: E. T.
Running Time: 15 minutes.
Cost: \$5.00 to \$75.00 depending on size of station, rates, etc.
Episodes Available: 26 recorded; unlimited number in script for production.
Audition Facilities: Transcription.
Submitted by: George Logan Price, Inc., Los Angeles 6, Calif.

Listen Ladies

Discussion of fashions, household and beauty hints, etc., of interest to women.
Mon. thru Fri. 10:30 to 10:45 A.M.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$8.25—100-time rate.
Episodes Available: 2 or 3 days per week.
Audition Facilities: Transcription.
Submitted by: WEBJ, Brewton, Ala.

Listen Ladies

Connie Parks (a contraction of "Connecticut's Park City") conducts an uninterrupted three year old session of chat about everything that interests women. With the accent heavily local, program serves over two hundred local women's organizations with news, tips and interviews.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$30 for 15-min. segment; \$8.00 for one-min. participation.
Audition Facilities: Transcription.
Submitted by: WLIZ, Bridgeport, Conn.

Marilu Presents

A delightful program of interest to women consisting of chats, interviews, guests and hints combined with a plentiful portion of good music. Program is conducted by Marilu Case.
Availability: Live Talent.
Running Time: 30 minutes.

Cost: On request.
Episodes Available: Mon. thru Fri.
Audition Facilities: E. T., L. T.
Submitted by: WNAO, Raleigh, N. C.

Martha Chase Entertain

Women's show in which Martha Chase entertains and interviews Greater Miami's foremost clubwomen to discuss their plans and views on assorted subjects from women's clothes to flying discs.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Submitted by: WMBM, Miami Beach, Fla.

Mary Monroe

Conducted by Charlotte Garner. Broadcast from 2:05 to 2:30 P.M. Mon. thru Fri. Features material of interest to women, plus interviews of outstanding visitors to Cincinnati. Miss Monroe works with Leo Underhill.
Availability: E. T.
Running Time: 25 minutes.
Cost: Rate card on participations & program segments.
Audition Facilities: Transcription.
Submitted by: WCKY, Cincinnati, O.

Matinee Frolic

Program director Dick Eyrych asks question at the beginning of this hour show, which is answered by telephor by a housewife who can appear at the studio mid-way in the show for an interview and two prizes. Show crammed with wire features for women.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: WSIR, Winter Haven, Fla.

The Mixing Bowl

Bill Gregory conducts this feature Mon. thru Fri. from 9:15 until 10:45. In addition to top tunes of the day, Gregory incorporates recipes, human interest stories, program and entertainer notes. WTNB has promoted this feature heavily.
Availability: Live Talent.
Running Time: 1 1/2 hrs.
Cost: On request.
Episodes Available: Mon. thru Fri.: 15-min. blocks or participation spots.
Audition Facilities: Transcription.
Submitted by: WTNB, Birmingham, Ala.

Molly Morse Presents

Local participation show is fifteen minutes of entertaining and worthwhile business. Interviewing celebrities of the hour, homemaking ideas, books, recipe movies, fashions, and a bit of gossip. Fan mail proves that men as well as women enjoy the smooth, fresh contents.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Base rate, \$15 per participation. Accumulative discounts.
Episodes Available: Mon. thru Sat. on 52-week basis.
Audition Facilities: Transcription.
Submitted by: KGB, San Diego 1, Calif.

Nancy Craig

Chatty, informal interviews with noted guests.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Co-operative program, check ABC Co-op Sales Dept.
Submitted by: ABC, New York 20, N. Y.

On The Avenue

Informal, chatty Shoppers Guide for women. Lois Huey, as shopping advisor, interviews buyers, visiting consultants, outside experts. Program designed for, and successful in, increasing traffic and pushing special merchandise. From to small, specialized businesses, and those with low advertising budgets.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription; Tape.
Submitted by: WJSW, Altoona, Pa.

Personal Choice

Light music of "Personal Choice" daily contest for women submitting personal choice letter of the day, weekly winner also. Show script is slanted at women; includes a "show time tune" . . . trip to a theatrical production and music for shut-ins, with special days programs as they arise.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 52.
Audition Facilities: Transcription.
Submitted by: KMO, Tacoma 1, Wash

Puckett's Column

The well-known author and newspaper columnist, Inez Puckett, brings all the way down to earth appeal of her books and newspaper columns to the air in Puckett's Column. The formula is simple and sure fire. She talks about little things and little people.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KLIX, Twin Falls, Ida.

Radio's Home Journal

Bright, easy moving, different kind of program. Layed out like a magazine with children's pages, drama pages, household pages, etc., separated by bright short musical selections. Show features Maybelle Hinton Osborne and Walter Howard, 5-minute "pages" sold on non-competitive basis.
Availability: Live Talent.
Running Time: 45 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: WBRY, Waterbury 1, Conn.

The Roens At Home

Mr. and Mrs. show, informal chatter about everyday life and special events, household tips, beauty, fashion, cooking, sewing, etc. No script, entirely ad lib, frequent guests, celebrities, also representatives from different organizations in community for special functions. Some recorded music rounds out program. Nationally publicized, Street and Smith's July '50 Living for Young Home Makers.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Participation: Rates on request.

Audition Facilities: Transcription.
Submitted by: WORZ, Orlando, Fla.

Round The Town

Woman's participating program with the accent on party hints, fashions, decorating and entertaining. Not a cooking show. Mayme Allison, prominent Omaha civic and social leader does a very personalized commercial, always tied in with her sustaining subject matter. Moderate amount of chatter with male announcer. No music.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: One-minute rate, plus \$1.00 per announcement.
Audition Facilities: Transcription.
Submitted by: KBON, Omaha 2, Neb.

Sepia Homemaker

Woman's program on all Negro staffed station. Versatile with free prizes on air. High Hooper with over half million listeners.
Running Time: 30 minutes.
Cost: \$24 per 1/4 hour.
Episodes Available: Daily.
Audition Facilities: Transcription.
Submitted by: WMRV, New Orleans, La.

Shopping On Air

Local news of interest to women; interviews with women in news both local and national; shopping tips in better stores; homemaking hints for saving money on family budget; highlights in fashions, cooking, home decorating and gardening.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: For national account, national rates apply plus \$6.50 program talent daily.
Episodes Available: 260 per year.
Audition Facilities: Transcription.
Submitted by: WAGC, Chattanooga, Tenn.

Shopping With Polly

Polly Huse, now in tenth year of broadcasting, air-favorite of New England housewives, is recognized authority on home economics. Prize winner, 1949, "Life Line of America," sponsored by Grocery Manufacturers of America. She is mother and home maker and discusses home subjects with experience and authority.
Availability: Live Talent.
Running Time: 20 minutes.
Cost: \$30.00 per announcement.
Audition Facilities: Transcription.
Submitted by: WLAW, Lawrence, Mass.

Spice In Life

Variety is keynote of "The Spice In Life," something for everyone, the motto. Beauty, philosophy, fashion, human interest; everything that qualifies in the drama of living receives notice on this interest-packed commentary conducted by Marian Sexton. Woman's program of universal appeal to women of all ages and occupations, even to the menfolk.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: WTAD, Quincy, Ill.

The Stork Club

Announcements of all of the births on that day. Music dedicated to the new ar-

WOMEN'S PROGRAMS

ivals. Name of Doctor and parents also announced.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$65.00 per week.
Episodes Available: Tues., Thurs. and Fri.
Audition Facilities: E. T.
Submitted by: WBRK, Pittsfield, Mass.

To The Ladies

Women's commentary dealing with home arranging, color schemes, gardening, sewing, cooking, etc., conducted by Helena Clark, KRBC's women's director.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$24.50 per broadcast on 260 time basis.
Episodes Available: 260.
Audition Facilities: Transcription.
Submitted by: KRBC, Abilene, Tex.

To The Ladies

Very popular women's program, conducted by KSJO's women's editor, Sue Parsons. Consists of news of interest to women, fashions, recipes, Hollywood news, household hints, interspersed with popular music. Weekly contests. Fan mail extremely good.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$14.75 per broadcast on 52-week basis.
Submitted by: KSJO, San Jose, Calif.

Top Of The Morning

A better husband and wife program, with baby, that is down to earth. Program features things basic to homemakers, mostly family, with occasional interviews. Program recorded daily to insure timeliness. Commercials are integral part of program. Format is flexible. Performers have knack of establishing confidence.
Availability: E. T. or Tape.
Running Time: 15 or 30 minutes.
Cost: On request.
Episodes Available: Unlimited. Minimum 26 weeks.
Audition Facilities: E. T. or Tape.
Submitted by: WDEV, Waterbury, Vt.

Way To A Man's Heart

Recipe program. Beverly Brown interviews local women concerning recipe which is their husband's favorites. Woman tells how delicacy is made—where she learned about it—gives recipe slowly enough for radio audience to copy. Then in time remaining, interview is devoted to interesting facts about interviewee and her family.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$30 weekly.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: KIT, Yakima, Wash.

Where Angels Fear To Tread

A complete woman's show, from styles

to recipes, household hints, everything in the world of women from around the world. All done through the eyes of a man. The male MC leads women through the world of women's news.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$9.07 for 260 time frequency.
Episodes Available: 5 per week.
Audition Facilities: Transcription.
Submitted by: WTRR, Sanford, Fla.

Women's Club

Informal quarter-hour designed for New Orleans housewife, this is a lively, chatty program featuring news of New Orleans happenings as well as information on latest in fashions, new food-saving suggestions, reports on best sellers and new plays. Joyce Smith MC's and presents occasional guests.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Mon. thru Fri.
Audition Facilities: Transcription.
Submitted by: WDSU, New Orleans, La.

The Women's Page

Mary Berger Worstall brings a long and honored newspaper record into radio. Program is strictly a society page of the air, with local and district news of interest to women. A wide acquaintance of leading women in the district adds the spice of timely interviews to her show.
Availability: Live Talent.
Running Time: 15 minutes.
Episodes Available: 1 weekly.
Audition Facilities: Transcription.
Submitted by: WSTV, Steubenville, O.

Your Baby's Health

A famous physician advises mothers on the care of their babies. Simple, conversational style gives impression of an ad lib interview. Letters from mothers are read and discussed. Medical authority is combined with human interest. Program had a successful run of 78 broadcasts.
Availability: Live Talent; E. T.
Running Time: 15 minutes.
Cost: \$100. per program.
Episodes Available: Unlimited.
Audition Facilities: Transcription.
Submitted by: Frederic Damrau, M. D., New York 17, N. Y.

Your Guide To Better Buys

Program tells of practical buys found in Portsmouth store windows or in stores, themselves. Listeners 'phone Phyl after the program asking the name of the store, prices, and other information about the items mentioned.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$40 one-time only, 260 times (or 1 year \$32.00 per show).
Episodes Available: 5 a week.
Audition Facilities: Transcription.
Submitted by: WHEB, Portsmouth, N. H.

***videodex
reports***

73%

of the Los Angeles TV audience watch Standard's feature films, sponsored by Chevrolet on KECA-TV on Monday nights.

***hooper
reports***

28.3

RATING

the sixth position among all shows, all program positions, in a seven day week in a seven station market for Standard Television's feature films, sponsored by Chevrolet on Los Angeles' KECA-TV.

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LONGACRE 4-8234

RADIO'S FUTURE IS IN THE "SPOT" FIELD

It's A Matter Of Dollars And Cents

By John L. Sinn

Executive Vice President

Frederic W. Ziv Co.

DON'T throw that radio set away. Television hasn't killed off radio nor do we in the "spot" radio business anticipate that it will in the future.

What we do think will happen, however, is that radio as we know it today, will undergo a considerable change—one from which listeners, advertisers, and stations will derive immense benefit.



SINN

The inroads made by television merely dictate that radio must come up with better shows. The future of radio belongs to men and women with ideas, initiative, and courage . . . and the future of radio belongs to "spot."

The reason radio's future lies in transcribed-syndicated programming is a simple matter of dollars and cents. National sponsors want television to help them do a selling job. At the same time they do not want to—nor can they—ignore the selling job radio does.

An advertiser has only "X" dollars to spend. Every dollar he puts into television is another dollar he must withhold from radio. Thus, he must do his thinking along these lines:

"Television is great. But it doesn't do a complete job. I must also have radio. But, I can no longer afford to invest my money in network programming which give me markets I do not care to reach. I must make every dollar count. Therefore, I must concentrate my radio spending in markets where it will prove most effective. I must pick the specific areas I want to reach, and buy the radio program which will reach the most listeners per dollar in those areas."

It cannot be disputed that a sponsor who thinks along such lines is doing smart thinking . . . particularly in view of the tremendous gains already realized by advertisers who have ventured into "spot."

To name just a few of the national advertisers who are already "spotting" such shows as "Boston Blackie," "The Guy Lombardo Show," "Easy Aces," "The Cisco Kid," "Meet The Menjous," and "Favorite Story," there are Chrysler, Pontiac, General Electric, Coca Cola, RCA, Lever Brothers, Westinghouse, Lincoln,

Procter and Gamble, Norge, Swift Ice Cream, Motorola, Buick, Mercury, Borden, Hot Point, Spring Air Mattress, Wrigley, Keeppake Diamond, Chevrolet, Quaker Oats, Sealy Mattress, Philco, Fleer Bubble Gum, and Sunoco, among others.

The reason such firms have gotten into and remained in "spot" is because their ventures have produced outstanding success stories.

They have learned that the flexibility of syndicated-transcribed shows allows them to place shows which they have bought into choice time spots. They can now build bigger listening audiences in areas in which they want to concentrate.

They have also learned that there are top name artists and production values in such shows, and that what they are actually buying—for less money—is merchandise of network caliber or superior, to help them build large ratings and outstanding results.

They have also learned that they can now sponsor several top grade shows, selecting in an area the artist or type of show with proven drawing power in that area.

They have also learned that the producers of syndicated-transcribed shows are equipped to "get in and pitch" in individual communities, helping to build ratings and effect tie-ins designed to help sell merchandise.

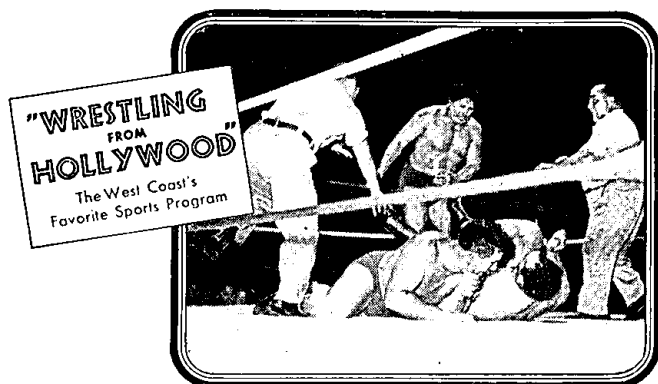
For example, the Ziv Company has a staff of about 100 men, stationed in areas with which they are familiar. They are more than just salesmen. They work closely with the stations and with advertisers, co-ordinating promotion and merchandising plans so that all concerned will realize the maximum benefits.

Their work doesn't stop when the program is sold—it only begins.

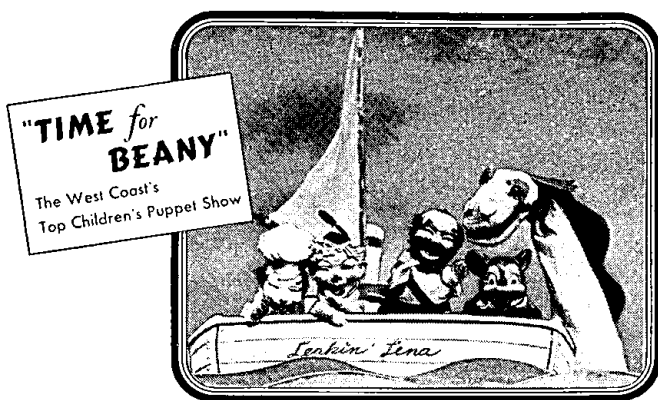
The fact is that "spot" is no longer on trial. It is an adult, proven sales weapon, and sponsors are becoming more aware of this fact every day.

We in the syndicated-transcribed field realize our strong position for the future, and are accordingly mapping out ambitious plans for even better produced shows, and shows starring even bigger name artists. In fact, we have one or two in the works right now.

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!



Red-blooded Main Events and Semi-Finals as only Hollywood can stage them. Nationally-known mat stars in 50-70 minutes (once-a-week) of bone-crushing action and Gargantuan hilarity. Film-recorded as telecast over KTLA. Top West Coast TV sports event for 1949-50! Los Angeles Hooper for April-May — 38.8 Telerating, semi-final period. Now shown in more than 20 markets.

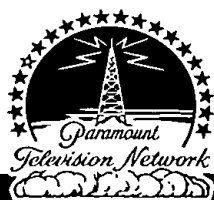


Most popular children's TV show on West Coast! Whimsical puppet adventure series (5-times-weekly) featuring Beany, a happy-go-lucky youngster; his pal Cecil, the seasick sea serpent; bluff Uncle-Captain Horatio Huff'n'puff; the triple-dyed meanie, Dishonest John, and a host of other delightful puppet characters. Highest rated multi-weekly TV show in Los Angeles for past 8 months. Now building audiences in 22 TV markets.



"A glorious American era recaptured!" New hep-step revival of Mississippi sidewheeler entertainment (30 minutes once-a-week) featuring Nappy LaMare's Strawhat Strutters Orchestra; outstanding guest stars and acts; the dancing Dixiettes and oldtime minstrel routines by Popcorn & Peanuts. M.C.'d by Captain Dick Lane, movie veteran just voted "King of Hollywood TV" by West Coast viewers. Los Angeles Hooper for May-June — 11.8 Telerating.

Paramount's TRANSCRIBED SHOWS offer a wide range of tested top-rated entertainment at a fraction of initial production costs. Programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers. Write, wire or phone for audition prints.



Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700
KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOLlywood 9-6363

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

Paul H. Raymer Company, Inc., National Representatives

PITY THE POOR TELEVISION PRODUCER

It's The Most Exacting Medium Yet

By Alfred L. Hollender

Vice President

Louis G. Cowan, Inc.

DID I hear you ask where TV production is going? Television producing is the toughest thing in the world. The obstacles are almost insurmountable. Each of the other artistic media make a special appeal to a special audience. A television show must be all things to all people. Television shows must appear with the scheduled regularity of radio shows, yet the amount of preparation involved is ten to a hundred times as great. A TV comedy or variety show must look good to an audience in the theatre so they will laugh at the right times, yet the very presence of an audience limits camera maneuverability prohibiting the visual fluidity of a motion picture. Still, producers are urged to achieve this fluidity whenever possible. On the other hand, shows that have been carefully prepared, edited and put in a "can" have been criticized for losing TV's great asset—spontaneity.



HOLLENDER

Let's first take the case of our director.

During the broadcast of an average "big" radio show, the director is considered to be a very busy man—what with throwing cues to his engineer, to the actors, to the musical conductor, and to the sound man. But the activities of this busy man slows down to the pace of Rip Van Winkle in his long nap when compared to those of a television director during a telecast.

The requisite for this job is a young man with each of his 487 muscles wired for sound, 4 arms and 12 pairs of eyes specially equipped with television lenses, for during the run of a show (although the communication systems differ at various networks), this man is in direct contact with at least 16 people: 3 cameramen ("Move in. Waddya mean you're caught in the cable?"); the audio engineer ("Carry those laughs higher, will you man?"); the light man on the bridge ("Who said *blackout*—I told the switcher to go to *black!*"); at least 1 dolly pusher ("Move down that ramp S L O W, like you were in Minsky's."); the orchestra conductor ("No, Ray, you've got to hold it down, audio's got your mikes completely off."); 2 floor managers ("Cue the dope! Get him out there!"); the PA engineer in the theatre ("Bring up the gain. I don't care if there is a feedback, if the audience can't hear the lines we get no laughs!"); the switcher, to his left ("Slower on those dissolves. Take 3."); the "AD," to his right ("Ready film—roll it."); 2 shaders ("Why is camera 2 so much darker than 1?"); 2 boom men ("Get those booms up, they're in the shot!"); 1 sound man, ("Watch your jeep; no wonder you're out of sync!").

Poor guy! This director!

Who said, "If you can keep your head when all about you are losing theirs and blaming it on you"—you can qualify as a producer in Television.

Let's see what happens in the other visual media. In the Theatre, a group of people, all hired because of their reputations as specialists in their respective fields, will labor for a period of time—three months to a year—before their product is given a performance before its audience. In the field of Motion Pictures, a veritable army of specialists and technicians work the same amount of time before the product of their efforts is shown to

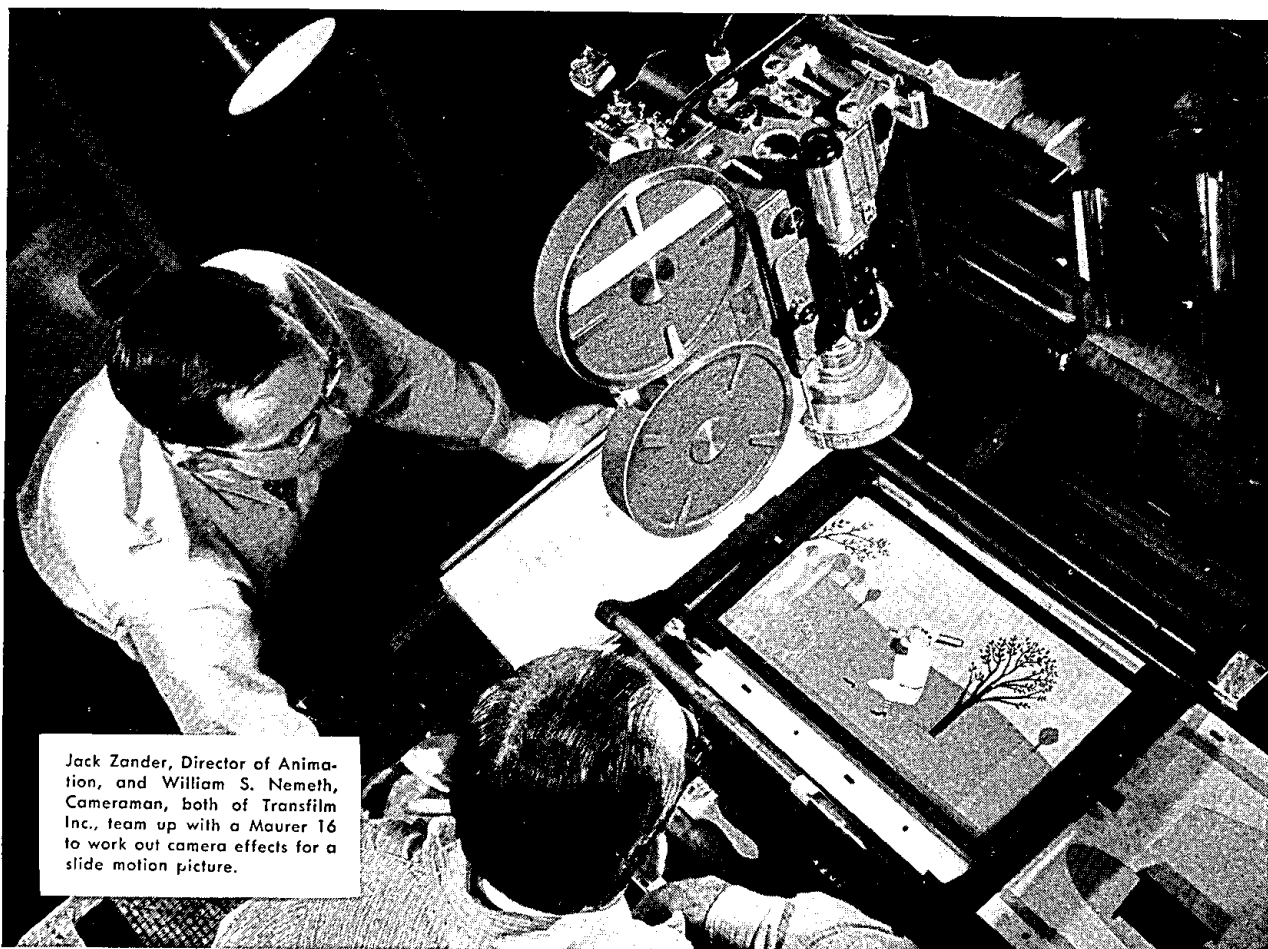
the public. In the field of Television, a half hour or hour presentation (the equivalent of one-third to two-thirds the length required in the Theatre or Motion Picture presentations) is hurled at the public once a week—in a few cases, once every two weeks—in a few daring experiments to be attempted this year, once a month.

In the field of Theatre or Motion Pictures, the producer who can bring forth one successful creation in a year, has made his mark. After three or four triumphs in as many years, he becomes famous. After eight or ten, immortal! In Television, the producer who turns out thirteen triumphs in thirteen weeks is said to have a pretty good show. If he "misses" on three or four, the client, the agency, the network and the public say, "what happened—the show is slipping!" If he succeeds in keeping a high average of forty successful productions in a year, he has a pretty good chance of having his option renewed the following year. But he has an even better chance of spending the twelve intervening weeks in a sanitarium. I am referring, mind you, to a producer with one show. Many of the ace network men and packagers have one to fifteen weekly productions.

The eyes of the same public which have witnessed the best in Theatre productions and Movie productions have a high level of visual expectation. They cannot help but compare what they see on Television screens with what they've seen in theatres and motion picture houses throughout the country. Yet, because of the high cost of the mechanical apparatus, television studios, theatres, etc., salaries to the staff of workers who must go through this prodigious effort, are not as high as in the other media. Therefore, an army of willing workers had to be recruited for Television composed of young people, who, for the most part, brought to this medium only raw talent and great eagerness. And their skills had to be developed in the hard school of "learn by doing."

Young men with ability, iron bodies and nerves to withstand this beatdown, to wade through a sea of mechanical "hassels," and end up with a result that is professionally slick and contains some small grain of aesthetic dignity, are scarce indeed. Still, they do appear and will appear with ever increasing numbers. When they do they will be thrown into the breach like shells on a Korean front. The wonder is not that so many shoddy productions have appeared in Television, the wonder and miracle is that so many shows of quality have appeared in the medium. And the shining hope is that out of the hundreds of productions hurled at TV audiences each week, out of the welter of more than five thousand musical and dramatic productions each year, will come giants, young in years, sturdy in spirit, rich in experience, to bring order out of the chaos we know today.

For it's this type of effort—not money—that will turn the trick. Too often we hear the complaints of producers that they can't do their show properly because their budgets are too small. I don't feel that money really is the factor. Clients, by and large, have been more and more generous in their Television allocations. Budgets which used to average a few thousand dollars a program now are hitting the \$50,000 mark. Naturally, this is vital, since it will allow for sufficient rehearsal time, proper set execution and satisfied talent. However, money will not determine the real success of a show. It will be the know-how, execution and eagerness of the corps of youngsters involved that will continue to project Television as the Number One entertainment medium of all time.



Jack Zander, Director of Animation, and William S. Nemeth, Cameraman, both of Transfilm Inc., team up with a Maurer 16 to work out camera effects for a slide motion picture.

Where hair-line ACCURACY counts..

At Transfilm Incorporated, where animated motion pictures and slide films are produced in volume, hair-line *accuracy* is of utmost importance. Inevitably, this leading commercial film company selected Maurer as the 16 mm. camera that best supplies this vital quality.

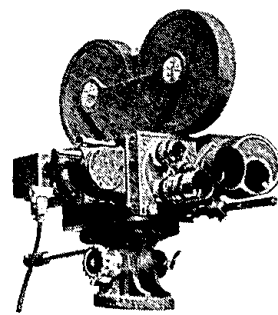
In Maurer **VERSATILITY** they found *accurate* registration of each individual frame, along with precise high-power focusing and large clear direct-through-the-lens viewing.

In Maurer **DEPENDABILITY** they found consistently *accurate* performance under all conditions, insured by years of rigorous testing by top industry technicians.

And in Maurer **EXCLUSIVE FEATURES**, such as the 235° dissolving shutter, they found fast *accurate* changes of exposure while shooting.

Because it meets so many varied needs, more and more producers like Transfilm are turning to the Maurer 16 mm. as the ideal camera for every phase of professional motion picture production.

For details on these and other *exclusive* Maurer features, write



The Maurer 16 mm., designed specifically for professional use, is equipped with precision high-power focusing and the finest view-finder made. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

J. A. MAUREB, INC.

37-01 51st Street, Long Island City 1, New York
830 South Robertson Blvd., Los Angeles 35, California

**16mm
maurer**

CABLE ADDRESS
JAMAURER

EFFECTIVE USE OF COMMERCIALS

Merchandising Techniques Appraised

By Samuel H. Cuff

Secretary

Adam Young Television, Inc.

MOST of the emphasis today in television is placed on the show itself with the commercial coming in as an afterthought. When planning is done for the commercial, the first consideration is "copy," the second "picture"—both on the theory that television is radio with a picture.

As a matter of fact, however, television in itself is a new and distinct entity very different from radio and from theater presentation of motion pictures. In many circles the commercial aspect of television is regarded as advertising and television is commonly referred to as an advertising medium. This is not so, or perhaps I should say, this need not be so. Television is primarily a selling medium and any advertiser who ignores this fact and regards it strictly as an advertising medium is missing at least 75% of television's total effectiveness and impact.

Perhaps the closest analogy to television's selling impact is the Fuller Brush man, except for this one point: the average Fuller Brush salesman never gets past the front door, doing most of his selling across the threshold with perhaps one foot inside the house. Only the very exceptional Fuller Brush man can talk his way into the house and into the living room, and can get the housewife to sit relaxed while he, standing a few feet away from her, makes his pitch. With television, however, if your show is in the home, so is your salesman. There is no half-way point at the threshold. You are either out all together or in all together.



CUFF

On the assumption that your show has reached the home and your potential customers are gathered about informally watching your show, the following steps should be followed in preparing for your sales pitch. If these methods should be identically the same as those used by the manufacturer with house to house salesmen. First, must come the selection of your merchandise for its display or appearance characteristics. This is particularly important if there is any special significance to its appearance or if not, then to the trademark. Second, must come the merchandise showing—its demonstration and its function. Then must come a careful analysis of the best method of integrating both display and demonstration. A large amount of commercial material is presented as though it were to be used on motion picture screen. Yet, in spite of the gradual change and enlargement of television home viewing screens of which the average size in the average home is about 9 x 12 inches. Consider the fact then, that this picture loses definition, very substantially, from the time it is presented to the time it is viewed, and you have a practical basis to work on. With this type of analysis only one conclusion can be reached and that is your over-all commercial presentation cannot afford to be too "busy," and that your merchandise must occupy as large a portion of your screen as it is possible and must be free from inconsequential settings which lend to distract from, rather than point up the merchandise itself. Along this line of reasoning I cite two particular commercials. One is Kraft where the package of Philadelphia cream cheese appears on the home screen larger than it is in actual size and where all uses of this cheese

are packed into tight scenes without associated articles, such as bread, etc., taking the play away from the cheese itself, and Pall Mall where practically the entire commercial is devoted to full-screen details of the advantages of this merchandise. Television is not theater, it is home. Therefore, intimacy and informality in commercials is highly desirable. There are still two more steps to be taken in the preparation of your commercial. These are first, the kind, the sex, and the personality of your salesman, and secondly, the story or sales pitch itself.

In the former it is very important to associate the merchandise sell on television with the merchandise sell across the counter. I know of one manufacturer who used a regular male announcer's voice on a commercial for what is known in the department store field as intimate apparel. This manufacturer's reasoning was that the female voice is not as effective over the air as a male voice. While this argument may be so, the incongruity of the whole presentation was such that relatively few retailers—and this commercial was planned for use by retailers—were willing to use the commercial. They were afraid that if they did so, people would get the impression that when they came into the store to purchase this merchandise they would now face a handsome, young man instead of a friendly middle-aged woman. To determine the right person for any specific kind of merchandise, a very good rule is to examine the records of successful retailers of this merchandise and to select the kind of person, or in fact the exact person who has been the most successful in such a retailing establishment. Department store selling cosmetics went to greater pains to hire a glamorous actress to present this merchandise on one of their daytime shows. Results were fair, but not what the buyer had expected. Quite suddenly, one day without any rehearsal or advance preparation, he took his best salesgirl right off the floor, stood her up right behind the counter, similar to the one she used in the store, but now in front of a television camera and told her to do exactly what she did when a customer walked up to her and asked to be shown this particular merchandise. The results were amazing. The actress has now been dispensed with on this store program and regular sales people thoroughly acquainted with their merchandise and accustomed to meeting and talking to customers are appearing on television. There is something in the manner of personal selling which is not definable by any set standard. If you don't believe this walk into a retail establishment and pick out for yourself a sales person that you think would do the best job. After having done this, walk over to the buyer and ask him to point out to you the best salesman in the department and the chances are 10 to 1 that your original selection would be wrong.

After all the above analysis and preparation for the commercial, then comes a so-called "copy" but in following such a procedure, one finds that the copy has automatically emerged—that it is in reality an informal smooth-flowing and effective sales pitch, which has complete integration with the pictorial presentation.

Commercials developed along the lines outlined can have very many more than what would appear to be their normal or natural usage. Obviously, the basic use is a commercial by a national advertiser himself, either as a part of a job program or a spot, but there are certain types of products which lend themselves very substantially to other use.

Television camera with the eyes of a cat!

Why an image orthicon camera can see with only the light of a match

No. 9 in a series outlining high points in television history

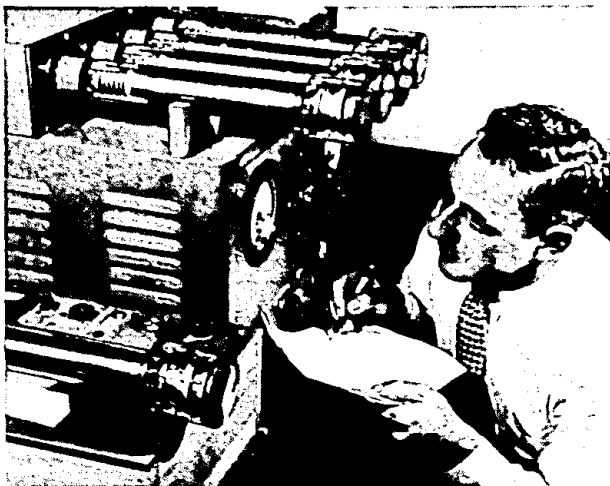
Photos from the historical collection of RCA

• Show any camera fan the things a television camera is asked to do, and you'll leave him gasping!

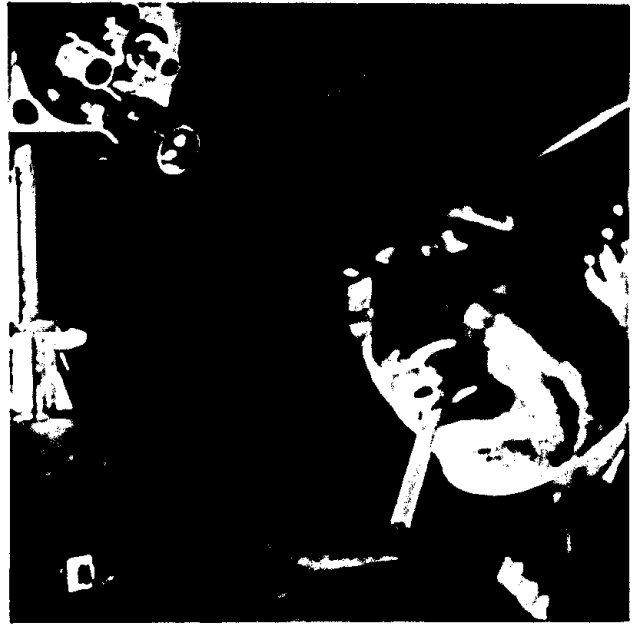
Accustomed to using flash bulbs and floodlights—or taking time exposures in dim light—the still photographer is tied to the limitations of lens ratings and film speed. But a television cameraman operating the RCA image orthicon camera gets sharp, clear pictures—in motion—in places where lack of light would *paralyze* the most costly "still" camera.

The secret, of course, is that the picture signals created within the RCA image orthicon camera can be intensified millions of times for transmission.

Youthful ancestor of this supersensitive instrument is the *iconoscope tube* invented by Dr. V. K. Zworykin, of



Here, in a testing battery at RCA Tube Plant in Lancaster, Pa., RCA image orthicon pick-up tubes get the final seal of approval from an engineer.



Although dramatic action, in television plays, is often presented in the dimmest light—no detail is missed by the RCA image orthicon camera.

RCA Laboratories. It was television's first all-electronic "eye"—without any moving parts, presenting no mechanical problems.

Basing their research on principles uncovered by Dr. Zworykin's iconoscope, RCA scientists were then able to develop the image orthicon pick-up tube. Although simple to operate, and virtually fool-proof, it is actually one of the most complex and compact electronic devices ever developed.

Within its slim length—not much bigger than a flashlight—are the essentials of three tubes, a phototube, a cathode ray tube, an electron multiplier. The phototube converts a light image into an electron image, which is electrically transferred to a target and scanned by an electron beam to create a radio signal. The electron multiplier then takes the signal and greatly amplifies its strength so that it may travel over circuits leading to the broadcast transmitter.

Inside the image orthicon tube, more than 200 parts are meticulously assembled. There's a glass plate thinner than a soap bubble... a copper mesh pierced with 250,000 tiny holes to the square inch. A piece of polished nickel pierced with a hole so small you couldn't thread it with a human hair!

The image orthicon television camera, as it has been developed by scientists at RCA Laboratories, is now 100 to 1000 times as sensitive as its parent—the iconoscope... and in the dark, sees almost as clearly as the keenest eyed cat!



Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION

WHO WILL LEAD THE WAY IN TV PACKAGING?

Will It Be Networks, Agencies, Indies?

By Wallace A. Ross

President
Ross Reports

THE early problem of whose director would be in the TV control room has now resolved into a cold war between two of the three factions involved, with the third largely an interested bystander for the present.

Although the networks still assure that "we are open to packagers," they appear to be capitalizing on the near time sellout for Fall by bargaining for that control over television programming that they were forced to surrender in radio. By way of justification, network officials assert that they are merely trying to give a more complete, finished service to advertisers—by offering them the close teamwork and economies that network control of facilities assures. At the same time, a more bitter feeling prevails among some network executives that "the advertiser is no longer inviolate. He will have to take our judgment as to what is good programming."

This—claim many of the independent packagers—is no more than an attempt to put the "squeeze" on them. And, although they have been dismissed as "disappointed fiddle players," indications are that concern over their existence is forcing independents to combine forces in an attempt to reduce the networks' "monopolistic practices" which are evidenced by their control of over 50 per cent of the Fall commercial network TV programming.

A recent survey of packaging by the Ross Reports did establish the dominance of network packaging in the Fall program picture. A check of 106 confirmed network commercial programs reveals that some 60 will be network packaged; 21 will be agency packaged; and 25 will be independent packaged. CBS-TV with 7 house-built packages alone surpasses the independent total, while NBC-TV with 16, ABC-TV with 10 and DuMont with 7 of the programs examined bring the network total to 60.

However, a checklist of some 378 TV programs which were telecast in 1948-49-50, provides the following breakdown:

CBS-TV Packaged	50	
ABC-TV Packaged	10	34%
DuMont Packaged	32	
NBC-TV Packaged	36	
Independent Packaged	215	57%
Ad Agency Packaged.....	35	9%

Interpreting the term "packaged by" as meaning "created and produced by," it would appear that, at least in the early phases of development, when the networks could neither afford creative and production talent nor had enough programs to fill their required telecast time, independent packagers enjoyed a great opportunity—if not a great financial return. And yet today, those that were able to weather the financial exigencies while building a list of credits seem, for the moment, to have had the door shut in their faces. Whether or not they can gain a foothold depends on such factors as:

The imminence of the thaw on new stations, thereby opening up new programming time.

The degree of success achieved by network attempts to sell their own programs as well as time.

The general curtailment of TV occasioned by the Korean conflict and unsettled world conditions.

The ability of Station Reps to sell Spot TV . . . as well as to free time for local programming.

The desire of advertising agencies to exert more control over the programs they buy, including the right to move programs to another network.

The true test of a packager is his ability to assume responsibility for and control over all elements of a program—including all responsibilities for indemnifications, liabilities, payment of talent, taxes and insurance in addition to control over the production, rights and format. A Withholding and Social Security tax burden approximating \$13,000 for the average half-hour program per cycle can prove unsurmountable for the "packager" who hasn't enough capital to lay those monies away weekly.

Another factor that has swamped the would-be packager has been his failure to control the "idea" or the "star" he offers. Innocent duplication of ideas as well as lack of a clearly defined law on the subject reduce his claim on the very format of his shows. One popular attempt at protection is to write a complete script incorporating basic ideas, then deposit it for copyright in Washington as an unpublished manuscript not to be reproduced for sale. In accepting the script, the copyright office does not investigate for previous similar submissions, but merely records the fact that the particular idea has been submitted. Actual tests as to prior right to an idea usually have to be resolved by legal methods. A second popular attempt—the registered mailing of a script presentation of the idea to lawyer, acquaintance or oneself for safekeeping—accomplishes the same end. In both cases, a concrete script presentation is a necessity since twists on a basic idea are original when original is usage. But, essentially, *the best protection for an idea is use of the idea*, and too many independent packagers never get that far.

The third faction previously mentioned in the cold war—the ad agency—thus far seems uncommitted to the fray. Only the kingpins, working with enough advertising money to make their 15 per cent big enough to support a production department, have been active to any extent in programming. Others claim that when coverage is widespread enough to produce big enough billings, they will establish their own production departments.

The general consensus among all programming people seems to be that still more so-called packagers who are not operating on a sound basis will drop by the wayside . . . that today's successful packager needs a large capital outlay, a successful allied property that can be successfully adapted to TV, good contacts in at least one of the networks, a business record as an independent producer in radio or TV, strict option on a star . . . or the like.

At the same time, it is felt, that the *network attempts to control packaging will ultimately be frustrated . . . since the rigors of expanded schedules will take too heavy a toll on executives and creative and production talent . . . since Ad Agencies have indicated that they want at least enough control over a program to be able to move it .*

The final solution—in defense against future moves by the filmmakers—might well be an amalgamation of the presently warring factions. The packager with experience, creativity, sound management, good salesmanship and good properties should be able to combine his ideas and energies with the technical proficiencies of the networks to make for a successful alliance.

SPOT THE SPONSOR

The "MIGHTIEST MINUTE" in Television!

THE only one-minute "spot" in all TV which viewers voluntarily and deliberately *seek out* and tune in at specific time periods to get *your* product story!

It's a game

SPOT THE SPONSOR is the **Brand Name Memory Game** on **WNBT** that awards **Daily Cash Prizes** to viewers for remembering the Brand Names and Packages of participating sponsors.

Most TV "spots" depend on adjacencies for audience. Not so with SPOT THE SPONSOR! It attracts its own audience! It develops daily dial habits *on the hour!*

Whole families play it

Almost half a million TV families in WNBT's vast audience "play" SPOT THE SPONSOR 4 times daily, five

days weekly. No other TV minute is sought out so often by so many . . . that's why we say it is:

The "Mightiest Minute" in Television!

High Frequency! High Sponsor Identification! Low Cost!

SPOT THE SPONSOR will help keep your Brand Name and Package 'alive' between shopping days.

Sponsors Are Now Being Accepted For Second Thirteen-Week Series

STARTING DATE: Early October

CLOSING DATE: September 15th

STATION: **WNBT**

TIME PERIODS: 10 A.M., 11 A.M., 12 NOON, 1 P.M.

PRICE: \$275.00 per day, for four shows, including station time, film, prizes, etc.

PARTICIPATIONS: 1, 2 or 3 days weekly

FOR AVAILABILITIES, CONTACT

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
CI 7-8300

—or—

THOMAS-VARNEY INCORPORATED

41 East 50th Street, New York 22, N. Y.
PL 9-1929

TELLING STORIES IS TV'S FORTE

Television Does It Every Night

By Irvin Shapiro

President
Standard Television Corp.

TELL me a story.

This is the first request from youngsters seeking entertainment and it remains the fundamental request throughout the ages. Entertainment may seek many avenues of expression but one direct goal is to "tell a story."

Hollywood built its empire on story-telling. This defeated the vaudeville which, condescendingly, used the "flickers" as a chaser. The Hollywood entrepreneur practically gave the theater its death-blow because, in Hollywood, "the story's the thing."



SHAPIRO

Radio with its tremendous novelty and intensive ballyhoo may have caused much concern in the land of celluloid, but the Story-tellers of Hollywood took this medium in their stride. The Bing Crosby of radio became the Bing Crosby on the "Road To Utopia" in Hollywood because they added a story to the crooning.

Television today is consciously, or unconsciously, surveying the field of entertainment from the cave-man's feeble attempt to tell a story through the ages, past the troubadour's tale, through the legends of old, casting a side-glance at the great masters of acting, writing, and singing... but learning that to be popular is to influence people, the steady, the sure, and the best way is to tell a story. The circus comes once a year but Cinderella, Little Red-Riding Hood, Hamlet, and a thousand other stories based on the twenty-one or thirty-two standard plots are told and performed every night when children or adults want to hear a story.

Such a mass medium as television must not overlook the variety show, the quiz show, the circus, the master magician, and every other device of amusement... but its backbone must be story-telling.

And story-telling today is best told by the feature films turned out by Hollywood and the British studios. Here is variety... in setting, in background, in performer. Here is production... vast budgets, expert cutting, expert direction... all of the elements developed in a half-century of story-telling which made "let's go see the movies" a habit.

There is no exhausting means of entertainment. Millions of people throughout the world see these movies on double-feature programs and, except for cost, would even take three of them at a sitting plus newsreels, cartoons, and whatever difficulties may

be encountered in traveling to and from one of the gigantic cinema palaces. And here on television, they can see them "for free." It's the greatest bargain of all time. One might say, irresistible.

And irresistible is no over-statement. Standard Television Corporation is now showing its J. Arthur Rank feature films on the ABC Hollywood station, KECA, on the Chevrolet Hour. These feature films attract (according to Videodex rating) seventy-three per cent of the television audience. Hooper rates the show as sixth of all the programs telecast on all stations in this market.

That feature films fill this great need is also shown by the fact that to replace the Milton Berle show, NBC booked these films over their entire network. In Chicago on station WNBQ, they have already been booked for a repeat run and, of course, this is true also in Los Angeles.

Feature films on TV will need new adaptations; they will require new editing; they will require new showmanship. These are the problems of the future. For the present... nothing is more satisfactory and nothing more satisfying. It may be a long time before TV produces its own "Gone With The Wind," but today such films as the J. Arthur Rank productions, the Hal Roach productions, and feature films of the quality of Shanghai Gesture, Daniel Boone, It Happened Tomorrow, and Hangmen Also Die are ready for TV.

Along with the feature films... the mainstay of the film empire... are also the great by-products, the western, the cartoon, the serial, the sport reels, and the great two-reel comedies of Laurel and Hardy and Charlie Chase.

The inclination to believe that feature-length motion pictures, produced for theatrical use, are not of prime importance to television is a fallacy. In one instance, that of the Hopalong Cassidy features, these films proved of greater popularity in their television showings than they had in their theatrical release.

The problem is orientation.

The problem is showmanship.

Motion pictures whose total production costs run far in excess of a billion dollars are holding out their helping hand to TV. The genius, the talent, the stars, and the success of the movies are available to the new medium of entertainment. But no entertainment can do more than entertain... and its surest way is "to tell a story."

★ ★ **DU MONT** ★

... DID IT FIRST!

... GETS 'EM ALL!

CONCENTRATES!

CUTS THE COST!



The Nation's Window on the World
 515 Madison Avenue, N. Y. 22, N. Y.
 A Division of Allen B. Du Mont Laboratories, Inc.
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Television set ownership is growing at a phenomenal rate. Every day television is paying off more . . . to more advertisers.

Even the time when networking breaks into the black is very near. That's why it is extra important now to remember certain things about television:—

In the beginning . . . there was Du Mont. Yes, Du Mont did it first—built the first network between its New York station WABD and its Washington station WTTG. Now the Du Mont Television Network contains 54 stations from coast to coast.

As for coverage, Du Mont gets 'em all—99% of the nation's teleseats are within reach of the Du Mont signal. (And don't forget that Du Mont signals are just as good as anybody's.)

With no vested interest in other media, Du Mont concentrates—gives its undivided attention to television. Du Mont believes in television—with a young-minded singleness of purpose that bodes the best for sponsors.

Du Mont continuous program research pioneers the way to larger audiences, smaller budgets. Du Mont cuts the-cost of television—labors to deliver more viewers per dollar. And that's only part of the reason why—



Large advertiser or small, there is Du Mont time and talent, Du Mont programs and spots suited to you. For the rest of the story—write, wire, phone or run over to:

THE DU MONT TELEVISION NETWORK

Television—“SHOWS”—Availabilities

The Eleventh Annual RADIO DAILY "Shows" Issue herewith present listings of television shows available for sponsorship. Compilation of this data has been made through the cooperation of the networks, individual TV stations, package producers, writers, film producers and other branches of the industry. Shows have been alphabetically classified into each of seventeen categories.

950 ★ ★ ★ TV DRAMA ★ ★ ★ 1951

Arm-Chair Detective

Oldest TV "who-dun-it" on air which led out \$30,000 Kraft Theatre in N.Y.'s Hooper Rating. Well known radio and picture stars appear in show each week, as well as crime laboratory technicians and former members of F. I.
 Availability: Film.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 26.
 Audition Facilities: Film.
 Submitted by: Reynolds Productions, Beverly Hills, Calif.

Backstage Theater

Fascinating, dramatic half-hour on a starring Tom Brown, Sheila Ryan and Judy Clark. Good solid drama with "O'Henry" twist to keep audience suspense.
 Availability: Film.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 13.
 Audition Facilities: Film.
 Submitted by: Reynolds Productions, Beverly Hills, Calif.

The Black Robe

Night Court setting—unusual technique in which actual people of the street rather than professional actors enact episodes based on real life cases; oversize close-up of faces emphasizes realism and drama. Created and produced by Phillips H. Lord.
 Running Time: 30 minutes.
 Cost: On request.
 Audition Facilities: Live Talent.
 Submitted by: Visual Drama, Inc., New York 22, N. Y.

Cads, Scoundrels & Charming Ladies

Essentially a combination of storytelling with dramatic interludes told by Michael Allen, one of this century's leading writers, and a debonair witty writer of tales.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$9,470 gross.
 Audition Facilities: Film.
 Submitted by: NBC, New York 20, N. Y.

Cameo Theatre

With emphasis on close-ups, and with lighting but a jet black setting, stories enacted with sharp and keenly descriptive characterizations.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$5,900 gross.
 Audition Facilities: Film.
 Submitted by: NBC, New York 20, N. Y.

The Cheater

Features a major star as its novel hero: a wise, sad-smiling cosmopolite who brilliantly, gracefully cheats Fate and even Death, in stories shimmering with intrigue and atmosphere. Certainly no superman, but with a mind as deft as a dagger, the Cheater is no tussle with gunmen, no slug-on-the-head theme. Rather does he work with such weapons as the sardonic surprise, the counterplay of character against character, the elegant turn of the screw.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$9,750.
 Submitted by: Roger Kay Enterprises, Inc., New York 19, N. Y.

The Clyde Beatty Show

Exciting adventures from brilliant career of world's greatest wild animal trainer, Clyde Beatty, who constantly risks death in most dangerous act on earth. Real drama from behind scenes at circus, from jungle expeditions, as told by "Mr. Circus" himself.
 Availability: Film after Jan. 1951.
 Running Time: 30 minutes.
 Cost: On request.
 Audition Facilities: Film.
 Submitted by: Commodore Productions, Inc., Hollywood 28, Calif.

Come Out Fighting

Half hour drama revolving around a fast-talking, shrewd, tough, sentimental fight manager and members of his boxing stable. Starring Lee Tracy.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$11,750 net.
 Audition Facilities: Film.
 Submitted by: NEC, New York 20, N. Y.

Concentrate On You

Initial fifteen minutes presents a dramatic situation in which personality difficulties of protagonist lead to painful clashes in social relationships. Second half introduces narrator, who reviews analytically, events and behavior problems. Analysis is sharply pointed up by visual impressions and distortions, the total effect is to bring home more clearly cause, effect and correction of common social inadequacies.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$1100.
 Episodes Available: 13 half hours.
 Audition Facilities: Live Talent.
 Submitted by: Telecraft Production Co., New York 17, N. Y.

Deadlier Than The Male

Series of psychological suspense dramas featuring well-known actresses,

two supporting players, one male and one female and supported by Broadway cast. Story line is eternal triangle from woman's point of view.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$7500 per show.
 Episodes Available: 13.
 Audition Facilities: Live Talent.
 Submitted by: Kissinger Productions, New York 19, N. Y.

Diary Of Fate

Psychological half-hour surprise-ending mystery done to very clever turn and featuring eerie voice of "Fate" as narrator. Now on 150 radio stations from coast to coast, this very successful series is available for TV.
 Availability: Film.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 13.
 Audition Facilities: Film.
 Submitted by: Reynolds Productions, Beverly Hills, Calif.

For Men Only

The show devoted to women. Helen of Troy, Ninon de Lenclos, the Empress Poppeia, Mme. Recamier and other fabulous women impersonated to reveal the intimate, woman's viewpoint on life and love. A Walter Mitty type man sets the scene in a men's club atmosphere.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$500.
 Episodes Available: Complete first show.
 Audition Facilities: Live Talent.
 Submitted by: Visual Arts Productions, New York 18, N. Y.

Hands Of Destiny

Format designed especially for TV which boast of visual treatment of a story involving individual's destiny and how its mystery is unraveled. Scripted by Lawrence Menkin and Charles Speer.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$3,000 net per program.
 Episodes Available: 52.
 Audition Facilities: Live Talent.
 Submitted by: DuMont Network, New York 22, N. Y.

Hawkins Falls

Show takes place in fictitious Hawkins Falls, population 2,600, giving us a glimpse of local crisis, catastrophe, or nonsense situation which precipitate comedy and dramatic sequences.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: \$12,250 gross.
 Submitted by: NBC, New York 20, N. Y.

Jeffery Hall, Criminologist

Kaleidoscopic combination of Philo Vance, Ellery Queen and Sherlock Holmes, solves a deductive mystery weekly with aid of secretary, Irene and police Sergeant Holland who provide sex and humor respectively. Hall is genuine intellectual bibliophile solving cases with his encyclopedic knowledge.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: 26.
 Audition Facilities: Live Talent.
 Submitted by: Video International, Inc., New York 22, N. Y.

The Manhattan Towers

Music adapted from Gordon Jenkins Musical Symphony. A one hour dramatic show from the streets of N. Y. Dramatic episodes from the lives of the city dwellers. Produced by the man who brought out the first all remote show "City At Midnight" on NBT. Each week a different locale in the city will be dramatized with the city as the background for sets and perspective.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: Production \$10,000 for network.
 Episodes Available: To be presented once or twice monthly.
 Audition Facilities: Film.
 Submitted by: Albert Black Productions, New York 20, N. Y.

Monty Curtiss, Newsreel Cameraman

Dramatic series telecast live and on film with "Monty" Curtiss, newsreel cameraman, as romantic, adventurous hero. Wide variety of adventures offered as he films disasters, human interest items, sports, political figures. His editor, associate cameraman, competitors, are shifting characters. Love interest centers around girl news photographer whom he resents but falls in love with TV program covers drama, comedy, adventure, danger, intrigue and has high-powered family appeal.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 39.
 Audition Facilities: Live Talent.
 Submitted by: Radio Features of America, New York 19, N. Y.

Murder Will Out

Mystery melodrama with Richard Arlen as a debonair litterateur-detective.
 Availability: Live Talent.
 Running Time: 30 minutes.

The Program
You've Waited Ten Years
To See On Television



Ralph Edwards'

'TRUTH or CONSEQUENCES'



ON THE AIR
CBS—Tuesdays

TELEVISION
CBS-TV—Thursdays
Filmed by Trio Pix, Inc.

BOTH PROGRAMS UNDER THE SPONSORSHIP OF PHILIP MORRIS

Cost: \$650 excl. of time.
 Episodes Available: 4.
 Audition Facilities: Live Talent.
 Submitted by: Robert Joseph Television Productions, No. Hollywood, Calif.

Mr. Omm

Program provides series of machine bursts of absorbing drama and comedy. Five or six short dramas covered in comedy, tragedy and pathos are presented within each show.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$9,000 gross.
 Audition Facilities: Film.
 Submitted by: NBC, New York 20, N. Y.

Mr. Sunshine Himself

In his constant effort to help others, "Mr. Sunshine" becomes involved in their problems but, undaunted, sticks to his creed of trusting and helping people. Romantic interest is supplied by Betty, the barber shop manicurist, and Ed, electrician at Video City. A show of the entire family, with charm and good taste.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 13.
 Audition Facilities: Live Talent.
 Submitted by: Radio Features of America, New York 19, N. Y.

Mystery Is My Hobby

Mystery program starring Glenn Langan. On radio since 1945 and still on trend on KTTV, Los Angeles.
 Availability: Live Talent; Film.
 Running Time: 30 minutes.
 Cost: \$1,000 local. \$2500 network. (Not including air time.)
 Episodes Available: 13 on film.
 Audition Facilities: Film.
 Submitted by: Lawrence Productions, Hollywood 28, Calif.

The New Vic Theatre

This series of distinguished American English musicals and plays is under artistic supervision and direction of Cedric Hardwicke, and will feature original stars wherever possible. Sir Cedric may not act every week, but he always be present to comment on them.
 Availability: Live Talent; Film.
 Running Time: 60 minutes.

Cost: \$28,000 once a week, live; \$31,000, on film.
 Episodes Available: Playing schedule available on request.
 Audition Facilities: Live Talent.
 Submitted by: Television Features, Inc., New York 17, N. Y.

Night Book

An answer for those among lower-budgeted TV accounts that are weary of so-called "name," "quiz," "audition" and other "gimmick" shows. A truly fascinating dramatic series designed for low budget without ever smacking of "bargain basement." Humor, fantasy, love and melodrama, in a moody and unforgettable format.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$4,500.
 Submitted by: Roger Kay Enterprises, Inc., New York 19, N. Y.

On Stage Everybody!

Eddie Dowling, as director, takes audience backstage, in first half of show, for a behind-the-scenes peek at what goes on at rehearsal. Last part of show gives full performance of a scene from a famous play.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Audition Facilities: Live Talent.
 Submitted by: World Video, New York 17, N. Y.

Police File

Case histories of police crimes and investigations with Tom Tully as Inspector Marra.
 Availability: Live Talent.
 Cost: \$650 excl. of time.
 Episodes Available: 4.
 Audition Facilities: Live Talent.
 Submitted by: Robert Joseph Television Productions, No. Hollywood, Calif.

Portrait Of A Woman

Starring Ruth Chatterton, a universal story for a universal audience; the deeply moving tale of a woman's gallant battle against loneliness. Adult and compassionate in its treatment, beautifully written.
 Availability: Live talent or film.
 Running Time: 30 minutes.
 Cost: \$7,750 live.
 Submitted by: Roger Kay Enterprises, Inc., New York 19, N. Y.

★ ★ TV DRAMA ★ ★

Premier Theater

From Hollywood . . . live or film series, using hundreds of top synopsis which Hollywood writers have developed for films, but have as yet been unsold. Literary departments of agencies, and story heads at studios have an un-tapped source of stories, as well as writers themselves.
 Availability: Live Talent; Film.
 Running Time: 30 minutes.
 Cost: \$935.00 per episode.
 Episodes Available: 8 scripts prepared.
 Audition Facilities: Live Talent.
 Submitted by: Telepak, Los Angeles 49, Calif.

Roscoe Karns, Inside Detective

Roscoe Karns, star of stage and screen, plays a new role, Chief of Homicide of metropolitan police force. Beat ranges from shadowy by-ways of water front to swank east-side hotels. Through it all, Karns is warm and human and frequently humorous, beset with home and personal problems as well as professional ones. Based on stories taken from "Inside Detective" magazine, Karns tracks down criminal through believable police work. Each week a complete, realistic high-tension case is involved. Currently on Dumont network.
 Running Time: 30 minutes.
 Cost: On request.
 Audition Facilities: Film.
 Submitted by: Wilbur Stark-Jerry Layton, Inc., New York 17, N. Y.

Starlight Theatre

Series based on the great love stories of the past and present.
 Availability: Film.
 Running Time: 30 minutes.
 Cost: \$8,135.
 Audition Facilities: Film.
 Submitted by: CBS, New York 22, N. Y.

Sure As Fate

Mystery drama based on the traps set by man for man, or man for himself!

Availability: Film.
 Running Time: 60 minutes.
 Cost: \$16,400.
 Audition Facilities: Film.
 Submitted by: CBS, New York 22, N. Y.

Thirty Minutes To Go

Exciting series of dramatic shows, all based on decisive 30 minutes in the lives of their characters. Each show a complete drama in itself. Audition film, "Time Bomb" was an Academy Award nominee 1950. The Society of Motion Picture Engineers uses parts of this film for their standard for motion pictures for televising purposes.
 Availability: Film.
 Running Time: 30 minutes.
 Cost: Based on TV receiver circulation.
 Episodes Available: 13.
 Audition Facilities: Film.
 Submitted by: T.M.T.G. Productions, Inc., Los Angeles 36, Calif.

Wild Bill Hickok

Western series based on exploits of greatest U. S. Marshall and gun fighter that ever lived—Wild Bill Hickok. All films will star Guy Madison and Andy Devine.
 Availability: Film.
 Running Time: 30 minutes.
 Episodes Available: 52 half hour shows.
 Audition Facilities: Film.
 Submitted by: David Hire Productions, Culver City, Calif.

Your Fight For Life

This dramatized medical film, written and narrated by Dr. Frederic Damrau, is taut with emotion and suspense. Acted by complete cast with authentic scenes on location. Film (16 mm., especially for TV) made by an experienced motion picture producer. Program conveys an important health message in entertaining dramatic form.
 Availability: Film.
 Running Time: 15 minutes.
 Cost: \$1500, per program.
 Episodes Available: 13.
 Audition Facilities: Film.
 Submitted by: Frederic Damrau, M. D., New York 17, N. Y.

950 ★ TV DRAMA SERIAL ★ 1951

Woman To Remember

TV story about radio serial and live people who work in it. A Woman to Remember is actually a story within a story; behind-the-scenes action in a radio studio and the human, personal conflicts between the cast members themselves are blended into top-notch dramatic entertainment.
 Availability: Film.
 Running Time: 15 minutes.
 Cost: For syndication; price to be determined later.
 Episodes Available: 13 weeks.
 Audition Facilities: Film.
 Submitted by: Television Features, Inc., New York 17, N. Y.

Adventure Time

Program consists of adventure serial. In past have shown Don Winslow, Ace Drummond, Tim Tyler's Luck and Hurricane Express starring John Wayne. Now presenting The Last Frontier with Lon Chaney Jr. Future serials include Sign Of The Wolf and Trail Of The Royal Mounted.
 Availability: Film.
 Running Time: 20 minutes.
 Cost: \$125. Partic.; 1 time \$25; 3 times \$66; 5 times \$100.
 Audition Facilities: Film.
 Submitted by: WTJV, Miami, Fla.

The Adventures Of Lucky

Dramatic serial deals with exploit of collie dog "Lucky" (Sunderland Gay

Cavallier, highest scoring collie in U. S.) and his young master.
 Availability: Film.
 Running Time: 15 minutes.
 Cost: \$1500 per show; (full network price).
 Episodes Available: 3 or 5 per week.
 Audition Facilities: Film.
 Submitted by: Barry Elliott, New York 18, N. Y.


Adventures of Michael Shayne

Mystery chiller based on adventures of suave detective Michael Shayne adapted by Si Palstrand from original 15 novels by Brett Halliday. Titular role to be played by Victor Jory. Lee

Tracey, or similar "name" actor that would be available in East. Michael Shayne featured in 12 Columbia pictures and also on one of the major networks.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: Approx. \$8500.
 Episodes Available: 13.
 Audition Facilities: Live Talent.
 Submitted by: TV-Programs, Inc., New York 1, N. Y.

Bella's Boarding House

Heart-warming situation drama based on humorous everyday experiences of rough, rotund Bella and her comrade in travail, timid Bill Mundy. Each



An American Institution!

The Original

AMATEUR HOUR

WITH **TED MACK**

PRODUCED BY **The MAJOR BOWES STAFF**

• ON TELEVISION •

FOR

OLD GOLD

Cigarettes

TUESDAY • 10 p.m. to 11 p.m.
OVER THE NBC NETWORK

• ON RADIO •

FOR

OLD GOLD

Cigarettes

THURSDAY • 9 p.m. to 9:45 p.m.
OVER THE AMERICAN BROADCASTING COMPANY

episode is a situation and finds characters up to their necks in a knotty, everyday problem. But what happens to our heroes when they try to find the solution gets gales of laughter and leaves them more entangled.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$3000-\$7000 depending on cast.
Audition Facilities: Live Talent.
Submitted by: Video Drama Productions, New York 17, N. Y.

Chandu, The Magician

Twelve episode serial featuring Bela Lugosi. Action is brisk and exciting and, most important, not terrifying to children.

Availability: Film.
Running Time: 20 minutes per episode.
Cost: Based on population of each market.
Episodes Available: 12 episodes of approx. 20 minutes each.
Submitted by: Producers Representatives, Inc., New York 20, N. Y.

Duke Of The Jungle

Wild animal adventure series, made at the World Jungle Compound, each episode a complete story. Two main characters, Hercules Duke, a jungle detective and Rick Kidder, a newspaper man. Series uses dozens of trained motion picture wild animals. Plots are all concerning mysterious jungle happenings.

Availability: Film.
Running Time: 15 minutes.
Cost: By agreement with station or agency.
Episodes Available: 2 completed, 13 in production.
Audition Facilities: Film.
Submitted by: Courneya Productions, Hollywood 28, Calif.

The Face Is Familiar

Dramatic sketch with music. In the sketches, which will alternate, the serious and the comic, only one person appears, thus it takes on form of dramatic monologue. It is planned that each program will contain two songs which will be original for the most part. Songs tie in directly with dramatic portion of show. Each sketch has complete piano accompaniment.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$1500 per episode.
Episodes Available: 5 complete.
Audition Facilities: Live Talent.
Submitted by: Hudiburg Productions, New York 22, N. Y.

Forest Rangers

Something new in realistic TV entertainment. Interesting, exciting tales dramatizing on film the real adventures experienced by the men of the U. S. Forestry Service. Includes startling action films from Forestry Service. Great show for kids and grownups. Next to emulating "Hoppy" kids will want to be a Forest Ranger.

Availability: Film.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Film.
Submitted by: Roynolds Productions, Beverly Hills, Calif.

Here Comes Teenie

All the teen-age shows rolled into one surprising and delightful package of a

TV DRAMA SERIAL

half-hour situation comedy. It is family situation designed to entertain whole family dealing with everyday problems.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$3000.
Audition Facilities: Live Talent.
Submitted by: Video Drama Productions, New York 17, N. Y.

Mr. & Mrs. Mystery

Crimes solved by capitivating you couple whose spontaneous and natural humor add to suspense of unusual plots and counter-plots. Each episode started on Tues. and builds to final Sat. night solution.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$320 per episode plus time facilities.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: WOR-TV, New York N. Y.

The Secret Heart

Daytime serial featuring Luella Ge Story of Emmy Holmes, her family and her neighbors. All features that make daytime serials a success have been maintained in this production, plus hearsal technique that cuts practice rods to one hour dry, and a half hour on camera.

Availability: Live Talent.
Running Time: 15 minutes, 5 a week.
Cost: \$3000 net across the board.
Episodes Available: 1 year.
Audition Facilities: Live Talent; Film
Submitted by: Drama Associates, Inc. New York 17, N. Y.

What Do You Think?

Thrilling half hour dramatic series mental and psychic phenomena. Each story complete. Based on true experiences collected by Ed Bodin, national famous collector and writer.

Availability: Live Talent.
Running Time: 30 minutes.
Audition Facilities: Script.
Submitted by: Basch Radio & Television Productions, New York 17, N. Y.

Wranglers Roundup

Exciting western film divided into 15-minute segments each week M thru Fri. 5:30-5:45 P. M.

Availability: Film.
Running Time: 15 minutes.
Cost: \$90 per.
Audition Facilities: Film.
Submitted by: WXEL, Cleveland, O.

Young Marilyn Young

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

Availability: Live Talent.
Running Time: 30 minutes.
Audition Facilities: Script.
Submitted by: Basch Radio & Television Productions, New York 17, N. Y.

1950 ★ AUDIENCE PARTICIPATION ★ 1951

Beat The Clock

Quiz contest in which each contestant pits his wits against a ticking clock work out a problem in a specified time. Bud Collyer as MC.
Availability: Film.
Running Time: 30 minutes.
Cost: \$5,025.
Audition Facilities: Film.
Submitted by: CBS, New York 22, N. Y.

Call Your Shot

Half-hour bowling program, and one who has entertainment value to people who are not bowlers. This is audience participation, from Riverview Bowling Centers, with fun for everyone, and prizes for bowling participants.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Film.
Submitted by: WBNS-TV, Columbus 15, O.

The Curious Camera

Utilizing man-on-the-street formula, program attracts televiewers anxious to see themselves and their neighbors on screen. Program emphasizes people, subject which is of absorbing interest to entire population.
Availability: Film.
Running Time: 15 minutes.
Cost: \$280.
Episodes Available: 3 weekly.
Audition Facilities: Film.
Submitted by: WMAR-TV, Baltimore 3, Md.

The Dorothy Sara Show

Famous handwriting analyst, lecturer and author, studies character and personality traits revealed by handwriting. She studies writing of selected members of studio, audience, and analyzes letters from viewers. Proven mail-pulling program.
Availability: Live Talent.
Running Time: 5-minute strip or 15 minutes, once a week.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: Gordon M. Day Productions, New York 16, N. Y.

G's For GI's

Synopsis upon request. Great merchandising tie-in.
Cost: Moderately priced.
Episodes Available: 13 plus.
Audition Facilities: Live Talent.
Submitted by: V. S. Becker Productions, New York 19, N. Y.

Harem Scarem

Just what the name implies. Telecast for six weeks for ABC TV, show and its MC, Frances Scott, was only TV show to make Billboard's Editors' Poll; and received first award of merit from This Month Magazine. Highly original reasons for giving away money and dozens of valuable and expensive gifts to contestants, who really work for what they get.
Availability: Live Talent.
Running Time: 30 minutes.

Audition Facilities: Live Talent.
Submitted by: Basch Radio & Television Productions, New York 17, N. Y.

Hope Chest

Audience participation show suitable for either afternoon or evening, preferably evening, with plenty of fun and prizes. Specially designed for department stores.
Availability: Live Talent.
Running Time: 30 or 60 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Ann Barbinel Productions, New York 24, N. Y.

Ladies' Day

Various little games played with women from audience, such as shaking pennies from piggy bank. Children in audience come on stage and are introduced and receive gifts. Grandmother with most grandchildren wins bouquet of flowers. Program is interspersed with musical numbers and other gimmicks.
Availability: Live Talent.
Running Time: 60 minutes.
Audition Facilities: Live Talent.
Submitted by: KFI-TV, Los Angeles 4, Calif.

Let's Play Reporter

Audience participation program with newspaper office background. Has a record showing for TV, for ABC-TV, as well as for radio over NBC. Frances Scott acts as city editor, and quizmis-

tress, and gives out assignments to cub reporters, with highly amusing results.
Availability: Live Talent.
Running Time: 30 minutes.
Audition Facilities: Live Talent.
Submitted by: Basch Radio & Television Productions, New York 17, N. Y.

Meet The Ladies

Audience participation show involving 125 different ladies each day, five days a week. During show various ridiculous games are played by competing ladies for prizes. Quickie Quizzes used and birthdays and anniversaries honored.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: WCPO-TV, Cincinnati, O.

Nick Kenny's Birthday Party

N. Y. Mirror columnist Nick Kenny headlines this five-a-week, 15-minute party. One celebrity and one TV audience member, celebrating birthdays, are feted daily. Guests exchange gifts, distribute cake and play games. Participants selected by competition. Female vocalist and musical trio complete regular talent line-up.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Video International, Inc., New York 22, N. Y.

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AUDIENCE PARTICIPATION

Pop The Question

Question and answer audience participation TV program. Prevailing atmosphere throughout show is in light comedy vein which appeals to general public. MC and six studio contestants make up cast.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Kissinger Productions, New York 19, N. Y.

Quiz Of Two Cities

Nation's strongest regional radio show especially prepared for TV. Questions and contests features are of a video nature. Competitive impact between two cities brings TV another sporting contest.

Availability: Live Talent.
Running Time: 30 or 60 minutes.
Cost: Depends on markets aired.
Episodes Available: Unlimited.
Submitted by: Al Buffington Productions, Hollywood 28, Calif.

Sammy Kaye's "So You Want To Lead A Band"

After winning a chance to "lead the band" by guessing a charade, evening's winner of this always popular contest is chosen by audience applause.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$9,330 gross.
Audition Facilities: Film.
Submitted by: NBC, New York 20, N. Y.

Say It Again

An entirely different type of show, combining variety and audience participation. Humor and suspense, as contestants try to stump Sir Echo for giant jackpot. Skits with Guy LeBow, vocals by Doreen Davis, and music by Tony Mottola orchestra round out this fast moving show.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$1500 week.
Episodes Available: First half hour show.
Audition Facilities: Live Talent.
Submitted by: RAO Video, Inc., New York 17, N. Y.

Shadow Stumpers

Unique device that shows still photographs alternately in silhouette and "as is," provides basis for this studio and telephone quiz, presided over by Brent Guntz. Object is to identify item in shadow and some of answers given, plus MC's ready wit, create atmosphere of hilarity.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 1 weekly.
Audition Facilities: Live Talent.
Submitted by: WBAL-TV, Baltimore 18, Md.

Stop, Look & Learn

Six or more women "demonstrator contestants," regular viewers of program, are selected from letters sent in regarding hint or money-saving idea. Winner, judged by jury of women, re-

ceives prize. Losers engage in hilarious three minute hat making contest. Winner again receives a prize.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Participations.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: WGN-TV, Chicago 11, Ill.

The (Sponsor's Name) Sweepstakes

Unusual quiz show, featuring only machine of its kind; a mechanical horse race that gives all the thrills and excitement of a real horse race. Complete details on request.
Availability: Live Talent.
Running Time: 30 or 60 minutes.
Cost: Depends on markets.
Audition Facilities: Live Talent.
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Take A Mistake

Find the errors made by cast of actors depicting all types of short episodes, such as dances; soap operas; who-dunnits, etc. Show has been tele-tested on WJZ-TV and found to be an excellent audience quiz program.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Variable, depending on personalities chosen.
Episodes Available: 13.
Audition Facilities: Live Talent.
Submitted by: Ted Nelson Associates, New York 19, N. Y.

Three On A Match

Individual talent competition, presenting all singleton acts, half-hour nighttime.
Availability: Live Talent.
Running Time: 30 minutes.

Cost: \$4500.
Audition Facilities: Live Talent.
Submitted by: Harold R. Gingrich Productions, Chicago 1, Ill.

Watch Your Step!

Completely new and original program presenting a "dancing game" with usually staged competition between studio participants and home viewers, who by home viewer "freezes" a studio couple over a lucky number on dance floor and both compete for prizes. Absolutely new, completely visual, full of action.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Radio Features of America, New York 19, N. Y.

What Is It?

Featuring chief announcer from Mills 7:00-7:30 P.M. Fri.—TV version charades pitting two teams of four persons each. Excellent merchandising opportunities.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Friday.
Audition Facilities: Live Talent.
Submitted by: WBAP-TV, Ft. Worth, Tex.

Winner Take All

Bud Collyer as MC in a fast-moving audience participation quiz where champion keeps winning until a challenger dethrones him.
Availability: Film.
Running Time: 30 minutes.
Cost: \$4,550.
Audition Facilities: Film.
Submitted by: CBS, New York 22, N. Y.

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★ TV CHILDREN'S ★

Adventures In Christmas-tree Grove

TV version of famous transcribed radio series which has been used by upwards of 400 sponsors. TV series being filmed in color, featuring Gordon Annett Marionettes especially designed show. A favorite radio series each year with all children, and has been claimed as most successful Christmas promotion for toy department and stores the world. Consists of 15 quarter-hour episodes for use between Thanksgiving and Christmas on a 3-times-week-basis.

Availability: Film.
Running Time: 15 minutes.
Cost: Based on size of market.
Episodes Available: 15.
Audition Facilities: Film.
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Adventures Of Abra & Cadabra

Entirely new idea for TV utilizing one of the oldest forms of entertainment shadowgraphs. Famed children's story-teller Heidi Mayer creates original interesting stories and plays role of Abra. Features complete story line each week. Of interest and appeal to children from 2 to 12.

Availability: Live Talent.
Running Time: 15 or 30 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Live Talent.
Submitted by: Gainsborough Associates, Inc., New York 18, N. Y.

After Dinner

Right after dinner comes a story hour for young 'uns that old ones'll love. Little bug-eyed junior digs the pranks of Momanda the Panda who fell off her Panda. Mom and Dad will howl with laughter at the fanciful fantasy. Eddie the actor loves this show.

Availability: Live Talent.
Running Time: 15 minutes.
Episodes Available: 13.
Audition Facilities: Live Talent.
Submitted by: Ted Nelson Associates, New York 19, N. Y.

The Atomic Phantom

An electronic genius who fights forces of evil with modern scientific equipment. Fantasy dramas employing strange new weapons is background for this exciting thrill-packed series with endless variety of cliffhangers. "The Atomic Phantom" has secret agents all over the world with whom he keeps in constant touch and he can appear anywhere, instantly, by visual super-imposition, through all walls; he can see all but not be seen.

Availability: Presentation and audition scripts are available.
Running Time: 15 or 30 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: Wilbur Stark-Jerry Layton, Inc., New York 17, N. Y.

Ballet Story Time

Revolves about fancies of children in their everyday world of toys, clothes, sweets and dreams. The tales are completely narrated and with telling of the tales, the video aspect is produced through dramatization for further clarification and entertainment of the child and adult as well.

Availability: Live Talent.
Running Time: 15 or 30 minutes.
Cost: Prod w/o sets \$2000.
Audition Facilities: Live Talent.
Submitted by: Video Drama Productions, New York 17, N. Y.

Bobby Benson's B-Bar-B Ranch

Set in present day West, program is based on adventures of twelve-year-old rancher Bobby Benson who operates B-Bar-B in the tough Big Bend territory of Tex.

Availability: Live Talent; Film.
Running Time: 30 minutes.
Cost: \$545.00 plus time and facilities.
Episodes Available: Unlimited.
Audition Facilities: Live Talent; Film.
Submitted by: WOR-TV, New York 18, N. Y.

The Bunk House

Daily feature incorporates both live and studio and Western films. Bob Ehle, "the singing story teller" acts as "Bunk House." Dressed in Western garb he sings, answers requests and gives out birthday greetings. Then relates story, which leads into John Wayne Western feature. Each film cut into three chapters and runs in serial fashion.
Running Time: 45 minutes.
Cost: \$160.

Episodes Available: Mon. thru Fri.
Audition Facilities: Live Talent.
Submitted by: WHEN, Syracuse 8, N. Y.

Captain Video

Adventure series designed to appeal to children alert to electronic age in which they live. Combining 18 minutes "live" and 12 minutes film, show presents "Captain Video" as the "electronic wizard" who defends the good and frustrates the evil with aid of his young Video Ranger.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$900 net per program.
Episodes Available: 312.
Audition Facilities: Live Talent.
Submitted by: DuMont Network, New York 22, N. Y.

Castles In The Air

Saturday 5:30-6:30 P.M., children's show depicting life in "Cloudland" with the Cloudlady and characters of Cloudland; Little Ajax (elephant) Bluemalkin (giraffe), also a magician, trick dog, Pokey and other visitors to the clouds with five or six children as studio guests.

Availability: Live Talent.
Running Time: 30 minutes.

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Cost: \$200 per.
Audition Facilities: Live Talent.
Submitted by: WXEL, Cleveland, O.

Chief Red Robin

Deals with the folk lore of the American Indian. Red Robin, a full-blooded Indian, plus cast of three others, tells stories and demonstrates how to make smoke signals, bows and arrows, sand sculpture, etc. Show also includes authentic Indian songs, music and dances.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: World Video, New York 17, N. Y.

Co Co's Carnival

Children's variety with cartoons, children acts, birthday party, Co Co acting up, telling stories, talking and cavorting with acts and children in studio, magic tricks, etc.

Availability: Live Talent; Film.
Running Time: 60 minutes.
Cost: No cost other than talent for Co Co (Ed Weston).
Audition Facilities: Live Talent; Film.
Submitted by: WCPO-TV, Cincinnati, O.

Daffydill Playhouse

Dame Daffy, the spirit of a daffodill, tells her charming stories of the wee people who live in the woodland dell.

In each story there is a toy, or a musical instrument which Dame Daffy shows children how to make with simple materials found in average home. Parents of viewing children are encouraged to assist in this simple arts and crafts activity.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$500.
Episodes Available: 13 half hours.
Audition Facilities: Live Talent.
Submitted by: Telecraft Production Co., New York 17, N. Y.

Detectives, J. G.

Fifteen-minute nightly program featuring masked MC, Mister Eye. Show brings to children's audiences all of the interesting lure of detective work, plus weekly search for unmasked Mister Eye.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Dependent on size of market.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Al Buffington Productions, Hollywood 28, Calif.

Eddie Stevens, Eagle Scout

Dramatizes the vital factors in a boy's life through his membership in the Boy Scouts of America, from passing his tenderfoot tests until the day when he receives his Eagle Scout badge.

Availability: Film.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Script & presentation.
Submitted by: Polaris Pictures, Inc., Los Angeles 36, Calif.

Father & Son

Father or Mother answers questions asked by his or her child (son or daughter). Answers are in song and rhyme and are pedagogically correct. This is a veritable entertainment "Book of Knowledge." Walter Abel is available for show.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: Depending upon personality used.
Audition Facilities: Live Talent.
Submitted by: Ted Nelson Associates, New York 19, N. Y.

Figget The Flea

Newly created animated character who will win many friends among small fry. He is Figget The Flea, as loyal a pal as any dog ever had, as will be seen in this hilarious series of 5 minute shorts.

Availability: Film.
Running Time: 5 minutes.
Cost: \$650.
Episodes Available: 1.
Audition Facilities: Film.
Submitted by: RAO Video, Inc., New York 17, N. Y.

The Funny Bunnies

New and exciting series of puppet-cartoons produced for TV in 1949 based on adventures of Benny and Jenny Bunny and featuring famous Sue Hastings Puppets. Each title (26) is

available as a 15 minute show or 3 episodes of 3½ minutes each.

Availability: Film.
Running Time: 3½ or 15 minutes each.
Cost: On request.
Episodes Available: Minimum 26 fifteen min. shows.
Audition Facilities: Film.
Submitted by: Flamingo Films, Inc., New York 19, N. Y.

The Genie Next Door

Salty, loveable modern day "genie" in reality, a scientist, exhibits wonder of the world about us to two enthralled youngsters of ten and twelve. Viewing audience will identify with these children and because experiments used are simple and clear, will see same things at home in their own kitchens. Tie-in with school work possible.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$700.
Episodes Available: 26 half-hours.
Audition Facilities: Live Talent.
Submitted by: Telecraft Production Co., New York 17, N. Y.

Jim And Judy In Teleland

Exciting series in animation for children in which Jim and Judy climb their TV set each day and become involved with characters on the screen. No blood and thunder, but adventure. Jim and Judy help gain possession of treasure chest from bandits, hunt for animals with their friend Capt. Sp. for his circus, participate as performers in the circus and many other exciting adventures.

Availability: Film.
Running Time: 5 minutes.
Cost: 125% of the one time national rate.
Episodes Available: 26; additional episodes in preparation daily.
Audition Facilities: Film.
Submitted by: Television Screen Productions, Inc., New York 17, N. Y.

Junior Science

Exciting experiments, conducted by Dr. Gerald Wendt, show juniors how things work. Experiments use simple equipment to permit small children to repeat them at home after each program. Fascinating fun for young and old. Program both dad and junior look forward to each week.

Availability: Film.
Running Time: 15 minutes.
Cost: Based on population of each market.
Episodes Available: 13 completed, more in preparation.
Audition Facilities: Film.
Submitted by: Olio Video Television Productions, New York 19, N. Y.

Hobby Horse Ranch

Western kid show and rodeo costar with cowboy MC playing and singing. Has many props and holds rodeo test for boy riders and ropers. Dress western for prizes and having roping and roping contest for awards. Proof and harmless but very real and of particular appeal to children.

But this Man
Had a show
To put on the air
He had it recorded
We'll tell you where...

this Man
Had a show
To put on the air
He had it recorded
We know not where

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Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$750.00.
 Production Facilities: Film.
 Submitted by: W. M. Ellsworth, Chicago, Ill.

Kiddie Korner

Willie and Sally playing in their kid's room with their dog, turn as always to their friend, Poppy, the Jack-in-the-box, for his unusual stories which are illustrated by animated cartoons, and told in an inimitable fashion by this whimsical, fun loving little character.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$1200 week.
 Episodes Available: 13.
 Production Facilities: Live Talent.
 Submitted by: Rao Video, Inc., New York 17, N. Y.

Little Folk Tales

Using first "live animation" developed on screen, series based on Uncle Remus stories features actors dressed in animal costumes and with specially developed masks that permit players to express facial emotions and reactions.
 Availability: Film.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: Initial series include 13 releases.
 Production Facilities: Film.
 Submitted by: Jerry Fairbanks Productions, Hollywood 28, Calif.

Lucky 13 Ranch House

Bob Campbell, as Uncle Bob, welcomes children to studio audience, then tells daily chapter of Western movie. Each day, children in the studio are given small gift for their birthday. Whole group sings and plays games during remaining time.
 Availability: Live Talent; Film.
 Running Time: 45 minutes.
 Cost: Time: \$135.00 per day; Talent & art work: extra depending upon sponsor.
 Production Facilities: Brochure.
 Submitted by: WHIO-TV, Dayton 1, O.

Magic Cottage

Children's program with child participation. Pat Melkle says the magic word and traditional fairy-tales come to life, related in today's terms and settings. Warner the Pigeon reports his latest adventure in living and the lesson it taught him, and children from studio take part in games and contests based on the fairy tale of the day.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$459 net per program.
 Episodes Available: 260.
 Production Facilities: Live Talent.
 Submitted by: DuMont Network, New York 22, N. Y.

The Magic Lady And Boko

Lightful fantasy show for children. Magic illusion and comedy magic. Advertising, merchandising sales promotional stunts. Family TV show. Available in color.
 Availability: Film.

Running Time: 10 minutes.
 Cost: Available for any budget.
 Episodes Available: 13.
 Production Facilities: Film.
 Submitted by: Telemont Pictures, Inc., Los Angeles 4, Calif.

Magic Lantern

Combines music, story-telling, fact and fancy in such a way as to be both entertaining and informative. As a radio program it was cited by UPA and Board of Education.
 Availability: Live Talent; Film.
 Running Time: 15 or 30 minutes.
 Cost: On request.
 Episodes Available: Unlimited.
 Production Facilities: Live Talent.
 Submitted by: Ann Barbinel Productions, New York 24, N. Y.

Magic-Man Kiddie Show

Entitled "Magic (Sponsor's Name) Man" jolly tricks and games are performed. Clever puppets including special replica of sponsor's Trade Mark Character, and mysteriously advertised products appear, change, float in air, using sponsor's slogan as "Magic Word." The Magic Lady helps kiddies work tricks, singing the "Magic (sponsors name) Song."
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$350.00 plus station charges.
 Episodes Available: Unlimited.
 Production Facilities: Live Talent.
 Submitted by: Hull & Hull, New York 18, N. Y.

The Magic Shamrock

Stories told by Patrick O'Shay, lovable Irish shepherd. Each program introduces new child star, a girl or boy about twelve years of age and each having an individual problem. Patrick, with aid of leprechauns and their "Magic Shamrock," solve child's problem in novel and fanciful way.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$4,000 per show.
 Episodes Available: 13.
 Production Facilities: Live Talent.
 Submitted by: Kissinger Productions, New York 19, N. Y.

Money Moppets

New and novel presentation of specially selected kids.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$3500.
 Production Facilities: Live Talent.
 Submitted by: Harold R. Gingrich Productions, Chicago 1, Ill.

The Mystery Rider

Ingeniously executed desert drama series in which shootin' cowboy tells 4 boys and girls tales of his adventures, which are filmed. Lore and history of famous West are blended in with his fabulous tales.
 Availability: Live Talent.
 Running Time: 45 minutes.
 Cost: \$200, plus time and facilities.
 Episodes Available: Unlimited.
 Production Facilities: Live Talent; Film.
 Submitted by: WOR-TV, New York 18, N. Y.

★ ★ TV CHILDREN'S ★ ★

On The Nature Trail

"Uncle Frank" Woodfield, Baltimore journalist and former museum curator, takes his audience on trip On the Nature Trail. Show highlights little-known aspects of nature, demonstrated by actual specimens of birds and animals, either live or stuffed, in studio. Facts are scientifically correct; presentation highly-visual entertainment.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$225.
 Episodes Available: 52 minimum.
 Production Facilities: Live Talent.
 Submitted by: WMAR-TV, Baltimore 3, Md.

Paddy The Pelican

Popular cartoon and puppet program with Mary Frances Desmond and rascal pelican puppet, "Paddy." Cartoons drawn by Sam Singer.
 Running Time: 15 minutes.
 Episodes Available: Spots, or 15 min. segments Mon. thru Fri.
 Submitted by: WENR-TV, Chicago 6, Ill.

Peggy And Mr. Sniffin

Puppet show in serial form, covering adventures of a very unusual show dog, "Mr. Sniffin," who makes his home with Peggy. Since Mr. Sniffin can, when he wants to, speak perfect English, his knowledge of the world is startling. Other characters in series are Mother and Father of Peggy, playmates,

and neighbors.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$1500 once a week; \$3000 three a week.
 Episodes Available: 13.
 Production Facilities: Kine.
 Submitted by: Hudiburg Productions, New York 22, N. Y.

Playtime With Bimbo And Bombo

Features Jackson Wheeler and Jack Rourke as clowns "Bombo and "Bimbo." Bimbo and Bombo tell stories, sing songs, introduce young guests. Children win prizes every night, have opportunity with parents to win \$500. jackpot.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Production Facilities: Live Talent.
 Submitted by: Jack Rourke Productions, Hollywood 28, Calif.

Ragamuffin Alley

Bunty Pendleton, as star of this series, introduces us to set of dolls which have been especially produced for show, and sings songs about them. Her friend, Raggie Muffin, knows all about dolls and forms connecting link between our imagination and dream-world Alley. Opportunity for children to win prizes also included.
 Availability: Film.
 Running Time: 15 minutes.

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Cost: For syndication; price to be determined later.
 Episodes Available: 13 weeks.
 Audition Facilities: Live Talent.
 Submitted by: Television Features, Inc., New York 17, N. Y.

Range Riders

Charles Aldrich, guitarist and singer in western style, plays host to children at movies. Kids are encouraged to good behavior thru club membership and prizes.
 Availability: Live Talent; Film.
 Running Time: 60 minutes.
 Submitted by: KTTV, Hollywood 38, Calif.

Sandman Stories

Twice weekly program with Doris Hardy weaving children's pattern of bedtime stories, cartoons and live musical talent of youngsters from ages of 3 to 10. Children provide entertainment, dancing, singing, reciting poetry, etc. and Mrs. Hardy the story.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Audition Facilities: Live Talent.
 Submitted by: KDYL-TV, Salt Lake City, Utah.

Science On The March

Consists of titles such as "What Is

Soil?" "What Makes It Rain?" etc. Programs are highly interesting and show children performing simple science experiments of various sorts. Suitable for inclusion in late afternoon children's program session.
 Availability: Film.
 Running Time: 15 minutes.
 Cost: \$35 minimum.
 Episodes Available: 13.
 Audition Facilities: Film.
 Submitted by: Charles Michelson, Inc., New York 19, N. Y.

See-Saw-Zoo

Station produced puppet show 5:45-6:00 P.M. Mon. thru Fri. (immediately preceding 'Kukla, Fran and Ollie.' Established success with five characters since Sept., 1949. Each episode complete within itself.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: Mon. thru Fri.
 Audition Facilities: Film.
 Submitted by: WBAP-TV, Ft. Worth 2, Tex.

Sleepy Joe

Puppet show for national sales will make TV history. Based on famous radio program of same name, filmed for TV release in black and white and color, in which is incorporated famous

"Sleepy Joe Childrens Club" and hosts of proof-of-purchase gimmicks so necessary in sale of merchandise. Academy award winner.
 Availability: Film.
 Running Time: 15 minutes.
 Cost: \$7000.00 per week.
 Episodes Available: Unlimited.
 Audition Facilities: Film.
 Submitted by: The Cardinal Co., Hollywood 28, Calif.

The Squirrel Cage

Stars Johnny Carson, ventriloquist, comic, narrator, half hour, Mon. thru Fri. Includes gags, stunts all kinds. Recently had member TV audience play fourth hand at bridge; studio turtle race; big studio audience daily; ancient movie short with his comic comments. Small prize contests daily. Great commercial success story, on special offers.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$80 time (one-time gross) plus \$15 talent.
 Episodes Available: 3 half hrs. wk.
 Audition Facilities: Live Talent.
 Submitted by: WOW-TV, Omaha 2, Nebr.

Teevy Story Club

Story read to studio guests by Ruth Lee. Bill Rega draws the central characters. Volunteers draw main character at easels, the remainder sketch at their seats. Kids at home send theirs in to compete for prizes. Studio audience are former prizewinners, birthday children. Membership cards, buttons, used.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$200.
 Audition Facilities: Live Talent.
 Submitted by: WTVJ, Miami, Fla.

Tevee Ranch

Educational as well as entertainment feature. Set against simple background of corral fence and barn corner, "Uncle Breezy" spins cowboy yarns while Chick Moore sings and performs tricks on his prize pony as well as showing youngsters proper methods of riding and caring for pony or horse.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: 1 weekly.
 Audition Facilities: Live Talent.
 Submitted by: WDSU-TV, New Orleans, La.

Time For Beany

Whimsical and witty puppet fantasy. Program has just enough adult satire to keep it sharply entertaining. Colorful day-to-day chronicle of adventures of a high-spirited youngster and his amazing collection of friends.
 Availability: Film.
 Running Time: 15 minutes.
 Cost: \$120 plus time and facilities.
 Episodes Available: Unlimited.
 Audition Facilities: Film.
 Submitted by: WOR-TV, New York 18, N. Y.

Trailblazer's Theatre

Half hour episodes of western films completed in two daily showings. Because of telecasting at 5:30-6:00 p.m. each day program has as large an adult audience as a child's.
 Availability: Film.

Running Time: 30 minutes.
 Cost: Sold as participation or as complete show.
 Episodes Available: Unlimited.
 Audition Facilities: Film.
 Submitted by: WGN-TV, Chicago 11,

Tots N' Teens

Weekly thirty minute children's show featuring finest in juvenile talents daily. Based on premise that children are little "people" whose current positions are dance and dream. Dramatic story line will pace show to a conclusion.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$2000 depending on sponsor.
 Audition Facilities: Live Talent.
 Submitted by: Video Drama Productions, New York 17, N. Y.

The Tree House

Ventriloquist's dummy Johnny Dug is host to boys and girls in a "Tree House" set in magic forest, with creator, Bud Vinson, and MC D. Perry entertaining youthful guests with games, contests and story-telling. Featured on this popular children's program are two puppets, Jeremiah of the Professor, manipulated by Perry.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$37.50 plus time cost.
 Episodes Available: Twice weekly.
 Audition Facilities: Live Talent.
 Submitted by: WOAI-TV, San Antonio 6, Tex.

Unk & Andy

Entertaining educational drawing and adventure program that sees Unk & Andy meeting and learning about animals from all over the world.
 Availability: Film.
 Running Time: 15 minutes.
 Cost: On request.
 Episodes Available: 26.
 Audition Facilities: Film.
 Submitted by: United Artists Television, New York 19, N. Y.

Wiffil Ranch Prize Party

Popular western star Pancake Newman conducts telephone quiz with juvenile members of video audience. Ranch atmosphere maintained and Newman gives youngsters colorful details of western life. Youngsters enroll "members" of Wiffil Ranch to become eligible to receive phone calls from Newman. Prizes of cowboy apparel and equipment offered for correct answers to quiz.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 5 weekly unlimited.
 Audition Facilities: Live Talent.
 Submitted by: WFIL-TV, Philadelphia 7, Pa.

The Wonderful Land Of Oz

Wonderful presentation of the famous Land of Oz books with puppet created by Burr Tillstrom of Kukla, Fran and Ollie fame.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$6,000 net.
 Audition Facilities: Film.
 Submitted by: NBC, New York 20, N. Y.

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A Letter From Louie

...the greatest comedy tradition. ...a lump in the throat sometimes ...kes up the heartiest laughter. Every ...or from Louie is a hilarious round ...up and down the ladder of success. ...regularly starts at the bottom, almost ...kes the top, and regularly lands on ...bottom. Still, Louie is always an ...mist, always about to set the world ...fire, and always out of matches.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$8,000.
Submitted by: Roger Kay Enterprises, Inc., New York 19, N. Y.

A Strong Good Night

...most novel station closing ever tele- ...ed. Myra and Buford Strong, our ...team, sit by set every night at ...ing, grim, weary, and too tired to ...t off the TV which is over for ...ning. For five uproarious minutes, ...Strong's feud about anything and ...rything. Commercials can be either ...film fore and aft show, or worked ...the skit.

Availability: Live Talent; Film.
Running Time: 5 minutes.
Cost: \$799.70 for five telecasts per week ...include everything.
Codes Available: Mon. thru Fri. at ...sign-off time.
Auction Facilities: Live Talent; Film.
Submitted by: WBKB, Chicago 1, Ill.

Barter Mart

...central character is storekeeper who ...ers, sells and exchanges anything ...is an expert on all things; just a ...man encyclopedia. His clients are ...retainers who supply the variety ...aedy, song and dance).

Availability: Live Talent.
Running Time: 15 minutes.
Codes Available: 13.
Auction Facilities: Live Talent.
Submitted by: Ted Nelson Associates, New York 19, N. Y.

Bumps O'Daisy

...new and charming fantasy starring ...Gilbert, motion picture comedian ...TV "first" using trick photography ...ch makes these lovable characters ...two feet six inches from toe to ...ie, yet possessing living faces and ...ds. First in this coming season's ...TV entertainment.

Availability: Film.
Running Time: 15 or 30 minutes.
Cost: On request.
Auction Facilities: Film.
Submitted by: Reynolds Productions, Beverly Hills, Calif.

Can You Top This?

...contestants jokes are told over air ...topped (or not) by the Three Wits. ...s on laughmeter decides awards. ...show unrehearsed. Requires no ...t, other than commercial. Has been ...radio since 1940 with Senator Ford, ...y Hershfield, Joe Laurie, Jr., Peter ...ld, Ward Wilson.

Running Time: 30 minutes.
Cost: On request.
Codes Available: Unlimited.
Auction Facilities: Live Talent.
Submitted by: Edward H. Ford, New York 18, N. Y.

Chimplock Hums & Dr. Whatsup

...Talking Chimpanzees in a comedy- ...mystery series lampooning the famous ...characters. Uses four chimps in cos- ...tumes with special sets and props, and ...many trained motion picture wild an- ...imals. Both exciting and filled with ...laughs. Backed by Bing Crosby Enter- ...prises.

Availability: Film.
Running Time: 15 minutes.
Cost: By agreement with station or ...agency. Competitive.
Episodes Available: 2 of 52 in pro- ...duction.

Auction Facilities: Film.
Submitted by: Courneya Productions, Hollywood 28, Calif.

Colonel Humphrey Flack

...A lovable, worldly, old gent who ...likes good things in life but is never ...in a position to pay for them. Each ...week he is faced with different humor- ...ous adventures in trying to help some ...sympathetic individuals out of a pre- ...dicament; he cheats the cheaters at ...their own game and manages to ease ...his financial situation. Based on stories ...created for the Saturday Evening Post ...by Everett Rhodes Castle.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Submitted by: Wilbur Stark-Jerry Lay- ton, Inc., New York 17, N. Y.

Comedy Carnival

...One-reel film series presenting clas- ...sic antics of greatest comedians of past ...25 years, featuring such unforgettable ...masters as Buster Keaton, Bert Lahr, ...Billy Gilbert and Andy Clyde.

Availability: Film.
Running Time: 15 minutes.
Cost: \$250 plus time and facilities.
Episodes Available: Unlimited.
Auction Facilities: Film.
Submitted by: WOR-TV, New York 18, N. Y.

Comedy Theatre

...Each show presents a different play, ...adapted from one of the finest of con- ...temporary fiction humor, by such au- ...thors as Ring Lardner, Paul Gallico, ...Nunnally Johnson, Stephen Vincent ...Benet, etc.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Auction Facilities: Film.
Submitted by: World Video, New York 17, N. Y.

Counselor At Love

...Irene Bordoni, lovely French comed- ...ienne in an amusing half hour show ...that combines situations comedy and ...musical routines. As an authority on ...love, Miss Bordoni and her secretary ...Hazel Forbes, engage in hilarious se- ...quences, some in song with name guest ...stars who have come to famed coun- ...selor for advice on love.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$5,000 week.
Episodes Available: 13.
Auction Facilities: Live Talent.
Submitted by: Lola Bishop Productions, New York 25, N. Y.

The Customer Is Always Right

...Colucci and Kugelmans may be part- ...ners in business but they are adversar- ...ies in the business of living. Tony's a ...optimist with 16 children and Sam is a ...bachelor. While they may never get ...along with one another, heaven help ...anyone who intervenes. Rip roaring ...dialogue and comedy situations.

Availability: Live Talent.
Running Time: 15 minutes.
Episodes Available: 13.
Auction Facilities: Live Talent.
Submitted by: Ted Nelson Associates, New York 19, N. Y.

Dad's Grocery

...Here are Dad Meachum and Blanche ...at their best in their old-fashioned gro- ...cery store. Twice-weekly stanza that ...invariably finds Dad missing his "Store ...Teeth" and usually falling victim to ...customer's harmless prank. Dad is ...lovable old man whose whimsies are ...only held in check by Blanche's eternal ...vigilance and indomitable patience with ...her kindly but blundering husband.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$150.00.
Episodes Available: 10.
Submitted by: WTVN, Columbus 15, O.

Dema Do

...Synopsis upon request. This type of ...program has never been done before ...on TV.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: Inexpensive.
Episodes Available: 13 plus.
Auction facilities: Live Talent.
Submitted by: V. S. Becker Productions, New York 19, N. Y.

Doctor Andy

...Andy Clyde, as a small town veter- ...inarian, becomes involved in a situation ...every time he attempts to perform a ...neighborly good deed. His wife, Sarah, ...inevitably extricates him in time for a ...happy solution, and, of course, Andy ...takes all the credit.

Availability: Film.
Running Time: 30 minutes.
Cost: On request.
Auction Facilities: Script & presenta- tion.
Submitted by: Polaris Pictures, Inc., Los Angeles 36, Calif.

Double Date In Chicago

...Topmost comedy participation with ...stage telephones and persons who have ...not met in 20 or more years.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$3500.
Auction Facilities: Live Talent.
Submitted by: Harold R. Gingrich Pro- ductions, Chicago 1, Ill.

Elmer Fix

...Buddy Ebsen, as "Elmer Fix," runs ...Fixit ship in typical American town. ...Through his fixing of material things, ...he is continually getting involved in

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lives of other people. By end of each episode, this likeable young "Will Rogers" character has solved human problems involved in story, but has managed also to receive his own share of comedy "lumps" along the way.
Availability: Film.
Running Time: 30 minutes.
Cost: \$9,500 in full color; \$8,500 in black and white.
Episodes Available: 5.
Audition Facilities: (Pilot film now available for showing)
Submitted by: Tel-Air Associates, New York 17, N. Y.; Hollywood 28, Calif.

Everything For Angela

Misadventures of a first lady of the theatre who serves a belated apprenticeship in the art of being a mother to adorable Angela, teen-ager with a mind all her own. Mother is truly a "character." But there is tenderness, hoariness, and infinite method in her madness. Angela is most bewilderingly dedicated to what she calls the "simple things." Immensely funny, colorful and warm series with basic situation that is different, but most durable.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$7,500.
Submitted by: Roger Kay Enterprises, Inc., New York 19, N. Y.

The Fat Caliph

Revue type show set in oriental castle room with comic MC as fat caliph and line of 4 harem dancing girls. Colored boy from Harlem is the brain behind the throne.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$1,000.
Episodes Available: Complete first show.
Audition Facilities: Live Talent.
Submitted by: Visual Arts Productions, New York 18, N. Y.

For Comedians Only

Solid block of laughter as four comedians appear each week presenting their best routines to televiewers at home. Show is paced by name MC with additional gimmicks adding to fun. This is only program of its kind, a showcase of continuous laughs.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$1200.
Episodes Available: 13.
Audition Facilities: Live Talent.
Submitted by: Rao Video, Inc., New York 17, N. Y.

The Great J. C. Pennyworth

Lovable W. C. Fields-ish sort of character starring Wade Crosby in half-hour comedy-drama. The great J. C. acts as MC for traveling ice show troupe of cuties and weaves his way in and out of one comedy-adventure after another. Quite a leg-show, too.
Availability: Film.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Film.
Submitted by: Reynolds Production, Beverly Hills, Calif.

The Great Talent Hunt

Henry Morgan and his talent scout, Arnold Stang, bring four or five unusual acts before a live audience.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$9,715 gross.
Audition Facilities: Film.
Submitted by: NBC, New York 20, N. Y.

It's Only Money

Situation comedy with musical overtones, centering on conflict between comedian and his wife on subject of wealth and position. Name stars, strong supporting cast, and twelve piece orchestra lend weight to one of the strongest family shows ever presented.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$5,000 wk.
Episodes Available: 13.
Audition Facilities: Live Talent.
Submitted by: Rao Video, Inc., New York 17, N. Y.

Menasha The Magnificent

A lively half hour situation comedy played before a studio audience featuring Menasha Skulnik, veteran comedian, as a frustrated restaurant manager.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$8,475 gross.
Audition Facilities: Film.
Submitted by: NBC, New York 20, N. Y.

Nickelodian Playhouse

Complete selection of finest old-time "flickers" edited to glean best of humorous or histrionic material for fifteen-minute once-a-week presentation. Leading modern comedian shows finished project, making comments on action and story line, ad libs explanations, pokes gentle fun at comedies, drama.
Availability: Film.
Running Time: 15 minutes.
Episodes Available: 200.
Audition Facilities: Film.
Submitted by: Video International, Inc., New York 22, N. Y.

On The Light Side

Dennis King is herein presented in series of situation comedies written especially for him. Playing now a lovable scamp and then a prince of a mythical kingdom, we have Mr. King in the type of role that has endeared him to the American public. To vary the fare from time to time, other farces will be presented.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$4,500 once a week.
Episodes Available: 13 weeks.
Audition Facilities: Live Talent.
Submitted by: Television Features, Inc., New York 17, N. Y.

One Flight Up

Humorous detective series about two blundering sleuths, their secretary, and assorted characters who come into their office, with unexpected results. Set in the turbulent era of the roaring twenties, these two lovable bunglers will grip the hearts of the TV audience. Open for episode participation.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$750 one episode a week; \$2,000 a week complete.
Episodes Available: 9.
Audition Facilities: Live Talent.
Submitted by: Rao Video, Inc., New York 17, N. Y.

Papa Romani

Happenings of an Italian-American family in Greenwich Village. Based on characters from "Jimmy Potts Gets Haircut" by George Panetta.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$4500.00.
Episodes Available: Several.
Audition Facilities: Film.
Submitted by: George Panetta & E. Whitman, New York 17, N. Y.

The Penn Family

Series of high entertainment value domestic type dramatizations presented in unique, heart warming presentation which delightfully enlighten public realization that a family is a wonderful investment, so long as it does lose its interest. Stars stage and screen actress Wynne Gibson as mother Martha Penn.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$3500.
Episodes Available: 26.
Audition Facilities: Live Talent.
Submitted by: Barnard L. Sackett Television-Radio Productions, Philadelphia 7, Pa.

Respond Or Correspond

A "post-office" type of comedy played with activity. Good co-operative show for network.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$2500.
Audition Facilities: Live Talent.
Submitted by: Harold R. Gingrich Productions, Chicago 1, Ill.

So You Want To Be On Broadway

Well-known comedian MCing the aspiring and well rehearsed unknown actresses as they play short, simple scenes against a major Hollywood actor.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$5,200.
Audition Facilities: Live Talent.
Submitted by: Visual Arts Productions, New York 18, N. Y.

Star Boarder

Domestic comedy based on life in theatrical boarding house with top celebrities paying scheduled visits.
Availability: Live Talent.
Running Time: 30 minutes.
Episodes Available: 13.
Audition Facilities: Live Talent.
Submitted by: Ted Nelson Associates, New York 19, N. Y.

Stud's Place

A half hour situation comedy involving the wonderful life characters found in a somewhat beat-up basement restaurant.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$2,750 gross.
Audition Facilities: Film.
Submitted by: NBC, New York 20, N. Y.

This Is Pippin

Light comedy series of TV entitled "This is Pippin" featuring Art Teacher in the title role and including William Frawley, Florence Berg, Kay Christopher and Lawrence Tibbey Jr. First film completed July 1. Arthur Treacher portrays familiar role of perfect butler with William Frawley

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...rence Bates, his employers, Robert Lerner producing.
 Availability: Film.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: 13.
 Audition Facilities: Film.
 Submitted by: Reynolds Productions, Beverly Hills, Calif.

Trouble Shooter

Show was written for Jerry Colonna. It's two episodes of a versatile character who has his office in a phone booth and tackles anything, from baby sitting to performing a five act show by himself. Plenty of comedy and variety. Ask to see his business card full of guffaws).

Availability: Live Talent.
 Running Time: 30 minutes.
 Episodes Available: 52.

★ ★ ★ COMEDY ★ ★ ★

Audition Facilities: Live Talent.
 Submitted by: Ted Nelson Associates, New York 19, N. Y.

Welcome To The Past

Unusual series of horror and suspense twisters, with that master of horror, Bela Lugosi, weaving in and out of stories in a new and different way. For those who love the weird, the eerie and the supernatural, this is it.

Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$4,000 week.
 Audition Facilities: Live Talent.
 Submitted by: Rao Video, Inc., New York 17, N. Y.

What's Your Gripe?

Dealing with the human interest element that misery loves company, fellow sufferers will laugh at their own predicaments which are shared by so many others, as four comedians reenact in visually hilarious fashion, situations submitted by viewers. Humorous props, costumes, gimmicks used.

Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$1200 wk. and up depending on what name performers are used.
 Episodes: 13.
 Audition Facilities: Live Talent.
 Submitted by: Rao Video, Inc., New York 17, N. Y.

1950 TV DISC JOCKEY 1951

Alec Gibson Show

Program features Alec Gibson as disc jockey. Latest recordings played by local talent, including models participate in show. Interviews held with prominent stage and screen stars, and members of entertainment world. Commercial demonstrations throughout program.

Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$200. Partic. Wkly: 1 time \$25; 3 times \$66; 5 times \$100.
 Audition Facilities: Live Talent.
 Submitted by: WTVJ, Miami, Fla.

Dad's Almanac

TV hits in early AM with informal disc session. "Dad" Meachum, 50 year veteran of show business, and his wife Blanche, employ homey sort of informed humor between discs that have given them almost a 100% Videodex rating after a month of activity. Strictly hill-billy in character.

Availability: Live Talent.
 Running Time: 45 minutes.
 Cost: \$100; \$15.00 Co-op.
 Episodes Available: 10.
 Submitted by: WTVN, Columbus 15, O.

On The Record

Featuring nationally known band-leader Bobby Peters in a one hour madman's matinee. Scheduled 3:00-4:00 p.m. Mon. thru Fri. Peters in a different costume, setting each show. Guests and professional comedy with music.

Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: On request.
 Episodes Available: ¼ hr. segments.
 Audition Facilities: Live Talent.
 Submitted by: WBAP-TV, Ft. Worth 2, Tex.

Date to Dance

Jay Grayson, popular Baltimore DJ spins four records in this half-hour, while dozens of dancing couples compete for loving cups in elimination "harvest ball" type of contest. Four dance sets include rhumba, fox trot, jitterbug and waltz. Judges from professional dancing schools award cups and give instructions during mid-way intermission.

Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Episodes Available: Once weekly.
 Audition Facilities: Live Talent.
 Submitted by: WBAL-TV, Baltimore 18, Md.

The Del Courtney Show

Del Courtney, nationally known orchestra leader, presents a three-hour show of interviews with nationally prominent personalities, guest acts, and recorded music. Handled in friendly, informal manner, it has become the most outstanding daytime show in San Francisco.

Availability: Live Talent.
 Running Time: 3 hours.
 Cost: Spot availabilities \$35 week day Partic. \$60 Sun. Partic.
 Episodes Available: Wed., Thurs., Fri., Sun.
 Submitted by: KPIX, San Francisco 6, Calif.

Paul Dixon's Music Shop

Take in requests on 'phone; pantomime records. Artist draws pictures while record is playing. Simple productions (dancing, singing, etc.) Show consist of Paul Dixon, Doty Mack and Wanda Lewis.

Availability: Live Talent; Film.
 Running Time: 2 hours.
 Cost: Initial talent.
 Audition Facilities: Live Talent.
 Submitted by: WCPO-TV, Cincinnati, O.

The Whirligig Show

Program features MC George Skinner with latest recordings and electronic device known as the "Whirligig." Skinner spins platters, interviews celebrities, clowns with announcer Bob Courtleigh and questions peanut gallery audience of teen-agers. Singer Charlie Dobson and music of Tony De Simone round-out program. Artist Charlie Boland does sketches during some of numbers. Show has loyal following and can get a mail pull.

Availability: Live Talent.
 Running Time: 45 minutes.
 Cost: \$70.00 per one minute participation. \$15.00 rehearsal if live. Program segments available for sponsorship on request.
 Episodes Available: Mon., Tue., Wed. and Fri.
 Audition Facilities: Live Talent.
 Submitted by: WPTZ, Philadelphia 3, Pa.

Bill Dawes Ballroom

Ballroom set, two music stands, podium; with these facilities we make use of records, start of each record Bill Dawes leads band; girl on show answers telephone for next requests; times put on large blackboard; makes use of ventriloquist dummy; feature birthdays and anniversaries; records with vocals pantomimed by Bill Dawes and Rosemary Olberding; guest stars; Bill Dawes sings with accordion accompaniment.

Running Time: 1½ hours.
 Cost: \$200.00 per spot on frequency discount; \$60.00 per quarter hour.
 Audition Facilities: Live Talent.
 Submitted by: WCPO-TV, Cincinnati, O.

Carnival of Music

Cheery, daily afternoon record show with Jimmy Leeper, one-time manager and business agent with top name bands. Personal anecdotes, plus a keen voice of coming hits make Leeper a real authority. Patterned after carnival midway, show promises entertainment all with numerous gimmicks and giveaways.

Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: \$350 complete; \$15.00 Co-op.
 Episodes Available: 10.
 Audition Facilities: Live Talent.
 Submitted by: WTVN, Columbus 15, O.

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1950 ★ TV FILM FEATURE ★ 1951

Cowboy Cavalcade

Group of thirteen outdoor action pictures of feature length starring such important names as George O'Brien, Paul Kelly, Ricardo Cortez, Ralph Bellamy and Richard Arlen.

Availability: Film.

Running Time: 59 to 72 minutes.

Cost: Based on population of each market.

Audition Facilities: Film.

Submitted by: Producers Representatives, Inc., New York 20, N. Y.

Devils Island, Martinique

Photographed and narrated by the well known explorer and lecturer, Nicol Smith. The first time Devil's Island has ever been photographed, in color, and the last time, as the French Government is taking all the prisoners back to France.

Availability: Film.

Running Time: 60 minutes.

Cost: On request.

Audition Facilities: Film.

Submitted by: Adventure Films, Inc., New York 19, N. Y.

East Side Kid

Group of "East Side Kid" features available.

Availability: Film.

Running Time: 60 to 65 minutes.

Cost: Based on population of market.

Episodes Available: 12 separate feature films.

Audition Facilities: Film.

Submitted by: Regal Television Pictures Corp., New York 19, N. Y.

Fighting Sea Monsters

Taken from the book "Danger is My Business," by John D. Craig, and narrated by him, with music and sound effects. Under water shots of sea monsters never seen by the average person.

Availability: Film.

Running Time: 60 minutes.

Cost: On request.

Submitted by: Adventure Films, Inc., New York 19, N. Y.

Hollywood Matinee

Full hour of really fine feature films, to introduce to new clients proven impact of daytime TV. Great advertising buy, consisting of five mentions of product and one hard sell—a real six-for-one bonus. Will be top daytime show in Chicago TV.

Availability: Film.

Running Time: 60 minutes.

Cost: \$130 per day (6 mentions) for film commercials; add \$25 for live.

Episodes Available: Mon. thru Fri.

Audition Facilities: Live Talent; Film.

Submitted by: WBKB, Chicago 1, Ill.

Hollywood Playhouse

Daily, full length, feature film show. Four participating sponsors per day accepted. Each gets WPTZ's "six-for-one" coverage, wherein five visual and aural identifications are used along with sponsor's full one minute commercial. This is Philadelphia's—and America's—highest rated Mon. thru Fri. daytime show.

Availability: Film.

Running Time: 60 minutes.

Cost: \$125.00 per participation. (Film or slide only. No live participations).

Episodes Available: 5 weekly.

Audition Facilities: Film.

Submitted by: WPTZ, Philadelphia 3, Pa.

Junior Matinee

Full length western film. Program highlight is appearance of Cactus Jim, former radio-stage entertainer, narrating tales of West. Cactus Jim is brought onto scene from studios. Openings for him created at strategic points in film by simple technique of stopping projectors.

Availability: Live Talent; Film.

Running Time: 75 minutes.

Cost: \$150. Partic: 1 time \$25; 3 times \$66; 5 times \$100.

Audition Facilities Live Talent & Film.

Submitted by: WTVJ, Miami, Fla.

Musical Sketchbook

Series of nine musical feature films. Casts include such names as Basil Rathbone, Bobby Breen, Leo Carrillo, Henry Armetta, Vivienne Osborne, Charlie Ruggles, Dolores Costello, Billy Gilbert, Edgar Kennedy, etc.

Availability: Film.

Running Time: 67 to 86 minutes.

Cost: Based on population of each market.

Audition Facilities: Film.

Submitted by: Producers Representatives, Inc., New York 20, N. Y.

Premier Playhouse

Presenting 39 late J. Arthur Rank films 8:30-10:00 p.m. Sat's. Series feature well-known stars and were produced after 1944, many of them during last two years.

Availability: Film.

Running Time: 1½ hours.

Cost: On request.

Episodes Available: All.

Audition Facilities: Film.

Submitted by: WBAP-TV, Ft. Worth 2, Tex.

Rangebuster Westerns

One hour of rip-roaring western adventure films, scheduled in already established time slot. Program designed to reach not only heavy kids' audience, but appeals to Saturday stay-at-home adults. Since films precede Cubs ball games, advertisers guaranteed even greater audience than at any other time. Commercials may be live with fine cowboy character, Bruce Roberts.

Availability: Live Talent; Film.

Running Time: 60 minutes.

Cost: \$520, package price, entirely commissionable to agency.

Audition Facilities: Live Talent; Film.

Submitted by: WBKB, Chicago 1, Ill.

Sunday Western Theater

Stars "Uncle Flash" Farrell and some of the finest western cowboy films available to TV. In a corral setting, dressed in cowboy regalia, "Uncle Flash" introduces and closes this participating program. "Uncle Flash" tells film story and shows viewers many new and interesting things for kids.

Availability: Live Talent; Film.

Running Time: 75 minutes.

Cost: \$150.00 per participation (15

minutes.

Episodes Available: Unlimited.
Audition Facilities: Live Talent; Film.
Submitted by: WAFM-TV, Birmingham 3, Ala.

Television Theater

Stars Hollywood's biggest names filmdom's major productions. Top casting and direction made these feature films box office hits. Paulette Goddard, Humphrey Bogart, Claudette Colbert and James Stewart are only four famous names available in series. Complete list furnished on request.

Availability: Film.

Running Time: Approx. 1¼ hours.

Cost: \$400.00 per program.

Episodes Available: 52 features.

Audition Facilities: Film.

Submitted by: WAFM-TV, Birmingham 3, Ala.

Theater Time

Full length feature films offered Saturdays afternoons in established "matinee" mat. Films offered to date include Hollywood productions available for as well as British-made features. Station strives to obtain first TV run films well as exclusive city showings.

Availability: Film.

Running Time: Varies.

Cost: On request.

Episodes Available: 13-26 weeks.

Audition Facilities: Film.

Submitted by: WFIL-TV, Philadelphia 3, Pa.

Western Playhouse

Featured on Sun., Mon., Tues., & Wed. over facilities of KMTV. Includes such fine western pictures as the John Mack Brown and Buster Crabbe series. Slanted primarily to juvenile audience, programs are extremely popular KMTV feature.

Availability: Film.

Running Time: 60 minutes.

Cost: On request.

Episodes Available: Unlimited.

Audition Facilities: Film.

Submitted by: KMTV, Omaha 2, Ne.

Western Theater

Drama's of the old west in series form.

Availability: Film.

Running Time: 30 minutes.

Cost: \$90.00.

Episodes Available: Six per week.

Audition Facilities: Film.

Submitted by: WSAZ-TV, Huntington 7, Va.

Wild Bill Elliott Show

Series are action dramas in great American open spaces, each carefully constructed to have maximum appeal to juvenile audiences, and punch line which convey best of American way life. Story, written by Harold Shumtup, well-known Western writer, is based around renegade cowboy reform through influence of orphan boy. They How to live like a man!

Availability: Film.

Running Time: 30 minutes.

Cost: Approx. \$15,000.

Episodes Available: Approx. 39 to annually.

Audition Facilities: Film.

Submitted by: Century Television Productions, Inc., Beverly Hills, Ca.

93 TELEVISION STATIONS USE STERLING TELEVISION AS A SOURCE FOR GOOD FILMS!

THE REASON:

Sterling Television presents a variety of subjects ranging from Adventure, Sports, Children's Films, Cartoons, Mysteries, Features, Comedies—and Soap Opera to Classical Music!

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1950 ★ TV FILM SHORTS ★ 1951

A Face Of Two Cities

Presenting a single 15 minute motion picture which depicts everyday life of an African G.I. in Garmish Partenkirch during army's occupational stay. Without commentary, but with background music, film parallels life of African soldier with that of German woman in light amusing vein. Availability: Film. Running Time: 15 minutes. Depending on station. Episodes Available: 1. Audition Facilities: Film. Submitted by: Broadcasting Program Service, New York 19, N. Y.

Cactus Jim

Age-riding old timer tells western and adventure stories with aid of top-grade western films. Live recapitulation of range adventure fades into presentation. Entire western film shown in two action-filled sequences, on succeeding days. Availability: Live Talent; Film. Running Time: 30 minutes. \$94 per one-minute announcement. Episodes Available: Unlimited. Audition Facilities: Live Talent; Film. Submitted by: WNBQ, Chicago 54, Ill.

The Cape Ann Story

Documentary film depicting the activities of the shipbuilding and fishing trades in the area embracing Gloucester, Ipswich and Essex, Mass. Shows regeneration of the area through combination of ancient skills with modern methods. Availability: Film. Running Time: 30 minutes. Based on population each market. Audition Facilities: Film. Submitted by: The Princeton Film Center, Inc., New York 22, N. Y.

Capsule Mysteries

7-part series especially produced for consisting of complete dramatic mystery in five minutes, with allowance for opening and closing commercials. Each complete mystery in itself, starring Scott as Inspector Brent. Available for local and regional advertisers. Availability: Film. Running Time: 5 minutes. \$25 minimum. Episodes Available: 39. Audition Facilities: Film. Submitted by: Charles Michelson, Inc., New York 19, N. Y.

Don Winslow

Continuation of the comic strips, adventure stories, and radio programs, the flesh and blood counterparts of famous King Features cartoon hero Don Winslow is brought to TV screen. Comic books, personalized drawings and other promotional material available. Availability: Film. Running Time: 10 or 20 min. per episode. On request. Episodes Available: 26 twenty min. episodes or 52 twelve min. episodes. Audition Facilities: Film. Submitted by: Flamingo Films, Inc., New York 19, N. Y.

Flash Gordon

Continuation of comic strips, adventure books, radio programs, the flesh and blood counterparts of the famous King Features

cartoon hero, Flash Gordon, is now brought to TV screen. Comic books, stills, personalized drawings and other promotional material available. Availability: Film. Running Time: 10 or 20 min. per episode. Cost: On request. Episodes Available: 40 20 min. episodes or 80 twelve min. episodes. Audition Facilities: Film. Submitted by: Flamingo Films, Inc., New York 19, N. Y.

Fun For Nothing

Free-filmed program demonstrating how to have fun without spending any money. Program offers countless ideas of things to do with leisure time which provide enjoyment at little or no cost. Program covers great variety of subjects: music, drama, sports, arts and crafts, home decorating, hobbies, travel, social events, games, etc. Basic appeal is entertainment; secondary result is to stimulate viewer to utilize some of the activities of his own pleasure. Availability: Film. Running Time: 30 minutes. Cost: On request. Episodes Available: 13 in preparation. Audition Facilities: Film. Submitted by: Radio Features of America, New York 19, N. Y.

Great Men & Women Of America

Dramatic biographical presentations of the Great Men & Women of America. Quite elaborate productions on the lives of such people as Benjamin Franklin, Thomas Jefferson, Daniel Boone, etc. Thirteen just completed, thirteen more in preparation. (George Washington, Alexander Hamilton, Daniel Webster, etc.) Availability: Film. Running Time: 20 minutes. Cost: Based on population of each market. Episodes Available: 13. Audition Facilities: Film. Submitted by: Emerson Film Corp., No. Hollywood, Calif.

Half-Hour Theatre

Thirteen half hour shows and mystery, melodrama, adventure film for the family audience, all cut to 28 minutes, 30 seconds. Availability: Film. Running Time: 30 minutes. Submitted by: Film Equities Corp., New York 18, N. Y.

Handy Andy

The subject matter of "Handy Andy" is almost as old as time. It shows and tells how to improve your home. Our hero Andy and his family have big ideas with a small budget. However, they desire many comforts, and achieve them. Especially made for TV. Availability: Film. Running Time: 15 minutes. Episodes Available: 13. Audition Facilities: Film. Submitted by: Lion Television Pictures Corp., New York 18, N. Y.

John Kiernan's Kaleidoscope

Fifty-two programs ranging from grab to graphite. Availability: Film. Running Time: 15 minutes.

Cost: Dependent on market area. Episodes Available: 52. Audition Facilities: Film. Submitted by: International Tele-Film Productions, Inc., New York 17, N. Y.

Marionette Mystery

Pilot film on mystery series. 30 minute originals with Hollywood casts. Filmed on 35mm. with top production values. Availability: Film. Running Time: 30 minutes. Cost: \$9500.00 per show on leasing contract. Episodes Available: 52 scripts in preparation (3 films completed). Audition Facilities: Film. Submitted by: Telepak, Los Angeles 49, Calif.

Musical Moods & Cinelogs

Classical music played by symphonic orchestras with visual scenic backgrounds. Plus travelogs. Availability: Film. Running Time: 11 mins. or less. Cost: Based on population of each market. Episodes Available: 25 shorts. Audition Facilities: Film. Submitted by: International 16mm Corp. New York 19, N. Y.

Night Life International

American tourists visiting the hot spots of the continent. Each film is a complete variety show set in a different city (Paris-Bal Musette, Vienna-Wine,

Women and Song, etc.) Specialty acts, songs, grand orchestra, English dialogue. Recorded in Europe. Availability: Film. Running Time: 15 minutes. Cost: On request. Episodes Available: 6. Audition Facilities: Film. Submitted by: Ambassador Films, Inc., New York 19, N. Y.

Novelty Theater

Novelty series of travel, adventure and comedy. General interest. All are 15 minutes. Availability: Film. Running Time: 15 minutes. Cost: Rental, 1/4 hourly station rates per showing. Episodes Available: 6. Audition Facilities: Film. Submitted by: Courneya Productions, Hollywood 28, Calif.

Salzburg Marionettes

The world's best beloved fairy tales (Little Red Riding Hood, The Sleeping Beauty, Hansel and Gretel, Puss in Boots, etc.) are enacted by Smarty and the Salzburg Marionettes in their unique style. English dialogue throughout. Music by symphony orchestra. Recorded in Austria. Availability: Film. Running Time: 15 minutes. Cost: On request. Episodes Available: 13. Audition Facilities: Film. Submitted by: Ambassador Films, Inc., New York 19, N. Y.

Ross Reports

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The one source for accurate, up-to-date information on program packaging, production, and personnel . . . costs, credits, and commercials . . . talent, techniques, and trends.

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★ TV FILM SHORTS ★

Ship's Reporter

MC'd by Jack Mangan who meets the large ocean liners and planes at LaGuardia field. At both places he interviews top name celebrities from cinema, radio, politics and industry. Shoot three shows per week and supply only current film.

Availability: Film.
Running Time: 15 minutes.
Cost: Depends on number of sets in individual markets.

Episodes Available: Unlimited. Can supply three current films per week.

Audition Facilities: Film.
Submitted by: Harry S. Goodman, New York 22, N. Y.

Short Subjects

One reel subjects on educational, comedies, novelties, sports, musicals, westerns.

Availability: Film.
Running Time: Approx. 10 min.
Cost: Based on population of each market.

Episodes Available: 70 short subjects.
Audition Facilities: Film.
Submitted by: Skibo Productions, Inc., New York 19, N. Y.

Snader Telescriptions

First completely new AFM approved musical film library. Selections may be combined to comprise programs of any length. Top name talent, extreme variety, and up-to-date first-class production herald the era of the TV. D. J.

as just one of the many applications of these versatile telescriptions.

Availability: Film.
Running Time: Approx. 3 minutes.
Cost: On request.
Audition Facilities: Film.
Submitted by: Snader Telescriptions Corp. Hollywood 28, Calif.

Teletrips

Interviews with people at different places in San Francisco. Designed to highlight the interesting and often not seen locales of city from the Airport Control Tower to the produce markets.

Availability: Film.
Running Time: 15 minutes.
Cost: \$225. complete film & time.
Episodes Available: One per week; unlimited.

Audition Facilities: Film.
Submitted by: KPIX, San Francisco 6, Calif.

This Land Of Ours

A series of pictures on the major scenic, historic, agricultural, industrial highlights of each of the 48 States, Washington, D. C. and Hawaii.

Availability: Film.
Running Time: 15 minutes.
Cost: Based on market area set ownership & population.

Episodes Available: 26.
Audition Facilities: Film.
Submitted by: NBC Film Division, New York 20, N. Y.

This World Of Ours

A series of pictures on the major historic, agricultural, scenic, industrial highlights of each of the various countries in Europe, North Africa, South America, etc.

Availability: Film.
Running Time: 15 minutes.
Cost: Based on market area ownership of sets, population.
Episodes Available: 26.
Audition Facilities: Film.
Submitted by: NBC Film Division, New York 20, N. Y.

Underwater Adventure

9 minutes of fascinating undersea fish-lore photographed at Marine Studios, Marineland, Fla., describing habits of some of the more interesting undersea specimens.

Availability: Film.
Running Time: 9 minutes.
Cost: Check with Sterling Films, Inc., New York 19, N. Y.
Audition Facilities: Film.
Submitted by: Victor Kayfetz Productions, New York 22, N. Y.

Vienna Choir Boys

The famous boys choir plays and sings its way through various adventures. Classical and popular numbers. Comedy, all English dialogue. Opera singers support the boys and so does a symphony orchestra and various special acts. Recorded in Austria.

Availability: Film.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Film.
Submitted by: Ambassador Films, Inc., New York 19, N. Y.

Waltz Magic

The Vienna Philharmonic Orchestra (100 Musicians) playing all the famous waltzes by Johann Strauss, with ball and vocal soloists, Karl Boehm, conductor, filmed at Klessheim Palace, Salzburg, Austria.
Availability: Film.
Running Time: 4 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Film.
Submitted by: Ambassador Films, Inc., New York 19, N. Y.

Weather Shorts

Series of weather reports, each with different character, running about 30 seconds each. "Merry Sunshine," "Cruel Pluvius," "Jack Frost," etc., in special rhyme and music presentation weather report for the day. Now in press of production. Available Fall, 1951.
Availability: Film.
Running Time: 30 seconds.
Cost: Based on size of market.
Episodes Available: Unlimited.
Audition Facilities: Film.
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

You Can Dance

Joe and Libby Champagne, famous instructors of the dance, give dance instructions covering all steps. Prepare booklet of instructions can be purchased by sponsor for resale. Each lesson booklet corresponds to lessons on film.
Availability: Film.
Running Time: 15 minutes.
Cost: Depends on number sets in individual market.
Episodes Available: 13 with 13 more production.
Audition Facilities: Film.
Submitted by: Harry S. Goodman, New York 22, N. Y.

Bill Anson



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- Hollywood's Own Disc Jockey Program → 11:30 P.M. to 12:00 P.M. Monday thru Saturday KLAS-TV
- The Latest and Last on TV → 11 P.M. to 12 P.M. Monday thru Friday KLAS-TV
- TV's Longest Amateur Show → 7:00 A.M. to 12:00 P.M. Saturdays KLAS-TV
- TV's Longest Continuous Variety Show → 9:30 A.M. to 2:30 P.M. Sundays KLAS-TV

* COMING SOON—THE BILL ANSON SHOW BASED ON THE JOE PENNER CHARACTER ASK ABOUT IT!

★ ★ TV FORUMS ★

American Forum Of The Air

Popular forum program of more than 20 years' standing on air bringing before the public the most explosive issues of the day. Ted Granik, moderator, brings two well known guest speakers to take opposite sides on the issue.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$2,700 gross.
Audition Facilities: Film.
Submitted by: NBC, New York 20, N. Y.

Manhattan Spotlight

A program turning "cold fact" into warm, informative, 15-min. discussions with show-how demonstrations. Show's star, Chuck Trantum, consistently presents as guests, well-known writers, travelers, social and political leaders, manufacturers and behind-the-scenes individuals whose job or hobbies are worthy of listener interest.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$375 net per program.
Episodes Available: 260.
Audition Facilities: Live Talent.
Submitted by: DuMont Network, New York 22, N. Y.

Something For The Ladies

Starring Emerson Smith, program is a

twist on the man on the street. First half of show originates remote with Smith interviewing people on street on a particular question. Second half show taking place back in studio with Smith reviewing answers on the street to panel of specially invited experts particular subject and discussing question even further.
Availability: Live Talent.
Running Time: 30 minutes.
Episodes Available: Twice weekly.
Audition Facilities: Live Talent.
Submitted by: KDYL-TV, Salt Lake City Utah.

The Squared Circle

Everybody supposedly loves a good fight and this series presents a number of "bouts" each week, with audience acting as referee. It's all good, close fun without any bloody noses. Two contenders battling over use of family car, college presidents arguing about progressive education or a symphony conductor fighting a be-bop fan. The winner come out swinging, and may the best man win.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Radio-Video Association, New York 22, N. Y.

The Al Morgan Show
 A 30-minute program which features pianist, singer and humorist Al Morgan. It is an easily-gaited half-hour of music and fun as Al trades jokes with Andy Chandler, and presents the Benjamins, a musical group accompanying a keyboard artist.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$600 net per program.
Episodes Available: 52.
Audition Facilities: Live Talent.
Submitted by: WABD, New York 22, N. Y.

The Alan Dale Show
 Features top hits of day—middle segment of show features nostalgic song food of other decades—guest stars nostalgic period. Music, all arranged, features brilliant Sapphires and Ken Rich (5 voices) Arnold Halop, the musical arranger, at the piano with his ensemble and Lois Bannerman at the piano.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Production only \$1800 for 30 minutes-network or \$1200 for 15 minutes.
Episodes Available: Once or three times weekly.
Audition Facilities: Kinescope.
Submitted by: Albert Black Productions, New York 20, N. Y.

At Home With John Dunham
 Thirty minute participation show, featuring a very personable salesman, John Dunham, and featuring musical and charming girl vocalist. Relaxed, purely musical bit, during which Dunham pitches merchandise bargains for home. His sincerity and ability to line selling job put this program in "drawer" class.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$215 per ten minute segment, commissionable to an agency.
Episodes Available: Once weekly.
Audition Facilities: Live Talent.
Submitted by: WBKB, Chicago 1, Ill.

But Not Forgotten
 Berbie Mintz, real veteran of entertainment world, sits at piano and plays familiar melodies. Norm Barry is informally with Mintz about such nostalgic subjects as oldtime vaudeville.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$94.00 per announcement.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: WNEQ, Chicago 54, Ill.

Club 13
 Bob Campbell, vocalist and MC, plus Moon Mistery, vocal quartet sing modern-type tunes. Guests, such as artists, vocalists, musicians, appear weekly.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Time: \$108.00 per day, Talent & Art Work: extra depending upon sponsor.
Audition Facilities: Brochure.
Submitted by: WHIO-TV, Dayton 1, O.

Dance Time
 Well-known dance instructors Bud and Marie Nash are starred in this program, which also presents guest entertainers and singers Melissa Smith and Jerry Ingram with WOAI-TV staff orchestra. The Nashes give exhibitions (with slow-motion demonstrations) of all types of ballroom dancing plus original arrangements of dance steps.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$80.00 plus time cost.
Episodes Available: Once weekly.
Audition Facilities: Live Talent.
Submitted by: WOAI-TV, San Antonio 6, Tex.

Date With Diddie
 In intimate setting of Southern Colonial living room, vivacious Diddie Trelles presents gay, light fifteen minute segment featuring her songs and guest personalities. Diddie's songs blend well with creative arrangements of Pete Laudeman, pianist who with clarinetist and bass form musical background.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 1 weekly.
Audition Facilities: Live Talent.
Submitted by: WDSU-TV, New Orleans, La.

David Ross—Celebrity Music Hall
 Guest show, but using caricature-puppets of famous personalities, also of Ross. Stage and action will be handled same as a Music Hall appearance, with chit-chat between scenes, dialogue in verse.
Availability: Live Talent.
Running Time: 15 or 30 minutes.
Cost: 15 minute show \$2500; 30 minute show \$3000.
Episodes Available: 1—audition.
Submitted by: Hudiburg Productions, New York 22, N. Y.

Family Album
 On each program a particular year within past fifty years becomes subject of this nostalgic feature. Recollections of memorable music, headlines, show business, sports events and personalities of year involved. Talent includes Bob Berry and Marjorie Shearer, vocalist; Bob Busick, pianist; and guests, dancers, and acts. A large prop album, ingenious sets, and topical costumes help to recreate "good old days."
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: Once weekly.
Audition Facilities: Live Talent.
Submitted by: WBAL-TV, Baltimore 18, Md.

Flight To Rhythm
 Miguelito Valdes and songstress Delora Bueno, star in a Latin-American night club revue presenting authentic Latin-American music, songs and dances.
Availability: Live Talent; Film.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Live Talent; Film.

Submitted by: Bob Lewis Productions, Inc., New York 17, N. Y.

For Your Pleasure
 Best loved songs, old and new, sung by the Huntington Harmonaires (own piano accompaniment) Five colored men singing in harmony specializing in Negro spirituals and hymns.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$60.00 plus talent fee.
Audition Facilities: Live Talent.
Submitted by: WSAZ-TV, Huntington, W. Va.

Frosted-Float Revue
 Show aimed at teen-age record buying group and features regular record star plus guest recording artist. Highlights of show will be dramatization of guest artist's first hit record which put them on their "Rise to Fame." 15-minute, 3 time a week show includes 16 piece orchestra.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$4,000 per show.
Episodes Available: 13.
Audition Facilities: Live Talent.
Submitted by: Kissinger Productions, New York 19, N. Y.

The Gay Nineties Revue
 Stars Joe E. Howard and other old-time stars in mythical Broadway Gar-

dens, Ray Bloch and his orchestra and his entire library of arrangements are integral part of package. Achieved No. 10 rating spot on east coast networks last season (Pulse) on ABC TV net. Nostalgic musical revue featuring songs of yesteryear, show has achieved high ratings always in both radio and TV.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$6500.
Audition Facilities: Live Talent.
Submitted by: Tel-Air Associates, New York 17, N. Y.

The Girl Next Door
 Singer Lynne Barrett stars as "The Girl Next Door" in fifteen minute periods of songs and news about her mythical life. Tells of her neighbors, her work and social life, using each bit as an intro to musical number. Guest performers are used on occasion.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$160.00 per one minute participation—Class A time. (\$15.00 rehearsal for live)
Episodes Available: Mon., Wed. and Fri. (Subject to change)
Audition Facilities: Live Talent.
Submitted by: WPTZ, Philadelphia 3, Pa.

The Golden Spotlight
 Iturbi, Tagliavini, Dunham, Pearce, Casadesus, Rubinstein, Salzedo, Piat-

YOU'RE ON THE SPOT ... and so are we!

Look up at that aluminum-latticed sky and count those high-flying antennas. They're victory banners for technical T. V.

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★ ★ TV MUSICAL ★ ★

gorski or others perform one to a program on a short, classical show.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$1,200, one time; Strip: \$5,000.
Submitted by: Visual Arts Productions, New York 18, N. Y.

Gypsy Markoff Show

Gypsy musical starring most famous of all gypsies—Gypsy Markoff and her gypsy ensemble. Gypsy singers and dancers used as guest. Exciting, colorful. Different show with a great name.
Availability: Live Talent.
Running Time: 15 or 30 minutes.
Cost: On request.
Episodes Available: 13.
Submitted by: TV-Programs, Inc., New York 1, N. Y.

The Hazel Scott Show

Musical presentation featuring Hazel Scott, America's best known "swingin' the classics" pianist. Hazel, with selections ranging from Bach to Boogie, presents an entertaining and fast-moving music session.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$750 net per program.
Episodes Available: 156.
Audition Facilities: Live Talent.
Submitted by: DuMont Network, New York 22, N. Y.

Here We Are Together

What do people in show business do when they get together? They enter-

tain each other. That's the idea behind this breezy and intimate show, which stars Nancy Walker, Gregg Sherwood, and Bill Hayes. They are seen as hosts of a series of parties with music and good comedy the main attractions.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$7,000, once a week.
Episodes Available: 13 weeks.
Audition Facilities: Live Talent.
Submitted by: Television Features, Inc., New York 17, N. Y.

The Joan Edwards Show

Melodious interlude featuring "Hit Parade" famed Joan Edwards, her piano, songs and guests. Specializing in her own novelty numbers, with other selections ranging from swing to sentimental ballads. Joan greets well-known personalities from theatrical and musical world.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$440 net per show—Summer; \$565 net per show—Fall.
Episodes Available: 104.
Audition Facilities: Live Talent.
Submitted by: DuMont Network, New York 22, N. Y.

KPIX Music Hall

Ten minute films of Classic and Philharmonic music, tied together by live commentator.
Availability: Live Talent; Film.
Running Time: 15 minutes.
Cost: On request.

Audition Facilities: Live Talent; Film.
Submitted by: KPIX, San Francisco 6, Calif.

The Magic Carpet

Series of intimate musical comedies in miniature written especially for TV. Two singing principals remain same each week, although will see them in different roles, different locale in each episode. All episodes provide such specialities as dancers, comedians etc.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$3500 each episode.
Episodes Available: 5.
Audition Facilities: Live Talent.
Submitted by: Hudiburg Production, New York 22, N. Y.

The Masked Spooner

The Masked Spooner, who received a great deal of attention a year and a half ago with layouts in Life and many other national magazines, comes out of retirement to do romantic musical TV show with young couple acting out songs as "Spooned" by The Spooner.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: Jack Rourke Productions, Hollywood 28, Calif.

Melody, Harmony & Rhythm

Quarter hour of intimate entertainment, featuring girl and boy singer. Tony De Simone trio, dancer and usually one guest act of exotic nature. Show uses no dialogue, employing intricate lighting effects and sets to reflect mood and story line.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: WPTZ, Philadelphia 3, Pa.

Miami Valley Playboys

Miami Valley Playboys, vocal quartet, and Bob Campbell, vocalist, harmonize and entertain with Western type songs, plus fun-making on the side.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$180.00 time per day. Talent and art work extra depending upon sponsor.
Audition Facilities: Brochure.
Submitted by: WHIO-TV, Dayton 1, O.

Mimi's Music Shop

Starring lovely and glamorous Mimi Benzell, star of Metropolitan Opera and Broadway musical comedies, in weekly half-hour book musical. Mimi sings pop favorites and excerpts from classics while she hums her neighborhood music shop. Famous guest stars drop in for visit every week.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Live Talent.
Submitted by: Gainsborough Associates Inc., New York 18, N. Y.

Moods In Tempo

Tailored to talents of a star, "Moods In Tempo" are series of especially written fifteen or thirty minute dramas in which are carefully interwoven songs of yesterday, today and tomorrow.

Availability: Live Talent.
Running Time: 15 or 30 minutes.
Cost: Depending on name star or name combo.
Audition Facilities: Live Talent.
Submitted by: Video Drama Productions, New York 17, N. Y.

Musi-Camera

Unique and exciting, "Musi-Camera" offers visual interpretations of world's greatest program music. Vitality ingrained are the finest elements in dramatic pantomime and music.
Availability: Live Talent.
Running Time: 15 or 30 minutes.
Cost: \$2000-\$6000 depending on sponsor's demands.
Audition Facilities: Live Talent.
Submitted by: Video Drama Productions, New York 17, N. Y.

Music Shop

Young man, proprietor of music shop MC's a variety of talent, songs, dance magicians, etc., as people browse around shop. Informal with comedy music.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$90.00 plus talent fee.
Audition Facilities: Live Talent.
Submitted by: WSAZ-TV, Huntington, W. Va.

Passport To Paris

One man show built around ex-who returned from Parisian studies with piano-full of French melodies and exceptional ability to sing, hum and play them and to deliver whimsical tales of France and its people. In radio, clotheatrical appearance, this entertainer has captured and held audiences.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Very low budget including special effects.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Video International, Inc., New York 22, N. Y.

Ranch Boy & Girls

Clever group singing solos and harmony, playing violin-steel and rhythm guitar and bass. MC and dancer. Musical comedy.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$350.00.
Audition Facilities: Live Talent.
Submitted by: W. M. Ellsworth, Chicago, Ill.

Scrapbook Of Melody

Girl vocalist reminisces musically, accompanied by young man at piano who plays several solos. Light patter between girl and boy between songs at piano selections.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$60.00 plus talent fee.
Audition Facilities: Live Talent.
Submitted by: WSAZ-TV, Huntington, W. Va.

Serenade

Best loved songs, old and new played on console organ by young man.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$60.00 plus talent fee.
Audition Facilities: Live Talent.
Submitted by: WSAZ-TV, Huntington, W. Va.

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 JUdson 6-5480

Sing Me A Song

in Pan Alley comedy situation show
John Howard as a song plugger.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$650 excl. of time.
Episodes Available: 2.
Auction Facilities: Live Talent.
Submitted by: Robert Joseph Television
Productions, Hollywood, Calif.

Sketch-A-Tune

erry Sturm, widely known Syracuse
commercial artist, and Johnny McNevin.
ular WHEN MC combine forces in
gay quarter hour and come up
at fast-moving attention-compelling
gram. Sturm sketches clues to trans-
posed melodies as McNevin calls
vers who have sent in postcard.
One is identified, viewer is given
ce of prizes available. If not identi-
fied, hints sketched give clues.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$94. (8-Time)
Episodes Available: 1 weekly.
Auction Facilities: Live Talent.
Submitted by: WHEN, Syracuse 8, N. Y.

Side By Side

formal music and song featuring
and Ruth Gillette. Cliff plays piano
both sing. Portion of show allotted
guest artists and interviews while
other portion allotted to singers them-
selves who may phone studio requesting
"tune. Should neither Ruth or
be able to play or sing a portion
requested tune, party requesting
number receives RCA album of his
tune.
Availability: Live Talent.
Cost: \$190.00 or \$35.00 participation.
Auction Facilities: Live Talent.
Submitted by: KEYL, San Antonio, Tex.

Song-Hit Preview

originally planned as a radio pro-
gram, Sing-Hit Preview is even more
effective as a TV feature. Program has
help of prominent musicians and stu-
dents who listen to group of
published songs on each program.
Artist is chosen by popular vote and
then he on its way to become
it.
Availability: Live Talent.
Running Time: 30 or 60 minutes.
Cost: On request.
Episodes Available: Unlimited.
Auction Facilities: Live Talent.
Submitted by: Ann Barbanel Productions,
New York 24, N. Y.

Songs On Your Thot Waves

Absolute novelty. Combines startling
appeal of sensational "Mentalism" with
music, songs, weekly jackpot, long dis-
tance telephone calls to viewers, who
participate in prizes along with studio
audiences "Mystery Singer" seemingly
reads minds of both studio and long
distance spectators and sings the very
songs they are secretly thinking of.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$1,450.00 plus station charges.
Episodes Available: Unlimited.
Auction Facilities: Live Talent.
Submitted by: Hull & Hull, New York
York 18, N. Y.

Southland Sings

The Norfolk singers, leading colored
spiritual group, bring the spirituals and
traditional songs of the south to an
appreciative TV audience, weekly over
WMBR-TV. Mail response is tops.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$110.00 per 1/4 hour or \$35.00 per
participation.
Episodes Available: 1 a week.
Auction Facilities: Film.
Submitted by: WMBR-TV, Jacksonville,
Fla.

Starlit Time

Light, gay musical revue built around
a story, book or poem, and often with
a satirical slant. Show features talent
drama from Broadway, Manhattan's
supper clubs, radio and TV. Supple-
mented by visits of well-known stars.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$5500. net per show.
Episodes Available: 52.
Auction Facilities: Live Talent; Film.
Submitted by: DuMont Television Net-
work, New York 22, N. Y.

Stars In The Making

Guest singers appear on program.
Their style and technique is criticized
and they are coached on show by one
of San Francisco's leading teachers.
Show is further dressed with audience
community singing.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$225.00 complete talent & time.
Auction Facilities: Live Talent.
Submitted by: KPIX, San Francisco 6,
Calif.

State Fair

Class A production of Western and
Barn Dance type of musical variety pro-

★ ★ TV MUSICAL ★ ★

gram. Starring John Wayne with cast
of top talent including Hoosier Hot
Shots, Anita Gordon, Frank Worth's
orchestra and chorus of 12 voices. Fea-
tures top square dancers and callers
so popular all over the country today.
Availability: Film.
Running Time: 30 minutes.
Cost: \$11,000 talent & filming.
Auction Facilities: ET & Brochure.
Submitted by: Leslie Clucas, Hollywood
28, Calif.

Tin Pan Alley—TV

Baritone Johnny Desmond as MC in-
troduces well-known lyricist or com-
poser and half-hour program is devoted
to his or her music. With songstress
Gloria Van, Pianist Chet Roble, Rex
Maupin's orchestra, the Visionaires
(vocal quintet) and dance-team. Visit-
ing guest presented with gold-plated
typewriter and a wrist-watch.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: Available on network only. (ABC)
Submitted by: WENR-TV, Chicago 6, Ill.

Uncle Lou's Place

Fast moving musical serial about
Kansas schoolteacher who inherits run-
facturing light operettas based on fam-
down N. Y. night club. Trials encoun-
tered by her and her eventual success
in making her club one of best known
in city, fill all the ingredients found in
every first-class soap opera. Carol
Bruce and famous Toni Scott instru-
mental quartet are regulars and variety
acts used in spots.
Availability: Live Talent.

Running Time: 15 or 30 minutes.
Cost: On request.
Episodes Available: 13.
Auction Facilities: Live Talent.
Submitted by: TV-Programs, Inc., New
York 1, N. Y.

Van At The Organ

Roger Van Duzer, well known musi-
cian, greets his audience with his quar-
ter hour informal, adaptable organ-piano
program. His unaffected, genial delivery
has made him a direct salesman for
his advertisers.
Availability: Live Talent.
Cost: \$35.00 per participation.
Episodes Available: 2 per week.
Auction Facilities: Film.
Submitted by: WMBR-TV, Jacksonville,
Fla.

Vienna—Songs & Dances

Musical program of 15 minutes dura-
tion, designed for entertainment of all
ages, tunes of Johann Strauss, Lanner,
Lehar and other diversified semi-
classical selections. These musical
shorts performed by Vienna Symphony
Orchestra under direction of Robert
Stolz with cooperation of Vienna Staats-
opera, starring prima ballerina, Julia
Drapel.
Availability: Film.
Running Time: 15 minutes.
Cost: Depending on station.
Episodes Available: 26 imm., 26 in pro-
duction.
Auction Facilities: Film.
Submitted by: Broadcasting Program
Service, New York 19, N. Y.

1950 ★ TV NEWS ★ 1951

Afternoon Camera Headlines

Program which summarizes top news,
latest pictures and sports head-
lines, is presented with stills and nar-
rator Gordon Urquhart.
Availability: Live Talent.
Running Time: 5 minutes.
Cost: \$150 net per program.
Episodes Available: 364.
Auction Facilities: Live Talent.
Submitted by: WABD, New York 22,
N. Y.

Bay Area News Report

Found on film news report of events
San Francisco Bay Area. Slanted
toward topical local interest.

Availability: Film.
Cost: On request.
Episodes Available: Unlimited.
Auction Facilities: Film.
Submitted by: KPIX, San Francisco 6,
Calif.

Copydesk— Telenevpaper

Dramatizes the presentation of news
allowing news story to remain objec-
tive. Setting is actual Universal news-
paper copydesk with editor and staff
putting latest edition of telenevpaper to
bed. Viewers feel as if they are part
of newspaper staff getting out paper.
Reports of various "Copydesk" staff
members to editor documented with



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★ ★ ★ TV NEWS ★ ★ ★

stills, maps, live interviews and newsreels. Cable, domestic, sports, women's and entertainment fields covered every edition. Daily or weekly format available. **Availability:** Live Talent. **Running Time:** 15 or 30 minutes. **Cost:** Royalty fee plus standard production costs. **Audition Facilities:** Live Talent. **Submitted by:** Bernard Estes, Inc., New York 20, N. Y.

Headline Clues

George Putnam, widely celebrated news commentator, handles "hot-off-the-wire" news in a lively, visual manner suited to TV potentials. In addition, alert "stay-at-homes" have opportunity to win prizes by correctly identifying "slide-pictures," personalities visiting Putnam, and historical event photos. **Availability:** Live Talent. **Running Time:** 30 minutes. **Cost:** \$450 net per program. **Episodes Available:** 260. **Audition Facilities:** Live Talent. **Submitted by:** DuMont Network, New York 22, N. Y.

Herald Tribune News

Closes every night of telecasting. News of local, foreign, Congressional, sports and weather developments are presented. **Availability:** Live Talent. **Running Time:** 5 minutes. **Cost:** \$100 net per program. **Episodes Available:** 364. **Audition Facilities:** Live Talent.

Submitted by: WABD, New York 22, N. Y.

Hollywood Fan Fare

Hollywood commentary at its best, offering a smooth transition from radio to TV, through use of exciting pictures supplied by staff of press photographers who cover happenings in film capital. Guest interviews, fan club news and film reviews are weekly features of this low-budget series. **Availability:** Live Talent. **Running Time:** 15 minutes. **Cost:** On request. **Episodes Available:** Unlimited. **Audition Facilities:** Live Talent. **Submitted by:** Radio-Video Associates, New York 22, N. Y.

INC-Telenews Newsreels

Daily Newsreel: 8 minutes, Mon. thru Fri. Basic service of national and international footage for suggested combination with station's local news production. Scripted for local narration. **Weekly Digest:** 18 minutes of week's top news events, completely voiced and scored. Shipped Friday nights. The nation's leading TV newsreel review. **Availability:** Film. **Running Time:** 8 minutes. **Cost:** Based on market size. **Episodes Available:** 1 per week. **Audition Facilities:** Film. **Submitted by:** International News Service, New York 17, N. Y.

Keith McBee's Originalities

Like a "believe it or not" cartoon

feature come to life, "Originalities," featuring cartoonist-commentator, Keith McBee, traces origin of current expressions, superstitions and customs; uncovers oddities of news, historical and sports events, and personalities. McBee's top-flight sketching is accompanied by humorous running comment. **Availability:** Live Talent. **Running Time:** 15 minutes. **Cost:** On request. **Episodes Available:** 5 weekly. **Audition Facilities:** Live Talent. **Submitted by:** WBAL-TV, Baltimore 18, Md.

KEYL Views Of The News

Half hour program divided into following segments: nation and worldwide Acme Telephoto Multiscope pictures with narration by Marvin Alisky (live); sports news with interviews by Jim Shelton (live); nationwide weather using Acme Telephoto Weather Map by Bud Whaley (live); WBAP Texas State News (film) with live narration and background music. **Availability:** Live Talent & Film. **Running Time:** 30 minutes. **Cost:** \$75.00. **Episodes Available:** 52. **Audition Facilities:** Live Talent; Film. **Submitted by:** KEYL, San Antonio, Tex.

News & Sports With Jack Fogarty

Run-down of highlights of day's news, tied to key picture or series of pictures concerning event. Photos from wires of Acme Newspictures; script by Fogarty. Local pictures by Post and WCPO-TV photographers. **Running Time:** 5 minutes. **Submitted by:** WCPO-TV, Cincinnati, O.

News Review

Announcer reads five minutes of wire service news behind appropriate slides. Slides depict stock shots, pictorial scenes, news pictures, titles and cartoons. Late news flashes and brief summary of world, national, local, financial and sports news. This is daily program from 6:25 p.m.-6:30 p.m. **Availability:** Live Talent. **Running Time:** 5 minutes. **Cost:** \$75. **Audition Facilities:** Live Talent. **Submitted by:** WTVJ, Miami, Fla.

Out Of Print

Timely dramatizations with the people who created the news. Human interest situations culled from the news all over the U. S. and Canada. Main character is an actor of reputation to coordinate the sketches. **Availability:** Live Talent. **Running Time:** 30 or 60 minutes. **Cost:** Depends upon person selected to coordinate. **Episodes Available:** 13. **Audition Facilities:** Live Talent. **Submitted by:** Ted Nelson Associates, New York 19, N. Y.

Photo Finals

Brings KMTV area latest news while it still is news, through medium of Acme Telephoto. Utilizing still photos of very latest news throughout world. **Availability:** Live Talent. **Running Time:** 5 to 10 minutes. **Cost:** On request. **Episodes Available:** 7 per week, 52 weeks. **Audition Facilities:** Live Talent. **Submitted by:** KMTV, Omaha 2, Nebr.

The Road To Success

Dedicated to the American imagination, each week 6 to 8 remarkable in-

ventions are presented via working models and demonstrated, with the inventors, whether industrial or private. **Availability:** Live Talent. **Running Time:** 30 minutes. **Cost:** \$750.00. **Episodes Available:** 13. **Audition Facilities:** Live Talent. **Submitted by:** Visual Arts Production, New York 18, N. Y.

Telenews

Ace newscaster Austin Williams presents live summary of international, national and local news and commentary on daily newsreel covering world events. **Availability:** Live Talent; Film. **Running Time:** 15 minutes. **Cost:** \$42.50 net plus time cost. **Episodes Available:** Tues. & Thurs. **Audition Facilities:** Live Talent; Film. **Submitted by:** WOAI-TV, San Antonio, Tex.

Television Magazine

TV documentary presentation "lead" non-fiction articles in major magazines with featured persons on stage. Each show breaks at time magazine reaches newsstands. **Availability:** Live Talent. **Running Time:** 30 minutes. **Cost:** \$1500. **Submitted by:** Visual Arts Production, New York 18, N. Y.

Texas News

Ten-minute local newsreel covering up-to-minute news in Ft. Worth-Dallas area. Station produced, winner of the NARND TV newsreel award 1949. Five days a week, 6:45-7:00 p.m. **Availability:** Film. **Running Time:** 10 minutes. **Cost:** On request. **Episodes Available:** Wednesday. **Audition Facilities:** Film. **Submitted by:** WBAP-TV, Ft. Worth, Tex.

Top Of The Morning News

Don Russell presents news show geared primarily for housewife. From page, produce and merchandise, weather and local news, with accent on feature material, presented to keep housewife up-to-date. **Availability:** Live Talent. **Running Time:** 15 minutes. **Cost:** \$80 net per program. **Episodes Available:** 260. **Audition Facilities:** Live Talent. **Submitted by:** WABD, New York 22, N. Y.

Wanted!

Actual fugitives from justice brought to life on TV by make-up and characterization. Public service program designed to capture major promotion values as fugitives are apprehended. **Availability:** Live Talent. **Running Time:** 10 minutes. **Cost:** 1 time: \$400; Strip: \$1750. **Episodes Available:** 13. **Audition Facilities:** Live Talent. **Submitted by:** Visual Arts Production, New York 18, N. Y.

WXEL News & Sports Roundup

Fast moving news program Mon. thru Fri. Bob Rowley, WXEL's news director covers all phases of the news, local and national, including telenews picture summary of national and international events of importance. **Availability:** Live Talent. **Running Time:** 15 minutes. **Cost:** \$250 per. **Audition Facilities:** Live Talent. **Submitted by:** WXEL, Cleveland, O.

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A Family Quiz

Interesting and educational background information narrated by Sam Hayes as background for pictures shown. In this manner, 5 questions are presented by picture and word. Answers given at end with scoring setup for eleven competition in the family viewing group.

Availability: Film.

Running Time: 10 minutes.

Cost: \$300 and up for series, depending on size of market.

Episodes Available: 13.

Audition Facilities: Film.

Submitted by: Hayes-Parnell Productions, Inc., Hollywood 28, Calif.

Batter Up

Baseball quiz show prior to N. Y. Great games over WPIX. Quizzee is asked—must answer baseball question in 20 seconds or less—5 seconds a one run—ten seconds a triple—15 seconds a double—under 20 a single—over 20, quizzee is out—answer less than 5 seconds, a chance for grand slam question.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: Production cost only—\$450 each ½ hour telecast.

Episodes Available: 77 N. Y. Giant home games.

Audition Facilities: Live Talent.

Submitted by: Albert Black Productions, New York 20, N. Y.

Can You Picture This

Infinite switch on old game of picture charades where players go to drawing board and their crude work becomes focal point of program fun and entertainment. Teams made up of people from various phases of business competing against each other.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: On request.

Episodes Available: As necessary.

Audition Facilities: Live Talent.

Submitted by: Reynolds Productions, Beverly Hills, Calif.

Charade Review

Revised and expanded format of "Grade Quiz" over a year and a network; featuring full production members for charades, comedy, drama, musical (with original music), melo-drama, all complete skits and panel of celebrities.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$3400.

Submitted by: Barry Elliott, New York 18, N. Y.

Draw Your Own Conclusions

Program employs charade technique, a difference. Two teams of four compete. Each contestant goes to large drawing board and sketches charade clues. Teams try to guess name of charade. Winning team continues on program as long as they win, up to six weeks.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$150.00 time per day. Talent, art

work and prizes extra depending upon sponsor.

Audition Facilities: Brochure.
Submitted by: WHIO-TV, Dayton 1, O.

Feature By Feature

Studio panel and home viewer get together on new type of quiz game. Studio group are shown on the monitor; a portion of a photograph of a place, person or thing. They have limit of time to guess what it is before another feature is presented. Photograph being revealed "feature by feature."

Availability: Live Talent.

Running Time: 30 minutes.

Audition Facilities: Live Talent.

Submitted by: KFET-TV, Los Angeles 4, Calif.

Guess Who

Battle of wits between motion picture guest stars, such as Jane Wyatt, Shelley Winters, Don De Fore and viewing audience. Fun and excitement with plenty of laughs as clues are acted out in charade fashion, or by verbal presentation with hidden meaning. Viewers register by mail, so they're in the act from start to finish.

Availability: Live Talent.

Running Time: 15 or 30 minutes.

Cost: On request.

Episodes Available: Unlimited.

Audition Facilities: Live Talent.

Submitted by: Reynolds Productions, Beverly Hills, Calif.

Jig Saw Puzzle Time

Special designed jig saw puzzle is sent to a station each week. Puzzle is so keyed that each day a new and different quiz combination is set up on the puzzle. Viewing audience asked to mail in card to be called on phone. Viewer called is requested to tell which piece of puzzle fits in which missing space. If correctly answered a prize is awarded. This is repeated as often as MC desires. Show can last 5 minutes to three hours or longer. Music is played between calls.

Running Time: 5 minutes up, depending on station policy.

Cost: \$380.00 per year.

Episodes Available: Different puzzle for each 52 weeks.

Submitted by: Richard S. Robbins Co., New York 17, N. Y.

Junior Sports Quiz

Contestants limited to thirteen years. Two teams of nine each assemble in studio. Three youngsters of each team comprise panel. Jack Cummins quizmaster. Studio set contains baseball diamond for diagramming purposes. Questions pertain to baseball. Side allowed two outs. Questions evaluated as singles, doubles, etc. Points earned tallied as runs.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$150. Partic: 1 time \$40; 2 times \$70; 4 times or over \$30 ea.

Audition Facilities: Live Talent.

Submitted by: WTVJ, Miami, Fla.

Match The Master

Based on popular magazine feature, show features different panel of quizmasters weekly, each representing a special category. Contestants are paired

off with these guests and must answer their questions. For example: Tom Harmon (sports), Fritz Lang (movies), Edith Head (fashion). An unusual quiz format with "name" appeal.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: On request.

Episodes Available: Unlimited.

Audition Facilities: Live Talent.

Submitted by: Radio-Video Associates, New York 22, N. Y.

Mystery Eyes

TV viewers at home see the eyes of a prominent person. Rest of photograph is blocked out. Co-MC's Jack Rourke and Jack Wheeler provide zany visual and verbal clues to Mystery Eyes identity. Home viewers called. If correctly identifies Mystery Eyes, wins jackpot of prizes.

Availability: Live Talent.

Running Time: 15 or 30 minutes.

Cost: On request.

Audition Facilities: Live Talent.

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

Spin The Bottle

Two teams of Baltimore men compete for affections of lovely models. The bottle's spin determines which man from each team on each round. MC supplies screwy act; whichever of two men performs best wins the gal, and so on through the teams.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: \$150 per program, fully commissionable.

Audition Facilities: Live Talent.

Submitted by: WAAM, Baltimore 11, Md.

Ten Seconds To Go

Sports quiz in which audience tries to stump panel of experts. Panel has ten seconds in which to identify personality, place or sport. Merchandise, tickets, and vacation week-ends awarded those sending questions that are used and which stump the board.

Availability: Live Talent.

Running Time: 15 or 30 minutes.

Cost: On request. \$160.00 per participation—Class A time. (\$15.00 camera rehearsal for live)

Audition Facilities: Live Talent.

Submitted by: WPTZ, Philadelphia 3, Pa.

TV Telephone Game

Legal form of bingo in which viewers participate by using phone numbers or last 5 figures of Social Security number. Winners receive sponsor's products as prize. Currently on in N. Y., Chicago and Philadelphia.

Availability: Live Talent.

Running Time: 30 minutes.

Cost: On request.

Episodes Available: Unlimited.

Audition Facilities: Film.

Submitted by: Harry S. Goodman, New York 22, N. Y.

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1950 ★ ★ ★ TV SPORTS ★ ★ ★ 1951

Fifth Winter Olympaid

30 minute thrilling documentary, filmed in St. Moritz, Switzerland. From well placed positions camera takes in each event in close-up and in panorama; a sprinkle of slow-motion is used wherever needed for emphasis. Each competition is in detail with emphasis on American teams. Narration throughout is as swiftly paced as the events. Running Time: 30 minutes. Cost: Depending on location. Episodes Available: Single (can be arranged by events for 4 telecasts) Submitted by: Cine-Tele. Productions, Hollywood 38, Calif.

Fred Sington Show

Features former Alabama All-American, Fred Sington with sports news and interviews. Outstanding athlete, Sington formerly played major league baseball for Washington Senators; owns Birmingham's leading sporting goods store; and participates in most Birmingham sports activities. He is president of Southeastern Conference Official Assn. Availability: Live Talent. Running Time: 15 minutes. Cost: \$150.00 per program, net. Episodes Available: Unlimited. Audition Facilities: Live Talent. Submitted by: WAFM-TV, Birmingham 3, Ala.

Golf Is Your Game

Irv Schloss, best-known golf instructor in Baltimore, gives out with tee-to-green tips as cameras cover his every move. Prominent pro and amateur guests interviewed in last five minutes, and Schloss answers viewer questions on each show. Availability: Live Talent. Running Time: 15 minutes. Cost: \$45 per program, fully commissionable. Audition Facilities: Live Talent. Submitted by: WAAM, Baltimore 11, Md.

How About That

Mel Allen's engaging personality shines forth as the MC of this interview show which features sports figures in the public eye and those behind the scenes. Fast-paced, informative, and above all, has wide appeal. Availability: Live Talent.

Running Time: 15 minutes. Cost: \$3,600 for 15 minutes, three times a week; \$1,800, once weekly. Episodes Available: 13 weeks. Audition Facilities: Live Talent. Submitted by: Television Features, Inc., New York 17, N. Y.

Johnny Farrel Golf Club

"What Every Goller Should Know" is exhibited by Johnny Farrell, internationally known golfer, and prominent guests from sporting and entertainment worlds on this show which is slanted to add levity to learning. Availability: Live Talent. Running Time: 15 minutes. Cost: \$250, plus time and facilities. Episodes Available: Unlimited. Audition Facilities: Live Talent. Submitted by: WOR-TV, New York 18, N. Y.

Let's Look At Sports

Studio sports show MC'd by Larry Scarborough, all around sports entrepreneur who introduces and interviews athletes in all sports. Guests include nationally known figures visiting Fla. & Uni. of Fla. stars, and those from Fla. State U., Stetson, etc. Availability: Live Talent. Running Time: 15 minutes. Cost: \$110.00 per show. Or \$35.00 for announcement participation. Episodes Available: Weekly. Audition Facilities: Film. Submitted by: WMBR-TV, Jacksonville, Fla.

Tee Time With Paul Runyan

Fifteen minute film of golf lessons with two-time P.G.A. winner, Paul Runyan, tailor-made to please the entire audience—golfer or not. Clever audience participation stunts which raises show out of realm of pure sports appeal. But ardent golfer still gets the "Do's" and "Don'ts" of game, and meets interesting sports guests. Availability: Film. Running Time: 15 minutes. Cost: On request. Episodes Available: Unlimited. Audition Facilities: Film. Submitted by: Reynolds Productions, Beverly Hills, Calif.

Television Scoreboard

Maury Farrell, features blackboard scores in baseball and other sports events. "Television Scoreboard" gives televiewers only complete up-to-date authoritative sports summary on Birmingham TV. Availability: Live Talent. Running Time: 15 minutes. Cost: \$150.00 net to station per program. Episodes Available: Unlimited. Audition Facilities: Live Talent. Submitted by: WAFM-TV, Birmingham 3, Ala.

That's My Fame, What's My Name?

Show presents a once-famous but now forgotten personality to panel of well-known people from all walks of life. Moderator, by talking to mystery guest will throw out hints to panel about identity of mystery guest. Then he will tell dramatic story from guest's career that was highlight of his fame. If panel fails to identify guest he receives special prize. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Episodes Available: 52. Submitted by: Mac Davis Features, Brooklyn 15, N. Y.

This Week In Sports

The outstanding weekly sports news-reel review, pulling high ratings and steady sponsorship in leading TV markets. Completely voiced and scored, this program runs 12½ minutes, opened, and is shipped each Tues. night. Availability: Film. Running Time: 15 minutes. Cost: Based on market size. Episodes Available: One per week. Audition Facilities: Film. Submitted by: International News Service, New York 17, N. Y.

To-Day At Caliente

8 races as run at Caliente each Sun. with several interesting interviews which may be used with intergrated commercials. Races are called by Joe Hernandez. Running Time: 30 minutes. Episodes Available: 52, (one each week) Submitted by: Cine-Tele Productions, Hollywood 38, Calif.

Tomorrow's Champion

Amateur boxing bouts from Chicago Rainbo Arena. Availability: Live Talent. Running Time: 2 hours. Cost: Co-operative program, check A Co-op Sales Dept. Submitted by: ABC, New York 23, N. Y.

Top Views In Sports

Current weekly round-up from coast to coast of highlight activities in sports world. All sports covered 52 weeks year by camera crews located in key coverage points. Availability: Film. Running Time: 15 minutes. Cost: On request. Episodes Available: Once weekly. Audition Facilities: Film. Submitted by: United Artists Television, New York 19, N. Y.

Trophy Room

Discussion-demonstration program conducted by Ed Hyman, WOAI sports director, presenting interview with sports authorities in various fields and demonstrations of all types sports equipment. Designed for sport-minded, program covers wide range outdoor activities, as well as such door sports as table tennis. Availability: Live Talent. Running Time: 15 minutes. Cost: \$37.50 net plus time cost. Episodes Available: Once weekly. Audition Facilities: Live Talent. Submitted by: WOAI-TV, San Antonio 6, Tex.

Walsh Looks 'Em Over

Sportscaster George Walsh in night roundup sporting scene with scores, guests, commentary. Walsh introduces headlines in their respective fields, intermittently, offers instruction film prepared by himself. Example: series golf films with PGA members illustrating details. Availability: Live Talent. Running Time: 15 minutes. Cost: On request. Episodes Available: 5 weekly, unlimited. Audition Facilities: Live Talent. Submitted by: WFIL-TV, Philadelphia Pa.

1950 ★ ★ ★ TV VARIETY ★ ★ ★ 1951

Adventures In Dreamland

Sponsored for over 55 weeks consecutively, "Adventures" appeals to those looking for four-act format built into unusual casing. Mist and cloud effects space acts, while dreamy-voiced narrator ties action together into smartly-paced mailpuller. Availability: Live Talent. Running Time: 15 minutes. Cost: \$175 per program, fully commissionable. Audition Facilities: Live Talent. Submitted by: WAAM, Baltimore 11, Md.

Al Siegel's Music Shop

Fast-paced, half-hour variety show filled with song and distinctive style of its own, under practiced hand of Al Siegel who is famous for discovering more stars than any man in show business. Show also permits specialized treatment of live singing commercial material. Availability: Live Talent. Running Time: 30 minutes. Cost: \$1,180 plus time and facilities. Episodes Available: Unlimited. Audition Facilities: Live Talent.

Submitted by: WOR-TV, New York 18, N. Y.

The Ben Blue Show

Stars Ben Blue with 12-piece orchestra, singer and dancers. Availability: Film. Running Time: 30 minutes. Cost: \$15,000. Audition Facilities: Film. Submitted by: CBS, New York 22, N. Y.

The Bert Lahr Show

Comedy-variety starring Bert Lahr with guests, girls and music by Harry

Sosnik's orchestra. Availability: Film. Running Time: 30 minutes. Cost: \$17,260. Audition Facilities: Film. Submitted by: CBS, New York 22, N. Y.

The Bill Evans Show

Hottest daytime participation show Chicago TV, and secret of whole thing is the perfectly natural, one-in-a-million personality of Bill Evans. In conduct interviews, pitching sponsors products or even acting as "Father of the Br"

first wedding televised, Evans is completely at home. Mail on show pages 2000 per week.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: \$85 per one minute spot, commissionable to an agency.
 Episodes Available: Mon. thru Fri.
 Audition Facilities: Live Talent; Film.
 Submitted by: WBKB, Chicago 1, Ill.

Carol Calling

Program of songs and variety featuring Carol Reed as hostess. Miss Reed's pop tunes of today, introduces top artists and comments on life in general. Show uses such guests as boy singers, dance teams and other intimate entertainers. Miss Reed handles live participations personally.
 Availability: Live Talent.
 Running Time: 15 or 30 minutes.
 Cost: \$70.00 per participation on Tues.; \$122.50 per participation on Wed.; \$150.00 camera rehearsal for live announcements)
 Episodes Available: Tues. & Wed.
 Audition Facilities: Live Talent.
 Submitted by: WPTZ, Philadelphia 3, Pa.

Club 11

Leydon, MC and host at Club 11, produces in comedy vein 3-minute spots, each of which is production of local number. Present day star names featured in films made from 1939-1945. Available for participation.
 Availability: Live Talent; Film.
 Running Time: 60 minutes.
 Submitted by: KTTV, Hollywood 38, Calif.

Dinner At Sardi's

Famous as a mecca of stars, Sardi's perfect backdrop for vivid and entering half hour of atmosphere and views with limelight personalities. Later, one of radio's and TV's most famous "masters of the situation," con-introductions and masters fun and city of this lively talent-filled program.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$1,500 plus time and facilities.
 Episodes Available: Unlimited.
 Audition Facilities: Live Talent.
 Submitted by: WOR-TV, New York 18, N. Y.

Earlyworm Den Ten

Features Irwin Johnson, the Early Worm, in informal "open house" variety show, with music by Walter Knick, Ray and Pat Wilson. Guests are daily light, including many nationally-known figures from entertainment world.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Submitted by: WBNS-TV, Columbus 15, Ohio.

Eddie Coontz Show

Eddie and his handsome assistant, Olsen enact little homey comic scenes. Heidi sings a number or two, it's likely to be semi-classical as far as they talk to their guests, and at entertainers semi-professional.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Audition Facilities: Live Talent.
 Submitted by: KFII-TV, Los Angeles 4, Calif.

Fun In The Sun

Morning show starring Muzzy Marlowe and Benna Bard. Originates from

pool of Hollywood Country Club Hotel. Pool stunts, aquacades, fashion shows, singing and dancing, home and audience quiz contests, personalities and stars, and guest artists combine to make this show to fit all audiences. Available for participation.
 Availability: Live Talent.
 Running Time: 3 hours.
 Submitted by: KTTV, Hollywood 38, Calif.

The Garry Moore Show

Stars Garry Moore with Ken Carson, Denise Lor, Durward Kirby, guests and Howard Smith's orchestra.
 Availability: Film.
 Running Time: 30 minutes.
 Cost: \$3,250.
 Audition Facilities: Film.
 Submitted by: CBS, New York 22, N. Y.

Gaslight Follies

Done against backdrop of old music hall and featuring Darlene Chidester, clever youngster who impersonates Beatrice Kay and other gay ninety-type singers, using records. Highlight of show is slicker each week, an old-time film narrated by staff announcer with musical background supplied by an old upright piano.
 Running Time: 30 minutes.
 Audition Facilities: Live Talent.
 Submitted by: KDYL-TV, Salt Lake City, Utah.

Here's The Bright Side

Dilly of a silly variety revue that's a cockeyed version of this cockeyed world. Bright side is satirical yet lyrical. It's got dance and romance. You can't beat it so why not join it? It's fun to be with.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Episodes Available: 13.
 Audition Facilities: Live Talent.
 Submitted by: Ted Nelson Associates, New York 19, N. Y.

Jack Linder's Bowery Music Hall

Music, comedy, and songs tinged with flavor of yesteryear, dished out by master showman, Jack Linder, makes this a fast-moving revue of specialty acts consisting of male quartet, sextet of can-can girls, tumblers, comedians, singers, and adagio dancers.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: \$3,000 plus time and facilities.
 Episodes Available: Unlimited.
 Audition Facilities: Live Talent.
 Submitted by: WOR-TV, New York 18, N. Y.

Korny Klowns

Novelty instrumental and singing band with hundreds of props and comedy material costumes and especially arranged for odd novelty instruments. Play modern and corn. All men double and clown. Good MC.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$1500.00.
 Audition Facilities: Live Talent.
 Submitted by: W. M. Ellsworth, Chicago, Ill.

The Lou Holtz Laugh Club

Lou Holtz, famous MC and nationally known humorist in a new half-hour TV show consisting of situation comedy, humorous interviews with guest stars.
 Availability: Live Talent.
 Running Time: 30 minutes.

Cost: \$8500 weekly.
 Audition Facilities: Live Talent.
 Submitted by: Charles Michelson, Inc., New York 19, N. Y.

On Stage Cincinnati

Amateur show, utilizing finest talent in Middle West. Prizes presented to winners, and after six week play-off of first prize winners, winner is sent to appear on the Paul Whiteman TV Teen Age TV show in Philadelphia, all expenses paid.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: Time plus \$50 talent fee.
 Audition Facilities: Live Talent.
 Submitted by: WCPO-TV, Cincinnati, O.

The Plugger's Parade

Show can be best described as similar to column in newspapers such as Walter Winchell's, where everybody is trying to get a plug. The Pluggers Parade, starring Jack Lacy, is an intimate vehicle affording a behind-the-scenes look at men who make stars as well as stars themselves. There is no "beating around the bush". The manager, press agent or publicity representative is given opportunity to put an "in person pitch" on for their clients—then presenting the performers.
 Availability: 30 or 60 minutes.
 Cost: On request.
 Audition Facilities: Live Talent.
 Submitted by: Bob L. Roberts Productions, New York 19, N. Y.

Prize Performance

Stars Cedric Adams as MC in a professional children's talent show.
 Availability: Film.
 Running Time: 30 minutes.
 Cost: \$9,450.
 Audition Facilities: Film.
 Submitted by: CBS, New York 22, N. Y.

Saturday Night Party

Completely wacky variety show—anything can happen—including party games with lavish loot, "Idiot's Delight" quizzes, screwball interviews, community singing and host of other twists that make this the participation show "extraordinary." Three big Chicago personalities, George Anderson, Don Gordon and Les Lear, keep show going at fever pitch.
 Availability: Live Talent.
 Running Time: 90 minutes.
 Cost: \$150 gross per spot, 15 minutes for \$500 gross—30 minutes for \$800 gross.
 Episodes Available: Sat. nights.
 Audition Facilities: Live Talent.
 Submitted by: WBKB, Chicago 1, Ill.

Spanish Theatre

All Spanish variety show done in Spanish language. Features Spanish songs and dances and authentic Spanish and Mexican music.
 Running Time: 30 minutes.
 Cost: \$280 or \$45 participation.
 Episodes Available: 52.
 Audition Facilities: Live Talent.
 Submitted by: KEYL, San Antonio, Tex.

Sports Parade

Program combines latest sports results with variety entertainment, celebrity interviews and up-to-the-minute news. Cast of ten work regularly on camera and host of behind-the-scenes personnel prepare and stage show.

Availability: Live Talent.
 Running Time: 2 hours.
 Cost: \$40 per participation (1 min. spot).
 Episodes Available: Participation spots.
 Audition Facilities: Live Talent.
 Submitted by: WMAR-TV, Baltimore 3.

Talent Parade

Professional screening of ambitious amateurs by established, well-known personalities acting as judges. Warren Hull, as MC, takes care of introductions and interviews.
 Availability: Live Talent.
 Running Time: 60 minutes.
 Cost: \$2,175 plus time and facilities.
 Episodes Available: Unlimited.
 Audition Facilities: Live Talent.
 Submitted by: WOR-TV, New York 18, N. Y.

Teen Canteen

Stars Kathi Norris, one of TV's fastest growing personalities in variety program, originated by her, featuring young people. Setting is typical teen age club, saluting an "Honor City" each week and teens of that city selected for civic accomplishment, social progress and general "growing up" phases. Each week two outstanding teens from city will perform in addition to teens selected by churches, schools and civic organizations.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: On request.
 Audition Facilities: Live Talent.
 Submitted by: Wilbur Stark-Jerry Layton, Inc., New York 17, N. Y.

Teen Canteen

Featuring Frank Bennack, Jr. Typical teen age show with four acts competing for first place. Judges are local "show people" and appear on show for brief interview. Also featured weekly are three girls who are candidates for Teen Canteen Queen of the Week. Winner is determined by card or mail vote by viewers. Winner or "Queen" receives many gifts from local merchants. Show also spotlights pianist Paul Flower in piano novelty.
 Running Time: 30 minutes.
 Cost: \$190 or \$35 participation.
 Episodes Available: 52.
 Audition Facilities: Live Talent.
 Submitted by: KEYL, San Antonio, Tex.

The Tom Wallace Show

Informal program encompasses variety of program ideas: cooking demonstrations, news, handy hints, interviews, pet shows, barbershop quartets, chalk talks, checker tournaments, telephone calls to viewers, etc. Veteran MC Tom Wallace fits all elements into show that's fast moving and unusual.
 Availability: Live Talent.
 Running Time: Varicous.
 Cost: Participation.
 Episodes Available: Unlimited.
 Audition Facilities: Live Talent.
 Submitted by: WGN-TV, Chicago 11, Ill.

Winchell & Mahoney

Comedy variety show built around Paul Winchell, one of the greatest ventriloquists in any medium and his irascible puppet, Jerry Mahoney.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: Depends on guest stars who appear.
 Submitted by: NBC, New York 20, N. Y.



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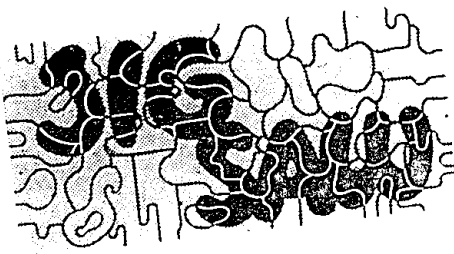
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950 * WOMEN'S PROGRAMS * 1951

A La Mode

People who are doing things, and why they do them" is theme of program. Edna Smith is hostess of program, introducing guests and placing emphasis on visual as well as audio interest. Artist shows his paintings, chef carves, color exhibits, etc.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Submitted by: WDSU-TV, New Orleans, La.

Attie To Cellar

Hostess is Sandra Gahle. Live "Woman's Magazine." Package is different because: Material completely original; production and presentation outstanding and unique; help viewer try a resourcefulness and individuality; built around well-known guests; deals directly with Home, where consumer demand originates.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Submitted by: Hudiburg Productions, New York 22, N. Y.

Beulah Karney Show

Well-known food authority and woman commentator who has broadcast for WENR for many years, in new 1-hour TV program originating from completely equipped kitchen set. Food planning, budget meals, kitchen "know-how" and guest food authorities comprise this half-hour.
 Running Time: 30 minutes.
 Submitted by: WENR-TV, Chicago 6, Ill.

Charm Circle

Strictly for the women. A charm and personality course that covers beauty, makeup, fashion, the home, etc. Program is fast moving, 15 minute show that includes guest stars, audience participation and a mystery gimmick that leads to a giant jackpot of wonderful prizes, all of this being paced by a new Mistress of Ceremonies.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Submitted by: RAO Video, Inc., New York 17, N. Y.

Charm School

Model Ruth Tolman does moderating. Natural afternoon program with ladies giving gamut of charm from care of self to reducing, manners, poise, etiquette, exercises, and all the other things women love.
 Running Time: 30 minutes.
 Submitted by: KDYL-TV, Salt Lake City, Utah.

Charm School

Features Peggy Lippe in series of programs designed to accentuate "lady's" charms and graces. Programs cover many varied subjects from hair-styling and makeup to clothes selection and etiquette. Miss Lippe is attractive personification of her Charm Course with rich background of varied experience.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Submitted by: WAFM-TV, Birmingham, Ala.

Come Into The Kitchen

Frieda Nelson is your hostess of the kitchen. With capable assistance of Ed Reimers she demonstrates in folksy manner of grandmother that cooking can be easy, rapid, and delicious. Available in whole or participation.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Submitted by: KTTV, Hollywood 38, Calif.

Cooking Is Fun

Tina Redmond capable home economist and home-maker conducts new type of cooking show; experimenting with new dishes, giving recipes, demonstrating latest household gadgets and interviewing interesting people. Her time immediately precedes Chicago Cubs baseball games and Bill Evans show, both of which enjoy healthy rating. Contests give show extra color.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Submitted by: WBKB, Chicago 1, Ill.

Deadline For Dinner

Noted chef from one of the area's hotels, club or restaurants visits host Ernie Kovacs and discloses best known recipes. Kovacs keeps show rolling with comments and he and guest chef use cross-fire quips. Viewers obtain copies of recipes used by writing to WPTZ. Mail pull better than 1,000 a week. Kovacs is columnist on Trenton newspaper. Some chefs used for regular appearances.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Submitted by: WPTZ, Philadelphia 3, Pa.

Florence Bourke Ellis Show

Florence Bourke Ellis returns to TV with refreshing pitch to women, with proven audience attested by fact that 35,000 women in Middle West pay from \$1 to \$2.50 for tickets to her platform appearances. She comments on wo-

men's problems, book talk, guest interviews, augmented by organ and piano music. Sparkling show will set new records in viewer interest.
 Availability: Live Talent.
 Cost: \$117 per participation, commissionable to agency.
 Episodes Available: Wed. afternoons
 Audition Facilities: Live Talent.
 Submitted by: WBKB, Chicago 1, Ill.

Glamour Girl

Three Hollywood beauty experts; hair-stylist, make-up artist and costume designer, completely transform an "average woman." Program shows her first as she is, how she works and lives. She enters the Glamour Girl Salon where transformation begins and emerges at end of program a glamorous woman.
 Availability: Film.
 Running Time: 30 minutes.
 Cost: \$5,000.
 Audition Facilities: Film.
 Submitted by: Commodore Productions & Artists, Inc., Hollywood 28, Calif.

Glamour, Inc.

Idea of show is based on theory that ugliness does not exist; every woman, young or old, has her one individual asset of beauty. Programs would follow pattern whereby every element of beauty would be covered. Visual techniques of instruction would be employed. Slanted for female appeal. "Glamour Inc." is especially strong.
 Availability: Live Talent.
 Running Time: 15 or 30 minutes.
 Cost: On request.
 Audition Facilities: Live Talent.
 Submitted by: Bob L. Roberts Productions, New York 19, N. Y.

Holiday House

Sarah Merritt, home economist, demonstrates recipes and household items using her sponsor's products. She works in kitchen with range, refrigerator and sink. While preparing food, visual effects obtained of their own accord, such as steam rising from pans. Announcer, Lee Taylor, acts as official taster between commercials.
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$250. Partic. Wkly: 1 time \$45; 2 times \$80.
 Audition Facilities: Live Talent.
 Submitted by: WTVJ, Miami, Fla.

Home Is What You Make It

Complete course in interior decorating by an expert in the field. Apartment and furniture models that show lifelike on camera come with the show. Rooms are furnished right before your eyes. You learn period recognition, color schemes and ensemble sense for any budget.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$500.
 Episodes Available: 26.
 Audition Facilities: Live Talent.
 Submitted by: Ted Nelson Associates, New York 19, N. Y.

Housekeeping Made Easy

Linda Marvin, author of the best-seller book published by Doubleday entitled Housekeeping Made Easy, in a daytime series of helpful household hints, fashions and beauty care. Interviews with various personalities of interest to the woman's world.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$500.
 Audition Facilities: Live Talent.
 Submitted by: Charles Michelson, Inc., New York 19, N. Y.

Junior Is A Problem

Answers to simple problems in child psychology given by experts in the field will be dramatized and correct and indirect methods discussed. Letters from viewers concerning their own difficulties with their own children will be used by experts to point up subjects of general import and all letters will be answered with authoritative advice.
 Availability: Live Talent.
 Running Time: 15 or 30 minutes.
 Cost: \$300 to \$500.
 Episodes Available: 26 fifteen minute or 13 half-hours.
 Audition Facilities: Live Talent.
 Submitted by: Telecraft Production Co., New York 17, N. Y.

Kitchen Fare

Daily program featuring Susan Adams in a show actually demonstrating how to make attractive, savory dishes for all the family. Susan's casual technique encourages viewers to prepare the dishes easily, and often they write that they feel "as though we've prepared it before."
 Availability: Live Talent.
 Running Time: 30 minutes.
 Cost: \$200 net per program.
 Episodes Available: 208.
 Audition Facilities: DuMont Network.
 Submitted by: DuMont Network, New York 22, N. Y.

The Kitchen Show

Actual cooking demonstrations using sponsored items. Cooking action broken by dissertation of sponsored products as they are used in recipes. Penny Pruden, talent, has 10 year following; has done 450 theater cooking shows in 80 cities; five years in radio in Cincinnati; and 1 yr., 5 days per week on WCPO-TV. Has always led Pulse rating.
 Running Time: 60 minutes.
 Episodes Available: Spots only.
 Audition Facilities: Live Talent.
 Submitted by: WCPO-TV, Cincinnati, O.

Learn To Dance

Features Al and Peggy Lippe of Lippe Dance Studios. With records and an attractive couple, they give dancing lessons via TV. Al and Peggy are veteran dance team with many years in show business. All popular dance steps included in series.
 Availability: Live Talent.
 Running Time: 15 minutes.
 Cost: \$150.00 net to station per program.
 Episodes Available: Unlimited.
 Audition Facilities: Live Talent.
 Submitted by: WAFM-TV, Birmingham, Ala.

★ WOMEN'S PROGRAMS ★

Margaret Masters' Kitchen

Renowned as home economist, cook and friend of housewife, Margaret Masters "shows by doing" once each week on KSL-TV. Beginning August 1, program will be featured three afternoons a week. Current AM program, same title, is featured Mon. thru Fri. on KSL and currently commanding a 6.6 morning rating. Mrs. Masters demonstrates best method of making, baking and cooking all types of dishes.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$61.
Audition Facilities: Live Talent.
Submitted by: KSL-TV, Salt Lake City 1, Utah.

The Miracle Man

Shows housewives how to do odd things around house easier, quicker, better, with little or no expense. Each show runs about 3 minutes, leaving room for opening and closing commercials. Excellent for any product used in cleaning, cooking, etc.
Availability: Film.
Running Time: 5 minutes.
Cost: Based on market.
Episodes Available: Audition (screening) 260 planned.
Audition Facilities: Film.
Submitted by: Kasper-Gordon, Inc., Boston 16, Mass.

Muriel Bruce Show

Blonde, captivating Miss Bruce brings successful years of showmanship to WMBR-TV audiences. Her persuasive sales demonstrations of fashions, household items, food products and beauty preparations are as entertaining as well as sales producing.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Participating—\$35.00 per inclusion or \$110.00 per ¼ hour.
Episodes Available: 3 per week.
Audition Facilities: Film.
Submitted by: WMBR-TV, Jacksonville, Fla.

Over The Tea Cups

Program is both interesting and entertaining and is designed as an afternoon feature for women. Besides participation of studio audience and experienced MC who keeps program moving at lively pace, several additional novel ideas are incorporated to attract and hold the audience.
Availability: Live Talent.
Running Time: 30 or 60 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Ann Barkinel Productions, New York 24, N. Y.

Paris Fashion Parade

Latest fashion creations designed by top couturieres of Paris presented through medium of film as a 15 minute weekly program, with one of the most outstanding personalities of fashion world delivering commentary. A program which will appeal to every American woman, and which will bring into

her living room a fashion show direct from Champs Elysees.
Availability: Film.
Running Time: 15 minutes.
Cost: Depending on station.
Episodes Available: 1 per week.
Audition Facilities: Film.
Submitted by: Broadcasting Program Service, New York 19, N. Y.

Plan-A-Room

Viewers see latest techniques in interior decoration and home planning as noted interior decorator utilizes miniature rooms and furniture to demonstrate new ideas in decorating and treatment of interiors.
Availability: Live Talent.
Running Time: 15 minutes.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: WGN-TV, Chicago 11, Ill.

Quicktrix Of Fashion

Constructive, practical fashion program giving average woman original but thoroughly wearable tricks of dress accomplished with accessories. By demonstration, viewing audience learns countless imaginative devices to personalize individual wardrobes; program also guides women in spending wardrobe budgets wisely. Retail store tie-ins are a natural promotion. Prizes, name guest appearances, mail builders are cleverly integrated.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 26.
Audition Facilities: Live Talent.
Submitted by: Radio Features of America, New York 19, N. Y.

The Rhona Lloyd Show

Rhona Lloyd, popular women's commentator, joins forces with artist and story teller Pete Boyle for interesting quarter-hour "at home" in Boyle's studio. Show brings well and little known people before camera to tell their stories. A veteran radio and newspaper journalist, Miss Lloyd gets the most out of an interview or story. Boyle lends the masculine slant, plus interesting sidelights on local happenings.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$70.00 per one minute participation. \$15.00 camera rehearsal for live commercial.
Episodes Available: Mon. thru Thurs.
Audition Facilities: Live Talent.
Submitted by: WPTZ, Philadelphia 3, Pa.

Sharp Comments by Fern Sharp

Features Fern Sharp in program of fact and fancy in the women's world. She runs gamut from simple household hints to introduction of new styles and trends. Outstanding feature of program is chatty session with guests, including everyone from fashion designers to prize fighters.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Submitted by: WBNS-TV, Columbus 15, O.

Shop At Home

Strictly merchandising program available five days a week, 11:00-12:00 a.m. Two girls display and sell sponsors wares on camera, with six telephone operators standing by to take orders. In one week show hit from 6 calls first day to 150 by end of first week.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$200; Co-op \$25.
Episodes Available: TFN.
Audition Facilities: Live Talent.
Submitted by: WTVN, Columbus 15, O.

Show Of Hands

Ray Shaw, internationally famous sculptress at home in her own studio, introduces you to her famous guests and reveals hand secret. Also includes suggestions for beautiful hands, as she says "Hands are more expressive than Faces."
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$750.
Episodes Available: Audition & 4 drafts.
Audition Facilities: Live Talent.
Submitted by: Hudiburg Productions, New York 22, N. Y.

Snack Time

Only program in Omaha featuring primarily "Snacks" and party hints. Sponsor participation type program, much appeal is pointed toward masculine audience. Telecast from KMTV's new kitchen, Snack Time features Verona Lambert, well known Omaha home economist.
Availability: Live Talent.
Running Time: 20 minutes.
Cost: On request.
Episodes Available: 1 per week, 52 weeks.
Audition Facilities: Live Talent.
Submitted by: KMTV, Omaha 2, Nebr.

Studio K—**Mrs. Zanes' Kitchen**

From a fully-equipped studio kitchen, Edwina Zanes demonstrates food preparation, household equipment, and kitchen technique. She takes televiewer through step-by-step process, pointing out time-saving steps during preparation. Interspersed with demonstrations, she gives tips on home management and information on newest household equipment and gadgets.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Submitted by: WBNS-TV, Columbus 15, O.

Weekly Fashion

(on film, voiced and scored)

Style Preview

(still photos)

Weekly Fashion Reel: Produced by INS-INP in cooperation with New York Dress Institute, once per week 5-minute voiced and scored fashion reel. Smartest styles, dresses and accessories, offered by the country's leading designers.
Style Preview: Once per week, 15-minute fashion show, 21 fashion photos, with script for narration. Authentic advance style forecasts, aimed directly at the female audience.
Availability: Film & stills.
Running Time: See above.
Cost: Based on market sale.
Episodes Available: One per week.
Audition Facilities: Film & photos.
Submitted by: International News Service, New York 17, N. Y.

The Woman's Angle

Miss Gay Mitchell, attractive, witty and talented, is mistress of ceremony on program. TV hostess experienced women's programs, Gay presents view of woman's world that is as fresh, entertaining as it is informative.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$120.
Episodes Available: 52.
Audition Facilities: Live Talent.
Submitted by: WMAR-TV, Baltimore Md.

The Woman's Voice

Stars Jeanne Grey, the warm personality of radio and TV, in an informal visit to her home. Jeanne, with the aid of guest personalities, gives latest hints on homemaking, fashion, and on personal topics. Available for participation and in TOTG.
Availability: Live Talent.
Running Time: 30 minutes.
Submitted by: KTTV, Hollywood Calif.

Women In The News

Current weekly round up of top stories involving women in all fields endeavor from coast to coast.
Availability: Film.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Once weekly.
Audition Facilities: Film.
Submitted by: United Artists Television, New York 19, N. Y.

World Of Fashion

Judy King, former Paramount star brings style notes, beauty hints, trend and resort styles, decorating ideas, and host of other feminine topics to world of Dayton. Many of the above, modeled and demonstrated in the studio. Famous people guest with Miss King.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Time: \$72 per day, talent & work: extra, depending upon sponsor.
Audition Facilities: Brochure.
Submitted by: WHIO-TV, Dayton 1, O.

You Can Do It

Across-the-board program which brings practical household tasks to screen. Based upon viewing audience requests. Person sending in problem used on show becomes guest of hostess Vena Francis, and actually complete task under her guidance while showing air.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$500 per week across-the-board.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Sanft-Costa Television, Features, New York 17, N. Y.

Your Beauty Clinic

Candy Jones, Vicki Cummins, Lou Holden, M. Louis, and Claire Mann demonstrate to average housewife proper way to improve her beauty, how to her hair, what to wear, how to wear and just a few beauty tips.
Availability: Film.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Minimum 13.
Audition Facilities: Film.
Submitted by: Flamingo Films, Inc., New York 19, N. Y.

TELEVISION DAILY

Section of RADIO DAILY, Tuesday, August 22, 1950 — TELEVISION DAILY is fully protected by register and copyright

SERIES' TV RIGHTS TO GILLETTE

TELE TOPICS

THIRTY MINUTES can give you a healthy dose of knowledge on little known facts from 'round the world. NBC-TV's "Watch the World" this past Sunday evening (7:30-8 p.m.) was visible proof that early evening listening in your living room can be entertaining, stimulating and educational. The half-hour was packed with seven different film topics, well edited and narrated. In thirty minutes you saw and heard about a booming oil town in Texas; an Indian officer, observer for the U.N., who gave his life in Korea; a cattle roundup in Hawaii, the likes of which you've never seen (they're towed through the water); school boys in England off on a bus tour in Spain; a young Boston manufacturer who made good manufacturing billy clubs and gavels; the new boat terminal at Southampton, England; and classic shots of skiing at a new resort high in the Andes in Chile. Program moves to a new spot next Sunday. Good idea is to move with it. . . . Kudos, too, for NBC-TV's excellent presentation of "The Importance of Being Earnest." A minor classic—the script did an admirable job of preserving Oscar Wilde's short novel via TV. Cast, direction, camera work, et al, should take bow.

BASED ON 10,000 home interviews, Psychological Corporation estimates that 18.4 per cent of America's urban homes have TV sets, according to their July, 1950, report. In figures, it means 784,000 urban homes had TV sets at the time the survey was made. . . . Kingman T. Moore, TV director for NBC, has returned from Hollywood after conferring with Eddie Cantor and Martin & Lewis in preparation for the Colgate Comedy Hour series which bows Sept. 10 with Cantor, the 17th with Martin & Lewis and the 24th with Fred Allen. Kingman will direct the series and Sam Fuller will be executive producer.

NEXT MONDAY, August 28, "Camera on Korea," will preem for the first time on WOR-TV. Film clips taken by official war photographers of all the services and put together by Ernest M. Pittoro will afford Channel 9 viewers latest reports from below Parallel 38. . . . New York City's Better Business Bureau reports "excellent" improvement in TV pricing, description of guarantees, "savings" claims, etc., since adoption of their Radio, Television and Appliance Standards on July 15th. . . . America's No. 1 S. Davis cup player, Ted Schroeder will be Faye Emerson's guest on her "Fifteen with Faye" show tomorrow evening on NBC-TV. He's our No. 1 hope for holding on to that cup!

Austin Praises TV's Coverage Of UN

Warm tribute to the effectiveness of television's coverage of the Security Council Sessions of the U. N., which are currently being televised from Lake Success, was paid the medium by Warren Austin, United States Delegate to the United Nations. In a TV interview with CBS news correspondent Ned Calmer, Austin noted the vast amount of letter-writing response which had taken place in the U. S. and attributed it to the influence of TV. In all of his twenty years of public service, Austin said, he has never seen anything comparable to the volume of mail that has arrived since the sessions began. He said that TV was "doing a wonderful job" and that he "appreciated it very much indeed."

ABC-TV Signs Rose For Hudson Motors

The showman of showmen, Billy Rose, has been signed to a long term contract by ABC-TV, according to an announcement by Hudson Motors, through their advertising agency, Brooke, Smith, French & Dorrance, of Detroit and Robert E. Kintner, president of ABC.

The programs, which will be based on Rose's syndicated newspaper columns and titled "Billy Rose's Playbill," will be televised each Tuesday, 9 p.m., EDT, over the entire ABC-TV network beginning Oct. 3.

Rose stated that his TV series would follow the format based on his original short stories which have appeared in his "Pitching Horse-shoes," columns. He said that top flight theater and film writers would be engaged to adapt his stories for TV. When asked what he would receive as a salary for the forthcoming TV series, Rose replied: "substantially over \$2,000."

The little impresario will be in complete command of the ABC-TV series and will approve all scripts,

TV Rate Card Ups WCBS Night Fee

WCBS-TV, key o & o CBS station in New York, yesterday released a new basic rate card, No. 8, which becomes effective Sept. 1, 1950. The new nighttime hourly rate will become \$2,500, but current advertisers on the station will be protected at the old base rate of \$2,000 per hour on all periods used without interruption for the next six months.

G. Richard Swift, WCBS-TV, general manager, in a note to agencies and sponsors announcing the increased rates, pointed out that "Television families in the WCBS-TV territory have increased by approximately 40 per cent since the present rates were established six months ago. Consequently rate card No. 8, while increasing station time rates generally, actually offers advertisers a lower cost per-thousand circulation than did rate card No. 7 at time of issuance."

oversee the casting and production, but will, however, appoint an overall production supervisor to come from the top ranks of Broadway, according to Rose.

N. Y.-Chicago Microwave Link To Start Operation Sept. 1

A new micro-wave radio-relay system, spanning an 838-mile route between New York and Chicago will be put into operation Sept. 1, when AT&T's long lines department inaugurates the new link built at a cost of \$12,000,000.

Consisting of 34 hops of about 25 miles each, telephone messages and video signals will span the 838-mile route "quicker than the blink of an eye." Eventually the system will be extended from coast to coast.

In its present state however, it is still the longest chain of radio relay

stations in the world and will be capable of carrying hundreds of telephone conversations and several TV programs at the same time.

An additional leg extending from Chicago to Omaha will be ready for service by September 30, which will add another 458 miles to the future trans-continental system.

A series of concrete towers 60 to 200 feet high, topped by micro-wave radio sending and receiving stations, spaced about 25 miles apart, will transmit the telephone messages or TV signals.

Expect Razor Co. To Use NBC-TV For Telecast

(Continued from Page 1)
Gillette for the radio rights, the World Series will enrich baseball to the tune of \$975,000, exclusive of the gate receipts which will probably bring the total well over the 2-million mark.

It is believed that NBC-TV will be the network chosen by Gillette to carry the World Series, although no confirmation was forthcoming up to the time RADIO DAILY went to press. But in accordance with the razor company's agreement with MBS, the network's three shareholder TV stations will definitely pick up the games, it was reported by Maxon, Inc., the agency for Gillette. Mutual, as in the past, will air the series exclusively over its full radio network.

The announcement of Gillette's acquisition of the series' TV rights ended a bitter, unprecedented battle for the biggest sports event of the year. For more than a month, the razor company and MBS had been embroiled in a big-money duel with the DuMont TV network, backed up by Chevrolet.

Bidding Started Last Month
The competitive bidding began early last month when DuMont unexpectedly jumped into the picture with a surprisingly high bid of \$520,000. (Last year's telecasts of the series cost Gillette only \$200,000). As the weeks went by, the price soared higher and higher, with the razor company matching each succeeding DuMont bid.

Although DuMont through Chevrolet had more money behind it, Gillette had one great advantage, it appears now, an ace in the hole.

The razor company's advantage was the very important fact that through its agreement with baseball, it had the right of last refusal and needed only to match the highest bid to secure the TV rights. When the bidding deadline rolled around (midnight, Saturday, Aug. 19) DuMont made its final offer, \$300,000. But Chandler gave Gillette until 6 p. m. yesterday to make its last decision. The razor blade firm matched the bid and won.

The ace in the hole, it is believed from reports floating around Radio City, is that NBC entered the battle on Gillette's side. Although the reports are entirely unconfirmed, many trade experts concur in the belief that NBC came to the financial aid of Gillette during the last stages of the bidding, and a goodly portion of the \$800,000 is the network's dough.

1950 ★ ★ TV HILLBILLY ★ ★ 1950

Happy Wilson Show

Alabama's first hillbilly TV show, features Happy Wilson and Golden River Boys, veteran hillbilly artists in the South. Happy and boys also star on network of Alabama stations, five mornings weekly. A BMI composer and Decca recording artist, his mail is heaviest on Birmingham TV.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$250.00 net to station per program.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: WAFM-TV, Birmingham 3, Ala.

King's Sunday Roundup

Western style program with vocalists and variety acts with western flavor. 10 piece orchestra. MC is "Ole Pappy Martin."

Availability: Live Talent.
Running Time: 60 minutes.
Audition Facilities: Live Talent.
Submitted by: KFI-TV, Los Angeles 4, Calif.

Lazy H Ranch Jamboree

Tex Daniels and Lazy H Ranch Boys, balladeer Jim Turner, two dance callers, and troupe of dancers.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$120 per program, fully commisionable; also participating.
Audition Facilities: Live Talent.
Submitted by: WAAM, Baltimore 11, Md.

Mid-Day Merry Go Round

Dressed up western show consisting of established band, about 7 individual acts playing requests daily and good bit of ad libbing. Show usually directed by Harris Rosedale and MC'd by Big Jim Stacey. Program consists of variety of songs and comedy.

Availability: Live Talent.
Running Time: 60 minutes.
Audition Facilities: Live Talent.
Submitted by: WCPO-TV, Cincinnati, O.

Old American Barn Dance

American folk music program featuring many of America's famous hillbilly singers, instrumentalists, comedians, novellies and a square dance unit or chorus. Cast of fifty including bands, dancers and entertainers.

Availability: Live Talent.

Running Time: 60 minutes.
Cost: \$3500.00.
Audition Facilities: Live Talent.
Submitted by: W. M. Ellsworth, Chicago, Ill.

Ozark Mountain Boys

Wayne Schramm and his hillbilly group widely known in Central N. Y. region and booked nearly every night for barn dances and stage shows throughout Central and Northern N. Y. Program set in typical hillbilly fashion with live animals roaming about studio to add to authenticity. Popular and folk tunes featured.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$106.50.
Episodes Available: Mon. thru Fri.
Audition Facilities: Live Talent.
Submitted by: WHEN, Syracuse 8, N. Y.

Ranch House Party

Synopsis upon request. Different.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: Inexpensive.
Episodes Available: 26 plus.
Audition Facilities: Live Talent.

Submitted by: V. S. Becker Productions, New York 19, N. Y.

TV Dude Ranch

Western musical and variety program with permanent cast composed of Bill Shomette, comic Lou Emerson, vocalist Tommy Jean, cowboy and hillbilly singer Carly Williams and WOAI-TV staff orchestra, all costumed in character. Format built around weekly gatherings of ranch crew and including visiting entertainers.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$70.00 plus time cost.
Episodes Available: Once weekly.
Audition Facilities: Live Talent.
Submitted by: WOAI-TV, San Antonio 6, Tex.

Texas Slim & His Buckaroos

Tex sings hillbilly songs, ad lib plays guitar, buckaroo's (two) play electrical guitar and banjo.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$60.00 plus talent fee.
Audition Facilities: Live Talent.
Submitted by: WSAZ-TV, Huntington 7, W. Va.

1950 ★ ★ TV INTERVIEW ★ ★ 1950

Bob & Kay Show

Features Bob Murphy and Kay Westfall and their menagerie of small animals and tropical fish. Recorded music. Informal interviews with interesting people in the news, people with hobbies or unusual occupations.

Availability: Live Talent.
Running Time: 120 minutes.
Episodes Available: Spots, and 15, 30 or 60 min. segments.
Submitted by: WENR-TV, Chicago 6, Ill.

Dinner Date With Gregg Sherwood

Program picks up Gregg Sherwood, Hollywood starlet, as she is putting on finishing touches in her preparation for going out on her date with some name personality. With her is some female celebrity who is passing time of day as they wait, and they discuss everything that makes for good entertainment.

Availability: Live Talent.
Running Time: 15 minutes.

Cost: \$600 once a week locally; \$1500 once a week nationally.
Episodes Available: 13 weeks.
Audition Facilities: Live Talent.
Submitted by: Television Features, Inc., New York 17, N. Y.

Let's Visit The Stars

Exclusive and intimate visit on film into homes of famous Hollywood stars MC'd by Jerry Lawrence. We see how they live, furnish their homes, what they do to make life more comfortable away from studios. Most visitors to Calif. are merely shown outside but we take you inside for warm, personal visit with star and family.

Availability: Film.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 13.
Audition Facilities: Film.
Submitted by: Reynolds Productions, Beverly Hills, Calif.

Life Begins At Eighty

Panel members all over 80 answer questions submitted by listeners with the wit and wisdom of age. Jack Barry is the moderator.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$3,265 gross
Audition Facilities: Film.
Submitted by: NBC, New York 20, N. Y.

Silent Partners

Ever meet a prize fighter who crochets in his spare time, a film star who is an ordained minister, or an industrialist who joins a big circus as a clown once a year? You will on this show which presents famous personalities who have unusual vocations or ambitions. A series with family appeal which offers drama, humor and human interest.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: Radio-Video Associates, New York 22, N. Y.

Today With Mrs. Roosevelt

Vital forum and panel conducted by Eleanor Roosevelt with the greatest names in modern history as her guests discussing issues of highest current interest.

Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$6,000 gross.
Audition Facilities: Film.
Submitted by: NBC, New York 20, N. Y.

The Wendy Barrie Show

Wendy Barrie invites her guests to talk on any subject that comes into her mind. But Wendy Barrie is news on almost anything she does on her program.

Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$2,000 gross.
Audition Facilities: Film.
Submitted by: NBC, New York 20, N. Y.