

# RADIO DAILY

*presents the*

**1947-48 EDITION**

*of*

# SHOWS OF TOMORROW

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

EIGHTH ANNUAL ISSUE

WorldRadioHistory

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



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# RADIO DAILY

*Presents The Eighth  
Annual Edition of*

# SHOWS OF TOMORROW

**R**ADIO'S dynamic march forward is portrayed with dramatic emphasis in this, the 1947 edition of the "SHOWS OF TOMORROW."

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

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

*Jack Olierate*

Publisher



## ON TARGET

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

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AND COMPANY**  
RADIO STATION REPRESENTATIVES

**NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD**

# SURVEY REVEALS PROGRAM TRENDS

## 636 Program Directors Vote

By Frank Burke  
Editor, RADIO DAILY

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

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

### Most Popular Programs Chosen

The first question answered was "What types of programs bring you the greatest listening audience?" This question—all embracing as to entertainment—served to give a good idea of the listening tastes in every section of the country from lowly 250 watt stations to 50,000 watt stations. Music—the perennial favorite of all programming—led in popularity. The exact voting for the first six follows:

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

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

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

YES.....	398	NO.....	238
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Growing interest in transcribed shows was also indicated in balloting. The consensus of opinion seemed to be that where transcribed shows are of high quality in their reproduction, the average listener is unable to differentiate between a live and transcribed shows. All the answers, however, were not partial to transcribed shows. Many program directors went on record for good live entertainment over the ET shows and stressed the better handling of commercials on the live shows.

### ET Needs Expressed

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

<b>More Half Hour Mystery Shows</b>	<b>More Quarter Hour Mystery Shows?</b>
YES...209 NO...327	YES...223 NO...301
<b>More Straight Dramatic Shows?</b>	<b>More Musical Shows?</b>
YES...324 NO...213	YES...361 NO...186
<b>More Comedy Programs?</b>	<b>More Quiz or Audience Shows?</b>
YES...361 NO...202	YES...199 NO...315

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

### Giveaways Voted Down

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

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

### Music Leads Local Shows

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

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

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

# News makes News

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

**Question:** "What programs give you the greatest listening audiences?"

**Answer:** Music — 363

**NEWS — 293**

**Variety — 207**

**Dramatic — 169**

**Quiz — 150**

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

# AP

**THE ASSOCIATED PRESS**

RADIO DIVISION

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

# QUOTES ON QUESTIONNAIRES

## PROGRAM DIRECTORS' COMMENT

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

### Transcriptions

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

(A) "No. The market is already flooded and the quantity of tunes being released prohibits getting full use of good tunes. Lots of good tunes are swamped before they've had a chance." RUSS C. COUGHLIN, KROW, Oakland, Calif.

"More classical music, especially complete operatic scores. Symphonies." HOBART G. STEPHENSON, JR., WCNT, Centralia, Ill.

"Symphonic music seems to be pretty well covered, but there is a lack of good novelty and sweet-swing arrangements without vocals." ROYDEN W. PARKE, WKBV, Richmond, Ind.

"More legitimate performances of current and standard pops. Too many orchestras play music for dancing instead of for listening." DOUGLAS B. GRANT, WMT, Cedar Rapids, Iowa.

"Some ET companies need a little more practical programming in serious music. Other types are adequately supplied by commercial discs." ARTHUR OWENS, WCSH, Portland, Me.

"Two libraries chosen for balance achieve the desired ends." JAY HEITIN, WHYH, Holyoke, Mass.

"Not necessarily discs, but intelligently planned programs with available discs." WILLIAM J. LOFBACK, WSAM, Saginaw, Mich.

"I believe pop concerts, production numbers, are most needed." CHUCK ALLEN, WJPR, Greenville, Miss.

"Symphonic transcriptions are definitely in demand." EARL KEYES, WFPG, Atlantic City, N. J.

"Transcription companies are woefully weak with classics. No service offers much variety and no symphonic work at all. Musical comedy discs would help if received in greater numbers, too." OTIS MORSE, WSBA, York, Pa.

"More novelty and smooth dance bands. Kill the jumping jive." NORMAN B. HARRINGTON, KGLU, Saford, Ariz.

"There isn't enough really good hillbilly. The symphonic works aren't programatically varied enough." FELIX D. ADAMS, JR., KGER, Long Beach, Calif.

"No. Need is for package shows (ts), mystery, drama comedy." HUGH B. TERRY, KLZ, Denver, Colo.

"There is a crying need in this area for symphonic and light classical discs

to combat the preponderance of "bible-belt" hillbilly that is being broadcast over supposedly distinguished stations." ROBERT MANN, WCCP, Savannah, Ga.

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

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

"Greatest need is for bigger orchestras playing popular music; more of the Morton Gould, Dave Rose type." S. B. TREMBLE, KCMO, Kansas City, Mo.

"Balance seems pretty well distributed. Our particular need is for more Irish songs than we are getting." BOB GREER, KPRK, Livingston, Mont.

"I feel that both good quality symphonic as well as musical comedy discs are too few and far between. Quality refers to technical perfection." T. W. AUSTIN, WFMY, Greensboro, N. C.

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

### Preference

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

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

"I think there is still a decided preference for live shows, even live shows that are not done as well as some transcriptions." ARTHUR J. HAPGOOD, KPRL, Paso Robles, Calif.

"As an independent station, listeners prefer transcribed shows because live talent is not of sufficient caliber." DAVID SCOTT, WKNB, New Britain, Conn.

"If the transcription is high-fidelity work I don't believe it makes any difference. Surface noises and distortion ruin too many otherwise good transcribed shows." JOHN F. SEVER, WRUF, Gainesville, Fla.

"No, especially not in Hawaii, where the radio listeners have become accustomed to hearing net shows a week

or so late." DONAL E. KLEIN, KPOA, Honolulu, Hawaii.

"For the first time in my career in radio, there seems to be (in our area at least), a preference for transcribed shows. It's possible to bring to the air by transcription a greater amount of accepted talent than most program budgets (local) would allow in the way of live shows. Hillbillies are an exception. CARL FOX, KGBX, Springfield, Mo.

"Most listeners don't notice the difference. (Who does, unless they catch the ET credit given?) Why it should, I don't understand, but listeners are a little disappointed if a program is transcribed. They have a feeling they are getting it 'second-hand'." GEORGE F. SHEPARD, WALL, Middletown, N. Y.

"The 'sting' of a transcribed program has not been obliterated. In this writer's opinion they still lack the warmth that can be injected into a well-rounded, well produced local show. Plaudits however, to such folks as Ziv and Transcription Sales, who have done a remarkable job in raising the quality level of ET programs." BERNIE C. BARTH, WLOS, Asheville, N. C.

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

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

"With the exception of a few listeners with keen musical ear, who detect considerable loss of quality on some transcriptions, there seems to be little objection to transcribed programs." JAMES C. MILLER, III, WMFT, Florence, Ala.

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

"Not unless directly asked that specific question. I think very few are actually conscious of any difference." W. S. BLACK, KFXD, Nampa, Idaho.

"Believe listeners prefer live shows even when artists sub-caliber compared to ET artists." NEIL McINTYRE, WKYB, Paducah, Ky.

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

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

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

"The average listener doesn't know a transcribed show from a live one— if quality of the platters is good. 8 out of 10 don't know what the word 'transcribed' means for certain." RICHARD G. ORAM, WRRN, Warren, Ohio.

"No preference if choice is between net delayed stuff and live. Very definite choice against canned programs as shot out by national 'canning factories' . . . should spend their dough on building stars for net shows." JOSPEH T. HALLOCK, KUGN, Eugene, Ore.

"I believe they definitely prefer live broadcasts because of the public's general attitude. If no transcription identification were given, I doubt if listeners would be able to identify transcribed shows, and would therefore not be able to state a definite preference." E. C. PIEPLOW, KABR, Aberdeen, S. D.

### Popularity

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

(A) "Hillbilly draws by far the most mail, however, I doubt that indicates largest audience. Platter shows with a couple of disc jockeys bantering back and forth." ROBERT M. HOPE, WSFA, Montgomery, Ala.

"News broadcasts rank first in regular schedule of local broadcasts. Special events coverage of local happenings ranking second, only because of irregular broadcasting of such programs." HOWARD B. HAYES, WPIK, Washington, D. C.

"Our new show, 'Neighborhood Bridge Club' in which locally prominent women play bridge in studio, play is described and prizes given to them and to listener. Local live musicals, dialogue newscasts, public service programs always good." READ W. WYNN, WTAL, Tallahassee, Fla.

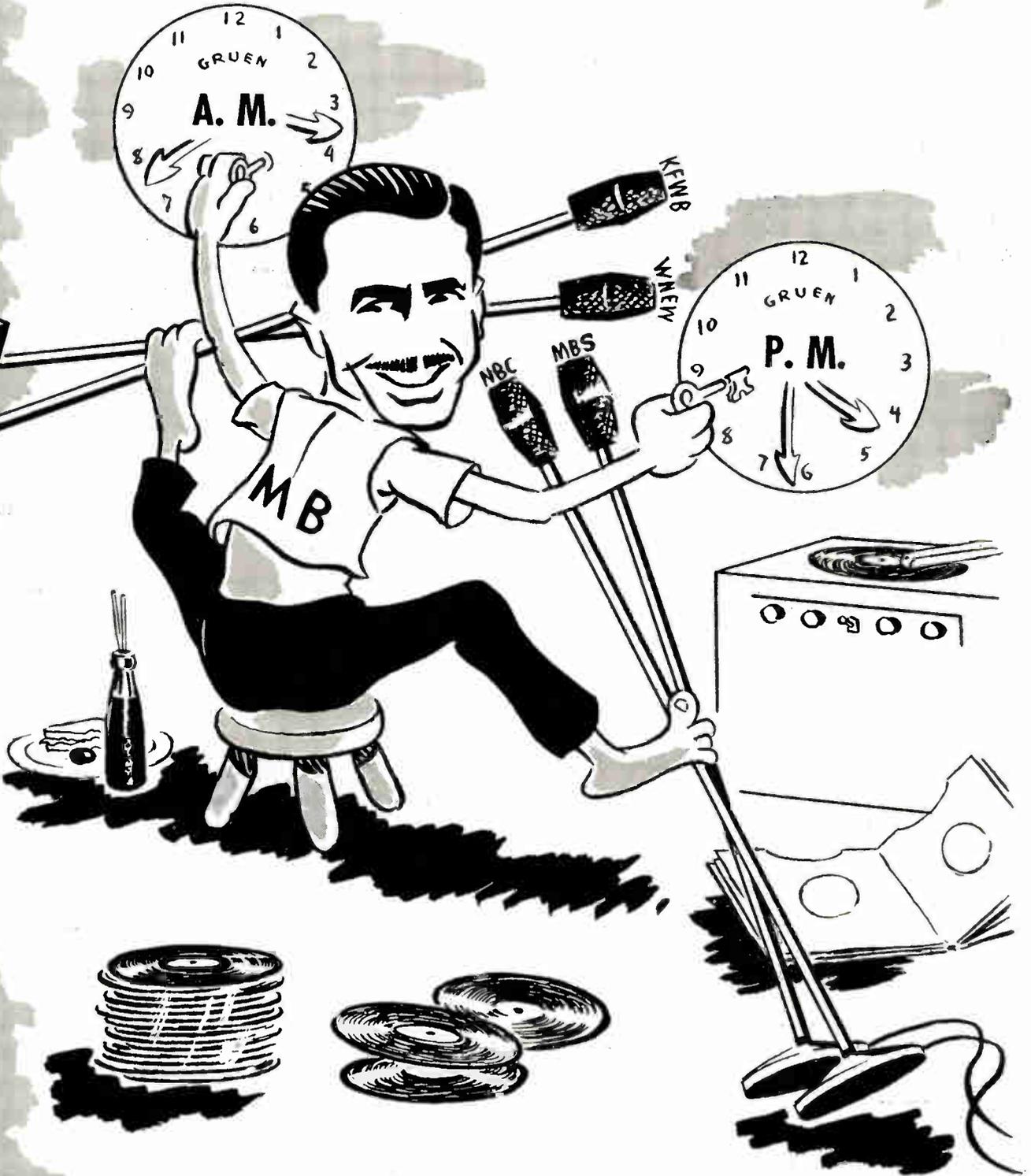
"Quiz shows, news, local vocal groups, and solo singers. All kinds of special events about the home town. Sports and round-table discussions, interviews." RAY ARVIN, KORN, Fremont, Nebr.

"Programs that are strictly local in flavor—whether they be speech or music." GEORGE H. WILSON, JR., WSTV, Steubenville, Ohio.

(Continued on Page 13)

# MARTIN BLOCK

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"Has anybody got a broom?"

# QUESTIONNAIRE QUOTES

(Continued from Page 11)

"Quiz and variety shows are the favorite of this area." R. GAYLORD WALTER, WARD, Johnstown, Pa.

"Quizzes, interviews—in the live talent category, but our local request record shows lead the field in popularity." W. F. HARRIS, JR., WFVA, Fredericksburg, Va.

"Home produced dramatic shows with some music has proved the greatest audience drawing power." MARLIN E. SMYTHE, KRKO, Everett, Wash.

"News programs with the latest local and state events. Listeners can get world news on any station, but we are the only source for local news during the day since the local paper isn't printed until late afternoon." LYMAN MERENS, WRJN, Racine, Wis.

"If some one can do something about making the Hollywood boys realize that their "so called" modern music, (Kenton, Krupa trio, Alvino Raye, and the other guys who go for these nerve racking noise arrangements) costs the radio station listeners every time we play it, they will be doing us a favor. The people are reached in the home and who are the buying public find it tests their audience loyalty too greatly. We have more complaints on these over-blown, over-arranged, over-rated numbers than any other single thing. I think if the Music Men of Hollywood would get out and meet some of the people who are supposed to listen to their music instead of just creating Musicians music, they would find more general acceptance. I can sell more merchandise and hold more listeners with Lombardo, Kaye, Blue Barron, Jan Garber, Music of Manhattan, etc." RAY C. SMUCKER, KYUM, Yuma, Ariz.

"I would say the audience is equally divided between the musical and quiz programs." TURNER COOKE, WMAS, Springfield, Mass.

"Perhaps the disc jockey with his special line of chatter would hold stellar honors, due to the extreme popularity of that type of entertainment. However, it might be added that exceptions will have to be made with any type of entertainment that falls into the "fad" line. Extremely popular but won't last." HERBERT MERTZ, WJLB, Detroit, Mich.

"Being in a farm community of course we lean to string band shows with a good interest going to local sports." LEE S. BELDING, KXLO, Lewiston, Mont.

"Because of our foreign language program structure, we have found our listeners partial to musical programs which feature the music of their particular nationality. They are enthusiastic also about soap operas broadcast in their language." CHARLES BALTIM, WHOM, Jersey City-New York.

## Giveaways

(Q) Do you approve of 'giveaways' on programs where commercial credits are required?

(A) "Approve of local program giveaways by national concerns but not by prospective local advertisers; believe

networks and stations should definitely limit giveaways per day." DICK JOY, KCMJ, Palm Springs, Calif.

"No. It's very cheapening to radio and should be discontinued. Why not get the N.A.B. on this?" PHIL SUTTERFIELD, WKLY, Lexington, Ky.

"No. This phase of radio is running away with itself. It's time radio stopped trying to 'buy' listeners with gimmicks." HOWARD K. FINCH WJIM, Lansing, Mich.

"I disapprove of every facet of giveaways. They put radio on the same level as carnival side-shows—and we're trying hard to convince people that radio is far and above any other medium for news, entertainment and education." W. C. (BUD) BLANCHETTE, KGOV, Missoula, Mont.

"Definitely no. This tends to break down the whole purpose of advertising. I think a sustaining should be just that, and nothing more. When a product is mentioned on a sustaining show it is automatically commercial." WILLIAM G. WALTER, KOLT, Scottsbluff, Nebr.

"No, I believe it's cheap advertising and tends to antagonize listeners who have no chance to get the giveaways." BOB VAN DRIEL, KGGM, Albuquerque, N. M.

"Yes, if the giveaways were obtained free or at a sharp concession in price." E. RAY McCLOSKEY, WBNF, Binghamton, N. Y.

"I prefer to disapprove of giveaways rather than the commercial credits that sometimes make them possible. I think that there is little doubt that giveaways are used to compensate for program weakness and lack of program ideas." H. M. SHREVE, KTOK, Oklahoma City, Okla.

"Definitely yes, providing plugs are held to minimum. Giveaways aid us in getting large audiences, and are definitely needed. Could not buy them on budget. Also feel we are nurturing new prospective accounts by this method." MURRAY ARNOLD, WIP, Philadelphia, Pa.

"In general I think radio would be better if programs had to stand or fall on the merits of the show itself, rather than a giveaway inducement. However, I have no serious objections to giveaways." CHARLES A. McMAHON, WNOX, Knoxville, Tenn.

"No objection to them, and since listeners do not seem to object, and some local sponsors definitely like them, see nothing too objectional when the commercial credits are skillfully and not too blatantly made." CONRAD M BROWN, KVOR, Colorado Springs, Colo.

"No, not as a rule. We cannot compete with the fabulous prizes given on a comparable basis on network programs." FRED DAIGER, WSTC, Stamford, Conn.

"I don't believe that so-called commercial credits either add or detract from a show, so long as the show holds the listeners interest. The average listener probably couldn't tell you wheth-

er or not commercial credits were given on the show." CHARLES H. WRIGHT, WELI, New Haven, Conn.

"No, but unless station or sponsor foots the bill, it's a necessary evil." BERNIE ADAMS, WPDQ, Jacksonville, Fla.

"No, I think giveaways (so many and so expensive for the work required) have hurt radio." DOUG HADLEY, WJPF, Herrin, Ill.

"Personally I do not approve as it minimizes the chances of selling them time; however, the giveaways do contribute to the popularity of many programs." BEVERLY BROWN, WNOE, New Orleans, La.

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

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

"Not unless program is commercially sponsored and the sponsors products form the mail bulk of the giveaways." STERLING W. WRIGHT, WORD, Spartanburg, S. C.

## New Ideas

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

(A) "Reduction of commercial copy length, use of 'friendly' voices. No punch announcers. Teen-Age Forum, discussing teen problems and parents. Improved news service, especially local coverage. Eliminations, so far as possible, of 5-minute features with programming in 15-minute segments. Notable exceptions include a very few 5-minute newscasts." PAUL M. JONES, WFLA, Tampa, Fla.

"A new farm women's half-hour show and yet to be presented this summer, a series of 15-minute dramatic shows presented by casts from the State Teachers College. An editorial program in co-operation with the local newspaper about present needs in our city." CATHERINE LICK, KBIO, Burley, Idaho.

"Remotes direct from retail stores have proven popular. A remote from one of the theaters featuring organ music secured many regular listeners." A. WAYNE BEAVERS, KGFV, Kearney, Nebr.

"Wholesome, family live type." DAVID McKAY, KOLO, Reno, Nev.

"A teen-age show encompassing the entire high school section of this particular city brought constructive notoriety to this station." WARREN H. JOURNAY, WFEA, Manchester, N. H.

"Special programs — reflecting the contemporary activities of the coverage area through remote broadcasts of local events or through studio programs related to such events. General programming—constantly guarding program balance so that there is no reason for turning off the station. In music—ruling out extremes in music types." JERRY BAKER, WCTC, New Brunswick, N. J.

"Recent development of a show using

wire recorder may prove to be big audience builder. 'Mr. and Mrs.' take wire recorder to visit local clubs, meetings, picnics and other local affairs for color, interviews and chatter about community effort and things of interest." E. R. GAMBLE, WBTA, Batavia, N. Y.

"Record Busters," a comedy request show that breaks records that people dislike. Special events recorded on tape." BILL MINEHART, KORE, Eugene, Ore.

"The World's A Stage" (the show about show business) with shortwave pickups from various show world centers around the world. Idea is that the universal appeal of show business can and is playing important part in better international relations. Loaded with name stars, and given top flight production, series gets across worthy thought with sock entertainment appeal." DICK REDMOND, WHP, Harrisburg, Pa.

"A half-hour program weekly, called 'This Is Roanoke.' This show throws the spotlight on the past, present and future of our community and spares no effort or cost to acquaint our citizens with all the aspects of Roanoke life. Cast averages 15 persons and talent costs are approximately six times the cost of station time. Sponsor is Shenandoah Life Insurance Company." BOB MENEFE, WSL, Roanoke, Va.

"Life Looks Back," done in form of newscast, reviewing events of 10 years ago as seen through the pages of Life Magazine (then in its first year); "Ladies Day," theater program with recorded interviews between local announcer and celebrities; also local and visiting celebrities interviewed." GERRY O'BRIEN, KTUC, Tucson, Ariz.

"Increased sports reporting and varied sports program, covering local picture. Programs designed for children, where they participate from home. (Drawing by Music)." FRANKYE C. WALKER, WFOY, St. Augustine, Fla.

"Extensive coverage of local events (elections, sports) giving the listeners a choice (i.e., not placing a similar program opposite a competitive program of the same type)." GEORGE SCOTT, WBBQ, Augusta, Ga.

"Quad-City Cruise." Daily wire recorded interviews from all parts of the Quad-City area comprising East Moline, Moline and Rock Island, Ill., and Davenport, Iowa. "Quad-City College Forum." Two students from each of our local colleges discuss local problems and national problems as they affect this community." FOREST W. COOKE, WHBF, Rock Island, Ill.

"Don't believe there's been a new idea in radio for some time. However, new angles on quiz programs, and one man show "story tellers" have been doing rather well." STANLEY HOLIDAY, WDSU, New Orleans, La.

"Broadcast of United Nations sessions." SEYMOUR N. SIEGEL, WNYC, New York, N. Y.

"Principally sports remote from prize fights and ball games, street shows, and tele quiz. Not new, but always good. Newest thing here is 30 min. platter show, with no gab and latest hit tunes (uninterrupted). We design all our music shows to less gab, and more and better music and it's paying off for us." J. NORMAN YOUNG, WAYS, Charlotte, N. C.

# SIMPLE QUIZ FOR TIME BUYERS



Henry Hickman, M.C. of WFBR's 1300 Club... and complete text of the announcement he made just once! So help us, the response was: (see below).

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

## How MANY RESPONSES

### DID THIS ONE ANNOUNCEMENT PULL?

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

**BIG?** Yes, stupendous!

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

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

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

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

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

**\* 686'15**  
**NO KIDDING—IT WAS**

# WFBR-BALTIMORE

**A. B. C.—5000 WATTS—AND 1,200,000 LISTENER FRIENDS**

**NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.**

# Program Directors' Roll Call

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

**A**  
Abel, Clyde.....KIFI—Idaho Falls, Idaho  
Adams, Bernice.....WPDQ—Jacksonville, Fla.  
Adams, Felix D.....KGER—Long Beach, Calif.  
Adams, William, J.....WHEC—Rochester, N. Y.  
Albinger, Al.....WCOL—Columbus, Ohio  
Allen, Chuck.....WJPR—Greenville, Miss.  
Allen, Lloyd.....KGIW—Alamosa, Colo.  
Andrews, Dean.....WTIM—Trenton, N. J.  
Anno, Mary.....WATW—Ashland, Wis.  
Aroher, Adu.....WMOA—Marietta, Ohio  
Arnold, Murray.....WIP—Philadelphia, Pa.  
Arrington, Bill.....WMRC—Greenville, S. C.  
Arvin, Ray.....KORN—Fremont, Neb.  
Austin, T. W.....WFMV—Greensboro, N. C.

**B**  
Bailey, Mel.....KEX—Portland, Ore.  
Bailey, Norman E.....WKXK—Concord, N. H.  
Baltin, Charles.....WHOM—Jersey City, N. J.  
Banks, D.....WHAT—Philadelphia, Pa.  
Barber, Mary.....KOPP—Ogden, Utah  
Barr, Fred.....WWRV—Woodside, N. Y.  
Barry, Kenn R.....KUOM—Minneapolis, Minn.  
Barth, Bernie C.....WLOS—Asheville, N. C.  
Bartlett, Paul R.....KFRE—Fresno, Calif.  
Bates, Richard E.....WGAN—Portland, Maine  
Beavers, A. Wayne.....KGFV—Kearney, Neb.  
Behler, Elmer G.....KGEK—Sterling, Colo.  
Beiding, Lee S.....KXLO—Lewiston, Mont.  
Bennett, David.....WKBO—Harrisburg, Pa.  
Bennett, K. R.....KGEM—Boise, Idaho  
Berg, Hal.....WLK—Wilkes-Barre, Pa.  
Besen, Tony.....KWAC—San Antonio, Texas  
Bettinson, Winslow

WHBR—Portsmouth, N. H.  
Bigley, Frank E.....WJOI—Florence, Ala.  
Bignell, Frank.....WIBA—Madison, Wis.  
Bishop, Kenneth B.....KAND—Corleane, Texas  
Black, J. A.....WGH—Norfolk, Va.  
Black, W. S.....KFSD—Nampa, Idaho  
Blake, William E.....WRON—Roseville, W. Va.  
Blanchette, W. C.....KGVQ—Missoula, Mont.  
Blender, Morton L.....WPRO—Providence, R. I.  
Blizzard, Louis C.....WMSL—Becatur, Ala.  
Boudreau, Don E.....WCIL—Carbondale, Ill.  
Bough, Edward F.....WPAG—Ann Arbor, Mich.  
Boyd, G. F.....WPAV—Portsmouth, Ohio  
Bradsaw, R. W.....KFBI—Wichita, Kans.  
Braszel, R. W.....KHQ—Spokane, Wash.  
Briassette, A. J.....WTAG—Worcester, Mass.  
Brown, Beverly.....WNOE—New Orleans, La.  
Brown, Conrad M.

KVOR—Colorado Springs, Colo.  
Brown, Stanley K.....KGAK—Gallup, N. M.  
Broyles, Marvin.....KCOR—San Antonio, Texas  
Bryson, Judy.....WTCN—Minneapolis, Minn.  
Buening, Paul  
KOCY, KOCY-FM—Oklahoma City, Okla.  
Bulselt, Victor.....WLOF—Orlando, Fla.  
Bulotti, Charles.....KHJ—Hollywood, Calif.  
Burton, D. A.....WLBK—Muncie, Ind.  
Buttram, J. W.....WCAD—Gadsden, Ala.

**C**  
Cafferty, Tom.....KDYI—Salt Lake City, Utah  
Caldwell, Jay.....WPLH—Huntington, W. Va.  
Callaway, Bernice.....WKBH—La Crosse, Wis.  
Campbell, Dick.....KOME—Tulsa, Okla.  
Campbell, Vann.....WAGC—Chattanooga, Tenn.  
Carey, Sam.....WRVA—Richmond, Va.  
Carr, Thomas S.....WANN—Annapolis, Md.  
Carr, Wess.....KSEL—Lubbock, Texas  
Carter, Harvey.....WMCB—Manchester, N. H.  
Cary, Harvey.....WKRC—Cincinnati, Ohio  
Ceall, Charles.....KFLW—Klamath Falls, Ore.  
Chambers, Bill.....KCKC—Odesa, Texas  
Clark, Lowell.....KTMK—McAlester, Okla.  
Cleghorn, John.....WMC—Memphis, Tenn.  
Cogley, Donald.....WCBC—Anderson, Ind.  
Coleman, M. C.....WBGE—Atlanta, Ga.  
Collins, Sid.....WKMO—Kokomo, Ind.  
Colwell, Terry.....WACE—Chicopee, Mass.  
Cooke, Forest W.....WHBF—Rock Island, Ill.  
Cooke Ted W.....KOLN—Portland, Ore.  
Cooke, Turner.....WMAK—Springfield, Mass.  
Coslett, Franklin D.

WBRE—Wilkes-Barre, Pa.  
Coughlan, Russ C.....KKOW—Oakland, Calif.  
Cunningham, Hal  
KUTA—Salt Lake City, Utah  
Cunningham, Owen  
KGMB—Honolulu, Hawaii

**D**  
Durtis, James R.....KFRO—Longview, Texas  
Daiger, Fred.....WSTC—Stamford, Conn.  
Daly, R.....WING—Dayton, Ohio  
Dambach, Robert W.....WERB—Buffalo, N. Y.  
Daniels, Ed.....WGRV—Greenville, Tenn.  
Danzig, Jerry.....WINS—New York, N. Y.  
Dean, Bill.....WIRE—Indianapolis, Ind.  
Donachy, Virginia.....WERC—Erie, Pa.  
Driel, Bob Van.....KGGM—Albuquerque, N. M.  
Du Bois, Charles G.....KBMY—Billings, Mont.  
Duckett, Carl E.....WBOB—Galax, Va.  
Dunbar, W. F.....SKZO—Kalamazoo, Mich.  
Dupre, Henry.....WVI—New Orleans, La.

**E**  
Edmunds, John R.....KTHT—Houston, Texas  
Edwards, Howard  
KBWD—Brownwood, Texas  
Eldhorn, Frederick J.....KXL—Portland, Ore.  
Eldman, Bradley R.....WAAF—Chicago, Ill.  
Elland, Ted.....WSAZ—Huntington, W. Va.  
Eldred, Harry.....WEEK—Peoria, Ill.  
Enright, Paul.....WTMV—E. St. Louis, Ill.  
Estes, Robert C.....WSJS—Winston-Salem, N. C.  
Eugene, Les.....KTFS—Texarkana, Texas

**F**  
Fairbanks, Lynn N.....KFIZ—Fond-Du-Lac, Wis.  
Fariss, William.....WBYN—Brooklyn, N. Y.  
Faulkner, Jack.....WSP—St. Petersburg, Pa.  
Fedderson, John.....KLAC—Los Angeles, Calif.  
Fell, John.....WCMI—Ashland, Ky.  
Field, George.....WEVD—New York, N. Y.  
Figl, Mig.....WAUX—Waukesha, Wis.  
Finch, Howard K.....WJLM—Lansing, Mich.  
Fischer, Richard E.....WHAS—Louisville, Ky.  
Fischman, William J.....WMBO—Auburn, N. Y.  
Fltzer, Dean.....WDAF—Kansas City, Mo.  
Fox, Carl.....KGBX—Springfield, Mo.  
Frayseth, Gilmore F.....KMAL—Marshall, Minn.  
Frechette, George T.

WFHR—Wisconsin Rapids, Wis.  
Freburg, Charles R.....WOC—Davenport, Iowa  
Frymire, Lawrence  
WKAR—East Lansing, Mich.  
Fuller, Mildred  
KRDO—Colorado Springs, Colo.

**G**  
Gamble, E. R.....WBTA—Batavia, N. Y.  
Gamble, Paul.....WPIC—Sharon, Pa.  
Gardner, Bob.....KYSM—Mankato, Minn.  
Garrison, John.....WFUN—Huntsville, Ala.  
Gaylord, Walter R.....WARD—Johnstown, Pa.  
Gibson, Lloyd B.....WHDL—Olean, N. Y.  
Gibson, Riley.....KREO—Indio, Calif.  
Given, Ken.....WLBK—Bowling Green, Ky.  
Godofsky, Paul

WHLI-WHNY—Hempstead, N. Y.  
George, Abner H.....KQFA—Rapid City, S. D.  
Grant, Douglas.....WMT—Cedar Rapids, Iowa  
Greenlaw, Sherwin.....WLNH—Laconia, N. H.  
Greer, Bob.....KPRK—Livingston, Mont.  
Griffin, John A.....KIUF—Durango, Colo.  
Gunn, Buckingham W.....WGN—Chicago, Ill.  
Guyer, R. Sanford.....WBTM—Danville, Va.

**H**  
Hadley, Doug.....WJPF—Herrin, Ill.  
Hageman, H. L.....WADC—Akron, Ohio  
Halgrove, Jim.....KIOX—Bay City, Texas  
Half, Hugh A. L.....WOL—San Antonio, Texas  
Hallock, Joseph.....KUGN—Eugene, Ore.  
Hapgood, Arthur J.

KPRI—Paso Robles, Calif.  
Hardison, Bob.....KVWC—Vernon, Texas  
Harrington, Norman B.....KGLU—Safford, Ariz.  
Harris, M.....WFVA—Fredericksburg, Va.  
Harrison, J. W.....KFMB—San Diego, Calif.  
Hartick, George A.....WJLS—Beekley, W. Va.  
Hautman, James J.....KLPK—Minot, S. D.  
Hawkins, Jack.....KIUN—Pecos, Texas  
Hays, Don.....WWRN—Beekley, W. Va.  
Hayes, Glenn C.....WBML—Macon, Ga.  
Hayes, Howard B.

WPIK—Alexandria, Va.; Washington, D. C.  
Heldin, Jay.....WHYN—Holyoke, Mass.  
Helms, Jesse.....WCBT—Roanoke Rapids, N. C.  
Hendrix, Cliff.....KGHF—Fueblo, Colo.  
Henry, Lew.....WHKK—Akron, Ohio  
Henson, Douglas.....WVYG—Milledgeville, Ga.  
Herbert, Ralph D.....KILQ—Grand Forks, N. D.  
Hill, Russell T.....WMBI—Chicago, Ill.  
Hoffman, Jack N.....KFMJ—Tulsa, Okla.  
Holland, Herschel.....KGNQ—Dodge City, Kans.  
Holiday, Stanley.....WDSU—New Orleans, La.  
Hoover, Bill.....KADA—Ada, Okla.  
Hope, Robert M.....WSFM—Montgomery, Ala.  
Howard, John.....WHJB—Greensburg, Pa.  
Howard, Walter.....WBRY—Waterbury, Conn.  
Hubbard, J. Harley

KXOX—Sweetwater, Texas  
Hunsley, Allen.....KPDR—Alexandria, La.  
Hunsberger, J. Paul.....WVWZ—Vineland, N. J.  
Hunter, C. M.....WHK—Cleveland, Ohio  
Hunter, Charles V.....WJW—Cleveland, Ohio  
Huseby, Larry.....KVI—Seattle-Tacoma, Wash.  
Huston, Jack.....KFOR—Lincoln, Neb.

**J**  
Jackson, Calvin.....WRAW—Reading, Pa.  
Japman, J. Frank.....WDNC—Durham, N. C.  
Jenkins, Byron.....WBCB—Greenville, S. C.  
Jenkins, Dick.....WSVA—Harrisonburg, Va.  
Jolley, LeRoy.....KWIL—Albany, Ore.  
Jones, Don.....KANA—Anacosta, Mont.  
Jones, Paul M.....WELA—Tampa, Fla.  
Journay, Warren H.

WFEA—Manchester, N. H.  
Joy, Dick.....KCMJ—Falm Springs, Calif.  
Junell, Frank.....KROD—El Paso, Texas

**K**  
Kadow, F. M.....WOMT—Manitowoc, Wis.  
Kaiser, Russell C.....KWK—St. Louis, Mo.  
Kaler, Randall.....WFAS—White Plains, N. Y.  
Katz, Raymond.....WHN—New York, N. Y.  
Kayman, Mike.....WHTN—Huntington, W. Va.  
Keefe, Howard S.....WSPR—Springfield, Mass.  
Kres, Ken.....WESC—Greenville, S. C.  
Kelly, Jack A.....WGST—Atlanta, Ga.

Kemp, William T.....KVOP—Plainview, Texas  
Keyes, Earl.....WFPG—Atlantic City, N. J.  
King, Sidney.....WBHB—Fitzgerald, Ga.  
Kirchener, T.....KGFJ—Los Angeles, Calif.  
Kirk, Ben V.....KQV—Pittsburgh, Pa.  
Klein, Donald E.....KPOA—Honolulu, Hawaii  
Knightlinger, Ted R.....KMO—Tacoma, Wash.  
Kriehoff, Sybil.....WJBK—Detroit, Mich.  
Krough, Bill.....WCNC—Elizabeth City, N. C.

**L**  
La Coste, Albert F.....KONO—San Antonio, Texas  
Lally, Ed.....WBAP—Ft. Worth, Texas  
Lambeth, Frank S.  
WMFE—High Point, N. C.

Laub, Daryl H.....WJMM—Lewisburg, Tenn.  
Lawton, Judith.....WTDQ—Toledo, Ohio  
Le Blanc, Lucille.....KVOL—Lafayette, La.  
Lee, Frank.....WMBN—Fairmont, W. Va.  
Leslie, Ira L.....WBRG—Birmingham, Ala.  
Lewis, Bob.....KAFY—Bakersfield, Calif.  
Lewis, Joanne.....WFIN—Findlay, Ohio  
Liek, Catherine.....KBIO—Burley, Idaho  
Long, Russell.....WCSC—Charleston, S. C.  
Lytle, Albert E.....KTKN—Ketchikan, Alaska  
Lytle, Harry.....WMAN—Mansfield, Ohio

**M**  
Maguire, Dick.....KFJI—Klamath Falls, Ore.  
Mahoney, James T.....WLAU—Lawrence, Mass.  
Mann, R.....WCCP—Savannah, Ga.  
Marget, M. M.....KVOX—Moorhead, Minn.  
Marlowe, Bill.....WSUA—Bloomington, Ind.  
Mars, Peter A.....WKLA—Ludington, Mich.  
Marsh, Ken.....WJHL—Johnson City, Tenn.  
Martin, Lew.....WDSM—Superior, Wis.  
McClay, John L.....WPEN—Philadelphia, Pa.  
McCluskey, E. Ray  
WNBK—Binghamton, N. Y.

McGinnis, Robert B.  
KTPP—Porterville, Calif.  
McIntire, Russell B.....WSTP—Sallisburg, N. C.  
McIntyre, Nell.....WKYB—Paducah, Ky.  
McMahon, Charles A.  
WNOX—Knoxville, Tenn.

McRae, Bill R.  
KEYS—Corpus Christie, Texas  
Meeks, Don J.....WMOH—Hamilton, Ohio  
Mella, William F.....WVWC—Asheville, N. C.  
Menefee, Bob.....WLSL—Roanoke, Va.  
Menke, Don.....WECA—Evansville, Ind.  
Merens, Lyman.....WRJN—Racine, Wis.  
Merridew, Reginald P.

WGAR—Cleveland, Ohio  
Meyer, George F.....WDLB—Marshfield, Wis.  
Miles, Jim.....WBAA—W. Lafayette, Ind.  
Miller, Charles D.....KENT—Des Moines, Iowa  
Milligan, Merritt.....WTAD—Quincy, Ill.  
Miller, James C.....WMFT—Florence, Ala.  
Miller, Howard A.....WIND—Chicago, Ill.  
Mingus, John A.....KRBC—Abilene, Texas  
Moore, Edward A.....KRES—St. Joseph, Mo.  
Morford, William H.....WWRP—Flint, Mich.  
Morris, Gordon.....KVAK—Atchison, Kans.  
Morrison, Garrett W.....WCKB—Dunn, N. C.  
Morse, Otis.....WSBA—York, Pa.  
Moses, John B.....WHKC—Columbus, Ohio  
Mott, Walter V.....KPKW—Pasco, Wash.  
Mueller, Rodger L.....WHBY—Appleton, Wis.  
Mullen, Robert A.....KBUN—Bemidji, Minn.  
Mulroy, Bert.....WEMP—Milwaukee, Wis.  
Murray, Don.....WAZL—Hazleton, Pa.  
Myers, Paul A.....WWVA—Wheeling, W. Va.

**N**  
Naylor, John.....WPPA—Pottsville, Pa.  
Neal, James L.....KAKC—Tulsa, Okla.  
Nelson, Karl R.....WTOL—Toledo, Ohio  
Nelson, Wayne M.....WEGO—Concord, N. C.  
Neuvar, Mildred.....KVIC—Victoria, Texas  
Nord, Evans.....KELO—Sioux Falls, S. D.  
Norris, Paul W.....WTKD—Durham, N. C.

**O**  
O'Donnell, Harold C.....KCVR—Lodi, Calif.  
Oram, Richard G.....WRRN—Warren, Ohio  
Ormsby, Burke.....KTBL—Tacoma, Wash.  
Ott, Woodrow W.....WENY—Elmira, N. Y.  
Owen, Em.....KXEL—Waterloo, Iowa  
Owen, Harris.....KLRA—Little Rock, Ark.  
Owen, Wanda R.....WEBQ—Harrisburg, Ill.

**P**  
Page, Franklin  
KWEM—West Memphis, Ark.  
Pagliara, Nicholas  
WEW & WEW-FM—St. Louis, Mo.  
Park, Eldon A.....WLVK—Cincinnati, Ohio  
Parke, Royden W.....WKBV—Richmond, Ind.  
Patterson, George.....WAVE—Louisville, Ky.  
Patterson, Helen.....WAPO—Chattanooga, Tenn.  
Paule, Vernon.....WAOV—Vincennes, Ind.  
Paulsgrove, William H.  
WJEJ—Hagerstown, Md.

Paulson, Robert C.  
KATE—Albert Lea, Minn.  
Penfield, Add.....WRNY—Rochester, N. Y.  
Peter, Frank W.....WRHP—Tallahassee, Fla.  
Person, Nancy.....WRAK—Williamsport, Pa.  
Pieplow, E. C.....KABE—Aberdeen, S. D.  
Pierce, Don.....WRRF—Washington, N. C.  
Plested, Dolores.....KMYE—Denver, Colo.  
Pollock, Reed.....KDON—Monterey, Calif.  
Provost, D.....WNBC—New York, N. Y.

**R**  
Redfern, C. C.....WLAR—Athens, Tenn.  
Redmond, Dick.....WHP—Harrisburg, Pa.  
Reed, Norman.....WWDC—Washington, D. C.  
Reed, Vernon E.....KFH—Wichita, Kans.  
Renier, C. G.....KMPC—Los Angeles, Calif.  
Reynolds, Paul E.....WDBJ—Roanoke, Va.  
Richard, Peter.....KINX—Juneau, Alaska  
Rider, Virginia Wade.....WCED—DuBois, Pa.  
Ritchie, S. C., CKLV—Windsor-Detroit, Mich.  
Rosa, James S.....KTW—Seattle, Wash.  
Rousaville, R. W.....WBAC—Cleveland, Tenn.  
Royster, N. L.....WOLS—Florence, S. C.  
Ruegg, Fred.....KQW—San Francisco, Calif.  
Rye, Jack.....KTSM—El Paso, Texas

**S**  
Sages, Sullivan.....WMBS—Uniontown, Pa.  
Samuels, Rosa Lee  
KFJX—Grand Junction, Colo.  
Sandefur, Bill.....WBBB—Burlington, N. C.  
Scheining, Gordon A.....WCAO—Baltimore, Md.  
Schooley, Frank E.....WILL—Urbana, Ill.  
Scott, Charles P.....KTKC—Visalia, Calif.  
Scott, David.....WKNE—New Britain, Conn.  
Scott, George.....WBBQ—Augusta, Ga.  
Sever, John F.....WRUP—Gainesville, Fla.  
Shepard, George F.

WALL—Middletown, N. Y.  
Shreve, H. M.....KTOK—Oklahoma City, Okla.  
Sharpe, Tony.....WTRY—Troy, N. Y.  
Shields, Larry.....KFXM—San Bernardino, Cal.  
Short, Joseph A.....WHCU—Ithaca, N. Y.  
Slegel, Seymour N.....WNYC—New York, N. Y.  
Simpson, C. H.....WHUN—Huntington, Pa.  
Sinclair, John.....WBRW—Weich, W. Va.  
Sintot, Warren J.....WIOD—Miami, Fla.  
Siverson, Charles.....WHAM—Rochester, N. Y.  
Skinnell, Julian F.....WLBK—Lebanon, Pa.  
Slate, Charlie.....WLOE—Leaksville, N. C.  
Smith, Cal.....KROC—Rochester, Minn.  
Smith, U. Scott.....KHMO—Hannibal, Mo.  
Smucker, Ray C.....KVUM—Yuma, Ariz.  
Smythe, Marlin E.....KRKO—Everett, Wash.  
Snell, George.....KEEN—San Jose, Calif.  
Snowden, J. T.....WEED—Rocky Mount, N. C.

Sonls, Berton.....WCHS—Charleston, W. Va.  
Speerstra, Jerry.....KWJJ—Portland, Ore.  
Spencer, Ernest L.....KVOE—Santa Ana, Cal.  
Spigler, Stan.....KXRO—Aberdeen, Wash.  
Stanton, P. J.....WDSK—Philadelphia, Pa.  
Steed, Hy.....WVAV—Grand Rapids, Mich.  
Steketee, Lou.....WKNY—Kingston, N. Y.  
Stenger, John H.....WBAX—Wilkes-Barre, Pa.  
Stephenson, Hobart G.....WCNT—Centralia, Ill.  
Stewart, Elliott.....WIBX—Utica, N. Y.  
Stone, Charlie.....WMBR—Jacksonville, Fla.  
Stuepnel, Fred M.....KVCV—Redding, Calif.  
Sunderland, Dale.....KFBC—Cheyenne, Wyo.  
Sutterfield, Phil.....WBLK—Lexington, Ky.

**T**  
Taber, Robert B.....WFEB—Sylacauga, Ala.  
Taylor, Albert L.....WHAV—Haverhill, Mass.  
Taylor, Virginia.....KRLC—Lewiston, Idaho  
Terry, H. B.....KLZ—Denver, Colo.  
Thompson, Mildred.....WGGG—Gainesville, Ga.  
Thompson, Hal.....WFAA—Dallas, Texas  
Tremble, S. B.....KCMO—Kansas City, Mo.  
Trexler, Thomas L.....WMPS—Memphis, Tenn.

**V**  
Vernon, Conrad.....KNOW—Austin, Texas  
Vogel, Phil.....WGKV—Charleston, W. Va.

**W**  
Walker, Frankye C.  
WFOY—St. Augustine, Fla.  
Walker, Felton R.....KTEM—Temple, Texas  
Walker, William G.....KOLT—Scottsbluff, Neb.  
Walters, Granville.....WAML—Laurel, Miss.  
Warner, Hub.....KIDO—Boise, Idaho  
Weaver, Malcolm.....WENT—Groversville, N. Y.  
Weaver, William A.....KGFV—Shawnee, Okla.  
Welch, Homer.....KQW—Portland, Ore.  
Wellborn, Elizabeth S.

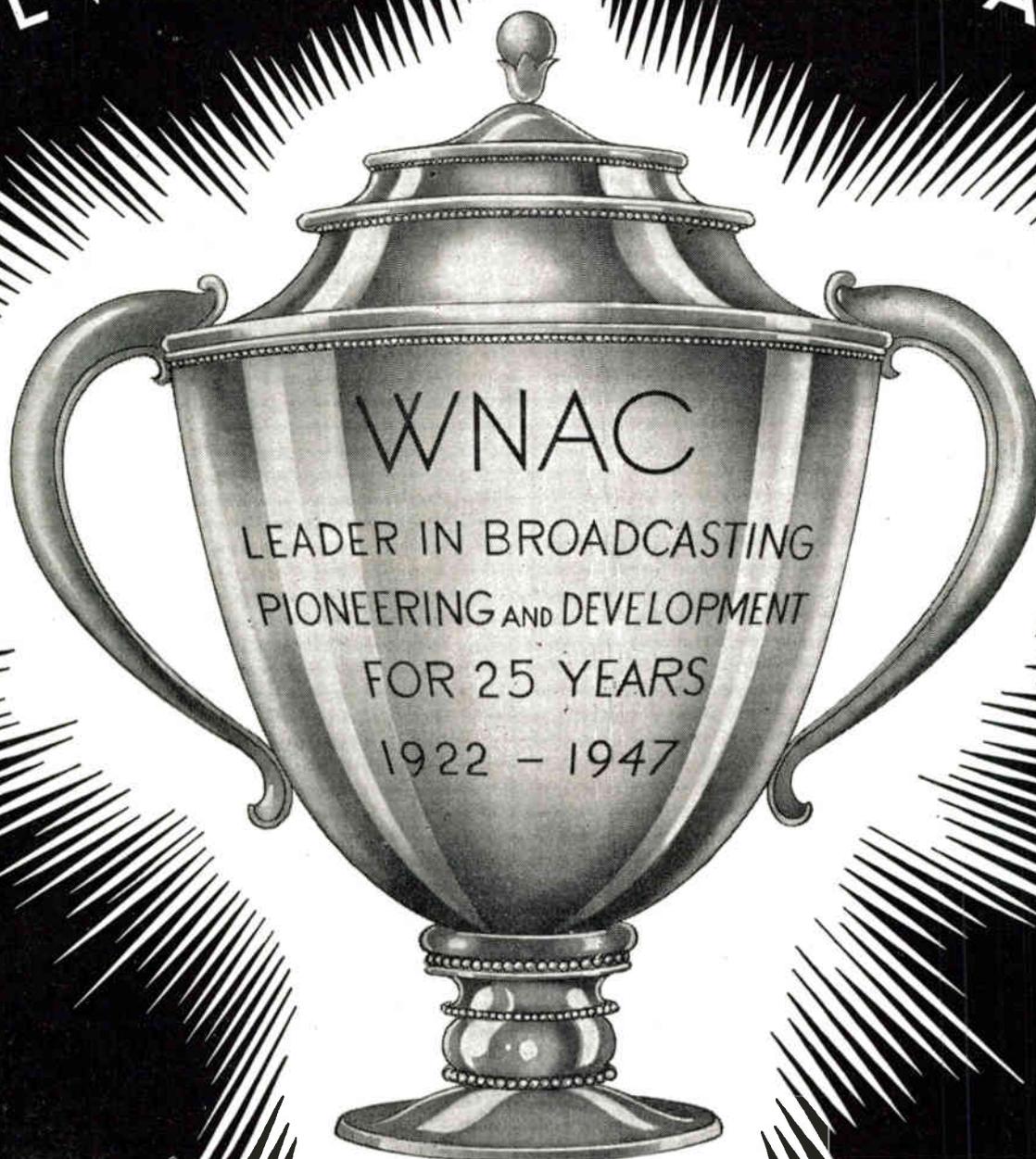
WFFA—Helena, Ark.  
Welsh, Charles.....WLAY—Muscle Shoals, Ala.  
Werling, Rupe.....WIBG—Philadelphia, Pa.  
Wescott, Ed.....WDAK—Columbus, Ga.  
Whaley, Storm.....KCOA—Siloam Springs, Ark.  
Wilkes, Willard.....WAGE—Dothan, Ala.  
Williams, Jack.....KOKX—Phoenix, Ariz.  
Williams, Vern W.....WCLO—Janesville, Wis.  
Wilson, George H.....WSTV—Steubenville, Ohio  
Wilson, Roy.....WMBH—Joplin, Mo.  
Windsor, Walter M.....WVDA—Danville, Va.  
Woodie, Hamilton.....WOLE—Syracuse, N. Y.  
Woodson, Steve.....WOHS—Shelby, N. C.  
Wright, Charles H.....WELI—New Haven, Conn.  
Wright, Sterling W.  
WORD—Spartanburg, S. C.

Wynn, Read W.....WTAL—Tallahassee, Fla.

**Y**  
Young, J. Norman.....WAYS—Charlotte, N. C.

**Z**  
Zess, Roy F.....WFRP—Savannah, Ga.  
Zimmerman, Fred  
WBLK—Clarksburg, W. Va.

SILVER ANNIVERSARY



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# WNAC

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

## THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

# CURRENT TRENDS IN PROGRAMS

*opportunities available*

**By Clarence L. Menser**

Vice-President in Charge of Programs  
National Broadcasting Co.

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

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

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

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

Another significant trend which has been established rather quietly has to do with the popularity of small musical units. In radio as in record sales, we have come a long way from the time when first consideration was given only to large orchestras. Personally, I think it is a good thing from many angles. Programming has often been surfeited with genius, particularly the kind of genius that has to work awfully hard to keep itself established as such. In many cases, it has also been the kind of genius that the general public had no interest in. So they quietly moved to things they could understand—like, perhaps, a trio. This doesn't mean that they will never be willing to listen to larger units, but it does mean that, when you get above twenty or thirty pieces, the average listener hasn't any idea as to whether you have ten fiddles or forty. It means too that they might like us better if they hear music which they can understand rather than music which is played for the conductors' or the arrangers' private amazement. This is only a restatement of an oft forgotten theory that the average listener has some very simple tastes and that, when he is as personal about them as radio should lead him to be, he is likely to be a little frightened at programming which is too complex and formidable. Certainly, he doesn't want it as a steady diet. This attitude of his hasn't changed very much.

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



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

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

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

# JUST WHAT THE



# PUBLIC ORDERED

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

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

## ADVENTURE

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

## DRAMA

**COLONEL HUMPHREY FLACK** (Thursdays, 8 p.m. EDT), a Robin Hood among confidence men, was first introduced in the pages of *The Saturday Evening Post*. Colonel Flack never fails to solve his own problems at the expense of

those who would fleece him, and he never fails to provide a maximum amount of agony to his perpetually skeptical companion, Garvey. Eager listeners follow the adventures of this ingenious pair week after week with increasing excitement and amazement.

## MYSTERY

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

## MUSIC

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

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

AMERICA'S NO. 1 NETWORK

*NBC...the National Broadcasting Company*



*A Service of Radio Corporation of America*



**HOW**



**THE NATIONAL BROADCASTING COMPANY • HOLLYWOOD**

**ERDOES**

# *to be a Successful Advertiser\**

*with a budget that fits your bankroll*

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

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

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

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

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

\*In the Far West

SAN FRANCISCO

**NBC WESTERN NETWORK**

*A Service of Radio Corporation of America*



# WNEW and MARTIN BLOCK

**AN UNBEATABLE TEAM!**

## The MAKE BELIEVE BALLROOM

**Makes music for listeners,  
money for advertisers...**

**10-11:30 a. m. 5:35-7:30 p. m.**

**Monday thru Saturday**

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

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

Yes, he's No. 1 in the No. 1 Market!

So listen to MARTIN BLOCK at his best—on the MAKE BELIEVE BALLROOM!

Buy MARTIN BLOCK where he's biggest—on WNEW in Greater New York!

# WNEW

**1130**

**ON YOUR  
DIAL**

Represented by  
John Blair and Co.

**SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY**

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# AFTER THE SHOW IS SOLD ———

——— is when the producer worries

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

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

●

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

●

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

●

But the radio producer's sincerity is far more legit than the stage producer. He knows full well that after he has sold a program, his work really begins. This holds true whether the show is live or to be transcribed. It is not for the love of company that find a corps of writers and other assistants in the retinue

of leading comics, nor the technical crews around a first-rate dramatic production. Naturally the trick is to make the show sound smooth and little or no apparent effort projected. To maintain the seemingly effortless chatter with a dopey quiz contestant for instance, so that the listener as well as the studio audience will find entertainment value, is one that usually has the quizmaster sweating the proverbial bullets. Which may also go for the contestant, yet the man on the show must not let his sweat permeate through the loud speaker.

●

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

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

●

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

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

●

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

*Never before!*

A TRANSCRIBED

*Famous*  
**NAMES**

THE FAVORITE STORY CHOICES OF:

- SPENCER TRACY • INGRID BERGMAN • ARCHIE GARDNER
- FRED ALLEN • SHIRLEY TEMPLE • IRVING BERLIN • ORSON WELLES
- SINCLAIR LEWIS • RAY MILLAND • CECIL B. D'AMILLE
- JOAN FONTAINE • GLADYS SWARTHOUT • DEEMS TAYLOR AND MANY MORE!

*Superb*  
**ACTORS**

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

*Unforgettable*  
**STORIES**

THE BEST-KNOWN, BEST-LOVED STORIES OF THE WORLD'S MOST ILLUSTRIOUS WRITERS:

- CYRANO DE BERGERAC • JANE EYRE • LITTLE WOMEN
- HUCKLEBERRY FINN • LES MISERABLES • WUTHERING HEIGHTS
- 20,000 LEAGUES UNDER THE SEA • A CONNECTICUT YANKEE IN KING ARTHUR'S COURT AND MANY MORE MAGNIFICENTLY DRAMATIZED FOR RADIO

*Magnificent*  
**MUSIC**

A FIFTEEN-PIECE ORCHESTRA makes the musical background of "Favorite Story" one of unprecedented lavishness. The daring and original scores . . . arranged for Favorite Story by Claude Sweeten and Robert Mitchell of the Rob't Mitchell Boy's Choir are thrillingly eloquent illustrations for each gem-like dramatization.

52 HALF HOURS  
NOW AVAILABLE



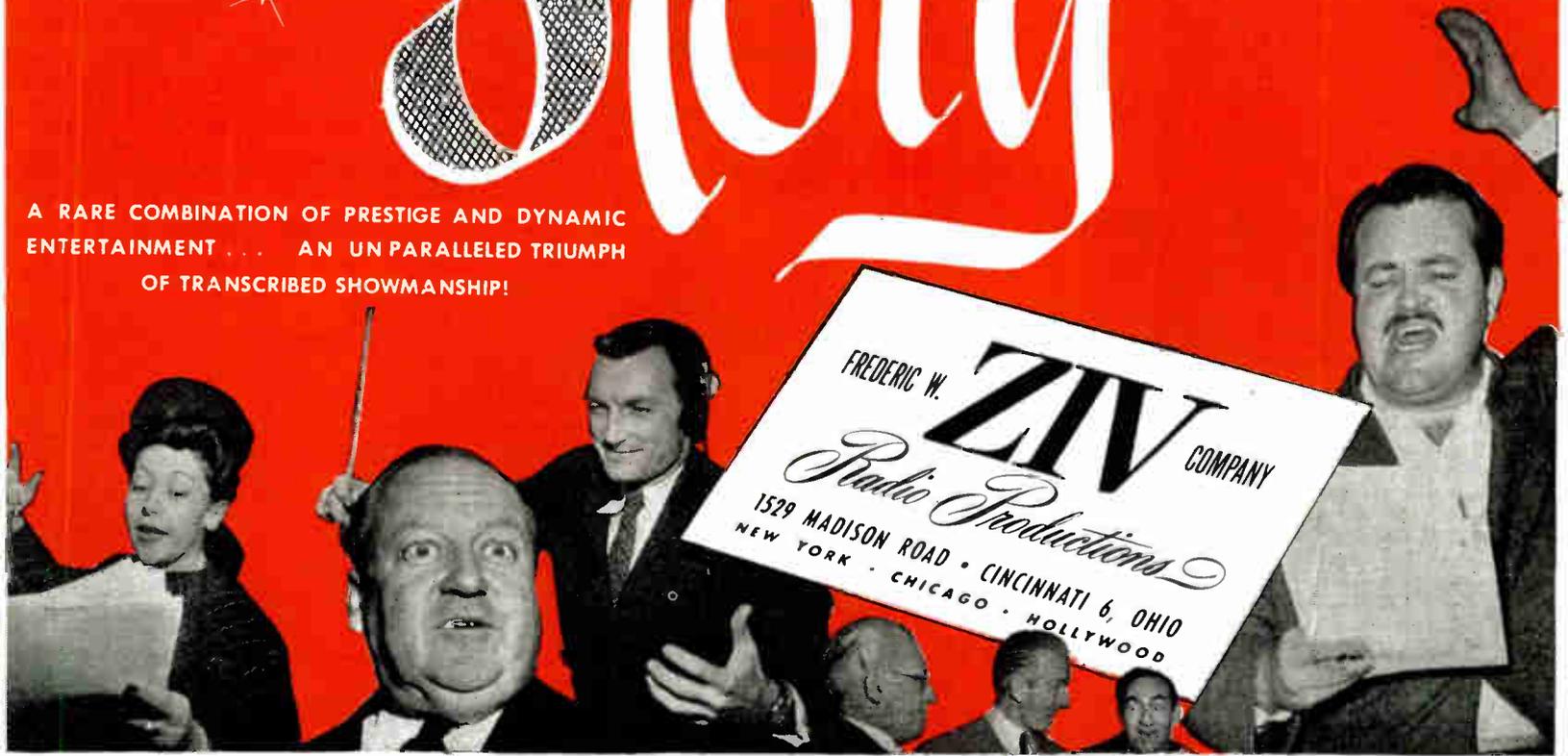
SHOW OF THIS MAGNITUDE . . . .



*Mr* RONALD COLMAN *in*

# *F*avorite *S*tory

A RARE COMBINATION OF PRESTIGE AND DYNAMIC  
ENTERTAINMENT . . . AN UNPARALLELED TRIUMPH  
OF TRANSCRIBED SHOWMANSHIP!



*Listen and judge  
for yourself*



**The EDDIE ALBERT show**  
Wednesdays at 9:30 pm EDT



The brilliant young Hollywood star plays the leading role in a delightful situation comedy. (Another Willie Piper? We wouldn't be surprised!)

**The Phil Silvers show**  
Wednesdays at 10:00 pm EDT



The popular stage and screen comedian portrays a newspaperman who is always in hot water. ABC's newest entry in the comedian sweepstakes.



**CHALLENGE of the YUKON**  
Saturdays at 7:30 pm EDT



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

**Mr. President**  
Starring EDWARD ARNOLD  
Thursdays at 9:30 pm EDT



This unusual dramatic series, starring Edward Arnold, is based on interesting, but almost unknown, behind-the-scenes incidents that have happened in the White House. Fascinating, enlightening (and non-political) dramas.

**Candid Microphone**  
Sundays at 7:00 pm EDT

A new, daring, startlingly different technique! A concealed mike listens in on people in all walks of life: honest, unrehearsed reactions and intimate conversations. Unusual entertainment!



**ABC**

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

ABC's Program Department holds an enviable record for developing and SELLING radio programs.

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

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

**American Broadcasting Company**

A NETWORK OF 250 RADIO STATIONS SERVING AMERICA

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# TRANSCRIPTIONS' VAST GAINS

---

—'47 biggest year in history

By John L. Sinn

Frederic W. Ziv Company

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

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

For as soon as the local, regional and national spot advertiser goes on the air, regardless of the size of his budget, he competes with the fine top network shows for the attention of the listening audience. And that means that if the advertiser wants the full return from his radio dollar he must have top calibre programs—no longer can he be satisfied to put on phonograph records or something from the station library, or the meagre talent usually available locally. If he wants an audience, he must give the listeners what they want to hear: top talent, star names, fine music, excellent scripts and top-flight production.

To a tremendous number of these advertisers open end transcriptions are the answer. That's why open end transcriptions have become such a tremendous factor in the industry. And from every indication an ever increasing percentage of the "shows of tomorrow" will reach the air on ETs.

Just stop and think for a moment what's happened to radio—the almost revolutionary changes that have taken place in the last few years. Right now a local advertiser can buy Ronald Colman for as little as \$12.00. Ronald Colman, a top star name, far beyond the budget of even some of the national network advertisers, available to a local sponsor for \$12.00. Or if he wants music, he can sponsor Wayne King for as little as \$10.00, a nationally established program like EASY ACES for as little as \$3.75. These are just a few examples. The list is growing. The parade has started and more and more stars in bigger and better and finer shows will be available to the local, regional and national spot advertiser via open end transcriptions.

Along with this phenomenal growth and tremendous progress, the open end transcription industry faces new responsibilities, both to the radio industry and to the listening public.

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

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

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

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

Those transcription turn-tables that are spinning all over America have the whole industry watching. We suggest that you watch without concern and even with pride, for the growth of open-enders is a healthy thing for radio. It means better programs, locally and regionally. It means happier and more successful local and regional advertisers. Those are the things that benefit all of us who live and work in radio.



# DISC JOCKEY SHOWS 1947—

—this is their 'year'

By **Louis G. Cowan**  
President Louis G. Cowan, Inc.

WHEN a summation of radio activities is made at the end of 1947, it is not too difficult to envision such a tag as "The Year of the Disc Jockey". Yet, the concept of disc jockeys is probably the oldest in the history of the industry. The only thing that 1947 has brought is the popular emergence of a new home for an old, stable type of programming.

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

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

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

For this reason, the listener ratings to disc jockey programs has permitted the emergence of independent stations throughout the country to positions of prominence. Larger stations have now taken the cue from them and are endeavoring to compete on similar terms. For listening to disc jockey programs is not conned simply to the teen-agers and jitterbugs. A recent New York survey revealed that the average age of listeners to these programs is 38. Another survey conducted by Dr. Sidney Roslow of Pulse indicated that 10 to 12 per cent of disc jockey listeners are 45 years of age and older. Since many of these programs are aired either during

school hours or during the late evening and early morning periods, they wouldn't be able to achieve the ratings they do if the interest was confined to the younger elements.

The disc jockey program was originally conceived by the local station as a means of providing entertainment to listeners at a minimum of cost. It is no secret that the small, local station could never afford to maintain large staffs of talent and present live shows all day long. Their financial potential makes this impossible. In many towns throughout the country we can see concerted efforts to raise the cost of spot announcements to at least One Dollar per spot!



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

The nation's larger stations, too, are confronted with similar problems in the cost of programming. Naturally, their advertising revenue is far greater, but to compensate for this, they maintain larger staffs of musicians, announcers, and actors. In no single instance have reports been received indicating that staffs have been reduced as a result of the scheduling of a disc jockey program. On the other hand, local announcers have been developed into "name personalities" as a result of opportunities afforded them through these programs. Disc jockey shows have offered many of them their first real breaks—Robert Q. Lewis, Martin Block, Al Jarvis, Douglas Arthur, Fred Robbins, Fred Cole, Bob Elliot, and dozens of others have attained regional or even national prominence by virtue of their success in this field and their earning power has been greatly increased.

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

In 1936, about the time disc jockeys began to develop into real personalities, the average hit sold about 25,000 copies. Today, old standards pass the 2,000,000 mark in sales under the impetus of the platter pundits' persuasive salesmanship. The average hit with appropriate help from the jocks will sell between 200,000 to 300,000 copies. Formerly the number of new releases scheduled for each week amounted to 50 or thereabouts. Now the weekly figure is closer to 2,000. Record production for 1946 is estimated at 275,000,000 units and the output for 1947 is expected to total 400,000,000.

# CBS programs available for sponsorship

July, 1947

## SEASON-END SCORE ON SPONSORED CBS PACKAGE SHOWS

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

Each month this letter brings you  
news of CBS Package Shows ...  
The Shows of Tomorrow

*All tested packages pay off for Sponsors'*

### The 6 New Sponsorships

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

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

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

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

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

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

### New Gains by 3 Established Package Sponsorships

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

**Sponsored**  
**CBS package**  
**shows**

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

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

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

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

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

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

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

5 CLICK PREMIERES IN 6 DAYS

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

JULY 2—

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

JULY 3—

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

JULY 7—

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

CRIME PHOTOGRAPHER  
9:30-10:00 PM EDT, Thursdays  
Anchor-Hocking Glass Corp.

NED CALMER AND THE NEWS  
8:55-9:00 PM EDT, Saturdays and Sundays  
Luden's, Inc.

WARREN SWEENEY: NEWS  
11:00-11:05 AM EDT, Saturdays and Sundays  
The Curtiss Candy Company

MY FRIEND IRMA  
10:00-10:30 PM EDT, Mondays, starting August 25  
Lever Brothers—Swan Soap

JEAN SABLON  
5:30-5:45 PM EDT, Sundays  
Richard Hudnut Sales Company, Inc.

ARTHUR GODFREY'S TALENT SCOUTS  
8:30-8:55 PM EDT, Mondays  
Thomas J. Lipton, Inc.

#### JULY 7—

CBS Is There: 9:00-9:30 p.m., EDT, Mondays. "Moving and powerful radio," Variety. "An exciting innovation...history in fascinating, easy-to-take doses," Denis, N.Y. Post. "An exciting program...a painless history lesson...packs a genuine wallop," Crosby of N.Y. Herald-Tribune. Documentary dramatizations of great moments of history (Assassination of Lincoln, Boston Tea Party, Joan of Arc's trial), news-covered by CBS as if they were happening today. John Daly does eye-witness job. Produced-directed by Robert L. Shayon. Broadcast recordings, analysis available.

#### JULY 7—

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

#### 90 MINUTES OF CBS COMEDY AVAILABLE

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

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

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

#### DRAMA OPEN TO SPONSORSHIP

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

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

THE WHISTLER  
10:00-10:30 PM EDT, Wednesdays  
Household Finance Corp.

LET'S PRETEND  
11:05-11:30 AM EDT, Saturdays  
Cream of Wheat Corp.

GIVE AND TAKE  
2:00-2:30 PM EDT, Saturdays  
The Toni Company

SUSPENSE  
8:00-8:30 PM EDT, Thursdays  
Roma Wine Company, Inc.

SPECIAL SHOWS FOR SPECIAL PURPOSES

Great Music for Mass Influence:

New York Philharmonic-Symphony Orchestra: 3:00-4:30 p.m., EDT, Sundays, beginning October 12th. With Bruno Walter as next season's musical adviser (and conductor of many Sunday concerts), broadcasts reach weekly audiences of 13,000,000 people and furnish a background for a middle-spot which pulled 250,000 direct requests from listeners. Recordings and analysis available.

Self-Improvement Sales Appeal:

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

Farm Market Selector:

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

Audience Participation:

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

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

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

Sincerely,

*I Herschel Williams*

Director of Commercial Program Development  
The Columbia Broadcasting System

If you would like to receive  
this listing of CBS Package Shows  
regularly, write us

# NEW GROUNDS IN PROGRAMMING

— an evaluation of progress

By Davidson Taylor

V.-P. And Director Public Affairs, CBS

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

The CBS Documentary Unit was instituted by Edward R. Murrow as Vice-President and Director of Public Affairs, and has presented such notable features as "The Eagle's Brood," "Experiment in Living," "A Long Life and a Merry One," and "The Sunny Side of the Atom." By the end of 1947, Robert Heller, head of the Documentary Unit, estimates that twelve special documentary features will have been presented. Subjects for forthcoming broadcasts include "We Went Back," based on actuality recordings which have just been made by Bill Downs and Jim Hurlbut in the European and Pacific theaters of war, to be heard Thursday, August 14, 10 to 11 PM; an actuality broadcast in connection with new Lincoln material which will be unlocked at the Library of Congress on Saturday, July 26, 3:30 to 4 PM, and unscheduled projects on the subject of old age, the American Indian, education in the United States and several other topics.



"CBS Is There" has introduced a new technique the broadcasting of history. This program, proposed by Goodman Ace and produced under the supervision of Robert Lewis Shayon, brings the CBS microphone into exciting historical scenes, and John Charles Daley gives an eye-witness description of the occurrence. It seems to us that this device opens up many imaginative possibilities for increased showmanship in educational programs.

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

Among those which are still available for sponsorship are Robert Q. Lewis, who will shortly be heard 8 to 8:30 PM Saturday nights; Sweeney and March, now broadcasting 8:30 to 8:55 PM Saturdays, and Bill Goodwin, who is on the air 9 to 9:30 PM Saturdays. Abe Burrows begins a new series of quarter-hour comedy presentations 10:30 to 10:45 PM Saturdays, July 26. Studio One, on which Robert Landry and Fletcher Markle are collaborating, will be continued indefinitely in the 9:30 to 10:30 PM time on Tuesday nights. Its early ratings have been decidedly encouraging. Romance, which has an impressive commercial record, is available for sponsorship, as are Bill Robson's new show, Escape, and Werner Michel's Rooftops of the City. Robson is also producer-director on Doorway to Life, the new dramatic series on problems of child rearing, which will continue into the Fall and until further notice.

"Suspense", "Crime Photographer", "The Whistler", and "Let's Pretend", all CBS package shows, are continuing under their present sponsorship.

Edward R. Murrow returns to the air in a new broadcast five times a week early in the Fall. Lowell Thomas will also be heard transcontinentally on CBS in a Monday through Friday series of news programs.

Hubbell Robinson, Jr. becomes Vice-President and Director of Programs, bringing with him an impressive record of having been production head at one network and at two of the major agencies before joining CBS. Programs will continue to be divided into the areas of public affairs and entertainment, with the two heads of the Program Department answerable to top management for the content of broadcasts.

Ernest Martin, Director of Network Programs, Hollywood, has recently been in New York for conferences on the future of CBS transcontinental programming from the film capital.

During the summer, he and his colleagues have been responsible for ten programs between the hours of 6 and 11 PM, CNYT, each week, and for five daytime half hours. There is no intention of slackening Hollywood activity in CBS-built shows, but there is, on the contrary, every intention of preserving the present activity and adding to the production schedule in Hollywood as the situation demands such additions.

William H. Fineshriber, Jr. as Assistant Director of Broadcasts remains in his co-ordinating position to both the public affairs and entertainment aspects of production at CBS.

Activities in the sale of cooperative programs have been centralized in Ralph Hatcher, who reports to the Station Relations Department, and in a short time he has already recorded a substantial increase of income in this field. The programs themselves will continue to be produced by the Program Department.

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

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

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



## Balanced diet

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

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

**WPEN gets results.**

950  
**WPEN** | NATIONAL REPRESENTATIVES  
**HEADLEY-REED COMPANY**  
 PHILADELPHIA | New York • Chicago • Detroit • Atlanta  
 San Francisco • Los Angeles

THE EVENING BULLETIN STATION

# PROGRAMS OF TOMORROW— —what will they be like?

By Charles C. Barry

Vice-President in Charge of Programs and Television  
American Broadcasting Company, Inc.

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

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

Trends in programming will vary as the public whim and fancy dictates. There are those who look down their noses at the audience participation program. And yet, judging on performance alone, they are a part of what the public wants for they satisfy the Cinderella complex of that part of the radio public which enjoys listening to or being among the audience when some contestant wins a prize following a battle of wits. These programs, in addition to justifying themselves as radio fare, also have made a hit in television where a sight gag can be appreciated.

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

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

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

Special films present no great problem for they can be edited and narrated much in the same fashion as motion pictures and newsreels are handled. Special events, however, will require an entirely different technique from radio's special events coverage.

Consider a baseball game. The announcer need not tell the audience that the batter flied out to Joe Smith in center field with men on second and third and one out. The good special events announcer will explain the next possible move by the team at bat and the reasons therefor. In short, he will become more a student of the game and help his listeners to understand the event more fully. Present-day radio announcers covering baseball games, possibly bearing this in mind, are giving commentaries more and more in this vein, but because radio is a sound medium only they must still continue to tell listeners what is going on in the field. The same holds true for other special events such as football games, boxing, etc., when televised.

Programs prepared especially for television present one immediately apparent problem for actors. They will not have a script. Thus, unlike the movies which shoot the scenes in many "takes" during which the cast is required only to know their individual role

and lines in the scene being "shot" at the moment, television actors will be scriptless the entire time the program is on the air—and, there are no retakes. The question of being telegenic will not apply to any great extent, for makeup may and probably will be used.

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

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

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

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

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

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

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

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



# CORRECTION PLEASE!

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

Just look at this array of programs!

## 30-MINUTE PROGRAMS

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

## 15-MINUTE PROGRAMS

- |   |   |   |
|---|---|---|
| ADVENTURES WITH ADMIRAL BYRD<br>26 programs           | LET'S LEARN SPANISH<br>39 episodes                    | PINOCCHIO (ADVENTURES OF)<br>78 Episodes          |
| BABY DAYS<br>26 programs                              | LINDA'S FIRST LOVE<br>1,000 episodes                  | STREAMLINED FAIRY TALES<br>60 programs            |
| BEAUTY THAT ENDURES<br>52 musical shows               | MARY FOSTER, THE EDITOR'S<br>DAUGHTER<br>800 Episodes | THIS IS MAGIC<br>52 programs                      |
| KAY LORRAINE SHOW<br>53 musical programs              | MYSTERY CHEF<br>200 programs                          | VOICES OF YESTERDAY<br>54 programs                |
| KEEPING UP WITH THE WIGGLES.<br>WORTHS<br>78 programs | PERSONAL PROBLEMS<br>260 programs                     | WISHING WELL<br>live script show, with recordings |

## 5-MINUTE PROGRAMS

- |                                    |                        |                   |
|------------------------------------|------------------------|-------------------|
| HERE'S LOOKING AT YOU<br>65 shows  | HUMAN INTEREST STORIES | Personal Loans—60 |
| SPORTS FANFARE<br>156 shows        | Furniture—60           | Life Insurance—54 |
| THIS THING CALLED LOVE<br>65 shows | Jewelry—60             | Banking—30        |
|                                    | Optical—90             |                   |

## SYNDICATED 30-SECOND SPOTS

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

## CUSTOM-BUILT SPOTS

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

WRITE FOR BROCHURES, CATALOG AND COMPLETE DETAILS

Harry S. Goodman  
RADIO PRODUCTIONS

19 EAST 53<sup>RD</sup> STREET, AT MADISON AVENUE - NEW YORK

# SHOWS • OF • TOMORROW

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

## 1947 ☆ DRAMATIC SERIES ☆ 1948

### **A House In The Country**

NBC's newest recorded program is a bright half-hour situation-comedy — you will find yourself laughing in sheer delight at the antics of Joan and Bruce Marshall after they move from the city to "a house in the country" — cast includes some of radio's finest talent and is written by ace scripter, Ray Knight. The whole family will love this show that's fresh as country air — and twice as stimulating.

**Availability:** E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Household furnishings and equipment, Real Estate, Department Stores  
**Number of Artists:** 20-25  
**Cost:** Available at syndicated rates  
**Audition Facilities:** Transcriptions  
**Submitted by:** NBC Radio-Recording Division, National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

### **The Adventures Of Bill Lance**

The Adventures of Bill Lance concern the exploits of Bill Lance, a private detective-criminologist, and his close friend and roommate, Professor Ulysses Higgins. Bill Lance, played by Columbia Pictures' star Gerald Mohr, is a wealthy, handsome and musically talented bachelor who dabbles in crime detection as a hobby. Professor Higgin, played by Howard McNear, is an eccentric research biologist who assists Lance in unraveling the complicated situations with which Lance is faced.

**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Number of Artists:** Approx. 9 actors  
**Audition Facilities:** Transcriptions  
**Submitted by:** American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

### **The Adventures Of Bulldog Drummond**

The Adventures of Bulldog Drummond recounts the exciting experiences of a great fictional detective. Captain Hugh Drummond, better known as Bulldog Drummond, is a polished man-about-town, whose hobby is crime detection and the apprehension of criminals. Aided by his man, Denny, Drummond manages to get himself in and out of hair-raising situations. Ned Wever plays the title role.

**Availability:** Live talent

**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** Approximately 5  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### **The Adventures of Jefferson Conrad**

Jefferson Conrad, Captain of the "Black Barracuda" is an adventure series especially designed as adult entertainment, yet retaining the action which is so appealing to juveniles. This is a story of a daring, resourceful, romantic captain of a trading schooner in the South Seas. Loved by many, feared by a few, his name is known far and wide — his justice is swift and relentless — written by one of America's finest adventure story writers.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any  
**Number of Artists:** 7 and production and music  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual-Don Lee Broadcasting System, 5515 Melrose Ave., Hollywood 38, California

### **The Avenger**

Popular Mystery Show completely transcribed. Now playing such major markets as Los Angeles (8.6) St. Louis (9.7) Chicago (8.2) and many other cities. Outstanding cast of network artists. Produced in New York. Companion series to The Shadow. Each episode complete in itself. Advertisers will find this program an outstanding audience builder. Better than many network mysteries at low single city rates.

**Availability:** E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types seeking large audience  
**Number of Artists:** 6-8 including musical background  
**Cost:** Rates start at \$10 per episode  
**Audition Facilities:** Transcriptions  
**Submitted by:** Charles Michelson, Inc., 67 W. 44th St., New York 18, N. Y.

### **Boston Blackie**

Thrilling adventure-detective stories and daring mystery drama, starring Richard

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

**Availability:** E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** Cast 8 to 10—and orchestra  
**Cost:** ET—Based on population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

### **CBS Is There**

John Crosby, hearing this half-hour program in audition, reported: "CBS has come up with a novel experiment for re-creating some of the world's top news stories of by-gone years . . . presents history as a news story covered same way the network would cover any top-flight story. Throughout, actual quotes and genuine historic incidents. . . Besides providing a painless history lesson . . . an exciting program. Packs a genuine wallop." Robert Lewis Shayon directs.

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

### **Challenge Of The Yukon**

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

**Produced by:** Trendle-Campbell Broadcasting Corp., 1700 Stroh Bldg., Detroit 26, Mich.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Audition Facilities:** Transcriptions  
**Submitted by:** American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

### **The Clock**

The Clock is a series of dramas with the over-all feeling of 'destiny' in the

background. The nature of the program will vary from week to week, including dramas of romance, mystery, comedy and adventure. They will be told in the form of a story with dramatic flashbacks introduced by a narrator. The ticking of a clock will be woven throughout the program as the narrator appears indicating that time is the essence, and that he has just thirty minutes to tell his story. The stories will dramatize "fate's" role in our lives.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Audition Facilities:** Transcriptions  
**Submitted by:** American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

### **Close Shaves**

The thrilling, exciting events in the lives of listeners will be re-created in this dramatized series, Close Shaves. The events will be taken from letters written in by listeners, describing the "close shaves" in their lives; the winning incidents that are dramatized on the programs will earn a prize for the persons sending them in. Radio's top actors, an electric organ, and clever sound effects all contribute to the realism of this series.

**Availability:** Live talent  
**Time Units:** Fifteen minutes, 1, 3 or 5 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Men's shaving products  
**Number of Artists:** Six  
**Audition Facilities:** Transcriptions  
**Submitted by:** Commodore Productions, 1350 No. Highland Avenue, Hollywood 28, California

### **Colonel Humphrey Flack**

Colonel Humphrey Flack, character created in the Saturday Evening Post, transfers his hilarious adventures as a Robin Hood among confidence men to the air.

**Availability:** Live talent  
**Time Units:** 30 minutes, one weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Audition Facilities:** Transcriptions  
**Submitted by:** National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

### **The Count Of Monte Cristo**

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

# BMI

## YOUR SERVICE ORGANIZATION

### EMPHASIS ON SERVICE

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

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

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

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

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

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

**PIN-UP PATTERN**—Inside stories and timely tips on the BMI "Pin Up" hits. Ideal platter chatter, issued monthly.

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

### PRACTICAL PROGRAM SCRIPTS

More than 1,000 alert station managers are making profitable use of the various PROGRAM CONTINUITIES provided as a special service by BMI.

Because BMI CONTINUITIES are *saleable packages*, commercial managers are cashing in daily. Each script includes the use of carefully selected BMI-licensed music, cued to all of the major transcription libraries and to available phonograph records.

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

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

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

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

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

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

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

## BMI IS YOURS—

## For Radio

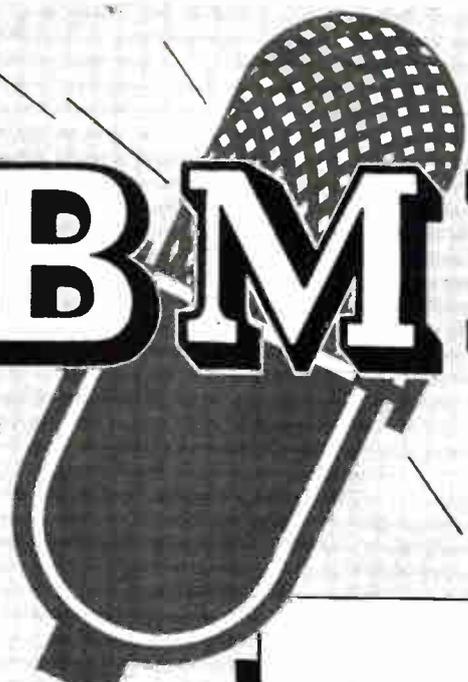
## and By Radio



# THERE IS ALWAYS A BMI HIT

FOR YOUR SHOW

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



## **MUSIC FOR EVERY PROGRAM NEED**

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

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

## **BY AND FOR THE BROADCASTER**

Every bit of music in the BMI catalogue is *your* music. . . .

Every service provided by BMI to broadcasters is *your* service. . . .

Every BMI song performed on radio is *your* song. . . .

## **INDUSTRY OWNED AND OPERATED BROADCAST MUSIC, INC.,**

was established and is maintained and operated by and for the broadcasting industry.

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

# **BROADCAST MUSIC INC.**

**NEW YORK • CHICAGO • HOLLYWOOD**

**Orders! Orders! Orders!**  
and **NO WONDER**

# "BEHIND THE SCENES"

Narrated by **KNOX MANNING**

**IS EASY TO LISTEN TO  
AND EASY TO SELL**

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

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

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

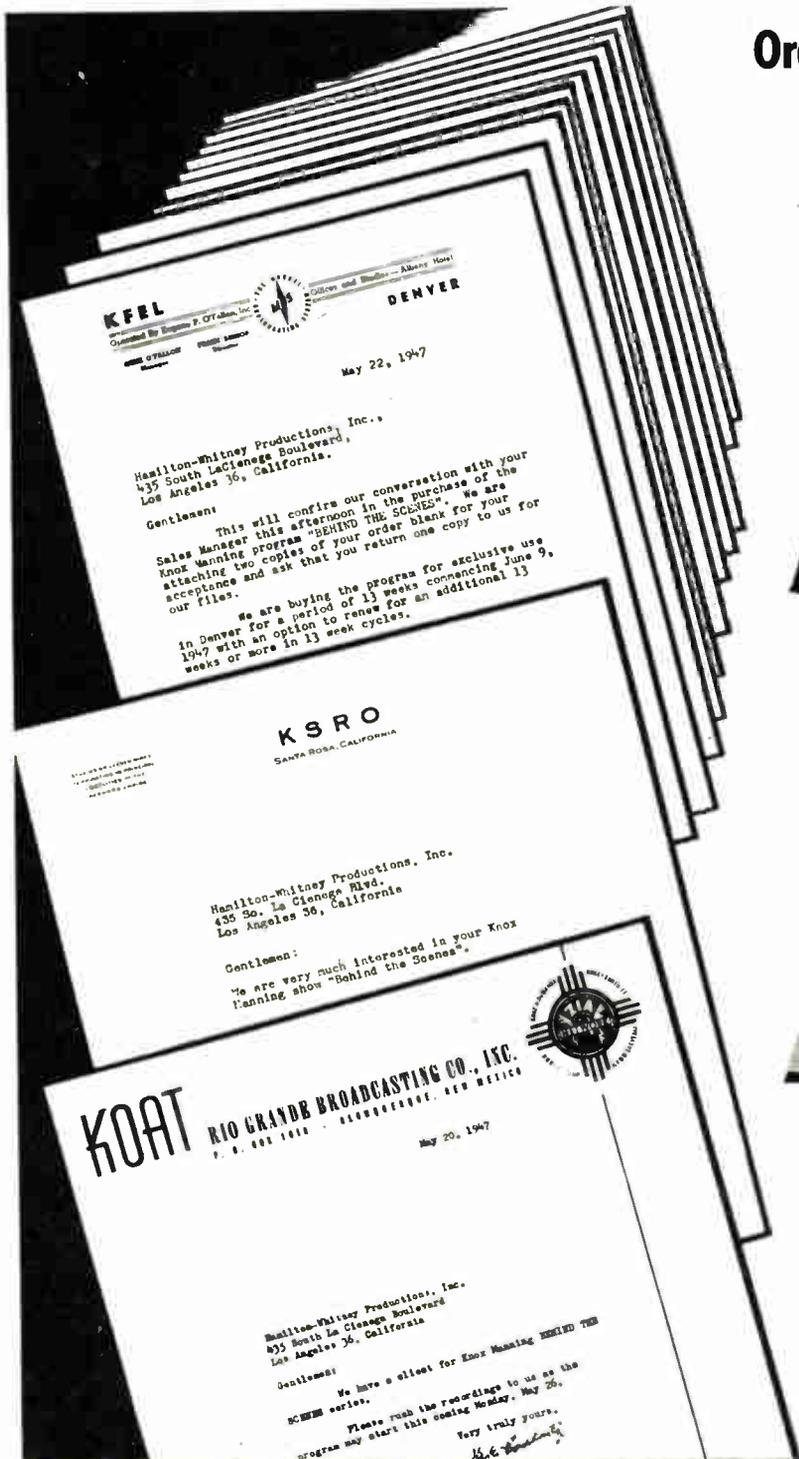


**ABOUT KNOX MANNING**

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



435 South La Cienega • Los Angeles 36, California  
Telephone BRadshaw 2-2731 • CRestview 6-6137



**Look at these typical LOW PRICES**

(We can ship 13 weeks [65 shows] at one time to save you money on transportation costs)

	per week (5 shows)		per week (5 shows)
Sandusky, Ohio . . . . .	\$7.50	El Paso, Texas . . . . .	\$10.00
Vicksburg, Miss. . . . .	7.50	Springfield, Ill. . . . .	10.00
Lockport, N. Y. . . . .	7.50	Troy, N. Y. . . . .	10.00
Jefferson City, Mo. . . . .	7.50	Johnstown, Pa. . . . .	10.00
Norwich, Conn. . . . .	7.50	Fort Worth, Texas . . . . .	12.50
Charleston, S. C. . . . .	7.50	Salt Lake City . . . . .	12.50
Springfield, Ohio . . . . .	7.50	Tulsa, Okla. . . . .	12.50
Portland, Me. . . . .	7.50	Albany, N. Y. . . . .	12.50
Topeka, Kan. . . . .	7.50	Bridgeport, Conn. . . . .	12.50
Fresno, Calif. . . . .	7.50	Toledo, Ohio . . . . .	15.00
Shreveport, La. . . . .	10.00	Omaha, Neb. . . . .	15.00

Phone, wire or write for rates and **EXCLUSIVE** in your area

century France, are recreated for radio. In the title role is Carleton Young, veteran radio actor, with Ann Stone as Marie Duchesne. Musical background is supplied by an orchestra directed by Harry Zimmerman.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 7 to 10 plus music  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### Crime Club

Doubleday & Company's library of over 900 original Crime Club books is the source for this intriguing panorama of mystery. Books dramatized range from sophisticated tales of deduction to strange plots with a spine-tingling atmosphere. Stories are adapted for radio by Stedman Coles and each dramatization is introduced to the radio audience by the Crime Club librarian, played by Maurice Wells.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 7 to 10 plus music  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### Crossroads To Adventure

Crossroads To Adventure is a half-hour show based on the personal experiences of von Baumann, noted explorer, geographer and adventurer. These stories are factual yet have all the intrigue, mystery and adventure of popular fiction appeal. There are running characters so that there is a carry-over each week. Von Baumann has enough material to carry the series through 7 to 10 years.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 5 to 7 and orchestra  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** von Baumann Studio, 331 East 71st St., New York 27, N. Y.

### Dark Of Night

Based on the deep-rooted interest of people in their own dreams and the dreams of others, this program presents original radio dramas adapted from the plots suggested by dreams submitted by listeners. The show can take whatever direction desired by sponsor — psychological drama, love stories, farce or light comedy. Endless variety possible — and within a solidly commercial framework.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Ideal for Bedding Account. General appeal, as well  
**Number of Artists:** 6-8 and orch. if desired  
**Audition Facilities:** Transcriptions; Scripts and Presentation  
**Submitted by:** Corday-Roberts, Inc., 41 W. 53rd St., New York 19, N. Y.

### The Devil To Pay

Here is a distinctive and outstanding show of mystery-and-suspense that combines action-packed melodrama with the world's oldest morality tale. The "Devil" — neither strange nor macabre, cut almost gentlemanly — is the narrator and "tempter" in each story. Wonderful vehicle for star like Peter Lorre. Claude Rains, Arnold Moss.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Audition Facilities:** Transcriptions  
**Submitted by:** Rockhill Radio, 18 East 50th Street, New York 22, New York

### Andy Devine Show

A brand new half hour show. Starring Andy Devine in true stories of the West, supported by Hollywood's top actors; Charles Lung, Joe Forte, Frank Gaham, Ken Christy, Charles Lyon announcing. Written by Lou Fulton and Paul Pierce. Directed by J. Clinton Stanley. Featuring Henry Russell's orchestra with original music. Available on regional or network basis only. Transcribed only. One show per week. Definitely network caliber.

**Availability:** E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon, Evening  
**Client Suitability:** Any type client (no beer or alcoholic beverages)  
**Number of Artists:** 24  
**Cost:** Very reasonable based on multiple markets used  
**Audition Facilities:** Transcriptions  
**Submitted by:** Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

### Diary Of Fate

Here's a "mystery" show with an unusual twist that appeals to all members of the family. The star of the show is "Fate", who tells a story in each episode that is ably dramatized by an outstanding cast of Hollywood actors. "Fate" tells how little things that happen govern ones life, how "Fate" steps in and changes the path of one's life. The dramatic circumstances make this one of radios most unusual "mystery" series. Ably produced by Larry Finley and starring Herbert Lytton as "Fate". Free audition disc.

**Availability:** E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 12  
**Cost:** According to market to be covered  
**Audition Facilities:** Transcriptions  
**Submitted by:** Finley Transcriptions, Inc., 8983 Sunset Blvd., Hollywood, Calif.

### Did Justice Triumph?

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

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 8 to 10 plus music  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### Doctors At Work

An informative, interesting series of dramatized programs, produced in cooperation with the American Medical Association. Each show is designed to carry a vital message to every American family, and through the use of a central character. Dr. Riggs, great scientific discoveries and their application to the cure and prevention of disease are forcibly pointed out. Speaker—AMA Representa-

# DRAMATIC SERIES

tive or local doctor—usually picked-up near end of period.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** All clients desirous of a profit and prestige-building program  
**Number of Artists:** Announcer, dramatic cast and orchestra  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** National Broadcasting Company, Merchandise Mart, Chicago 54, Ill.

### Doorway To Life

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

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

### Dream Street

Half hour dramatic show, with tremendous general appeal. Stories of adventure, love, mystery, drama and melodrama all oven 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. This show also provides for mail pull. Audition recording and easel presentation available.

**Availability:** Live talent  
**Time Units:** 30 minutes, weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General appeal, any product  
**Number of Artists:** Depending upon script  
**Audition Facilities:** Audition record available  
**Submitted by:** Basch Radio Productions, 17 East 45th Street, New York 17, N. Y.

### Family Theatre

Basic theme of the Family Theatre is the strengthening of our civilization through a closer relationship between the family as a group and God. Each presentation of this program is concerned with a pressing family problem, many of which were caused by the war. The guiding force behind the Family Theatre is the Reverend Patrick Peyton, C.S.C., who believes that these problems can be solved with the aid of simple, entertaining and natural radio scripts. Top Hollywood personalities are heard on each program.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Prestige, Institutional  
**Number of Artists:** 8 to 12  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### Famous Fathers

America's Famous Fathers is a dramatic-interview series starring big name personalities, one on each show,

such as Admiral Byrd, Lowell Thomas, Deems Taylor, Lauritz Melchior and others. Howard Lindsay, star of "Life with Father" is emcee. He interviews the "guest father" each week, and when the interview leads up to some important event in the life of the guest, program fades into an actual dramatization of that event.

**Availability:** E. T.  
**Time Units:** 15 minutes, once or twice weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Sunday Afternoon or Evening  
**Client Suitability:** General  
**Number of Artists:** 5 to 15  
**Cost:** Based on market used and station power. From \$5.00 per program up  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kermit-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

### Favorite Story With Ronald Colman

Shirley Temple, Orson Welles, Spencer Tracy, Bing Crosby pick their Favorite Stories, which are brilliantly dramatized in the most lavish series of half-hour productions ever transcribed. All-star cast: Ben Alexander, John Beal, Janet Waldo, Vincent Price, Lurena Tuttle, William Conrad in addition to Ronald Colman. 15-piece orchestra under the direction of Claude Sweeten; brilliant musical scores by Robert Mitchell. Stories include "Wuthering Heights," "Cyrano de Bergerac," "Dr. Jekyll and Mr. Hyde," etc. Available transcribed.

**Availability:** E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Cost:** ET—Based on population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

### First Night

Current and coming Broadway productions adapted for radio and starring Jose Ferrer. Features members of the Broadway casts as well as entertaining comment on the Theatre by Mr. Ferrer.

**Availability:** Live talent  
**Time Units:** 60 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** three to ten, with fifteen musicians  
**Cost:** on request  
**Audition Facilities:** Scripts available  
**Submitted by:** Television-Radio Enterprises, Inc., 104 East 40th Street, New York 16, N. Y.

### Stephen Graham, Family Doctor

Produced in cooperation with the American Medical Association, Stephen Graham is the story of the role played by a general practitioner in the life of an American town. A recent broadcast of the program from the scene of the AMA convention outlined the situations a country doctor faces when he first hangs out his shingle in a community dominated by custom and tradition.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Particularly good for drug product

# They're getting bigger and



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

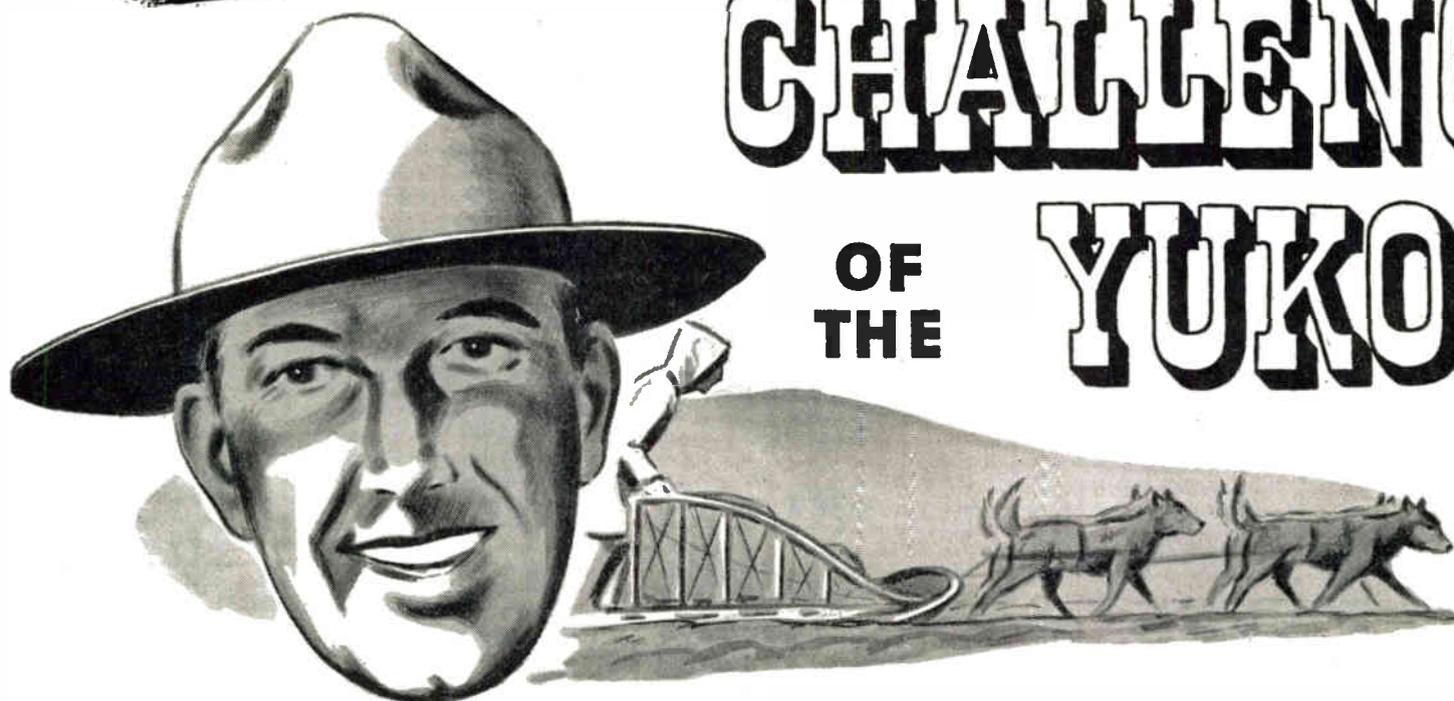


**FOR NEARLY 8 YEARS**, "The Green Hornet" has brought thrills and chills to coast-to-coast audiences. As a movie serial, "The Green Hornet" has been second in popularity only to "The Lone Ranger." While broadcast on a local basis, "The Green Hornet" did a successful selling job on all types of merchandise, from dairy products to men's shirts. Now it's sponsored on the coast-to-coast ABC network by General Mills.

**WRITTEN AND PRODUCED BY THE TRENDLE-CAMPBELL**

*better every Year!*

**AVAILABLE NOW**



# CHALLENGE OF THE YUKON

In this action-packed radio show, another great agent of justice, Sgt. Preston of the Northwest Mounted Police, aided by his trusted dog King, fights for law and order in the gold-mad Klondike.

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

**BROADCASTING CORPORATION**

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

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

**WIRE OR WRITE**

Trendle-Campbell Broadcasting Corp.  
1700 Stroh Building  
Detroit 26, Michigan  
or  
The American Broadcasting Company

# AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

Number of Artists: 6 to 10 plus music  
 Audition Facilities: Transcriptions  
 Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### Gramps

Gramps, a lovable old character, who lives with his daughter and her family, gets the household in and out of amusing difficulties each week in a family type show revolving around a strongly marked central character.

Availability: Live talent  
 Time Units: 30 minutes, one weekly  
 Audience Appeal: Entire family  
 Audition Facilities: Transcriptions  
 Submitted by: National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

### Grand Marquee

Here is light drama showcased in an arresting format that accents the glamour of the theatre. Olan Soule is starred each week in dramatic stories of humor and action. He is supported by a large orchestra and cast.

Availability: Live talent  
 Time Units: 30 minutes, one weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Audition Facilities: Transcriptions  
 Submitted by: National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

### Haunting Hour

"Mystery at its best"—half-hour dramatizations of original psychological mysteries, "whodunit" thrillers—use of mood music and sound effects set the scene for these exciting mystery stories—top flight writers furnish original scripts—features prominent stars of stage and screen—the program creates true characters, gives possible situations and then leaves you to solve the mystery with the aid of clues—keeps you on edge—a really thrilling experience!

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

### Melanie Hedwick— Psychiatrist

Melanie Hedwick — Psychiatrist. The story of a woman psychiatrist and her cases. Stark drama with touches of comedy. Real heart warming characters surround her to make an over-all first rate night time fare.

Availability: Live talent  
 Time Units: 30 minutes, once weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: General, where adult is desired  
 Number of Artists: 5 to 10 and Orch.  
 Audition Facilities: Will pipe live talent  
 Submitted by: von Baumann Studio, 331 East 71st St., New York 21, N. Y.

### Hoodoo Hunt

Dramatic show exposing superstitions of all kinds. Each show traces, in mystery play form, the origin of some superstition, explains and exposes the fallacies behind the basis.

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

Client Suitability: Any product  
 Number of Artists: 6 to 10  
 Cost: On request  
 Audition Facilities: Will pipe live talent  
 Submitted by: W. Biggie Levin Agency, 612 North Michigan Avenue, Chicago 11, Illinois

### The Human Journal

The Human Journal is a dramatic narrative type of program featuring William Duane and Franklyn McCormack as the story tellers. Two unusual tales of the great and humble are included on each broadcast. Three minutes of open time is allowed for commercial copy. A separate 15-second promotional spot is recorded on same disc. The Human Journal is written by Perry Wolff and directed by Ben Park.

Availability: E. T.  
 Audience Appeal: Entire family  
 Suggested for: Morning; Afternoon; Evening  
 Client Suitability: Any Client  
 Number of Artists: 4  
 Audition Facilities: Transcriptions  
 Submitted by: Jewell Radio Productions, Wrigley Building, 410 N. Mich., Chicago 11, Illinois

### I Deal In Crime

I Deal in Crime is a mystery series, one of the best in radio. It is fast, packed with suspense and thrills, leavened with humor. The leading character, Ross Dolan, is a "private eye," a private detective just back from the wars. Ross Dolan just naturally attracts trouble . . . and women. Played by Bill Gargan, one of the films' most outstanding young actors, Dolan is tough but appealing.

Availability: Live talent  
 Time Units: thirty minutes, once weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Audition Facilities: Transcriptions  
 Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

### If I Were Rich

Dramatization of cases which come to the attention of a war veteran, who has been left a fabulous fortune with the provision that he must give away fifty dollars every day for the benefit of humanity. Audience sends in tips about folks who need help. Subjects of stories do exist (fictitious names used) and they do receive the fifty dollars.

Availability: Live talent  
 Time Unit: 15 minutes, five times weekly  
 Audience Appeal: Entire family  
 Suggested for: Any hour  
 Client Suitability: General  
 Number of Artists: 6 to 12  
 Cost: On request  
 Audition Facilities: Will pipe live talent  
 Submitted by: W. Biggie Levin Agency, 612 North Michigan Avenue, Chicago 11, Illinois

### Justice

Starring Francis X. Bushman and Knox Manning this is a high type of mystery program intended to elevate the position of the guardian of our laws and those who carry through in the courtroom to effect "Justice." Francis X. Bushman as the Judge and Knox Manning as the State's Attorney, turn in top performances. A highly dramatic thirty-minute program with the emphasis on the crime—doesn't pay angle, and not too much "blood and thunder."

Availability: Live talent  
 Time Units: Thirty minutes, Once weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: General  
 Number of Artists: Twenty-five  
 Audition Facilities: Transcriptions

# DRAMATIC SERIES

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

### Alan Ladd Show

(Tentative Title)

An outstanding half hour adventure program. This is a brand new, fresh series, involving adventure situations in all parts of the world. The story is original, with each human interest packed episode complete. However, a continuity of characters and format is carried throughout the series. The writing, acting, directing, and music is done by top names in radio and pictures. Now available for sponsorship via transcription.

Availability: E. T.  
 Time Units: 30 minutes, 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Any product or service with mass appeal  
 Number of Artists: Varies from approximately 5 to 10, in addition to orch.  
 Audition Facilities: Transcriptions  
 Submitted by: Mayfair Transcription Co., 942 So. La Brea, Hollywood, Calif.

### Hawk Larabee

Fast-action wide-open-spaces drama series keyed to the trend for "westerns" of the type of Sea of Grass, Duel in the Sun. Hawk Larabee is hotel keeper in resettled ghost town in west, takes listeners on hard-riding adventure with both outlaws and law-abiding settlers. Variety: "has the makin' . . . flavor and merit . . . Barton Yarborough's (Larabee) Texan twang fits neatly into setting." Produced by William N. Robson, CBS-Hollywood.

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

### C. P. MacGregor Presents

Designed and created to compare with "live" transcontinental shows, in a package of audience tested half-hour programs so diversified in plot character that they range the spectrum of drama from sparkling high comedy to the most beautiful of love stories. Only the top stars, supporting actors, writers, producers and musicians have been employed to make the C. P. MacGregor Presents a dramatic radio show that you, as its sponsor, will be proud to attach your name and your merchandise in presenting the best in entertainment to your public. To guarantee unlimited dividends to your merchandising and your prestige.

Availability: E. T.  
 Time Units: Thirty minutes, One weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: All types who want a large audience. Proven Hooper rating  
 Number of Artists: 4 to 10 and music  
 Cost: Based upon the size of the station and the market  
 Submitted by: C. P. MacGregor Company, 729 South Western Avenue, Hollywood 5, California

### Manhunt

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

fine quarter-hour dramatic thriller.  
 Availability: E. T.  
 Time Units: Fifteen Minutes, Once Weekly  
 Audience Appeal: Entire Family  
 Suggested for: Evening  
 Client Suitability: Any type  
 Number of Artists: Approximately 5  
 Cost: E. T. Based on Population  
 Audition Facilities: Transcriptions  
 Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

### Married For Life

Married For Life is a program dedicated to a happy and memorable start in life for lucky young couples planning matrimony. The first fifteen minutes of the show are devoted to a dramatization of their romance, while the couple is interviewed and presented with gifts such as trousseau, wedding trip and engagement ring during latter half of program. Show also features interviews with family, friends and audience members.

Availability: Live talent  
 Time Units: 30 minutes, 1 weekly  
 Audience Appeal: Female  
 Suggested for: Daytime  
 Client Suitability: Any product bought by women

Number of Artists: Approximately 7  
 Audition Facilities: Transcriptions  
 Submitted by: The Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### The Marvelous Marvins

Here is a comedy-situation show with a fresh new twist in which the Marvins (Mathew and his fiancée) run a business with an astonishing and challenging motto: "We Buy Everything." Living up to the business motto, and extricating themselves (with profit) from the burden of "white elephants" they acquire, make hilariously entertaining listening — and makes this show a comedy that is sparkling and fresh.

Availability: Live talent  
 Time Units: 15 or 30 minutes, one strip weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon; Evening  
 Submitted by: Rockhill Radio, 18 East 50th Street, New York 22, N. Y.

### The Meal Of Your Life

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

Availability: Live talent; E. T.  
 Time Units: 30 or 15 minutes, once or twice weekly  
 Audience Appeal: Entire family  
 Suggested for: Sunday Afternoon or Evening

Client Suitability: Food products, Beverages and Home Appliances  
 Number of Artists: 8 to 16  
 Cost: \$4,000 weekly for live network show; one quarter of "A" one time rate of station used as syndicated transcribed show  
 Submitted by: Kermit-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

# GUILD PRODUCTIONS OF AMERICA PRESENTS

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

78 1/4-hour episodes (open-end) available in each series. Either series exclusive to one sponsor in a city.

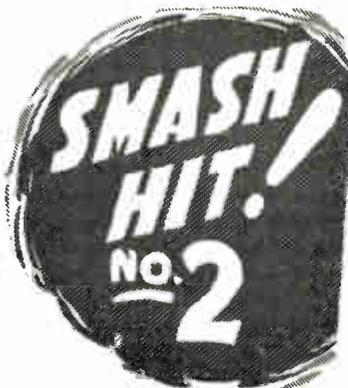


As the pages in The Family Album are turned, and o'd familiar faces are seen, they bring to mind memories out of the past—some gay, some that touch the heartstrings. Gene Jones, whose rich baritone voice was heard over CBS coast-to-coast for years, is star of this new show. He is ably assisted by The Girl Friends, with Don Hicks (arranger) at the piano and Hal Freede at the Hammond. Room has been left for opening, middle and closing commercials with musical background—but the middle spot is an instrumental number which may be used as such if desired, instead of fading behind commercial. Production may be continued to 260 episodes or more.



## "GLORIA CARROLL

*Entertains*"



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

DISTRIBUTED EXCLUSIVELY BY

### Kasper-Gordon, Incorporated

140 BOYLSTON STREET ★ BOSTON 16, MASSACHUSETTS

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

**TIE-UPS**

Photomats  
Photographs  
Publicity Stories  
Newspaper ad mats  
Advance teaser spots

# "BO-BO SKE DEETON DOTTEN"

My name is BUDDY BEAR. I'm the star of a new transcribed radio program. There are 78 ¼-hour open-end programs in the first unit, for use 3-times-weekly or 5-times-weekly. And the way things are shaping up, I expect I'll be on the air 5-times-weekly for anywhere up to 5 years!

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

## "The Adventures of BUDDY BEAR"



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

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

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

Sincerely yours,

**BUDDY BEAR**

**Kasper-Gordon, Inc.**

140 BOYLSTON STREET, BOSTON 16, MASSACHUSETTS



# Transcribed Programs That **SELL!**

• As the **OLDEST** syndicated transcribed program producer in the United States, and the originator of the transcribed musical announcement and other highly successful radio ideas, we are prepared to cooperate with you as we do with agencies, stations and advertisers from Coast to Coast. For suggestions and program ideas for your next radio campaign—whether it is for ½-hour, ¼-hour, 5-minute, 1-minute, 100 word, or 30 word spots—write or wire us. And be sure to investigate the possibilities of these successful transcribed syndicated shows!

## SYNDICATED SHOWS NOW AVAILABLE

<b>"ADVENTURES OF BUDDY BEAR"</b> .....	78 ¼-hour
<i>The most lovable, adventurous playmate a child ever had! Created by Betty Barrie</i> (more in preparation)	
<b>"THE FAMILY ALBUM"</b> .....	78 ¼-hour
<i>Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede</i>	
<b>"GLORIA CARROLL ENTERTAINS"</b> .....	78 ¼-hour
<i>Starring Gloria Carroll, Frank Bell and The Belltones</i>	
<b>"EAT-ITORIALLY SPEAKING"</b> .....	78 ¼-hour
<i>Starring Dick Stone in the most unusual food program in the country</i>	
<b>"SONGS OF CHEER &amp; COMFORT"</b> .....	52 ¼-hour
<i>Starring Richard Maxwell, famous Gospel singer</i>	
<b>"THE VAGABOND ADVENTURER"</b> .....	39 ¼-hour
<i>Starring Tom Terriss, Internationally known adventurer</i>	
<b>"UNSOLVED MYSTERIES"</b> .....	39 ¼-hour
<i>Dramatizations of true mysteries as yet unsolved</i>	
<b>"ONE I'LL NEVER FORGET"</b> .....	156 5-minute
<i>Unusual sports stories, starring Jack Stevens</i>	
<b>"TWILIGHT TALES"</b> .....	94 ¼-hour
<i>Fairy tales for children, unusually told by Elinor Gene</i>	
<b>"DAN DUNN, SECRET OPERATIVE No. 48"</b> .....	78 ¼-hour
<i>Juvenile series based on famous newspaper cartoon strip</i>	
<b>"FUN WITH MUSIC"</b> .....	26 ¼-hour
<i>Starring Sigmund Spaeth, The Tune Detective</i>	
<b>"UNCLE JIMMY"</b> .....	156 ¼-hour
<i>Daytime family serial, starring William Farnum, Hollywood cast</i>	
<b>"FAMOUS MOTHERS"</b> .....	75 5-minute
<i>Starring Jane Dillon. All parts taken by Miss Dillon</i>	
<b>"HISTORY IN THE MAKING"</b> .....	52 ½-hour
<i>Dramatizations of outstanding historical events</i>	
<b>"FURS ON PARADE"</b> .....	39 ¼-hour
<i>Sponsored successfully by hundreds of fur retailers</i>	
<b>"A CHRISTMAS CAROL"</b> .....	1 ½-hour
<i>Original half-hour adaptation starring Tom Terriss</i>	
<b>"ADVENTURES IN CHRISTMASTREE GROVE"</b> .....	15 ¼-hour
<i>Sponsored annually by more than 200 department stores</i>	
<b>"SANTA'S MAGIC CHRISTMAS TREE"</b> .....	15 ¼-hour
<i>Another outstanding Christmas holiday promotion</i>	

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

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

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

## Johnny Modero, Pier 23

This topnotch adventure series stars actor-writer Jack Webb in the leading role. Scene of each gripping episode is San Francisco's tough waterfront district, the Embarcadero. Modero conducts an unidentified business inside an Embarcadero boathouse, with no questions asked. As Johnny puts it, "Sometimes I get paid. Just as often I don't. But there's not much I can do about it. That's the kind of business I'm in."

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 8 to 12 plus music  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

## Mr. Midnight

Mr. Midnight, starring Freddy Robbins, America's most popular disc jockey, is a behind the scenes story of the life of a midnight to dawn disc jockey in New York City. Every type of listener calls in and tells him their troubles or brings him their problems to solve. The series features mysteries, human interest stories, night life stories as well as situation comedies.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 6-8  
**Audition Facilities:** Transcriptions  
**Submitted by:** Corday-Roberts, Inc., 41 W. 53rd St., New York 19, N. Y.

## Mr. President

Mr. President—starring Edward Arnold—is a dramatic program based on the interesting human events that happen in the White House. The series is sometimes dramatic, sometimes tragic—but always it remains human. It is the story of the man as such—the happenings, the wonderful stories that are his life—yet we, the public, never hear about them. The program is non-political, and the scripts are adapted from material covering a period of both Republican and Democratic administrations. Identification of the President in whose life the incident took place will be withheld until the very end of the program.

**Availability:** Live talent  
**Time Units:** thirty minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Audition Facilities:** Transcriptions  
**Submitted by:** American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

## Mr. Unknown

A dramatic presentation with an unusual production technique comparable to the motion picture style of "cameraing" each scene—through the eyes of Mr. Unknown. Use of this new technique allows for heightened dramatic effects. Suspense, pathos, fantasy—every theatrical device is given added meaning and appeal.

**Availability:** Live talent  
**Time Units:** 30 minutes, Once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** 6-8  
**Audition Facilities:** Transcriptions  
**Submitted by:** Louis G. Cowan Inc., 485 Madison Ave., New York 22

## Musical Mysteries

An open-end series of fast moving, hard hitting five minute mystery dramas

with delayed solutions. Double barreled appeal to entire family—in the ever popular desire to "name that tune," plus the challenge to solve a mystery. Makes every listener feel like a super-sleuth. Solution to mystery on separate cut; can follow commercial or be delayed for prizes. A mystery that's thrilling! A program that's entertaining! A game that's a lot of fun!

**Availability:** E. T.  
**Time Units:** Five minutes, 3-6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Evening  
**Client Suitability:** General  
**Number of Artists:** Five  
**Cost:** By market  
**Audition Facilities:** Transcriptions  
**Submitted by:** Girard Productions, 50 Rockefeller Plaza, New York 20, N. Y.

## Mysterious Traveller

From start to finish a complete air of mystery prevails on this thriller. As the Mysterious Traveller, Maurice Tarplin conveys the illusion of traveling many places to relate the strange crimes he witnesses. Other than the "Traveller" himself, the program format is not restricted to established fictional characters. Each weekly program is a complete mystery in itself, varying widely as to type.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** Approximately 8 plus music  
**Audition Facilities:** Transcriptions; Will pipe live talent  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

## Mystery House

Fifty-two thrilling mystery stories. The most flexible format of any mystery on the air — built around publishing firm named Mystery House, owned and operated by Barbara and Dan Glenn. As explained in opening of each show, staff acts out best stories before publishing them. Device permits wide variety of detectives and backgrounds and yet maintains important factor of using stock cast of artists, High Hoopers.

**Availability:** E. T.  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Breweries — Oil Co. — Dept. Stores — Men Stores, etc.  
**Number of Artists:** 8 and organist  
**Audition Facilities:** Transcriptions  
**Submitted by:** Harry S. Goodman Radio Productions, 19 E. 53rd Street, New York 22, N. Y.

## Mystery Without Murder

A new type of mystery program which depends upon brain work rather than blood shed for its excitement, featuring Peter Gentle, detective, and his Girl Friday, who refuses cases involving murder or violence.

**Availability:** Live talent  
**Time Units:** 30 minutes, one weekly  
**Audience Appeal:** Male; Female  
**Suggested for:** Evening  
**Audition Facilities:** Transcriptions  
**Submitted by:** National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

## Nelson Olmsted

Nelson Olmsted, acknowledged master of dramatic narration on the air, adapts and presents each day a complete short story taken from the best of the world's literature.

**Availability:** Live talent  
**Time Units:** 15 minutes, five weekly

# DRAMATIC SERIES

**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Audition Facilities:** Transcriptions  
**Submitted by:** National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

## Phantom Theater

This is a half hour dramatic show, presenting unusual dramas of suspense and melodramatic action. Supernatural themes. Unusual psychological plots. Mystery-detective. Each week, the audience knows it will hear a new and different type of story. Show has been on KFJH since 1939, and its popularity seems to increase each year. At present, scripts are written and produced by John Speer, Head of KFJH Production and Continuity.

**Availability:** Live Talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Late Evening  
**Client Suitability:** Almost any type of product. Has been sponsored by Book Store, and a Men's Clothing Store

**Audition Facilities:** Transcriptions  
**Submitted by:** KFJH, Wichita, Kansas

## One Foot In Heaven

This is a typical "family" show about a modern, progressive, understanding minister and his family. It is based on Hartzell Spence's best-seller of the same name and was a record-breaking Warner Brothers movie. This show has been tried and tested for forty-four weeks on ABC network where it had a top rating and drew a large and enthusiastic listener response.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General and institutional  
**Audition Facilities:** Transcriptions  
**Submitted by:** Rockhill Radio, 18 East 50th Street, New York 22, N. Y.

## Playhouse Of Favorites

For drama at its best it's The Playhouse Of Favorites — features leading actors and actresses of the stage and screen in dramatizations of famous stories that never grow old — stories of adventure, romance, comedy and pathos — written by such great writers as Dickens, Longfellow, etc. Some outstanding "favorites" are David Copperfield, Pride and Prejudice, Treasure Island, Tale of Two Cities — the stories remain authentic and are skillfully adapted into brilliant half-hour radio productions.

**Availability:** E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 10-20  
**Cost:** Available at syndicated rates  
**Audition Facilities:** Transcriptions  
**Submitted by:** NBC Radio-Recording Division, 30 Rockefeller Plaza, New York 20, N. Y.

## Policewoman— Mary Sullivan

The storyteller is an actress impersonating Mary Sullivan, who for years has been Head of Women Detectives on New York's police force. The program is devoted to a re-enactment and expose of confidence games that are perpetrated on women exclusively and also deals with women criminals and how they are caught.

**Availability:** Live Talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Female  
**Suggested for:** Evening  
**Audition Facilities:** Transcriptions  
**Submitted by:** American Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

## Radio Theater Of Famous Classics

"Radio Theatre of Famous Classics" is a half-hour dramatic show bringing to the air special radio adaptations of the world's most famous writers, such as Oscar Wilde, Ibsen, Stevenson, Zola, de Maupassant and others. Each show is complete in itself, brilliantly produced and directed. An outstanding cast is featured and adaptations have been written by radio's top writers, included at no extra cost is a complete press campaign book for promotion and publicity.

**Availability:** Live talent; E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon Sunday or evening

**Client Suitability:** Manufacturer of trade name brand or large trade retailer  
**Number of Artists:** 7 to 16

**Cost:** Transcribed show from \$10 per program up; as live network show featuring name guest star lead, \$3500 weekly

**Audition Facilities:** Transcriptions  
**Submitted by:** Kermit-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

## Rip Powell

Fast-moving, action-packed series designed to appeal to adventure and mystery loving audiences. Rip Powell, ex-Navy pilot, and his colleagues, operate the Ace Detective Agency, making use of their plane, their speedboat and a high powered car. Plots feature mystery crime cases in which action and the chase are paramount. Fast, tight, shifting action in the air, on the land, and on the sea, brings color, romance and thrills.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 6-8 and orch. or organ  
**Audition Facilities:** Transcriptions; Scripts and Presentation  
**Submitted by:** Corday-Roberts, Inc., 41 W. 53rd St., New York 19, N. Y.

## Romance (Formerly Theater of Romance)

Commercially-proven half-hour drama weaves romantic drama spell for personal-appeal product selling. Recreates greatest love stories of all time—from classics like Pride and Prejudice, through Prisoner of Zenda, Merton of the Movies, Seventh Heaven, to new Book-of-Month, Angelic Avengers. Under sponsorship (1944-46) won October-April Hooper averages in 11's, consistently beat evening average. With or without stars.

**Availability:** Live Talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Weekend Afternoon, Evening  
**Audition Facilities:** Transcriptions  
**Submitted by:** CBS, 485 Madison Avenue, New York 22, N. Y.

**BOSTON'S  
BEST  
BUY**

**WORLD**



*THIS LITTLE BUDGET WENT TO THE*

**"920 CLUB"**

**Boston, Massachusetts**

## The Rooftops Of The City

From a lofty skyscraper in a big metropolis we look down on the houses and their rooftops. Under these rooftops live the people of the city, each with a story to tell, stories of gayety and sadness, simple dramatic tales of the city. Original stories as well as adaptations are employed.

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

## San Francisco Radio Playhouse

Half hour radio presentation written by NBC staff writers. Each member of the writing staff is a specialist in his own type of style of writing which affords a variety of presentations including comedy, mystery, melodrama, mystery-comedy, and fantasy. Tony Freeman's creation of musical backgrounds has been expert and has helped tremendously to build the show into the bigtime bracket. A cast of six to eight actors is used weekly selected from the best of the West Coast talent. Productions are under the direction of staff producers.

**Availability:** Live talent; E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General merchandising —not limited  
**Number of Artists:** 6 actors, 12-20 musicians, 2 sound effects men, producer-writer  
**Audition Facilities:** Transcriptions; Will pipe live talent at cost to advertiser or agency  
**Submitted by:** KPO, Radio City, San Francisco, Calif.

## Sammy The Great

A mystery show with a show-business background featuring Sammy, a hot piano player. Will attract both mystery fans and variety show audience. Show can have anything you want, without sacrificing the basic idea.

**Availability:** Live Talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 6 to 12  
**Cost:** On request  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** W. Biggie Levin Agency, 612 North Michigan Avenue, Chicago 11, Ill.

## Scarlet Queen

The dramatic episodes in the voyage of the "Scarlet Queen" are based on the ship's log. Locales of the exciting adventure are the ports the vessel touches while on her treasure-hunting voyage in the Pacific. Every program is a complete story in itself. Elliott Lewis, one of radio's better known actors, is heard as the "Scarlet Queen's" skipper.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 8 to 12  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

## Scotland Yard

"Scotland Yard" is a mystery series in the best tradition of this famous English crime detection department. Starred as Inspector Michael Burke is the dis-

tinguished actor of radio, stage and screen, Basil Rathbone. Plots are laid in London and environs and involve the apprehension of both local lawbreakers and criminals from other parts of the Empire. Program displays a humorous touch in Sergeant Abernathy, Burke's likeable assistant.

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

## The Shadow

Most popular dramatic series in the entire country. Consistently top rating over all competition for past 12 years. Publicized in movies, magazines, etc. Reached 16. rating during 1946-1947 series. Sponsorship limited to two advertisers with non-competing products in non-conflicting markets. Starts Sunday, September 7th for 39 weeks. 5-5:30 PM E.S.T. Over Mutual network facilities. All offers subject prior sale.

**Availability:** Live Talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Sunday Afternoon  
**Client Suitability:** All types seeking largest audience on air at time of broadcast  
**Number of Artists:** 8-10  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** Charles Michelson, Inc., 67 W. 44th Street, New York 18, N. Y.

## Shadows Of The Mind

A new, forcefully dramatic psychological presentation, "Shadows Of The Mind" is not merely a mystery story. It contains an extra factor in that the fast-moving dramas that are unfolded each week are told in the terms of authentic, scientific psychiatry. The program utilizes the same formula which made "Suspicion" and "Lost Weekend" outstanding films. The leading player is the fictional Dr. David Gannon, a clever psychiatrist matching wits with the unknown for the benefit of others. The program is produced by Sherman H. Dryer.

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

## Solving Marriage Problems

This program is put on in cooperation with The Community Chest which supports a Marriage Clinic designed to help find solutions to the marital problems of couples in the Philadelphia area. Program opens with an ear catching dramatization of an actual case record. Then actors—playing roles of real people under assumed names—re-enact the interview with the case worker. Each show has a "name" moderator — usually a noted judge, attorney or college official. The Community Chest has signified that series may be commercially sponsored by a suitable product that can be helped by institutional advertising.

**Availability:** Live Talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Male, Female  
**Suggested for:** Sunday Afternoon  
**Number of Artists:** 4 (average) and organist

# DRAMATIC SERIES

**Audition Facilities:** Transcriptions  
**Submitted by:** WCAU, 1622 Chestnut St., Phila. 3, Penna.

## Stories By Lederer

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

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

## Story For Tonight

Nelson Olmsted adapts for full half hour presentation a short story which lends itself to dramatic narration rather than theatrical dramatization. His long experience in this type of work has brought him wide spread acclaim.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Male; Female  
**Suggested for:** Evening  
**Audition Facilities:** Transcriptions  
**Submitted by:** National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

## Strange Wills

Half-hour dramatic. A bright new format. Currently boasting 9.8 Coast Hooperating. Dramatizes strange stories behind strange wills. Starring famous Hollywood actor Warren William. Twenty-six programs immediately available. Special quotations for multiple market or regional sponsorship. One-a-week basis only. Definitely a network caliber program. Produced by Teleways Radio Productions, Inc. Send for free audition platter. Great variety-mystery, adventure, comedy, musical, dramatic, psychological. Brand new series.

**Availability:** Live Talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Late Afternoon, Evening  
**Client Suitability:** Any type  
**Number of Artists:** 10 to 12  
**Cost:** Based on station rate card  
**Audition Facilities:** Transcriptions  
**Submitted by:** Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

## Studio One

New CBS hour-long repertory air-theater series. April 29 opening ("Under The Volcano") hailed by Harriet Van Horne as "notable premiere . . . fine rewarding program." Billboard tabs it as "real progress," "superior end product," says "CBS will have earned bright new merit badge." Typical offerings: An Enemy Of The People, Dodsworth, Hayfever, Fletcher Markle produces; Robert J. Landry supervises.

**Availability:** Live talent  
**Time Units:** 60 minutes, 1 weekly  
**Audience Appeal:** Juvenile, Entire family  
**Suggested for:** Evening  
**Audition Facilities:** Transcriptions  
**Submitted by:** CBS, 485 Madison Avenue, New York 22, N. Y.

## Suspicion

The last word in Mystery shows. Bizarre, fascinating melodrama! A series of breath-taking incidents and an adventure series with such universal and dynamic appeal that makes Suspicion a "must listen" program from the initial airing. So captivating and compelling that you will agree it "can't miss." Mystery is the appeal.

**Availability:** E. T.  
**Time Units:** 39 programs, 15 minutes each, 1-3-5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Number of Artists:** 6-8  
**Cost:** Per station basis  
**Audition Facilities:** Transcriptions  
**Submitted by:** G. C. Bird & Associates, 311 S. New Hampshire Ave., Los Angeles 5, Calif.

## The Theater Of Famous Radio Players

A series of dramatic programs with an amazing appeal for the entire family. Romance, suspense, fantasy and farce receive an unusual treatment at the hands of Les Mitchel, one of radio's top-flight directors. The cast includes outstanding radio players including Cathy Lewis, Lureen Tuttle, Martha Wentworth and Bruce Elliot. Del Castillo provides the atmosphere music with an eighteen piece orchestra.

**Availability:** E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Client Suitability:** All types seeking a wide audience  
**Number of Artists:** Average of 16 with 18 piece orchestra, (first 13 wks). Organ on succeeding programs  
**Audition Facilities:** Transcriptions  
**Submitted by:** Louis G. Cowan, Inc., 485 Madison Ave., New York 22, N. Y.

## Theater Of The West

Harry Carey, host and narrator on "Theater of the West" is recognized as America's foremost authority on Western dramatic literature; he has himself become a symbol of the West. "Theater of the West," lavishly produced as true radio "epics," will take Westerns out of the "hoof-beat and gun-shot" category. These great legends, with a century of publicity behind them, will at last be given the treatment they deserve. They will be Westerns with character.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 20, including orchestra  
**Audition Facilities:** Transcriptions  
**Submitted by:** Commodore Productions, 1350 N. Highland Ave., Hollywood 28, Calif.

## Time For Escape

New series carries listeners away from the mundane into free world of flight-of-fancy literary classics. Superb half-hour dramatizations of such stories as F. Scott Fitzgerald's Diamond As Big As The Ritz, Bret Harte's Outcasts of Poker Flat. Originates in CBS-Hollywood. William N. Robson directs cast of fine movie-screen-radio veterans.

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

*The Finest Name in Transcriptions*

# TELEWAYS OF HOLLYWOOD

**You'll Want These Shows! They'll  
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**Starring**

## **WARREN WILLIAM**

*and an All-Star Hollywood Cast Including*

**Lurene Tuttle, Howard Culver, Will Wright,  
Carleton Young, Peggy Weber, Perry Ward,  
John Brown, Dorothy Scott, Hal Sawyer**

Stories behind strange wills that run the gamut of human emotion. A half hour series—delightfully entertaining . . .

Suberly directed by Robert Webster Light.



## **AMERICA'S FAVORITE SINGING GROUP**

**with Bob Nolan**

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

**Starring**

## **MARVIN MILLER**

**with**

**WARREN WHITE—Newest Singing Sensation  
DEL CASTILLO at the Whispering Hammond  
IVAN EPPINOFF & his Romantic Violin**

Your call to romance! The relaxing show—produced by Jack Holbrook in ¼ hour strips. MOON DREAMS puts your audience in a buying mood! It will be the bright spot on your program schedule.

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# TELEWAYS

**RADIO PRODUCTIONS, INC., OF HOLLYWOOD  
8949 SUNSET BOULEVARD, HOLLYWOOD 46, CALIFORNIA**

## Treasury Agent

Treasury Agent is based on the activities of the law enforcement agencies of the United States Treasury, including the Secret Service, Revenue Intelligence, Coast Guard, Bureau of Narcotics and Alcohol Tax Unit. Featuring Elmer Lincoln Irey, retired chief coordinator of all law enforcement agencies in the Treasury Dept. and known as "The World's greatest detective," Treasury Agent brings to light in dramatic form, in separate weekly episodes the seldom publicized methods of these important agents, who have accounted for 64 per cent of the peace-time criminals in federal prisons. Audience Appeal: Entire family Suggested for: Evening Audition Facilities: Transcriptions Submitted by: American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

## Trouble Shop

Written by Alfred Beater, nationally famous radio writer, is the story of a young man who inherits a pawn shop upon his father's death. He decides to close the shop but finds that before he can do this the law requires that he return every single item pledged to its rightful owner and get a receipt for it. Each half hour episode is the story of the return of a single item to its owner and each story therefore involves the solution of a mystery or the tying off of a human interest problem, all mixed with good clean comedy.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 6-8  
Audition Facilities: Transcriptions  
Submitted by: Corday-Roberts, Inc., 41 W. 53rd St., New York 19, N. Y.

## The Trouble Shop

Jose Ferrer starring in an entirely new dramatic vehicle which permits complete latitude in type of show. Series can vary at will to include comedy, mystery, or drama. Series written by Alonzo Deen Cole, writer of "Crime Photographer." With a star of such ability and magnitude and such a proven writer, a high rating is assured.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 5 to 7 plus 13 musicians  
Cost: \$3500  
Audition Facilities: Script available  
Submitted by: Television-Radio Enterprises, Inc., 104 East 40th Street, New York 16, N. Y.

## True Stories Of The N. Y. State Police

Dramatizations of "closed cases" taken directly from the files of the New York State Police. Since all cases are "closed" or cases in which justice has taken its rightful course, the stories have high moral value. Stories are two-listed, fast moving and done in completely professional fashion by cast of seasoned radio veterans.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types who want a large audience  
Number of Artists: Average 10 actors, plus organist, sound effects and writer  
Cost: On request  
Audition Facilities: Transcriptions  
Submitted by: WHAM, Sheraton Hotel, Rochester 4, New York

## Under Arrest

The absorbing adventures of John Drake, police captain, are the basis for this dramatic presentation. Drake, an officer with a reputation for being tough, and yet an understanding of juveniles who go astray, is joined in promoting the safety and welfare of his town by Dave Wilson and Anne. Wilson is young rookie cop whom Drake befriended when he was a recalcitrant youngster, Anne a clever girl reporter with a keen sense of humor and a flair for dangerous assignments.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types for large audience at low cost  
Number of Artists: Approx 8 plus music  
Audition Facilities: Transcriptions  
Submitted by: Mutual Broadcasting System, 1443 Broadway, New York 18, N. Y.

## Special Assignment

A 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news. Each episode features a thrilling drama, and highlights the adventures, ingenuity and enterprise of the men whose lives are dedicated to covering the news. The stories are presented by Oliver Gramling, author, editor and authority on news.

Availability: E. T.  
Time Units: 78 units of 15 minutes, 1, 2 or 3 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types  
Cost: Net rate per episode: 7% of station's top hourly national time rate card; minimum \$4.00 net per episode  
Audition Facilities: Transcriptions  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## Unsolved Mysteries

Thirty-nine true baffling tales that combine to make one of the most remarkable mystery programs of all time. Stories such as that of the African Witch Doctor who traveled 1,000 miles through dense jungle in one night; 16 people vanish from a ship in mid-Atlantic; a man found murdered with doors and windows bolted and barred from the inside; a dead wife found working in the Haiti sugar cane fields; a wireless message from a dead operator, saving a ship from collision; and others. Sponsored in more than 100 cities, including such advertisers as Texaco and Textron. Toplight Hollywood cast in each episode. Each program a complete story.

Availability: E. T.  
Time Units: 15 minutes, 1 or 3 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any type  
Number of Artists: 5 to 15  
Cost: Based on market, station  
Audition Facilities: Transcriptions  
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston Street, Boston 16, Mass.

## Philo Vance

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

Availability: E. T.

# DRAMATIC SERIES

Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any type  
Number of Artists: Approximately 10 per program  
Cost: ET—Based on population  
Audition Facilities: Transcriptions  
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

## Verdict

Verdict relates the stories of crimes that set enduring legal precedent — Crimes That Made The Law. Not a whodunit, but a dramatization of poignant stories of crime, fear and passion. The verdicts passed in these "first of their kind" cases are still being cited in court decisions today. The only show of its kind. Verdict is authentic because each script is originated and processed by Dr. Sheldon Glueck, Professor of Criminal Law at the Harvard Law School. Scripts of the series being written by Len Finger, well-known dramatic writer. Orchestral bridges.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any advertiser wanting to reach a large, loyal audience  
Number of Artists: Average 10 and music  
Audition Facilities: Will pipe live talent  
Submitted by: Gordon M. Day Advertising Service, 145 East 53rd St., New York 22, N. Y.

## The Virginian

An exciting new dramatic series based on Owen Wister's famous novel of the American West adapted for appeal to the entire family. Outstanding radio talent has been engaged for each program. George Zachary directs, Howard Teichman (Star Theatre, Orson Welles programs) writes and Lyn Murray's orchestra provides the mood music.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any type desiring to reach large audience  
Number of Artists: Varies with script  
Audition Facilities: Transcriptions  
Submitted by: Louis G. Cowan Inc., 485 Madison Ave., New York 22, N. Y.

## What Do You Think?

A thrilling half hour dramatic series of mental and psychic phenomena. Each story complete. Based on true experiences collected by Ed Bodin, nationally famous collector and writer.

Availability: Live talent  
Time Units: 30 or 15 minutes, weekly.  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General (any product that is sold to men and women)  
Number of Artists: Depending on script  
Audition Facilities: Will submit script  
Submitted by: Basch Radio Productions, 17 East 45th St., New York 17, N. Y.

## X Marks The Spot

Mystery is one of the major human interests. "X Marks The Spot" are stories of True Murder mysteries. It does not invade the field of gang and racketeer murders. It is written in the form of a dramatization with considerable use of a narrator. The program has an ironically humorous and satirical approach which was made popular by the late Wolcott and Pearson. "X Marks The Spot" has been televised successfully for the past four years. A good combination pack-

age for radio and television.  
Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Adult Male, Female  
Suggested for: Late Evening  
Client Suitability: A product of adult appeal  
Number of Artists: 6 plus organist (average)  
Audition Facilities: Will pipe live talent  
Submitted by: Green Associates, 360 N. Michigan, Chicago 1, Ill.

## Young Father O'Neill

The life of Young Father O'Neill recently completed a 39 week series on the A.B.C. network originating from New York. The story deals with Father O'Neill who served as a Chaplain during the war and has now returned to his parish to continue his work of tolerance and aid to all who need it, regardless of race, creed or color. The same characters that made "The O'Neills" one of the most successful series in radio are used in the story of "Young Father O'Neill." Availability: Live talent; E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon; Evening  
Client Suitability: Any household product  
Number of Artists: 7 average  
Cost: Very reasonable  
Audition Facilities: Will pipe live talent  
Submitted by: Wolf Associates, 420 Madison Ave., New York City

## Young Marilyn Young

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

Availability: Live talent  
Time Units: 30 or 15 minutes, weekly.  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any product that is sold to a family  
Number of Artists: Depending on individual scripts  
Audition Facilities: Will submit script  
Submitted by: Basch Radio Productions, 17 East 45th Street, New York 17, N. Y.

## Told At The Seven Seas Club

The program opens with the ring of the famous "Nansen" bell to call the meeting to order, when the great names of exploration get together to taste exotic dishes and talk over the past, the present, and the future. Great names like Ste'annson, Byrd, and great names out of the past—Amundsen, Peary, Scott—will appear or be honored at meetings of the club. Dramatizations will cover exploits of the past—present (sometimes with special events pick-ups)—or fantastic projects of the future.

Availability: Live talent, E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any—but special angles for travel or sporting goods or services  
Number of Artists: Three regular—plus dramatic cast.  
Audition Facilities: Transcriptions. Will pipe live talent  
Submitted by: Roy de Groot Consultants, Inc., Room 415, 551-5th Ave., New York 17, N. Y.

## Aussa The Arab

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

Availability: Live talent; E. T.  
Time Units: 15 minutes, 3 to 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon; Evening

Client Suitability: Any product  
Number of Artists: 3 to 4  
Audition Facilities: Transcriptions  
Submitted by: V. S. Becker Advertising Service, 562 Fifth Avenue, New York 19, New York

## The Career Of Alice Blair

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

Availability: E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning or Afternoon

Client Suitability: Any type  
Number of Artists Employed: 10  
Cost: ET—Based on Population  
Audition Facilities: Transcriptions  
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

## Clara, Lu 'N' Em

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

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female, Entire family  
Suggested for: Morning, afternoon  
Client Suitability: Drugs, Foods, or Household Products

Number of Artists Employed: 4 to 6  
Cost: On Request  
Audition Facilities: Transcription  
Submitted by: W. Biggie Levin Agency, 612 N. Michigan Avenue, Chicago 11, Ill.

## Dearest Mother

Daytime serial story. A thrilling day by day drama of heart-stirring romance and pulse quickening action. Designed specifically to appeal to the house wife. An exciting story of a young girl's struggle for happiness, seeking to find a place for herself in the business world

without the aid of her wealthy family. The suspense and mystery of the story is further enhanced through the daily letters exchanged between Mother and daughter. These letters contain the girl's hopes, thoughts, suspicions, and loneliness.

Availability: E. T.  
Time Units: 15 minutes, 5 time weekly  
Audience Appeal: Female  
Suggested for: Morning or Afternoon  
Client Suitability: Any type  
Number of Artists: 5  
Cost: ET—Based on Population  
Audition Facilities: Transcriptions  
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

## Driftwood

Starring Ann Dvorak, with John Howard. Ann Dvorak portrays the character of India Forbes, a lovely and famous Hollywood personality. The story is one of a career woman with a desire for accomplishment, yet a similar yearning for a real home. Driftwood opens its heart with warmth, humor and understanding in this story of a Hollywood star, played by a Hollywood star.

Availability: E. T.  
Time Units: 15 minutes, 3 to 5 weekly  
Audience Appeal: Female  
Suggested for: Morning; Afternoon  
Client Suitability: General  
Number of Artists: Five and an organist  
Audition Facilities: Transcriptions  
Submitted by: Commodore Productions, 1350 No. Highland Avenue, Hollywood 28, California

## Forbidden Diary

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

Availability: E. T.  
Time Units: 15 minutes, 5 or 6 weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Any type  
Number of Artists Employed: Approximately 6 per program

Cost: ET—Based on population  
Audition Facilities: Transcriptions  
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

## Mary Foster — The Editor's Daughter

A dramatic strip of 800 programs now in its ninth year for Kroger's Grocery chain (Kroger's Clock Bread). Hooper daytime ratings from 5.0 to 11.6. Now available in markets not covered by Kroger. Show features Joan Banks, Parker Fennelly, "Titus Moody of the Fred Allen show" and Craig McDonnell.

Availability: E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning; Afternoon  
Client Suitability: Any sponsor wishing to reach a feminine audience  
Number of Artists: 6 to 8  
Cost: Based on population

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

## Green Valley Lines

Railroad story thriller of Morristown, U. S. A. Pop Harkness surveyed for the Green Valley lines and John Graham ran the office. The rival railroad, the C, K & W, owned by Jim Reed tries to buy the Green Valley line. John Graham is willing to sell but Pop Harkness and the Green Valley people do not. Skulduggery begins to show up when the round house burns down, men quit their jobs, an ultimatum demanding full payment of mortgages, etc.

Availability: E. T.  
Time Units: 15 minutes, 2 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types  
Number of Artists Employed: 5 and sound effects

Cost: For Stations 5000 Watts or under, \$3.00 per program. Others on application  
Audition Facilities: Transcriptions  
Submitted by: Walter Biddick Company, Radio Programs Division, Chamber of Commerce Bldg., Los Angeles 15, Calif.

## Harmony Street

Story of a typical American neighborhood. Action centers around Pat O'Shea (played by Art Van Harvey) owner of the general store in the neighborhood called, "Harmony Street." Pat always solving problems of neighborhood or his families. Unfortunately, more often than not, he just makes things worse; but somehow in the end, in spite of himself, things work out. These situations invite humor and emotional action. Commercials can be woven into continuity as part of action.

Availability: Live talent  
Time Units: 15 minutes, 3 or 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon, Evening  
Client Suitability: All types  
Number of Artists Employed: 1 lead and average of 5 characters per program  
Audition Facilities: Transcriptions  
Submitted by: Green Associates, 360 N. Michigan, Chicago 1, Ill.

## Hilltop House

Hilltop House, the story of a young matron faced with the task of raising other women's children. Hilltop House is the only series of its kind where an orphanage serves as the back drop for stories that run the gamut of all human emotions. Hilltop House has a record that should interest any prospective buyer. On CBS and the network it ran away from the field in the almost four years it was aired. Same cast and writers available.

Availability: Live talent; E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon  
Client Suitability: Household products  
Number of Artists: 7  
Cost: Very reasonable

Audition Facilities: Will pipe live talent  
Submitted by: Wolf Associates, 420 Madison Ave., New York City

## Immortal Dramas From The Book Of Books

52 of the world's best known and most loved Bible stories, dramatized by Chase Varney, in 30-minute episodes, and produced by The Sunday Players Of Hollywood under the direction of Glan Heisch, of NBC. Non-sectarian. Equally popular with Christian and Jews; Catholic and Protestant. Modern, simple, but appropriate vernacular, universally understood. Not preachy, or religious. Just good dramatic entertainment with a constructive angle.

Availability: E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon; Evening

Client Suitability: Any honest, ethical account. Except tobacco, alcohol, and the Murray Garson type of enterprise. Banks . . . building and loan . . . life insurance . . . public utilities . . . department and general stores . . . general merchandising . . . mortuaries . . . cemeteries  
Number of Artists: 10 to 15  
Cost: \$5.00 to \$25.00 per episode, depending on population

Audition Facilities: Transcriptions  
Submitted by: George Logan Price, Inc., 316 South Normandie Avenue, Los Angeles 6, California

## In The Limelight or Julie Goes to Hollywood

A fifteen-minute daytime serial with a Hollywood background. Employs all the powerful audience building appeal of the "soap owners" but puts them in a glamorous Hollywood setting which increases the show's merchandise ability.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning, Afternoon  
Client Suitability: Soap and other products usually merchandised through women.

Number of Artists Employed: 10  
Audition Facilities: Transcriptions  
Submitted by: Jack Rourke Productions, 6331 Hollywood Blvd., Hollywood 28, Calif.

## Leo And The Blonde

A humorous strip show starring Lionel Stander and Florence Lake. Stander plays the part of "Leo," colorful, usually broke, Hollywood press agent who gets into all sorts of trouble—particularly involving "the Blonde," played by Florence Lake. "Leo and the Blonde" represents a new approach to the strip show and includes much action and comedy.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon, Evening  
Client Stability: General  
Number of Artists Employed: 10  
Submitted by: Jack Rourke Productions, 6331 Hollywood Blvd., Hollywood 28, Calif.

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Sunset and Vine



# **FINLEY TRANSCRIPTIONS, INC.**

**Radio's Greatest Open-End Shows—Available For You!**

**MYRT and MARGE**



**DAVID STREET'S SONG SHOP**



**CONNIE HAINES ENTERTAINS**



**FLIGHT with MUSIC**



**DIARY of FATE**



**MYRT and MARGE—Radio's Greatest Serial Now Transcribed!**

The all-time favorite 5-a-week show, with most of the original cast. Already proven on most of the nation's leading stations. 130 fifteen minute programs now available, with an additional 130 in production.

**FLIGHT with MUSIC—Music, Comedy, Variety!**

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

**CONNIE HAINES ENTERTAINS—Co-Starring Page Cavanaugh Trio!**

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

**DAVID STREET'S SONG SHOP—Romantic Song Styling at Its Best!**

David Street, 20th Century-Fox singing star with lovely Lucille Norman, the Mello-Larks, Don Forbes and orchestra in a fifteen minute program that is suitable for any type sponsor. 104 programs now available.

**DIARY OF FATE—An Invitation to Adventure!**

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

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THE LOCAL SPONSOR'S BUDGET . . . . .**

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COMPANY, INC.

8983 Sunset Blvd.  
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BRadshaw 2-2711

**"LARRY FINLEY PRODUCTIONS For the BEST in Transcribed Entertainment!"**

## Linda's First Love

A dramatic strip of 1000 episodes now going into its 11th year for Kroger Grocery chain in Midwest. Cast includes Karl Swenson, Arlene Blackburn, Bennett Kilpack, Edith Spencer and Barbara Weeks. Over a period of years, Hooper ratings have run from 5.0 to a high of 11.4. Available in markets not covered by the Kroger chain.

Availability: E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning; Afternoon  
Client Suitability: Food Products — Drugs — Cosmetics — Retail Merchants — Utilities, etc.

Number of Artists: 5  
Cost: Based on population  
Audition Facilities: Transcriptions  
Submitted by: Harry S. Goodman Radio Productions, 19 E. 53rd Street, New York 22, N. Y.

## Matt & Elmer

Matt owns a gas station on a paved hi-way a mile from town. Elmer has the lunch room next to gas station. Comedy and dramatic. Plot derived from customers of both places. Usually three characters sometimes four. Sixty-five scripts on hand and plenty of material for a long time to come. Small town characters—not hill-billy—but true to life. Has been aired. Transcription or live. Can furnish sample record.

Availability: Live talent, E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Early Evening  
Client Suitability: Gas, oil, cereal, bread, or any food. Also Tires and auto accessories

Number of Artists Employed: 3 to 4  
Cost: Cast at AFRA rates. Scripts \$25.  
Audition Facilities: Transcriptions. Will pipe live talent  
Submitted by: W. M. Ellsworth, 75 E. Wacker Drive, Chicago, Ill.

## Meet Mr. Magic

Steve Wayne, professional magician at the Blue Parrot night club finds himself becoming an amateur detective as he becomes involved in a series of baffling murders that require knowledge of a magician's tricks to solve. Unusual angle of this show is the explanation each week of another outstanding magic trick. Each show is a complete, absorbing mystery with lots of laughs between the gun shots.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Manufacturer of home products

Number of Artists Employed: 6 and organ  
Audition Facilities: Will pipe live talent  
Submitted by: Gainsborough Associates, 507 Fifth Avenue—Suite 1200, New York 17, N. Y.

## Miracles Of Faith

Familiar stories of universally loved religious and patriotic miracles, narrated by Robert Swan over organ background by Chauncey Haines, Warner Bros. staff organist. Not denominational or partial, acceptable to all races, creeds, colors, classes.

Availability: E. T.  
Time Units: 5 minutes, 3 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon; Evening  
Client Suitability: Banks, Finance, Insurance, Merchandising, Honest Proprietaries, Mortuaries, Cemeteries, Foods, Provisions

Number of Artists: 2  
Cost: \$3.00 to \$25.00 per episode, depending on population of primary  
Audition Facilities: Transcriptions  
Submitted by: Fred G. Mertens and Associates, 946 South Normandie Avenue, Los Angeles 3, Calif.

## Myrt And Marge

The story of "Myrt And Marge," already known to millions of listeners who followed it faithfully for ten years. During its first five years, the program ran nip and tuck in ratings opposite Amos and Andy and as a transcribed open-end series is proving to be just as great if not greater than it ever has been, with most of the original cast, listeners recognize both the story and cast which have made Myrt And Marge the outstanding "strip" series of all times. Send for your free audition disc now.

Availability: E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning, Afternoon, Evening

Client Suitability: Any type  
Number of Artists Employed: 10  
Cost: According to market to be covered  
Submitted by: Finley Transcriptions, Inc., 8988 Sunset Blvd., Hollywood, Calif.

## Radio On Call

Stories of how Radio Stations stood by in times of distress to their communities and states, answering the call when serious situations arose, such as: floods, accidents, lost and found, question of life and death, tornadoes, hurricanes and general requests. Each story fully dramatized and complete. Acquaints the public with what a Radio Station will do to aid in time of need. Sold in campaign form for the Radio Station accompanied by shield banner advertisements. Free weekly awards. Fully copyrighted.

Availability: Live talent, E. T.  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Sunday Afternoon or Evening

Client Suitability: General  
Number of Artists Employed: 8 to 10  
Cost: Aired in cooperation with the Radio Station  
Submitted by: National Radio Features, 100 State Street, Albany 7, N. Y.

## Starling Of The White House

The "behind the scene" stories of the White House as seen through the eyes of Colonel Edmund W. Starling of the Secret Service detail. He guarded five presidents over a period of thirty years.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 10 and orchestra  
Cost: \$3,500

Audition Facilities: Will pipe live talent  
Submitted by: Paul F. Adler, 385 Madison Avenue, New York 17, N. Y.

## Martin Stone

Five-a-week, 15-minute daytime serial with a lawyer as central character. Serial deals with emotional problems in an average American community. Suggest solutions through constructive attitudes and action. Poses the problem on one broadcast and works it out in succeeding four days. New problem each week. Supervised by Robert J. Landry.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning, 5-a-week; Afternoon, 5-a-week

# DRAMATIC STRIP SERIAL

Audition Facilities: Transcriptions  
Submitted by: CBS, 485 Madison Avenue, New York 22, N. Y.

## Strange As It Seems

52 really great shows by Ernest Hix patterned after the gazette strip bearing the same name. A few provocative titles—"The Oil Well That Flowed Beer"—"The Man They Couldn't Hang"—"The Save Who Wrecked An Empire."

Availability: E. T.  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types of clients  
Submitted by: World Broadcasting System, Inc., 711 Fifth Avenue New York 22, N. Y.

## The Treasure Of The Lorelei

Jimmy Braden a young Seattle insurance broker purchases the "Lorelei" at government auction. With this ship he proposes to take a South Sea cruise. Preparatory to overhauling the "Lorelei" in drydock, the mate unloads her ballast. Below the upper tiers of pig-iron ballast he finds five million dollars in gold, camouflaged as rusty iron. Dr. von Roeder, who was in charge of the "Lorelei" for the German Government before her capture appears and attempts to buy the ship from Braden. Then begins a running duel between Braden and Dr. von Roeder for the "Lorelei."

Availability: E. T.  
Time Units: 15 minutes, 2 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types  
Number of Artists Employed: 6

Cost: Stations 5000 Watts or under, \$3.00 per program. Others on application  
Audition Facilities: Transcriptions  
Submitted by: Walter Biddick Company, Radio Programs Division, Chamber of Commerce Bldg., Los Angeles 15, Calif.

## Two Knights Of The Road

The adventures of two hoboes, one a pseudo-intellectual and the other a worshipper of the finer things, who was unable to even get through grade school; their trek through the United States and how, through a series of barter and trade they better their possessions from a broken down bicycle handlebar to a brand new automobile. Though designed primarily for comedy, the lovability and hominess of the two characters will find they way into the hearts of all America.

Availability: Live talent, E. T.  
Time Units: 15 minutes, 3 or 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon, Evening  
Number of Artists Employed: 2 and guests  
Audition Facilities: Transcriptions, Will pipe live talent

Submitted by: Mitchell Gertz Agency, 8979 Sunset Blvd., Los Angeles 46, Calif.

## Uncle Jimmy

Uncle Jimmy represents the best acting of William Farnum's long stage, screen and radio career. It's a down-to-earth human-interest drama, filled with intelligent philosophy and everyday situations. Uncle Jimmy is the kind of wanderer you'd like to visit you—and how he unravels the tangled lives of one family is something that makes for excellent radio fare. A "soap opera" on a par with any-

thing on the networks. Written by Edward Lynn, and produced at Warner Brothers studios—a combination that means excellence. 156 ¼-hour episodes available.

Open-end.  
Availability: E. T.  
Time Units: 15 minutes, 3 or 5 weekly  
Audience Appeal: Female; Entire family  
Suggested for: Morning; Afternoon  
Client Suitability: Food, department store, any product with feminine appeal

Number of Artists: 7 to 12  
Cost: Based on markets, stations  
Audition Facilities: Transcriptions  
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston Street, Boston 16, Mass.

## Lady Dick

Sophisticated suspense show about a charming lady detective with a man's name . . . Richard Gentle. A smart gal-about-town is this Lady Dick who solves her crimes with wit, logic and the able assistance of her natural feminine charms. She's as much at home in the crime lab as she is getting out of danger thru jiu-jitsu or via romance. For a gal who likes to mix her men with mystery, pick Lady Dick.

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

Client Suitability: Any family product . . . or could be slanted to a male product

Number of Artists: 5 and music  
Audition Facilities: Transcriptions  
Submitted by: Art Henley, 88-04 63rd Drive, Forest Hills, N. Y.

## So The Story Goes

260—15 minute programs. Each episode carries two stories, complete in themselves, narrated by Johnnie Neblett—human interest stories based upon the true and unusual facts behind the little quirks of fate that have changed the destinies of mankind—from science, history, art, literature, sports—from all fields.

Availability: E. T.  
Time Units: 260—15 minutes, 3 or 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon and evening  
Client Suitability: Any type  
Number of Artists: 3

Cost: Varies  
Audition Facilities: Transcriptions  
Submitted by: Morton Radio Productions, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

## We, The Jury

Vigorous and original courtroom dramas. Both sides of human interest, every day cases are dramatized with courtroom settings. Prosecution and defense cross-examines the witnesses. An exceptionally fine vehicle for "audience response and an instantaneous success wherever broadcast.

Availability: E. T.  
Time Units: 39 programs, 15 minutes each, 1-3-5 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Number of Artists: 6-8

Cost: Per station basis  
Audition Facilities: Transcriptions  
Submitted by: G. C. Bird & Associates, 311 S. New Hampshire Ave., Los Angeles 5, Calif.



# THE ORIGINAL

IS STILL  
THE FAVORITE

**AL JARVIS** . . . the original Make-Believe Ballroom

STILL Southern California's favorite\*

\* As revealed by C. E. Hooper survey, first six months 1947

## A Date With A Disc

"A Date With A Disc" is a telephone request program featuring records and transcriptions. Gimmicks include use of special effects, weird commercials and facts about participating artists. Program has had name band leaders as guests as well as prominent local musicians. "A Date With A Disc" is MC'd by Freddy Shaffer.

Availability: E. T.  
Time Units: 15 minute segments, 3 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Best for co-op advertiser  
Number of Artists: Announcer, engineer, record man  
Audition Facilities: Transcriptions  
Submitted by: WBSA, York, Pennsylvania

## After Hours

An all-night recorded program aired 7 nights a week from Midnight to 5:30 A.M. Music is principally of the hot jazz and blues variety. Two emcees are used (Symphony Sid and Ray Carroll) both of whom present song introductions and commercials in a "live" style.

Availability: Live talent  
Time Units: Spots, 5 minutes or 15 minute programs, 7 weekly  
Audience Appeal: Male, Female  
Suggested for: Early AM  
Client Suitability: Record shops, Clothes, Night Clubs  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WHOM, 29 West 57th St., New York 19, N. Y.

## Afternoon Varieties

This program follows an established 15 minute news roundup, and comes right before the extra strong ABC afternoon women's line-up. It consists of the latest records and standard ET releases. Other stations running drama, thus assuring the entire music-seeking audience.

Availability: E. T.  
Time Units: 30 minutes, Mon-thru-Fri.  
Audience Appeal: Entire family  
Suggested for: Early afternoon  
Client Suitability: Women's products, good for any type spots  
Audition Facilities: Transcriptions  
Submitted by: WDEF, Volunteer Bldg., Chattanooga 2, Tenn.

## A Man And His Music

Disc Jockey Show featuring Dick Mabry who specializes in selling mail and telephone order products (books, etc.) Program is aired afternoons only when baseball season is not in swing (October thru April).

Availability: Live talent  
Time Units: 15 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Books and other mail order products  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WIBG, 1425 Walnut St., Philadelphia 2, Pa.

## Artistry In Rhythm

This is a jazz show and features many outstanding jazz records—both old and new. Brief background data is written into the script, outlining the lives and accomplishments of the musicians. Certain shows feature the works of one instrumentalist or can be varied to cover more than one. Kenton's "Artistry In Rhythm" is used as the theme for the show.

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

Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Firm with modern ideas  
Cost: On request  
Audition Facilities: Transcriptions  
Submitted by: CJOB, Lindsay Bldg., Winnipeg, Manitoba, Canada

## Ball Room Time

A two-hour record show 5 days weekly from 3:15 to 5:15 pm. A consistent mail-puller with juveniles and women listeners. Phil Kipp handles the discs with a dry but listenable way. Crowded with requests—all by mail. Pulls from other towns in the territory running the same type show at the same time.

Availability: Live talent, E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Juvenile, Female  
Suggested for: Afternoon  
Client Suitability: Soft drinks, dairy products, juvenile products  
Number of Artists: 1  
Cost: Regular rates apply  
Audition Facilities: Transcriptions  
Submitted by: WROX, Delta Avenue, Clarksdale, Mississippi

## Battle Of The Baritones

Bing Crosby, Frank Sinatra, Perry Como, Dick Haymes and other popular male vocalists are the stars of this Sunday recorded production emceed by Joe Tobin. Staged in musical rounds, the program features each star in his latest song releases, plus his most requested tunes of past seasons. This series is a smooth blend of romantic ballads, vocal novelties and jump tunes.

Availability: E. T.  
Time Units: 60 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Morning, Afternoon, Evening  
Client Suitability: Varied  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WINS, 28 West 44th Street, New York, N. Y.

## Battle Of Music

Three disc jockeys, featuring sweet, swing and classics respectively, vie for listeners pleasure. Each disc jockey kids the other two about their types of music. Gimmicks are worked into the show such as a peanut-pushing contest following a Popular vote contest; postcard give aways, etc.

Availability: Live talent; E. T.  
Time Units: 1 hour, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Any type  
Number of Artists: 3 disc jockeys  
Audition Facilities: Transcriptions  
Submitted by: WSB, Boltmore Hotel, Atlanta, Ga.

## Berne's Bandstand

Berne Enterline, well known Peoria disc man handles show with late records and transcriptions. MC sings with records, conducts contests, uses live and recorded interviews with the stars who make the hits. Novel feature of each show is a "Jazz Appreciation" segment in which "collectors records" are played.

Availability: Live talent  
Time Units: 60 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: General  
Number of Artists: 1  
Cost: Card rates plus talent  
Audition Facilities: Transcriptions  
Submitted by: WMMJ, 408 Fulton Street, Peoria 2, Ill.

## Breakfast With Bill

A bright ten minute program, headlined by Bill Hahn, Yankee's popular master of ceremonies. It features friendly informal chatter in addition to the latest recorded popular songs of yesterday and today. On the inspirational side, Bill Hahn offers a cash award, each day to listeners for a "thought for the day."

Availability: Live talent  
Time Units: 10 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: All types  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: Yankee Network, 21 Brookline Avenue, Boston 15, Mass.

## Breakfast With Squires

An early morning show from 5:00 A. M. to 8:00 A. M. featuring blind announcer Alonzo G. Squires. The first hour and forty-five minutes consists of Folk Music where Squires gives out with homespun philosophy as he discusses fishing, different ways to plant crops, compares old Folklore superstitions on weather to the accurate weather bureau reports of today, different ways of curing meat, etc. The other hour and fifteen minute part of Squires' early morning show operates on this theory; play the music that the people want to hear whether its old or the new popular music.

Time Units: Spots 5, 10, 15, 30 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: All types of products  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WAYS, 120 E. Third St., Charlotte 2, N. C.

## Bunny's Bailiwick

Bun Davis, a seventeen-year-old lad with a great piano talent and a fast line of gab is the major-domo of "Bunny's Bailiwick." Anything can happen, and Bun's recorded guests include everyone from Lawrence Tibbet to Joe Liggin. He kids himself, his audience and his records to the delight of the listeners. Takes special delight in putting a "boogie beat" on a classic, or making a classic out of a pop tune. A grand mixture of piano, records, and chatter.

Availability: Live talent  
Time Units: 60 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: All types, especially products for young people  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WBRC, 2nd Ave., at 18th St. N, Birmingham 1, Ala.

## Cactus Jim

A western music disc jockey show featuring the best in Western music. Cactus Jim has established a program which pulls a 4.3 Hooper in Salt Lake City and much higher ratings in other Intermountain Network markets. Leading Western recording artists on a program.

Availability: Live talent, E. T.  
Time Units: 1 minute participating announcements, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: No special type client or product  
Number of Artists: 1  
Cost: Regular announcement rate plus \$4.00 participation charge.  
Audition Facilities: Transcriptions

Submitted by: The Intermountain Network Inc., 248 South Main St., Salt Lake City 1, Utah

## Cafe Continental

Show is of the disc variety. Cafe atmosphere created by sound effects. Music in the continental idiom featuring French and Gypsy style interpretation of popular songs (Charles Trenet, Hildegard, Jean Sablon, Xavier Cugat, Mischa Borr and Jan August). Producer-Announcer, Ed. Howard. Monday through Friday 5:30 to 5:55 p.m.

Availability: Live talent  
Time Units: 25 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Late Afternoon, Evening  
Client Suitability: Restaurant, Hotel or Night Club.  
Audition Facilities: Transcriptions  
Submitted by: WQQW, 2627 Connecticut Ave., N. W., Washington 8, D. C.

## Can You Tie That

Al Jarvis, the dean of disc jockeys, presents big time guest stars in a record show with audience participation. Four guests appear with Jarvis on the stage. A new record release is played, the guests discuss the record with critical comments or praise, then give it their score, ranging from 100 down to 0. Audience members who come closest to tying the average score of the experts win the give-away prizes.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Morning, Afternoon, Evening  
Client Suitability: All types  
Number of Artists: 1 and 4 guests  
Audition Facilities: Transcriptions  
Submitted by: KLAC, 1000 Cahuenga Blvd., Hollywood 38, Calif.

## 11-60 Club

"Easily the hippest platter show locally" (according to Down Beat magazine)—WMAQ's 11-60 Club is entrepreneurship by the fabulous Dave Garraway, Disc Jockey extraordinaire. Nationally known and followed, Dave embraces 12,000 11-60 Club members (replete with membership cards) among his loyal legion of listeners . . . a waiting list of 400 aspirants for the featured position of Guest-Disc-Jockey-for-The-Night — an intimate listenership stimulus. Melodious, modern music—interspersed with inimitable platter-patter — composes the program's format.

Availability: Live talent; E. T.  
Time Units: 90 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All clients desiring to sell the high-purchasing, young adult market  
Number of Artists: One  
Audition Facilities: Will pipe live talent  
Submitted by: WMAQ, Merchandise Mart, Chicago 54, Illinois

## 570 Club

A record show emceed by Bob McLaughlin with its name taken from KLAC's spot on the dial. The informal background atmosphere of a mythical supper club is maintained from the opening "page" of the artists of the afternoon by the "call girl," the top name guests introducing their own numbers through the use of pre-recorded voice tracks, and through to the final good afternoon from the "doorman" as the listeners depart. Commercials are woven in informally.

# BILL ANSON

**"HOLLYWOOD BANDSTAND"**

**KFWB**



# GEORGE MONAGHAN

**"Monaghan's Morning Watch"**

**every morning  
6:30-7:00 WOR**

**Availability:** Live talent  
**Time Units:** 2 hours, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon; Evening  
**Client Suitability:** Any type  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
 Submitted by: KLAC, 1000 Cahuenga Blvd., Hollywood 38, California

### 1400 Club

A personality show featuring Ken Powell—former top network announcer with MBS, conducts a one hour afternoon disc show of latest records with behind the scenes explanations of artists, past history and sundry comments. Done in an unusually frank and friendly style. If Ken doesn't like a record he breaks it. Has a tremendous following with record company's offering their entire back library's for his use.  
**Availability:** Live talent; E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Women listener's  
**Number of Artists:** one  
**Cost:** Time plus talent  
**Audition Facilities:** Transcriptions  
 Submitted by: WELM, Elmira, New York

### 1440 And Wolf

John Allen Wolf, for twelve years a CBS announcer in New York, has returned to WSFA, Montgomery, his "alma mater," and is conducting 1440 and Wolf—a disc show currently scheduled from ten-thirty to midnight. Wolf began his radio career at WSFA in the early 30's—jumping direct into the "big time" in 1935. The Andre Kostalaneiz and Singin' Sam shows were among his many commercial stints.  
**Availability:** Live talent  
**Time Units:** 100-word spots or quarter-hour segments  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Program designed for entire family listening  
**Number of Artists:** One  
**Cost:** Class "A" rate for spots or quarter-hours  
**Audition Facilities:** Transcriptions  
 Submitted by: WSFA, P. O. Box 1031, Montgomery, Alabama

### 1450 Club

Morning request show, features time and temperature checks and interviews with young folks on their way to school, with questions ranging all the way from "what did you have for breakfast?" to "what is your opinion of the present social security set-up?" Program has high listener appeal for all groups, and has proved a popular vehicle for spot commercials.  
**Time Units:** 30 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Number of Artists:** One  
**Audition Facilities:** Transcriptions  
 Submitted by: KSVP, Artesia, New Mexico

### 1480 Club

Evening disc jockey show that caters to telephone requests. Title is same as dial number of KVOE—1480. Disc jockey has several fan clubs that developed from listening to the show regularly. Contests with prizes are a regular feature. Informal, conversational manner of handling show has built it on friendly basis. Latest releases from many record firms keeps constant interest at high level. Jockey's name has become familiar with program's audience.  
**Availability:** Live talent; E. T.  
**Time Units:** One hour and 15 minutes, 5 weekly  
**Audience Appeal:** Entire family

**Suggested for:** Evening  
**Client Suitability:** Any type, where popular music conforms to client's policy  
**Number of Artists:** One  
**Cost:** Station time only  
**Audition Facilities:** Transcriptions  
 Submitted by: KVOE, 206 North Main St., Santa Ana, California

### Danceland

Disc Jockey program with highest rating for record show in Philadelphia. Sold in 15 minute periods, from 10:30 AM to 12 Noon and 6 to 7:30 PM. Doug Arthur who does show ad libs all commercials and reserves right to do commercials in his own style.  
**Time Units:** 15 minutes, 3 or 6 weekly  
**Audience Appeal:** Entire family  
**Client Suitability:** Varied  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
 Submitted by: WIBG, 1425 Walnut Street, Philadelphia 2, Pa.

### Dawn Yawners Pyjama Patrol

A recorded request program especially designed for early risers and which includes time checks after each musical number to get listeners to work on time. Weather reports are also broadcast every 15 minutes, with news on the hour each hour. A complete morning listening service. Humorous banter by announcer makes program a steady daily favorite with listeners.  
**Availability:** Live talent  
**Time Units:** 120 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** All types  
**Number of Artists:** 1  
**Audition Facilities:** Will pipe live talent  
 Submitted by: CKFI, Fort Frances, Ontario, Canada

### Disc Jockey Revue

"Disc Jockey Revue" with Jack Gregson, popular west coast entertainer and master-of-ceremonies, and NBC radio personality. Popular musical recordings, interviews with orchestra leaders and musical personalities. Offers a refreshing new approach to the presentation of recorded music to be enjoyed by the entire family, because of Gregson's informal manner and keen sense of listener psychology. The top Disc Jockey show in the San Francisco Bay Area.  
**Time Units:** 3½ hours daily, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon  
**Client Suitability:** Participating for furniture, clothing, bakery and general account  
**Number of Artists:** 1  
**Cost:** Premium rates  
**Audition Facilities:** Transcriptions  
 Submitted by: KSFO, Mark Hopkins Hotel, San Francisco 6, Calif.

### Discin' With Don

Program follows straight down the line policy for Saturday afternoon disc shows. Program was aired because station felt that with ET's and records they could give a better show featuring wider variety and style with more name bands in popular music. Program has been used very successfully for fast moving of merchandise. Gimmick being: Advertiser has something he wants to sell now. On this show it's sold and fast. Good bet in quarter hour sections.  
**Availability:** Live talent, E. T.  
**Time Units:** 15 minutes  
**Audience Appeal:** Entire family

# DISC JOCKEY

**Suggested for:** Afternoon  
**Client Suitability:** Anything that can be sold  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
 Submitted by: WRRF, Washington, N. C.

### The Tommy Dorsey Show

A transcribed disc jockey show with Tommy Dorsey, one of the biggest names in the music world playing the latest phonograph records by all the big bands and vocalists and offering his comments in refreshing and authoritative fashion. Prominent artists will regularly appear as Dorsey's guests.  
**Availability:** E. T.  
**Time Units:** 60 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon, Evening  
**Client Suitability:** All types  
**Cost:** Varies with market  
**Audition Facilities:** Transcriptions  
 Submitted by: Louis G. Cowan, Inc. 485 Madison Ave., New York 28, N. Y.

### Dreamland Ballroom

A late evening record variety show, in which the audience is asked to imagine themselves on a magic carpet taking a tour of America's leading Ballrooms, hearing music via records of the particular band playing there currently. This type of show requires constant inventory on where the leading musical groups are playing.  
**Availability:** Live talent, E. T.  
**Time Units:** 15-30-or-45 minutes, 1-to-6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Suitable to almost any sponsorship  
**Number of Artists:** 2 and recordings  
**Audition Facilities:** Transcriptions  
 Submitted by: KRGV, Weslaco, Texas

### Dreamland Special

Program is of fifty-five minutes duration, nightly from 11:05-12:00 midnight. Consists of sweet popular dance music (vocal and instrumental) with a dreamy atmosphere. Selections are announced in groups of three and each group features one particular artist. Opening theme—"Dream" closing theme—"I'll See You In My Dreams."  
**Availability:** E. T.  
**Time Units:** 55 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Suitable for any established firm  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
 Submitted by: CJOB, Lindsay Building, Winnipeg, Manitoba, Canada

### The Dave Garroway Show

"One of the best-informed disc jockeys in the land," Dave Garroway has skyrocketed to fame in the past year. His name is a byword wherever music and radio artists are discussed and, as *Metro* magazine states: "Garroway comes on . . . over WMAQ . . . with not only a host of great musical sides . . . but also some of the smartest, subtlest, listenable ad libbing to hit any airwaves in a long time." Dave also presents — in person — guest stars like Gertrude Niesen and Sara Vaughan to spark the platter-chatter format of this popular record show.  
**Availability:** Live talent; E. T.  
**Time Units:** 30 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon

**Client Suitability:** All clients desiring a "broad-base" audience  
**Number of Artists:** One  
**Audition Facilities:** Will pipe live talent  
 Submitted by: WMAQ, Merchandise Mart, Chicago 54, Illinois

### The John Ford Show

Originally (and still) a newsmen with a flair for corny humor, John Ford covorts through a half hour 4:00-4:30 Mondays through Fridays jockeying discs and chattering about whatever pops into his somewhat fertile "noggin"—and that includes the commercials! He can sell anything.  
**Availability:** Live talent  
**Time Units:** Thirty minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** All types who want a large audience  
**Number of Artists:** one  
**Cost:** on request  
**Audition Facilities:** Will pipe live talent  
 Submitted by: WTGN, Wesley Temple, Minneapolis 4, Minnesota

### The Girl Friend

Carol Reed, one of Philadelphia's outstanding radio and television personalities, takes over each Saturday morning in a program appealing to girls and women of all ages, with an extra fillip for the men. The accent is on romance as purveyed by top popular tunes.  
**Availability:** Live talent; E. T.  
**Time Units:** forty minutes, one weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** cosmetics and home products, ready-to-wear  
**Number of Artists:** one  
**Audition Facilities:** Transcriptions  
 Submitted by: WPEN, 1528 Walnut Street, Philadelphia 40, Pa.

### Harvey's House

Harvey's House is an all request show featuring the latest recordings. Harvey is a mythical character who never makes an appearance on the show but is a topic of conversation every program. The show is opened with a knock on the door, with the remark, "Harvey's not here," but come on in, and we'll spin a few.  
**Availability:** Live talent; E. T.  
**Time Units:** One hour and a half, Once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type but preferably a beverage, soft drink, beer or milk company  
**Number of Artists:** One  
**Cost:** \$50.00 net  
**Audition Facilities:** Transcriptions  
 Submitted by: WCED, DuBois, Pa.

### Jim Hamilton's Record Shop

Chicago's Lowest Cost-Per-Thousand Afternoon Show Last Year. Disk Jockey show entirely from script. Series of gimmicks, e.g. review of Crosby's singing career, analysis of three top money makers of past year, audience's three all time favorites. Scriptwriter and M.C. is Jim Hamilton; band, night club M.C. and singer 1935 to 1944, 1938, 39, 40 M.C. and staff singer at Sherman Hotel, Chicago coming in contact with top name-bandmen of era.  
**Availability:** Live talent  
**Time Units:** 15 minute segments, 5 weekly

## SUPER ★ SALESMAN



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

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

*In The Detroit Area, it's*

# CKLW

J. E. Campeau, Managing Director  
Adam J. Young, Jr., Inc., Nat'l Rep.  
Canadian Rep., H. N. Stovin & Co.  
MUTUAL SYSTEM

**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** All acceptable types wanting a large, low-cost Chicago afternoon audience  
**Number of Artists:** 1  
**Cost:** Time plus \$50.00 per quarter hour strip  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIND, 230 North Michigan Avenue, Chicago 1, Illinois

### After Hours

Features ace KUGN jock "Suds" Chaney, live interviews with such leaders as Al Donahue, Stan Kenton, Roy Acuff. Is production affair, with adlib commercials, complete with sound effects, etc. Utilizes KUGN's Capitol and Langworth library, plus some 3,000 other recorded selections. Been on for little less than a year.

**Availability:** Live talent, E. T.  
**Time Units:** 120 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Has succeeded for all types of sponsors  
**Number of Artists:** 1  
**Cost:** Participating sponsors; \$5 per spot  
**Audition Facilities:** Transcriptions  
**Submitted by:** KUGN, Box 1400, Eugene, Oregon

### Bobby Sox Club

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

**Availability:** Live talent, E. T.  
**Time Units:** 60 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon or Evening  
**Client Suitability:** Soft drinks, teen age clothes, milk, bread, music store, etc.  
**Number of Artists:** 2  
**Cost:** \$45.00 net  
**Audition Facilities:** Transcriptions  
**Submitted by:** WCED, DuBois, Pennsylvania

### Club Request

Club Request reverses the usual telephone request program. Listener writes a card or letter to station asking to become a member. Bill Austin, emcee, then calls this person and asks what selection he or she wants to hear. The telephone interview lends variety to the program and the music runs the gamut from hill-billy to classical. Currently a participating program, it could be sold in quarter hour blocks or as a whole. Excellent response.

**Availability:** E. T.  
**Time Units:** 30 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Daytime  
**Client Suitability:** Food Dealers, Furniture Stores, Upholsterers, Bakeries, Laundries, etc.  
**Number of Artists:** Announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** WPLH, 1105 4th Avenue, Huntington, W. Va.

### Club Swingtime

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

## DISC JOCKEY

one show—choosing records and reading requests. Gifts of an album of records and pen are presented to guest announcer and a recording of his portion of the show is made as a souvenir.

**Availability:** E. T.  
**Time Units:** 60 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Food concerns, Wearing apparel shops, Record shops  
**Number of Artists:** Disc Jockey and transcribed music  
**Audition Facilities:** Transcriptions  
**Submitted by:** WILK, Wilkes-Barre, Penna.

### Dr. Jive And His Swing Clinic

In a matter of just a few months Dr. Jive has become known as the practitioner with nothing but easy-to-take, pleasant prescriptions. On a typical afternoon session, The Doctor prescribes for about 60 patients, many of whom never quite get over their ailments and consequently come back for more every day or so.

**Availability:** Live talent, E. T.  
**Time Units:** 1 hour and 55 minutes, 5 times weekly  
**Suggested for:** Afternoon  
**Client Suitability:** Any sponsor wanting to promote other than musical prescriptions  
**Number of Artists:** 1  
**Cost:** Participating program; rates on request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WBBQ, Augusta, Ga.

### Melody Matinee

Melody Matinee is a brand new program that is catching on amazingly fast with Metropolitan Washington, D. C. lovers of popular music. The program, conducted by Tony Howard, is a compilation of the very latest and best popular recordings interspersed with lively commentary on the composers, artists, etc. This two hour show has an already proven audience based upon actual mail response which is increasing daily.

**Availability:** Live talent  
**Time Units:** 1 min. participations or 15 min. segments, six weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any client wishing to reach a large regional audience  
**Number of Artists:** One  
**Cost:** Regular card rates apply  
**Audition Facilities:** Transcriptions  
**Submitted by:** WPIK, P. O. Box 298, Alexandria, Virginia

### Spin It And Win It

Six recordings are played during half-hour program. Audience is asked to name the selections by mail. Most original answers as to why the person should win records are judged in the final tabulation. The first award is three of the records played.

**Availability:** Live talent, E. T.  
**Time Units:** 30 minutes, 2 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Grocery, clothing, garage, general retail  
**Number of Artists:** 1 announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** WMOU, 40 Main Street, Berlin N. H.

## Here's Your Music Maker

39 half hours with the Big Names Of Music, assisting Jockey Cook in spinning the platters that they've made famous. Light, informative artist quiz on when, where and who was involved on recording date and discussions on music trends, sweet versus swing and background on guest. Guaranteed availability on records to be played between tracts. Personalized tracts, custom built, for your call letters, locale and sponsor. Available about June 16, 1947. Can be sold participating.

Availability: E. T.

Time Units: 30 minutes, five weekly

Audience Appeal: Entire family

Suggested for: Morning; Afternoon; Evening

Client Suitability: all types

Number of Artists: Jockey and One or Two guests per show

Cost: On request

Audition Facilities: Transcriptions

Submitted by: Lampson Transcription Sales, 1032 No. Sycamore, Hollywood 38, Calif.

## The Bill Hickok Show

Bill Hickok, WCOP's singing emcee, is a remarkable young man with a flair for selecting numbers with housewife appeal. Each day from 1 to 2:30, Bill plays popular band recordings and occasionally accompanies them with his own voice. If there's a girl vocalist already on the record, he turns the number into a delightful duet. Deft weaving in of commercials, and informal chatter make the Bill Hickok show one of Boston's outstanding favorites.

Availability: Live talent; E. T.

Time Units: 1½ hours daily, 7 weekly

Audience Appeal: Female

Suggested for: Afternoon

Client Suitability: Household

Number of Artists: 1

Cost: Rate Card

Audition Facilities: Transcriptions

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

## The Holland Engle Show

Featuring Holland Engle, a radio man who has been announcer, producer, singer and musician in his over twenty-five years in the broadcasting business, this record show presents the unusual in discs and in the stories behind them and the artists recording them together with musical recordings by "Disc" Engle himself. Engle has culled from his experience of over 35 years in show business, stories of artists never before aired making this a different disc jockey show.

Availability: Live talent

Time Units: 15 or 30 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Afternoon

Number of Artists: One

Audition Facilities: Transcriptions; Will pipe live talent

Submitted by: WGN, 441 N. Michigan Avenue, Chicago 11, Ill.

## Hot Club

The best in real jazz from classics to new releases, drawn from extensive collections and introduced by jazz-expert Joel Chaseman. Program is built on known preference among students for real jazz, and includes many rare collectors' items among hot records. Publicized through college jazz clubs.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: College students

Suggested for: Evening

Number of Artists: one, occasional guests

Audition Facilities: Transcriptions

Submitted by: Intercollegiate Broadcasting System, 507 Fifth Avenue, New York 17, N. Y.

# DISC JOCKEY

## Hotcake Club

One hour popular record show built for during breakfast and before work listening. Written requests honored by disc jockey in chatty, informal manner. Plans for future include formation of regular Hotcake Club with membership buttons and cards. Two disc jockeys alternate from month to month and are both closely associated with the show.

Availability: Live talent; E. T.

Time Units: one hour, 5 weekly

Audience Appeal: Entire family

Suggested for: Morning

Client Suitability: Any type. Manufacturer or retailer of foods is most logical

Number of Artists: One

Cost: Station time only

Audition Facilities: Transcriptions

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

## Ted Husing's Bandstand

Ted Husing combines his glib sincere style with hit recordings in one of the most talked-about "disc-jockey" type shows. Morning and afternoon sessions divided into quarter-hour segments, each devoted to the recordings of a single artist. Depending upon his popularity, an artist may be billed once, three or six times a week. When Husing turned disc-jockey the "Bandstand" received nationwide publicity and promotion. Complete sales brochure available.

Availability: Live talent

Time Units: Fifteen, ten or five minutes, three or six weekly

Audience Appeal: Entire family

Suggested for: Morning; Evening

Client Suitability: General

Number of Artists: (1) Ted Husing

Cost: See station rate-card

Submitted by: WHN, 1540 Broadway, New York 19, N. Y.

## Impressions In Wax

Here is a disc show that is an education in pop music. Stan Gee who does the spinning has an intimate working knowledge of pop music, recording artists and band make-ups. Listeners get a complete run down on each number with interesting comments on artist, personnel, background on featured artist and highlighted passages. Show has a "hep" slant and is pointed for young adults.

Availability: Live talent

Time Units: 90 minutes, once weekly

Audience Appeal: Male; Female

Suggested for: Late evening

Client Suitability: Any

Number of Artists: One

Audition Facilities: Transcriptions

Submitted by: WGAR, Hotel Statler, Cleveland 14, Ohio

## Insomnia Club

One hour popular disc show 10:00 p.m. Saturday nights. Name bands from three transcription libraries are used. Warren Clark is the m.c. Late news bulletins and sports items are worked into the program. Available participating basis.

Availability: Live talent; E. T.

Time Units: sixty minutes, weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Will accept any account catering to young folks. (No beer) recommend soft drinks, cosmetics, clothes, dancing schools, etc.

Number of Artists: one

Cost: Class "A" rates

Audition Facilities: Transcriptions

Submitted by: KFXJ, Grand Junction, Colorado

## Ever Tasted Jambalaya?

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

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

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

- WDSU's listener loyalty is built thru its active public service. More than 250 public service spots are scheduled a week. WDSU devotes 1½ hours of choice time a day to public service programs of which more than 50% are exclusive WDSU productions.
- WDSU is the first with nationally outstanding shows. Ronald Colman's "Favorite Story" is already sold, and George Raft's "The Cases of Mr. Ace," Tommy Dorsey and Ted Lewis are available for sponsorship! Write WDSU for information about a slice of this top entertainment.
- WDSU keeps listeners alerted with more than 13 news broadcasts a day.
- WDSU is the only New Orleans station operating on a 24 hour basis.

IN NEW ORLEANS—IT'S  
W D S U

5000 WATTS

1280 KC



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

"Starts The Day Right"

With His Own Program from 6 to 7 A.M.  
for millions of Southern Californians with his pleasant manner Monday  
thru Saturday over Warner Bros. KFWB, Hollywood

the show for tomorrow

ted husing's bandstand

whn

## DISC JOCKEY

### The Jazz Show

A disc jockey show dedicated strictly to Jazz in the highest sense of the word. Jazz classics, with background on cutting dates, artists, style, etc., are spun by Bob Koons—a jockey that knows jazz. This show has Hooper of 8.5 locally, and is recognized throughout Northwest as a jazz authority. Jazz record collectors appear as guest; spin their own discs.

**Availability:** Live talent  
**Time Units:** 30 minutes, 5 weekly  
**Audience Appeal:** Male; Female  
**Suggested for:** Afternoon  
**Client Suitability:** Most any time; informal approach commercially is best.  
**Number of Artists:** 1 and records  
**Audition Facilities:** Transcriptions  
**Submitted by:** KMO, 914½ Broadway, Tacoma 7, Washington

### Juke Box

Juke Box 3:00 to 4:00 P.M. daily Mon. thru Fri. is disc jockey show with emcee Al Nobel, nationally known singer, formerly with Carl Hoff and Hal McIntyre, now national recording artist for Emerald Records. Has large following, principally teen-agers and women, with Al Nobel fan clubs numbering several hundred, with thousands of young members. Program in year and a half has risen from 1. Hooper to 6.2. Features teen-age guest and name orchestra leaders regularly.

**Availability:** Live talent; E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Teen-age Female  
**Suggested for:** Late Afternoon  
**Client Suitability:** Any client wishing to reach teen-age audience  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KQV, Chamber of Commerce Building, Pittsburgh 19, Pa.

### Juke Box

Every night, the very latest by the top recording stars are used. Program has been running many years as "spot show." Emcee knows his music, invites mail requests.

**Availability:** E. T.  
**Time Units:** 30 minutes, Monday thru Friday  
**Audience Appeal:** Entire family  
**Suggested for:** Late Evening  
**Client Suitability:** beer sponsors, soft-drink sponsors  
**Audition Facilities:** Transcriptions  
**Submitted by:** WDEF, Volunteer Bldg., Chattanooga 2, Tenn.

### Juke Box Gems (or Jams)

"I was down at the local Dine and Dance Emporium, minding my own business as usual, when in walks my pal Greg Gregory, slush slinger at the local radio station. He is very sad. Greg, I says, why do you frown so? What causes you to weep? So he tells me—It's the Blues Of The Record Man." Complete Damon Runyon type narrative. Trick endings. Music carries story forward. Burney Jones writes, does whole show.

**Availability:** E. T.  
**Time Units:** 30 minutes, twice weekly  
**Audience Appeal:** Male; Female  
**Suggested for:** Evening  
**Client Suitability:** music store . . . high class night club (that could stand kidding)  
**Number of Artists:** one  
**Audition Facilities:** Transcriptions  
**Submitted by:** KSVP, Artesia, New Mexico

### Juke Box Jamboree

WMT's staff of 40 regional corerpondents in cities and towns throughout East-

ern Iowa are pressed into service for exclusive data on this one. Corerpondents contact popu'ar juke spots in each town and supply the station with authentic information on local favorite record selections plus additional descriptive material which is used by the station to inject "color" into program continuity. A disc jockey show that's different — with a regional note that's sure to appeal to corn belt listeners.

**Availability:** Live talent  
**Time Units:** 15 minute strip, 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Late Afternoon; Early Evening  
**Client Suitability:** No special type  
**Number of Artists:** One disc jockey  
**Audition Facilities:** Transcriptions  
**Submitted by:** WMT, Paramount Bldg., Cedar Rapids, Iowa

### Juke Box Jamboree

Early morning platters with genial chatter and patter with a disc jockey who knows his recorded music. This milkman-matinee program begins at midnight and runs through daybreak. Interspersed with news, weather bulletins, etc.

**Availability:** E. T.  
**Time Units:** 15, 30, 45, 60 or more minutes, 6 or 7 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Early Morning Hours  
**Client Suitability:** Record shop, Beer, Soft Drink

**Number of Artists:** One  
**Cost:** On Request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WNOE, c/o St. Charles Hotel, New Orleans, La.

### The Jukebox Jamboree

Program features recorded and transcribed music. Latest jukebox favorites plus standard favorites. Selections based on actual survey of jukebox favorites in city and surrounding areas. Lots of music, little chatter. Idea of show is to replace jukebox at niteclubs, roadhouses after 11 p.m. West Virginia beer law prohibits sale of beer and playing of jukebox after 11 p.m., but does not forbid playing of radio. Plenty of opportunity for painless commercials which will be heard at the point of sale.

**Availability:** Live talent  
**Time Units:** 55 minutes, 6 weekly  
**Audience Appeal:** Male; Female  
**Suggested for:** Late Evening  
**Client Suitability:** Designed for sponsorship by brewery or beer distributor  
**Number of Artists:** One (Disc jockey)  
**Cost:** Station Time: \$122.58; Talent; \$30.00 (weekly) Total: \$152.58 weekly  
**Audition Facilities:** Transcriptions  
**Submitted by:** WJLS, Main and Kanawha Streets, Beckley, West Va.

### KFEQ Disc Derby

This program features Herb Graham up as jockey—his listeners frequently—though not always originally—refer to him as the "Poor man's Morgan." His background for giving the musical backgrounds of the tunes he turns is amazing; his uncanny ability to create feuds between his listeners over orks is disconcerting, but darn good for his Hooper! Runs for two hours—and for two hours runs the gamut from ancient McCormack platters, to Cantor Rosenblooms, to modern Jazz to Pops!

**Availability:** Live talent  
**Time Units:** Participation or Blocks, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon; Evening  
**Client Suitability:** teen-age on up  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KFEQ, KFEQ Building, St. Joseph 7, Mo.

### Kitchen Company

Women's program participating. Household hints, anecdotes and friendly chatter by popular disc jockey personality (Jack Puter). Scheduled for morning time. Program established in May.

Availability: Live talent; E. T.  
Time Units: thirty minutes, five weekly; will sell one to fifteen minute segments

Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Women's market  
Number of Artists: one  
Cost: Regular rates apply  
Audition Facilities: Transcriptions  
Submitted by: KFXJ, Grand Junction, Colorado

### KUGN Music Corral

Fairly new idea . . . rides the new "disc jockey" craze. Show features a true-blue cowboy jock, "Rowdy" Wright, who is featured at another time on KUGN with his own western live band. Wright plays recorded western items, and intersperses with live guitar, jews-harp stuff. Much novelty. Barnyard and cattle sound effects pep up intro and enhance dialogue, which is adlib, as are commercials. Styled for KUGN's early morning rural audience, which eats it up. Good mail pull; consistent audience-getter.

Availability: Live talent; E. T.  
Time Units: 30 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Early Morning  
Client Suitability: Implement manufacturers; feed growers; large drygoods firms  
Number of Artists: one  
Cost: Participating sponsors; \$5 per spot; six advertisers accepted  
Audition Facilities: Transcriptions  
Submitted by: KUGN, Box 1400, Eugene, Oregon

### Leave It To Larsen

Program is very informal and designed to acquaint listeners with the latest happenings in radio, station in particular. Disc jockey (Bob Larsen) gives interesting chats about new programs, special events and other timely programs. Interspersed with gags, weather forecast, top tunes of yesterday and today by record and transcription and household hints. Disc jockey gives biography of famous radio personality on each show.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: All types who want cross-section audience  
Number of Artists: One (Disc jockey)  
Cost: Station Time: \$112.50; Talent: \$18.00 (weekly); Total: \$130.50 weekly  
Audition Facilities: Transcriptions  
Submitted by: WJLS, Main and Kanawha Streets, Beckley, West Va.

### Make Believe Ballroom

Al Jarvis, the dean of disc jockeys, in a three and a half hour platter parade, with the intros and commercials handled in the smooth Jarvis style that has won for him the number one honors for fifteen years. Program is set up with mythical bandstand revolving each quarter hour, presenting bands, vocalists, today's top tunes, contests, etc. Name entertainers often appear in person for brief informal chats, then introduce their own numbers on record.

Availability: Live talent  
Time Units: 3½ hours, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon  
Client Suitability: Any type  
Number of Artists: 1 and guests  
Audition Facilities: Transcriptions  
Submitted by: KLAC, 1000 Cahuenga Blvd., Hollywood 38, California

## DISC JOCKEY

### Make Believe Ballroom

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

Availability: E. T.  
Time Units: Fifteen minutes, 18 segments daily

Audience Appeal: Entire family  
Suggested for: Morning; Evening  
Client Suitability: Universal  
Number of Artists: One  
Cost: Write, wire or phone for complete cost information

Audition Facilities: Transcriptions  
Submitted by: CKEY, 444 University Avenue, Toronto, Ontario, Canada

### Make Believe Ballroom

Program runs from 11:15 to midnight. Opens with theme Make Believe Ballroom, starting with stage one, then alternates with stage two, three and four. Personality program with weather, phone calls request, and special attention to parties.

Availability: Live talent; E. T.  
Time Units: 15 minutes, 6 weekly  
Audience Appeal: Male; Female  
Suggested for: Evening

Client Suitability: Any type that appeals to men and women and young folks  
Number of Artists: Two

Cost: Radio time and talent fee for one man  
Audition Facilities: Transcriptions; Will pipe live talent  
Submitted by: WOLS, 129 South Dargan St., Florence, S. C.

### Marty's Party

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

Availability: Live talent; E. T.  
Time Units: one hour or 15 minute segments, six weekly

Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: Food, Drug, Household Products, Dairies, Clothing

Number of Artists: One  
Cost: on request  
Audition Facilities: Transcriptions  
Submitted by: WHBC, 550 Market Avenue S, Canton 2, Ohio

### Marty's Party

Marty DeVictor, the jockey, conducts a weekly contest identifying leading recording personalities. The winners—six in all—participate in the following Saturday's show, trying their hands at announcing (disc-jockey-ing), reading announcements of interest to the teen-agers, and discussing things in general. Along with the program Marty has an actual party in the studio while the show is in progress, serving his guests "cokes" and potato chips.

Availability: Live talent; E. T.  
Time Units: 60 minutes, 1 weekly  
Audience Appeal: Juvenile  
Suggested for: Saturday Afternoon  
Number of Artists: One, plus winners  
Audition Facilities: Transcriptions  
Submitted by: WBNS, 33 North High Street, Columbus 15, Ohio



BEA WAIN and ANDRE BARUCH

"Mr. And Mrs. Music"

MCA-LTD

**THE RAY PERKINS SHOW**  
--on KFEL from 2 to 4 P. M.  
every day-features the best record hits and the mirth and melody of an expert showman with many years experience on the major networks.

**RAY PERKINS**

**KFEL DENVER**  
*This is Mutual*  
**5000 WATTS**

Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937  
The Lengthened Shadow of Men Who Know How from Experience

**AC-DC**

**Panacoustic** **PLAYBACK**  
Carries 16-inch Wallop into Clients' Territory



**THE CASE OF THE PANACOUSTIC PLAYBACK**



	AC	
	AC-DC	Only
Prices*		
Leatherette Case	\$125	\$115
Leather Case	140	125

**New Transcription Portable Meets Specific Needs of Agency and Radio Ad Men**

USRECO presents a custom-made overnight bag full of quick tricks—one of the finest, truest, compact-est playbacks ever built. It's ready to spin into action at the pop of the top. Just lift the lid, plug in, put on record and PLAY. No time lost fooling with a separate speaker—no AC-DC worry—no bother checking DC polarity. This is 21 lbs. of dynamic selling force! Air-mail or wire your order today. IMMEDIATE DELIVERY.



JOSEPH TAIT, President

1121 Vermont Avenue

Washington 5, D. C.

**Facts and Figures**

Size: 18 x 12 x 6"; Weight: 21 lbs.

Case: Tan leatherette luggage-type overnight bag.

Specifications: 7-tube amplifier, AC-DC operated; 6" PM speaker; 33 1/3 or 78 rpm; plays 6 to 16" transcriptions.

Controls: Separate amplifier and turntable switches; vol. & tone controls.

Pick-Up: Featherweight, with tested knee-action Nylon needle.

Exclusive Feature: Polarity does not have to be checked for DC use.

\*All prices subject to tax, F.O.B. Washington, D. C.

**DISC JOCKEY**

**Melody Matinee**

Two male announcers participate in informal, light chatter about all types of subjects and couple this with music from the latest records and transcriptions. Availability: Live talent  
Time Units: 30 minutes, 5 weekly  
Audience Appeal: Juvenile; Female  
Suggested for: Afternoon  
Number of Artists: two  
Audition Facilities: Transcriptions  
Submitted by: WKBV, 25 South 9th St., Richmond, Indiana

**Midnight Dancing Party**

Turning the platters at the midnight hours catches late listeners if the selections are right . . . and for listener-getting melodies with teasing introduction copies, Midnight Dancing Party fills the bill. Availability: Live talent; E. T.  
Time Units: 2 hours, 6 weekly  
Audience Appeal: Male; Female  
Suggested for: Evening  
Client Suitability: Beverages, Entertainment  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WDSU, Monteleone Hotel, New Orleans, La.

**Midnight Music Shop**

Sunday through Wednesday with Jack McCarthy as M.C. Thursday, Friday, and Saturday with Ray Knight as M.C. A fifty minute record show preceded and followed by five minutes of spot news. Both McCarthy and Knight are good entertainers and select their music in line with the requests of their listeners. Midnight Music Shop is available to participating sponsors and has been developed for the sponsor who has a limited budget. Availability: Live talent; E. T.  
Time Units: fifty minutes, seven weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: one  
Cost: On Request  
Audition Facilities: Transcriptions  
Submitted by: WJZ, ABC, 30 Rockefeller Plaza, New York 20, N. Y.

**The Mogle of Jazz**

Designed for five or less half-hour or more broadcasts per week. Script will be written by Bill Mogle as well as M.C.'d by him. Will present by means of records the jazz classics and their makers with promise of acquiring a special audience which, today, numbers in many thousands. A record reviewer and writer of musical shows such as Paul Whiteman programs, Mogle possesses an outstanding library of A-1 condition jazz recordings dating from 1920 to present year and numbering into thousands of collector's items. Availability: Live talent, with records  
Time Units: thirty or sixty minutes, five weekly  
Audience Appeal: Male; Female  
Suggested for: Afternoon  
Client Suitability: Any advertiser  
Number of Artists: 1  
Audition Facilities: Transcriptions; Will pipe live talent  
Submitted by: Gordon M. Day Advertising Service, 145 East 53rd St., New York 22, N. Y.

**Molly Molloy, The Midnight Music Man**

Program made up from mailed requests . . . a "mail pull" program. With

humorous Irish jokes, Irish brogue throughout, human interest stories from the wire and local material. Local issues aired . . . political issues that are of interest locally . . . safety plugs and other public service announcements. Engineer participates in show with a "thing" (take off on Sam's "Fiction and Fact"). Local hitch hike corner to College visible from studio . . . pleas for citizenry to help out the boys has had tremendous effect. Availability: Live talent; E. T.  
Time Units: 8 quarter hours, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any client who would want "personality" commercials  
Number of Artists: One  
Audition Facilities: Transcriptions  
Submitted by: WJIM, Lansing, Michigan

**Moondial**

Moondial features Eddie Gallaher playing popular recorded and transcribed music. Gallaher treats late evening listeners to advance releases, test pressings and sound track recordings of new songs . . . exclusive previews heard only on the Moondial in Washington. Other features of the program include "Record Classics" and "Top Tunes of the Week." Gallaher, who also brings Moondial Matinee to Washington listeners on Saturday afternoons, adds national flavor to Moondial by frequent interviews with prominent names in the musical world. Availability: Live talent  
Time Units: 90 minutes, 6 weekly  
Audience Appeal: Male; Female  
Suggested for: Evening  
Audition Facilities: Transcriptions  
Submitted by: WTOP, Earle Bldg., Washington 4, D. C.

**Lonny Moore's Club 58**

Lonny Moore, known as the South's favorite radio personality, has built that reputation by spinning popular platters for the past six years on one of the South's most powerful stations. His audience is legion, and very faithful. Commercials are delivered either in a very confidential, intimate style, or kicked around a la Harry Morgan. His sales ability has been proven—and his tremendous audience has given him consistently high Hoopers—higher than any program, network or local, in this area. Availability: Live talent; E. T.  
Time Units: thirty minutes, five weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: any type appealing to women listeners or "bobby soxers"  
Number of Artists: One  
Audition Facilities: Transcriptions  
Submitted by: WGAC, Cor. Seventh & Broad Sts., Augusta, Ga.

**Music for the Girls**

The romance hungry housewife needs hunger no more. KSVP comes to the rescue with Music For The Girls. Como, Haymes, and Sinatra croon—and Greg Gregory, the MC is excruciatingly tender and sincere about the whole thing. Commercials are written with that "ladies' man" approach. High point is "music for that special girl." Build-up is based on song title. Every woman knows it's just for her. Popular, oh boy!  
Time Units: 30 minutes, 5 days weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: perfume, shoes, clothing, cosmetics  
Number of Artists: one  
Audition Facilities: Transcriptions  
Submitted by: KSVP, Artesia, New Mexico

### Music Hall

Bill Leyden's Music Hall program is one of the most popular of disc jockey type broadcasts in Southern California. Bill's informal manner of presenting his musical selections; interviewing guests; and conducting his contests has given him a very popular appeal in this locale. Because of the Music Hall, Bill has become known as one of the cleverest ad lib artists in the disc jockey field.

Availability: Live talent  
Time Units: 100 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Music Hall appeals to any advertiser who wishes to reach a wide feminine audience  
Number of Artists: 2 and music  
Audition Facilities: Transcriptions  
Submitted by: KMPC, 5939 Sunset Blvd., Los Angeles 28, Calif.

### Music and Madness

Colorful disc jockey handles show ad lib in a very informal way: jokes about commercials . . . weather forecast . . . gives local and national baseball scores fishing information . . . etc.

Availability: Live talent  
Time Units: 70 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: All types  
Number of Artists: One  
Cost: Regular announcement rate SRDS  
Audition Facilities: Transcriptions  
Submitted by: KGVV, Box 1015, Greenville, Texas

### The Music Room

Is an hour and a half disc jockey stint by Arnold Benum dedicated solely and completely to Mother. There is a Mothers Club with over 1000 members; weekly "Cookie Cooking Contests" . . . Regular monthly "Tuesday Teas" . . . live from an auditorium. A club newspaper, etc. Has built a lot of women interest in the 9 months on the air. Available in quarter hours or participating.

Availability: Live talent; E. T.  
Time Units: 90 minutes, 6 weekly  
Audience Appeal: Female  
Suggested for: Afternoon  
Client Suitability: Any home product which the woman buys  
Number of Artists: 1 and records  
Audition Facilities: Transcriptions  
Submitted by: KMO, 914 1/2 Broadway, Tacoma 7, Washington

### Musical Clock

Lowell Blanchard, long established emcee, runs morning disc show. Has the best recorded and transcribed music on the station. show features weather report by remote from U. S. Bureau, sports news, two straight newscasts, reading of mail from listeners, playing request tunes and informal chatter. Time is given every two or three minutes.

Availability: Live talent  
Time Units: 2 hours, six weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: Any client with product for family use  
Number of Artists: One  
Audition Facilities: Transcriptions  
Submitted by: WNOX, 110 S. Gay Street, Knoxville, Tennessee

### Musical Quiz

Program asks a musical question of listening audience. Example: Who plays female lead in Annie Get Your Gun? First listener to phone on show with correct answer may request a song to play on the program. Some telephone conversations are put on air. Program continues in that vein for 30 minutes.

Time Units: 30 minutes, 6 weekly

## DISC JOCKEY

Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any type, with various spots also suitable  
Number of Artists: Announcer  
Submitted by: WHOB, Gardner, Mass.

### Night Club of the Air

This is a program based on the old formula of music the listener wants when he wants it. The program consists of six 15-minute segments — some sponsored locally — some nationally — with commercials done ad lib from facts. The emcee ties commercials, musical titles and listener requests together with a pleasing freshness for all concerned. Program is a terrific mail puller and extra-high in audience appeal. Crowds network dance bands off the dial!

Availability: Live talent; E. T.  
Time Units: six quarter hours, 7 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Number of Artists: Emcee plus records and transcriptions  
Audition Facilities: Transcriptions  
Submitted by: WSTV, Exchange Realty Building, Steubenville, Ohio

### 920 Club

All request disc jockey show with popular personality as M.C. (Jack Lund). Program has been established for over four years and is top mail pull show on station.

Availability: Live talent; E. T.  
Time Units: one to thirty minutes, five times weekly  
Suggested for: Afternoon  
Client Suitability: Household items, Foods, Drugs and other women's market items  
Number of Artists: One  
Cost: On application  
Audition Facilities: Transcriptions  
Submitted by: KFXJ, Grand Junction, Colorado

### The People's Choice

The People's Choice, 7:30 to 8:00 every Friday evening, is a recorded program of choice hit tunes of our listeners to our other recorded programs. A list of requests is kept of what listener's request on our Musical Clock Program, and our 1490 Club program. On the "People's Choice" the top selections of requests of these two programs are used on the show and compared with the tunes on the Hit Parade. It's a novel program; and has a top listening audience.

Availability: Records  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: This type program would appeal to any sponsor wanting to reach a maximum audience—both juvenile and adult.

Number of Artists: Records  
Cost: See Standard Rate and Data for WAZL station cost. Talent costs on request  
Audition Facilities: Transcriptions  
Submitted by: WZAL, 708 Haz. Nat. Bank Bldg., Hazleton, Pa.

### Platter Parade

Program is presided over by Vern King and caters to younger set. Interviews are regularly scheduled with band leaders, vocalists and prominent instrumentalists. King maintains continuous contacts with all leading record dealers in the city, insuring freshness of musical presenta-

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# WFIL

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tion throughout each week, together with first-hand information on all leading musical personalities. First hour and a half given over to requests—last hour features "new record releases."

**Availability:** E. T.  
**Time Units:** Spots and quarter-hour segments available, Six weekly  
**Audience Appeal:** Entire family—emphasis on younger set  
**Suggested for:** Morning  
**Client Suitability:** General  
**Number of Artists:** One  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIL, Hotel Melbourne, St. Louis 8, Mo.

### Platter Party

An all-request show offering popular dance music on recordings and transcriptions. Station has telegraph ticker and only requests received by telegram are honored. Program averages 50 telegrams per night, six nights a week. Mail pull good, although no mail solicited.

**Availability:** Live talent; E. T.  
**Time Units:** one hour 45 minutes, Six times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Record shops or distributors, beer, clothing  
**Number of Artists:** One  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSAZ, Huntington, W. Va.

### Platter Personality Parade

Spot interviews with music's top names. Cut on acetate. Incorporating personalized "openings" and "closings" mentioning your jockey, station, city and sponsor. Designed as an "insert" or "filler" for your platter programs. Can also be run as five min. strip. Can be provided with or without bridges. Informative past, present and future shows with artist interviews by Alex "The Mad Monk" Cooper. Makes for terrific record programming feature.

**Availability:** E. T.  
**Time Units:** 5 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon  
**Client Suitability:** All types  
**Number of Artists:** 2 to 3  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** Radio City Productions, 6404 Hollywood Blvd., Hollywood 28, Calif.

### Popular Melody Time

This one hour stint by staff announcer was designed for the purpose of taking care of station's need for participating nite time show that would be flexible enough to sell in blocks of 5, 10, 15 and 30 minutes and at the same time to take care of the listeners telephone requests which previously had not been provided for.

**Availability:** Live talent, E. T.  
**Time Units:** 5, 10, 15 and 30 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All  
**Number of Artists:** 1  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WAGM, 180 State Street West, Presque Isle, Maine

### The Ray Perkins Show

A unique two-hour show, daily from two to four p.m., well above average "disc jockey" offering. Former network performer Ray Perkins plays and comments on popular discs, mixes music and chatter with his own piano numbers and vocals, and features big-name guests several times weekly. Perkins handles all commercials. Of him, Ken White (Denver Post radio columnist) says: "... his gim-

mick is friendly folksiness and I think he sells it well.")

**Availability:** Live talent  
**Time Units:** Announcements on participation basis and in segments. (8 15-min. segments); 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any type of retail outlet or consumer product  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KFEL, Albany Hotel, Denver 2, Colo.

### Record Room

Personality disc jockey playing the very latest recorded releases along with patter and chatter. New Orleans, being a large city, always has lots of visiting stars of "name-ame." Thus the program is utilized for interviews with such personalities.

**Availability:** E. T.  
**Time Units:** 15 minutes, 5 or 6 times weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** 1  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WNOE, c/o St. Charles Hotel, New Orleans, La.

### Requestfully Yours

Art Brown and Don McCarty, two young announcers with fresh, friendly voices and a genius for ad lib put on a completely informal disc jockey type program based upon listeners' requests. Special appeal is made to teenagers on Friday and Saturday nights.

**Availability:** Live talent, E. T.  
**Time Units:** 60 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Soft drink, candy bars, potato chips (present sponsor)  
**Number of Artists:** 2  
**Cost:** Time plus \$50.00 per week talent  
**Audition Facilities:** Transcriptions  
**Submitted by:** WBOW, 303 S. 6th St., Terre Haute, Ind.

### Requestfully Yours

Recordings chosen to meet requests received by mail. Popular Emcee does a right job of lacing show together, acknowledging requests by mentioning names—giving correct time, weather forecast and temperature at frequently spaced intervals—introduces guests from area Junior and Senior High Schools who report on current and coming scholastic and social events. Excellent vehicle for sales to the younger set and all early morning tune-ins.

**Availability:** Live talent  
**Time Units:** 35 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Wearing apparel, sporting goods, cosmetics, foods  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WBNF, Arlington Hotel, Binghamton, New York

### Requestfully Yours

Telephone requests are honored on this program, though individuals names are not announced, only musical requests. Program has a very high listener audience, and exceedingly good response. Program averages 100 completed calls per ½ hour. . . .Over 500 calls uncompleted.

**Availability:** Live talent  
**Time Units:** 15 or 30 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any type desiring large audience coverage  
**Number of Artists:** 1

# DISC JOCKEY

**Submitted by:** WINK, P. O. Box 1072, Ft. Myers, Florida

### Rudolph of the Records

Rudolph Of The Records is a half-hour early morning show, with the accent on material as funny as possible; and bright "wake-up" music. Rudolph received over 2000 letters in his first year on the air over this 250-watt station. His program is mostly ad-lib; with the engineer occasionally furnishing extemporaneous remarks. The show is fresh and alive! Commercials and remarks are personal, not stilted. The latest records and a few new jokes make this show a good one.

**Availability:** E. T.  
**Time Units:** 30 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Any type  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** KTMC, City Hall Building, McAlester, Oklahoma

### Rhyme Does Pay

A bright and unusual half-hour of recorded music, Rhyme Does Pay is a show that is named and programmed by its own audience. Listeners submit song requests in rhyme-form—and popular KMOX emcee Curt Ray selects the best five for each day's broadcast. Time and temperature reports are provided between recordings. Rhyme Does Pay is not an ad-lib show—it is a well-planned, carefully-timed production, with each spot announcement woven smoothly into the script and musical setting.

**Availability:** Live talent; E. T.  
**Time Units:** 30 minutes; 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Any consumer goods  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KMOX, 12th & Spruce Sts., St. Louis, Mo.

### 1600 Club

Show conducted by Fred Barr, Monday thru Saturday, featuring all types of pop music. Contests are a habit. Give-aways range from silk blouses to jitterbug raincoats. Audience participates by submitting both the questions and answers. Bandleader and vocalist interviews are a feature. Listener's requests are acknowledged with dedications made.

**Availability:** Live talent  
**Time Units:** 10 and 15 min. periods and spots, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Program will move any low or medium-cost item  
**Number of Artists:** 1  
**Cost:** \$30 per 15 min. segment  
**Audition Facilities:** Transcriptions  
**Submitted by:** WWRL, 41-30 58th Street, Woodside, N. Y.

### 740 Club

Early morning record show with correct time, chatter, and good humor—not overdone, with emphasis on good music—latest recordings and transcriptions. Commercials (spots, participating) done in friendly informal style that really sells the stuff. Strictly a musical program with commercials handled expertly in an attractive, enticing manner. A record show that actually features records, not a clown.

**Availability:** E. T.  
**Time Units:** 2 hours, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning

**Client Suitability:** All types, male and female

**Number of Artists:** 1 live and rest on wax  
**Cost:** Card rate plus talent for announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** WORZ, Orlando, Florida

### The Johnny Slagle Show

Here is a smoothly-produced musical show presenting the name bands of America playing the music Detroiters want to hear. The leading orchestras and guests are presented on records at their peak performance by John Slagle as "Master of Ceremonies." Band leaders and name personalities of the musical world are presented in person from time to time.

**Availability:** Live talent, E. T.  
**Time Units:** 3½ hours, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Evening  
**Client Suitability:** Anything  
**Number of Artists:** Slagle and record boy  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WXYZ, 1700 Stroh Bldg., Detroit 26, Michigan

### Song and Dance Parade

A record program presented by Rush Hughes, a disc jockey with three years of success. Hughes has been in the radio industry for many years doing almost everything, including writing, acting, announcing, news commentary and was at one time a station executive. He plays the most popular records of the day, and introduces them with some little known facts about the recording artist. Hughes has biographies on most name band leaders and singers and knows most of them personally.

**Availability:** Live talent, E. T.  
**Time Units:** 30 minutes, 3 times daily, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Noon, Afternoon  
**Client Suitability:** Almost any product, participating announcements  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KXOK, 12th and Delmar, St. Louis 1, Mo.

### Songtime

Here is an all-record show, heard half hour daily, five times weekly. Show is scheduled at an especially good time, at the dinner hour, and is a good all-around general music show. Appeal is for entire family rather than bobby-soxer group; as a result selections will vary from old timer favorites to latest jive. Patter, written by Phil Davis, WCAE continuity director, is sharp, sophisticated and a little on the mad side. Show has maintained a consistently good Hooper.

**Availability:** Live talent, E. T.  
**Time Units:** 30 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Early Evening  
**Client Suitability:** General  
**Number of Artists:** 1 and writer  
**Audition Facilities:** Transcriptions  
**Submitted by:** WCAE, Inc., Wm. Penn Hotel, Pittsburgh 19, Penna.

### Studio Frolic

Strictly an informal quarter hour where almost anything can happen. MC'd by Dick Haynes jovial comedian of the "Haynes at the Reins" early morning record program. Studio Frolic includes the studio orchestra and any KLAC staff members who wander into the studio with the desire to sing, be a comedian or "what else" on the radio. The show keeps moving as Haynes adds plenty a

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quip and occasionally a song of his own.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** All types  
**Number of Artists:** 6 with guests  
**Audition Facilities:** Transcriptions  
**Submitted by:** KLAC, 1000 Cahuenga Blvd., Hollywood 38, California

### Studio Party

Studio Party is an hour and a half participating disc jockey show with a mail draw from rich Central Florida of 150 letters weekly. On one day a week (Friday) studio audience is invited and show is held audience participation style with large number of prizes contributed by participating sponsors. Hal King emcees the show in an informal ad lib style. Only show of its type in this area. An informal, easy to listen to, character show.

**Availability:** Live talent  
**Time Units:** 1 hour and 30 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon, Late Evening  
**Client Suitability:** Has sold everything from paint jobs to airplane rides and dinners

**Number of Artists:** 1  
**Cost:** Regular station spot rate plus \$1.00 talent per spot.

**Audition Facilities:** Transcriptions  
**Submitted by:** WORZ, Orlando, Florida

### Summer Serenade

"Summer Serenade" is a disc jockey show, presented three mornings each week, featuring Tom Cave as master of ceremonies. Latest records are featured, along with a few old pops on every show. Tom Cave, a college student who is thoroughly familiar with music or every type puts life into the show with his brief patter between numbers.

**Availability:** Live talent  
**Time Units:** 30 minutes, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon  
**Client Suitability:** All types  
**Number of Artists:** 1

**Audition Facilities:** Transcriptions  
**Submitted by:** WHJB, Greensburg, Pa.

### Sundial

Heard every morning from 7 to 8, this popular program of the latest songs, time, temperature, etc., had a Hooper even higher than the ABC Breakfast Club, which follows! Everyone "Listens to Luther" to start the day with a smile!

**Availability:** E. T.  
**Time Units:** 60 minutes, Mon-thru-Saturday  
**Audience Appeal:** Entire family  
**Suggested for:** Early Morning  
**Client Suitability:** Will sell any product  
**Audition Facilities:** Transcriptions  
**Submitted by:** WDEF, Volunteer Bldg., Chattanooga 2, Tenn.

### Take It Easy

Show is done in typical "disc jockey" fashion. However, every effort is made to get away from the trite routines of the average "jockey." Design for the show is based on the theme of an hour's relaxation for the housewife and school students prior to dinner. The phrase "none of it leaps . . . none of it drags" is used as musical description at beginning and close of show. Jockey is definite personality type leaning toward feminine appeal . . . not the usual Happy Harry . . . nor yet the gushing type, but with an intimate friendly style.

**Availability:** Live talent, E. T.  
**Time Units:** 1 hour, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any type—for general market  
**Number of Artists:** 1 announcer (personality type)  
**Cost:** Air time

**Audition Facilities:** Transcriptions  
**Submitted by:** KROW, 464 19th Street, Oakland 12, Calif.

### Teen Time Tempos

Half-hour of current popular discs, directed to teen-agers; emceed by prominent Denver teen-ager Pat Eberhardt, who has developed a large following through her column "Hi Teenagers!" in Denver's Rock Mountain News. Program carries her teen-age viewpoint into the field of popular rhythm with records selected by her and her listeners, paraded with her own astute comments. Program carries reference to column, and column refers to radio show.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Saturday morning  
**Client Suitability:** Any type of consumer product or service with teen-age appeal

**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KFEL, Albany Hotel, Denver 2, Colo.

### Tempo Of The Day

New disc jockey on the WHAM horizon is Ross Weller. His wit is fresh, spontaneous and unexhaustible. Proven on WHAM in morning, noon and night spots. Youthful in approach to meet the rigid standards of the youngsters and humorous enough to keep the oldsters amused. Music is current hit material with an oldie thrown in once in awhile for good measure.

**Availability:** Live talent  
**Time Units:** 10 minutes daily  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** One who aims incidentally at youngsters and at adults in general.

**Number of Artists:** 1  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHAM, Sheraton Hotel, Rochester 4, New York

### 3 To 4 Club

Mid-afternoon hour of glib chatter, colorful repartee, and popular record music, five days a week, for delight and pleasure of housewives and the younger listeners. Features guest stars. No Hillbilly music. Master of Ceremonies—Bill Hightower—formerly with WFAA, WIOD and NBC whose intimate knowledge of records and stars gained during eighteen years radio experience couples with banter over commercial copy read by John Hopkins. Saleable in 15 minute blocks or participating throughout.

**Availability:** E. T.  
**Time Units:** 1 hour, 5 weekly  
**Audience Appeal:** Female; Male; Entire family  
**Suggested for:** Afternoon

**Client Suitability:** Any product for the woman or entire family  
**Number of Artists:** Master of Ceremonies, Announcer, record spinner  
**Audition Facilities:** Transcriptions  
**Submitted by:** KFJZ, 1201 West Lancaster, Fort Worth, Texas

### Uncle Tom's Jamboree

Rustic character, Uncle Tom, has very latest hillbilly and pop hits on record. Voice is exuberant, comedy depends on quaint remarks and comments on records, rather than joke material. Great mail pull in nine months on the air. Uncle Tom Fan Clubs are all over, record shops feature his picture and air times.

**Availability:** Live talent  
**Time Units:** 2 hours, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Mail order business, jewelry, any account with mass appeal

# DISC JOCKEY

**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WNOX, 110 S. Clay St., Knoxville, Tenn.

### Wake Up, East Texas

A half-hour early morning disc-jockey session featuring the latest releases and present favorites, interspersed with time-signals and weather reports. Intimate chatter of jockey gives show a very friendly atmosphere.

**Availability:** Live talent, E. T.  
**Time Units:** 30 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** All types who know how a morning "Wake-Up" show can and has sold

**Number of Artists:** Announcer  
**Cost:** Regular rates  
**Audition Facilities:** Transcriptions  
**Submitted by:** KFRO, Box 792, Longview, Texas

### Who's Who In Music

5 min. interviews with the big names of music for your record shows. (Can be run either as a "filler" or as a 5 min. "strip") with custom built "personalizations" including "hello's" to your jockey and call letter listener's in, and around, your city plus sponsor "mentions" in "openings" and "closings." 28 markets signed before first—April 28, 47—airdate. Instantaneous cuts-all on one tract—no cueing—bridge provided if wanted for 5 min. feature.

**Availability:** E. T.  
**Time Units:** 130 — 5 minute shows, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning Afternoon, Evening

**Client Suitability:** All types  
**Number of Artists:** 1 or 2 guests, plus interviewer

**Cost:** On request. (\$4.40 and up)  
**Audition Facilities:** Transcriptions  
**Submitted by:** Lampson Transcription Sales, 1032-36 No. Sycamore, Hollywood 38, Calif.

### Verne Williams, Disc Master

"Verne Williams, Disc Master," is a new, popular, recorded music show divided into four sections which vary from Monday through Saturday and feature individual vocalists, vocal groups, sweet, swing, jazz, and music with a bounce. Popular Verne Williams purveys a free and easy style of chatter in between discs. An authority on jazz and swing, Williams also interviews people prominent in the show world over his "Disc Master" guest microphone.

**Availability:** Live talent  
**Time Units:** 3:30 to 4:15 p.m., Mon-Fri. 10 to 11 a.m. Sat., 3:30 to 4 p.m. Sat.  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon  
**Client Suitability:** All types

**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Number of Artists:** 1  
**Submitted by:** WNAC, 21 Brookline Ave., Boston 15, Mass.

### The WSPR Rhythm Society

This is a half-hour p r and e t rhythm session, emceed by Edward V. ("Ed") Peck, established as a very popular personality with his "Society" audience. The show issues free membership certificates to all persons requesting them. It plays requests, and it fosters a wide variety of contests for duly-enrolled members. It is an unprecedented mail-puller

for WSPR. It also draws a large studio audience daily. Its enrolled members now total in excess of 3000 and new bids for membership arrive in each mail. (Formerly a one-hour show, "The WSPR Rhythm Society" goes to a half-hour, to follow immediately after the new ABC disc-jockey show, "The Paul White-man Club" as of June 30, '47.)

**Availability:** Live talent  
**Time Units:** (30) (Divisible into ¼-hrs.); 4 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any client particularly one which seeks an established and constantly-growing mailing-list, and one which desires to make audience offers

**Number of Artists:** 1  
**Cost:** Station time, plus talent fee for emcee, plus AFRA announcer's fee, plus ASCAP license fee  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSPR, 63 Chestnut Street, Springfield 5, Mass.

### Yawn Patrol

Joe Dobbins in a disc-jockey show. This is a waker-up type show running 6-7 a.m. daily. The unusual feature is that Joe employs a group of characters of his own origin who chatter with Joe thruout the program and often handle and "kid" the commercials. The show is strictly by "zany" with malice of forethought.

**Availability:** Live talent, E. T.  
**Time Units:** 60 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WBNS, 33 North High St., Columbus, Ohio

### Your Serenade

Don Otis, well known Hollywood disc jockey, with the smooth and sophisticated style, emcees a pleasant half hour given over entirely to the ballads. It is tuneful music entirely on the sweet side, handled by one of the masters of careful presentation, with the harp sweep background behind his friendly "from me to you" voice. New tunes, pre-releases, and the favorite "oldies" share honors, as Otis brings a new evening program to a new station.

**Availability:** Live talent  
**Time Units:** 30 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KLAC, 1000 Cahuenga Blvd., Hollywood 38, Calif.

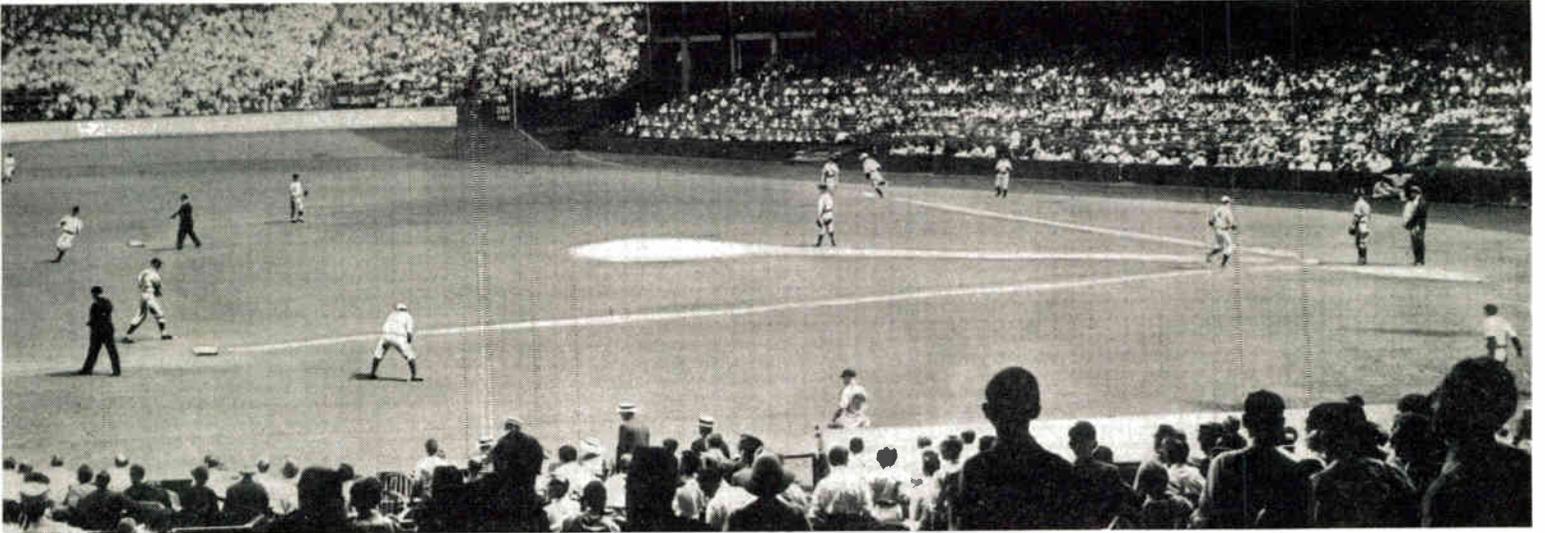
### Yours For The Asking

This is a request program featuring Bruce Gilmore. It is a combination mail and telephone request program. The MC at times talks to personals on the telephone while on the air broadcasting and this adds to the human interest angle. This program has a very large following including both young and old.

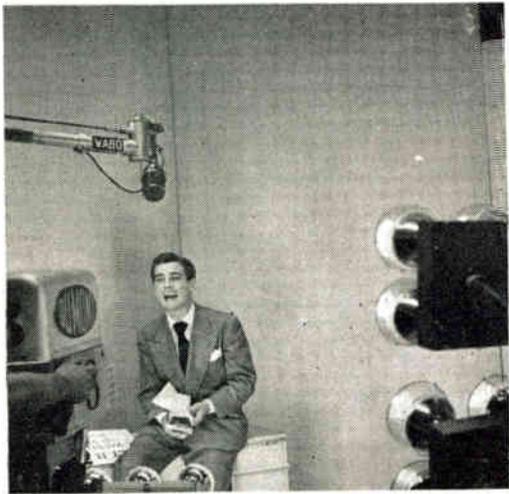
**Availability:** Live talent, E. T.  
**Time Units:** 15 mins. to 2 hours, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Late Afternoon, Early Evening  
**Client Suitability:** All types  
**Number of Artists:** 1  
**Cost:** Approximately \$4.00 per 15 minutes  
**Audition Facilities:** Transcriptions, Will pipe live talent  
**Submitted by:** WABJ, Adrian, Michigan

# for Sale

**Readymade Television  
Audiences on  
Du Mont Station WABD--  
New York**



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



**Act It Out** When you get 1119 audience letters from the very first airing of a television sustainer, you know you have a hit.



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

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

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

## Next Year's Budget!

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

**WABD** *Key Station of the* **DU MONT TELEVISION NETWORK**

# "TELEVISION SHOW OF TOMORROW"

## —As Industry Leaders View It

By Jim Owens  
Staff Writer, RADIO DAILY

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

At this, the first commercial stage of television, when advertisers and the public alike are convinced of its importance as a major medium, the video program of tomorrow is a strong and influential vehicle of entertainment, education and culture, albeit a rather shapeless form in the collective imagination of creative and energetic minds.

The video Show of Tomorrow will probably contain a little of the best of other media,—radio, motion pictures, and the legitimate theater,—it is felt. But the net result will be something clearly individual in technique and quality, born of tireless experiment. It may affect the schedule of our leisure hours, our business activities, our methods and standards of education, according to industry experts. It will certainly alter, if not improve, the present day conception of mass entertainment.

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

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

Bob Emery, program manager of WABD, says the television "Show of Tomorrow" will depend directly on the ratio of increase in video set production as budgets, public acceptance and advertising participation will increase in proportion.

As to type and program material, Emery says: "I do not see fantastic and world-shaking developments in the near future. I see a much wider scope for the experiments which the pioneers in television today are making with 'blood, sweat and tears.'" The WABD exec adds that "a more national flavor and possibly international flavor will bring to realization the dreams and hopes of those who now have the vision and confidence that the television show of the future will be all things to all people and that the dissemination of education, information and entertainment which now is divided between radio and the motion picture will be combined into one all-embracing medium."

Worthington Miner, director of tele at WCBS-TV, expresses the opinion that the television show of tomorrow will not be an individual program, but rather, "a unit of broadcast time."

The CBS video exec points out that "the average person viewing television in the home does not appear to turn on his receiver to pick up a single 15-minute or half-hour program. He turns it on to settle down to an hour or two of television," says Miner. "The show, therefore, is the total balance of the entertainment which he receives during that period of time."

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

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

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

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

Mowrey agrees that spot news and sports will provide the most "vital and adaptable" video entertainment by their "unique virtue of spontaneity." However, where these programs end, he declares, the problems of the program builder begin. "For then he must manufacture entertainment, and the measure of his success will be his ability to devise shows that retain the vitality of the theater, but—at the same time—substitute the freedom and informality of the home for the tailored precision of the legitimate drama."

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

The Don Lee video chief feels that the tele show of the future will not make heavy use of existing "name" performers, because of economic considerations. "The ultimate television program may well be a television outgrowth of the name situation comedy of radio," Lubcke says, "but I believe that will only be the beginning."

# First in television...

## FROM COAST TO COAST

RCA leads the way in television. From studio cameras to home television instruments the skill of RCA engineers and technicians is making brighter, clearer, steadier television available.

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

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

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

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

### Newest addition to the *RCA VICTOR* line is this amazing

## FIVE-IN-ONE CONSOLE



The RCA Victor 641TV. Here's complete home entertainment all in one, compact, beautifully styled instrument very little larger than a console radio-phonograph! Cabinet of fine walnut veneers.

#### 1. TELEVISION

It's "Eye Witness" television with additional features! There's an automatic signal regulator, which adjusts automatically for varying signal strength when you tune from one station to another.

Your television antenna is used also for radio reception—switches in automatically—for better reception on all broadcast bands.

#### 2. VICTROLA

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

"Victrola"—T. M. Reg. U. S. Pat. Off.



Roll-out record player changes automatically ten 12" or twelve 10" records. Ample record storage space.

#### 3. FM RADIO

RCA Victor's own advanced Frequency Modulation circuits insure clear, virtually static-free reception of many programs not heard on regular, standard broadcast.

#### 4. AM RADIO

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



Radio tilts out at a convenient angle.

#### 5. SHORT WAVE

Superlative overseas radio reception with circuits and spread-band dial designed for easy, accurate tuning.



**RADIO CORPORATION of AMERICA**

**Behind The News**

(Title Optional)

The basis for most of the international news is political economy. Geopolitics is the dominating factor in international relationships today. This program would cover such news items which did not have political economy as their motivating force only in simple non visual format, the picture of the commentator merely speaking . . . but it would be very brief, limited to only the closing part of the program. The main portion of the news program would be devoted to a geographic analysis, with maps and pictures, film or stills where film was unobtainable, to illustrate its points, it would be highly educational in its character, and be background for the news rather than news itself. It would be a summation of the news of the past week, with occasional predictions of things to come.

Availability: Live talent; E. T.  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Number of Artists: 1, with occasional guests from international public life  
Submitted by: S. H. Cuff, 4th Floor, 1440 Broadway, New York, N. Y.

**The Red Benson Show**

First attempt to bring to television the type of comedy-star variety programs so successful on radio. Tested on WABD in New York weekly during summer of 1946, and was well received. Visual gags and mixture of situation-comedy, including "search for 'Benson Girl.'" Dance sequences and specialty acts balance show. Calls for budget sufficient to employ top talent, and writers but far less than for comparable radio shows.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 6 to 8, plus specialty acts  
Cost: Flexible  
Audition Facilities: Live talent  
Submitted by: Caples Company, 535 Fifth Ave., New York 17, N. Y.

**Bijou Theater**

Excellent format for low-budget television drama. Begins at stage door of The Bijou with typical doorman stopping approaching dolly shot. Being garrulous, he quickly works into another of his stories of life, romance and adventure back stage. Flash-back then presents the drama. Setting simple and cheap, atmosphere sure-fire. Ends with doorman adding a tag and an invitation to "come back again next week." Tested WABD, New York.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: Varied  
Cost: Flexible  
Audition Facilities: Live talent  
Submitted by: Caples Company, 535 Fifth Ave., New York 17, N. Y.

**Blue Print For Glamour**

Woman who is accepted fashion authority presents tips on hair styles and fashions, using live models, photographs, and live drawings. Program stresses the importance of careful selection of styles for particular types. Personal advice to

viewers who write in enclosing photographs to be feature, also reasons motion picture stars and other prominent people choose particular styles and fashions.

Availability: Live talent  
Time Units: 15 minutes, weekly  
Audience Appeal: Female; Entire family  
Suggested for: Afternoon; Evening  
Client Suitability: Department stores, specialty shops, cosmeticians  
Number of Artists: 1 — doing commentary  
Audition Facilities: Will pipe live talent  
Submitted by: Philco Television Station  
WPTZ, 1800 Architects Building, 17th & Sansom Streets, Philadelphia 3, Pennsylvania

**Boss In The Sky**

New York Careerist Steve Dawson, cosmopolitan — but with a 'touch of Texas' in his heart, returns out of necessity, to the old home town, to save his deceased father's pride and joy, the Bar 8. About a boy who came to live in the wide-open spaces to find that a man's soul is his own but a pretty girl usually holds first mortgage. Almost anything can happen in this humorous serial drama, and does.

Availability: Live talent  
Time Units: 29 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Home or kitchen products

Number of Artists: Variable  
Cost: Costs submitted upon request  
Audition Facilities: Will audition or picture board  
Submitted by: Patrick Michael Cuning Television Productions, Stage 8 Hollywood, 6532 Sunset Blvd., Suite C, Hollywood 28, California; Stage 8 Riverside, Westfall Bldg., 3717 Main St., Riverside, California

**Cafe Domino**

Cafe Domino is set in a lush supper club locale and features integrated variety turns and puppet acts. Story centers around Herman, last of the Continental-waiters-with-an-air who serves the great and near-great. A forlorn little person, struggling valiantly against the indignities of the world, Herman waits on, confuses and enlightens, in turn, a gangster, a precocious brat, a marrying fool, and assorted other characters.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Open  
Number of Artists: 3-4  
Audition Facilities: Script, presentation, pictures  
Submitted by: Video Associates, Inc., 515 Madison Ave., New York 22, N. Y.

**Daughter Of The Devil**

A Tele-serial by Marcia Drake and a starring vehicle for Osa Massen which met with wide approval when it was telecast on the West Coast. A story whose theme is faith and understanding. Our boy and girl meet while the trumpets are ringing solid at Jake's Dime-a-dance Palace. Two people in love, snubbed, ridiculed, by bitter selfish little people. Yet hand-in-hand, our boy and girl completely in love, meet and overcome their problems. Has been recently recast and prepared for live-action television.

Availability: Live talent

Time Units: 29 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Soap and/or bread  
Number of Artists: Variable  
Cost: Cost submitted upon request  
Audition Facilities: Will audition or picture board  
Submitted by: Patrick Michael Cuning Television Productions, Stage 8 Hollywood, 6532 Sunset Blvd., Suite C, Hollywood 28, California; Stage 8 Riverside, Westfall Bldg., 3717 Main St., Riverside, California

**Drama Miniatures**

Half hour adaptations of popular classics. Titles of possible productions — "Taming of the Shrew," "Macbeth," "She Stoops To Conquer," "The Rivals," etc. The entire story presented by using a narrator between scenes, and having the high spots of the play enacted by professional actors.

Availability: Live talent  
Time Units: 30 minutes, weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Number of Artists: Narrator and cast of two to five  
Audition Facilities: Will pipe live talent  
Submitted by: Philco Television Station  
WPTZ, 1800 Architects Building, 17th & Sansom Streets, Philadelphia 3, Pennsylvania

**Faraway Hill**

First successful, long-range dramatic serial on television. Thoroughly tested and proven on WABD, New York. Survey indicates bigger audience than any other television program, with overwhelming majorities liking the program and following it regularly. Faraway Hill is a farm to which Karen St. John flees seeking to escape life's burdens, only to find more there, including the eternal triangle. Not "soapy"—men voted for it as much as women. Recommended by many television experts.

Availability: Live talent  
Time Units: Optional  
Audience Appeal: Entire family  
Suggested for: Optional  
Client Suitability: Varied  
Number of Artists: 6 to 8  
Cost: Flexible  
Audition Facilities: Live talent audition  
Submitted by: Caples Company, 535 Fifth Ave., New York 17, N. Y.

**Follow The Leader**

Audience participation show in which contestants Follow the Leader to win prizes.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Client Suitability: Various  
Number of Artists Employed: MC and 2 assistants  
Submitted by: Rupe Werling, 403 Oreland Mill Rd., Oreland, Pa.

**Harem Scarem**

Harem Scarem is just what the name implies. Telecast for six weeks for ABC Television, the show and its MC, Frances Scott, was only television show to make Billboard's Editors' Poll; and received the first award of merit from This Month Magazine. Highly original reasons for giving away money and dozens of valuable and expensive gifts to contestants, who really work for what they get! It's that rare

find . . . a show that's tops for both television and radio, for smart client who wants to tie up both media successfully.  
Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: Depending upon individual script  
Audition Facilities: Will audition; will submit outline  
Submitted by: Basch Radio Productions, 17 East 45th Street, New York 17, N. Y.

**Hello, Broadway!**

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

Availability: Live talent  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists Employed: 2 and guests  
Cost: \$500  
Audition Facilities: Will submit outline  
Submitted by: Television-Radio Enterprises, Inc., 104 East 40th Street New York 16, N. Y.

**Highway Highlights**

Highway Highlights would present on film, the many spots of interest within driving distance of Philadelphia, showing routes to take, points of interest, and giving history of the locations, buildings, etc. Program would feature all points of interest and beauty accessible to Philadelphia by automobile. Examples: Bucks County, Hershey, Pennsylvania; Princeton University; Pocono Mountains, etc. Film is shot by Philco Television Motion Picture Unit, and narration by John Franklin, well known television personality, who mc'd the Sears "Visi-Quiz" show on WPTZ.

Availability: Film  
Time Units: 15 minutes, weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Gasoline, Automobile Clubs, Automobile Dealers  
Number of Artists: 1 Narrator  
Submitted by: Philco Television Station  
WPTZ, 1800 Architects Building, 17th and Sansom Streets, Philadelphia 3, Pennsylvania

**Hollywood Calling**

This television program is produced on 16mm film and takes the television audience on a tour around the film capital with interviews in the studio and in the homes of the screen and radio stars. Visits to famous nitespots, cafes, etc. Betty Underwood, Hollywood reporter and Jack Parker, Hollywood columnist conduct the program. This is a new type television program and should prove a great drawing card for Television stations.

Availability: Live talent  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Almost any type products  
Number of Artists Employed: 2 and guests  
Audition Facilities: Film  
Submitted by: Television Film of America, Box 2222, Hollywood 28, Calif.

M. T. LANSER, Pres.  
R. M. ZERBE, Sec.-Treas.  
JOSEF CHERNIAVSKY, Vice-Pres  
In Charge of Prod.

TELE-RADIO CREATIONS<sup>INC.</sup>

"WE SELL The SHOWS That SELL!"

THE MIDDLE WEST CENTER FOR  
COMMERCIALS, JINGLES AND  
DRAMATIZED SPOT AN-  
NOUNCEMENTS WITH RE-  
FRESHING SHOWMAN-  
SHIP.

Outstanding Independent Producing Company of Live and Tran-  
scribed Open-end Shows Offers the Radio Field

## 5 STAR SHOWS

### ★ "IT REALLY HAPPENED!"

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

### ★ MY LUCKY BREAK

A live ½-hour show of tested network magnitude, featuring Josef Cherniavsky and his 40 piece "pop" Symphonic, Jim Ameche and the Dinning Sisters. A different "gimmick", it offers human interest, action, laughter, pathos, music, and opportunity. Audition Record Available.

### ★ HURDY GURDY DAN

Live or transcribed. A thrilling series of mystery and adventure programs designed for children . . . capturing adults, too . . . format is a complete departure from the usual stereotyped "blood and thunder" scripts. Featuring a good-

will detective using a hurdy gurdy and his pet monkey "Snoop" to disguise his true identity. Packed with action and imagination. Audition Record Available.

### ★ PIONEERS OF PROGRESS

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

### ★ WHAT'S IN THE PACKAGE???

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

FOR AUDITION RECORD:  
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540 NORTH MICHIGAN AVENUE  
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CHIC



# TELEVISION

## The House Next Door

A program for women who want to make their home and dinner table an interesting place to be. The format of this show allows the neighbors (women) to express their opinions on issues of either local or national interest (as preferred by sponsors). In addition there are visual and audible instructions for the making of unusual and appetizing dishes. It affords an unusual opportunity for manufacturers and distributors of kitchen products to have a home demonstration of their product. A program that is a salesman.

**Availability:** Live talent  
**Time Units:** 15 minutes, 3 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** Household and kitchen products

**Number of Artists:** Variable  
**Cost:** Submitted on request of agency  
**Audition Facilities:** Picture board or audition for select client  
**Submitted by:** Patrick Michael Cuning Television Productions, Stage 8 Hollywood, 6532 Sunset Blvd., Suite C, Hollywood 28, California; Stage 8 Riverside, Westfall Bldg., 3717 Main Street, Riverside, California

## Juke Street

(Title Provisional)

Youth meeting life, 'eye to eye.' Not a Sunday-school treatment; but the problems of our children which are as real as the sun. Poignant, challenging, broad and deep, founded on the psychology of life and its problems. How the fine instincts of our children fight for expression against the baser inclinations. A drama, searching into the hearts of our children, and shedding the light of understanding.

**Availability:** Live talent  
**Time Units:** 20 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Suggested for a product that sells especially to teenagers  
**Number of Artists:** Variable  
**Cost:** Cost submitted upon request  
**Audition Facilities:** Will audition or picture board

**Submitted by:** Patrick Michael Cuning Television Productions, Stage 8 Hollywood, 6532 Sunset Blvd., Suite C, Hollywood 28, California; Stage 8 Riverside, Westfall Bldg., 3717 Main Street, Riverside, California

## Know Your Body

An educational quiz program using high school students as talent. The visual interest will be maintained by manikins (models of the human body). Selected groups of students will be quizzed concerning the various organs and functions of the human body. The questions asked will not be academic but of a nature to maintain interest. They will be within the scope of high school courses in anatomy and physiology.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Sunday Afternoon, Evening

**Client Suitability:** General  
**Number of Artists Employed:** 2 plus guests  
**Cost:** Adjustable  
**Audition Facilities:** Live  
**Submitted by:** Frederic Damrau, M. D., 247 Park Avenue, New York 17, N. Y.

## Let's Play Reporter

An audience participation program with a newspaper office background. Has a record showing for television, for ABC Television, as well as for radio over NBC. Frances Scott acts as city editor, and quizmistress, and gives out assign-

ments to cub reporters, with highly amusing results. This quiz show is entertaining and educational too. Excellent for a client who wants to promote goodwill . . . as well as amuse the public. Schools and colleges endorse the idea.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** Depending upon original script  
**Audition Facilities:** Will audition; will submit outline  
**Submitted by:** Basch Radio Productions, 17 East 45th Street, New York 17, N. Y.

## Look Who's Here

Interview-variety show developing strong intimacy with audience. Mistress of ceremonies introduces guest personalities, chiefly of entertainment world, with *Look Who's Here*. Talks with each briefly and conversation leads nicely into the guest's routine. Easy to prepare program, with simple settings and low costs. Tested WABD, N. Y.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 or more weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists Employed:** Mistress of Ceremonies and 4 or 5 guests  
**Cost:** Flexible  
**Audition Facilities:** Live talent  
**Submitted by:** Caples Company, 535 Fifth Avenue, New York 17, N. Y.

## Milady Will Wear?

A fashion feature that sells fashion from the viewpoint of a sales manager. Fashion displayed to contribute to sales totals in all departments. Fashion treated as merchandise rather than a visual oddity. A seasonal program with flexible format. One which is readily adaptable to the needs of the sponsor's locality and the buying habits of his sales community. Definitely commercial. But the commercialism is hidden by a touch of artistry and showmanship.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon  
**Client Suitability:** Manufacturer (Large department store)  
**Number of Artists:** Variable but few  
**Audition Facilities:** Picture board or audition for select sponsors  
**Submitted by:** Patrick Michael Cuning Television Productions, Stage 8 Hollywood, 6532 Sunset Blvd., Suite C, Hollywood 28, California; Stage 8 Riverside, Westfall Bldg., 3717 Main Street, Riverside, California

## Painting The Stars

A televised "portrait sitting" by famous painters doing the portraits of Hollywood and Radio celebrities. The daily sittings are for 15 minutes and the progress of the portrait is stepped up daily with the finished work on the final day. The conversation and narration makes it a lively and interesting thing to watch. "Portrait kibitzing" is one of the most fascinating of all pastimes.

**Availability:** Live talent  
**Time Units:** 15 minutes, 7 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Late Afternoon, Early Evening  
**Client Suitability:** High class product  
**Number of Artists Employed:** 2  
**Submitted by:** Green Associates, 360 N. Michigan, Chicago 1, Illinois

## Paper Moon

This show won the Frances Holmes Award for Miss Marcia Drake, its writer

and director. The award was given to Miss Drake for having made the most outstanding contribution to television programming on the West Coast for the year of 19346. A nostalgic mood dramatization of the songs you like to remember. Easy to listen to, easy to watch; pictorial appeal of vivid vignettes set to music. An inexpensive show designed for the pleasure of anyone old enough to remember when.

**Availability:** Live talent  
**Time Units:** 14 minutes, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Suitable for practically any product  
**Number of Artists:** Varies  
**Cost:** Cost submitted upon request  
**Audition Facilities:** Will audition and/or submit a picture board  
**Submitted by:** Patrick Michael Cuning Television Productions, Stage 8 Hollywood, 6532 Sunset Blvd., Suite C, Hollywood 28, California; Stage 8 Riverside, Westfall Bldg., 3717 Main Street, Riverside, California

## "Parents, Please!"

The half-hour format incorporates a dramatization of a problem in child care or discipline, an audience participation segment in which studio guest-parents comment upon and correct the situation under the guidance of a child care expert, and a redramatization of the problem in solution. The entire show is aimed at parents, and is the first television series dealing with child study material. Problems are one found in average homes, and top authorities moderate the series, with backing by well-known child care groups.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Adult  
**Suggested for:** Evening  
**Client Suitability:** Food, cereal, baby products, teen-age magazines, juvenile books, toys, clothing, household and dairy products, etc.  
**Number of Artists Employed:** 3-4 plus moderator  
**Audition Facilities:** Scripts, outline, presentation.  
**Submitted by:** Video Associates, Inc., 515 Madison Avenue, New York 22, New York

## Pass In Review

Outstanding events of World War II accompanied by lively, humorous comment by the top cameramen who made the films to be shown. Second half of show features kindly criticism by these experts of amateur movies and stills.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General, although especially suited to camera and film manufacturers and distributors  
**Number of Artists Employed:** Two  
**Cost:** \$500  
**Audition Facilities:** Will Audition Or Submit Outline  
**Submitted by:** Television-Radio Enterprises, Inc., 104 East 40th Street, New York 16, New York

## Personality Previews

This half-hour show presents new personalities and eliminates the MC. Talent is introduced via 1-minute unique film cartoons with "Pop-up" animation. Each show introduces 2 performers from the theatre world and 1 personality from the

graphic arts or fashion field in a short demonstration. Pop-up film is accompanied by live narration giving background of artists. Show incorporates name designers, stylists, photographers, musicians, singers and dancers, and amusing film introductions provide sparkle and freshness.

**Availability:** Live talent; Film  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Open  
**Number of Artists Employed:** 3 plus narrator  
**Audition Facilities:** Scripts, outline, presentation, films  
**Submitted by:** Video Associates, Inc., 515 Madison Avenue, New York 22, New York

## Play Ball!

Audience participation sports quiz conducted by Mel Allen and Russ Hodges with outstanding sports authorities as referee or umpire. Sports questions change with sports seasons. Additional visual appeal gained by use of stills and film to illustrate answers. Pictures can be seen by the viewing audience, but not by the contestants.

**Availability:** Live talent  
**Time Units:** 10 to 30 minutes, 1-5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** General  
**Number of Artists Employed:** Three  
**Costs:** On Request  
**Audition Facilities:** Will Audition Or Submit Outline  
**Submitted by:** Television-Radio Enterprises, Inc., 104 East 40th Street, New York 16, N. Y.

## Pleased To Meet You

Program designed to present personalities in the news. Visiting theatrical celebrities and national and international figures to appear on program, giving highlights to televiewers of their life and work. Roy Neal, popular radio personality, is interviewer.

**Availability:** Live talent  
**Time Units:** 15 minutes, weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Number of Artists:** Master of Ceremonies and three guests  
**Audition Facilities:** Transcriptions; Will pipe live talent  
**Submitted by:** Philco Television Station WPTZ, 1800 Architects Building, 17th and Sansom Streets, Philadelphia 3, Pennsylvania

## The Record Shop

Boy and girl operate a Record Shop. New releases introduced on show, with gossip about the bands. Girl is songstress, boy singer and/or dancer. A guest dance-team, artist drawing picture to accompany musical selection, or vocalist, to be occasional feature. "Oldies" played on show, with phone-in answers for name.

**Availability:** Live talent  
**Time Units:** 15 minutes, weekly  
**Audience Appeal:** Juvenile; Entire family  
**Suggested for:** Afternoon; Evening  
**Number of Artists:** 2 and guests  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Philco Television Station WPTZ, 1800 Architects Building, 17th and Sansom Streets, Philadelphia 3, Pennsylvania

## School Days (Title Subject To Change)

A happy unsophisticated, entertaining program. Played by adults and using

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NEW YORK CITY

the school-room as a device with human emotions as expressed only by children for a spring-board, the writers have produced a fast moving format with plenty of laughter, gags, songs, and novelty numbers. A variety show that has a book to support it. There is no limit to its flexible and diversified entertainment.

**Availability:** Live talent  
**Time Units:** 14 minutes, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Regular household products (soap and/or bread) etc.

**Number of Artists:** Variable  
**Cost:** Submitted upon request  
**Audition Facilities:** Will audition  
**Submitted by:** Patrick Michael Cuning Television Productions, Stage 8 Hollywood, 6532 Sunset Blvd., Suite C, Hollywood 28, California; Stage 8 Riverside, Westfall Bldg., 3717 Main Street, Riverside, California

### Stories In One Camera

A different approach to television drama. Actually a number of cameras are used to facilitate transitions from scene to scene as well as for titles and special effects. But within any given scene, only one is used in a particular manner which heightens the introspective mood of the stories and strengthens viewer's emotional association with the central character. Tested and proven on WABD, New York.

**Availability:** Live talent  
**Time Units:** 20 to 30 minutes as desired, once or twice weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Stability:** General  
**Number of Artists Employed:** Average of 5 or 6

**Cost:** Flexible  
**Audition Facilities:** Live talent  
**Submitted by:** Caples Company, 535 Fifth Avenue, New York 17, N. Y.

### Streamliner Time

Informal interviews with passengers (including many famous personalities) departing from Chicago on Chicago Northwestern-Union Pacific Streamliners "City of Los Angeles" and "City of San Francisco." Authentic remote pick-up in Northwestern Station, Chicago. Conversation ad lib except commercials. Interviewees presented with corsages or boutonnieres. Concludes with actual departure of train. Joe Wilson and Joan Tighe as interviewers. Crowd and trains in background.

**Availability:** Live talent  
**Time Units:** 20 minutes, 1 to 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Luggage, travel wear, Western resorts, sports equipment, or general  
**Number of Artists Employed:** 2  
**Audition Facilities:** Live talent  
**Submitted by:** Caples Co., 225 East Erie Street, Chicago 11, Illinois

### Taste And Technique

The home economics show with visual appeal. Starring the Society of Amateur Chefs whose famous members appear as guest chefs and compete with lady guests of their own choosing. The results will be judged by a panel chosen from the studio audience.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Suggested for:** Afternoon  
**Client Suitability:** Any product or service angled mostly to family or women  
**Number of Artists Employed:** 1 and guest  
**Cost:** On Request  
**Audition Facilities:** Will audition or submit outline  
**Submitted by:** Television-Radio Enterprises, Inc., 104 East 40th Street, New York 16, N. Y.

### Tele-Pak

Circulating program service consisting of carefully selected, television-tested shows minus all the technical and production snarls, packaged in complete production kit form, and adapted to individual station specifications. Tele-Pak includes: Master script, camera plot, ground plan, set specifications, musical selections and cue sheets, prop plot, slide continuity, complete analysis of show for director, plus special props where needed. Lessens production time and costs and furnishes good program material for local use.

**Time Units:** Varies per show—20-30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon, Evening  
**Client Suitability:** Open—according to series packaged  
**Number of Artists Employed:** 3-4 per show  
**Cost:** Equivalent to script cost  
**Audition Facilities:** Presentation, scripts, sample  
**Submitted by:** Video Associates, Inc., 515 Madison Avenue, New York 22, New York

### Television Camera Club

Televized Camera Club meeting from studio. Activity same as that of regular camera club—judging and criticizing of prints submitted by members with prizes for best prints. Informative talks and demonstrations by big name photographers with exhibits of their work and helpful suggestions for the amateur and advanced camera fan. Also prize for best-of-the-week print sent in by viewers. These prints will also be discussed and criticized.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Camera shop or Photographic Manufacturers  
**Number of Artists Employed:** 1  
**Submitted by:** Green Associates, 360 N. Michigan, Chicago 1, Ill.

### Tele-Views Behind The News

News Breaks off the wire and onto the television screen in minutes. A proven program that excited much comment during the war years when it was produced and released on the West Coast as 'Behind the News.' All the immediacy of to-day's news. Life and history resourcefully crystallized and reenacted by specialized Tele-stock Unit who's showmanship gives authenticity to their performance. A show that fulfills the requirements of a local sponsor. The audience sees the news, from at home and abroad.

**Availability:** Live talent  
**Time Units:** 14 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Local Sponsor (department stores)

**Number of Artists:** Variable  
**Cost:** Submitted upon request  
**Audition Facilities:** Will audition  
**Submitted by:** Patrick Michael Cuning Television Productions, Stage 8 Hollywood, 6532 Sunset Blvd., Suite C, Hollywood 28, California; Stage 8 Riverside, Westfall Bldg., 3717 Main Street, Riverside, California

### This Is Washington

This program produced on 16mm film for television stations takes the audience on a personal tour "behind the scenes" in the nation's capitol interviews with Government Officials and trips to famous Washington spots keep the program interesting and holds the tele-listener and brings them back for more.

# TELEVISION

**Availability:** Film  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any product for the adult appeal  
**Number of Artists Employed:** 2  
**Submitted by:** Television Films of America, Box 2222, Hollywood 28, Calif.

### This Is Your S.P.I.

New inventions and gadgets demonstrated by their inventors under the watchful and sympathetic eye of Col. Lemuel Q. Stoopnagle as M.C. The Colonel's own fantastic inventions play a large part of the show.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists Employed:** 2 to 4  
**Cost:** \$700  
**Audition Facilities:** Will Submit Outline  
**Submitted by:** Television-Radio Enterprises, Inc., 104 East 40th St., New York 16, N. Y.

### Tom Sawyer

Played to a large and receptive audience when released on the West Coast. A program whose popularity has been substantiated by a large mail-bag. Mark Twain's beautiful story of 'Tom Sawyer' adapted to television and set to music. All of the wonderful 'Tom Sawyer' scenes, and more, woven into a lovable story of kids of long ago. 'Tom Sawyer' as a musical and heart warming thrill. Inaugurating the Lew Hershner songs as found in the celebrated Sam Fox's 'Tom Sawyer Song Folio.'

**Availability:** Live talent  
**Time Units:** 14 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Large National Advertisers  
**Number of Artists:** Variable  
**Cost:** Costs submitted upon request of client  
**Audition Facilities:** Will audition; or story board  
**Submitted by:** Patrick Michael Cuning Television Productions, Stage 8 Hollywood, 6532 Sunset Blvd., Suite C, Hollywood 28, California; Stage 8 Riverside, Westfall Bldg., 3717 Main Street, Riverside, California

### The Travel Hour (The Travel Counselor)

A Weekly program, scheduled in Mid Week for the week end traveller which tells about places which can be visited, how to get there, and gives costs, with dress suggestions, etc. In some part of the program there would always be shown places of pure adventure, places to which the watcher could probably never go, but about which he or she might be culturally or romantically interested.

**Availability:** Live talent  
**Time Units:** 15-30 minutes, weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Gasoline or any mfr. of articles used in travel  
**Number of Artists Employed:** 1  
**Submitted by:** S. H. Cuff, 4th fl. 14450 Broadway, New York, N. Y.

### Uncle Yacob

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

**Availability:** Live talent  
**Time Units:** 5 minutes, any number weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Evening  
**Number of Artists Employed:** 1  
**Submitted by:** Rupe Werling, 403 Oreland Mill Rd., Oreland, Pa.

### The World's A Stage

A sensitive story of the little people who are "merely players" in the great drama of life. Drama which only reaches the back pages of a metropolitan newspaper, that lies cloaked in a few simple sincere phrases under the column heading of . . . Personal. The tenderness, comedy, and pathos of a message to a loved one. The magnetic quality the unspoken meanings will have upon a life . . . somewhere.

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

### You Were Sixteen

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

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

### Your Fireside Theater

An achievement in imaginative programming for evening viewing. Sophisticated fairy tales, romantic music dramas designed for exceptionally talented performers. Elisabeth Gillette of the Radio City Ballet is featured with other selected artists of stage and screen. These delightful stories utilize a minimum of dialogue, and suggest a distinctive production treatment. Presentation is limited to stations within four hours flight time of New York.

**Availability:** Live talent  
**Time Units:** 20-30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Almost any client  
**Number of Artists Employed:** 3 to 6  
**Cost:** \$750 and up, dependent on show  
**Audition Facilities:** Will submit outline, sketches, photographs  
**Submitted by:** Robert M. Campbell, 347 Madison Avenue, New York 17, New York



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Adele Hunt, M.C. of the "Hunt For Happiness" program, is the most talked-about woman in North Jersey. Her kitchen and household hints, her lively interviews with top-notch guests, and her homey chatter make the show a MUST program for the women. Mrs. Hunt works closely with her sponsors and, in addition to her selling job on the radio, will aid in merchandising plans without cost to the advertiser.

7 CHURCH STREET, PATERSON 1, N. J.



**American Family Forum Of The Air**

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

Availability: Live talent  
Time Units: 45 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Institutional  
Number of Artists: Panel and staff  
Cost: On request  
Submitted by: WSRS and WSRS-FM, Radio Center Bldg., Cleveland Heights 18, Ohio

Conversation At Eight comes to the air a completely unrehearsed show. Over after-dinner coffee host Sugrue and his guests fall into an informal discussion—the kind that usually follows a pleasant dinner meeting with one's friends. These dinner partners are well known in the "arts," and the talk is appealing to all members of the family.

Availability: Live talent; E. T.  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Books, plays, magazines, institutional, etc.; beers, wines  
Number of Artists: Mr. Sugrue and 2 or 3 guests  
Audition Facilities: Transcriptions  
Submitted by: WINS, 28 West 44th St., New York City

**Books On Trial**

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

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Institutional, newspaper, publishing  
Number of Artists: 5  
Audition Facilities: Transcriptions  
Submitted by: WHN, 1540 Broadway, New York 19, N. Y.

**Cures Of Tomorrow**

New medical discoveries everyone wants to know about, narrated and described in a way to hold dramatic interest. Entertaining and educational for the whole family. The scientific discoveries of today will be the cures of tomorrow. Sensational stories packed full of human interest, yet strictly authentic. Dramatic suspense will be maintained by narrating actual cases where life hangs in the balance.

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

**City Council Meeting**

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

Time Units: 60 minutes, bi-weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Submitted by: WNEB, Park Building, Worcester 8, Mass.

**Editors Four**

A roundtable discussion of news of the day. Participants are WHAM's News Editor, Sports Editor, Farm Editor and "Odds and Ends" Editor. Each in turn discusses the big story in his respective field. At the program's conclusion, each Editor makes a prediction based on his feature story. The "Odds and Ends" Editor usually confines his remarks to news with an unusual twist . . . the man bites dog variety.

Availability: Live talent  
Time Units: 15 minutes, one weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types who desire adult thinking people  
Number of Artists: 4  
Cost: On request  
Audition Facilities: Transcriptions  
Submitted by: WHAM, Sheraton Hotel, Rochester 4, N. Y.

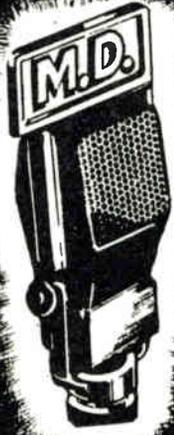
**Civic Forum**

Program has semi-permanent moderator who invites four leading local or visiting citizens to discuss topic of local, state, national or international interest. Program has run for two years with wide comment and appeal.

Availability: Live talent  
Time Units: 30 minutes weekly  
Audience Appeal: Male, female  
Suggested for: Evening  
Client Suitability: Only institutional  
Number of Artists: 5  
Audition Facilities: Transcriptions  
Submitted by: WBML, Macon, Ga.

**Conversation at Eight**

Originating in the apartment of Tom Sugrue, noted writer and book reviewer,



**A DOCTOR SPEAKS ON YOUR RADIO PROGRAM**

Popular Medicine Programs backed by Medical Authority Available for Sponsorship

**"YOU CAN KEEP YOUNG"**

The secrets of youth, told with medical authority. Appeals to people past forty who wish to look, act and feel young. Now in its second year as a live sustainer in New York City.

**"CURES OF TOMORROW"**

New medical discoveries everyone wants to know about, narrated and described in a way to hold dramatic interest. Entertaining and educational for the whole family.

Time: 15 minutes once a week  
Talent: Dr. Frederic Damrau and Adeline Maneery

Script and platter on request. Also short talks and transcriptions made to order for special programs.

**FREDERIC DAMRAU, M. D.**  
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**Client Suitability:** Any product but alcoholic drinks  
**Number of Artists:** 2  
**Cost:** Varies  
**Audition Facilities:** Transcriptions  
**Submitted by:** Morton Radio Productions, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

### Footprints On The Sands Of Time

260 little biographies of outstanding men and women of our American Heritage together with many who have had a marked influence on our history.

**Availability:** E. T.  
**Time Units:** 5 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Client Suitability:** All types of clients  
**Submitted by:** World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

### Inter-City Mayors' Council

A weekly presentation featuring four different New Jersey mayors in a discussion and exchange of ideas on municipal, and county government improvement, with criticisms of legislation before the State body and proposals for needed municipal, county and state legislation affecting the citizens of New Jersey. The moderator is a well-known judge and frequent guests are leading state legislators. This program is considered responsible for several important improvements in the last year in municipal affairs in New Jersey.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Institutional  
**Number of Artists:** 5  
**Audition Facilities:** Transcriptions  
**Submitted by:** WPAT, 7 Church St., Paterson 1, N. J.

### It's Up To You

A discussion program with a panel of well-known experts and informed students. The program aims at exposing problems raised by the news, and emphasizing the responsibility of youth in their ultimate solution. Originates from a different college each week.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** College students  
**Suggested for:** Evening  
**Number of Artists:** 4 participants, permanent moderator  
**Audition Facilities:** Transcriptions  
**Submitted by:** Intercollegiate Broadcasting System, 507 Fifth Ave., New York 17, N. Y.

### KSL Reports The Washington Scene

This program is designed to present to the listeners of the Intermountain West an up-to-the minute report on current points of issue being discussed in the Nation's Capital. A specially prepared six-minute summary from the KSL Newsroom of the past week's developments in Washington opens the program. Two Western Congressmen are given ten minutes each to discuss current issues . . . each transcribed talk being preceded by a brief news story on the subject of the talk. To round out the half-hour, a short summary of the late Washington developments is presented from the KSL Newsroom.

**Time Units:** 30 minutes, once weekly  
**Submitted by:** KSL, 10 So. Main, Salt Lake City, 1, Utah

### Meet The People

Outstanding local people of Savannah are invited to discuss in across the table fashion various topics ranging from local issues to international problems. There is no attempt made to make it primarily controversial, but rather to expose all sides of a particular question.  
**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Client Suitability:** Any  
**Number of Artists:** 3  
**Submitted by:** WFRP, Savannah, Georgia

### Meet The Press

The format of "Meet The Press" is that of a news conference of the air. Four newspapermen are invited to question some well-known personage on an important topic. Among the outstanding guests have been John L. Lewis, Henry A. Wallace, Senator Robert A. Taft, Fiorello H. LaGuardia, Harry Bridges, Harold Stassen and Senator-elect Theodore Bilbo. This program was awarded the 1946 George Foster Peabody Radio Special Citation for outstanding reporting and interpretation of the news.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Male; Female  
**Suggested for:** Evening  
**Client Suitability:** Prestige, institutional  
**Number of Artists:** 5 to 8  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### One White Rose Forever

Named for York, England, the symbol of this United States town is also the White Rose . . . hence the title of this historical program . . . One White Rose Forever. Written by Helen Miller Goltwait, noted Children's author and Educator, the program points up spots of Hollywood interest and draws a parallel with past events and today's history in the making. Program easily becoming most popular show on weekly schedule.

**Availability:** Live talent  
**Suggested for:** Sunday afternoon, early evening  
**Client Suitability:** Institutional bank  
**Number of Artists:** Writer, announcer, producer, organist, (3)  
**Submitted by:** WSBA, York, Pennsylvania

### Opinion-Aire

The program format for "Opinion-Aire" provides for immediate cross-section analyses of public reaction to problems of national import. Two distinguished guests appear as either "prosecution" or "defense" witnesses on the subject. They are queried in direct and cross-examination courtroom type technique, with their respective "attorneys"—noted commentators—providing summation arguments. A twelve-man jury is selected from the studio audience for immediate reaction test. Listeners in selected cities may vote by telephone.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Male; Female  
**Client Suitability:** Prestige, institutional  
**Number of Artists:** 4 to 6  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### Our Neighborhood

Not just another household show. Fay Clark and Bob Stewart interview a different guest each day—perhaps on taxation, maybe on flower arrangement or making maple sugar or it may be the

# PROGRAMS ☆ 1948

governor's wife or someone from United Nations. Radio Daily called it a must on the listener log. It's infinite variety makes it always interesting and informative to a loyal audience. Commercials are ad libbed; no script used.

**Availability:** Live talent  
**Time Units:** 30 minutes, 5 weekly  
**Client Suitability:** Products used by women  
**Number of Artists:** 2  
**Cost:** On application  
**Submitted by:** WBRY, 136 Grand St., Waterbury, Conn.

### Pioneers Of Progress

The basic idea of Pioneers Of Progress is the strengthening of the ingenuity of America's future builders of industry and future inventors. It includes the dramatization of the pioneers of this country who moved the wheels of progress, and is designed to stimulate the imaginations of potential leaders in science and industry.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Sunday Afternoon, Evening  
**Client Suitability:** All products  
**Number of Artists:** Orchestra, dramatic cast and principles  
**Audition Facilities:** Transcriptions  
**Submitted by:** Tele-Radio Creations, Inc., 540 North Michigan, Chicago, Ill.

### The Richmond Forum

This is a locally conducted forum of both national and local subjects with the program designed to bring out local opinions.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Number of Artists:** 5  
**Audition Facilities:** Transcriptions  
**Submitted by:** WKBV, 25 South 9th St., Richmond, Indiana

### The Santa Barbara Opinion Arena

Town-meeting forum. Broadcast from local (Santa Barbara) Theatre weekly on Tuesdays, 7 to 7:45 p.m. Public participation (comment and questions) invited at any point in discussion but must be recognized by moderator. Parabolic mike engineering set up. Two speakers on each side of question, which must be controversial, plus moderator. Moderators are drawn from citizenry as are speakers. Program designed to stimulate interest, not reach conclusions, is faded out at 45 minute mark, continues live for additional 15 minutes. A town-meeting which is incidentally broadcast, rather than a radio show with incidental invited audience. Very successful.

**Availability:** Live talent  
**Time Units:** 45 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Tuesday Evening  
**Submitted by:** KTMS, Santa Barbara, Calif.

### Santa Barbara's Youth Forum

Panel discussions with from three to six participants plus moderator. Policy: to stimulate interest in topics that concern Youth of the Community. Conducted entirely by youth forum organization which meets weekly, elects speakers

(discussants) and moderator. Invites participation of persons up to 2nd year in college. No adult participation or sponsorship, except in technical and semi-advisory capacity (Mrs. John Harnish acts as manager and Phil Walker as KTMS liaison). (Otherwise no adults.) Programs are lively, informative, uninhibited and in good taste.

**Availability:** Live talent or E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Saturday Afternoon  
**Submitted by:** KTMS, Phil Walker, Education Department, Santa Barbara, Calif.

### This Is America

This is a workshop type program. Students of public and parochial high schools in Des Moines write and prepare the program under the direction of Tom Lewis, KSO's director of youth activities. Lewis visits the class room on each assignment, analyzes the script, points out needed revisions, and rewrites the script right on the spot . . . explaining radio techniques as he goes along. The series consists of 14 broadcasts, one each Saturday at 6:00 p.m., during the school term.

**Availability:** E. T.  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Clothing store, products of teen age appeal  
**Audition Facilities:** Transcriptions; Will pipe live talent  
**Submitted by:** KSO, 10th and Grand, Des Moines 9, Iowa

### Three Men On A Limb

Take a newspaper editor, a college president, and a leading minister, add a highly controversial subject . . . place in a studio with guest experts and you have Three Men On A Limb, highly successful WMT forum type program moderated by Doug Grant, program manager. Subjects range from annexation of neighboring towns to housing to the Palestine issue. No fist fights to date but feeling sometimes runs high. . . high enough to attract a large, steady audience in Eastern Iowa.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Male, Female  
**Suggested for:** Early Evening  
**Number of Artists:** 4 or 5 (more possible)  
**Audition Facilities:** Transcriptions  
**Submitted by:** WMT, Paramount Bldg., Cedar Rapids, Iowa

### WCHS Open Forum

Current controversial issues, local, national or international are debated by local people, who are selected in cooperation with the Charleston League of Women Voters. This has proved to be a very interesting half hour, as many of the issues discussed hit home. Telephone questions are phoned in during the program and are answered during the last 10 minutes of each program. During the last Mayoralty Race, we had the two candidates on the Forum.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Preferably institutional  
**Number of Artists:** 2 or 4 on Panel and a Moderator  
**Audition Facilities:** Transcriptions  
**Submitted by:** WCHS, 1016 Lee St., Charleston 24, West Virginia

## Western Michigan At Work

Each program describes one of the industries in this area. Narrative plus interviews; includes tape recordings in plants to get background noise.

Availability: Live talent or E. T.

Time Units: 15 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any client; especially good for client wanting male or family audience

Number of Artists: 1 plus guests

Audition Facilities: Transcriptions

Submitted by: WKZO, Burdick Hotel, Kalamazoo 99, Mich.

## Western Slope Forum of The Air

Program features discussion of topics of current issue and interest. Panel of prominent civic, educational and fraternal leaders (four in number) give two minute formal statements on assigned topic, followed by extemporaneous discussion. Topics include wide variety of local, national and global problems with emphasis on the local level. Station employs well known civic leaders as moderator. He selects topics and members for the panel. Program has good follow-

ing, particularly among higher income groups.

Availability: Live talent

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Institutional or public service contribution

Number of Artists: 1

Cost: Upon application

Audition Facilities: Transcriptions

Submitted by: KFXJ, Grand Junction, Colorado

## You Be The Judge

Dealing with only local problems such as juvenile delinquency in Indianapolis, slum clearance, a panel of four well-known attorneys debate the pros and cons of the week's problem. Fifteen minutes given over to prepared speeches and fifteen minutes of unrehearsed "cross-fire" examination with a moderator controlling the discussion. All sides of the question for and against are debated with the audience advised to make up their own mind as to which side is right. In other words You Be The Judge.

Availability: Live talent

Time Units: 30 minutes

Audience Appeal: Male or Female

# CULTURAL

Suggested for: Evening

Client Suitability: Utilities, banks, firm with new products to get before public

Number of Artists: 5

Audition Facilities: Transcriptions

Submitted by: WISH, Board of Trade Bldg., Indianapolis 4, Ind.

## Youth Speaks Out

This is a double-barrelled forum between two youth groups of different age levels. A topic is selected by the program committee and discussed by the two groups. The point being that neither group hears what the other has to say, giving the audience an overall cross section of both groups' opinion. The moderators for each group meet for a final sum-up and compare notes for the conclusion.

Availability: Live talent

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Banks, Insurance Companies

Submitted by: WFPG, WFPG Steel Pier, Atlantic City, New Jersey

## Ray Zaner, Poet Scout

Entering its third broadcast year, Ray Zaner, Poet Scout has encouraged the writing of over 3,000 original poems submitted by High School Students in York and Adams County. Program offers public performance of original poetry and competition for prizes offered in May by WSBA. Program produced and written by Ray Zaner, Scout Executive for 25 years and is presented in co-operation with all Educational authorities in Broadcast area.

Availability: Live talent

Time Units: 15 minutes

Suggested for: Saturday morning, early evening

Client Suitability: Institutional—although station has never permitted sale

Number of Artists: (3) Zaner, organist, announcer

Submitted by: WSBA, York, Pennsylvania



**Check WIOD**  
By Any Index . . .  
IT'S MIAMI'S NO. 1 STATION  
THE YEAR 'ROUND...THE STATION  
MOST PEOPLE LISTEN TO MOST!

WIOD Tops 'em All According to  
B.M.B., HOOPER, and RESULTS!

WIOD's B.M.B. coverage maps,  
with market data now available.

National Representatives  
GEORGE P. HOLLINGBERRY CO.

**WIOD**  
FIRST IN MIAMI

Southeast Representative  
HARRY E. CUMMINGS

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC



**Tailored to fit**

. . . your individual needs. That's the kind of programming advertisers expect—and get—at WISN. You should have full details on this service. Why not write today? There's no obligation.

- 5,000 Watts.
- Established 1922
- The Katz Agency, Inc.,  
Nat'l. Rep.



**WISN**  
G. W. Grignon, Gen. Mgr.  
**MILWAUKEE**

# “WHAT’S ALL THE NOISE ABOUT?”

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

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

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

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

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

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

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

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

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

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

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

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



THE TRANSCRIBED  
**EDDIE  
BRACKEN**  
SHOW

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



**NOW AVAILABLE FOR LOCAL SPONSORSHIP**

for audition and full information  
write, wire or phone

*Kermit-Raymond*

C O R P O R A T I O N

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

ELDORADO 5-5511

"WHAT'S ALL THE NOISE ABOUT?"

# HOLLYWOOD'S OPEN HOUSE

THE ONLY TRANSCRIBED SHOW OF ITS KIND IN RADIO!

"HOLLYWOOD'S OPEN HOUSE," covers a minimum series of 52 half-hour programs available immediately—and more coming—in a musical-drama-guest star-variety format. The best way to describe "HOLLYWOOD'S OPEN HOUSE" is as a "first" in the field of syndicated programs—it is the "first" to use big Hollywood personalities in regular guest star appearances—it is the "first" to use top name comedians in a regular comedy spot—it is the "first" to use a name band as standard personnel—it is the "first" to present name vocalists as a permanent feature—it is the "first" transcribed show produced in a theatre with a live audience of more than 1,200 people—above all, it is the "first" to truly apply to a transcribed program the full network standards of production and script. "HOLLYWOOD'S OPEN HOUSE," in brief, is the equivalent in all respects of a big network variety program made available through syndication to selective local and spot advertisers.

The format of "HOLLYWOOD'S OPEN HOUSE" allows for the usual three commercials (opening, middle and closing). "HOLLYWOOD'S OPEN HOUSE" presents top-notch entertainment in this order of appearance: Theme opening by the orchestra; then Jim Ameche, host-emcee, opening the show in billboard fashion; (opening commercial); opening rhythm number by maestro Ray Bloch and his orchestra; Act One of the dramatic story (usually a radio adaptation of a hit movie) headlined by appearance of the Hollywood guest star; (middle commercial comes in here); Act Two of dramatic story; musical production number by vocalists and orchestra; a comedy guest spot; curtain calls for all guest stars in a bright, humorous finish; (closing commercial); sign-off with orchestra and Jim Ameche. Every show has a name guest star vocalist—a name guest star comedian . . . and one or more big name motion picture guest star in the dramatic spot! Yes music, song, comedy and drama on every show!

Please note all commercial spots are placed in high interest spots to integrate entertainment value and "sell."

There's a reason why all this attention, care and talent (not to mention \$\$\$—it is the most expensive transcribed show ever produced) has been lavished on the show, "HOLLYWOOD'S OPEN HOUSE." There's a wide-open market for a first-class syndicated show. There's a place for it in local programming for use by local clients, who are now fully alert to the values of superior production and attractive talent and performance. There's a place for it in national spot advertising, for use by national clients who know through network experience that the product they buy as an advertising medium must match in high quality the commodity they present for sale.

To place insurance on listener attention to the program, a complete publicity and promotion campaign is included gratis for the client. Included are weekly publicity stories and photographs of guest stars for newspaper release and window display; window cards, counter cards, truck banners, posters, etc.

Radio can sell only when people listen. People will listen to good entertainment. "HOLLYWOOD'S OPEN HOUSE" is good entertainment. SO "HOLLYWOOD'S OPEN HOUSE" WILL SELL.

## THE GREAT STARS PICTURED ON THESE PAGES ARE JUST A FEW OF THE GREAT NAMES ON "HOLLYWOOD'S OPEN HOUSE" . . . HERE IS A PARTIAL LIST OF OTHER GUESTS

(IN ALPHABETICAL ORDER)

### MOTION PICTURE GUESTS

- DESI ARNAZ
- LUCILLE BALL
- JOHN CARRADINE
- FAYE EMERSON
- BONITA GRANVILLE
- FRANCIS LEDERER
- JOHN LODER
- ANITA LOUISE
- RODDY McDOWELL
- PAT O'BRIEN
- ZASU PITTS
- BASIL RATHBONE
- MARTHA SCOTT
- ROLAND YOUNG

### GUEST COMEDIANS

- JOEY ADAMS
- MOREY AMSTERDAM
- JACK CARTER
- GEORGE GIVOT
- JACKIE GLEASON
- LENNY BENT
- BERT LAHR
- BUDDY LESTER
- JOHNNY MORGAN
- ZERO MOSTEL
- JAN MURRAY
- LEW PARKER
- JACK PEARL
- STROUD TWINS
- MARY WICKES

### GUEST VOCALISTS

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

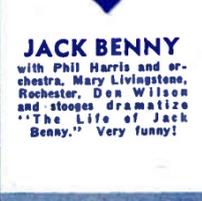
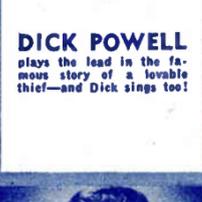
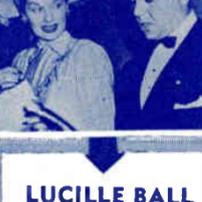
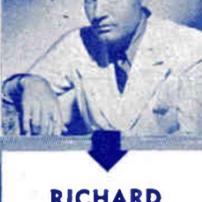
**Kermit-Raymond**  
CORPORATION

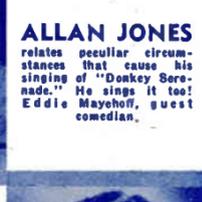
11 EAST 52nd STREET, NEW YORK CITY (22)

ELDORADO 5-5511

"WHAT'S ALL THE NOISE ABOUT?"

WorldRadioHistory

	<b>ELSA MAXWELL and GREGORY RATOFF</b> play "Romeo and Juliet" in a dream Elsa has. Other preposterous things happen too!	
	<b>MARLENE DIETRICH</b> — program's first guest tells dramatic war story climaxed by favorite overseas song, "Lillie Marlene."	
	<b>JACK BENNY</b> with Phil Harris and orchestra. Mary Livingstone, Rochester, Don Wilson and sloops dramatize "The Life of Jack Benny." Very funny!	
	<b>HILDEGARDE</b> recreates her own show and sings gloriously. This program also features dramatization of "Emile Zola" with all star cast.	
	<b>DICK POWELL</b> plays the lead in the famous story of a lovable thief—and Dick sings too!	
	<b>LUISE RAINER</b> appears in her Academy Award winning role, "The Great Ziegfeld." The famous George Givot is guest comedian.	
	<b>BLOCK AND SULLY</b> are guest comedians on show with Constance Bennett. Their wacky comedy causes audience to howl.	
	<b>MILTON BERLE</b> plays the Bob Hope lead in Goldwyn picture, "They Got Me Covered," with Jay Hedges and big cast.	
	<b>CONSTANCE BENNETT</b> enacts the famous Dorothy Parker monologue, "A Telephone Call." Much music and comedy on this show too!	
	<b>FAY WRAY and JOSEPH CALLEIA</b> play leads in famous picture and book classic, "Crime and Punishment." Excellent dramatic fare.	
	<b>LUCILLE BALL and DESI ARNAZ</b> Glamorous Lucille Ball and stage and screen star Desi Arnaz deliver comedy, drama and song in their visit.	
	<b>RICHARD ARLEN</b> re-enacts leading role in adaptation of his motion picture, "The Big Bonanza." Guy Kibbee, Erin O'Brien Moore also featured.	
	<b>BONITA GRANVILLE and WALTER ABEL</b> star in special story fantasy, "The Cursed Concorde." Mary Wickes, Hollywood comedienne, supplies laughs.	

	<b>MARGO</b> appears twice in series, once in original story and second time in adaptation of "Mary, Queen of Scots."	
	<b>RAY BLOCH</b> Radio's busiest musical conductor leads the band. The biggest orchestra on any syndicated transcribed show. Twenty-eight of radio's greatest musicians.	
	<b>JIM AMECHE</b> is program's genial host and plays opposite many of the stars in dramatic features. Brother Don gets real competition.	
	<b>WESSON BROTHERS</b> famous young comedians appear on series twice for tremendous audience laughter with Margo and again with Kay Francis.	
	<b>PETER LORRE</b> does season's most dramatic role, Poe's "The Tell-Tale Heart." Peter Donald is comic relief to Lorre's stark drama.	
	<b>ALLAN JONES</b> relates peculiar circumstances that cause his singing of "Donkey Song." He sings it too! Eddie Mayehoff, guest comedian.	
	<b>HARRY COOL and PATRICIA GILMORE</b> are heard in many duets as program's vocalists. Jerry Cooper also appears as vocalist.	
	<b>ANN RUTHERFORD</b> plays title role in "Jane Eyre" to Jim Ameche's "Rochester." Henny Youngman supplies the laughs.	
	<b>KAY FRANCIS</b> appears in a romantic story of mistaken identity with great surprise climax. Jerry Cooper supplies romanti. songs.	
	<b>HARRINGTON and HYERS,</b> comedians of Kate Smith show appear as guest comedians on program with Fay Wray and Joseph Calleia.	
	<b>HENNY YOUNGMAN</b> appears quite often as guest comedian. His comedy routines bring sales of laughter from the audience.	
	<b>SKIPPY HOMEIER,</b> sensational new young child star appears in special story opposite movie favorite Neil Hamilton.	
	<b>GUY KIBBEE and STUART ERWIN</b> with little Edith Fellows star in motion picture hit, "The Canterville Ghost." George Givot is comedian.	

# RADIO QUIZ...

1. During the season of 1939-40, what radio program, by actual count received more publicity clippings than either Fred Allen or Jack Benny?
2. What radio program, by actual proof, offers the greatest merchandising possibilities—attracting crowds of 30,000 to 40,000 people in cities throughout the country to view product displays—at no cost to the sponsor?
3. What radio program achieved the highest Crossley rating of any program ever broadcast on Sunday afternoon?
4. What program, according to private Gallup polls, was found to be the radio preference of more than two-thirds of all tuned-in sets in its broadcast area?
5. What popular radio program started a series of shorts, released nationally by Columbia Pictures?
6. What radio program, lending its name to exhibits in various cities of America, has broken all records for attendance at city auditoriums?
7. What radio program has such proven appeal that the nation's leading department stores are now paying substantial fees for an exhibit based on this program, to draw people into their stores?
8. What is the only American radio program ever accorded the distinction of opening the great Canada-Pacific Exhibition held annually in Vancouver, British Columbia, Canada?
9. What radio program delivered the largest audience at the least cost of any Sunday afternoon program ever broadcast?
10. In two words—what is the answer to all these questions?

DAVE ELMAN'S

# HOBBY LOBBY



FOR THE FIRST TIME A SHOW OF THIS TYPE

WITH MERCHANDISING—AND TIE-UPS GALORE  
AVAILABLE FOR LOCAL AND REGIONAL SPONSORSHIP

**TRANSCRIBED!**

*Kermit-Raymond*  
CORPORATION

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

ELDORADO 5-5511

"WHAT'S ALL THE NOISE ABOUT?"

# RADIO'S GREATEST SUCCESS\$ STORY

**NOW** . . . available for local and regional sponsorship on transcriptions . . . The same program format that has been so successful for so many years on the networks.

**Three or Five Times Weekly!  
260 Shows Now Ready!**

**17 Years in Network Radio!**

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

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

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

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



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

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

*Kermit-Raymond*  
CORPORATION

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

ELDORADO 5-5511

"WHAT'S ALL THE NOISE ABOUT?"

THE GREAT STAGE AND  
SCREEN STAR

## FRANCIS LEDERER



IN HIS OWN FIFTEEN MINUTE TRANSCRIBED RADIO SHOW OF ROMANTIC  
LOVE STORIES FOR LOCAL AND REGIONAL SPONSORSHIP

TRANSCRIBED

FOR THREE OR FIVE TIMES WEEKLY

GREAT STORIES—GREAT SUPPORTING CAST—GREAT MUSIC

AND A

GREAT STAR

## FRANCIS LEDERER

AND STILL ANOTHER HALF HOUR SHOW THAT RINGS THE BELL!

### "RADIO THEATRE OF FAMOUS CLASSICS"

FROM THE WORKS OF THE IMMORTAL AUTHORS



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

Everyone loves a good story well-told. We can safely assume that since the classics were originally written by literary masters they are

"good stories, well-told." We also venture to assume that since we've given careful attention to the writing, casting and production of the radio version, they've remained "good stories, well-told." Of course, only classics which are well suited to radio treatment have been chosen—and fortunately they are abundant. Some of the stories are: "A Doll's House" by Henrik Ibsen; "The Artist" by Guy de Maupassant; "The Suicide Club" by Robert Louis Stevenson; "Ca-

mille" by Alexandre Dumas; "Dr. Jekyll and Mr. Hyde" by Stevenson; "The Importance of Being Ernest" by Oscar Wilde; "The Master-builder" by Ibsen and a host of others.

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

*Kermit-Raymond*

C O R P O R A T I O N

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

ELDORADO 5-5511

"WHAT'S ALL THE NOISE ABOUT?"

# “WHAT’S ALL THE NOISE ABOUT?”

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

**THE EDDIE BRACKEN SHOW**

**HOLLYWOOD’S OPEN HOUSE**

**JOHN J. ANTHONY**

**HOBBY LOBBY**

**THE FRANCIS LEDERER SHOW**

**RADIO THEATRE OF FAMOUS CLASSICS**

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

**Kermit-Raymond**

C O R P O R A T I O N

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

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**T  
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S**

# **RED FOLEY**

to Tom Luckenbill and Wm. Esty & Co.  
Decca Records  
Disk Jockeys

All the folks in the U. S. A. who listen to us and the gang on

**“GRAND OLD OPRY”**

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

PERSONAL MANAGEMENT, WILLIAM ELLSWORTH, 75 E. WACKER DRIVE, CHICAGO, ILL.



**ELTON BRITT**  
Exclusive VICTOR Recording Artist



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

# FOLK MUSIC AND ARTISTS

— it's big business now

## **Folk Music Is Important**

**By Steve Sholes**

Director of Specialty and Folk Repertoire  
RCA-Victor Records

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

In the New York and New Jersey area, for example, practically every station, local and network, now carries one or more daily folk music programs, either live or recorded. The popular current "artist turned disc jockey" trend has been established in this field for some time now, with Rosalie Allen of WOV fame and Zeke Manners of the ABC network as examples. More and more programs are being added daily, and it seems probable that within a short time, such already established programs as Eddy Arnold's coast to coast noontime "Checkerboard Jamboree" will find themselves slated for the big time radio hours in the evening.

The major network disc jockeys will find it necessary to play folk music in order to get a complete audience coverage. This in turn will introduce this type of music to even more listeners who ordinarily would not tune in on programs of this sort. And since in the past few years, the caliber of the folk music and artists has improved steadily, the listeners will discover and understand the natural charm and fresh entertainment value of music that they had formerly passed up.

## **"Hillbilly" Means Money**

**By Bob Miller**

Bob Miller, Inc.

HILLBILLY used to be a fighting word. It isn't anymore. And the reason it isn't is because it means money now. It means money—big money—to the singers, the songwriters, the recording companies, the bands and the radio stations, to say nothing of the music publishers. It has sneaked its way into the pop field by the novelty route. "Novelty" is a handy euphemism for the publisher who feels he just has to get his hands on some of that lovely hillbilly money. More than one name band made its biggest selling record with a novelty treatment of an out-and-out folk tune. And more than one hillbilly singer today is giving the pop singers something to think about with two and three tunes at a time riding in the juke boxes, and initial pressings of 150,000 records.

It is true that the treatment of folk music has changed tremendously in the last ten years. The day of the three-chord "gittar" and the two-string fiddle are just about over, excepting for a little handful of artists who sell only sectionally and a few recording companies who think that they have to record down to their hillbilly market. But the big sellers in this field are singing and playing good music. Eddy Arnold, Texas Jim Robertson and Roy Rogers don't sing through their noses, and the western swing bands like Zeke Manners, Spade Cooley and Bob Wills are using some of the best musicians in the business. Ever where recordings are being made with a radio band, a musician has to be really good to get booked on a date.

## **Folk-Music Conscious**

**By Paul Cohen**

Director of Folk Repertoire  
Decca Records, Inc.

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

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

## **Choose Your Own Valley**

**By Elliott Shapiro**

Shapiro-Bernstein & Co.

*"But remember the Red River Valley  
And the girl that has loved you so true."*

REMEMBER how granddaddy used to sing this grand old ditty to you when you were a small boy? Well, he didn't! It isn't traditional, and there never was a Red River Valley song until 1927!

In the early 1920's one or two of the phonograph companies tried out the daring experiment of making records of hillbilly tunes for hillbilly folks. Out of this new field came such hits as "The Prisoner's Song" and "The Wreck of the Old 97." These went like hot cakes, so the recording companies sent crews down South to pick up local talent, and also brought singers and "gittar" players to New York to do their stuff.

The top authority in the hillbilly field in those days was Frank B. Walker, then with Columbia, and now the big chief at M-G-M Records. Frank knew "Bright Mohawk Valley" and had recorded it, but found there was little demand for it as compared to other songs of the same type. One day in Atlanta, Georgia, the last number of a group of songs turned out badly. The singer suggested "Bright Mohawk Valley," and Frank had a brain-storm. It suddenly dawned on him that people down South didn't want to hear about New York's Mohawk, so he had renamed the song "Red River Valley." To his great satisfaction this version became the biggest hillbilly seller of the year. As a result, singers realized that it was possible to change the locale of songs, and the same tune was recorded under the title of "Bright Sherman Valley"—rarely sung today.

And that is how a forgotten 1896 tear-jerker has become one of the all-time standards of American folk song.

AMERICA'S FAVORITE WESTERN HUMORIST  
AND FOLK SONG STYLIST



# RILEY SHEPARD

(THE COWBOY PHILOSOPHER)

EMCEE and STAR

"Oklahoma Round-Up"

every Saturday via

KOMA-CBS

Permanent Address  
55 WEST 42nd STREET

NEW YORK, N. Y.



**CURLY FOX and TEXAS RUBY**

(National Champion Fiddler)

(Queen of the Cowgirls)

Featured Stars on

**PRINCE ALBERT'S "GRAND OLE OPRY"**

Heard Saturdays on WSM—NBC

Columbia Records

Theatres

Fairs

Auditoriums

# ROSALIE ALLEN

Heard nightly on WOV, N. Y., from 10-11:30  
with her  
"PRAIRIE STARS" disk and live music program



An RCA Victor recording artist who was picked by  
Billboard as:

**The Top Selling Girl Folk Artist in  
America in 1946.**



Featured as guest artist on  
"Grand Ole Opry," WSM-NBC.



Latest RCA Victor release—  
"ON SILVER WINGS TO SAN ANTONE"  
and "I'LL NEVER GRIEVE."  
No. 20-2333



# DAVE DENNEY

NOW

EXCLUSIVE VICTOR RECORDING ARTIST

Radio:

"Hayloft Hoedown"  
WFIL—ABC

Johnny Olsen's "Rumpus Room"  
WJZ—ABC

Television:

"Melody Bar Ranch"  
WABD

Records:

☆  
Signature Records

"You Only Want Me When You're Lonely"  
"Do You Ever Think Of Me?"  
"It Makes No Difference Now"  
"Honey, Be My Honey Bee"

Musicraft Records

"Cheatin' On Your Baby"  
"Weary With Worry"  
"It's Nobody's Fault But Your Own"  
"Careless Love"

Personal Management  
Karl Strand  
117 W. 70th St., N. Y. C.  
TRa 7-9400



### Rosalie Allen Melody Round-Up

Half hour live musical show featuring Rosalie Allen, the top female folk singer of America, her vocal trio and hillbilly band, cowboy singer and featured instrumentalist including fiddle and steel guitar. The program maintains a western theme with Rosalie and her group, a traveling entertainment troupe which moves to town to town in the west.

Availability: Live talent, E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Juvenile, entire family  
Suggested for: Afternoon, Evening  
Client Suitability: Home products, food-stuffs, soft drinks, cigarettes, clothing

Number of Artists: 8  
Audition Facilities: Transcriptions  
Submitted by: Rosalie Allen Associates, 1619 Broadway, Room 415, New York 19, N. Y.

### The Andrews Brothers With Uncle Elmer

The Andrews Brothers, Jim and Floyd, whose close-harmony ballading of simple mountain folk music was enjoyed for five years on WSM's Grand Ole Opry, present in person a delightful, fast-moving, daily quarter-hour of songs of the hills and plains. The Brothers sing in an unusually pleasing style, born of thirteen years experience in radio as a duet. Comedy is furnished on each program by a brief appearance of Uncle Elmer Ledbetter, from Thickety Creek. The program is announced by Lonny Moore, and Emceed by Jim Andrews.

Availability: E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family

Suggested for: Early morning  
Client Suitability: Flour, Grain, Feed, Patent Medicine, Headache Powders, etc.  
Number of Artists: 3  
Audition Facilities: Transcriptions  
Submitted by: WGAC, Augusta, Ga.

### Blue Sky Boys

The popular Blue Sky Boys Trio, sings and plays those favorite Folk and Mountain songs. During a 30 day period this trio received 1443 letters and cards—averaging 66 pieces of mail per broadcast day, and this mail was postmarked from 175 towns throughout Georgia, Alabama, North and South Carolina. This group has two 15 minute program 5 days a week, and makes between 4 and 6 personal appearances each week. They also have been featured on RCA Victor Records for over a decade.

Availability: Live talent; E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; afternoon  
Client Suitability: Farm products—household products—food products

Number of Artists: 3  
Cost: On request  
Audition Facilities: Transcriptions  
Submitted by: WGST, Forsyth Bldg., Atlanta, Ga.

### Brush Creek Follies

"Brush Creek Follies," a two-hour, all-star, radio-stage show; a smashing success of a barn dance, entering its tenth big season. The Brush Creek cast has been conscientiously built up as one of the country's finest groups of western and hill billy entertainers. Cast includes

singers, comedians, vocal and instrumental units, and all sorts of teams. Available for full program or quarter-hour blocks.

Availability: Live talent  
Time Units: Four 15-minute periods; 1 weekly

Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types  
Number of Artists: Approximately 40  
Cost: Upon request

Audition Facilities: Transcriptions  
Submitted by: KMBC, Pickwick Hotel, Kansas City 6, Mo.

### Carolina Hayride

Colorful Hill-Billy Music and Variety Show, featuring WBT's roster of well-known hillbilly singers, together with specialists in sacred hymns, spirituals, westerns, and comedy. Has been broadcast from stage of Charlotte's Armory Auditorium for over a year to capacity audience from Charlotte and surrounding towns. Combining singing stars well-known throughout the southeast in a program format which has proved to have listener appeal.

Availability: Live talent  
Time Units: 1 and one-half hours, 1 weekly  
Audience Appeal: Entire family

Suggested for: Evening  
Client Suitability: Has sold successfully for sponsors of all types—from Chesterfield to such offerings as Dr. Le-Gear, designed particularly for rural listeners.

Number of Artists: 30  
Audition Facilities: Transcriptions  
Submitted by: WBT and/or Radio Sales,

Inc., N. Y., Wilder Bldg., Charlotte, N. C.

### Cecil Brower's Western String Band

Cecil Brower's Western String Band has gained a large West Texas audience by featuring popular and old familiar music as well as western. The band's large audience has been proved by a recent give away of pictures of the members, who were formerly with Milton Brown's "Brownies" and the Light Crust Doughboys. Cecil Brower and Andy Schroder are featured on Andy's own hit composition "New Fort Worth Rag" which has just been released by Victor records.

Availability: Live talent  
Time Units: 25 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; afternoon  
Client Suitability: All types who desire a large audience

Number of Artists: 5  
Audition Facilities: Transcriptions  
Submitted by: KECK, Box 672, Odessa, Texas

### Chow Time

Half-hour daily program at twelve o'clock noon. A fast moving, well-produced hill-billy show with the well-known KFV Ark Valley Boys, a hillbilly group featuring ten musicians. Show uses script. Has very high Hooper—highest noon time Hooper for last two years in the city. Open to two sponsors in fifteen minute sections.

Availability: Live talent  
Time Units: Two 15-minute units; 5 weekly  
Audience Appeal: Entire family

## FRED KIRBY

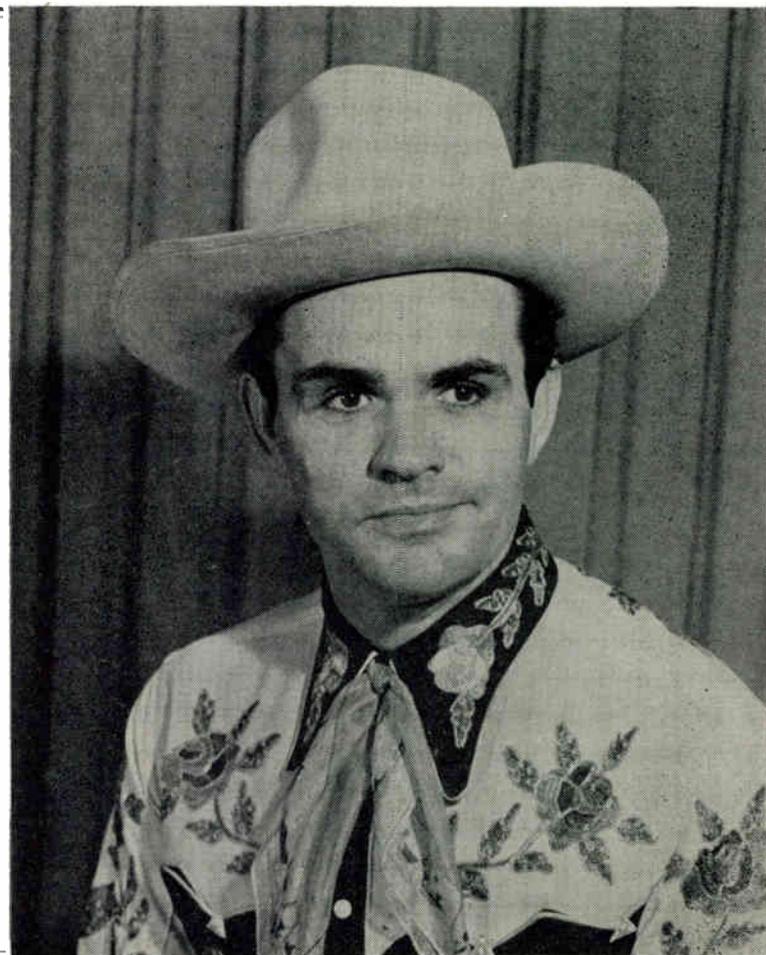
SONORA RECORDS

NBC — MUTUAL — CBS

CURRENTLY

CBS — COAST TO COAST

WBT, CHARLOTTE, N. C.





# WALLY FOWLER

ARTIST

SINGER

COMPOSER

PUBLISHER

Wally Fowler and his Georgia Clodhoppers  
on Mercury Records

Wally Fowler and his Oak Ridge Quartet  
Featured on Capitol Records



## “GRAND OLE OPRY”

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

Travels 60,000 miles yearly on personal appearance tours

## WALLY FOWLER

220 WOODLAND AVENUE

NASHVILLE, 6, TENN.



TAKE IT AWAY,

# LEON

(LEON McAULIFFE)

AND HIS

## WESTERN SWING BAND



MAJESTIC RECORDING ARTIST

PROGRAMS DAILY KVOO, TULSA, OKLA.

### Claude Casey And His Sagedusters

15 minutes of listenable melodies . . . variety tunes, western songs, a touch of hillbilly, and featuring Claude Casey's rendition of romantic ballads. Musical group includes fiddle and novelty man; accordionist; Banjo, bass or mandolin, with Casey's guitar. Especially recommended for mid-afternoon audience, this show has proved its selling qualities by record for previous sponsors, and audience appeal evidenced by record amount of fan mail, calls, etc.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 5 or 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any client desiring large afternoon listening audience  
**Number of Artists:** 4  
**Audition Facilities:** Transcriptions  
**Submitted by:** WBT and/or Radio Sales, N. Y., Charlotte, N. C.

### Stoney Cooper And His Clinch Mountain Boys With Wilma Lee

A group of five entertainers who have made broadcasts on many different stations such as WJJD's "Breakfast Time Frolic" in Chicago, WWVA, Wheeling, and other stations in many states. They are available for transcription work and can furnish audition records at any time, featuring American Folk music, novelty numbers and comedy skits. They recently entertained the Universal International Motion Picture stars while filming their latest production, "Tap Roots," in N. C. Watch for their record releases soon, on the new Rich-R-Tone label.  
**Availability:** Live talent; E. T.  
**Audience Appeal:** Entire family  
**Suggested for:** Any time  
**Client Suitability:** Almost any type  
**Number of Artists:** 5  
**Audition Facilities:** Transcriptions

Submitted by: WWNC, 14 O'Henry Ave., Asheville, N. C.

### 1270 Corral

Fast paced mid-morning recorded Western and hillbilly program. Informally presented. Half hour five days a week and quarter hour on Saturdays. Exceptionally large mail pull. Available in quarter hour blocks. First quarter hour already sold. Master of Ceremonies — Wally Blanton.  
**Availability:** E. T.  
**Time Units:** 30 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Product for entire family  
**Number of Artists:** Master of Ceremonies, Record Spinner  
**Audition Facilities:** Transcriptions  
**Submitted by:** KFJZ, 1201 West Lancaster, Fort Worth, Texas

### Cowboy Phil And His Goldenwest Girls

Unusual Western show featuring Cowboy Phil and Girls' Trio. All sing and play; fiddle, electric guitar, bass fiddle, mandolin, guitar. Highly professional. The group was chosen by the USO to tour the Pacific Theatre during the War. This was the smallest variety unit in the South Pacific, the only girl hill-billy outfit chosen in that Theatre Circuit.  
**Availability:** Live talent  
**Time Units:** 15 or 30 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; afternoon  
**Client Suitability:** General  
**Number of Artists:** 4  
**Audition Facilities:** Transcriptions  
**Submitted by:** KQV, Allegheny Broadcasting Corporation, Chamber of Commerce Bldg., Pittsburgh 19, Pa.

### Dixie Jamboree

A live talent feature, the Dixie Jamboree is the oldest and only show of this type in Jacksonville. Talent consists of

# HILLBILLY

hillbilly bands, local quartets old time fiddlers and even members of the studio audience get in on the show. Hooper rated at 13.5 and 11.1 for each respective half hour this one is a Saturday night must in Jacksonville.  
**Availability:** Live talent  
**Time Units:** In quarter-hour units; 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Saturday evening  
**Client Suitability:** Feed, tobacco, farm products, etc.  
**Number of Artists:** 12  
**Submitted by:** WPDQ, Jacksonville, Fla.

### Farm And Grove Hour

Directed to the many farmers and grove owners of Southwest Florida.  
**Availability:** Live talent  
**Time Units:** 30 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** General rural  
**Number of Artists:** 1  
**Submitted by:** WINK, P. O. Box 1072, Ft. Myers, Fla.

### Tex Forman

Local hillbilly with gift of gab who announces his own program and can give personal touch to commercial. Has large local following with 5 early morning programs weekly and 11:30 a.m. Saturday morning program.  
**Availability:** Live talent  
**Time Units:** 5 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Any product for which hillbilly talent is suited  
**Number of Artists:** 1 to 4  
**Cost:** On request

**Audition Facilities:** Transcriptions  
**Submitted by:** WMAN, Mansfield, O.

### Bobby Gregory & His Cactus Cowboys

The Cactus Cowboys transcribe many of the old rarely heard P.D. Western and Hillbilly songs. 153 now available on Keystone Transcriptions. Bobby Gregory has actually been a Cowboy, and gets the Western spirit into his music. He has also worked in Rodeos with Roy Rogers, Gene Autry, The Lone Ranger and other top Western Stars, and has starred in 15 Soundie Motion Pictures. And has appeared on Television Shows. He has many recordings on the market, and is now an exclusive MGM Recording Artist.  
**Availability:** E. T.  
**Time Units:** 15 minutes, 3 to 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Any time  
**Client Suitability:** Most any type  
**Number of Artists:** 4 or 5  
**Cost:** Reasonable  
**Audition Facilities:** Transcriptions  
**Submitted by:** American Music, 1695 Broadway, New York 19, N. Y.

### Harmony Ranch

This station built package has earned a large and loyal audience almost since its inception. Show mixes well the two Ernie Benedict combinations—The Range Riders and Polkateers, both under contract for recordings to Victor and Continental respectively. Range Riders handle westerns and American folk music with Polkateers taking the polkas. Femme vocals by the Kendall Sisters with support also from Roy West and Lenny Sanders. Emcee is Reg Merridew.  
**Availability:** Live talent

# CLAUDE CASEY

## • VICTOR RECORDS

### • WBT, Charlotte

"Carolina Hayride"

"Briarhoppers"

"Claude Casey and his Sagedusters"

### • WBT - CBS

"Carolina Calling"





## "PEE WEE" KING

*and his*

## GOLDEN WEST COWBOYS

"Grand Ole Opry" Stars—WSM-NBC

Republic and Monogram Movies  
Acuff-Rose Publishers Songbook  
Tele-View Musical Soundies

*featuring*

R-C-A VICTOR RELEASES

- 20-2111 "Steel Guitar Rag," "Tenn. Central #9"
- 20-2212 "Southland Polka," "Texas Toni Lee"
- 20-2263 "Kentucky Waltz," "Keep Them Cold,  
Icy Fingers Off of Me"

Watch for release of "Ten Gallon Boogie"  
and "Don't Forget" on RCA-Victor

PERSONAL MANAGER

J. L. FRANK Radio Station WSM  
Nashville, Tenn.



## DENVER DARLING

FOLK MUSIC COWBOY

HILL BILLY

## MGM RECORDING ARTIST

CLEF AWARD CONCERT  
CARNEGIE HALL, SEPT., 1945

*Personal Direction—*

## PAUL KAPP

400 MADISON AVE.

NEW YORK

**Time Units:** Two 15 or one 30 minutes, 5 weekly

**Audience Appeal:** Entire family

**Suggested for:** Morning

**Client Suitability:** Any

**Number of Artists:** 10

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

**Submitted by:** WGAR, Hotel Statler, Cleveland 14, O.

### Hayloft Ho-Down

"Hayloft Ho-Down," featuring Frank Perri and his Rambling Cowboys presents everything in old-time music. Solosists include a tenor, girl's duet, caller and accordionist. Scheduled from 8:30-9:30 on Saturday nights, Hayloft Ho-Down is constantly rated among the top audience drawers in Toronto Radio.

**Availability:** Live talent

**Time Units:** 60 minutes weekly

**Audience Appeal:** Entire family

**Suggested for:** Evening

**Client Suitability:** Due to the wide variety of listening types attracted, this show could be used for nearly any sponsor

**Number of Artists:** 14

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

**Audition Facilities:** Transcriptions

**Submitted by:** CKEY, 444 University Ave., Toronto, Ontario, Canada

### Hi Neighbor

A carefully selected melange of hill billy and native American music, with birthday greetings and other announcements sent in by wire and mail. The gimmick here, however, that makes this show different and a highly rated one, is the bits of information the conductor presents on this program giving the dramatic background on the origination of the songs which make them native to this country and a dramatic and brief biographical sketch of the composer.

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

**Time Units:** 50 minutes, 6 weekly

**Audience Appeal:** Entire family

**Suggested for:** Morning

**Client Suitability:** Any type

**Number of Artists:** 1

**Audition Facilities:** Transcriptions

**Submitted by:** WPAT, 7 Church St., Paterson 1, N. J.

### Hill Billy Hits

Hill Billy Hits is a fast moving recorded hill billy program conducted by two staff announcers, Bob McBride and Charlie Warren, who select the top hits for each program determined by mail from listeners. This program has a proven and loyal following and has produced outstanding results for a number of advertisers, both local and regional. Beginning in September 1947, the Saturday session of this show will originate from a local theatre and will employ live talent appearing before a theatre audience.

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

**Time Units:** 1 minute participations or one hour or 15 minute segments; 6 weekly

**Audience Appeal:** Entire family

**Suggested for:** Morning

**Client Suitability:** Any client looking for wide regional coverage who wants results

**Number of Artists:** Monday through Friday 2, Saturday only 8 (six musicians)

**Cost:** Rates on request

**Audition Facilities:** Transcriptions

**Submitted by:** WPIK, P. O. Box 298, Alexandria, Va.

### Jumbo Jamboree

This is one of those super-doooper Saturday morning Hillbilly and Western Shows. Built around Cole Musical Library including Eddie's Rhythm Makers, Little Country Gals, Rex Allen and the Arizona Ramblers, Al and Hank, the Down Homers, Cactus Slim, others and a different "big name" guest each week.

**Availability:** E. T.

## HILLBILLY

**Time Units:** 30 minutes, 1 weekly

**Audience Appeal:** Entire family

**Suggested for:** Morning

**Client Suitability:** Farm products, farm clothing stores, seeds

**Audition Facilities:** Transcriptions

**Submitted by:** WDEF, Volunteer Bldg., Chattanooga 2, Tenn.

### Roy La Mere And His Dairyland Hayride

All live talent. Show employs as many as 22 people. Show travels to different town each week, broadcasts remote from Municipal halls and ball rooms. Full hour show broadcast, then 7 or 8 piece band plays for dance, consists of male quartet, vocal and instrumental, male trio, vocal and instrumental with female vocalist. Girl duet, girl (age 13) solo, male solo. Instrumentals by polka band. Has been playing profitable for three months.

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

**Time Units:** Four quarters, two half or one full hour, once at present, more if needed weekly

**Audience Appeal:** Entire family

**Suggested for:** Afternoon

**Number of Artists:** 13 and 14 in the show, plus 7 or 8 piece band if desired

**Cost:** Will budget to sponsors need

**Audition Facilities:** Transcriptions

**Submitted by:** WDLB, 1710 North Central Ave., Marshfield, Wisc.

### KFEL Square Dance

Cast of ten, Emcee and square-dance caller, present half-hour broadcast of actual square dance, with Western and Hillbilly vocalists. Show features four-sister quartet, cowboy singer, girl yodeler, and fiddler who doubles on vocals in

deep Southern Blues styles. A fast-moving show with plenty of audience appeal, sparked by a sharp emcee. During summer months show broadcasts from 10,000 seat outdoor amphitheatre in Red Rocks Park.

**Availability:** Live talent

**Time Units:** 30 minutes, 1 weekly

**Audience Appeal:** Entire family

**Suggested for:** Evening

**Client Suitability:** Any type of consumer product or service

**Number of Artists:** 10

**Audition Facilities:** Transcriptions

**Submitted by:** KFEL, Albany Hotel, Denver 2, Colo.

### Jimmy McGill And His Northern Ramblers

Top notch unit of old-time musicians, playing hill billy and old time music, featuring dance caller, vocalist, and fine accordionist. This show has rating of 12.0 in first three weeks of its airing.

**Availability:** Live talent

**Time Units:** 30 minutes, 1 weekly

**Audience Appeal:** Entire family

**Client Suitability:** Household products, foods, machinery, etc.

**Number of Artists:** 8

**Audition Facilities:** Will pipe live talent

**Submitted by:** CFRB, 37 Bloor St., West, Toronto, Canada

### The Mailbag

A half hour hill billy request program that reaches a large audience during the peak of afternoon listening. Pulls in immense amount of mail. Program is varied with different "Corn-tests" about once every three weeks. Fast "down to earth" chatter and mail-readin' keeps the pace



## THE THOMAS FAMILY TRIO

SINGING STARS OF CBS

COAST TO COAST

SIX SHOWS WEEKLY

MAJESTIC RECORDS

THE MAN WITH THE  
COUNTRY VOICE

JACK  
BEASLEY

SINGING STAR OF

OKLAHOMA ROUNDUP

CBS—Monday thru Friday

SATURDAY EVE., 7:30 EDST

COAST TO COAST

KOMA, OKLAHOMA CITY

going smoothly. Every so often, a guest (famous hill billy band leader) is interviewed on the show.

Availability: Live talent; E.T.  
Time Units: 30 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Something which is of interest to the small town and farm family

Number of Artists: Announcer  
Cost: Regular rates  
Audition Facilities: Transcriptions  
Submitted by: KFRO, Box 792, Longview, Texas

**Ed Miller And His  
Louisiana Playboys**

Bullitt Recording Artist Ed Miller and band with top Hillbilly, Western and Folk Tunes. MC'd by Miller, who is also a composer of top folk tunes. Show has very large following with unusually large mail pull.

Availability: Live talent  
Time Units: 30 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: All types who want a large audience

Number of Artists: 6, including Nettles  
Audition Facilities: Transcriptions  
Submitted by: KNOE, Monroe, La.

**Bill Nettles And His  
Dixie Blueboys**

RCA Victor Recording Artist Bill Nettles and band who play the top Hillbilly, Western and Folk Tunes. MC'd by Nettles in a unique, homey manner. Show has terrific mail pull.

Availability: Live talent  
Time Units: 30 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: All types who want a large audience

Number of Artists: 7, including Nettles  
Audition Facilities: Transcriptions  
Submitted by: KNOE, Monroe, La.

**The Northwesterners**

This versatile Western instrumental quintet — with every member doubling on vocals — has corralled top audience rating among all KEX local programs in a few short months. A fast-moving format paces three vocal solos, two trio and one quintet instrumentals in quarter-hour. Group headed by Roy Jackson, who led the famed "Pals of the Golden West" through many years of network, stage and screen appearances.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Ideal for introduction of any product seeking wider distribution in Oregon  
Number of Artists: 5 plus announcer  
Audition Facilities: Transcriptions  
Submitted by: KEX, 1230 S. W. Main Street, Portland 5, Oregon

**Old Dominion Barn Dance**

Barn Dance on the air Monday through Friday 9:30-10:30 a.m. and 3:00-4:00 p.m. Sold in five minute units, allowing only a single one minute commercial per unit. Purchase of several contiguous units can build up quarter or half hour. Ratings phenomenal and plenty success stories. Three weekly quarter-hours go to four state network (special deal on this covering Va., W. Va., N. C., and S. C. Also two stage shows WRVA Theatre Saturday nights averaging better than 2000 paid attendance. Broadcast 8:00-8:30 p.m. Latest Hooper 15.5.

Availability: Live talent  
Time Units: 5 minutes to half hour daily  
Audience Appeal: Entire family  
Suggested for: Morning; afternoon; Saturday evening only



**MILTON ESTES** (The Old Flour Peddler)  
and His Musical Millers

Heard over Radio Station WSM (In Nashville, Tennessee—Home of the Grand Ole Opry) *twenty-six times* every week on commercial shows!

*\*Proof that Milton Estes is doing a great job for his sponsors!  
\*Proof that the five million WSM listeners just can't seem to get enough of Milton Estes and the Musical Millers!*

DECCA RECORDS

# HILLBILLY

**Client Suitability:** General appeal this area

**Number of Artists:** 20

**Cost:** 5 minutes participation, \$21.50 plus \$7.50 net talent fee. Saturday night on application

**Audition Facilities:** Transcriptions. Show available on WRVA, regional or national network

**Submitted by:** WRVA, Richmond, Va.

## The Radio Rangers

The Radio Rangers are a recording western group of four men and a girl. They feature a vocal trio and the solo songs of Eddie Sosby, Little Ray Bush, and Patty Flye. Instruments include guitar, Hawaiian electric guitar, accordion, fiddle, and bass. The Radio Rangers have a tremendous following throughout the KFAB area where they do personal appearances at fairs, festivals, and the like. It's a smooth western group.

**Availability:** Live talent

**Time Units:** 15 minutes, 3, 5, 6 weekly

**Audience Appeal:** Entire family

**Suggested for:** Morning

**Client Suitability:** Products for the home

**Number of Artists:** 5

**Audition Facilities:** Transcriptions

**Submitted by:** KFAB, Omaha 2, Nebraska; Lincoln 1, Nebraska

## Radio Wranglers

The Radio Wranglers, is another popular Hill-Billy group who are favorites with WGST listeners. Boots Woodall emcee's the program and plays electric steel guitar. Paul and Lee Lunsford, Twins, play the guitar and bass fiddle and both sing those favorite Hill-Billy songs. This group also stays busy making personal appearances and making recordings for King records.

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

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

**Audience Appeal:** Entire family

**Suggested for:** Morning; afternoon

**Client Suitability:** Farm products, household products, food products

**Number of Artists:** 5

**Cost:** On request

**Audition Facilities:** Transcriptions

**Submitted by:** WGST, Forsyth Bldg., Atlanta, Ga.

## The Rambling Hoboes

Built around the Album of Hobo Songs, recorded on Apollo Records by Bobby Gregory & His Ramblin' Hoboes. A type of real American music, filled with humor, and among the most played records on Folk Record shows. Different from Hill-Billy and Cowboy, yet real American Folk Music. Entertaining stories of Hobo life, with yodeling, backed up by a lively Hobo Band.

**Availability:** E. T.

**Time Units:** 15 minutes, weekly

**Audience Appeal:** Entire family

**Suggested for:** Any time

**Client Suitability:** Any type

**Number of Artists:** 5 or 6

**Cost:** Reasonable

**Audition Facilities:** Transcriptions

**Submitted by:** American Music, 1695 Broadway, New York 19, N. Y.

## Al Rogers—Songs

Al Rogers is a "gentleman cowboy"—playing his guitar, singing Western tunes, and narrating hillbilly ditties as he strums his guitar. His program is unique inasmuch as Rogers really is a ballad type of soloist and can do either Western tunes or folk songs. Very popular.

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

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

**Audience Appeal:** Female

**Suggested for:** Morning; afternoon



# LOWELL BLANCHARD

Emcee

## "Mid-day Merry-Go-Round"

Daily—12:10-1:45 p.m. (E.S.T.) WNOX-CBS

• • • •

## "Musical Clock"

Daily—7:05-9:00 a.m. (E.S.T.) WNOX-CBS,  
Knoxville, Tenn.

# THE OKLAHOMA ROUNDUP

CBS—COAST TO COAST

Monday thru Friday

(SEE LOCAL PAPER FOR TIME)

SATURDAY—7:30 P. M. EDST

WRITTEN BY:

RILEY SHEPARD

DIRECTED BY:

ALLAN PAGE



## STONEY COOPER

and his Clinch Mountain Boys with Wilma Lee

### "Your Home Folk Singers"

Heard daily WWNC's "Farm Hour"  
Asheville, North Carolina

\* \* \*

Rich — R — Tone Records  
first release

"The Girl In The Blue Velvet Band"  
"What Will I Do?"

# HILLBILLY



## CECIL CAMPBELL

AND HIS

## TENNESSEE RAMBLERS

REPUBLIC PICTURES

VICTOR RECORDS

CBS via WBT

Currently on Tour

Theatres — Fairs — Auditoriums

Under contract to

Hill & Range Music Co.

1270 Ave. of the Americas, N.Y.C.

**Client Suitability:** Any type of home remedy or product where sponsor wants quick results

**Number of Artists:** 1

**Cost:** Open

**Audition Facilities:** Transcriptions

**Submitted by:** WJAS, 1406 Chamber of Commerce Bldg., Pittsburgh 19, Pa.

### Sally's Show

Music and song in the western manner interspersed with home spun humor by veteran radio and stage stars, Sally Montana and Texas Don. Sally's Montana Plainmen provide the music. Network calibre entertainment by five top notch western and hillbilly entertainers.

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

**Time Units:** 30 minutes, 6 weekly

**Audience Appeal:** Entire family

**Suggested for:** Morning, before 8 a.m.

**Client Suitability:** Feed and grain dealers.

Farm equipment, Bakeries

**Number of Artists:** 5

**Audition Facilities:** Transcriptions

**Submitted by:** WMBO, 141 Genesee St., Auburn, N. Y.

### Sally's Sittin' Room

Sally Flowers, whose imaginary sittin' room is known to thousands of Central Ohio listeners, entertains with familiar hillbilly tunes as she ad libs her way through fifteen minutes of hilarity. The program is neighborly, nostalgic and entertaining and Sally's salty humor and easy style is enhanced by "Harriet"—her piano with whom she carries on conversation. A former vaudeville performer, Sally is a top-notch showman and has had a tremendous mail pull.

**Availability:** Live talent

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

**Audience Appeal:** Entire family

**Suggested for:** Afternoon

**Client Suitability:** Most any type of product used by the family in the home

**Number of Artists:** Sally, her announcer—Russ Canter

**Audition Facilities:** Transcriptions

**Submitted by:** WBNS, 33 North High St., Columbus 15, O.

### The Singing Cowboy

From a repertoire of more than 500 Western songs to the tune of his own guitar accompaniment, the Singing Cowboy has tailored a program with the proven year-round appeal that Western music has for the people of the Oregon country. The program stars Hector Flateau, featured cowboy singer on the National Barn Dance from Chicago until he entered the army and chose Portland as his home after leaving the service.

**Availability:** Live talent

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

**Audience Appeal:** Entire family

**Suggested for:** Morning

**Client Suitability:** Any product used in the home, particularly those marketed for volume sale

**Number of Artists:** 1 plus announcer

**Cost:** On request

**Audition Facilities:** Transcriptions

**Submitted by:** KEX, 1230 S. W. Main St., Portland 5, Oregon

### Songs By Jimmy Ritter

A one-man hillbilly show 6 mornings weekly at 6:30 a.m. He's real western and bills himself as the "world's corniest singer." Cousin of the famous Tex and a showman with dry wit. Recent mail pull count shows over 1,000 cards and letters

in one week. On the air twice daily—one show sponsored. Pulls mail from far corners of this 250-watt station coverage.

**Availability:** Live talent

**Time Units:** 15 minutes, 6 weekly

**Audience Appeal:** Entire family

**Suggested for:** Morning

**Client Suitability:** Farm feeds, flour, or any farm directed product

**Number of Artists:** 1

**Cost:** Regular rate plus 20 per cent additional for talent

**Audition Facilities:** Transcriptions

**Submitted by:** WROX, Delta Ave., Clarksdale, Miss.

### Sunset Ramblers

Exceptional hillbilly program. Sunset Ramblers, "The Kings of Hill Billy Swing" present a variety program complete with gags. Musical combo includes violin, guitar, electronic guitar, string bass and accordion with vocals.

**Availability:** Live talent

**Time Units:** 30 minutes, 1 weekly

**Audience Appeal:** Entire family

**Suggested for:** Morning; evening

**Number of Artists:** 6

**Audition Facilities:** Transcriptions

**Submitted by:** WJTN, Jamestown, N. Y.

### Sunset Roundup

Coming at a choice spot—just before the "Sons of the Pioneers"—a different group of Standard Western groups is featured each day. Included are: Texas Jim Lewis, Al Clauser, Novelty Aces, Tune Wranglers, Prairie Ramblers, Johnny Bond and Red River Boys, Rudy Sooter and Californians. This music popular locally.

**Availability:** E. T.

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

**Audience Appeal:** Entire Family

**Suggested for:** Early morning; late afternoon

**Client Suitability:** Stores selling the working class, farm goods, clothing

**Audition Facilities:** Transcriptions

**Submitted by:** WDEF, Volunteer Bldg., Chattanooga 2, Tenn.

### Tennessee Barn Dance

Two editions of the show on Saturday night. 7:00 to 9:00 p.m. emceed by Uncle Tom, rustic character who also runs disc show, and 9:00 to 11:00 p.m. with Lowell Blanchard, whose popularity is up after 10 years in same locale. Live hillbilly talent, including many recording stars—all high class hillbilly talent, well known in the south and nation. Usual type show, music, jokes, banter, informality. Both shows draw capacity audiences to 500 seat studio, with admission charged.

**Availability:** Live talent

**Time Units:** 4 hours, 1 weekly

**Audience Appeal:** Entire family

**Suggested for:** Evening

**Client Suitability:** Any client who sells to the masses.

**Number of Artists:** Approximately 25

**Audition Facilities:** Transcriptions

**Submitted by:** WNOX, 110 S. Gay St., Knoxville, Tennessee

### Week Roundup

This is a rollicking Western, with ranch setting, and starring Pepper Hawthorne, formerly with WLS and other important Midwest stations. Pepper sings sweet, sentimental Westerns, as well as fast numbers. "Smilin' Don" with his guitar is also featured, and the whole group participates on one vocal and in ranch house flavored dialogue.

**Availability:** Live talent

**Time Units:** 15 minutes, 5-a-week or 3-a-week strip

**Audience Appeal:** Entire family

**Suggested for:** Morning

**Client Suitability:** Any account desiring to cultivate rural and industrial market

**Number of Artists:** 5

**Cost:** \$27.50 per show

**Audition Facilities:** Transcriptions

**Submitted by:** WEEK, Commercial National Bank Bldg., Peoria, Ill.

### Western Serenade

This is a program out of the West . . . smell of leather, buckin' bronchos, and romance, with a special weekly barn dance. The tunes combine the old traditional folk music with present day cowboy and hillbilly music. We recommend this show for institutions, advertisers, sporting goods, automotive manufacturers, etc.

**Availability:** E. T.

**Time Units:** 15 minutes, 7 weekly

**Audience Appeal:** Entire family

**Suggested for:** Morning

**Client Suitability:** Institutional, sporting goods, Automotive manufacturers, etc.

**Audition Facilities:** Transcriptions

**Submitted by:** Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

### Slim Bryant & His Wildcats

An outstanding combination. Slim Bryant and his Wildcats are the best-known musical group in the Tri State area. Their vast repertoire includes old favorites, folksongs, western ballads, popular song hits. Hundreds of thousands have seen them in person. Millions have heard them on KDKA, and on the 260 stations in U. S. and Canada that use their transcriptions. Long-established on the 6:15-6:30 p.m. period Monday-Friday, they are now available Tuesdays and Thursdays.

**Availability:** Live talent

**Time Units:** 15 minutes, 2 weekly

**Audience Appeal:** Entire family

**Suggested for:** Evening

**Client Suitability:** Various

**Number of Artists:** 5

**Audition Facilities:** Transcriptions

**Submitted by:** KDKA, Grant Bldg., Pittsburgh 19, Pa.

### Country Folks

If ever a program could claim a richness of native song and philosophy, this is it. Here's a group of boys and girls who enjoy every item of their broadcast. They laugh at each other, sing with each other, and play the melodies that have grown dear to the hearts of listeners through all the years of American history. These are really "Country Folks" with all the common sense and humor of the Corn Country.

**Availability:** Live talent

**Time Units:** 15 minute units, 6 weekly

**Audience Appeal:** General Farm Audience

**Suggested for:** Late Morning or Afternoon

**Number of Artists:** 6

**Audition Facilities:** Transcriptions

**Submitted by:** KMA, Shenandoah, Iowa

### Famous Hoosier Hop

Tradition with WOWO audiences and ABC. Minimum of 14 live artists sell Hoosier hospitality with comedy, folk tunes, westerns, novelties. Popular vocalists, yodelers, harmony duets, trios and quartettes. Saturday program broadcast from outdoor amphitheatre to crowds of more than 5000. Tuesday program now on ABC. Artists in wide demand for personal appearances throughout area.

**Availability:** Live talent

# HILLBILLY



## BOBBY GREGORY

and his

CACTUS COWBOYS

Exclusive

MGM RECORDING ARTISTS

Watch for these MGM releases

- "Kickin' My Love Around"
- "She's Only A Moonshiner's Daughter"
- "Never Hit Your Mother-in-Law"
- "Lollapazooza"
- (hillbilly dialect)

Bobby Gregory and his Cactus Cowboys starred on 153 Keystone Transcriptions and 15 Motion Picture 'Soundies'.

Bobby Gregory's Album of Hobo Songs and "You Were Once My Sunshine" backed by "My Good Gal's Gone Away" on Apollo Records—Selling BIG.

Writer of over 1,000 songs, including Bobby Gregory's song folios No. 1 to No. 12. Appeared with Roy Rogers Rodeos past four seasons.

Available for Radio, Transcriptions, Motion Pictures.

### BOBBY GREGORY

American Music Pub. Co.

1695 Broadway New York 19, N. Y.  
CO 5-0093

**Time Units:** 30 minutes  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Food, rural, general  
**Number of Artists:** 14  
**Audition Facilities:** Transcriptions  
**Submitted by:** WOWO, Fort Wayne, Indiana.

### Frontier Fables

Program includes an old cow-hand story-teller and four or five ranch-hand crooners. Stories center around the campfire in the evening, and the old story-teller whips out another of his favorite yarns . . . which, naturally, hold his buddies very much in suspense. Story always takes quick turn at the end, and, although the story teller often tells himself into a coffin or a grave, he always gets out!

**Availability:** Live talent  
**Time Units:** 15 minutes  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Institutional advertising  
**Number of Artists:** 6  
**Cost:** \$65.00-\$75.00 commissionable, plus time costs  
**Audition Facilities:** Transcriptions  
**Submitted by:** WFAA, 1122 Jackson St., Dallas, Texas

### Mountain Music

Program consists of selected transcriptions and recordings featuring outstanding hill-billy and western style artists. Included are following artists: Gene Autry, Tex Ritter, Roy Acuff, Rosalie Allen, Texas Jim Robertson, Wesley Tuttle, Jimmy Davis, Sons of the Pioneers, Riders of the Purple Sage, Jesse Rogers, Julie-B, Art Dickson and Harmonicowboys, Dickson's Melody Mustangs, Elton Britt.

**Availability:** E. T.  
**Time Units:** 25 minutes 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Feed Stores; Agricultural Products; Rural. Has large following also in urban areas.  
**Number of Artists:** Announcer & Recordings & Transcriptions  
**Audition Facilities:** Transcriptions  
**Submitted by:** WRNY, 191 East Avenue, Rochester 4, N. Y.

### Tex Ritter's Music Corral

A fast moving western musical show, spotlighting movie cowboy singer Tex Ritter with Merle Travis and his Coon-hunters. Format includes opening and closing themes and continuity and voice tracks by Ritter. Music and features from library tracks.

**Availability:** E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Evening  
**Client Suitability:** Clothing Stores, Chain Stores, Beverages  
**Number of Artists:** Two to three  
**Audition Facilities:** Transcriptions  
**Submitted by:** Capitol Records, Inc., Sunset and Vine, Hollywood 28, California

### The Sage Riders

An authentic program of Western Hill-billy tunes offered by a group well-known in the area. Effective patter in-between selections done by the leader. Yodeling and vocals in true Western fashion are a specialty. Have been on the air for a number of months and show the continuing popularity of this type of music in this area.

**Availability:** Live talent or E. T.  
**Time Units:** 15 minutes, 1 or 2 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Farm and home would give one type for which it would be acceptable  
**Number of Artists:** 4  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHYN, 180 High St., Holyoke, Mass.

### Songs Of The Saddle

Songs of the west sung by Walter Lovell of Ray, Minn., accompanying himself on guitar. A program with a professional touch and answering listeners' written requests. Lovell is just back after making a hit as an entertainer in the United States Army.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** 2  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** CKFI, Fort Frances, Ontario, Canada

### The Texas Rangers

America's finest music of the man on horseback. Music with mass appeal. Music that makes the West live again. Young and old alike thrill to these vocalists and instrumentalists of stage, screen and radio fame. So flexible is the library of "America's finest western musical unit" that literally thousands of different programs can be created without repeating the same show twice. Here is the answer to your need for a program that never grows old.

**Availability:** E. T.  
**Time Units:** 15 minutes, 7 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists Employed:** 8  
**Audition Facilities:** Transcriptions  
**Submitted By:** KMBC, Pickwick Hotel, Kansas City 6, Missouri

### Westward Ho!

Curley Bradley, cowboy singer and philosopher, unfolds in song and prose the ballads of the west in this series of five-minute song stories of the west. Each program is complete in itself and features Irma Glen, one of radio's best known organists. To complete the mood of the Old West, there is just enough guitar accompaniment to add the tang of the campfire.

**Availability:** E. T.  
**Time Units:** 5 minutes, 3 or 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon, Evening  
**Number of Artists Employed:** 2  
**Audition Facilities:** Transcriptions  
**Submitted By:** Transcription Sales, Inc., 117 West High Street, Springfield, Ohio



"HOWDY"! and  
"THANKS"

from

# MINNIE PEARL

(the pride of Grinder's Switch, U. S. A.)

Featured every Saturday Night

on

Prince Albert's

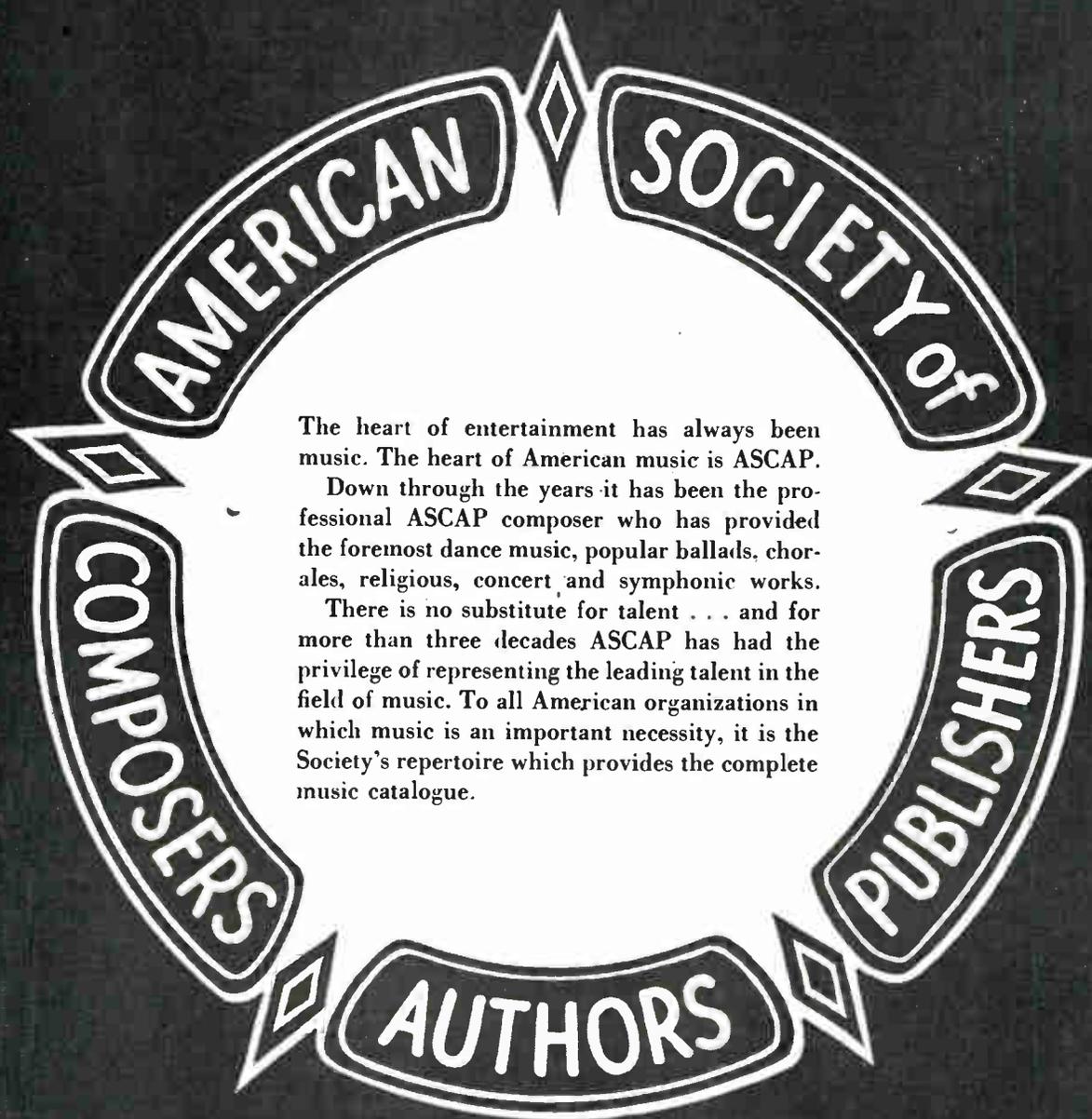
"GRAND OLE  
OPRY"

WSM-NBC 9:30 (C.S.T.)

Nashville, Tenn.

Thanks to Wm. Esty & Co.

The complete music repertoire...



**American Society of Composers, Authors and Publishers**

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

# SHOWS-OF-TOMORROW MUSIC

—music 'societies' hold forth

## Carl Haverlin

President, Broadcast Music, Inc.

NOW well into its seventh year of actual service to the industry, BMI, which had enough music for the entire needs of broadcasters back in 1940, today has extended its catalogue by more than 580 per cent. At present more than 1,000 publishing firms clear their music to broadcasters through BMI.

More than 800,000 titles, ranging from the venerable classics to the current Hit Parade favorites, are listed in the latest BMI catalogue. All but a handful of the broadcasting stations in the United States and Canada today (1,680 as of July 30, 1947) as well as all national and regional networks, are licensees of BMI, and all of them make a very substantial use of the BMI repertory.

But BMI does not limit its services to the granting of music rights only. It distributes to licensees, without cost, a variety of sheet music and recordings which constitute a valuable portion of any station's music library. It furnishes script services adapted to the specific needs of broadcasting stations, and regularly makes available to its licensees a wide range of helpful information resulting in better musical programming.

Bulletins are sent periodically, listing vital changes in the basic BMI catalogue, so that stations are always aware of music available to them under their BMI license.

An experienced staff of field representatives, specially trained radio men, is constantly visiting the stations with helpful suggestions from station men in order to make possible even better progress in BMI's service.

Many other special services provided by BMI are all designed to aid program and production men, music directors, librarians and every person in the broadcasting station concerned with the use of music. The BMI monthly Pin-Up Sheet of Hit Tunes, Disc Data, Music Memo, Pin-Up Patter, Recordata, Holiday Music lists, Record Index and Monthly News-

letters which reach the broadcaster regularly comprise an integral part of this service to the industry.

In the field of educational and standard music, BMI is consistently building, through its own publications and those of its affiliate publishers, an extensive and valuable library of distinctive music which will never be out of public favor.

By continuing to render the same valuable service to the broadcasting industry in the future, and by maintaining honest competition in the licensing of music for broadcast purposes, BMI will be upholding its position as a permanent protection against injustice to the industry as a whole.

## Paul Heinecke

President of SESAC, Inc.

FROM that momentous day when sound was first transmitted through space, right up to today's programs on the air, the phenomenal growth of the radio industry can be summed up in one word—progress. The theme prevailing throughout this amazing development has always been "Build A Better Program" and it will always be the driving force which spurs radio to attain perfection in programming. Thus, progress will continue to be made only as a result of the building of better programs as the Shows of Tomorrow.

Whether it be in the shows of yesterday, today or tomorrow on AM, FM or Television, it is music, the universal language, that makes the difference. For the past 17 years, SESAC has been proud to be able to make available to program builders a wide diversification of that basic program ingredient which provides the showmanship and variety so necessary for a successful broadcast. Yes, music does make the difference between just another show and a good listenable program; and it is the careful selection and blending of the musical ingredient which is of prime importance in the final analysis.

To facilitate your program building, the volume of SESAC's "Best Music In America," which is recognized as "Music of Lasting Value," has been ever-increasing as more and more publishers join the SESAC family. Today, over 175 publisher catalogs representing more than 120,000 copyrighted compositions, make up SESAC's vast repertory which is available for use in every way that music is sung or played everywhere. The universal appeal of this varied music, plus the simplified procedure set up to authorize its public performance, have created a consistent usage of SESAC music by live talent, on phonograph records, library services and commercial transcriptions.

As a performing rights organization, SESAC provides music service in every possible form, and is happy to make available for the programming operations of today and tomorrow, music with which to build that better program in the public interest.

To augment this music service, SESAC recently engaged in building Shows of Tomorrow for radio broadcasting in the form of the SESAC Transcribed Program Service. Not just another Transcription Library, this service provides pre-built musical programs, made up of separate cuts on every record side. Thus, it is a 2-in-1 service which was created by and for broadcasters for the benefit of the entire industry. With pride, SESAC offers this newest service along with a vast musical repertory, as the basic ingredients for the "Shows of Tomorrow."

## John Andrew

Associated Program Service

AS YOU no doubt know, all transcription library companies appreciating the important role of music and furnish, as part of their service, continuity (Capitol uses Formats) written around the musical sections in each library and formed into

shows. Some of the shows are three times a week, 15-minutes each, some are 30-minutes "across-the-board" shows, some are for Sunday only and some for a particular time of day.

Rather than present my personal opinions which might or might not be of interest, I decided to obtain the facts first hand and here are the results of my phone calls:

CAPITOL: Walter Scanlon advised me that they furnish "formats" for 22 shows each week.

THESAURUS: Lloyd Egner says they furnish 24 shows each week, special shows for Holidays. Occasionally they get out special shows written around composers and New York shows.

WORLD: Al Sambrook informs me that World furnishes 35 shows each week and special shows for Holidays.

STANDARD: Alex Sherwood was out of the city but his girl "Friday" tells me they furnish 19 shows and special shows for Holidays.

LANGWORTH: Pierre Weiss, tells me they furnish 16 shows each week. They also furnish a special show to accompany certain name bands and written around this particular band. They also furnish special shows for Holidays.

ASSOCIATED: 20 shows are furnished each week and special shows for all Holidays. Also a special show entitled "Prevue" built around the new music which makes up the monthly release and consisting of four, 30 minute shows. Occasionally, 13 week shows are furnished complete with selling aids.

Of course, you understand the continuity or "formats" furnished by the aforementioned library transcription companies are a part of the service and cannot be purchased separately.

**A Date With Jerry**

A Date With Jerry presents Jerry Carter, Washington's popular young tenor. An Arthur Godfrey "Talent Scout" find. Jerry Carter sings an easy-on-the-ears program of popular ballads and novelty tunes. Accompaniment is supplied by the Four Kings, an instrumental quartet comprising piano, guitar, base and organ. Music for the show is especially arranged for Jerry Carter. Date With Jerry also features the winner of WTOP's Top Talent show in a series of guest appearances.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; afternoon; evening

Number of Artists: 5  
Audition Facilities: Transcriptions  
Submitted by: WTOP, Earle Bldg., Washington 4, D. C.

**Harold Arlen**

New weekly quarter-hour of hit blues for the millions who follow "classical" jazz with cult enthusiasm. One of the great blues composers featured as personality singer in a show of his own. Star: Harold Arlen, composer of Bloomer Girl, Stormy Weather, Blues in the Night, St. Louis Woman. Here Arlen does his own blues hits, interprets other indigo favorites. Vocal group of four and 18-piece symphonic jazz orchestra.

Availability: Live talent  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Sat. or Sun. evening

Audition Facilities: Transcriptions  
Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

**Barbershop Harmony**

Program features old time songs sung in true Barbershop style on transcriptions by the Pittsburgh Chapter of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America. Special continuity provides build-up for nostalgia of "good old days."

Availability: E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 5 (including announcer)  
Cost: Time and announcer's fee plus \$10 per program

Audition Facilities: Transcriptions  
Submitted by: KQV, Allegheny Broadcasting Corporation, Chamber of Commerce Bldg., Pittsburgh 19, Pa.

**Basin Street**

Feel your body swaying to the deep pagan chant of the street sellers as they call their wares on Basin Street. And as you hear these plaintive strains, you find yourself listening to Basin Street . . . the program of authentic jazz music brought to you from the home of jazz, New Orleans. Not too specialized to please the casual listener . . . but unique enough to pique him into listening to this musical show.

Availability: Live talent; E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon; Evening

Number of Artists: Host  
Audition Facilities: Transcriptions  
Submitted by: WDSU, Monteleone Hotel, New Orleans, La.

**Jack Benny's Sportsmen Quartette**

Comedy and standard tunes with original Benny Quartette plus announcer-writer, Bill Demling, produced by Jack Stewart of Art Rush, Inc.

Availability: E. T.  
Time Units: 15 minutes; 1-3 or 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon; Evening

Client Suitability: All types  
Number of Artists: 5  
Audition Facilities: Transcriptions  
Submitted by: Art Rush, Inc., Suite 116—NBC Bldg., Sunset and Vine, Hollywood 28, Calif.

**Martin Block Show**

Martin Block features his "disc jockey" show for the first time nationally. Block combines his listenable microphone style with the presentation of recordings by the nation's top dance bands and vocalists. Program originates from a special newly constructed studio adjoining his home in Encino, Calif.

Availability: Live talent  
Time Units: 15 and 30 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Daytime  
Client Suitability: Products bought by women

Number of Artists: MC and guests  
Audition Facilities: Transcriptions; Will pipe live talent  
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

**Bouquet For You**

This favorite-song-request-show, on sus-

tainig, pulls mail at the rate of 1,000 letters a day on a limited network of 62 stations. Its idea: writers of ten best request-letters each day win a dozen roses. Winning letters highlights are read, and songs are sung by Patti Clayton and Billy Williams, accompanied by 13-piece orchestra.

Availability: Live talent  
Time Units: 30 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; afternoon; early evening

Audition Facilities: Transcriptions  
Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

**The Bradford Chorus**

Miss Lisle Bradford has been teaching the youth of this city to sing for the past decade. Recently a group of 100 of her former students joined together under her direction to form the Bradford Chorus . . . singing for the joy of singing. This program gives opportunity for them to sing a variety of choral numbers—ranging from the religious spiritual to the hit tunes of Broadway's musical comedy shows. Strong soloists make up the group and are utilized singly and in combinations to give variety to this half hour of delightful music.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Institutional advertising  
Number of Artists: From 50 to a 00 singers

Audition Facilities: Transcriptions  
Submitted by: KSL, 10 So. Main, Salt Lake City 1, Utah

# MILDRED FENTON PRODUCTIONS

In Association With  
Louis Shurr Agency  
1501 Broadway, N. Y. C.  
CH 4-8240

### **The Phil Brito Show in A Date With Music**

An intimate musical fiesta of all time favorites by Phil Brito, popular young baritone who is rapidly ascending the heights of stardom. An easy listening quarter-hour with musical accompaniment of Doc Whipp'e and Sam Liner of the Kostelanetz orchestra at the twin keyboards. Direction of Bill Stoess results in a well-paced tuneful musical that Variety in its revue stated "It's a series of openers that anyone in search of a good soothing, solid 15-minute musical airer would find hard to pass up."

Availability: E. T.

Time Units: 15 minutes, 3-5 weekly

Audience Appeal: Entire family

Suggested for: Morning; afternoon; evening

Client Suitability: All products seeking entire family audience

Number of Artists: 4

Cost: Rates start at \$10

Audition Facilities: Transcriptions

Submitted by: Charles Michelson, Inc., 67 W. 44th St., New York 18, N. Y.

### **By Popular Demand**

"By popular demand" a musical, starring Mary Small . . . Ray Bloch and his orchestra and male singing guest stars. Format of this show makes it different from the average musical. Favorite tunes from different sections of the country are sung and played. These favorites are determined by the top names in show business by direct contact. Last heard on the air in a successful series for a shampoo company.

Availability: Live talent; E. T.

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Afternoon; Evening

Client Suitability: Any produce

Number of Artists: 22

Cost: Very reasonable

Audition Facilities: Transcriptions; Will pipe live talent

Submitted by: Wolf Associates, 420 Madison Ave., N. Y. C.

### **Cafe Continental**

Cafe Continental is a show designed specifically to catch listeners of many different nationalities, without resorting to foreign language programs. While the music of many nations is used, each number is carefully chosen to sift out those too extreme for ordinary listeners. Naturally, it can't completely please every nationality, but it keeps them all listening in hopes that the next tune will be one from their mother country.

Availability: E. T.

Time Units: 30 minutes, 5 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Any client or product who wants to reach a large varied audience in a locality of polyglot nationalities

Cost: See Adam J. Young, Jr.

Audition Facilities: Transcriptions

Submitted by: WNEB, Park Building, Worcester, Mass.

### **California Melodies**

California Melodies offers distinctively styled popular symphonic arrangements by composer-conductor Harry Zimmerman and his orchestra in this half-hour series originating in Mutual's Hollywood studios. The current series will feature famous singers and instrumentalists as guest stars.

Availability: Live talent

Time Units: 30 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: One who would like to become identified with a "prestige" program

Number of Artists: 2 and orchestra

Audition Facilities: Transcriptions

Submitted by: Mutual-Don Lee Broadcasting System, 5515 Melrose Ave., Hollywood 38, Calif.

## **MUSICAL**

### **Candlelight Choir**

With the rapidly diminishing taste for jive and boogie woogie, and the ever present acceptance of group singing, Candlelight Choir takes its rightful place in the vanguard of the Shows of Tomorrow by providing melodic listening fare in the late evening. The excellent eighteen voice mixed chorus contains many smaller groups, including a barber shop quartet, and the two pianos accompaniment adds sparkle to the program. This group is under the direction of Jacob E. Hines.

Availability: Live talent

Time Units: 15 or 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Client must be amenable to non-shouting commercials

Number of Artists: 18 voices—2 pianists—1 director

Audition Facilities: Transcriptions; will pipe live talent

Submitted by: WHK, 1311 Terminal Tower, Cleveland 13, O.

### **Gloria Carroll Entertains**

When lovely Gloria Carroll starts singing "Night and Day," "Getting Sentimental Over You," "Begin the Beguine"—and more than 200 other top tunes, you sit up and take notice of the 'glorious carolling.' The CBSongstress with Frank Bell and The Belltones dish out rhythmic arrangements that are something special. A quarter-hour of music that's different from anything obtainable in any library service, giving a sponsor a unique and distinguished exclusive program.

Availability: E. T.

Time Units: 15 minutes, 1, 3, 5 weekly

Audience Appeal: Entire family

Suggested for: Morning; Afternoon; Evening

Client Suitability: Any type

Number of Artists: 4

Cost: Based on market, station

Audition Facilities: Transcriptions

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

### **Casa Cugat**

Xavier Cugat, master of the rumba, samba, tango, and his full Waldorf-Astoria orchestra with chorus and vocalists. In this sparkling show the audience hears Carmen Castillo, Nita Rosa, Del Campo, Don Rodney and the Cugat Choir and, of course, the orchestra.

Availability: E. T.

Time Units: 15 minutes, 3 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All types of clients

Number of Artists: Name leader, popular concert orchestra

Submitted by: World Broadcasting System, Inc., 711 Fifth Ave., New York, N. Y.

### **The Chicago Philharmonic Orchestra**

An outstanding symphonic hour features the artistry of the midwest's finest musicians under the talented and skillful baton of maestro Henry Weber.

Availability: Live talent

Time Units: 60 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: A client interested in institutional advertising

# **WILLIAM GERNANT ASSOCIATES**

6253 HOLLYWOOD BLVD.,  
HOLLYWOOD 28, CALIF.

"MOODS BY LAURA"

"AFTERMATH"

"STRAIGHT ARROW"

# The Music Hall of Fame



APPLETON & FIELD  
duo-pianists



ROSE BAMPTON  
Met soprano



WALTER CASSEL  
Met baritone

NOW AVAILABLE IN FIFTEEN-MINUTE OPEN-END RECORDINGS



NADINE CONNER  
Met soprano



HELEN JEPSON  
Met soprano



WILLIAM KAPPELL  
pianist

For "Prestige" Advertisers



DOROTHY KIRSTEN  
Met soprano



CHARLES KULLMAN  
Met tenor



REVELERS  
concert male quartet

A large orchestra opens and closes this distinguished show—the body of the program features the musical great in accounts of their careers—fabulous stories from musical backstage—and they sing and perform their specialties.

Walter Preston of Columbia Concerts is the Master of Ceremonies who interviews the artists.

The series consists of 52 Quarter-hour shows—it is contemplated this will be expanded to 156 programs.

Here is the list of other stars already recorded on the first 52 programs of the "Music Hall of Fame."

NORMAN CORDON, Met basso  
TODD DUNCAN, baritone  
EILEEN FARRELL, soprano  
SASCHA GORODNITZKI, pianist  
JENNIE TOUREL, Met mezzo-soprano  
WHITTEMORE & LOWE, duo-pianists  
BARTLETT & ROBERTSON, duo-pianists  
LOIS BENNETT, soprano

MONA PAULEE, Met mezzo-soprano  
IRRA PETINA, mezzo soprano  
WILLIAM PRIMROSE, violist  
PIERRETTE ALARIE, Met coloratura  
TOSSY SPIVAKOVSKY, violinist  
LUCILLE MANNERS, soprano  
SANROMA, Puerto Rican pianist

EXCLUSIVITY in each city to be granted on a "First Come, First Served" basis.

RATES • Class A Markets (on request); Class B Markets \$11.00;

Class C Markets \$8.50; Class D Markets \$6.00 per program.

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FOR AUDITION DISC—WIRE

## FORD BOND RADIO PRODUCTIONS

810 RCA Building West, New York 20, N. Y.

INC.

## MUSICAL

Number of Artists: 60  
Audition Facilities: Will pipe live talent  
Submitted by: WGN, 441 N. Michigan Ave., Chicago 11, Ill.

### 680 Club

This is one of WRNY's featured shows. 680 Club program consists of 55 minutes of popular music; recordings and transcriptions. No offensive live selections. Program participation available in quarter-hour, half-hour, or one-hour strips. Daily except Saturday.

Availability: E. T.  
Time Units: 55 minutes, daily except Sat.  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: Most any type of client  
Number of Artists: Announcer with ET's  
Audition Facilities: Transcriptions  
Submitted by: WRNY, 191 East Avenue, Rochester 4, N. Y.

### Contrasts In Music

Program idea is contrast between hit tunes and performers of today and those of the 1920's. Old records used are collector's items, not available on the market. Ray Starr, the emcee, knows his music well and contrasts style, arrangements, instrumentation, and artists, and calls attention to the events which made news in the era when the tunes were popular.

Availability: Live talent; E. T.  
Time Units: 60 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon; evening  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: KQV, Chamber of Commerce Bldg., Pittsburgh 19, Pa.

### Crystal and Old Lace

An hour program of light classical music—selections by the great composers of all time performed by large ensembles and symphonettes. Program is designed for listening to music during the dinner hour.

Availability: E. T.  
Time Units: 60 minutes, 7 weekly  
Audience Appeal: Entire family  
Suggested for: Early evening  
Audition Facilities: Transcriptions  
Submitted by: WHLI-WHNY, 245 Baldwin Rd., Hempstead, N. Y.

### The Daily Double

Four recordings are selected by Platter Jockey each day as his personal selection of the four best recordings for that day from the entire Pop Music Library. These four tunes are broadcast in a morning quarter hour Monday through Saturday with the announcement that the same four tunes will be broadcast again that same afternoon. If morning listeners hear and like a tune, they know they can hear the same tune again that afternoon.

Availability: E. T.  
Time Units: 15 minutes, 6 weekly. The same program repeated 15 minutes afternoon, Monday through Saturday  
Audience Appeal: Entire family  
Suggested for: Morning; afternoon  
Client Suitability: Food, drug, household  
Number of Artists: 1—Platter Jockey  
Submitted by: KCKN, 300 Waltower Bldg., Kansas City 6, Mo.

### Dear Bing

The mellow voice of Bing Crosby—America's most popular singer brought to you on the shiny wax surfaces of his most popular records. Setting the mood

for Bing's songs are snatches of poetry recited against the background of faint strains of music. A completely molded show of verse and song.

Availability: Live talent; E. T.  
Time Units: 10 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon; Late evening  
Number of Artists: Host  
Audition Facilities: Transcription;  
Submitted by: WDSU, Monteleone Hotel, New Orleans, La.

### Dick & Jeannie

Here is a year's supply five weekly of musical shows with dialogue by Margaret Sangster. Singers are Ray Williams and Phyllis Creore. The hit tunes of today and yesterday only, with slight dialogue continuity to hold the series from day to day. Hank Sylvern at the organ.

Availability: E. T.  
Time Units: 5 minutes, 260 episodes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning; afternoon; evening

Client Suitability: Home product advertisers who sell to women—bakers, furniture dealers, jewelers, furriers  
Number of Artists: 4  
Audition Facilities: Transcriptions  
Submitted by: Harry Jacobs Productions, 6000 Sunset Blvd., Hollywood 28, Calif.

### Down A Country Road

An old-timer, as radio broadcasting goes, this has been the common highway for thousands of men and women who have found there a peace and contentment in troubled times. Here are verses that have been a part of American life, popular ditties, old-time songs, and the voice of the great organ filling the silences that sometimes fall when people meet to talk things over. Music at its best . . . and poetry from the heart of America.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon; Late evening  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: KMA, Shenandoah, Iowa

### Echoes Of The Big Time

Echoes of the Big Time takes you back to those good old days of vaudeville—the days of Lauder, Gallagher & Steam, Tucker, Cohan, Cantor and Tolson. This nostalgic half-hour of all-star vaudeville brings back the voices of all those beloved entertainers. It's all made possible in New York through one of the country's most notable collections of rare recordings, dated from 1900 to 1927. Here's a complete, well-produced script show with a loyal following and immense family appeal. 8:00 to 8:30 p.m. Sunday through Saturday.

Availability: E. T.  
Time Units: 15 or 30 minutes, 7 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: None  
Cost: See rate card  
Audition Facilities: Transcriptions  
Submitted by: WMCA, 1657 Broadway, New York 19, N. Y.

### Ruth Etting Show

The incomparable Ruth Etting in her comeback series over WHN shows that she has lost none of that sultry style that made her network performances a "must" a decade ago. Leaning heavily on her repertory of sentimental favorites, Ruth also does a beautiful job with modern ballads in her nightly quarter-hour of

song. The orchestra is under the direction of her husband-arranger, Myrl Alderman, and clever lines are written for them in the husband-wife style: Terrific fan mail reflects an Etting audience as large as ever.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** Ruth Etting and Myrl Alderman's orchestra  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHN, 1540 Broadway, New York 19, N. Y.

### The Family Album

Gene Jones turns the pages of a Family Album, and the pictures bring to mind melodies and events of the past, leading into a song. Gene Jones was heard for several years over CBS and CBC coast-to-coast as star of The Coffee Club. In this new series he is assisted by The Girl Friends (quartette) with Don Hicks arranger and pianist, and Hal Freede at the Hammond. The Family Album appeals to all, and the unusual musical arrangements plus the vocalizing make this one of the top musical shows in the country. Time allowed for brief middle commercial, as well as customary opening and closing spots.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1, 3 or 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon; Evening  
**Client Suitability:** Any type. Department store, food, soft drinks, camera shops, specialty, candy, etcetera  
**Number of Artists:** 8  
**Cost:** Based on market, station  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, 140 Boylston Street, Boston 16, Mass.

### Flight With Music

Radio's greatest open-end transcribed musical show with Marion Hutton, Nat Brusiloffs sixteen piece orchestra and Herb Sheldon on every show plus guest stars Desi Arnez, Clark Sisters, Johnny Desmond, Ray Eberle, Bob Eberly, Tito Guizar, Gene Krupa, Phil Moore, Danny O'Neil, Tony Pastor, Carl Ravazza, Claude Thornhill, Miguelito Valdez, Jerry Wayne, Henny Youngman. Thirty-nine fifteen minute shows now available. Send for free audition disc and low rates for your territory.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1 or more weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** 33  
**Cost:** According to market to be covered  
**Audition Facilities:** Transcriptions  
**Submitted by:** Finley Transcriptions, Inc., 8983 Sunset Blvd., Hollywood, Calif.

### Footlight Favorites

An hour presentation exclusively highlighting selections from the lighter classics. Through the medium of special recorded albums musical scores from well-known stage successes are frequently presented in their entirety—often with original casts. Appropriate accompanying copy is supplied, enabling the assigned announcer to elaborate in factual detail regarding the music and featured artists. The program is familiar to those listeners constantly in quest of classical and light classical melodies best remembered through the years.

**Availability:** E. T.  
**Time Units:** 60 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon

**Client Suitability:** Banks, restaurants—those desiring a large mixed audience

**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIL, Hotel Melbourne, St. Louis 8, Mo.

### 1400 Club

A program of sweet melodies on the air since 1941 with a proven record of sales and audience. Many a sponsor through the years has depended on the 1400 Club to move many of his wares. Program has built a faithful audience of housewives and men who like music easy to listen to in the mid morning.

**Availability:** Live talent; E. T.  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** General clientele  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHYN, 180 High St., Holyoke, Mass.

### Fun With Music

Sigmund Spaeth, The Tune Detective, is known all over the world as an outstanding authority on music. Author of a

## MUSICAL

score of books which have made music easy to take for the masses, he goes even further in this transcribed series of 28 shows, and demonstrates how easy it is to have fun with music, with any kind of instrument. In the series are quartettes, string groups, swing bands, toy instruments, soloists, etc. Series has been sponsored in a score of cities with success. Ad mats, publicity, etc. with series.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1 or more weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon; Evening  
**Client Suitability:** Music stores, musical instruments, piano dealers, laundries, bakers, dept. stores  
**Number of Artists:** About 60 in series  
**Cost:** Based on market, stations  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, 140 Boylston Street, Boston 16, Mass.

### The Jan Garber Show

Straight musical show by the Garber

Orchestra. Format includes opening and closing continuity, specially recorded themes, piano theme fills and interludes and artists' voice tracks. Programs are derived from library tracks.

**Availability:** E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Male; Female  
**Suggested for:** Morning; Afternoon; Evening  
**Client Suitability:** Used Car Dealers, Clothing Firms, Cosmetics  
**Number of Artists:** One  
**Audition Facilities:** Transcriptions  
**Submitted by:** Capitol Records, Inc., Sunset and Vine, Hollywood 28, California

### Gift Shop Of The Air

Bette Smiley, a veteran of 10 years in radio and the entertainment field, including star billings at some of the nation's top radio stations and entertainment centers, handles a quarter hour of popular melodies. Bette at the piano sings her own vocals. Ad lib gab with announcer.

For Perfection in Sound Effects  
 use

**MAJOR  
 RECORDS**

Over 500 realistic sound effects

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 . . . a Pistol Shot to a World War"

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Distributed by

**THOMAS J. VALENTINO, Inc.**

1600 Broadway

New York 19, N. Y.



## BOB ROBERTS

Title Role in

### "THE SHERIFF"

every Friday, 9:30-9.55 P. M. ABC-WJZ

featured in

J. Arthur Rank Production

### "Stairway To Heaven"

## MUSICAL

Charles Nuzum, works in letters from listeners requesting favorite tunes. If tune is played and sung, writer gets a gift. Two gifts are awarded on each session.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: General  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WCAE, Wm. Penn Hotel, Pittsburgh 19, Pa.

### Good Morning

6:45 to 9:00 seven days weekly. Features light classical music with time and weather announcements between selections. There's nothing unusual in this show except that it differs markedly from six morning-men competition show in town. Announcer is subdued and does not ad lib. Aimed at government worker listener who might occasionally seek a change from jive and rebop and personality heartiness.

Availability: E. T.  
Time Units: 30 minutes, 7 weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: No special type. Participating sponsorship to all types  
Audition Facilities: Transcriptions  
Submitted by: WQQW, 2627 Connecticut Ave., N. W., Washington 8, D. C.

### Glee Club

Coming from a different college each week, this program features college singing groups in the songs for which college is famous.

Availability: Live talent  
Time Units: 15 minutes, once weekly  
Audience Appeal: College students  
Suggested for: Evening  
Number of Artists Employed: One announcer, plus chorus  
Audition Facilities: Transcriptions  
Submitted by: Intercollegiate Broadcasting System, 507 Fifth Avenue, New York, 17 N. Y.

### Gypsy Swing

A novel conception of gypsy melody and idiom—sprightly and charming, with the softly nostalgic reverie of gypsy tunes. The best in gypsy melodies in new, original, modern arrangements—and the top tunes of the day in gypsy style and rhythm tempo—arranged and conducted by popular song-writer Dick Manning. Each program also dramatizes a pleasing gypsy legend in words and music.

Availability: Live talent  
Time Units: 15 minutes, 1 or 5 weekly  
Suggested for: Afternoon  
Client Suitability: Any  
Number of Artists Employed: Approximately 20  
Audition Facilities: Will pipe live talent  
Submitted by: Advertisers' Broadcasting Company, 117 West 46th Street, New York 19, N. Y.

### Merv Griffin Sings

Merv Griffin, rising young star of song, currently available on the full Mutual network, accompanied by the music of Lyle Bardo from MBS, San Francisco Studios.

Availability: Live talent  
Time Units: 15 minutes, up to 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon; Evening  
Client Suitability: Any  
Number of Artists: 1 and orchestra

Audition Facilities: Transcriptions  
Submitted by: Mutual-Don Lee Broadcasting System, 5515 Melrose Ave., Hollywood 38, Calif.

### Happy Birthday

Entire program of music dedicated to teen ager who is having a birthday, preferably of her own selection. Program has been on the air for one year, sponsored 39 weeks.

Availability: Both  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Afternoon  
Client Suitability: Products appealing to teen agers  
Number of Artists Employed: 1  
Cost: Card rate (no talent)  
Audition Facilities: Transcriptions  
Submitted by: WMAN, Mansfield, Ohio

### The Happy Gang

Most popular musical variety show heard for many years over Canadian Broadcasting Corp., facilities throughout Canada. Sponsored coast to coast in the Dominion by Colgate-Palmolive-Peet. Line-up of topflight talent featuring imitable Bert Pearl as MC in a fun rollicking half hour of mirth and melody. Successfully broadcast by Foremost Furms in 20 cities and others in U. S. A. All with outstanding audience ratings.

Availability: Live talent; E. T.  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Morning, afternoon, evening  
Client Suitability: All types seeking top audience appeal  
Number of Artists Employed: 10  
Cost: On request  
Audition Facilities: Transcriptions  
Submitted by: Charles Michelson, Inc., 67 W. 44 Street, New York 14, N. Y.

### Harmony Isle

From the dreamy enchantment of far-off Hawaii comes the lilting sob of the surf and the languorous, fascinating rhythms of natives. A narrator weaves a spell of island magic against the melodious curtains of Dick McIntire's Harmony Hawaiians. Long after the song is ended, the subtle seductive charm of its melody will live in the listener's memory. Dick McIntire's Harmony Hawaiians are nationally known recording artists. Vibrant, electric guitar, standard guitar, ukelele, bass, plus four mellow voices, make up the series.

Availability: E. T.  
Time Units: 15 minutes, 2 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types  
Number of Artists Employed: 11  
Cost: Stations 5,000 watts or under, \$3.00 per program. Purchased outright \$5.00

Audition Facilities: Transcriptions  
Submitted by: Walter Biddick Company, Radio Programs Division, Chamber of Commerce Bldg., Los Angeles 15, Calif.

### Immortal Love Songs

Immortal Love Songs is a five-minute program that revives cherished memories. Chosen from a treasure-chest of immortal love classics, these melodies are cleverly framed with romantic poems and Irma Glen's background of organ music. Lawrence Salerno, for twelve years the toast of Chicago on WGN, and Irene Verner, a favorite in the midwest, provide the voca's on this popular five-minute program. Everett Clark is your announcer.

Availability: E. T.  
Time Units: 5 minutes, 3-5 weekly  
Audience Appeal: Female

Suggested for: Evening  
 Client Suitability: Florist, jewelry and perfume  
 Number of Artists Employed: 3  
 Audition Facilities: Transcriptions  
 Submitted by: Transcription Sales, Inc.,  
 117 West High Street, Springfield,  
 Ohio

### The Frank Hennessy Show

Frank Hennessy, Central New York's most popular radio personality, brings to the air waves his sparkling combination of songs, old and new, with music by the Hal Swartz Stylists. To brighten Central New Yorker's noon day listening, Hennessy's 15 minute show provides top-flight entertainment in a natural time spot for relaxation and enjoyment. Backed up by audience-building promotion this program is proving exceptionally effective in adding listeners to an already well-rated time spot.

Availability: Live talent  
 Time Units: 15 minutes, 5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon  
 Client Suitability: All types of products needing large audience  
 Number of Artists Employed: 1 and 4 musicians  
 Cost: Rates by request  
 Audition Facilities: Transcriptions or will pipe live talent  
 Submitted by: WSYR, Syracuse, Kemper Bldg., Syracuse 2, New York

### Hi-Teen

A program beamed directly at the 'teen-agers, featuring latest in recorded popular dance music. Ballroom of local Elks Club taken over every Saturday afternoon for dancing for the group. Prominent entertainers in Buffalo to fill engagements are invited as guests, (band leaders, singers, etc.) Admission to dance is by invitation only and restricted to members of Hi-Teen Club. Attendance each

week averages 400. Total membership in club 15,000. Records, dresses, novelties, given as prizes.

Availability: Live talent; E. T.  
 Time Units: 2 hours, 1 weekly  
 Audience Appeal: Juvenile  
 Suggested for: Afternoon  
 Client Suitability: Client offering merchandise to 'teen agers, Dept. Store, Dairy, etc.  
 Number of Artists Employed: M. C. and guests  
 Audition Facilities: Transcriptions  
 Submitted by: WEBR, 23 North St., Buffalo 2, N. Y.

### Hits Of All Time

Recordings of the Pop Tunes that have been favorites through the years. Each recording is followed by a brief mention of an interesting event connected with the year the tune originated. This program appeals to oldsters because they can remember when the tunes were first popular. Appeals to young people because the tunes are as good today as they were years ago.

Availability: E. T.  
 Time Units: 30 minutes, 6 weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon  
 Client Suitability: Food-Drug-Household  
 Number of Artists: 1, the announcer  
 Submitted by: KCKN, 300 Waltham Building, Kansas City 6, Missouri

### Hits Of Tomorrow

This is a light musical show with Jacques Frey of the internationally known piano team of Braggiotti and Frey, at the piano, and Vera Massey as vocalist. Frey plays tunes of years gone by that achieved popularity and Vera Massey sings them. With each song goes a little story of how it was developed to the point of hit proportions. Mr. Frey and Miss Massey then select a tune which they predict will achieve Hit Parade proportions. This portion of the program is

# MUSICAL

developed by contacting publishers and having the opportunity to judge a selection from published tunes which have not been promoted.

Availability: Live talent  
 Time Units: 15 minutes, 1, 3 or 5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon  
 Client Suitability: Beauty preparations  
 Number of Artists Employed: 2  
 Audition Facilities: Transcriptions  
 Submitted by: WJZ, American Broadcast- ing Co., 30 Rockefeller Plaza, New York 20, N. Y.

### Home Folks

Songs everyone loves, ballads, accepted folk tunes, musical comedy, motion picture and light opera favorites, dating from 50 years ago to today. All are current. Featured artists is former Bostonians, Castle Square, La Salle Street Theatre, stage, and motion picture artist, who sings, writes, and reads his own lines. Excellent example of a "Singin' Sam" show at its best. 52 15 minute episodes.

Availability: E. T.  
 Time Units: 15 minutes, usually 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Morning; Afternoon; Evening  
 Client Suitability: Any ethical account. Alcohol only barred, Banks, Finance Companies, Building and Loan; Agricultural Implements; Seed, Feed, Fertilizer; Nurseries; Provisions; Mortuaries; Cemeteries.  
 Number of Artists: 2  
 Cost: \$5.00 to \$100.00 per episode, depending on population  
 Audition Facilities: Transcriptions  
 Submitted by: George Logan Price, Inc.,

946 South Normandie Avenue, Los Angeles 3, Calif.

### Hymn Time With Smilin' Ed McConnell

Smilin' Ed McConnell, one of the most popular performers of all time, loved and listened to by folks throughout the country, now in his 19th year on the air. Available in his own transcribed series of hymns and homey philosophy in a program which is a proven sales gatherer. Sponsored by such firms as General Foods for Instant Postum, Tuxedo Feeds, Pillsbury Mills and over 175 local advertisers all over the USA, and Canada. Truly an outstanding buy.

Availability: E. T.  
 Time Units: 15 minutes, 3-5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Morning, Afternoon  
 Client Suitability: All types except Beer, Patent Medicines or other products not in keeping with dignity of this program

Number of Artists Employed: 2  
 Cost: Rates on request  
 Audition Facilities: Transcriptions  
 Submitted by: Charles Michelson, Inc., 67 W. 44 Street, New York 18, N. Y.

### I B S Music Hall

A fine selection of serious music, with commentary which enhances its interest, produced locally from records, scripts, and transcriptions syndicated from New York. Contents of each program and program notes are given in monthly Music Lover's Guide, distributed free to every listener.

Availability: Live talent, E. T.  
 Time Units: 60 minutes, once weekly  
 Audience Appeal: College students

## BYRON PRODUCTIONS, INC.

Producing

"MR. DISTRICT ATTORNEY" for Bristol Myers

and

"CHRISTOPHER WELLS" for De Soto

# MUSICAL

**Suggested for:** Late Evening  
**Number of Artists Employed:** Local announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** Intercollegiate Broadcasting System, 507 Fifth Avenue, New York 17, N. Y.

## Impressions In Music

This program is a combination of impressionistic music evenly paced, intermittently, with associated dialogue; both the music and speech are chosen to recreate visual moods within the listener. Every other program consists of background music from some outstanding motion picture, with a verbal "recap" of important scenes carried out over the proper sequence music. On the "straight" shows, the orchestras heard are such groups as are conducted by Gould, Kostelanetz, Whiteman, Myri and Rose.

**Availability:** Live talent, E. T.  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Wine distillers or cigarette mfrs.

**Number of Artists Employed:** Operation: One announcer and a turntable operator

**Audition Facilities:** Transcription  
**Submitted by:** WTRY, 92 Fourth Street, Troy, New York

## In Old New York

This is a musical show, and all the material used in it is in some way or other reminiscent of old New York. The music is by the Arlo Ensemble, six piece combination of exceptional ability. The narration is by Milton Cross—songs by

Charlie Jordan—and the feminine touch is supplied by Jean Colbert, fashion commentator. As Old New York gave us such outstanding figures in the entertainment world as the late George Gershwin and Jerome Kern, and such contemporaries as Irving Berlin—entertainers like Jimmy Durante, Eddie Cantor, George Jessel and many others—there is a wealth of material available for scores of human interest stories. This is a half hour show for which the script was written by Jean Colbert. The producer is Walter Scanlon, whose background includes many successful Broadway appearances.

**Availability:** Live talent  
**Time Units:** Half-hour, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon, Evening

**Client Suitability:** Public service  
**Number of Artists Employed:** 9  
**Audition Facilities:** Transcriptions  
**Submitted by:** WJZ, American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

## The Inside Of Music

The Inside Of Music departs from the usual format of classical music shows. It is conducted by Washington's outstanding young conductor and composer, Richard Bales, currently conducting the National Symphony summer concerts. Bales, in crisp layman's language, takes classical music apart, debunks its common misconceptions, analyzes symphonies, suites and concerti and brings out little known facts about composers and their works—illustrating with symphonic recordings.

**Availability:** Live talent; E. T.  
**Time Units:** 30 minutes  
**Suggested for:** Evening

**Client Suitability:** Concert Bureaus, Book Stores, Jewelry, Florists  
**Number of Artists Employed:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WOL, Washington 6, D. C.

## Interlude

Interlude is designed for exactly what it implies—a fifteen-minute program of organ and vocal interspersed with poetry—an interlude of relaxation and pure enjoyment utilizing the artistry of the finest talent such as Ivan Ditmars at the organ and Anita Boyer as the vocalist.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3-5 weekly  
**Audience Appeal:** Male, Female  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Churches, Mortuaries, Florists, Church Suppliers, Insurance Companies, Banks, etc.

**Number of Artists Employed:** 3 and Music  
**Costs:** Based upon the size of the station and market

**Audition Facilities:** Transcriptions  
**Submitted by:** C. P. MacGregory Company, 729 South Western Avenue, Hollywood 5, California

## Isle Of Dreams Serenade

WIOD house Musical Group in a serenade of salon type renditions of popular musical scores, tangos, rhumbas, waltzes, and concert type music. Earle Barr Hanson, WIOD music director, playing the piano and direct the group composed of 2 violins, cello, bass, clarinet, saxophone, and trumpet. Seven outstanding Miami musicians form this highly popular group.

**Availability:** Live talent  
**Time Units:** Half-hour, six weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Jewelry, Home Appliances—Utilities

**Number of Artists Employed:** 7  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIOD, 600 Biscayne Blvd., Miami 30, Fla.

## Isle Of Paradise

In line with its title this program features exotic South Sea Island music interwoven with tales of enchantment in a matching mood.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3 weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon  
**Client Suitability:** Local sponsorship  
**Audition Facilities:** Transcriptions  
**Submitted by:** Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

## It's A Hit

A combination of sports and music; popular hits are introduced with hits of the week in baseball—hits that have been decisive in winning ball games in major leagues. Summer only.

**Availability:** Live talent, E. T.  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WKZO, Burdick Hotel, Kalamazoo 99, Mich.

## Jam Session

Jazzicana in fifteen-minute programs recorded by 131 name musicians assembled into 25 groups. Each of these Jam Sessions is full of the jazz that is the music of America. Great individual instrumentalists combine their talents and extemporize on themes and melodic lines of standard and popular songs.

**Availability:** E. T.  
**Time Units:** 15 minutes 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** All types of clients  
**Number of Artists:** 131 name artists in 25 different groups  
**Submitted by:** World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.



# JACK MEAKIN

CURRENTLY MUSICAL DIRECTOR

## "SUMMERFIELD BANDSTAND" PROGRAM

NBC — Wednesdays

AND CONTINUING AGAIN IN THE FALL AS COMPOSER-DIRECTOR ON

## "THE GREAT GILDERSLEEVE"

NBC — Wednesdays

Artist Management:  
 MELVILLE A. SHAUER  
 9120 Sunset Boulevard  
 Los Angeles 46, Calif.

Press Representation:  
 A. L. RACKIN ASSOCIATES  
 1610 Cosmo Street  
 Hollywood 28, Calif.

## Karin Sings

Songstress, linguist, homemaker, Karin sings the folk tunes of the old countries in eleven native languages. Her own musical ensemble backs up her unusually appealing voice. On the air 3:00-3:25 Mondays through Fridays. Over ten years of broadcast experience give Karin the "know how" to create desire and impel action.

**Availability:** Live talent  
**Time Units:** 25 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any type wishing a wide range of listeners  
**Number of Artists:** 5  
**Cost:** On request  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** WTCN, Wesley Temple, Minneapolis 4, Minnesota

## Keeping Up With The Jones

A brilliant half hour musical with dramatic situation—comedy in each program. Starring Allen Jones of stage, screen and radio with Irene Hervey of New York stage and movies. Henry Russell and his orchestra. Available for release early fall. Sold for Pacific Coast. Available transcribed elsewhere in United States and Canada. Definitely network calibre. Magnificent entertainment with top dramatic cast. Brand new.

**Availability:** E. T.  
**Time Units:** 30 minutes, weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon, Evening  
**Client Suitability:** Any type client  
**Number of Artists:** 20 to 24  
**Cost:** Based on station rate cards  
**Audition Facilities:** Transcriptions  
**Submitted by:** Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

## Lee Kelton & His Orchestra With A Trio And Two Vocalists

"Music as smooth as Velvet" by Lee Kelton & his orchestra. Starlight Time Trio featured (2 men and a girl) also Noreen Kennedy, vocalist and Ted Perry, vocalist. Special arrangements of numbers by Lee Kelton himself. Popular music featured. Third year staff orchestra at WJAS. Eleven musicians make up the orchestra.

**Availability:** Live talent  
**Time Units:** 15 or 30 minutes 5 weekly  
**Audience Appeal:** Male; female; entire family  
**Suggested for:** Morning, Afternoon, Evening  
**Client Suitability:** All types of products or services  
**Number of Artists:** 11 including leader & director  
**Cost:** Open  
**Audition Facilities:** Transcriptions  
**Submitted by:** WJAS, 1406 Chamber of Commerce Bldg., Pittsburgh 19, Pa.

## Keystone Sunday Symphony

This program, as its name suggests, is a well rounded one, presenting best known classics, with program notes on the composers and the music and would tie in well for institutional advertising.

**Availability:** E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Institutional Advertising  
**Audition Facilities:** Transcriptions  
**Submitted by:** Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

## Korn Kobbler

Bright, hilarious musical entertainment by six amazing and amusing musicians—the Korn Kobbler is a novelty-instrumental group with an entirely new interpretation of music and song—the band of a thousand gadgets and a million laughs. Universal appeal proven by their 2200th consecutive appearance at Dempsey's in New York. 350 programs available.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3 or 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Any time  
**Client Suitability:** Any time  
**Number of Artists:** Approximately 10  
**Cost:** ET—Based on population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

## The Wayne King Show

Wayne King, his orchestra, his golden saxophone, plus vocalists Nancy Evans and Larry Douglas with narrator Franklyn MacCormack combine talents in an elegant half hour of music that has made Wayne King America's "Waltz King." Long familiar on the networks and through his recordings, Wayne King again delights the radio audience in this new half hour series, featuring the famous "Waltz King" and his orchestra of seventeen men.

**Availability:** E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 4 and music  
**Cost:** ET—Based on population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

## King Cole Court

Music of the King Cole Trio. The Court Jester (announcer to you) and such Court Guests as Anita Boyer, Peggy Lea, Anita O'Day, Mel Tormé and others.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon; evening  
**Client Suitability:** All types who want a large audience  
**Number of Artists:** 4  
**Cost:** Based upon the size of the station and the market  
**Audition Facilities:** Transcriptions  
**Submitted by:** C. P. MacGregor Company, 729 South Western Ave., Hollywood 5, Calif.

## Melodic Moods

This program combines light classical tunes and notes about people and the anniversaries of our times. This show makes an excellent public service program.

**Availability:** E. T.  
**Audience Appeal:** Entire family  
**Time Units:** 15 minutes, 3 weekly  
**Suggested for:** Morning; afternoon; evening  
**Client Suitability:** Institutional, publishing houses, food and drugs or local sponsorship  
**Audition Facilities:** Transcriptions  
**Submitted by:** Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

## Make Friends With Music

To show young people that "good music" can be fun—that's the purpose behind Make Friends With Music. With 3 youngsters as her guests, Gladys Tomajan, head of WTAG's music department, plays recordings of lighter works by the

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world's masters, and talks about the music with her young guests in a very informal manner. Her unusual stories about the music and the men who wrote it bring out all the glamour and excitement to be found in great music in a manner that appeals to young people and older ones, too.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Sat. or Sun. morning  
**Client Suitability:** Children shops or firms seeking "prestige program"—banks, etc.

**Number of Artists:** 1 plus guests  
**Audition Facilities:** Transcriptions  
**Submitted by:** WTAG, 18 Franklin St., Worcester 1, Mass.

## Magic Melodies

A program of modern instrumental music with smooth special arrangements of popular numbers designed for Sunday afternoon listening. Magic Melodies features four of Pittsburgh's best-known musicians in a unique combination: two pianos and celeste, Hammond organ and guitar. Buzz Aston, top Pittsburgh vocalist, doubles on piano, handles introductions in an easy conversational style, works in duets with vocalist Ellen Foley. Hooperating 12-12:30 period (Dec.-April), 10.9, far above competition.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any client or product  
**Number of Artists:** 5  
**Audition Facilities:** Transcriptions  
**Submitted by:** KDKA, Grant Bldg., Pittsburgh 19, Pa.

## Lean Back And Listen

Bill Mezger has received a sound musical education and gives it full play in the selection of the records and transcriptions used during this late evening half hour. He selects "pleasant" music in a mood to soothe the nerves frayed at the end of the day. It is a program designed to satisfy the needs of those listeners who have been crying for an "intelligent" musical program, and surcease from the blaring dance bands.

**Availability:** Live talent; E. T.  
**Time Units:** 25 minutes, 6 weekly  
**Audience Appeal:** Adult male; female; entire family  
**Suggested for:** Evening  
**Client Suitability:** All types designed for adult use

**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WEEI-CBS, 182 Tremont St., Boston 12, Mass.

## Le Fevre Trio and Jim Waits

The Le Fevre Trio and Jim Waits sing sacred songs in their own popular and unique style. The Le Fevre Trio has been a part of the WGST family almost 10 years. Besides their daily broadcast over WGST, this popular group makes an average of 5 personal appearances a week in surrounding towns and communities. Jim Waits, Basso Profundo, has for a number of years been one of the most popular Bass Singers in the entire South.

**Availability:** Live talent; E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; afternoon

**Client Suitability:** Farm products, household products, food products  
**Number of Artists:** 4  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WGST, Forsyth Bldg., Atlanta, Ga.

## Let's Dance

This is a typical disc jockey program with smart introductions to top tunes of the day.

**Availability:** E. T.  
**Time Units:** 30 minutes, 7 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Local sponsorship  
**Audition Facilities:** Transcriptions  
**Submitted by:** Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

## Let's Make Music

Completely new formula for presenting music—will have unusual appeal and ready listenership. Built around outstanding young American composer-conductor with years of successful broadcasting over major network with consistent high rating; program utilizes special talent of his, never before aired. Also features renowned musical figure as commentator and outstanding guest soloist appearing as integral part of program.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 2 stars; 1 or 2 guest soloists and large orchestra  
**Cost:** Available on request  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

## The Michael Loring Show

A musical program starring Michael Loring, with George Burns and his 11-piece orchestra, pianist Fred McKinney, and each week a special guest. Michael Loring is perhaps best known for his own program series on a major network a few years ago, and for his recording work for Columbia Records. His first recording of "We Could Make Such Beautiful Music" in 1941 sold near the million mark. A half-hour show of network calibre.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Quality products in the higher price brackets—furniture, automobiles, etc.  
**Number of Artists:** 15 including announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** KEX, 1230 S. W. Main St., Portland, Oregon

## The Kay Lorraine Show

Kay Lorraine singing your memory songs and featuring Frank Gallop, network announcer and M. C. currently heard on Milton Berle Show, Prudential Hour, N. Y. Philharmonic etc. 53 quarter-hours of transcribed musical entertainment including a very extra special Christmas Show. Kay Lorraine featured on Your Hit Parade, Carnation Contented Hour, Lower Basin Street, etc.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1 or 2 weekly  
**Audience Appeal:** Entire family

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Suggested for: Sunday Afternoon; Evening  
**Client Suitability:** Beverages, Foods, Retail Merchants, Utility Co., etc.  
**Number of Artists:** 15  
**Cost:** Based on population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Harry S. Goodman Radio Productions, 19 E. 53rd Street, New York 22, N. Y.

## C. P. MacGregor Musical Library

Music for today and tomorrow. Both for AM and FM. Contains over 2500 basic selections, 60 monthly releases. Large variety of music. Recorded to NAB specifications, lateral cut, 50 to 10,000 cycles or better, on vinylite pressings, more than 400 radio stations in the United States, Canada and other parts of the world.

**Availability:** E. T.  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; afternoon; evening  
**Client Suitability:** All types who want a large audience  
**Cost:** Based upon the size of the station and the market  
**Audition Facilities:** Transcriptions  
**Submitted by:** C. P. MacGregor Company, 729 South Western Ave., Hollywood 5, Calif.

## Melody Lane

A cooperative-type program conducted by Warren Stamper. Music is recorded and transcribed and chosen with great care from station's complete record files and three transcribed libraries. Selections are sweet-popular with sprinkling of the lighter classics from stage and screen productions. All musical introductions are based on research material gathered from authentic sources regarding entertainers and melodies they are featured on during course of the program.

**Availability:** E. T.  
**Time Units:** 60 minutes, 6 weekly; spots and segments available  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; afternoon  
**Client Suitability:** General  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIL, Hotel Melbourne, St. Louis 8, Mo.

## Melody Matinee

This is an excellent afternoon musical program broadcast daily except Saturdays and Sundays. Consists of announcer and popular recordings and transcriptions. Commences at 3:15 p.m. to 4 p.m.; Resumes at 4:05 p.m. and runs until 5 p.m. Program participation available in quarter-hour, half-hour or 55 minute strips.

**Availability:** E. T.  
**Time units:** 15 minutes, 30 minutes; 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any type client  
**Number of Artists:** Announcer and E. T.'s  
**Audition Facilities:** Transcriptions  
**Submitted by:** WRNY, 191 East Ave., Rochester 4, N. Y.

## Moods And Music

This is a romantic, relaxing program that is beamed directly at the housewife who already has packed-off her husband (and children) and is alone to do her housework and relax, if possible. The songs are sung by a romantic tenor voice,

and the poems are read by a romantic voice. The Hammond Organ music is under the singer and poetry-reader.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Number of Artists:** 3  
**Submitted by:** WLIB, 207 East 30th St., New York 16, N. Y.

## Music From Hollywood And Vine

Transcribed musical entertainment featuring Roy Barry at the piano, his orchestra, and starring Jeannie McKeon, vocalist. 130 programs available for immediate "spot" placement. A series with a proven success story and Hooper rating in many metropolitan cities.

**Availability:** E. T.  
**Time Units:** 15 minutes  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** General  
**Audition Facilities:** Transcriptions  
**Submitted by:** Selected Radio Features, 1583 Crossroads of the World, Hollywood 28, California

## Moon River

The Oldest Sustaining Program on the Air, (17 years on WLW). Moon River is known to many listeners all over America. Moon River is now being readied for commercial sponsorship on transcriptions in all states except Ohio, Indiana, Kentucky and West Virginia. Moon River consists of beautiful poetry read by Peter Grant backed by soft organ music and the blended voices of the DeVore Trio topped by the once heard never forgotten Moon River verse. Listener loyalty has acclaimed Moon River one of the very top programs on the air.

**Availability:** E. T.  
**Time Units:** 15 minutes, 7 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Consistent Radio Advertiser  
**Number of Artists:** 5  
**Audition Facilities:** Transcriptions  
**Submitted by:** WLW Promotions, Inc., Transcription Division, Crosley Sq., Cincinnati 2, O.

## Moon Dreams

Moon Dreams is the station's favorite type of program, humanly enriched by the masterful voice of one of America's greatest radio stars, Marvin Miller; the lyrical tenor voice of the sensational new singing discovery, Warren White; the gifted fingers of Del Castillo, at the organ, and the rich, deep notes of Ivan Epinoff's violin. Fifteen minutes five-a-week for "easy listening." Available 3 or 5 time basis. Hooper Ratings as high as 15.1! Produced by Teleways Radio Productions, Inc. Send for free audition platters. A brand new series.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3 or 5 weekly  
**Audience Appeal:** Female; entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type client  
**Number of Artists:** 5  
**Cost:** Based on station rate card. Very inexpensive  
**Audition Facilities:** Transcriptions  
**Submitted by:** Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

## Music A La Mood

Twenty-five minutes daily, and one hour Sunday of the finest transcribed music, uninterrupted by commercials. This series, which is as old as the station, has one of the finest ratings for its time in the metropolitan area. Very carefully prepared both selection-wise and in the accompanying continuity.

**Availability:** E. T.  
**Time Units:** 25 minutes, Mon. through Sat., 1 hour Sunday  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Institutional  
**Number of Artists:** Announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** WPAT, 7 Church St., Paterson 1, N. J.

## Musical Journey

Pleasantly put together with program notes about the places visited musically on the imaginary tour, this half hour show employees records and transcriptions old and new, vocal and instrumental, for a quick Musical Journey here, there, and everywhere around the world.

**Availability:** E. T.  
**Time Units:** 30 minutes  
**Audience Appeal:** Entire family  
**Suggested for:** Sunday afternoon  
**Client Suitability:** All types  
**Number of Artists:** 1 and recordings, ET's  
**Audition Facilities:** Transcriptions  
**Submitted by:** WISH, Board of Trade Bldg., Indianapolis 4, Ind.

## The Music Hall Of Fame

A large orchestra opens and closes this distinguished show—the body of the program features the musical great in accounts of their careers—fabulous stories from musical backstage—and they sing and perform their specialties. Walter Preston is Master of Ceremonies who interviews the artists.

**Availability:** E. T.  
**Time Units:** 15 minutes, Once or twice weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Any time  
**Client Suitability:** General  
**Cost:** Upon request  
**Audition Facilities:** Transcriptions  
**Submitted by:** Ford Bond Radio Productions, Inc., 810 RCA Bldg. West, New York 20, N. Y.

## Music From Hollywood

A Program Format, including opening and closing continuities, specially transcribed theme songs and harp fills, artists' voice tracks and twenty second transcribed courtesy spot plugs. Programs embody tracks from library service.

**Availability:** E. T.  
**Time Units:** Thirty minutes, 5 weekly  
**Audience Appeal:** Female; Male  
**Suggested for:** Morning; Evening  
**Client Suitability:** Department Stores, Institutional, Banks, New Car Dealers  
**Number of Artists:** Four  
**Audition Facilities:** Transcriptions  
**Submitted by:** Capitol Records, Inc., Sunset and Vine, Hollywood 28, California

## My Serenade

A "quality" musical program featuring vocalist Hal Derwin with instrumental features by Frank DeVol and his orchestra. Format includes opening and closing continuity, themes, transcribed voice tracks by Derwin and DeVol and harp theme fills and interludes. Material is from library tracks.

**Availability:** E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning; Evening

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Client Suitability: Cosmetics, Women's Dress Shops  
 Number of Artists: Two  
 Audition Facilities: Transcriptions  
 Submitted by: Capitol Records, Inc., Sunset and Vine, Hollywood 28, California

### The NBC Symphony

Standard symphony literature played by the incomparable NBC Symphony Orchestra.

Availability: Live talent  
 Time Units: 1 hour, 1 weekly  
 Audience Appeal: Male; Female  
 Suggested for: Afternoon  
 Audition Facilities: Transcriptions  
 Submitted by: National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

### New Spanish Trail

Program uses modern Mexican music, tempered for United States and Texas listeners, and is under the direction of Mel Winters. Features Mexican band and songs by Rosita, Latin-American soprano.  
 Availability: Live talent  
 Time Units: 15 or 30 minutes; 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: General  
 Number of Artists: 6  
 Cost: See WOAI rate card plus talent cost  
 Audition Facilities: Transcriptions  
 Submitted by: WOAI, 1031 Navarro St., San Antonio 6, Texas

### Notes To You

The incredible Harry Revel, composer of a hundred hits, writes a song during each broadcast . . . and writes it around four notes which someone from the audience picks at random on the piano. With his lyric writer, who works from a title supplied from the audience, he writes a catchy, lilting hit-tune which the entire orchestra and singer render as the grand finale to "Notes to You." Famous composers will appear as guests.  
 Availability: Live talent  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: General  
 Number of Artists: 18, including orchestra  
 Audition Facilities: Transcriptions  
 Submitted by: Commodore Productions, 1350 N. Highland Ave., Hollywood 28, Calif.

### Helen O'Neill Sings

An early evening musical featuring the lovely voice of Helen O'Neill with the popular tunes of the day . . . backed up by the instrumentals of the Johnny Matthews Quintet . . . who, offering one instrumental each program, give an original arrangement of the most listenable of the hit tunes. These colorful instrumentals, plus the pleasing vocal interpretation of favorite melodies by Helen O'Neill combine into a solid fifteen minutes of early evening, easy-to-relax-by music being received most enthusiastically by listening audience.  
 Availability: Live talent  
 Time Units: 15 minutes, 3 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Any client wishing to reach a large audience  
 Number of Artists: 6  
 Audition Facilities: Transcriptions  
 Submitted by: WBT, Charlotte or Radio Sales, Inc., Wilder Bldg., Charlotte, North Carolina

### Once Over Brightly

Morning program—musical format of popular songs and instrumental features—designed for easy listening by the house-

# MUSICAL

wife as she does her morning housework.  
 Comedy supplied by Dick Perry, MC.  
 Availability: Live talent  
 Time Units: 15 minutes, 5 weekly  
 Audience Appeal: Female  
 Suggested for: Morning

Client Suitability: Household products, personal products appealing to women  
 Number of Artists: 7 plus announcer  
 Cost: See WOAI rate card plus talent cost  
 Audition Facilities: Transcriptions  
 Submitted by: WOAI, 1031 Navarro St., San Antonio 6, Texas

### Once Upon A Tune

This series does on the air something comparable to what Disney does on the screen. Imported from Canada, in less than 90-days, it won impressive press play and all-out audience mail. Crosby of Herald Tribune calls it; "freshest, wittiest radio program heard on the American air in many a long year". Harriet Van Horne says it's "a joy to hear", "a fresh and original idea", "something we need more of." Average three original tunes and lyrics per program.

Availability: Live talent  
 Time Units: 30 minutes, 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Sunday afternoon, Evening  
 Audition Facilities: Transcriptions  
 Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

### Once Upon Our Time

Once Upon Our Time is a dramatic program in which true human interest stories of today and yesterday are related by Jack Kilty in narrative and song.  
 Availability: Live talent  
 Time Units: 15 minutes, 5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Morning  
 Audition Facilities: Transcriptions  
 Submitted by: National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

### On Wings Of Song

Program is arranged for poetry with musical background of organ, piano, and celeste. Includes individual numbers by a girls' trio and violinist.  
 Availability: Live talent  
 Time Units: 30 minutes, 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Best suited for institutional advertising  
 Number of Artists: 7  
 Audition Facilities: Transcriptions  
 Submitted by: WDJB, P.O. Box 150, Roanoke 2, Virginia

### On Stage

Show comes on with band tuning up, background cries of On Stage, tap of baton and overture. Format provides the listener with a mythical stage and a sup-posed seat on the aisle. The first act features variety type of thing with hits and artists from actual shows. The second act, one half hour later, features all selections from one definite show such as "Song of Norway," "Oklahoma," etc. Cooperation with local legitimate theatres makes interview of actual stars possible. Show was designed for local theatre sponsorship in either participating or block segments.  
 Availability: Live talent or E. T.  
 Time Units: 60 minutes, 5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon

Client Suitability: Theatres, record shops, etc.

Number of Artists: 1 and music  
 Cost: Air time  
 Audition Facilities: Transcriptions  
 Submitted by: KROW, 464 19th Street, Oakland 12, Calif.

### Nocturne

Program consists of only quiet, melodious classical music; selections are divided by poetry, with recap of music played (recorded) at middle and end.  
 Availability: Live talent  
 Time Units: 30 minutes weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Record dealers, jewelers, short institutional client  
 Number of Artists: 1  
 Audition Facilities: Transcriptions  
 Submitted by: WBML, Macon, Georgia

### New Artists In Recital

This program features one male, one female vocalist, with male or female instrumental soloist, in recital, supported by a name Hammond Organist, and a different young pianist each week. The established name is in charge of show, and introduces four new names on each program each week. This is a very good outlet for the new artists who pass our audition tests each week.  
 Availability: Live talent  
 Time Units: 30 minutes, 1 weekly  
 Audience Appeal: Male, Female  
 Suggested for: Evening  
 Client Suitability: Household products, food, luxuries, etc.  
 Number of Artists: 5  
 Audition Facilities: Will pipe live talent  
 Submitted by: CFRB, 37 Bloor Street W., Toronto, Canada

### Orchestra Hall

Orchestra Hall originates in the WSRS & WSRS-FM transcription studios and features the best in good music. Program contests will design the bulk of the programs, so that WSRS & WSRS-FM can satisfy all listeners during this prize evening period.  
 Availability: Live talent or E. T.  
 Time Units: 30 minutes, 5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon, Evening  
 Client Suitability: Institutional  
 Number of Artists: 1  
 Cost: On request  
 Audition Facilities: Transcriptions  
 Submitted by: WSRS & WSRS-FM, Radio Center Bldg., Cleveland Heights 18, Ohio

### The Philadelphia Orchestra

Weekly hour of great symphonic music by best-seller of all recording orchestras, under the baton of world-acclaimed Eugene Ormandy and guest conductors like Stravinsky, Walter, Mitropoulos. Brilliant list of guest soloists such as Piatigorsky, List, Serkin. Coast-to-coast favorite with some 15,000,000 music lovers who have paid cash at the box office to hear The Philadelphia Orchestra in concert and on tour.  
 Availability: Live talent  
 Time Units: 1 hour, 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Weekend Afternoon  
 Number of Artists: Conductor, over 100 instrumentalists  
 Audition Facilities: Transcriptions  
 Submitted by: CBS, 485 Madison Avenue, New York 22, N. Y.

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### Pleasure Parade

A lavish transcribed musical show that includes an unusual array of top talent with such stars as Jimmy Wallington, The Glen Miller Modernaires, Paula Kelly, Bob Kennedy (singing star of "Oklahoma") Dick Brown, and Vincent Lopez and the Pleasure Parade Orchestra, featuring favorite selections from stage hits and song hits by today's greatest popular composers, interpreted in a brilliant and sparkling manner.

Availability: E. T.  
Time Units: 15 minutes, 3 or 5 weekly  
Audience Appeal: Entire family  
Suggested for: Anytime  
Client Suitability: Any type  
Number of Artists: 10 and orchestra  
Cost: ET—Based on population  
Audition Facilities: Transcriptions  
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

### Remember July

A half-hour of torchy songs by collegiate star Judy Dvorkin with small band. Intimate program built on the star's personality and heavily promoted with free pinup photos and posters. College atmosphere is emphasized, and program is tailored to student tastes. It has built a devoted local audience.

Availability: Live talent  
Time Units: 30 minutes 1 weekly  
Audience Appeal: College Students  
Suggested for: Evening  
Number of Artists: Singer, announcer, 4 musicians  
Audition Facilities: Transcriptions  
Submitted by: Intercollegiate Broadcasting System, 507 Fifth Avenue, New York 17, N. Y.

### Rose Room

Rose Room is a title derived from the principal performer, Johnny Rose. Johnny sings a very stylized song that is some sort of a combination of scat singing and crooning. Add to that the fact that Johnny can and does converse in the present day teen jargon like a native, and we have a program that is very attractive to high schoolies. Some sort of stylized singing will always have a place in the Shows of Tomorrow.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Juvenile, Female  
Suggested for: Early Evening  
Number of Artists: 1 singer 1 piano  
Audition Facilities: Transcriptions, Will pipe live talent  
Submitted by: WHK, 1311 Terminal Tower, Cleveland 13, Ohio

### Safety Musical

Ten minute show via transcription and records put on at 8:20 to 8:30 every morning Mondays thru Saturdays following five minutes of local newscast. Music selected especially for morning listening, soft and sweet tunes. No hot tunes or jazz used, with safety messages given throughout program.

Availability: Live talent or E. T.  
Time Units: 10 minutes, 2, 3, 5, or 6 weekly  
Audience Appeal: Male, Female  
Suggested for: Morning  
Client Suitability: Something for family to use on male or female selection  
Number of Artists: 1  
Cost: On request  
Audition Facilities: Transcriptions  
Submitted by: WLEU, Commerce Bldg., 12th & State Streets, Erie, Pa.

### Selah Singers

Unusually fine negro quartet with guitar accompaniment just back from successful war-time tours with USO camp shows. The group sings everything from spirit-

# MUSICAL

uals, shout songs, and hymns. To practically everything in popular field. Booked solid throughout territory.

Availability: Live talent or E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: Any client desiring mass appeal  
Number of Artists: 5  
Audition Facilities: Transcriptions  
Submitted by: WPTF, Raleigh, N. C.

### Serenade To A Housewife

Serenade to a Housewife is a program specially beamed to the housewife. Program is composed of music and poetry. Poetry is rendered with a musical background and the music is composed of romantic ballads selected to portray musically the poems on the program. Introduction and sign-off are specially directed to the housewives to lighten the household duties and to kindle romance in their marriage.

Availability: Live talent  
Time Units: 30 minutes, 5 weekly  
Audience Appeal: Female  
Client Suitability: Any type interested in women audience  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: KMAC, National Bank of Commerce Bldg., San Antonio 5, Tex.

### Serenade To America

The NBC Serenade orchestra under the direction of Milton Katims and H. Leopold Spitalny plays the better known classics and more popular semi-classics and accompanies such young stars as Elaine Malbin, Thomas Hayward, Jack Kilty, Lee Sullivan, Irene Jordan, Marjorie Mayer and others in a smooth and relaxing 25 minutes which can easily be expanded to a half hour.

Availability: Live talent  
Time Units: 25 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Audition Facilities: Transcriptions  
Submitted by: National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

### SESAC Transcribed Program Service

This unique program service provides unlimited numbers of pre-built shows in many musical categories — American Folk, Cowboy, Hillbilly & Western, Concert, Hawaiian, Novelty, Religious and Spanish. Each record side contains 7 to 8 selections expertly balanced and paced, recorded as separate cuts. The combination of odd and even numbered cuts on any two record sides produces up to 4 quarter hour shows custom built to suit individual sponsors.

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

### Serenade to Long Island

An hour recorded program of the popular classics featuring music of the greatest artists of all time in selections written

by the great masters of music. For increased listening pleasure the program is presented unannounced.

Availability: E. T.  
Time Units: 60 minutes, 7 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any type client with institutional message  
Submitted by: WHNY, 245 Baldwin Rd., Hempstead, New York

### Sextette From Hunger

Six young men and a friend. That good time Dixie Jazz the group that was voted into the Number One spot in surveys overseas. This show also contains such guest stars as Dale Evans, Anne Jefferys, Martha Tilton, etc.

Availability: E. T.  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon, Evening  
Client Suitability: All types who want a large audience  
Number of Artists: 8  
Cost: Based upon the size of the station and the market  
Audition Facilities: Transcriptions  
Submitted by: C. P. MacGregor Company, 729 South Western Avenue, Hollywood 5, California

### Sincerely, Kenny Baker

Intimate musical, starring America's favorite romantic tenor—singing America's favorite romantic songs, assisted by songstress Donna Dae and the musical accompaniment of Buddy Cole and his men, and Jimmy Wallington as Master of Ceremonies. Presented as personalized musical greetings.

Availability: E. T.  
Time Units: 15 minutes, 1 to 5 weekly  
Audience Appeal: Entire family  
Suggested for: Anytime  
Client Suitability: Any type  
Number of Artists: 6  
Cost: ET—Based on population  
Audition Facilities: Transcriptions  
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

### Singing Keyboards

One of Miami radio's most popular musical programs, Earle Barr Hanson, WIOD musical director, and Clark Fiers, staff organist, combine their talents in four hand renditions of variety music. Requests from listeners are honored, and Anniversaries observed with special efforts. A half-hour of genuine musical merit running the gamut in musical interest from "Pop Goes The Weasel" to symphonic works, including several original compositions by Hanson.

Availability: Live talent  
Time Units 30 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Household appliances, utilities, foodstuffs  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WIOD, 600 Biscayne Blvd., Miami 30, Fla.

### Sing America Sing

Bob Grant and his orchestra dredge the depths of memory dreams of other days and give you a series of fifteen-minute programs full of nostalgic melodies woven into medleys. Each program includes the top melodies of a particular year as far back as 1917. The vocals are sung by headliners Art Gentry, Kay Benton, and Helen Carroll.

Availability: E. T.

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"For New Trends in Radio"

Time Units: 15 minutes, 3 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: All types of clients  
 Number of Artists: Name Leader and Orchestra  
 Submitted by: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

### **The "Hook" Smith Show**

This program showcases the musical talents of "Hook" Smith, brilliant young arranger, orchestra leader, and his orchestra. Featuring arrangements that are musically progressive, yet commercially appealing, the "Hook" Smith orchestra presents a well rounded program of popular music. Also featured is the voice of JoAnn Tice, newcomer, who promises to some day invade the ranks of Stafford, Shore and Whiting. This is a 15-minute ET package show.

Availability: E. T.  
 Time Units: 15 minutes, as desired  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: Readily adaptable for any client or product  
 Number of Artists: 8  
 Cost: On request  
 Audition Facilities: Transcriptions  
 Submitted by: Hagan, Meredith and Ryan Agency, WLBR, Lebanon, Pennsylvania

### **Songs Of Good Cheer**

A musical show with a galaxy of gorgeous voices. The program includes carefully selected tunes from famous operettas and from the pens of Victor Herbert, Gershwin, Cole Porter, Friml, Romberg and others presented by the Songs of Good Cheer chorus and arranged by that brilliant young composer-arranger Gerald Allaire Sears. Vladimir Silensky conducts. Program narrated by Larry Elliott. Cast also features Willard Young, Lydia Summers, Mary and Henry Shoppe, Philip Dusey, Stanley Carlson and others.

Availability: E. T.  
 Time Units: 15 minutes, 3 or 5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Any time  
 Client Suitability: Any type  
 Number of Artists: 15  
 Cost: ET—Based on population  
 Audition Facilities: Transcriptions  
 Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

### **Songs For You**

The finest tenor in Western New York is Art Steffen. His experience includes both NBC and name band experience. Steffen, plus a piano duo make up the format of Songs For You. Pianists are Gene Zacher, WHAM Musical Director and Syl Novelli, pianist-composer. Music is both old and new. The old favorites for reminiscing and the current hits for modern appeal. This is easy listening with wide audience acceptance.

Availability: Live talent  
 Time Units: Quarter hour, 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Early Evening  
 Client Suitability: All types who want a large audience  
 Number of Artists: 3 and announcer  
 Cost: On request  
 Audition Facilities: Transcriptions  
 Submitted by: WHAM, Sheraton Hotel, Rochester 4, New York

### **The Song Traveller**

Tom Glazer and his guitar recall some of the favorite folk songs and legends of the different corners of the United States. Each of these songs and stories form part of the heritage of America and in many cases provided the background for books by Mark Twain, Bret Harte,

## **MUSICAL**

Nathaniel Hawthorne, James Fenimore Cooper and other famous American writers. Stories are told by the "Old-timer" and Tom Glazer sings the ballads.  
 Availability: Live talent or E. T.  
 Time Units: 15 minutes, 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon  
 Client Suitability: Any firm appealing to a sophisticated, higher income audience  
 Number of Artists: 2  
 Audition Facilities: Transcriptions  
 Submitted by: Gainsborough Associates, 507 Fifth Avenue-Suite 1200, New York 17, N. Y.

### **Song Shop**

A half-hour of recorded music chosen for the housewife to fit her early morning moods. Listener is taken in imagination to an imaginary record shop and from the shelves the tunes are presented. Light chatter, kept to a minimum, is used and the musical accent is sweet and instrumental. Program follows a "Homemaker's Program" and the advantage is taken of the feminine audience built up.  
 Availability: E. T.

Time Units: 30 minutes, 5 weekly  
 Audience Appeal: Female  
 Suggested for: Morning  
 Client Suitability: Program suitable for participation announcements or sponsor selling to women  
 Audition Facilities: Transcriptions  
 Submitted by: WCLO, Gazette Building, Janesville, Wisconsin

### **Song Of The Day**

After playing a selected recording, which is the song of the day, phone numbers, selected at random, are called by means of a studio phone, a genial Emcee asks the one called to identify the song. If he can do it, he is awarded a nice merchandise prize. A consolation prize is awarded him if he is unable to guess it. Popular music is used for fill.  
 Availability: Live talent or E. T.

Time Units: 15 minutes, 5 or 6 weekly  
 Audience Appeal: Entire family  
 Suggested for: Morning, Afternoon, Evening  
 Client Suitability: Jewelry store, clothing store

Number of Artists: 1  
 Cost: On request  
 Audition Facilities: Transcriptions  
 Submitted by: WNOE, St Charles Hotel, New Orleans, La.

### **Spotlight Song**

A five minute show, featuring one hit of the week, and the daily Spotlight Song Award, a merchandise give-away from the sponsor of the day. Winners are picked from local directory. Sponsor gets one minute commercial at opening and closing of show. Spotlight Song follows "Kenny Baker Show" and gets large mid-morning listening audience.

Availability: Live talent or E. T.  
 Time Units: 5 minutes, 5 weekly  
 Audience Appeal: Female  
 Suggested for: Morning  
 Number of Artists Employed: Announcer  
 Cost: Regular rates  
 Audition Facilities: Transcriptions  
 Submitted By: KFRO, Box 792, Longview, Texas

### **Speaking of Music**

3:00-3:55 p.m. Monday through Saturday. Producer-Writer, Pierson Underwood, WQQW music director. Show is symphonic in nature. Ties in with the musical organizations in Washington and through-

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out the country. Features news of musical organizations and interviews with outstanding musical personalities when they come to town for personal appearances. Show has been cited by National Symphony Orchestra for its work in promoting musical interests.

Availability: E. T.  
Time Units: 55 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Record Store, Bank or Department Store interested in institutional advertising  
Audition Facilities: Transcriptions  
Submitted By: WQQW, 2627 Conn. Ave., N. W., Washington 8, D. C.

## Songs Of Cheer And Comfort

Richard Maxwell in gospel songs and hymns, plus down-to-earth philosophy which has made Dick Maxwell one of the best loved personalities in radio. Maxwell was rated 13th most popular artist in the entire country, in a 40-city poll conducted by the New York Daily News. One hundred seventy-six Richard Maxwell Clubs have been formed in 21 states. This recorded series now being used by bakers, drug stores, insurance company, jewelers, memorial parks, morticians, retail stores, and others. Adaptable for use by any sponsor. Each show allows for opening, middle and closing commercials. Fifty-two episodes.

Availability: E. T.  
Time Units: 15 minutes, 1, 2 or more weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon; Evening  
Client Suitability: Any type  
Number of Artists: 2

Cost: Based on market, station  
Audition Facilities: Transcriptions  
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston Street, Boston 16, Mass.

## Songs To Remember

Trio with quartette background. Nostalgic tunes of yesterday. Popular instrumental guitar, accordion and bass. Sweet sister team. Novelty numbers and answering of audience requests. Popular in the area for public appearances.  
Availability: Live talent  
Time Units: 15 minutes, 3 weekly  
Audience Appeal: Entire family  
Suggested for: Morning, Afternoon  
Client Suitability: General  
Number of Artists Employed: 7  
Audition Facilities: Transcriptions  
Submitted By: WOWO, Fort Wayne, Indiana 2, Ind.

## Sons Of The Pioneers

Fifteen-minute five a week transcribed musical series starring Bob Nolan, Tim Spencer and all the Sons of the Pioneers. This particular group has made over 100 movies and have been radio headliners for 15 years. In addition to their own coast to coast network shows for Goodyear, Dr. Pepper, Camel Cigarettes and Alka-Seltzer, they have been guests on the programs of Charlie McCarthy, Jack Benny, Kate Smith and Bing Crosby. This is a brand new series. 260 programs. Available three or five time-per-week basis. Produced by Teleways Radio Productions, Inc., Send for free audition platters.

Availability: E. T.  
Time Units: 15 minutes, 3, 4 or 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning, Afternoon, Evening

Client Suitability: Any type client (no beer or alcoholic beverages)

Number of Artists Employed: 8  
Cost: Based on station rate card  
Audition Facilities: Transcriptions  
Submitted By: Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

## Sweethearts Of Song

Featuring a soprano, tenor, and pianist, this show tells the story of two famous sweethearts of song in words and music. These sweethearts are either fictitious personages—such as the principals of operettas—or real life characters whose love story can be told by a series of dramatic scenes, each climaxed by a solo, duet, or piano solo. For instance the lyrical lovers on the opening program were Charles and Marianne of Romberg's "New Moon".  
Availability: E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Sunday afternoon, Evening

Client Suitability: General-Institutional  
Number of Artists Employed: 4 (including narrator)  
Audition Facilities: Transcriptions  
Submitted By: KINY, Decker Building, Juneau, Alaska

## Sunday Down South

Program features glee clubs, choirs, soloists, personalities from the churches and colleges of East Tennessee. Different artists invited each week, appear without cost, and program eulogizes the particular school or church represented. Special feature is a brief talk on home making, i.e. decorating, gardening, choosing furniture, etc. Theme of program is "Church, Home, School—Their effect on the family." Mostly religious music, but occasional standard or semi-classic.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family

Suggested for: Afternoon  
Client Suitability: Institutional only; furniture store, bakery, banks  
Number of Artists Employed: Writer, Announcer, Producer  
Audition Facilities: Transcriptions  
Submitted By: WNOX, 110 S. Gay Street, Knoxville, Tennessee

## Sundown Serenade

This show, programmed variously with light classical tunes, ballads, etc., has the popular revelry appeal. The continuity has a poetic philosophical quality.  
Availability: E. T.  
Time Units: 15 minutes, 6 weekly  
Audience Appeal: Female and Entire family. Afternoon, evening  
Suggested for: Afternoon; evening  
Client Suitability: Institutional and local sponsorship  
Audition Facilities: Transcriptions  
Submitted By: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

## Sunrise Salute

This show is programmed with eye-opener music and continuity. It is a salute to the American way of life . . . dedicated to the dramatic happenings which make up the business of everyday living.  
Availability: E. T.  
Time Units: 15 minutes, 7 weekly  
Audience Appeal: Juvenile, Entire family  
Suggested for: Morning  
Client Suitability: Institutional and local sponsorship  
Audition Facilities: Transcriptions  
Submitted By: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

## Sunset And Vine

A musical potpourri of nationally known vocal and instrumental artists. Format includes opening and closing continuity, themes, transcribed courtesy spot announcements of 15 seconds duration. Programs prepared from transcription library tracks.



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**Availability:** E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon; Evening  
**Client Suitability:** Used Car Dealers, Chain Stores, Furniture Dealers  
**Number of Artists:** Four  
**Audition Facilities:** Transcriptions  
**Submitted by:** Capitol Records, Inc., Sunset and Vine, Hollywood 28, California

### Sunnyside Review

Big time talent musical revue featuring Keith Wildeson's Orchestra. The Twelve Harmonaires, Jack Brown—Bari-tone, Sylvia—her songs and her piano. A made to order show with a total of 100 selections by these star performers. Complete with 52 scripts.

**Availability:** E. T.  
**Time Units:** 15 minutes, 7 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon, Evening  
**Client Suitability:** All types  
**Number of Artists Employed:** 28 (including Orchestra)  
**Audition Facilities:** Transcriptions  
**Submitted By:** WLW Promotions, Inc., Transcription Division, Crosley Square Cincinnati 2, Ohio

### Supper Session

A smart sweet and swing combo featuring the Henry Pildner sextet. Music specially arranged by Howard Wellman, ex-Tommy Tucker top arranger. High spots include Pildner piano solos with station musical director strong on original transcriptions of all time American standards plus vocal offerings of Betty Allen, a topnotcher. Combo musicians well qualified and often used on solo runs. Script by James Orgill with well spaced commentary on fields of music and entertainment.

**Availability:** Live talent  
**Time Units:** 30 minutes, 5 weekly  
**Audience Appeal:** Entire family

**Suggested for:** Evening  
**Client Suitability:** Any  
**Number of Artists Employed:** 6 musicians, vocalist, emcee and writer  
**Audition Facilities:** Transcriptions  
**Submitted By:** WGAR, Hotel Statler, Cleveland 14, Ohio

### Swanee Quintet

Five colored boys, re-creating the harmonies of the old south; singing spirituals, old-time melodies, and pop tunes, in a smooth, rhythmic manner attainable to those of their race only. The Quintet has developed a different and unique style, and the quality of their arrangements is exceptionally good. Program is announced by John Vance who weaves into his delivery, nostalgic stories of the southland our grandfathers knew.

**Availability:** Live talent and E. T.  
**Time Units:** 15 minutes, 3 weekly; could be increased  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type appealing to heads of homes, or entire family units.  
**Number of Artists Employed:** 7  
**Audition Facilities:** Transcriptions  
**Submitted By:** WGAC, Corner 7th and Broad Streets, Augusta, Ga.

### Talk Of The Town

Romantic tenor with organ, featured guest who is in the news and who is the "talk of the town."

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Female  
**Suggested for:** Evening  
**Client Suitability:** Currently sponsored by jewelry concern  
**Number of Artists:** 3  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSB, Atlanta, Ga.

### Three Suns And A Starlet

One of America's greatest trios, The Three Suns, will really set your toes tap-

## MUSICAL

ping with their rhythmic melodies—features vocals by Artie Dunn at the Hammond, Al Nevin's electric guitar, and Morty Nevins' accordion—it's music that really gives you a lift—arrangements that are entirely different. The trio also boasts of three lovely song stylists—Nan Wynn, Dorothy Claire and Irene Daye—For a sparkling show of music and song it's The Three Suns And A Starlet.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon; Evening  
**Client Suitability:** General  
**Number of Artists:** 5  
**Cost:** Syndicated for low cost  
**Audition Facilities:** Transcriptions  
**Submitted by:** NBC Radio-Recording Division, National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

### The Three Suns Shine

The most popular musical group on the air today, Al and Morty Nevins and Artie Dunn, combined with Betty Harris, sultry chanteuse, in a new and unique program of exciting and extraordinary music.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Number of Artists:** 4  
**Audition Facilities:** Transcriptions  
**Submitted by:** National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

### Tones At Twilight

A p r and e t show, presenting music on the lighter side, the romantic side, show tunes, etc. It is devised and presented by Robert ("Bob") Ellsworth of

the WSPR announcing staff. It offers very listenable music for the accompaniment of dinner, and is widely listened to by folks in the WSPR service area during their evening meals.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** The client who wishes to get a message to the family circle in a manner which will not ruffle the calm of a group seated at dinner.  
**Number of Artists Employed:** 1  
**Cost:** Station time, plus talent fee, plus AFRA announcer's fee, plus ASCAP license fee  
**Audition Facilities:** Transcriptions  
**Submitted By:** WSPR, 63 Chestnut St., Springfield 5, Mass.

### Tic-Toc Time

Instrumental group; Hammond organ, piano, guitar, bass, accordion and drums supplemented with male and female vocalist on alternate days. Program also features swing groups "The Three Dukes" composed of piano, guitar and bass.

Unusual and distinctive arrangements have made this staff group one of the outstanding musical groups in Buffalo. Featured on MBS with Buffalo—WEER as feed-point.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon, Evening  
**Client Suitability:** Any client desiring an excellent live-talent show  
**Number of Artists Employed:** 8  
**Audition Facilities:** Transcriptions  
**Submitted By:** WEER, 23 North St., Buffalo 2, N. Y.

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## MUSICAL

### There's Music In the Air

This program fills a definite need for smooth, easy listening music. It is designed particularly for housewives who might seek a bit of relaxation just before preparing dinner. The basic music is of the much-in-demand popular concert type interspersed with two choral groups singing popular melodies, scintillating piano work, and novelties by large semi-classic orchestras.

Availability: E. T.  
Time Units: 30 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Late afternoon  
Client Suitability: Anything women would buy  
Audition Facilities: Transcriptions  
Submitted By: WHK, 1311 Terminal Tower, Cleveland 13, Ohio

### The "1370 Club"

A musical request program, where only members may request tunes. Membership is invited of all listeners, and membership-cards are sent out. Show opens with theme (Sunny Side of Street), then a new release, then the "Musical Memory Quiz", where members phone in correct answer. Rest of program taken up with chatter and request tunes. "Abercrombie", the talking horse who wants to become an announcer fills in with comedy.

Availability: Live talent and E. T.  
Time Units: 30 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: A client who wants to reach a large membership that's faithful to the program, and who has something to sell the entire family wants.

Number of Artists Employed: Announcer  
Cost: Regular rate  
Audition Facilities: Transcriptions  
Submitted By: KFRO, Box 792, Longview, Texas.

### Syncopators

Three Suns combination with bass added and popular male vocalist. Very highly rated, fast moving show, with arrangements specially written for combo, and current vocals featured.

Availability: Live talent or E. T.  
Time Units: 30 minutes  
Audience Appeal: Entire family  
Suggested for: Afternoon, Evening  
Client Suitability: Any products  
Number of Artists Employed: 5  
Audition Facilities: Will pipe live talent  
Submitted By: CFRB, 37 Bloor Street W. Toronto, Canada.

### The Lee Sweetland Show

A new musical show starring Lee Sweetland, young American baritone, in an unusual musical production. The three major instrumental groupings are strings, reeds and brasses. The orchestra of 26 men, and soloist will feature familiar melodies which throughout the years have earned constant popularity and some of the new favorites.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Audition Facilities: Transcriptions  
Submitted By: American Broadcasting Company, 30 Rockefeller Plaza, N.Y. 20, N.Y.

### WACE Children's Concert Hour Of The Air

A music appreciation program for children from the elementary grades. Recorded classical music with narration

by two children chosen for each program. Following the music, a discussion is held on the music presented.

Availability: E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Saturday Morning  
Client Suitability: Banks, Insurance Company, Utility Co.  
Number of Artists Employed: 3  
Audition Facilities: Transcriptions  
Submitted By: WACE, Chicopee, Mass.

### Two Thirty Visit (Hoosier Visit)

Dick Fansler, well-known vocalist and MC with the backing of the Rhythm Makers and Jimmy Boyer gives with Hoosier facts and philosophy tempered with smooth delivery of popular favorites old and new in a pleasing quarter hour aimed at his vast Hoosier Audience . . . Instrumentals by the group round out an "easy listening" quarter hour of songs, information, and music.

Availability: Live talent  
Time Units: 15 minutes, 3 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Hoosier products or national with good Indiana distribution.

Number of Artists Employed: 4  
Audition Facilities: Transcriptions  
Submitted By: WISH, Board of Trade Bldg., Indianapolis 4, Ind.

### Two Pauls

Pianist (Paul Peletier) and M. C. (Paul Monson) carry on a lively dialogue around specially-arranged piano numbers. Music is of the familiar type, and

the dialogue is designed to build an atmosphere of good-natured informality. Mail pull is by means of title-guessing contests.

Availability: Live talent  
Audience Appeal: Female  
Time Units: 15 minutes, 1 to 5 weekly  
Suggested for: Afternoon  
Client Suitability: All types  
Number of Artists Employed: 2  
Audition Facilities: Transcriptions  
Submitted By: WMAS, Hotel Charles, Springfield 3, Mass.

### Treasure Chest

Recorded music, followed by studio phone calls (numbers selected from phone book at random). Dollar bills given for mere answering of phone. Merchandise prizes given if certain questions are answered. A master question accumulates cash or merchandise daily until answered.

Availability: E. T.  
Time Units: 15 or 30 minutes, 5 or 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning, Afternoon, Evening  
Client Suitability: Department stores, clothing stores, jewelry stores  
Number of Artists Employed: 1 or 2  
Cost: On request  
Audition Facilities: Transcriptions  
Submitted By: WNOE, St. Charles Hotel, New Orleans, La.

### Venus

An outstanding program in search of the most beautiful girl in the world. Featuring headline stars with the music of Raymon Littee and his Continental Orchestra. Written by the well known John Fleming. . . Every Show is a salute to a different nation with authentic music of that country.

Availability: Live talent; E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family



Suggested for: Evening  
 Client Suitability: Cosmetics, watches, travel, etc., coffee  
 Number of Artists: 4-5 plus band  
 Audition Facilities: Will pipe live talent  
 Submitted by: V. S. Becker Advertising Service, 562 Fifth Avenue, New York 19, New York

### WGH Chorus

Station chorus of 40-voices, singing classic, semi-classic and novelty numbers, interwoven by narrator with poetry and philosophy.

Availability: Live talent  
 Time Units: 30 minutes, 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Number of Artists Employed: Narrator, Chorus of 40 voices, director.  
 Audition Facilities: Transcriptions  
 Submitted By: WGH, 500 Portlock Bldg., Norfolk 10, Virginia

### Western Echoes

Western Echoes, a nightly quarter-hour show with a ready made audience, featuring the distinctive music of "The Rhythm Riders," four talented young artists whose entertaining and unusual arrangements of western favorites have headlined coast-to-coast network radio. It's music of the west in a perfect blend of instruments and voices that creates a following of all who love fine music.

Availability: Live talent  
 Time Units: 15 minutes, 5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Client Suitability: All Types  
 Number of Artists Employed: 4  
 Cost: Upon request  
 Audition Facilities: Transcriptions  
 Submitted By: KMBC, Pickwick Hotel, Kansas City 6, Missouri

### Jack Wells And The Midwesterners

Jack Wells, pianist and vocalist formerly with Anson Weeks and Herbie

Kay, is accompanied by Hammond Organ, Electric Guitar and Clarinet in a noon-time program of popular songs. His pleasant chatter helps to make his delightful music still more enjoyable. Mostly on the romantic side, his songs have an especial appeal for feminine listeners.

Availability: Live talent  
 Time Units: 15 minutes, 5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Afternoon  
 Client Suitability: Soap, Food Products, or other household items  
 Number of Artists Employed: 4  
 Audition Facilities: Transcriptions  
 Submitted By: KFAB, Omaha 2, Nebraska and Lincoln 1, Nebraska

### Walsh's Wax Works

Ulysses James Walsh is a name to reckon with in the record collecting field. He is regarded by many collectors as the nation's foremost authority in this esoteric but highly popular (to the general public) hobby. Walsh is master of ceremonies, parading his "Wax Works" to a fascinated audience. Program is three years old and over that period of time has brought WLSL listeners thousands of interesting facts about old recording stars and the discs they made. Walsh conducts the record department in "Hobbies" magazine.

Availability: Live talent and E. T.  
 Time Units: 30 minutes, 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Number of Artists Employed: 2  
 Cost: Upon request  
 Audition Facilities: Transcriptions  
 Submitted By: WLSL, Shenandoah Life Building, Roanoke, Virginia

### Jimmy Wakely's Western Song Parade

A transcribed custom made western musical treat starring Jimmy Wakely and his orchestra, and featuring the Sunshine Girls Trio, instrumentalists and vo-

# MUSICAL

calists. Jimmy Wakely, star of Monogram Pictures, Capital Recordings, and rodeo favorite, has been acclaimed 1947's outstanding Western Song Stylist. Now being offered as a radio "package" for all markets.

Availability: E. T.  
 Time Units: 15 minutes  
 Audience Appeal: Entire family  
 Suggested for: Morning, Afternoon, Evening  
 Client Suitability: General  
 Submitted by: Selected Radio Features, 1583 Cross Roads of the World, Hollywood 28, Calif.

### Waitin' For Clayton (Patti Clayton Show)

Patti Clayton, the original Chiquita who made the banana commercial a hit pop tune, here sings old and new songs to taste of all kinds of listeners. Highlight: each week one living composer of all-time favorites personally selects three tunes for the show. Variety calls it "neatly groomed . . . and a little above room temperature, cozy and intimate." 23-piece orchestra. Guests.

Availability: Live talent  
 Time Units: 15-30 minutes, 1 weekly  
 Audience Appeal: Entire family  
 Suggested for: Evening  
 Audition Facilities: Transcriptions  
 Submitted By: CBS, 485 Madison Ave., New York 22, N. Y.

### The Fred Waring Show

Fred Waring and his 60 Pennsylvanians sing and play in the unique format which has been overwhelmingly successful many years and for many clients.

Availability: Live talent  
 Time Units: 30 minutes, 5 weekly  
 Audience Appeal: Entire family

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

### Your Gospel Singer

Edward MacHugh, network star, sings hymns in his own inimitable way and reads poems and offers friendly philosophy. Mr. MacHugh is one of the outstanding singers of hymns in America. To sponsor the Gospel Singer is to inherit a vast loyal audience that will support the sponsor's product. Hymn books, especially prepared by Mr. MacHugh, are available at a low cost.

Availability: E. T.  
 Time Units: 15 minutes, 5 weekly  
 Audience Appeal: Entire family  
 Suggested for: Morning; Afternoon; Evening  
 Client Suitability — Foods; Utility Companies; Drugs; Retail Merchants  
 Number of Artists: 3  
 Cost: Based on population  
 Audition Facilities: Transcriptions  
 Submitted by: Harry S. Goodman Radio Productions, 19 E. 53rd Street, New York 22, N. Y.

### Your Hymn For The Day

Gene Baker, one of radio's outstanding singer-narrators, sings America's most familiar hymns with organ accompaniment by Irma Glen. Each hymn is highlighted by a brief sermonette, a religious poem in keeping with the spirit of the hymn, and a "thought for the day." Special holiday programs are provided. Your Hymn for the Day—beautifully different in its presentation, features 65 of our most cherished hymns.

Availability: E. T.

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# MUSICAL

**Time Units:** 5 minutes, 3 or 5 weekly.  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon, Evening  
**Number of Artists Employed:** 2  
**Audition Facilities:** Transcriptions  
**Submitted By:** Transcription Sales, Inc.,  
 117 West High Street, Springfield,  
 Ohio

## Your Box At The Opera

Your Box At The Opera features recordings by the greatest voices of all time—selected by Robert E. Smith from his personal library of over 10,000 records—one of the very finest collections in the world some very rare, and some never before heard in this country. Mr. Smith is the commentator . . . sets the scene of the aria . . . gives interesting notes and anecdotes regarding performer. Special feature is the "mystery record"—WTIC awarding an album of choice operatic recordings to listener identifying singer and commenting thereon.  
**Availability:** Live talent and E. T.  
**Time units:** 30 minutes, once weekly.  
**Audience appeal:** Entire family  
**Suggested for:** Sunday Afternoon  
**Client Suitability:** Any product that can be done with dignity and mature appeal

**Number of Artists Employed:** 1  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted By:** WTIC, 26 Grove St., Hartford 15, Conn.

## The Barry Wood Show

Super smooth musical entertainment with Barry Wood, top singing star, available for local and regional sponsors. Barry Wood is featured as the singing host, plus Margaret Whiting, one of nation's leading female vocalists. The

Melody Maids and the silken strings orchestra under the direction of Henry Sylvan. 15 or 30-minute program.  
**Availability:** E. T.

**Time Units:** 15 minutes, 3 or 5 weekly.  
**Audience Appeal:** Entire family  
**Suggested for:** Any time  
**Client Suitability:** Any Type  
**Number of Artists Employed:** 6 and music  
**Cost:** E. T.—Based on population  
**Audition Facilities:** Transcriptions  
**Submitted By:** Frederic W. Ziv Company,  
 1529 Madison Road, Cincinnati 6,  
 Ohio

## With Reimer Reason

Tom Reimer selects the lighter stories in the news, and ties them to appropriate music. Designed for simple, pleasant listening, and aiming to leave a smile. A casual program with a homey feeling.  
**Availability:** Live talent  
**Time Units:** Half hour or quarter hour 5 weekly

**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Not restricted  
**Number of Artists Employed:** 1  
**Audition Facilities:** Transcriptions  
**Submitted By:** WFRP, Savannah, Georgia

## Wings Of Song

Emile Cote, a tradition in American Choral music, directs his sixteen voice choral ensemble, The Serenaders, to new achievements in this universally appealing fifteen minute series. Wings Of Song. In Wings Of Song—the Serenaders have found that the music which America loves best—in Cote's own sparkling arrangements. Your musical host is Warren Sweeney (narrator for the New York Philharmonic). Production is by Roland Martini, producer of the Pet Milk Saturday Night Serenade.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1, 2, 3, 4 or 5  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types who want a prestige program  
**Number of Artists Employed:** 18 and music  
**Audition Facilities:** Transcriptions  
**Submitted By:** Transcription Sales, Inc.,  
 117 West High Street, Springfield,  
 Ohio

## Whoopee John

Whoopee John arrangements are devised to amplify the appeal of folk music. The novelty treatment is never overdone. Connoisseurs agree that Whoopee's style is entirely different from that of any other player of old-time popular music and one which he has made peculiarly his own. Whoopee says "We play what they want to hear the way they like to hear it." And by radio, record and jukebox testimony, he's right. He's the "Poor man's Cugat". Sundays 1-1:30.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any type for a large audience  
**Number of Artists Employed:** 10  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted By:** WTCN, Wesley Temple Bldg., Minneapolis 4, Minnesota

## Kathryn Wood Show

Vocalist—classic and semi-classic. Violin soloist and accompanist. Pianist. Woven together with notes about musical selections and the composers.  
**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly.  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Number of Artists Employed:** 4  
**Audition Facilities:** Transcriptions  
**Submitted By:** WGH, 500 Portlock Building, Norfolk 10, Virginia.

## Pick Of The Platters

A daily review of the tunes Charlotte is playing and singing. Ten of Charlotte's favorite musical hits, recorded and transcribed by the nation's top talent. Here are the songs Charlotte's been buying at their local music stores and playing on juke boxes, the tunes most people write in and ask to be played. Popular tunes with old favorites are played Mondays thru Thursdays, on Fridays the ten top tunes of the week as chosen by Charlotte are played. These top tunes are determined by calling music stores.  
**Availability:** Live talent  
**Time Units:** 30 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Department stores merchandise  
**Number of Artists:** Announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** WAYS, 120 E. Third St., Charlotte 2, N. C.

## Melodies That Endure

Syndicated program featuring Jimmy Nolan, singing star of Earl Carroll's "Vanities" in Hollywood. Fifteen minute program of memory music by Nolan with Hammond electric organ accompaniment.  
**Availability:** E. T.  
**Time Units:** 15 minutes, 1 to 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 3  
**Cost:** Depends on market

**Audition Facilities:** Transcriptions  
**Submitted by:** Hal Wilson Radio Productions, 6000 Sunset Blvd., Hollywood 28, Calif.

## Louise Massey And The Westerners

156—15 minute programs. Musical with Curt Massey and Louise Massey as soloists; also instrumental including piano, celeste, flute, guitar, uke, violin and accordion. Also combines quintet in soft ballad standards with good current pop tunes.

**Availability:** E. T.  
**Time Units:** 156—15 minutes, 3 or 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon; Evening  
**Client Suitability:** All types  
**Number of Artists:** 5  
**Cost:** Varies  
**Submitted by:** Morton Radio Productions, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

## Magic Of Music

Something new in a musical variety show with equal accent on music, comedy and drama. It has style, class and originality. It will make a great institutional show. For its basic theme is one to interest everyone and all the commercials will be tied into that theme smoothly.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any product  
**Number of Artists:** MC, orchestra and participants  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Art Henley, 88-04 63rd Dr., Forest Hills, N. Y.

## Melodies That Endure

Featuring "Jimmie Nolan, golden voice tenor with Wes Tourtelotte at the organ and narrated by Bob Pursell. Melodies that Endure is a "must" for all stations. Smooth vocals, melodious organ and dreamy narration. Melodies from the past. Melodies that you'll hum and whistle all day long.  
**Availability:** E. T.  
**Time Units:** 85 available with three per week, any number of times weekly  
**Audience Appeal:** Entire family  
**Client Suitability:** Any  
**Number of Artists:** 3  
**Audition Facilities:** Transcriptions  
**Submitted by:** Exclusive Radio Features Co., Ltd., 14 McCaul St., Toronto, Ont., Canada

## Jack Parker Sings

Jack Parker has been singing to America's radio listeners since 1921, the appeal of his voice today is the same as in the days when he was a favorite of pioneer broadcasting and phonograph records. His voice has been released from hundreds of stations before the networks were organized, and since on three networks, transcriptions, recordings and on the screen. Parker introduced the "confidential type" of singing on radio and copied by hundreds of singers since 1921.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1 to 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Any type of product  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** Blue Ribbon Radio Productions, Box 2222, Hollywood 28, California

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# "MUSICAL MYSTERIES"

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## A Talk With The Listener

Commentator-Producer, Paul Martin, WQQW Program Director. Once a week, Saturday, 4:45 to 5:00 p.m. Chatter about the trade and interviews with trade personalities. Show has recently featured Bill Bailey of the FM Association; Lee Hart of NAB, co-author of "Radio for Retailers"; Charles Kelley of the local Television outlet. Also discusses station policy, program changes, announcer's boners and it is filled with anecdotes "behind the mike."

Availability: Live talent  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Male; female  
Suggested for: Afternoon; Evening  
Client Suitability: Higher priced men's clothing store or broadcasting school  
Audition Facilities: Transcriptions  
Submitted by: WQQW, 2627 Connecticut Ave., N. W., Washington 8, D. C.

## Authors In Person

In each program (daytime or evening) a prominent author reads excerpts of his own work. The author and the work selected are especially chosen for their suitability to the public relations requirements of the sponsor. Show is arranged in 13-week units. Four or five selected authors would be presented in rotation during each 13-week period.  
Availability: E. T.

Time Units: 5 minutes, at sponsor's pleasure

Audience Appeal: Entire family  
Suggested for: Afternoon; evening  
Client Suitability: Insurance companies and institutional advertisers

Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: Gordon M. Day Advertising Service, 145 East 53rd St., New York 22, N. Y.

## This Amazing World

New—Five minutes of stimulating entertainment with a genuine universal appeal. 260 shows in series. Odd stories. . . Strange customs . . . Little known historical facts. . . Narrated to captivate the imagination of young and old in Charles Garland's dramatically interesting manner. Available three or five times weekly. Produced by Teleways Radio Productions, Inc. Send for free audition platters. A brand new series.

Availability: E. T.  
Time Units: 5 minutes, 3 or 5 weekly  
Suggested for: Morning, Afternoon, Evening

Client Suitability: Any type  
Number of Artists: 3  
Cost: Very inexpensive based on station rate card

Audition Facilities: Transcriptions  
Submitted by: Teleways Radio Productions, 8948 Sunset Blvd., Hollywood 46, Calif.

## Behind The Scenes

Knox Manning who narrated the Oscar winning "Hitler Lives" in 1945 and who has 500 movie credits takes you "Behind the Scenes," a five minute human interest series. The story gems behind the careers or personal lives of the great and near-great. Knute Rockne once boxed with Dwight D. Eisenhower. They were youngsters then, and the story had never been told—until Manning poured it out. He has a million like that in Behind the Scenes.

Availability: E. T.  
Time Units: 5 minutes, 5 weekly  
Suggested for: Late Afternoon or Evening

Client Suitability: Any client who wants a large listening audience  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: Hamilton-Whitney Productions, 435 S. La Cienega, Los Angeles 36, Calif.

## Birmingham Swap Shop

Local women bring items to swap. Swappers chosen by number. Ladies chosen have choice of anything they see in audience. Swap is made on air. Prize given to each lady who swaps. . . prize given to best swapper . . . and number drawn for grand prize. Takes a clever emcee (which we have). Idea is copyrighted by Bob Leach of our staff.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Some product the housewife uses every day. Jams, soaps, etc.

Number of Artists: 3  
Audition Facilities: Transcriptions  
Submitted by: WTNB, Box 1248, Birmingham, Alabama

## The Calendar Of Character

"The Calendar of Character" is conducted by Helene Graham, who possesses the unique ability of analysing people and their characteristics. She does this with only the knowledge of the person's month of birth. This ability must not be confused with popular "horoscopes" or astrology. "The Calendar of Character" invites listener's queries concerning character analysis (Mail-Pull!), discusses characteristics of people born during the month under discussion, and gives helpful instructions for every listener.

Availability: Live talent  
Time Units: 15 minutes, 1, 2 or 3 weekly  
Audience Appeal: Entire Family  
Suggested for: Sunday Afternoon; evening  
Client Suitability: All types who want a large audience

Number of Artists: 1 plus announcer  
Audition Facilities: Transcriptions  
Submitted by: WFBR, 10 East North Avenue, Baltimore 2, Md.

## Dream Street

Program features poetic readings with transcribed or recorded music. The readings are of the romantic type and are by Will Morrill who has gained a large audience in this area through this type of work. Music chosen points up the romantic theme and the program at present is running 10 minutes nightly—7 nights a week. "Dream Street" is probably going to longer periods shortly—but sponsor could use any time segment desired with ten minutes minimum. An excellent late in the night program.

Availability: Live Talent, E. T.  
Time Units: 10, 15 or 25 minutes, 7 weekly  
Audience Appeal: Male, Female  
Suggested for: Evening

Client Suitability: All except juvenile  
Number of Artists: 1 with transcriptions and recordings  
Audition Facilities: Transcriptions  
Submitted by: WCAU, 1622 Chestnut St., Phila. 3, Penna.

## Fact And Fallacy

Strange stories dramatized with sound effects and music, narrated by Jack Rourke. Such thought provoking stories as "The Man Who Became Queen of England," "The Girl Who Turned Into a Hyena," "The Horse that swam Under

Water," "The Wolf Who Raised Two Human Children," and all sorts of stories long and short of general appeal.  
Availability: Live Talent, E. T.  
Time Units: 15 minutes, 3 or 5 weekly  
Audience Appeal: Entire Family  
Suggested for: Morning, Afternoon, Evening

Client Suitability: General  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: Jack Rourke Productions, 6330 Hollywood Blvd., Hollywood 28, Calif.

## The Friendly Philosopher

Karl Zomar, nationally famous as "The Friendly Philosopher," again offers his program to individual stations in a fifteen-minute presentation of homey, down-to-earth, philosophy and poetry with organ background. Karl Zomar's voice is known to millions through his former network programs.

Availability: E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire Family

Time Units: 15 minutes, 5 weekly  
Suggested for: Morning  
Client Suitability: Food distributor, appliances for the home, or any kind of business  
Number of Artists: 2 with music  
Cost: Depends on market sold in. Given on application  
Audition Facilities: Transcriptions  
Submitted by: The Karl Zomar Library, P. O. Box 417, Denver 1, Colorado

## Funny Paper Party

Bill Evans, favorite Chicago radio personality, dramatically reads the favorite comics of the Chicago Sunday Tribune, with dramatic organ background music.  
Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Suggested for: Morning  
Client Suitability: Client interested in juvenile market  
Number of Artists: 3  
Audition Facilities: Transcriptions; Will pipe live talent  
Submitted by: WGN, 441 N. Michigan Avenue, Chicago 11, Ill.

## FUN AT BREAKFAST

FEATURING



## TOM HOWARD & GEORGE SHELTON

NO. 1 RADIO PROGRAM AT BREAKFAST-TIME



## SYNDICATED . . . OPEN-END RECORDS AVAILABLE

This 5-minute daily radio program has the sales-punch of big-time radio! Presented in transcriptions, especially designed for the breakfast-time audience.

Your audience will get a bang out of the riotous comedy moments from the great and inimitable Tom Howard and George Shelton, stars of their own night-time half hour show "It Pays To Be Ignorant."

Special survey in over 100 cities gives "Fun At Breakfast" rating of 3.8.

260 programs available—costs 20% of radio station national yearly time rate—average cost \$3.00 per day.

FOR CERTAIN LOW POWER STATIONS IN SPECIAL MARKET AREAS RATE IS \$1.40 PER BROADCAST PER DAY.  
FOR AUDITION DISC—WIRE

## FORD BOND RADIO PRODUCTIONS

INC.  
810 RCA Building West, New York 20, N. Y. Phone Circle 7-2236

# MISCELLANEOUS

## Globe Trotting With B.J.

This is a quarter hour commentary by the much-traveled B. J. Seabury, covering in romantic and colorful terms the lure of many countries.

Availability: Live talent  
Time Units: 15 minutes, 1, 2 or 3 weekly  
Audience Appeal: Entire Family  
Suggested for: Morning, Afternoon, Evening

Client Suitability: Food, clothes, travel  
Number of Artists: 1  
Cost: Talent cost \$12.50 per show  
Audition Facilities: Transcriptions  
Submitted by: WEEK, Commercial National Bank Bldg., Peoria, Ill.

## Arthur Godfrey

America's greatest early-morning salesman excels in creating a cozy "between you and me" atmosphere with each individual listener. Though his style knows no set pattern or conformity to rule, its result is a sales-effectiveness and audience-responsiveness that is the envy of many a would-be Godfrey imitator. Sponsors' products are referred to in a casual conversational way. Godfrey's audience trusts his recommendations without reservation, and acts upon them.

Availability: Live Talent  
Time Units: 105 minutes, 6 weekly (Participating Sponsorship)

Audience Appeal: Entire family  
Suggested for: Early Morning  
Client Suitability: General  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WCBS, 485 Madison Avenue, New York 22, N. Y.

## Good Morning Man

Monday thru Saturday, 6 AM-9 AM. Long standing personality show featuring Zenas Sears as Good Morning Man who uses mixture of pop ballads, old favorites and light classics. Plenty of music—time signals using cuckoo whistle after each record. 60 seconds news headline with weather and ball scores. Cheerful, friendly, honest commercials. A top buy in 15 minute segments or spots.

Availability: Live Talent  
Audience Appeal: Entire Family  
Client Suitability: Breakfast foods, coffee, clothing, anything  
Number of Artists: 1  
Cost: On application  
Audition Facilities: Transcriptions  
Submitted by: WATL, Henry Grady Bldg., Atlanta 3, Georgia

## Howdy, Neighbor!

Gerry O'Brien tells stories, gives advice, talks about neighbors around the world, reads poetry, expounds in a friendly vein that wins a lot of listeners and sells a lot of goods of any type. Real estate, department stores, coffee and hardware sponsoring over a five year period.

Availability: E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire Family  
Suggested for: Morning, afternoon  
Client Suitability: Real Estate, Department Stores, Hardware, Coffee  
Number of Artists: 1  
Cost: On request  
Audition Facilities: Transcriptions  
Submitted by: KTUC, 900 E. Broadway, Tucson, Arizona

## High Time

Anita Lou ("Bunny") Barrows emcees a weekly quarter-hour of chatter, beamed at the 'teen-agers of high schools in the service area of WSPR. She plays records, and she talks about school affairs reported to her by her listeners. It is a new angle on the disc show time, striking a tone of earnestness and seriousness, and magnifying the importance of the young folks' activities and their slant on things. "Bunny" Barrows was "discovered" as a radio personality while acting as station receptionist.

Availability: Live Talent  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Juvenile  
Suggested for: Morning (on a non-school day)

Client Suitability: Any type of product for which the high schooler is a likely purchaser or whose merit might be brought to the adults' attention, through the 'teen-agers of the family

Number of Artists: 1  
Cost: Regular station rate, plus talent fee, AFRA announcer's fee, and ASCAP license fee

Audition Facilities: Transcriptions  
Submitted by: WSPR, 63 Chestnut Street, Springfield 5, Mass.

## Hoosier Traveler

Saturday evenings (6:30) listeners join the "Hoosier Traveler" for a trip in Indiana. He points out spots of interest, vacation sites, and entertainment features within the state boundaries in these air-travelogues. Folklore, history and geography are woven into stories of hamlets, towns and cities . . . streams, creeks and rivers . . . rolling hills, productive fields . . . in short everything of interest to Hoosiers and out-of-state visitors. Chambers of Commerce and civic leaders of Indiana cities enthusiastically endorse raconteur and information man, the "Hoosier Traveler," Sydney Mason.

Availability: Live Talent  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire Family  
Suggested for: Evening

Client Suitability: Travel service, transportation companies, family product or service, automotive accounts, gas, oil and auto accessories

Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WIBC, Indianapolis News Bldg., Indianapolis 6, Ind.

## Jane Ellen Ball Presents

Miss Ball is a well-known personality around town, having served the public here in Civic activities for years. She also served overseas with the Red Cross as social director for the G.I. hospitals in the European Area during the war. Miss Ball conducts interviews as well as giving the very latest news for women and the whole family. She has a habit of "breaking back-page news first." In other words back-page news "Scoops" which have not yet been in the newspapers nor on the air. She has a musical voice which appeals especially to women but entire families enjoy her broadcasts.

Availability: Live Talent, E. T.  
Time Units: 15 minutes, 2 weekly  
Audience Appeal: Female, Entire Family  
Suggested for: Morning

Client Suitability: Any type of product which women are interested in

Number of Artists: 1  
Cost: Open  
Audition Facilities: Transcriptions  
Submitted by: WJAS, 1406 Chamber of Commerce Bldg., Pittsburgh 19, Pa.

## In Town Tonight

Suggested places for Mr. and Mrs. Listener to go in the evening, when they dine out and stay in Manhattan. Suggestions include . . . the theater, con-

certs, opera, ballet, movies, etc. Music includes tunes from stage and screen, as well as pop or crooners.

Availability: Live Talent, E. T.  
Time Units: 15 minutes, 6 weekly  
Audience Appeal: Male, Female  
Suggested for: Morning  
Number of Artists: 1  
Submitted by: WLIB, 207 East 30th Street, New York 16, N. Y.

## It Really Happened

It Really Happened is a provocative historical-narrative program starring Jim Ameche, telling intense, absorbing educational stories based on the least-known facts about the most well-known people.

Availability: E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire Family  
Suggested for: Any Time  
Client Suitability: All products  
Number of Artists: Narrator and supporting actor or actors, Organ

Audition Facilities: Transcriptions  
Submitted by: Tele-Radio Creations, Inc., 520 North Michigan, Chicago, Ill.

## Jazz At Grand And Lindell

"The only jazz show of its kind in St. Louis." That sums up "Jazz At Grand and Lindell," featuring Charles Menees, popular record reviewer of the St. Louis Post-Dispatch, and a musician in his own right. Music ranges from the distinctive old jazz records up to the modern progressive type of jazz. Guest record collectors are invited to bring up their choice disc items for discussion and broadcast. Show is novel—entertaining—authoritative.

Availability: Live Talent, E. T.  
Time Units: 30 minutes, 3 weekly  
Audience Appeal: Entire Family  
Suggested for: Evening  
Client Suitability: General

Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WIL, Hotel Melbourne, St. Louis 8, Mo.

## KGY Almanac

The show is designed to remind listeners what happened in past years, not only nationally and internationally but also locally. Humorous items are stressed and listeners are invited to send contributions. Music is also selected from yesteryear. Bill Fox writes and announces the show which is 15 minutes in length and is heard Monday thru Friday at 10:15 AM.

Availability: Live Talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire Family  
Suggested for: Morning  
Client Suitability: Appeal mostly to feminine audience

Number of Artists: 1 and transcribed music  
Audition Facilities: Transcriptions  
Submitted by: KGY, Radio Center, Olympia, Washington

## KUP's Column Of The Air

A fifteen-minute program packed with fast moving and exciting news and gossip of the day; on the spot interviews with celebrities and prominent personalities from famous eating places such as the Pump Room, sports events and other public activities. Program features Irv Kupcinet, well-known Chicago Times columnist, popular among radio, stage and screen stars, business men and public officials. Narration and dramatization. Brochure upon request.

Availability: Live Talent  
Time Units: 15 minutes, 1 or 4 weekly  
Audience Appeal: Entire Family  
Suggested for: Evening  
Client Suitability: All types  
Number of Artists: 2 and guests  
Audition Facilities: Transcriptions  
Submitted by: Green Associates, 360 N. Michigan, Chicago 1, Ill.



*Now Handling*

A SHOW OF TOMORROW . . .

"Visiting with Peggy Tucker"

For . . .

A PRODUCT OF TOMORROW . . .

Mercialized Wax Cream  
Dearborn Supply Co., Chicago

IN N. Y.

Monday-Wednesday-Friday 11:45 A. M.

## KSFO Farm Bureau

For farmers and ranchers, especially directed to Northern California. Includes market reports, information and suggestions to farmers and farmer's wives. Active participation in rural activity in area by on-the-spot broadcasts. Includes activity and participation of 4-H and future farm groups.

Availability: E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire Family  
Client Suitability: Any product appealing to rural audience

Suggested for: Mid-day

Number of Artists: 1

Cost: Optional

Audition Facilities: Transcriptions

Submitted by: KSFO, Mark Hopkins Hotel, San Francisco 6, Calif.

## The Kingdons

Dr. Frank Kingdon, the commentator, and his actress wife, Marcella Markham (of "The Iceman Cometh"), sit around a table, discuss the newspaper and engage in chit-chat. It is a program that is light and bubbles with personality.

Availability: Live Talent

Time Units: 30 minutes, 5 weekly

Audience Appeal: Male, Female

Suggested for: Afternoon

Number of Artists: 2

Submitted by: WLIB, 207 East 30th Street, New York 16, N. Y.

## Librarian Speaks

A program devoted to the world of books presented by the head of one of the local libraries. The latest books or those unusual from some standpoint are part of the program. Literary figures when available guest on the program. Of interest to those who love books or want to know more about them. Presented in an interesting and charming manner, not a dull program or one designed to cater to a minority audience.

Availability: Live Talent; E. T.

Time Units: 15 minutes, 1 weekly

Audience Appeal: Entire Family

Suggested for: Afternoon, Evening

Client Suitability: Book stores and publishers

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WHY, 180 High Street, Holyoke, Mass.

## Memory Room

Program, thirty minutes, 10:30-11:00 P. M., organ music background for intimate poetry and prose featuring voice of man supposedly speaking his thoughts to the girl who has deserted "Memory Room." First words heard are:

It was subtle—clever of you my dear  
To leave the scent of your perfume...  
The echo of your love that I can hear.

As alone, I come to dream in Memory Room.

All poetry and prose original.

Availability: Live Talent, E. T.

Time Units: 5 30-minute programs weekly

Audience Appeal: Adult

Suggested for: Late Evening

Client Suitability: Florist, jeweler, cosmetics

Number of Artists: 1 (if music is transcribed)

Cost: Talent—\$35 per program, plus station Class "B" time

Audition Facilities: Transcriptions

Submitted by: KSDJ, 1405 5th Ave., San Diego 1, Calif.

## The Montana Story

Colorful 5-minute "chapters" from The Montana Story—America's 41st Commonwealth—little-known facts about its early development and the people who made her famous. An actual historical presentation but woven with such colorful phases, heart-warming incidents, human-interest stories as to attain the "painless history" category. Background music in

keeping with mood of show.

Availability: Live Talent, E. T.

Time Units: 5 minutes, 1 weekly

Audience Appeal: Entire Family

Suggested for: Morning, Afternoon, Evening

Client Suitability: National furriers, farm equipment manufacturers, appliance-makers, etc.

Number of Artists: 1

Audition Facilities: Transcriptions

Number of Artists: 1

Submitted by: KGVO, 132 W. Front St., Missoula, Montana

## Mr. and Mrs. Hollywood

Starring Virginia Mayo and Michael O'Shea who are engaged to be married and will probably be married by the time this goes to press, do a chatty Mr. and Mrs. program from Hollywood, talking about their friends, the other movie stars, styles, fashions from a man's point of view, anecdotes about Hollywood and other places, things that happen to them on the sets of their latest pictures, and general human interest material of varied appeal.

Availability: Live Talent, E. T.

Time Unit: 15 or 30 minutes, 1 to 5 weekly depending on time broadcast

Audience Appeal: Entire Family

Suggested for: Morning, Afternoon, Evening

Client Suitability: Particularly suited for any client who wants to emphasize the glamour background of Hollywood.

Number of Artists: 5

Audition Facilities: Transcriptions

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

## Music Of All Nations

Music recorded in Europe featuring native tunes of each country beamed to individual segment of Canton's cosmopolitan population.

Availability: Live Talent, E. T.

Time Units: 30 minutes, Sunday

Audience Appeal: Entire Family

Suggested for: Afternoon

Client Suitability: All except beer and wine

Number of Artists: 1

Audition Facilities: Transcriptions

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

## Obsession

What are the fears that darken the rational mind, and motivate wrong? What are the terrors that commandeer the thoughts of the paranoid or schizophrenic? All are found in Obsession, dramatic new series of half-hour mystery programs produced by C. P. MacGregor in Hollywood. Obsession tells gripping, dramatic stories of dark emotions. It un-masks the fears that lie behind them, bringing retribution to the wrong, and yet introducing a drama and suspense unique to radio mystery. Each week, Obsession presents a prominent star of motion pictures, narrator, music, and a distinguished supporting cast of Hollywood Radio players.

Availability: E. T.

Time Units: 30 minutes, 1 weekly

Audience Appeal: Male, Female

Suggested for: Evening

Client Suitability: All types who want a large audience

Number of Artists: 4 to 10 and music

Cost: Based upon the size of the station and the market

Audition Facilities: Transcriptions

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

## Plane Talk

A program especially designed for the vast audience of aviation enthusiasts in the Tri State area. Aviation news, in-

# MISCELLANEOUS

terviews with leading airmen, aviation weather reports, etc., on Sundays at 9:00 a.m. by one of KDKA's top newsmen, who is also an aviation authority. Paul Long is a member of the Flying Evaluation Board, Air Reserve Association, Air Forces Association and the Examining Board for applications for reserve commissions, etc. An outstanding program with a leading personality.

Availability: Live Talent

Time Units: 15 minutes, 1 weekly

Audience Appeal: Entire Family

Suggested for: Morning

Client Suitability: Especially suited to anything pertaining to aviation

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: KDKA, Grant Bldg., Pittsburgh 19, Pa.

## Safe Driving Award

With co-operation of local Police Department, award is presented weekly to driver who has best observed the traffic laws. Driver is interviewed about his driving experience and presented with an award on behalf of the Police Department. Award is either a small windshield sticker or metal identification ticket for bill fold.

Availability: Live Talent

Time Units: 5 minutes, 1 weekly

Audience Appeal: Entire Family

Suggested for: Evening

Client Suitability: Any type

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: KFBB, 605 First National Bank Bldg., Great Falls, Mont.

## Schoolltime

With approximately 400 rural schools in five counties participating, WCLO presents daily programs broadcast by school

children and these programs become part of participating schools curriculum. Subjects: Health, Safety, News Forums, History, Music Appreciation, and special subjects. Children were taken through radio station, newspaper plant, and places of local civic and industrial interest following their broadcast performance. Station works in close cooperation with teachers and superintendents of the counties represented.

Availability: Live Talent

Time Units: 15 minutes, 5 weekly

Audience Appeal: Juvenile

Suggested for: Morning

Client Suitability: Any sponsor, such as bakery or Dairy, who wish to reach children.

Audition Facilities: Transcriptions

Submitted by: WCLO, Gazette Bldg., Janesville, Wisconsin

## Second Cup

Second Cup is a conversation piece... fifteen minutes of casual comment by an announcer and the woman's director. Hank and Gay, relaxing over their second cup of coffee, banter back and forth on a number of things. Headlines the only standard feature. Other than that, anything they find interesting or entertaining included. Touch is light... pace is rapid. Show aims to give new twist to breakfast programs... two professional people making mid-morning break instead of married couple in homey atmosphere.

Availability: Live Talent

Time Units: 15 minutes, 5 weekly

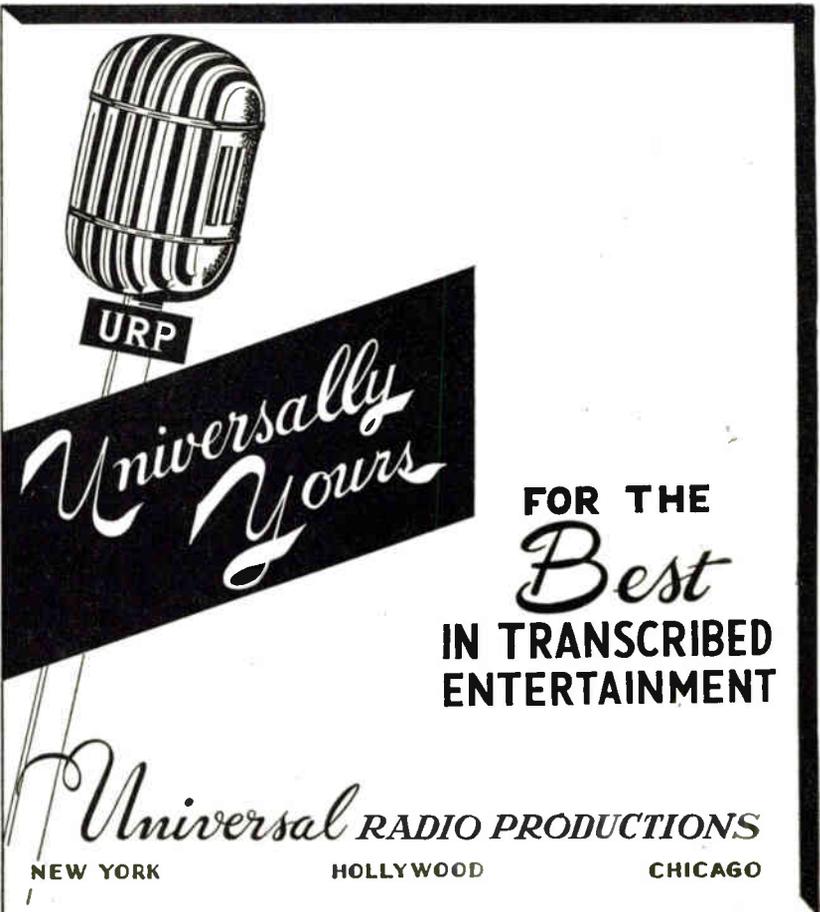
Audience Appeal: Entire Family

Client Suitability: Perfect for coffee, but suitable for any household item

Number of Artists: 2

Audition Facilities: Transcriptions

Submitted by: WTRY, 92 Fourth St., Troy, New York



FOR THE  
**Best**  
IN TRANSCRIBED  
ENTERTAINMENT

Universal RADIO PRODUCTIONS

NEW YORK      HOLLYWOOD      CHICAGO

# TAKE THE GUESS OUT OF BUYING

## WITH WOV'S *5 Audited Audiences*



No palaver—just honest, down-to-earth facts—known—proven—tested facts, form the basis of WOV'S AUDITED AUDIENCES. The complete story of WOV listeners—where they live—where they shop—what they buy—how much they spend—what they like and don't like—inside dope to help you select the program best suited to your specific sales requirements.

Here at WOV, the alert advertiser keys his messages to known individuals, not to an unknown mass audience.

We want you to have the knowledge of 5 AUDITED AUDIENCES, each a different group of purchasers; each the result of a penetrating, accurate survey. Get the facts on these 5 AUDITED AUDIENCES today, and... "TAKE THE GUESS OUT OF BUYING?"

*Ralph N. Weil, General Manager • John E. Pearson Co., National Representative*

- ★ WAKE UP NEW YORK with Peggy Lloyd
- ★ 1280 CLUB with Fred Robbins
- ★ BAND PARADE with Bill Gordon
- ★ PRAIRIE STARS with Rosalie Allen
- ★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. (More than the combined population of Baltimore and Washington.)



# FOREIGN LANGUAGE 'ARRIVES'

as a vital contribution

By **Ralph N. Weil**

General Manager, Station WOV

FOREIGN language radio is as essential a part of the overall broadcasting picture as folks of foreign birth or foreign extraction are of our American scene. Not many years ago an incorrect belief was rather prevalent as concerned the language radio field. Advertisers as well as English-speaking listeners glanced with a shrug-of-the-shoulder look at a phase of radio they could accept or understand at best only as non-vital to a growing industry. Foreign language radio was the poor relative. Today the picture is different. Language radio, neither retiring nor aggressive, contributes vitality to the business of airwaves.

It is interesting to take a look at the whys and wherefores of such progress. Because I am concerned chiefly with Italian language broadcasting here at WOV, my conclusions will be drawn primarily from my experience in this division. But the entire language field falls into the same category, embraces the same function and desires the same results. We do not, initially, try to sell time. Naturally it is our reason for being in business, but—as every salesman knows—he has a tough time selling anything without a guarantee of performance or service or value to back it up. He sells on the merit of his offering. And it is on the merits of foreign language radio that I wish to speak.

Through constant alertness to the needs, character and trends of our listening audience, we are able to shape our programs constructively. What do you think we try to do?—see the Italian listener as a segment apart from and unlike the average American? Such an approach would be not only useless, but actually destructive to the democratic ideals of this country. No, even as the jingle-inspired "Gaston", the foreign language listener is "... nuts about the good old U.S.A." As long as the United States has been in existence it has been to the "foreigner" a symbol of good living, freedom and justice. Through good broadcasting foreign language radio in America can, and does, bring about a greater appreciation and understanding of the enjoyment of these cherished elements. First and second generation immigrants need the assistance of language radio as an interpreter not only of tongue but of American principles. That is the "why" of our field.

In programming for the Italian listener at WOV, we never consider our audience a group apart from the rest of America's millions. They are a part of the population and they are Americans. We endeavor, however, to key our programs to the inherent characteristics of our listeners. The entire field in foreign language radio is doing the same. It is through such an intelligent approach that language radio has gained its present position of prestige and importance. We aim to blend; not to divide and segregate. In living habits, understanding and thinking, people who speak foreign languages want to be as everyone else in the country. It is simple. This group chose America. Constantly, the foreign language broadcaster holds this idea in mind. His function is positive—and quite necessary. Without radio in a familiar tongue, the association with American customs surely would come more slowly and the differences be more acute. These citizens, or future citizens, who are hampered only through a difference in tongue listen more sincerely to their radios than do their English-speaking co-citizens. (This is statistically correct as per a survey recently made for WOV on foreign language listening habits.) A foreign

language broadcast translated into English, verbatim, could scarcely be distinguished from a regular program in English. We incorporate the same ideals, the same basic themes, identical principles of democracy and endeavors in public service. Programs present the customary daytime serials, news, stories, drama, comedy, music and talks.

Merchandisers today, in greater numbers than ever before, are turning to foreign language radio as a sales medium. Language broadcasters can be proud of the job they have done, and are constantly improving, in earning recognition for their efforts. Advertisers realize that the American who has not yet learned to speak English, or the American who has in his blood a fondness for the sound of a familiar foreign language, is not a stepchild. He is an avid radio listener, and a big part of the radio market. What, for instance do, we expect to find on the pantry shelf in an Italian-American home?

Undoubtedly some spaghetti, yes . . . but also corn flakes, canned goods, crackers and the whole lineup of products you'd find on the shelf of Mrs. Smith, English speaking citizen. (I might add that

Mrs. Smith's shelf will undoubtedly boast a box or two of spaghetti!) The only difference in the foreign language market and the English market is that the foreign language market is still learning. This fact raises the sales potential—for as fast as the language radio listener learns and understands, the faster he becomes a purchaser. Advertisers today, now that shortages are not prevalent and competition waxes keen, are becoming fussier about the advertising budget and its distribution. They're casting their careful eyes across the entire radio field, and as they learn the foreign language radio story, more and more are earmarking part of every advertising dollar for language radio time. It makes sense.

No one realizes better than the language broadcaster himself that this is a specialized field. Before this phase of radio had attained its majority and rightful place in the sun, all language stations were expected to exhibit a rather apologetic attitude to justify their existence. Radio was valued pretty much by the number of listeners it could prove or promise. Logically, foreign language radio never has and never will deliver the ears dedicated to a Crosby on a nation-wide hookup. But, only in the past few years has it been able to prove that a specific audience, loyal day in and day out to the programming designed and presented almost as a personal thing, is dynamic sales material.

Working under a handicap often strengthens the character of a worker. This is, I think, applicable to foreign language radio. All radio is still somewhat experimental, because of its youth. Any new industry spends a good length of time in the field of trial and error. That radio is still in that field is evident today all over the radio map. It is my observation, however, that foreign language radio, as part of the overall industry, has had to fight harder and has, as a consequence, made more constructive progress toward the aim of all radio—service and quality combined with sales performance. Foreign language radio has worked intensely to perfect the specific and important sector of the industry it embraces. It has come a great distance and is today proudly established and recognized as a valuable and specialized market.



## The Adventures Of Ezekial Skulki

The first Yiddish detective story in radio history. The detective, a famous professor of mathematics solves crimes by erudite deduction. Many solutions are based on Jewish life and customs. Each exciting episode is complete in itself. Program is sure to be high-rated with all age groups because of its originality and gripping adventures. Professor Ezekial Skulki will quickly become as famous as some of his top-ranking detective colleagues on the English airwaves. Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon; Evening  
Client Suitability: Any  
Number of Artists: Five to eight  
Audition Facilities: Transcriptions  
Submitted by: WEVD, 117 West 46th Street, New York 19, N. Y.

## The Golden Door

A gripping new Yiddish daily radio drama by master playwright Louis Friedman. The story of a Jewish girl in a displaced persons camp in occupied Ger-

many, her efforts to come to America and her struggle for security, happiness and freedom inside the Golden Door. The title is from the last line of the famous poem inscribed on the Statue of Liberty. It reads: "I lift my lamp beside the Golden Door."

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon  
Client Suitability: Any  
Number of Artists: Three to four daily  
Audition Facilities: Transcriptions  
Submitted by: WEVD, 117 West 46th Street, New York 19, N. Y.

## La Giostra Musicale (Musical Merry-Go-Round)

This is an Italian-language version of the disc jockey program. It is conducted in a light and listenable manner by Michael Bongiorno whose Italian presentation is similar in style to the presentations of his English counterparts. Much of the music is imported from Italy. American popular tunes done with Italian lyrics are one of the program features.

Availability: Live talent  
Time Units: 60 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Food, drug products, cigarettes  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WHOM, 29 West 57th Street, New York 19, N. Y.

## Latin-American News

Cuban born staff Spanish specialist, Blanca Estrella, delivers in the Spanish language a resume of world news for the benefit of listeners in Cuba and the Mediterranean Islands, as well as Spanish speaking persons in the lower Florida Peninsula. Availability: Live talent  
Time Units: Ten minutes, five weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Any product seeking the specialized audience of Spanish speaking people  
Number of Artists: One  
Audition Facilities: Transcriptions  
Submitted by: WIOD, 600 Biscayne Blvd., Miami 30, Fla.

## Let's Learn Spanish (Canadian distribution)

Let's Learn Spanish was compiled by the editors of Time & Life Magazine and was designed originally to promote good will between the two countries. Conversationally put together, is ideal for summer sponsorship. Word lists tying in with the broadcasts, make it a natural for bookstores. Easy to understand and one of the easiest ways to learn Spanish. Availability: E. T.  
Time Units: 39 Quarter hours, three per week  
Audience Appeal: Male; Female  
Suggested for: Afternoon; Evening  
Client Suitability: Any  
Number of Artists: Announcer; two actors  
Audition Facilities: Transcriptions  
Submitted by: Exclusive Radio Features Company Ltd., 14 McCaul Street, Toronto, Ont., Canada

## Spanish Class

Five minutes of English-Spanish lessons with Peggy Montegut being taught Spanish by Senor Bermudes. This program catches the current interest in Spanish and everyone's desire to know the language.

Availability: Live talent  
Time Units: 5 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon  
Client Suitability: Those who could cash in on the Latin-Am. interest  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WDSU, Monteleone Hotel, New Orleans, La.

## Sunday Serenade

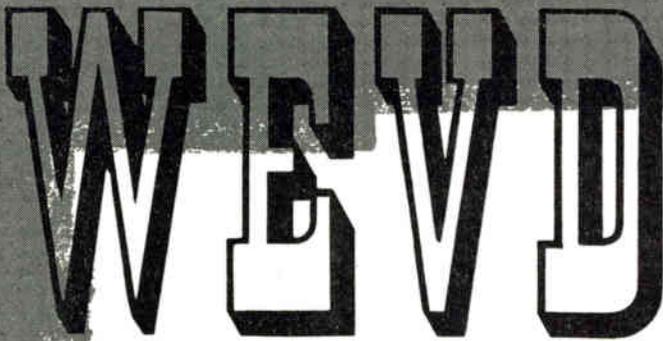
A 30-minute Sunday Italian-language presentation featuring the WHOM Orchestra, songs by Rosalia Maresca, winner of Radio Executives Club of New York talent contest, and one featured guest star.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon; Evening  
Client Suitability: Food, wine, drug products  
Number of Artists: 2 vocalists and orchestra  
Audition Facilities: Transcriptions  
Submitted by: WHOM, 29 West 57th St., New York 19, N. Y.

## Two Edwards

An early morning Polish language feature aired seven times weekly—7:00 A.M. to 8:00 A.M. conducted by two young Polish-American war veterans. Program features early morning Polish language comic dialogue and recorded Polish musical favorites.

Availability: Live talent  
Time Units: 1, 5 and 15 minutes, 7 weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: Food, furniture, clothing, jewelry  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WHOM, 29 West 57th St., New York 19, N. Y.



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**Henry Greenfield,**  
**Managing Director**

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





### A Sports Gentleman And A Lady

A "Mr. and Mrs." program on sports. The most novel 15-minute dramatized sports show in America. This show must be handled by two commentators, one male and one female. The news, romance, drama, humor and the strangest stories in the history of the passing parade of sports revealed thru the "eye-and-voice" of a man and a woman. For national, regional or local presentation.

Availability: Live talent

Time Units: 15 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Sponsor serving his product to men and women

Number of Artists: 2 with incidental music, organ or records

Audition Facilities: Transcriptions, Will pipe live talent

Submitted by: Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

### Athlete Of The Week

Short news segment on all sports, scores, etc. Sports Editor interviews in studio athlete selected by listener nominations for some outstanding action during previous week. Any sport qualifies, baseball, golf, tennis, bowling, etc. Athlete gives background, personal slant, etc. He then is given scroll testifying as to his being "Athlete of the Week for particular dates" . . . Program ended with the Sports Chuckle of the Week.

Availability: Live talent

Time Units: 15 minutes, 1 weekly

Audience Appeal: Male, Female

Suggested for: Afternoon, Evening

Client Suitability: General or Men's products

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: KWPC, P.O. Box 860, Muscatine, Iowa

### Auto Racing News

A presentation of the very latest news in auto racing sport in America, and particularly the East Coast with guest interviews of the nation's foremost auto race drivers. This program, conducted by Ted Webbe, formerly an auto race driver himself, is the only show of its kind in the East and has a terrific following as evidenced by its mail response.

Availability: Live talent

Time Units: 10 minutes, 5 weekly

Audience Appeal: Male

Suggested for: Afternoon

Client Suitability: Any product designed for male usage

Number of Artists: 1

Audition Facilities: Will pipe live talent

Submitted by: WPAT, 7 Church St., Paterson 1, N. J.

### Baseball Bandstand

This show is built to take advantage of premium adjacencies to larger Hooper baseball. Basic design is a warm-up for the sport show to follow. This show precedes by one half hour all baseball games played out-of-town. Show is only sold participating in order to vary the types of accounts that want baseball tie-in. It consists of big league scores, coast league standings and scores of the previous day's games, local gossip from both big leagues and Pacific Coast leagues and transcribed martial music to emulate actual bandstand.

Availability: E. T.

Time Units: Participating

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Sports minded clients

Number of Artists: 2 announcers

Cost: 1 time rate

Audition Facilities: Transcriptions

Submitted by: KROW, 464 19th St., Oakland 12, Calif.

### Chuck Crosby Sports Scrapbook

Chuck Crosby, WCOP's staff sportscaster, in a fast-moving 10-minute round-up of late sports dope and information. Periodic interviews with guest sports celebrities.

Availability: Live talent

Time Units: 10 minutes, 6 weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: Men's products

Number of Artists: 1

Audition Facilities: Transcriptions

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

### Cross Views Of The Sports News

A produced sports show with appropriate sound effect introducing each bracket of news (baseball, boxing, racing, etc.). Inclusion of general-appeal features such as "sports laugh," "quiz question," closing human interest story over music. Written in concise, straight-forward everyday language without the usual sports parlance and clichés, rapid-fire, fast-moving but with complete coverage. Combines reporting and showmanship. Copyrighted.

Availability: E. T.

Time Units: 15 minutes, 6 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Clothing Beverage, Food, Automotive

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: WPLH, 1105 4th Ave., Huntington, W. Va.

### Diamond Dust

A baseball feature of 5-minute stories for single-voice. New baseball yarns exclusively written each week, during the season—timely, exciting, human-interest stories of ballplayers past and present—legends, behind the scene dramas, and strange, fascinating stories of the diamond—tales of screwball rookies and faded oldtimers. This feature available each week from April to October only.

Availability: Live talent

Time Units: 5 minutes, 1 to 5 weekly

Audience Appeal: Entire family

Suggested for: Afternoon, Evening

Client Suitability: Sponsors serving their product to a male and female audience

Number of Artists: 1 (the story teller)

Cost: From \$1.50 up per script

Audition Facilities: Transcriptions

Submitted by: Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

### Dugout Doin's

Remote from dugouts of contesting baseball teams just prior to start of game. Popular local team and opponent featured in pre-game interviews with prominent local sportscaster. Shouts, the crack of bats and thump of balls into mitts as well as other ordinary baseball field sounds make excellent background.

Availability: Live talent

Time Units: 15 minutes, (before each local game)

Audience Appeal: Male, Female

Client Suitability: Beer distributors, Department stores, Jewelers

Number of Artists: 1

Audition Facilities: Transcriptions

Submitted by: KPDR, 1710 Jackson St., Alexandria, Louisiana

### Famous Sport Thrills

With a well known sports editor as head of the show, "Famous Sport Thrills" emphasizes the humor, the screwball characters and the suspense in the field of sports. . . Partially based on fact, dramatizations are fictional spotlighting Damon Runyonesque characters. . . Not only listenable to the sports-minded, but anyone who likes a humorous story.

Availability: Live talent, E. T.

Time Units: 30 minutes, 1 weekly

Audience Appeal: Juvenile, Male

Client Suitability: Masculine and young boys products

Number of Artists: 5-8

Audition Facilities: Will pipe live talent

Submitted by: Alan Sands, 1201 S. Windsor Blvd., Los Angeles 6, Calif.

### Bob Feller Program

Inside stories of baseball told by Bob Feller in his own style and drawn from his own experiences. Feature of the program is local cutaway for insertion of current baseball news with scores, etc. by local announcer. Available during baseball season only — 26 weeks.

Availability: E. T.

Time Units: 15 minutes, 1 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Automobile, men's stores, brewery

Number of Artists: 2 (Feller & Anncr.)

Cost: Variable

Audition Facilities: Transcriptions

Submitted by: Radio Productions Inc., 317 Citizens Bldg., Cleveland, Ohio

### Final Sports Edition

"Final Sports Edition" is a sparkling running commentary on the day's happenings in the world of sports, narrated by WMAQ-NBC sports announcer, Don Elder. Familiar to millions throughout the Midwest, Elder also spins two or three star-studded specials of "stories behind the stories" and interviews such sports celebrities as Ted Lyons, George Halas, Willie Hoppe and Honus Wagner.

Availability: Live talent

Time Units: 15 minutes, 5 weekly

Audience Appeal: Male

Suggested for: Evening

Client Suitability: All clients desiring to reach a male audience

Number of Artists: 1

Audition Facilities: Will pipe live talent

Submitted by: WMAQ, Merchandise Mart, Chicago 54, Ill.

### Great Moments In Sport

A five-minute sport show which goes back along the memory trail of sports, picking out the dramatic moments in baseball, golf, football, swimming, etc. Highly-dramatic moments in the lives of dramatic sports personalities.

Time Units: 5 minutes, 6 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: Sporting Goods stores, Breweries, Men's Clothing, etc.

Number of Artists: 1 announcer

Submitted by: The United Press Association, 220 E. 42nd St., New York, 17, N. Y.

### Heartbeats In Sport Headlines

The only 5-minute syndicated script show of its kind in America. Strange, amazing stories covering all sports, timely yarns of human interest dramas from behind the headlines, and never-before-told stories of famous personalities in the news. New stories written from week-to-week by the man who has created and written the most unusual sports programs in the country. This feature now in its 8th consecutive year, serving local stations, sports commentators and sponsors from coast to coast. An incomparable all year show.

Availability: Live talent

Time Units: 5 minutes, 1 to 6 weekly

Audience Appeal: Entire family

Suggested for: Evening

Client Suitability: All types who want a large audience

Number of Artists: 1 (the story teller)

Audition Facilities: Transcriptions

Submitted by: Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

### Here Comes Harmon

Tom Harmon, famous All-American Football Star, returns to the air as the nation's foremost sports commentator in a program which last season met with tremendous success on 48 stations. Tom amazed everyone with his uncanny accuracy in sports forecasts. Teamed with him are Will Gould well known for his sports columns and cartoons and Vic Knight, one of radio's most talented producer-directors. Outstanding sports figures will appear as guests on each program.

Availability: E. T.

Time Units: 15 minutes, 1 weekly

Audience Appeal: Juvenile, Male, Entire family

Suggested for: Evening

Client Suitability: Men's clothing stores and other men's products

Number of Artists: 2

Cost: Percentage of station time

Audition Facilities: Transcriptions

Submitted by: Universal Radio Productions Of Hollywood, Inc., 6757 Hollywood Blvd., Hollywood 28, Calif.

### Hoof-beats

A five-minute, fast moving program packed with drama, heartbreak and humor. Stories of horses and their jockeys in the sporting world of running races. Opening and closing with sound effects; Bugle and fast-stepping fillies.

Availability: Live talent, E. T.

Time Units: 5 minutes, 5 weekly

Audience Appeal: Male, Female

Suggested for: Evening

Client Suitability: Masculine

Number of Artists: 1 Sportscaster

Audition Facilities: Transcriptions

Submitted by: WFIN, Findlay, Ohio

### Horse Tales

5-minute single-voice dramatic stories from romantic land of the turf—forgotten legends and strange tales of race horses and jockeys and incredible yarns of the men, moments and horses that created turf history. A feature as thrilling as a "Man O'War" thundering down the home stretch. Available also in packages of 13, 26 or 39 stories.

Availability: Live talent

Time Units: 5 minutes, 1 to 3 weekly

Audience Appeal: Male

Suggested for: Evening

# SPORTS PROGRAMS

**Client Suitability:** Sponsors serving their products to men  
**Number of Artists:** 1 (the story teller)  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

## The "How-To" Of Sports

Show stars Bob Edge, famous outdoorsman. Hunting, fishing, and outdoor life stressed. Show is seasonal and Bob Edge has prepared give-away booklets incorporating invaluable hints to sportsmen given on the program. Show can be easily personalized and localized by local stations.

**Availability:** E. T.  
**Time Units:** 5 minutes, 5 or 6 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Almost any client whose product can be used outdoors  
**Number of Artists:** 1  
**Cost:** Based on size of station and market  
**Audition Facilities:** Transcriptions  
**Submitted by:** Television-Radio Enterprises, Inc., 104 East 40th St., New York 16, New York

## In The Sportlite

The ten minutes are equally divided between a swift coverage of national sports news, and a full picture of local sports activities. Periodically local or visiting sports personalities are interviewed on the program. Bob Marshall not only reports what's "In the Sportlite"—but also gathers most of the local sports news which is used on the show.  
**Availability:** Live talent  
**Time Units:** 10 minutes, 6 weekly  
**Audience Appeal:** Male

**Suggested for:** Evening  
**Client Suitability:** Any product for male buyers  
**Number of Artists:** 1  
**Cost:** Card rate plus talent for announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** WORZ, Orlando, Florida

## Intercollegiate Football Games

Most major games in the East will be broadcast this year. Practically 100 per cent listenership is assured in the college which is playing away. In addition to play-by-play reporting and quarterly summing-up reports, the scores of other simultaneous games in the same league will be transmitted from time to time during the game. Several simultaneous games available each week on the campus stations of the colleges playing.

**Availability:** Live talent  
**Time Units:** Various  
**Audience Appeal:** Male College students  
**Suggested for:** Afternoon  
**Number of Artists:** 2 announcers  
**Audition Facilities:** Transcriptions  
**Submitted by:** Intercollegiate Broadcasting System, 507 Fifth Ave., New York 17, N. Y.

## Walt Kennedy

Walt Kennedy, outstanding sports authority, was for four years Publicity Director of Notre Dame University. After the Saturday and Sunday games he gives his views of football and other sports in season, and predictions of things to come in the sports world.  
**Availability:** Live talent, E. T.  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Men's—Beer, etc.

**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Number of Artists:** 1  
**Submitted by:** WSTC, 270 Atlantic St., Stamford, Conn.

## Let's Bowl 'Em Over

Program produced from local bowling alley. Bowlers chosen by number. Prizes given for strikes and spares. Small award made to each bowler. Highest bowler held over until later date when you run a big contest for all the high bowlers. (Program here was sponsored by Seven-Up . . . called Seven Pins Down or Seven-Up. Seven dollars given to those who left seven pins standing or to those who knocked seven pins down. Carton of Seven-Up given to each contestant. Perfect show for that product . . . or any other product of interest to sports people or just everyday folks.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Any client who wants to put over his product in a big way  
**Number of Artists:** 3 (two announcers and production man)  
**Audition Facilities:** Transcriptions  
**Submitted by:** WTNB, Box 1248 Birmingham, Ala.

## Let's Go To The Games

"Let's Go to the Games" is a live-wire sports show with a unique contest idea blended into a hardhitting double-header by sports experts Les Smith and Verne Williams on alternate nights, 6 nights a week, to attract listeners and intensify sponsor identification. Winners get tickets to top sports events. Listeners earn chance to "get to games" they hear about on "Let's Go to the Games," most talked about and listened to Yankee sports feature.

**Availability:** Live talent  
**Time Units:** 10 minutes, 3 or 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Audience Appeal:** Entire family  
**Client Suitability:** All types  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** Yankee Network, 21 Brookline Ave., Boston 15, Mass.

## Tom Manning

Cleveland sports fans thrill to the exciting voice of Tom (Red) Manning, Cleveland's first and only winner of the coveted Sporting News Golden Trophy. Tom has covered the All Star baseball game, the Ohio State Football games and the Cleveland Barons' Hockey Games. Has a loyal following all through Ohio.  
**Availability:** Live talent  
**Time Units:** 5 minutes, 5 weekly  
**Audience Appeal:** Male, Entire family  
**Suggested for:** Early Evening  
**Client Suitability:** Tobacco, Chewing Gum, Candy, Beer, Clothing

**Number of Artists:** 1  
**Cost:** On request NBC Spot Sales Office  
**Audition Facilities:** Transcriptions  
**Submitted by:** WTAM, NBC Bldg., Cleveland 14, Ohio

## Memory Lane Of Sports

Here's an ideal combination of sports and story telling all wrapped up into a sure-fire radio program. Sam Molen, the middlewest's top sports commentator, noted author, and KMBC's director of sports presents fascinating, untold sports stories of the past in ten minutes of downright good listening. Sports, steeped with sagas and anecdotes, presented by that favorite story teller of young and old alike make "Memory Lane" a program

that appeals to the entire family.  
**Availability:** Live talent  
**Time Unit:** 10 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** 1  
**Cost:** Upon request  
**Audition Facilities:** Transcriptions  
**Submitted by:** KMBC, Pickwick Hotel, Kansas City 6, Missouri

## Once Upon A Sports Time

A dramatic single-voice dramatic feature of nostalgic sports tales of yesterday—legends, heroes and unforgettable moments and memories of days gone by—sagas and intimate tales that make up the history-books of sports. Sports-story-telling at its best.

**Availability:** Live talent  
**Time Units:** 5 minutes, 1 to 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types who want a large audience  
**Number of Artists:** 1 (the story teller)  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

## One For The Book

Five-minute sports stories written and delivered by Sam Balter in the famous Balter network style—little known stories about big shots in the world of sports. Each exciting episode is dynamic in script and expert in presentation. A unique program with proved rating and remarkable record of sales success, 192 programs recorded . . . can be used as 5-minute program or a feature part of a variety program . . . or 3 stories can be grouped as a 15-minute program.

**Availability:** E. T.  
**Time Units:** 5 minutes, 3, 5, or 6 weekly  
**Audience Appeal:** Male  
**Suggested for:** Anytime  
**Number of Artists:** 1  
**Cost:** ET—Based on Population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

## One I'll Never Forget

Jack Stevens, formerly sponsored by Phillies Bayuk Cigars over a 74-station network in "The Inside of Sports," is starred in this new transcribed series of 5-minute shows, 156 episodes now ready. Stevens tells unusual and little-known stories about sports headlines, each show sparkling with humor and drama. Stories were told to Stevens personally by sports headlines in every field of sports. Sponsored successfully by men's clothing companies, beer and ale, men's furnishings, jewelers, gasoline and tire distributors and others. Available for local or regional sponsorship, or for national spotting in available markets. One sponsor in a city. Jack Stevens recently won Peabody Award for his program.

**Availability:** E. T.  
**Time Units:** 5 minutes, 3 or 5 weekly  
**Audience Appeal:** Male  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Any product appealing to men

**Number of Artists:** 1  
**Cost:** Based on station, market  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, 140 Boylston Street, Boston 16, Mass.

## Recaps And Rhythms

Title is indicative of program content. It is based on baseball theme for post-game listening. This program follows every broadcast of Pacific Coast League baseball. Tie-in to sports picture is used

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Bob Feller	See Sports Section
Singing Weathermen	See Miscellaneous Section
Time in Rhyme	See Miscellaneous Section
Musical Thermometer	See Miscellaneous Section
Sports Album	See Sports Section
Home Service	See Feminine Angle Section

**RADIO PRODUCTIONS, INC., Cleveland, O.**

317 Citizens Bldg.

Cherry 4050

L. A. GIFFORD, Pres.-Mgr.

on the recap portion of the program which gives complete recapitulation of outstanding innings or plays, total base hits, pitching and batting averages and is sprinkled intermittently with coast league gossip. The rhythm portion of the program consists of latest pop tunes on record which are used as breathers between announcements on sports data.

**Availability:** Live Talent, E. T.  
**Time Units:** 45 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Sports minded clients  
**Number of Artists:** 2 announcers  
**Audition Facilities:** Transcriptions  
**Submitted by:** KROW, 464 19th Street, Oakland 12, Calif.

### Jim Reid On Sports

One of the sections best known sports personalities and WPTF's sports director covers sporting scene from all angles. Extremely popular during baseball season and during football and basketball season in an area which takes its collegiate sports seriously.

**Availability:** Live Talent, E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Public Utilities, Sporting Goods, Oil Companies  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WPTF, Raleigh, N. C.

### Reports From The World Of Sports

Rollie Johnson and Dick Siebert — Two outstanding sports personalities on one program—Dick Siebert handles baseball and basketball—Rollie covers all other sports events. Here's a sports show with plenty of spark and backed by solid authority in all the sports field. Dick was top-flight first sacker for the Philadelphia Athletics and now Athletic Director for Concordia College. Rollie is a veteran of more than 14 years of sportscasting and is writer, referee, umpire, participant and active coach himself.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type that caters to sports  
**Number of Artists:** 2  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WTON, Wesley Temple, Minneapolis 4, Minnesota

### Reports On Sports

As its title implies, the program "Reports On Sports" is a roundup of all sports, national, regional and local. Bill Murphy, the program commentator, is well-voiced in sports of all types and frequently has guest sports stars of both national and local renown. Occasionally program originates from the scene of some major sporting event in the KFJR area. Being the one and only sports show in this territory it has a tremendous following:

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Foodstuffs, toiletries, appliances, beverages, clothing  
**Number of Artists:** 1  
**Cost:** \$45.00 per program  
**Audition Facilities:** Transcriptions  
**Submitted by:** KFJR, 200½ Fourth Street, Bismarck, North Dakota

### Salty Says

"Salty" Mallents (Frank) one of South Florida's best known Salt Water Fishing and outdoors experts, reviews the events in those fields, reporting on catches in the area, giving hints on how to catch the big ones and keeping abreast of all problems involving Conservation of natural resources in the State.

**Availability:** Live talent  
**Time Units:** 10 minutes, 6 weekly  
**Audience Appeal:** Male  
**Suggested for:** Morning  
**Client Suitability:** Men's sporting apparel —Fishing Tackle—Marine Supplies  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIOD, 600 Biscayne Blvd., Miami 30, Fla.

### Harry Singleton's Baseball Clinic

A locally prominent college coach discusses technique of baseball. He answers questions submitted by the listeners, and interviews outstanding personalities on the air. In conjunction with the program he has an annual clinic in the local high school gymnasium in which local high schools coaches present different phases of the subject.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Juvenile, Male  
**Suggested for:** Evening  
**Client Suitability:** Sporting goods distributors, clothing retailers, packaged foods  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHDL, Olean, New York

### Sizing Up Sports

A 15-minute sports show that wraps up the events of the week just past and takes a look at what is coming up in the world of sports in the week just ahead. An analysis of the past; and prediction of the future in sports.

**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Sporting Goods stores, Breweries, Men's Clothing shops, etc.  
**Number of Artists:** 1 or 2 announces show  
**Submitted by:** The United Press Association, 220 E. 42nd St., New York 17, N. Y.

### Speaking Of Sports

A five-minute sport show centered around the personalities or events in the news light at that moment. Background and little-known facts about the stars of the sports-front.

**Time Units:** 5 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Sporting Goods stores, Breweries, Men's clothing, etc.  
**Number of Artists:** 1 announcer  
**Submitted by:** The United Press Association, 220 E. 42nd St., New York 17, N. Y.

### Sports By Bremser

Lyell Bremser . . . The mid-west's top sports announcer. . . In a fifteen minute commentary that includes not only scores, interviews, and prognostications concerning major sports activities, but also human interest direct-from-the-scene broadcasts transcribed during the day. This is not a show for men only, but has a fine female following.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening

# SPORTS PROGRAMS

**Client Suitability:** Beverage, Sports equipment  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KFAB, Omaha 2, Nebr., Lincoln 1, Nebr.

### Sports Curious World

A unique feature presenting three minutes of incredible facts from the world of sports, topped off by a smash-dramatic 2-minute surprising story based on one of the strange facts told. An entertaining, informative and intriguing sports feature.

**Availability:** Live talent  
**Time Units:** 5 minutes, 1 to 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Sponsors serving a male and female audience  
**Number of Artists:** 1 (an announcer)  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

### Sportfolio

"Sportfolio," conducted by WHK's sports director Don Campbell, opens daily with a personalized view of sports events of the day followed by Sport Shorts, a factual report of the day's sports developments. The balance of the program consists of either a Sports Story, a Sportorial (Sports Editorial) or an interview with a prominent sports figure. The program is broken in the middle to present the sponsor's message.

**Availability:** Live talent

**Time Units:** 10 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Late Afternoon  
**Client Suitability:** No special type  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHK, 1311 Terminal Tower, Cleveland 13, Ohio

### Sports Star Special

A 15-minute interview and dramatization of personalities who are the "who's who" of the sports world. Each episode presents either a present-day idol, or a sports hero of the past whose name and activities still make news. Each episode dramatizes a new or little-known human interest story about the personality. A "Cue-In" program, whereby the featured personality exchanges comments, at beginning and close of broadcast, with your own sports reporter or announcer.

**Availability:** E. T.  
**Time Units:** 26 units of 15 minutes, 1 or 2 weekly

**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Cost:** Net rate per episode: 7% of station's top hourly national time rate card; minimum \$4.00 net per episode  
**Audition Facilities:** Transcriptions  
**Submitted by:** The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

### Sports Album

The sports album features Van Patrick with stories about the famous sports personalities of America, with a play by



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# SPORTS PROGRAMS

play, on-the-spot recreation of the events that made these stars famous. In addition, Sports Album presents these stars in person. Program is unseasonal in that it presents sports of all types throughout the year. Local cutaway for current sports news.

**Availability:** E. T.  
**Time Units:** Quarter hour, 1 to 5 weekly  
**Audience Appeal:** Male  
**Suggested for:** Afternoon; Evening  
**Client Suitability:** Male products  
**Number of Artists:** 1 plus guest  
**Cost:** Variable  
**Audition Facilities:** Transcriptions  
**Submitted by:** Radio Productions Inc., 317 Citizens Bldg., Cleveland, Ohio

## Sports Fanfare

A series of 156 programs depicting in breath-taking eloquence those little dramas, those inside human-interest stories of the sports world that the score boards never reveal. Tom Carr, the story-caster featured on the show, has at his fingertips an endless supply of sports doings and his circle of intimate friends—sportsdom's greatest—supply much of his material.

**Availability:** E. T.  
**Time Units:** 5-10-15 minutes, 1 to 6 weekly  
**Audience Appeal:** Male  
**Suggested for:** Sunday Afternoon; Evening  
**Client Suitability:** Men's clothing, beverages, cigarettes, sportswear shops, etc.  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** Harry S. Goodman Radio Productions, 19 E. 53rd Street, New York 22, N. Y.

## Sports Final

"Sports Final" is a recap of the day's sports news plus night game scores and late sports flashes. Conducted by Charlie Zeamah, WSFA sport director, the program is scheduled for 10:15 P.M. until time change in September, will probably be changed to 10:30 at that time. Charlie Zeamah is rated by Bill Stern as one of the South's top sports reporters and sportscaster.

**Availability:** Live talent  
**Time Units:** 15 minutes, up to seven weekly  
**Audience Appeal:** Male  
**Client Suitability:** Any client seeking male audience  
**Number of Artists:** 1  
**Cost:** Class "A" rate covers time and talent  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSFA, P. O. Box 1031, Montgomery, Alabama

## Sports Gallery

Sports Gallery is a fast-moving early-evening sports report show with popular Eddie Gallaher. A swift, but complete round-up of the latest in sports is followed by Gallaher's keen analysis of the latest developments. Calling upon his own athletic background (Gallaher starred in track and basketball at Tulsa University) plus years of broadcasting sports events, Gallaher sets up the sports situation and primes his listeners for the next Sports Gallery. Among timely interviews with sports leaders in case of Lew Worsham's visit to the Sports Gallery one week before winning the national open.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening

**Client Suitability:** Cigars, Cigarettes, Sporting Goods, Automotive, Men's Wear, Food Products  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WTOP, Earle Bldg., Washington 4, D. C.

## Sports Highlights

It is a round-up of national and local sports, prepared and presented by Robert L. ("Bob") Jones, sports editor of the station, and play-by-play announcer on all station sports originations, including hockey games of the Springfield Indians in season. "Sports Highlights" emphasizes service on local college, prep, and high school athletics, and the pro, semi-pro, and amateur sports events occurring in the service area of the station. During the strike which kept all local newspapers out of publication "Sports Highlights" won—and has held—greater stature.

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** The type of client well known for sponsorship of sports programs, game results, and such  
**Number of Artists:** 1  
**Cost:** Station time, plus talent fee, plus AFRA announcer's fee, plus ASCAP license fee—against use of music at any time  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSPR, 63 Chestnut Street, Springfield 5, Mass.

## Sports Parade

Sports news, commentary, and interviews with players, coaches and officials prominent in college sports. The first 10 minutes of the program is aired on the network, the final five minutes cut-in locally in each college with news of local teams and their opponents. Carried on Friday evening, this program covers late news and predictions for Saturday games. Of top interest to students.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Male College students  
**Suggested for:** Evening  
**Number of Artists:** 1 commentator, guests, local announcers  
**Audition Facilities:** Transcriptions  
**Submitted by:** Intercollegiate Broadcasting System, 507 Fifth Ave., New York 17, N. Y.

## Sports Personalities

This show is a five minute show open on both ends. Each show is an individual human interest story on a sports personality. France Laux who conducts the show has had twenty years of broadcasting sports of all kinds including nine world series and eight all star games over a national network. He has also broadcast fights, hockey games and football over the network and in 1937 was awarded the sporting news trophy as the outstanding baseball announcer of the country.

**Availability:** E. T.  
**Time Units:** 5 minutes, 3 or 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Beer, Oil Co., Sporting Goods Store, Men's Clothing, Soft Drinks, Tobacco, Coffee, Hair Tonic, Shaving Cream, Automobiles, etc.  
**Number of Artists:** 1  
**Cost:** Will be supplied upon request  
**Audition Facilities:** Transcriptions  
**Submitted by:** Sherman Productions, 334 Arcade Bldg., St. Louis, Missouri

## Sports Quiz

This program appeals to all sports fans—male and female. It covers all angles of every sport. Employs one quizmaster plus 4 or 6 sports fans pre-selected from the listening area. All types of questions

are used. Situation true and false and specific response. The tougher the question the more point allotted for the question. Participant indicates ability to answer by pressing high-frequency buzzer.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Male, Female  
**Suggested for:** Evening  
**Client Suitability:** Beverage or Heavy Industry  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSTV, Exchange Realty Building, Steubenville, Ohio

## Sports Review

Presented each evening from 6:45 to 7-PM preceding network show—Preview of all sports of the day with interviews of well known local sports personalities, and visiting sports figures. Ball games, football in season, horse racing and all types of sports, with one good short story daily.

**Availability:** Live talent, E. T.  
**Time Units:** 10 or 15 minutes, 5 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Sporting Goods—Men's wear—Billiards—Beer  
**Number of Artists:** 1  
**Cost:** 10 or 15 minutes station time plus talent fee \$1.00  
**Audition Facilities:** Transcriptions, Will pipe live talent  
**Submitted by:** WOLS, 129 South Dargan St., Florence, S. C.

## Sports Round-Up

A morning round-up of the outcome of previous day's and evening's sporting events and a preview of the day's scheduled events, plus a capsule version of last-minute important news developments along the entire sports front.

**Availability:** Live talent, E. T.  
**Time Units:** 5 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Automotive, breakfast Food, Tobacco  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Number of Artists:** 1  
**Submitted by:** WPEN, 1528 Walnut Street, Philadelphia 40, Pa.

## Sports Theater Of The Air

A dramatized show presenting true-life stories on the lives and careers of the legendary and famous heroes and heroines of sport. Each show a complete quarter-hour human-interest drama of the songs, the legends and the treasured memories from the world of sports. A dramatic show with everything—novelty, drama, music, humor, story and heart.

For national or regional presentation.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types who want a large audience  
**Number of Artists:** About 4 with incidental music, organ or records  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

## Sports Whirl

A nightly recap of the day's activity in the world of sports—local and national—by Jim Muzzy who handles all play by play accounts of local high school football and basketball games. Currently conducting Golf Clinic of the Air. Program divided by appropriate musical fanfare into segments covering individual sports activities. Fast paced—effective presentation.

**Availability:** Live talent, E. T.  
**Time Units:** 15 minutes, 6 weekly

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**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Breweries, men's clothing, sports equipment, food  
**Number of Artists:** 1  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHBC, 550 Market Avenue S, Canton 2, Ohio

### Sportscopy By Crain

The radio sports page viewed from a Northwest perspective. Among Northwest sports fans, Paul Crain is widely known—not only through his own programs, but through his network football broadcasts for a large oil company. Two years old, Sportscopy has a long record of actively promoting every worthy Northwest sports event. The program's guest book reads like a "Who's Who" of the Sporting World. An odds-on choice for any sponsor seeking a predominantly male audience.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Any product bought mainly by men  
**Number of Artists:** 1 plus announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** KEX, 1230 S. W. Main Street, Portland 5, Oregon

### Sportsmen's Corner

The "Sportsman's Corner" program presents news of interest to sports enthusiasts, including conservation and game information of value to sportsmen traveling to other states for the various seasons. In season, hunting, fishing, hiking, boating, trap shooting, etc., are discussed as is the training, health, and feeding of dogs. Famous sports authorities and sports events are frequently program features. Gordon Graham, Special Events Director of WIBC handles the program.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Sports equipment and apparel, all men's appeal merchandise  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIBC, The Indianapolis News Building, Indianapolis 6, Ind.

### Spotlight On Sports

Latest news from the world of sport by Bill Pryor, colorful radio personality and rapid paced reporter whose clear diction and surefooted delivery are a joy to fans and sponsor alike. Captain Bill Pryor knows his sports and those who make the headlines. . . . covers national and local contests, interviews guests—sells with his commercials.

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Brews, smokes, snack foods, automotive accessories, sporting goods  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WBNF, Arlington Hotel, Binghamton, New York

### Strictly Sports With Bob Steele

Sports with humor gives a different and highly personalized slant to this sportscast . . . Bob Steele does more than give the usual ball scores, news and competitive highlights of the local and national picture—he gives his material humor and personality. One of Southern New England's best known air figures,

Bob is a former pro boxer and motorcycle racer . . . has a sponsored AM musical clock show . . . is an ace special events man . . . and makes frequent guest appearances as after-dinner speaker and toastmaster.

**Availability:** Live talent  
**Time Units:** 10 minutes, 6 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Tobacco, shaving, clothing, fuel, tires, cars, sport goods, etc.

**Number of Artists:** 1  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WTIC, 26 Grove St., Hartford 15, Conn.

### This Is Football

An exciting passing parade of the gridiron. Dramatic 5-minute narrations revealing the strange history, the romance, the legend and the incredible, unforgettable dramas of the gridiron—strange stories of the heroes who've played the game and the fantastic moments that made football history. Only a 13-week feature during the football season.

**Availability:** Live talent  
**Time Units:** 5 minutes, 1 to 3 weekly  
**Audience Appeal:** Male  
**Suggested for:** Morning, Afternoon Evening

**Client Suitability:** Sponsors serving their products to a male audience

**Number of Artists:** 1 (the story teller)  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.

### Chuck Thompson Speaking Of Sports

Chuck Thompson, WIBG play-by-play broadcaster of baseball, football, boxing and basketball discusses sports in his own style.

**Availability:** Live talent  
**Time Units:** 10 minutes, 6 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Cigars, cigarettes  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIBG, 1425 Walnut Street, Philadelphia 2, Pa.

### Time Out With Bill Campbell

A lively kid participation show aimed at the sand lot league. Appeal to boys ages 8 to 16. Show has two prominent sports authorities each week and Bill Campbell, WCAU's Sports Commentator is the master of ceremonies. First half of show—kids fire questions at the guest authorities. Last half—Bill Campbell reverses process and fires questions at audience. Audience averages 200 enthusiastic youngsters and about 30 of these get on the air at each session. Show has definite anti-juvenile delinquency angle. Kids in second half of program who give correct answers are awarded prizes.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Saturday Morning  
**Client Suitability:** Any product of interest to young boys aged 8 to 16  
**Number of Artists:** 3 and organist  
**Audition Facilities:** Transcriptions  
**Submitted by:** WCAU, 1622 Chestnut St., Philadelphia 3, Penna.

### Today In Sports

A quarter hour of general sports coverage, preferably scheduled late at night in order to get complete sports data. Ray Scott, expert sports announcer, handles this with an eye for local and neighborhood sports events. Receives phone calls

# SPORTS PROGRAMS

all evening from local ball clubs, bowling leagues, etc., both on results and on future events, for inclusion in program. Does not entirely neglect major national sports, but emphasis here is on local sports events. Guest when possible.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Client aiming at predominantly male audience  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** W. C. A. E. Inc., Wm. Penn Hotel, Pittsburgh 19, Penna.

### Yandt's Sports Slants

KGVO's most popular across-the-board sports feature. Delivered in clipped fashion, by the sponsor (Max Yandt, Men's Clothiers), capsule covers both the local and national scene. Spotted at 5:50 each evening, sports fans have learned to tune "Yandt's" for the Major League baseball scores and results of all local athletic contests. Program occasionally features interview with prominent coaches and athletes, prognostications of coming contests. During the war, sponsor supplemented weekly programs with published "Slants" mailed to all Missoula men in the Armed Services. Commercials are brief, colorfully-phrased—pointed particularly at the college man.

**Availability:** Live talent, E. T.  
**Time Units:** 5 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Men's clothiers, sporting goods store  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KGVO, 132 W. Front Street, Missoula, Montana

### American Sports-O-Rama

Program covering the entire field of sports in review, forecasts, dramatizations, personalities, etc. Features nationally eminent authority on sports as host-commentator; a staff of nationally celebrated special events sports announcers, on a rotating basis; individual sports headlines, as program guests. Actionful, informative and entertaining, this show combines all the elements to attract the fans and followers of all lines of American sport.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Audience Appeal:** Entire family  
**Client Suitability:** General  
**Number of Artists:** 3 stars, 6 to 8 actors, plus orchestra  
**Cost:** Available on request  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th Street, New York 19, N. Y.

### The Sportsman

Fifteen-minute streamlined features, for use any hour Monday through Saturdays, available on The Associated Press Radio news wire. Intimate details of big and little figures and their doings in the world of sports. The program contains a sport memory designed for five minutes air time.

**Availability:** Telescript  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Submitted by:** The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

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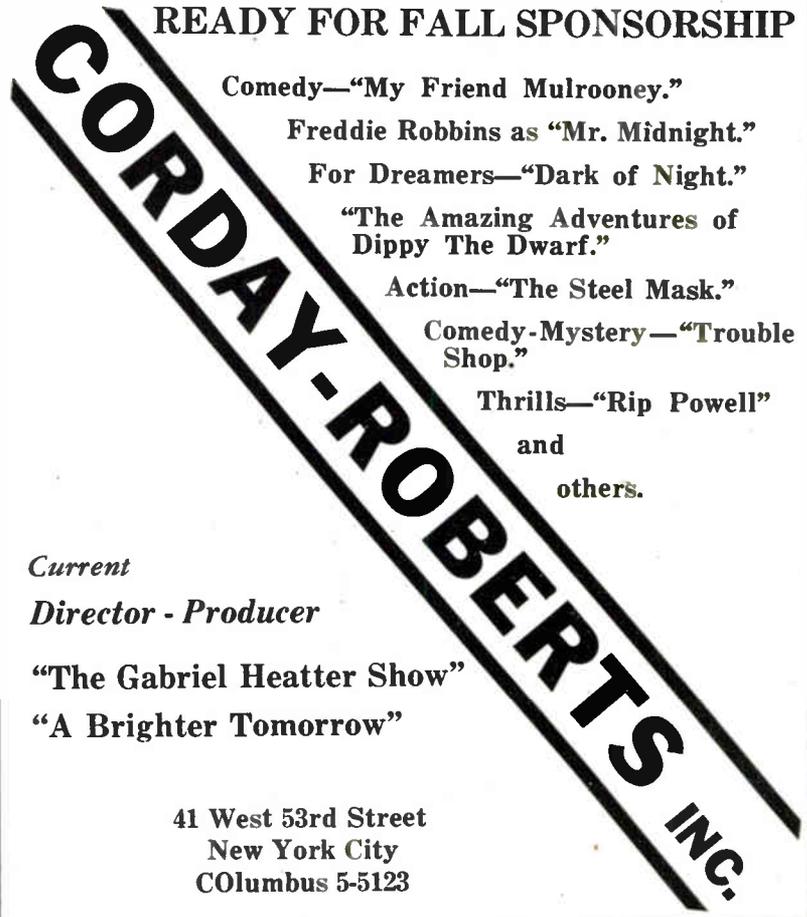
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# FM PROGRAMMING PROSPECTS

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## problems of new service

By Val Adams

Staff Writer, RADIO DAILY

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IT seems to have become fashionable to toss highly seasoned remarks at FM broadcasting because, as some of the tossers proclaim, the only imagination shown in program format is that which can be squeezed out of a musical recording. At the same time, however, AM radio has ordered up more turntables itself, to accommodate the platter spinner sweepstakes, and the FM people might well yell out, "Whose stealing whose stuff?" If the trend continues, some day a fellow may have to tune in an FM station to hear a live program.

When FM first came along, a lot of propaganda popped up about revolutionizing the whole radio setup. Here was a new medium, the word buzzed convulsively, that would force revamping of radio's whole program structure. Talent would have to learn to talk all over again, a new technique was needed.

This was only one of the illusions. The other was that FM was synonymous with music. FM, with its high fidelity qualities and qualitative reproduction, meant that 100-million listeners would fall in love with Brahms, Bach and Beethoven. In opening the door FM, in some ways, seemed to hit itself right in the face, a common occurrence in any pioneering development.

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As for future FM programming trends, well, what's good on AM will be good on FM. The latter's proponents say it will be much better. But from a program standpoint, if people want to hear Jack Benny they'll tune him in, no matter whether the program is on AM or FM. With the foreseeable total of 3,000 stations in operation throughout the country, combining both AM and FM, those stations can remain in business only so long as their programs pull listeners. This means that FM will inevitably throw away many of its phonograph records.

Already FM program fare is moving toward the lighter side and away from its ill conceived infatuation with long hair music. Certainly some stations are going to specialize in the higher forms of musical composition but FM as an industry can't be built on it. And speaking of specialization, that's just what individual FMers are going to do, much more so than the AM branch of radio has ever done. When those 3,000 stations start clogging the air waves there will have to be a lot of gimmicks if they all stay in business. Also, the many new-comers to radio, through FM, presented a wide range of backgrounds and some program structures are going to be built on pretty personal reasons or preconceived policies.

For the good of FM progress, it is a nice healthy sign that some already in the business grant that additional program know-how is needed. Larry Carl, program manager for WASH, Washington, a station which feeds live programs to the Continental FM network, is one who admits this, saying that FM needs men with program experience. And he adds, "men who're not necessarily hog-tied by program tradition but who on the other hand can tell a bad program idea from a good one."

Despite the general impression that the human voice is yet to be heard live over an FM station, many outlets around the country do mix their platters with real flesh and blood at certain inter-

vals. Enough of it is going on to definitely show that FM is trying. On an industry wide basis the percentage of live talent on FM against recorded programs might be so small as to seem insignificant but that's the way any baby looks to its father until the bills for baby shoes start coming in.

Another one of the most healthy signs for FM is the number of little networks springing up in various regions. In the east is the Continental network with 13 stations participating. Some of the live programs fed the web weekly from Washington include the Army Air Forces band, direct from Bolling Field, the U. S. Army band and a pickup from the famed King Cole Room.

If small regional FM webs keep cropping up, it is a cinch that a coast-to-coast link will ensue, even without thinking about it. Already we have word that such plans are being made but FM regional webs assure that such reports are not just idle talk. And when there is a coast-to-coast hookup, and presuming that millions of listeners have FM sets, then FM will be in a position to bargain with AM on top budgeted shows which cost \$15,000 or more.

Some say FM will be just like money in the bank to agencies and advertisers. It's being talked around that since you can set up an FM coast-to-coast network without lines, each station passing along the program to another by direct broadcast, FM will save agencies and sponsors pots full of money.

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Another recent occurrence in FM have been items in the trade press revealing that national advertisers are now placing business with the new medium. Aside from receiving sets, the only thing the FM broadcaster has been waiting for is that great American radio humanitarian, the advertiser.

It is not easy to discuss future FM trends, the why's and wherefore's of the matter, without first separating some of the complexities. First of all, there are two general types of FM broadcasters. One is exclusively that and the other is also an AM operator. And it must be admitted that fundamentally the two are not thinking in exactly the same channel. In theory, one has FM because its insurance against what may happen and the other eyes it has a full time instrument toward some goal. In discussing FM, these things have to be considered.

What ever the delay in bringing FM into full bloom, in many ways it is coincidental with the television turmoil. Birth pangs for both seem to be too similar to pass over lightly. The entertainment value of FM and video programs today is said to be questionable. To improve program structure, however, they both need sponsors and that requires listeners. In order to get listeners sets must be available and the few manufactured so far are too expensive for the most famous of all Americans, the common man. All these problems apply to both television and FM, not to mention FCC and frequency channels.

One thing you can bank on—positively. When those 3,000 different stations start scrambling the air waves, there's going to be a chance to try out every and any program idea that was ever dreamed up or ever will be.

# 1947 ☆ INTERVIEW PROGRAMS ☆ 1948

## The Baker Boy

Each day the Baker Boy visits a different grocery store where his sponsor's bread is sold, and interviews the customers in that store, picking up the tab on the interviewees' groceries. The interviews are wire-recorded daily and broadcast the following day. Announcement is made in advance as to where the Baker Boy will appear the next day.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** Baker  
**Number of Artists:** 1  
**Cost:** Station time plus \$3.00 per day  
**Audition Facilities:** Transcriptions  
**Submitted by:** WDVA, Box 1338, Danville, Va.

## Boardwalk Reporter

Program opens directly from studio with transcribed theme On The Boardwalk In Atlantic City. Announcer switches radio audience to the famous Atlantic City Boardwalk where the boardwalk reporter interviews the many colorful individuals on the world famous wooden way. He usually has a running fire of questions with topical interests and a question of the day. The program gets its interest from the cross section of people met and interviewed.

**Availability:** Live talent  
**Time Units:** 15 minutes, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Beachwear, Clothes, Cosmetics, Sun tan oils, etc.  
**Number of Artists:** 1  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** WFPG, WFPG Steel Pier, Atlantic City, N. J.

## Breakfast On Nob Hill

Audience participation from Fairmont Hotel, San Francisco, featuring Lee Giroux and Ruby Hunter. Fast-moving breakfast broadcast appealing to all listeners, especially women. Caters to invitation to groups and organizations for participation. Prizes range from boxes of candy to cross-country plane trips and vacations to resorts, etc. Produced by Sid Sidley.

**Availability:** E. T.  
**Time Units:** 30 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Food, florist, transportation, all types for large audience  
**Number of Artists:** two and one announcer  
**Cost:** optional  
**Audition Facilities:** Transcriptions; Will pipe live talent, if local  
**Submitted by:** KSFO, Mark Hopkins Hotel, San Francisco 6

## Candid Microphone

The Candid Microphone presents people as they are. As the candid camera catches people off guard and reveals them in an unposed photograph, so the concealed candid microphone catches people off guard in casual interviews, both humorous and serious. The candid microphone representatives will talk to people in all walks of life and will discuss all kinds of subjects with people who have no knowledge whatever that they are being interviewed for the air.

**Time Units:** thirty minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Audition Facilities:** Transcriptions  
**Submitted by:** American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

## Curbstone Confab

Alan Blaine chats with the man-and-woman-on-the-street about topics of current interest, local, regional, or national-international.

**Availability:** Live talent  
**Time Units:** fifteen minutes, three weekly  
**Audience Appeal:** Entire family  
**Client Suitability:** Especially good for consumer products, particular food, bev.  
**Number of Artists:** one plus assistant  
**Audition Facilities:** Transcriptions  
**Submitted by:** WLBR, 8th and Cumberland St., Lebanon, Pa.

## John Doe Jr.

A Saturday half-hour which has been developed to provide a constructive picture of the teen-ager, his activities, hobbies, ambitions. The program is presented as a Red Feather Service of the Community Chest.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Number of Artists:** One plus the participants being interviewed  
**Audition Facilities:** Transcriptions  
**Submitted by:** WBNS, 33 North High Street, Columbus 15, Ohio

## Careers In The Making

Each week during school term, four or five students from a senior or junior high school in Des Moines, interview a leader in a particular field of interest. Produced under the direction of Tom Lewis, suggested questions to be used on the broadcast are submitted in advance. Topics discussed range from Medicine to Trucking. Unusual interest for the series has been demonstrated by education leaders, parents as well as the actual participants.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Variety sponsorship as it has family appeal  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** KSO, 10th and Grand, Des Moines 9, Iowa

## WEBBER RADIO PROGRAMS

Presents

### Programs That Build Audiences

#### Youth Courageous

Youth Courageous programs are based on stories of courageous acts of youth taken from history, literature, and current events of the present day. Each program is complete in itself and is approximately eleven minutes in length. The stories are not morbid but maintain throughout "lift," achievement, and success.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1, 2 or 3 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Sunday afternoon, evening  
**Client Suitability:** Banks, dairies, public service corporations  
**Number of Artists Employed:** Five to ten  
**Audition Facilities:** Transcriptions  
**Submitted by:** Webber Radio Programs, 401 Shops Building, Des Moines 9, Iowa

#### The Adventures of Jane Arden

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

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

#### Toby and Suzy

Toby and Suzy is an up-to-date series of fifteen-minute programs — 260 now transcribed. The program has been carried for five years in live talent form on six midwest radio stations and has been placed in approximately sixty markets in transcribed form. It has an outstanding record of success based upon ability to build an outstanding audience and achieve significant sales results.

**Availability:** E, T.  
**Time Units:** 15 minutes, 3 or 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon or evening  
**Client Suitability:** Bakeries, flour, feed, beer, dairies, farm audience  
**Number of Artists Employed:** 5  
**Audition Facilities:** Transcriptions  
**Submitted by:** Webber Radio Programs, 401 Shops Building, Des Moines, Iowa

## WEBBER RADIO PROGRAMS

401 SHOPS BUILDING

DES MOINES 9

IOWA

## GREEN ASSOCIATES

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CENTRAL 5593

## KMO's Man On The Street

Is a typical Man on the Street program . . . 12:30 to 12:45 6 days a week from the crossroads of downtown Tacoma, Washington. Man on the Street is Arnold Benum armed with a cheerful approach to passers-by . . . and a glib sense of humor. Is the Only Man on the Street Show in Tacoma . . . has successfully sold Coffee . . . Gasoline . . . Men's clothing.

Availability: Live talent  
Time Units: 15 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Noon  
Client Suitability: Most any kind  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: KMO, 914½ Broadway, Tacoma 7, Washington

## Aboard The Panama

New Orleans' most prominent train, the Panama Limited, and New Orleans' most interesting interview on Aboard the Panama. New interests and new businesses discovered in informal questioning of the passengers on the observation car of this deluxe train from New Orleans to Chicago. Gay Baston, poised, experienced announcer, keeps answers coming fast and humorously on Aboard the Panama.

Availability: Live talent  
Time Units: 10 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon  
Client Suitability: All clients, could be tied in with luggage, travel, etc.  
Number of Artists: Announcer, master of ceremonies  
Audition Facilities: Transcriptions  
Submitted by: WDSU, Monteleone Hotel, New Orleans, La.

## A. L. Alexander's Mediation Board

When people from all walks of life find their problems have become too knotty and complex for ordinary solution by themselves, they invariably turn to A. L. Alexander's Mediation Board. There, in complete anonymity, they are afforded the privilege of submitting problems and disagreements to a board of distinguished persons, in most cases experts in the field of mediation. While the board's decisions are not binding, the disputing parties in many cases agree among themselves to abide by the verdict.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Male; Female  
Suggested for: Evening  
Client Suitability: Family consumed products  
Number of Artists: MC and Participants  
Audition Facilities: Transcriptions; Will pipe live talent  
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

## Heart's Desire

Many people have a "heart's desire" — something they have wanted and genuinely needed for a long time. The program Heart's Desire has been planned for just such people. Recipients of Heart's Desire awards are selected on the sincerity of their letters to Master of Ceremonies Ben Alexander. Alexander reads excerpts from the winning letters on the air.

Availability: Live talent

Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Daytime  
Client Suitability: Product bought by women  
Number of Artists: MC and Participants  
Audition Facilities: Transcriptions; Will pipe live talent  
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

## Honeymoon In New York

Ed Herlihy, the master of ceremonies, interviews an engaged couple, an anniversary couple, and a honeymoon couple to elicit their stories and presents them with useful gifts. Eve Young sings.

Availability: Live talent  
Time Units: 30 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning  
Audition Facilities: Transcriptions  
Submitted by: National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

## Knock Knock

Announcer calls on three housewives during early part of day. Interviews housewife in own home via wire recording. Personal questions regarding family, home, hobbies, recipes, etc. Recordings used on same day. Each recording preceded by announcer giving the address of residence, then he is heard knocking on front door—thence, the title of program. Suspense built up by mentioning the street announcer will visit the following day.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Any home product. Ideal tie-in  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: KWPC, P. O. Box 860, Muscatine, Iowa

## Luncheon At Sardi's

Every Monday through Saturday Bill Slater, armed with a harness mike, squires a guest through a host of celebrities at the famous Sardi's restaurant, just off Broadway. The guest is a woman listener who has written Bill a letter telling why she would enjoy a luncheon at Sardi's. Bill and his guest saunter from table to table for interviews and informal chats with stage and screen stars, producers, authors, and other luminaries. The program is a made-to-order vehicle for commercials. Marlow Lewis is the producer.

Availability: Live talent  
Time Units: half hour, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: all clients  
Cost: upon request  
Audition Facilities: Transcriptions  
Submitted by: WOR, 1440 Broadway, New York 18, N. Y.

## May We Help You

Program is a new twist on Man on the Street type show. People in need of hard-to-get items are interviewed. Listeners call in offering these items during the broadcast. Program even succeeded in finding hard-to-get apartments; also merchants cooperated by letting us know when they had such items as diapers,

refrigerators, Jello, etc. Program has been attracting large crowds on the street and has brought many letters of praise for the service rendered by the station.

Availability: Live talent  
Time Units: 15 minutes, 4 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Not limited  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WJEL, Franklin Court, Hagerstown, Maryland

## Meet Your Neighbor

Program originates as remote in downtown section of city. Highlight is interview of married couple moved into city within past few months, bringing out their background, how they met, previous work, how happened to come to Muscatine, and how they like it in new home. Great interest in getting reactions of newcomers to city. Builds up town, fine public service.

Availability: Live talent  
Time Units: Fifteen minutes, Once weekly  
Audience Appeal: Male; Female  
Suggested for: Morning  
Client Suitability: New products to be used in home  
Number of Artists: One  
Audition Facilities: Transcriptions  
Submitted by: KWPC, P. O. Box 860, Muscatine, Iowa

## Mr. And Mrs. Music

Popular singer, Bea Wain and announcer-husband, Andre Baruch shuffle the platters in New York's most unusual husband and wife record session. WMCA's show includes "in person" musical sessions by Bea herself, interviews with guest stars, the day's hit tunes and smash audience-winning contests. Informal dialogue handling of commercials particularly effective. Extensive merchandising cooperation. Musicland's top personalities for the cost of spot radio! 12 Noon to 2:00 p.m. Also 4:00 to 5:30 p.m. Monday through Saturday about September 15th.

Availability: Live talent  
Time Units: 10 and 15 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon  
Client Suitability: General—local or national  
Number of Artists: Two  
Cost: See rate card  
Audition Facilities: Transcriptions  
Submitted by: WMCA, 1657 Broadway, New York City 19, N. Y.

## Nelson's Hospital Hour

This program originates from the local hospital each Sunday. During the course of the 25 minute broadcast, patients are interviewed at their bedside. Music used during the program originates from the stations transcription library. The program affords pleasure for those confined to the hospital and makes interesting listening for those who listen in at home.

Availability: Live talent; E. T.  
Time Units: 25 minutes, Once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Most any is suitable except a beer account  
Number of Artists: One or two interviewers  
Cost: \$40.00 net  
Audition Facilities: Transcriptions  
Submitted by: WCED, DuBois, Pa.

## Quad-City Cruise

"Skipper" Benne Alter cruises the Quad-Cities each day and wire and tape records interviews with people in all walks of life for playback the same day. Typical day's program included interviews traffic policeman, lady hanging out wash and trip through wooden shoe factory.

Availability: E. T.  
Time Units: Fifteen minutes, five weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Any  
Number of Artists: One  
Audition Facilities: Transcriptions  
Submitted by: WHBF, Rock Island, Illinois

## Luncheon At Sardi's

Each day Bill Slater, well known network emcee, interviews from 8 to 12 prominent people from all walks of life, while lanching at New York's famous Sardi's restaurant. Such great names as Mrs. Eleanor Roosevelt, John Roy Carlson, Roy Rogers, Lucille Ball, etc. Famous authors, statesmen, theatrical, radio and screen personalities appear on the show. Programs available on transcription for 7 participating sponsors on each half-hour show. The only big name participating sponsorship show available open-end.

Availability: E. T.  
Time Units: 30 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon  
Client Suitability: General  
Number of Artists: 14 or more  
Cost: Dependent upon market population  
Audition Facilities: Transcriptions  
Submitted by: Kermit-Raymond Radio Productions, 11 E. 52nd St., New York 22, N. Y.

## Reunion

All the drama of meeting after long separation is packed into this new program idea. Here is actual "reunion" of relatives, friends, heroes — meetings, the dreams of which have inspired great hopes, but which could never before be consummated. With Milo Boulton as master of ceremonies, the program is presented as a vehicle for reuniting all types of people and highlighting all types of situations.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types  
Number of Artists: MC — Participants, and music  
Audition Facilities: Transcriptions; Will pipe live talent  
Submitted by: Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

## Such Interesting People

Public interest interview program, presenting a news-worthy guest weekly, interviewed on his position in world of business, sports, politics, etc. Past guests include Colorado University president; Economist Lee Cherne; Colorado Governor Lee W. Knous; Babe Didrickson Zaharias, noted golfer; E. Palmer Hoyt, Denver Post publisher. Guests are quizzed by working newspaper men, radio news editors, and press association representatives from Denver area.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type of consumer product or service  
**Number of Artists:** 1, plus interviewers and guests  
**Audition Facilities:** Transcriptions  
**Submitted by:** KFEL, Albany Hotel, Denver 2, Colorado

### The Sky Club

Everyday, rain or shine, Jack Lacy and his portable microphone go to the Airlines Terminal Building and seek out interesting personalities for this fifteen minute interview show. Originating at the arrival and departure station for all major airlines operating in New York, the Sky Club is more than a man-in-the-street series. Youngsters who are making their first trip, visitors from foreign lands, business trips, honeymoons . . . humor, pathos, drama . . . make the Sky Club an interesting well-rounded show.

**Availability:** Live talent; E. T.  
**Time Units:** fifteen minutes, 11 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** luggage, newspapers, magazines, candy, gum, travelers checks, etc.  
**Number of Artists:** One  
**Audition Facilities:** Transcriptions  
**Submitted by:** WINS: 28 West 44th Street, New York City

### Stork Club

Stork Club daily announces the births occurring in West Texas, and each new arrival is saluted with a transcribed musical selection.

**Availability:** Live talent; E. T.  
**Time Units:** 10 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Dairies, diaper services, children's wearing apparel  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KECK, Box 672, Odessa, Texas

### Tourist Information Guide

Half hour program consists of popular music, interspersed with recorded interviews made at the summer hotels which abound in this district. Each day one particular hotel is saluted, and its manager and guests interviewed. Program also contains information of interest to tourists, such as places to go, things to do, etc. Since Orillia is the heart of the great Muskoka vacation district, thousands of Canadians and Americans pass through each year and the program is sold to national sponsors.

**Availability:** Live talent; E. T.  
**Time Units:** 30 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Sun-tan lotion, ginger ale, ice-cream, other summer products  
**Number of Artists:** 3  
**Audition Facilities:** Transcriptions  
**Submitted by:** CFOR, Orillia, Ont.

### Treasure Time

Boysen's Treasure Time, for thirty minutes each weekday afternoon, WMBO plays host to the ladies of the community in an interview-stunt program at the city's leading restaurant. Big feature is the Treasure Chest which each person interviewed has a chance to open and to

which is added a major prize each day plus several supplemental prizes. One opening of the Treasure Chest provided fur neckpiece, wrist watch, airplane trip, two one-year theatre passes and seventeen other valuable prizes.

**Availability:** Live talent  
**Time Units:** 30 minutes, Five weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon  
**Client Suitability:** Department store, Dairy, Bakery  
**Number of Artists:** Two  
**Audition Facilities:** Transcriptions  
**Submitted by:** WMBO, 141 Genesee Street, Auburn, New York

### What's Worrying You?

As a qualified psychiatrist, Dr. Frederic Damrau discusses in simple terms the mental quirks and worries presented to him by Adeline Maneery. She obtains her case histories by social interviews previous to the broadcast. The program is patterned to sound ad lib and conversational but is carefully written in advance so as to give only correct advice. It combines human interest and emotion with medical authority.

**Availability:** Live talent  
**Time Units:** Fifteen minutes, Once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** Two  
**Cost:** Adjustable  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Frederic Damrau, M.D., 247 Park Avenue, New York 17, N. Y.

### While Wichita Sleeps

We use our wire recorder and one of our best ad lib artists and send him out the night before we rebroadcast the show to talk to various sort of tradespeople who work while the rest of the town sleeps (Hence the name of program). We will eventually cover the bakeries, the depot, the railway express offices, the bus barns, dairies, street cleaning department, airport, or any place we find a light on at night which we might think interesting as a story to our listeners.

**Availability:** Live talent  
**Time Units:** Fifteen minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Insurance client  
**Number of Artists:** One announcer and engineer  
**Audition Facilities:** Transcriptions  
**Submitted by:** KANS, 1015 N. Broadway, Wichita, Kansas

### You Can Keep Young

Now in its second year as a sustainer in New York City, Dr. Frederic Damrau and Adeline Maneery tell how to halt the march of time. An authoritative program of practical and scientifically correct information aimed at listeners who don't want to grow old. It presents authentic secrets of rejuvenescence which can be applied in daily life. Told in simple and conversational style.

**Availability:** Live talent; E. T.  
**Time Units:** Fifteen minutes, once weekly  
**Audience Appeal:** Male; Female (over 35)  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** Two  
**Cost:** Adjustable  
**Audition Facilities:** Transcriptions  
**Submitted by:** Frederic Damrau, M.D., 247 Park Avenue, New York 17, N. Y.

# INTERVIEW PROGRAMS

## Pick The Hits

Syndicated script series with unique mail-pull tie-in. Listeners are given three "pop" tunes and asked to list these in order of their preference. A sample poll is developed each day and one letter is selected. A cash award is given if the list in the letter drawn, compares with the popular poll. If letter does not, prize "jack-pots".

**Availability:** Live talent  
**Time Units:** 15 minutes, 1-6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon; Evening  
**Number of Artists:** One staff announcer  
**Audition Facilities:** Transcription  
**Submitted by:** Imperial Radio Productions, 444 University Ave., Toronto 2, Ontario, Canada.

## Personality Time

A 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature! It features the voice of the personalities themselves who, through the "Cue-In" technique, exchange comments, at the beginning and close of each broadcast with your own woman's program editor or commentator. Dramatizations by top-flight radio talent of the career, profession or event in the life of the star of the program.

**Availability:** E. T.

**Time Units:** (78) 15 minutes, 1, 2 or 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** All types  
**Cost:** Net rate per episode: Seven percent of station's top hourly national time card rate; minimum \$4.00 net per episode  
**Audition Facilities:** Transcriptions  
**Submitted by:** The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## Question Market For Local Stations

New quiz show built around friendly frame of a general store with customers as contestants and master of ceremonies as the clerk. Chief attraction of the show is that V. I. P. provides script, gimmicks and all of the prizes, at a low packaged cost—prizes being same for local shows as provided on networks. New twist brings in listeners as contestants.

**Availability:** Live talent  
**Time Units:** 15 minutes, 30 minutes, 3 to 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** All types wishing large, steady audience  
**Number of Artists:** 1—Master of Ceremonies  
**Audition Facilities:** Transcriptions  
**Submitted by:** V. I. P. Service, Inc., 1775 Broadway, New York 19, N. Y.

# W L I B

## THE FAMILY STATION

Serves New York families with top flight programs that are ready-made for maximum audience appeal.

All programs are distinctive and refreshing shows in MUSIC . . . CULTURE . . . VARIETY . . . COMEDY . . . and NEWS! This type of showmanship must be included on any radio schedule.

For further details, write or phone

# W L I B

207 EAST 30th STREET  
 NEW YORK 16, N. Y.

Phone: MURRAY Hill 3-6903

**A Man And His Music**

Each week—life of a different composer is narrated with dramatic inserts. As program progresses, composer's outstanding works are woven into the script. Sound effects and musical bridges.

Availability: Live talent; E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Number of Artists: Narrator; 2 or 3 for dramatic inserts  
Audition Facilities: Transcriptions  
Submitted by: WGH, 500 Portlock Bldg., Norfolk 10, Va.

**American Opportunity!**

The dramatic, interesting story of a famous American is told in narrative form with the segmentation of the episodes tied in with music pertinent to the subject of each story or to the times discussed. Emphasis is placed on the use each subject made of the opportunities that are uniquely American or how the subject worked to increase Opportunity for all Americans. Recent figures in history, contemporary national figures, and widely-known local figures are selected as subjects.

Availability: Live talent; E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon; Evening  
Client Suitability: Designed as good-will program for manufacturing firms  
Number of Artists: 1 (narrator)  
Audition Facilities: Transcriptions  
Submitted by: WRRN, Warren, Ohio

**At Your Service**

This program is to entertain as well as give helpful information. Each program is composed of a popular song, a book review, a household suggestion, style notes or other news of interest to women, and a thought for the day. Household hints are solicited from listeners and daily prizes are awarded. Bob Neff handles the show, aided by Dawn Mundy Provost.  
Availability: Live talent; E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Furniture stores, laundry concerns, department stores  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WSPB, Sarasota, Florida

**Audition Time**

For years each Wednesday has been audition day at WHIO. Singers, actors, announcers, imitators have all flocked to the station for an audition. Now, the station selects the best of the applicants each week and they are presented on the air in Audition Time, Wednesdays at 4:15 p.m. Radio listeners are advised that the variety of talent came to WHIO for an audition, and the listeners are asked to act as an audition board and select various entertainers worthy of being heard on the air again. Mail from listeners will decide which acts will be given more air time.  
Availability: Live talent  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon; evening  
Client Suitability: Any product that wants to capitalize on giving new talent a break. This is not necessarily amateur talent.  
Number of Artists: Varies

Audition Facilities: Transcriptions  
Submitted by: WHIO, 45 So. Ludlow St., Dayton 2, O.

**Baker's Spotlight**

An entertaining script show, featuring, of all things, transcribed one-minute commercial spots, and the midwest's biggest popular entertainer, Dick "Two-Ton" Baker and his piano and songs. A radio show presenting spot announcements—not as interruptions, but as intrinsic parts of each light, lively, laughable and "different" quarter-hours—spots with character all their own, spots that build-up rather than break-up a program. It's commercial but it's entertainment.

Availability: Live talent  
Time Units: 15 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; afternoon  
Client Suitability: Any spot buyer  
Number of Artists: 2  
Audition Facilities: Transcriptions; will pipe live talent  
Submitted by: WGN, 441 N. Michigan Ave., Chicago 11, Ill.

**The Bandbox**

"The Bandbox" consists of "name" bands and "name vocalists" performing leading popular music. The general appeal of the program is also enhanced by the presence of Jim Ameche as emcee and a "Name" comedian to be used throughout the program. Each program will star a different "Name" band, a different "Name" comedian and two different "Name" vocalists. In this fashion we will achieve variety and distinction since each band has its own unique style. Such "Name" vocalists as Nan Wynn, Jerry Cooper, and others will appear and will at times have the use of a choral background. Also appearing will be such guest comedians as Henny Youngman, George Givot, Peter Donald, Jan Murray and others.

Availability: Live talent; E. T.  
Time Units: 15 minutes, 1, 2, or 3 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon; Evening  
Number of Artists: 24 (minimum)  
Audition Facilities: Transcriptions; Will pipe live talent  
Submitted by: Kermit-Raymond Radio Productions, 11 East 52nd Street, New York 22, N. Y.

**Barnyard Jamboree**

Teleways newest half-hour transcribed hit, "Barnyard Jamboree," starring Jimmie "Round Boy" Jefferies. A jam-packed half hour of sure-fire entertainment, serious sentiment, rural rhythm. A real old-fashioned barn dance with songs that all America sings. Large cast. Fifty-two programs. A brand new series.  
Availability: Live talent; E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Morning, Afternoon, Evening

Client Suitability: Any type  
Number of Artists: 15  
Cost: Based on station rate card  
Audition Facilities: Transcriptions  
Submitted by: Teleways Radio Productions, Inc., 8949 Sunset Blvd., Hollywood 46, Calif.

**The Bedelia Show**

A variety program featuring Shirley Reid, the most unusual female ventriloquist and her Magic Doll, "Bedelia." In

Bedelia, Miss Reid has developed a most loveable character with unbelievable life and personality. Shirley Reid has been the screen voice of Minnie Mouse, Petunia Pig and many other similar characters. "The Bedelia Show," with Bill Meigs, band stooges and announcer, is a show packed with laughs, music and wholesome entertainment.

Availability: Live talent.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Saturday Morning  
Client Suitability: All types  
Number of Artists: 4-plus band and guests  
Audition Facilities: Will pipe live talent  
Submitted by: Green Associates, 360 N. Michigan, Chicago 1, Ill.

**The Bill Gwinn Show**

Bill Gwinn, Mutual's genial emcee, rings the bell again with this high-powered entertainment show starring young singing star Merv Griffin and the music of Lyle Bardo's orchestra from Mutual's San Francisco studios. This program is easy listening and fun for the whole family.

Availability: Live talent  
Time Units: 30 minutes, up to 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon; Evening  
Client Suitability: Any  
Number of Artists: 4 and orchestra  
Audition Facilities: Transcriptions  
Submitted by: Mutual-Don Lee Broadcasting System, 5515 Melrose Ave., Hollywood 38, Calif.

**Biography**

A half hour dramatic musical depicting the life story of stars of stage, screen and radio—with the different guest stars each week portraying their own role. Top flight writers, producer and director with special musical treatment of 30 piece orchestra under the direction of Morris Stoloff, 1947 Motion Picture Academy Award winner—A weekly radio entertainment treat comparable to the "Tolson Story" motion picture.

Availability: Live talent.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: Approximately forty including musicians  
Cost: Stars of Stage, Screen and Radio supported by AFRA members  
Audition Facilities: Printed presentation  
Submitted by: The Lowe Agency, 6121½ Selma Ave., Hollywood 28, Calif.

**Breakfast At CKFI**

Station staff actually cooks breakfast in the studio, on the air, describing various routines and necessary steps. Guests are invited to the program each week and given breakfast after having been interviewed on the air. Musical entertainment is provided by staff pianist, organist and vocalist. Master of ceremonies keeps show lively with humorous banter. Time checks and weather reports are also broadcast.

Availability: Live talent.  
Time Units: 45 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: All types, but particularly bakery, creamery or coffee manufacturer  
Audition Facilities: Will pipe live talent  
Submitted by: CKFI, Fort Frances, Ontario, Canada

**Calling All Girls**

Designed specifically to appeal to the teen-age girl—especially for department store sponsorship. Features the nation's foremost fashion authority, Nancy Pepper, and Patsy Campbell, Linda Allen, Dick Brown—popular baritone, Tommy Jones, and Hank Sylvern's music. Famous for guest appearances by noted screen and entertainment personalities such as Barry Wood, Peter Lawford, Xavier Cugat, Benny Goodman, Vaughn Monroe, Ray Bolger, etc. Two-time winner of the CCNY Radio Program Awards.

Availability: E. T.  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Juvenile  
Suggested for: Anytime  
Client Suitability: All types  
Number of Artists: Approximately 12 per program

Cost: ET—Based on population  
Audition Facilities: Transcriptions  
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

**Club 580**

"Club 580" features a daily 55 minutes of music designed for the juvenile audience, combined with interviews, give-aways participation stunts, inter-school contests. Membership cards given, along with crests, Club 580 pictures, etc. 15,000 members current figures. Show put on at CKEY Radio Theatre to daily audience of 300.

Availability: Live talent; E. T.  
Time Units: 55 minutes, daily, (Not Available Saturdays)  
Audience Appeal: Juvenile  
Suggested for: Afternoon  
Client Suitability: Anyone catering to teen-age sales and good-will  
Number of Artists: Emcee and commercial man  
Cost: Write, wire or phone for complete information  
Audition Facilities: Transcriptions  
Submitted by: CKEY, 444 University Avenue, Toronto, Ontario, Canada

**Coffee Club**

This program broadcast daily from Dix Cafeteria, large local eatery. Establishment serves over 100 guests daily with coffee and doughnuts. Cast entertains the audience there, and the audience participates in the program. Their participation is rewarded by gifts. Something different in the way of stunts each day.  
Availability: Live talent.  
Time Units: 30 minutes, sold as spots, 6 weekly

**What's The Weather**

Primarily designed to give the Northwest radio audience a complete resume of daily weather conditions, the program includes not only the current weather information, but also contains music (live talent) daily cash prizes for temperature predictions, and audience participation. Studio audience daily. Invaluable to both urban and rural listeners inasmuch as weather plays an important part in everyday life.

Availability: Live talent  
Time Units: 30 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: Cereals, other food items, anything connected with farming  
Number of Artists: 7 (5 musicians)  
Cost: \$40.00 per program  
Audition Facilities: Transcriptions  
Submitted by: KFVR, 200½ Fourth Street, Bismarck, North Dakota

**Audience Appeal:** Female  
**Suggested for:** Afternoon  
**Client Suitability:** All home products  
**Number of Artists:** 2  
**Cost:** Time cost for Class B spot plus \$2.00 daily, plus either a merchandise gift daily or \$2.00 to purchase a gift.  
**Audition Facilities:** Transcriptions  
**Submitted by:** WDVA, Box 1338, Danville, Va.

### College Town, U.S.A.

Program originates from imaginary "Pops Place" in College Town, U. S. A. Just around the corner and down a block from no particular campus. Main characters: Joe and Betsy, "The Co-Eds" working with loose plot, bring in varied Collegiana: Songs, sayings, fashions and fads of U. S. colleges. Each week they'll salute both a college of the U.S.A. with Alma Mater, and a local "Kollege Kween," who will be selected by listener response. Runs parallel to school sessions. September to June.  
**Availability:** Live talent, E. T.  
**Time Units:** 15 minutes, 2 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Clothing stores, soft drink manufacturers  
**Number of Artists:** Between 8 and 10  
**Cost:** \$40  
**Audition Facilities:** Transcriptions  
**Submitted by:** WTRY, 92 Fourth Street, New York

### Family Party

This is a Saturday noontime show, broadcast before a live audience in WMT's Radio Theater. The hour-long feature wraps up all the most popular talent heard on the station throughout the week, including such regional favorites as Tom Owen's Cowboys, Dad and the Boys, Uncle Elmer, Dempsey Jones, etc. MC is Si Perkins played by WMT staff announcer, Bob Leefers. Show is sold in quarter-hour segments to non-competitive accounts.  
**Availability:** Live talent.  
**Time Units:** 60 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Saturday Afternoon  
**Client Suitability:** Preferably product that appeals to farm audience.  
**Number of Artists:** Approximately 25  
**Audition Facilities:** Transcriptions, will pipe live talent  
**Submitted by:** WMT, Paramount Bldg., Cedar Rapids, Iowa

### Fun Time

Half hour show in local theater. Kid show using juvenile talent. (Age 4 to 14). M.C. known as Cousin Howie (or Uncle). Show consists of songs, contests, and quizzes. Prizes for every contest. Most popular features are Peanut Rolling Race, Suitcase Race, Community singing. Talent Show (competing for prizes like bicycles, radios, etc.) Bubble Gum contest. Additional features; short educational talks, singing cowboys, local quartets, sextets, choirs and choruses. Also prize for lady bringing most kids. Packed with action and humor. Appeal directly to kids. Movie after show.  
**Availability:** Live talent.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Saturday Morning  
**Client Suitability:** Any local merchant (except beer or wine sponsor)  
**Number of Artists:** Varies. To run show, M.C. and Stodge and engineer  
**Submitted by:** KWYO, Sheridan, Wyo.

### The Happy Gang

The Happy Gang features Bert Pearl, ace M.C. and mainspring of the Gang; Eddie Allen, dramatic singing sensation.

Blaine Mathe, jazz and classical virtuoso of the violin; Key Stokes, wizard of the Hammon Organ; Jimmie Namaro, composer-arranger, star of the vibraharp; Cliff McKay, clarinetist-singer; Bob Gimby, cornetist-extraordinary; Joe Niosi, master of the Bass Viol; and Hugh Bartlett, personality announcer; George Temple, producer.

**Availability:** Live talent, E. T.  
**Time Units:** 26 episodes, 30 minutes  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon  
**Number of Artists:** 10  
**Audition Facilities:** Transcriptions, Will pipe live talent  
**Submitted by:** Garry J. Carter, Inc., 67 West 44th Street, New York

### Harlem Hospitality Club

An all-colored cast gives this variety show an entertaining and different twist. Program originates in Harlem's Savoy Ballroom and highlights Willie Bryant as master of ceremonies and the Loumel Morgan Trio. Featured guest stars have included Butterfly McQueen, Teddy Wilson, Erskine Hawkins, Lionel Hampton, Maxine Sullivan and the Golden Gate Quartet. Bryant's excursions with a portable microphone provide the show with an audience-participation flavor.

**Availability:** Live talent  
**Time Units:** 15 or 30 minutes, 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Daytime  
**Client Suitability:** Products bought by women  
**Number of Artists:** 3 plus music and participants  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### Heart Of America Barn Dance

A DeLuxe Barn Dance Production consisting of a large group of different type Barn Dance performers using famous Hillbilly and Western acts as guest stars. Complete show including bands, trios, choir, dancers, producers, MC, soloists. 60 people in cast.  
**Availability:** Live talent.  
**Time Units:** 1 hour, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 60  
**Submitted by:** W. M. Ellsworth, 75 E. Wacker Drive, Chicago 1, Ill.

### Holiday Inn

A daily audience participation show complete with studio orchestra, announcer, three vocalists and an M.C. Quizzes, awards and other audience participation features. Audiences consist primarily of women's organizations. Program is available on participation basis in approximate 15-minute blocks.

**Availability:** Live talent, E. T.  
**Time Units:** 40 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** General  
**Number of Artists:** 10 including orchestra  
**Audition Facilities:** Transcriptions  
**Submitted by:** WPEN, 1528 Walnut Street, Philadelphia 40, Pa.

### Hollywood's Open House

Most ambitious and spectacular program yet developed for use by spot local clients through means of transcriptions. Show matches in all respect live Hollywood shows. Presents guest stars chosen from the cream of Hollywood including: Marlene Dietrich, Jack Benny and his entire company, Dick Powell, Kay Francis,

# VARIETY

Hildegard, Peter Lorre, Pat O'Brien, Lucille Ball, Luise Rainer, Martha Scott, Basil Rathbone, Faye Emerson and guest comedians such as Milton Berle, George Givot, Bert Lahr, Peter Donald, Jan Murray, Jackie Gleason and many other Hollywood stars and famous comedians. Guest vocalists such as Harry Cool, Jerry Cooper, Patricia Gilmore, Nan Wynn, Monica Lewis, Danny O'Neil, Phil Brito and others appear. First series of 26 shows feature Eric Madriquera and his orchestra while second series of 26 feature Ray Bloch and his orchestra. Jim Ameche is host-emcee on entire 52 shows.

**Availability:** E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon; Evening  
**Client Suitability:** General  
**Number of Artists:** 38  
**Cost:** \$20 per program up, depending upon market and population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kermit-Raymond Radio Productions, 11 East 52nd Street, New York 22, N. Y.

### Hollywood Radio Theater

Original stories made for Hollywood personalities such as Herbert Marshall, Lorraine Day, Vincent Price, Turhan Bey and hundreds of others. Music provided by Mahlon Merrick and his 17 piece orchestra. Comedy, drama, romance, mystery. Past performances prove 50 per cent ratings. Each half hour story complete in itself.

**Availability:** E. T.  
**Time Units:** 200 half hours, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Department stores, Jewellers, shoe stores, Fashion shops  
**Number of Artists:** 5 actors, 17 piece orchestra  
**Audition Facilities:** Transcriptions  
**Submitted by:** Exclusive Radio Features Co., Ltd., 14 McCaul Street, Toronto, Ontario, Canada

### Home On The Range

Western musical with humorous script built around a ranch idea with owner as Emcee. Male quartette and tenor, supported by five piece Western ensemble, all of whom act as ranch hands. Quartette and vocalists all talk and do doubles. This show has been on the air for 2 years, and has average rating of 15.0.

**Availability:** Live talent, E. T.  
**Time Units:** 30 minutes  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Household products, foods, etc.  
**Number of Artists:** 11  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** CFRB, 37 Bloor Street West, Toronto, Canada

### WSRS Spotlight

This is a variety program of music, quiz, comedy, sports, amateurs, news and interviews involving the great WSRS coverage area population wherein they are not only the listeners and spectators, but also the entertainers. This is a marvelous merchandising type of show and it is available on the Cleveland area's only full-time independent radio station.

**Time Units:** 60 minutes, 1 weekly  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** All

**Number of Artists:** Staff and participants from audience  
**Submitted by:** WSRS & WSRS-FM, Radio Center Bldg., Cleveland Heights 18, Ohio

### It Pays To Advertise

Recounts adventures of advertising agency putting on radio show for sponsor. Main characters are account executive and copywriter who does commercials. Chief character could be film name. Since the imaginary program they put on each week is variety show, there is perfect way of handling guest stars, interviews, rehearsals, etc. Comedy or dramatic bits can be inserted easily. Commercials, of course, can be beautifully integrated by having chief characters argue about what is best to say about product. Situations are innumerable and highly entertaining.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any large national advertiser who wants to reach comedy audience

**Number of Artists:** Average 6 and music  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Gordon M. Day Advertising Service, 145 East 53rd Street, New York 22, N. Y.

### Junior Junction

This is a fast-moving variety show with all the charm and sparkle of youth and their outstanding abilities. Dick York is the M.C., a veteran radio actor, the orchestra of 22 pieces is conducted by Mary Hartline, 18, who is not only a musician, but also a successful photographer's model in Chicago. Jackie Dvorak, 16, is the commentator and gives advice to the teen-agers about their problems etc.; Lola Ameche, 17, and Tony Frankina, 18, are the vocalists.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Morning  
**Audition Facilities:** Transcriptions  
**Submitted by:** American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

### The Kiddies Show

Uncle Jerry holds forth with a group of talented youngsters, interviewing and sending them into their selections. Members of studio audience are interviewed. Fan Club has been started; Juvenile announcers are given copy to read; Community Singing stressed; Birthdays announced; games played. Winners chosen by mail vote—every 9th week previous 8 winners called back to compete in a round of semi-finals—finals held at end of year to determine outstanding talent.

**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** All types, especially those with juvenile products  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WLBR, 1103 Mifflin Street, Lebanon, Penna.

### KIMA Musical Clock

KIMA goes on the air 1 full hour before any other station heard in Central Washington. And during that hour, Barry Watkinson, chief waker-upper for Yakima Valley hold forth with fine variety show

# VARIETY

5-6 a.m. with all types music, weather forecast, late news, sports results and farm news.

Availability: Live talent, E. T.  
Time Units: 15, 30 or 60 minutes, 6 weekly

Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: Farm equipment, feed and grain dealers, or anyone else wanting to appeal to a wealthy farm market

Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: KIMA, Box 702, Yakima, Washington

## The King's Jesters Show

The King's Jesters, top network, recording, and stage stars, have developed a brand new 15-minute transcribed series. Featured with the King's Jesters are other network favorites — Walter Patterson, singing M.C., and George Barnes, Crown Prince of the Guitar—with music under the direction of Jack Fascinato. Series offers side deal—"Individual Sponsor Spots"—King's Jesters singing 30-second spot for any client sponsoring show.

Availability: E. T.  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire Family  
Suggested for: Afternoon, Evening  
Client Suitability: Any client wishing universal acceptance

Number of Artists: King's Jesters Trio—M.C.—Soloist George Barnes and Music

Audition Facilities: Transcriptions  
Submitted by: Jewell Radio Productions, Wrigley Bldg., 410 N. Michigan, Chicago 11, Ill.

## Bill Meigs Show

Bill Meigs, singer-actor now featured in musical comedy success, "Call Me Mister," carries the ball throughout the entire fifteen minutes with songs, stories, a short play and guest interviews. Handsome, 6 ft. 5, Bill has a terrific appeal to both female and male audience. An ideal low cost show for three or five a week. A small combo, announcer and guests complete the package.

Availability: Live talent  
Time Units: 15 minutes, 3 or 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning, Afternoon  
Client Suitability: Any product purchased by women

Number of Artists: 2 and music and guests  
Audition Facilities: Transcriptions  
Submitted by: Green Associates, 360 N. Michigan, Chicago 1, Ill.

## Movie Award

"Movie Award" stars famous announcer Wendell Niles and top Hollywood Commentator Erskine Johnson, with guest stars of Hollywood film names (Virginia Mayo on the audition record.) Participants on the studio audience are selected. Participants have a chance to act, to answer questions about their favorite stars and to perform in a skit written for comedy with the guest star. Highly interesting and laugh provoking half-hour show at a reasonable budget.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Particularly suited for glamorous products, interested in using the Hollywood background.  
Number of Artists: 10

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

## Music And Stuff

This is a twenty minutes madhouse of nitetime fun with studio audience. Our golden throated M.C. Tom Leachy ad libs his way in and out of more trouble than would be thought possible in such a short time. Usually a series of short dramatic (a la Henry Morgan) episodes are woven in thru musical interpolations on the Hammond organ. One of the merriest late nite programs in the area.

Availability: Live talent  
Time Units: 20 minutes, weekly  
Audience Appeal: Entire family  
Suggested for: Morning, Afternoon, Evening, Late Evening  
Client Suitability: Someone who can stand to be kidded.

Number of Artists: 3 men—1 girl, 1 organist  
Audition Facilities: Transcriptions  
Submitted by: KANS, 1015 N. Broadway, Wichita, Kansas

## My Lucky Break

"My Lucky Break" is a half hour live radio program of network magnitude featuring Josef Cherniavsky with a 40 piece "pops" symphonette, Jim Ameche as narrator, the Dinning sisters, (or a vocalist, male or female), and a brilliant dramatic cast. The show includes a give away "gimmick" which is used for the first time in the history of the business and which will electrify the listening audience.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All Product  
Number of Artists: 36-40 pc. orchestra, narrator, varying dramatic cast.

Audition Facilities: Transcriptions  
Submitted by: Tele-Radio Creations, Inc., 540 N. Michigan, Chicago, Ill.

## Oklahoma Roundup

Variety describes it thus: "Show, originating from CBS' Oklahoma City outlet, KOMA, is poured straight out of cider jug. For them that likes the stuff that's stilled in the hills, this is it, 200 proof. . . frontier fiddling, yodeling, and rube-gagging that should appeal to folk who swear by Gene Autry and other saddle swooners." Pays off either in evening (Hoppers up to 7.1 sustaining); daytime 5-a-week (sustaining high, 4.3).

Availability: Live talent  
Time Units: 15 or 30 minutes, 1 to 5 weekly  
Audience Appeal: Entire family  
Suggested for: Morning, Afternoon, Evening

Audition Facilities: Transcriptions  
Submitted by: CBS, 485 Madison Avenue, New York 22, N. Y.

## Old Corral

A Western variety musical show starring Pappy Cheshire. There's a thread of story running through it—heart-interest between Sally Foster and Wade Ray. The highlight of the program is a stirring western story by Pappy Cheshire himself. Large vocal and instrumental groups made up of popular Western stars of both screen and radio fame.

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

Audience Appeal: Entire Family  
Suggested for: Anytime  
Client Suitability: Any time  
Number of Artists: Approximately 20  
Cost: ET—Based on population  
Audition Facilities: Transcriptions  
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

## On Stage

Highlight feature of each program is "guest appearance" of an out-standing star in a recorded drama. Also on the mythical stage are a nationally-known recorded orchestra and vocal ensemble. Program is padded with sound effects and musical bridges—and opens with call of "on stage, on stage" over a background of orchestra tuning up.

Availability: E. T.  
Time Units, 60 minutes, 1 weekly  
Audience Appeal: Entire Family  
Suggested for: Evening  
Number of Artists: Announcer-Narrator  
Audition Facilities: Transcriptions  
Submitted by: WGH, 500 Portlock Bldg., Norfolk 10, Virginia

## Pappy Smith And His Hired Hands

Pat Barnes, veteran M.C., portrays himself and his old friend "Pappy Smith" whose "Cornhusker Philosophy" and keen wit will appeal to listeners young and old. A simple homey program with all the elements of variety entertainment. It features musical antics by Frank Novak ("The Stokowski of Corn") and the 4 hired hands, solos by Master Accordionist Charles Magnante and songs by Cowboy Eddie Smith. Of 7 to 8 selections in each show the first fourth and last instrumentals may be faded for commercials.

Availability: E. T.  
Time Units: 15 minutes, Optional weekly  
Audience Appeal: Entire family  
Suggested for: Morning; Afternoon; Evening  
Client Suitability: General appeal to farm, home and family product manufacturers

Number of Artists: 4 and music  
Cost: \$6 per program  
Audition Facilities: Transcriptions  
Submitted by: SESAC, Inc., 475 Fifth Avenue, New York 17, N. Y.

## Parade Of School's

Parade of Schools, a half hour transcribed weekly program, is made during student assemblies of grade and high schools. These broadcasts planned entirely by the schools (usually musical director), with WING Production Director as Emcee. Schools heard include public, parochial, Negro and vocational. Series creates tremendous interest of school officials, students, parents, and is successful means of developing youthful talent. During summer vacation, shows made in Teen Age clubs. Series not only has full sanction of education boards . . . it's an extra-curricular activity 'must.'

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire Family  
Suggested for: Evening  
Client Suitability: Any type — present sponsor Coca Cola Bottling Co.  
Number of Artists: Station Emcee & Musical Director & Student Cast  
Audition Facilities: Transcriptions  
Submitted by: WING, 121 N. Main St., Dayton 2, Ohio

## Pony Express Roundup

This program has been on the air more than ten years—Takes advantage of all the color and romance of The Pony Express, which started in St.

Joseph, Missouri; is music and comedy—no gag comedy, but informal fun — music runs from hilly-billy to modern, including Westerns and Pops. Has been a mid-afternoon show for all those years. Following is proved and faithful. . . . Features staff personalities and combos.  
Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire Family  
Suggested for: Afternoon, Early Evening  
Client Suitability: Middle-class and rural appeals

Number of Artists: Varies—average 15  
Audition Facilities: Transcriptions  
Submitted by: KFEQ, KFEQ Bldg., St. Joseph 7, Mo.

## Purity Letters Game

During program, which features recorded music, the announcer gives three sing'e letters of the alphabet, sometimes during the commercials, sometimes during music. At the time the third letter is read, the first person to call in, having those three letters in his or her last name, receives a letter entitling him or her to a prize—in this instance, seven quarts of milk and a quart of ice cream.

Availability: Live talent; E. T.  
Time Units: 15 minutes, 3 weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Number of Artists: Announcer  
Audition Facilities: Transcriptions  
Submitted by: WCSC, Charleston, S. C.

## The Record Party

Joe Dosh, former Hit Parade Headliner and popular recording artist, emcee three hours of dancing, quizzes, games, scavenger hunts and other exciting entertainment especially designed for a teen age audience. The youngsters are treated to a Saturday afternoon record party heavily interspersed with all types of participation games in which they compete for prizes. In addition they are interviewed on the air, make station breaks, play announcer, request their own favorite tunes, dance and partake of hot dogs and soda pop.

Availability: Live talent; E. T., Both  
Time Units: 165 minutes, 1 weekly  
Audience Appeal: Juvenile; Entire family  
Suggested for: Afternoon  
Client Suitability: Anyone interested in reaching teen-age audience — also parents  
Number of Artists: 3 and audience participation  
Audition Facilities: Transcriptions  
Submitted by: WINX, 8th and Eye St., Washington 9, D. C.

## What Do You Think

Master-of-Ceremonies Wendell Niles selects one married couple, one single girl, one single fellow and a fifth person chosen for his comedy characterizations, and invites them to appear on the program. These people discuss with Master-of-Ceremonies Niles, letters sent in by listeners describing a problem. For example, "How does a person tell when he's in love?" Each participant has a chance to answer the question and sometimes the participants argue back and forth as to the answer, moderated by Master-of-Ceremonies Niles. A conclusion is drawn at the end of each discussion, and prizes are awarded. Hilarious audition recording available.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 10  
Audition Facilities: Transcriptions  
Submitted by: Jack Rourke Productions, 6331 Hollywood Blvd., Hollywood, Calif.

## Rural Reveille

Rural Reveille is an early morning show but not necessarily of the "wake up" variety. It is pointed directly to the rural trade with farm and ranch news featured, particularly Extension service bulletins, weather report and farm commodity market reports, time signals and U. S. D. A. news releases. Music runs to folk tunes rather than hill-billy with a generous sprinkling of old time hits and at least one hymn during the morning. Program is designed to be sold on a participating basis for sports or in blocks of five to thirty minutes.

Availability: Live talent, E. T.  
Time Units: 1 hour, 6 weekly  
Audience Appeal: Entire Family  
Suggested for: Morning  
Client Suitability: Those who want to appeal primarily to rural and ranch trade  
Number of Artists: 1 (announcer)  
Audition Facilities: Transcriptions  
Submitted by: KWYO, Sheridan, Wyoming

## The Sandman

The Sandman featuring Clement Fuller, well-known English broadcaster and writer, is leisurely paced program of music, narration and drama, designed for the goodnight hour after 11 p.m. news. Each program in series is created around specific theme such as Rain, Dreams, Parting, etc., and contains music sympathetic to theme with the gentle, heart-warming philosophy of The Sandman (a happy blend of the most beautiful words ever written upon the subject and The Sandman's own inimitable thoughts on it) weaving in and out in a graceful, easy delineation.

Availability: Live talent, E. T.  
Time Units: 15 minutes, 3 weekly  
Audience Appeal: Male, Female  
Suggested for: Evening 11:15 p.m.  
Client Suitability: Advertiser who wants to hold on to late news audience with an appealing goodnight program  
Number of Artists: 3 and music  
Audition Facilities: Transcriptions  
Submitted by: Gordon M. Day Advertising Service, 145 East 53rd St., New York 22, N. Y.

## Shoppers' Serenade

A mid-morning variety program of live talent—a sort of studio party, informal, yet planned for maximum appeal. Ross DeRoy at the organ and piano, Dick Campbell, former member of Waring's Pennsylvanians, sings. Virginia Murphy and Bill Heffernan give out with the chatter—the maculine and feminine angles to current goings-on. Meanwhile, Charlie Holmes is out with the tape recorder visiting some housewife and presenting her with a market basket of groceries—these events spliced into the following day's show.

Availability: Live talent  
Time Units: 30 minute program spots sold, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: All products of interest to women, or used in the home  
Number of Artists: 5  
Cost: Spot announcement cost (Class B) plus \$1.00 per broadcast  
Audition Facilities: Transcriptions  
Submitted by: WDVA, Box 1338, Danville, Va.

## Phil Silvers Show

Phil Silvers of stage and screen will star in this new comedy show. Silvers plays a small town newspaper man who lands a job on a big city theatrical journal covering the entertainment beat. Silver's unusual comedy sense combined with the many and various situations in which he gets involved will keep this series fresh and a consistently hilarious

attraction. His job as a newspaper man covering all the night spots leaves open numerous possibilities for show-casting and introducing new talent.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire Family  
Suggested for: Evening  
Audition Facilities: Transcriptions  
Submitted by: American Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

## Skipteen Spotlight

All teenager cast. Master and mistress of ceremonies, orchestra, fashions commentator, sports, comedy.  
Availability: E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire Family  
Suggested for: Morning  
Client Suitability: Dept. store, Banks, etc.  
Number of Artists: 13  
Audition Facilities: Transcriptions  
Submitted by: WACE, Chicopee, Mass.

## Something For The Family

A fast moving variety-comedy program for the whole family with a joke for dad, a song for brother, a dance tune for sister and a poem for mother, starring George Jessel, the nations number one master of ceremonies and after dinner speaker, the favorite guest of America's top radio stars and Joan Barton, the newest singing sensation on Hollywood's radio horizon, and featuring the orchestras of Bill Bunt and Eddie Oliver.  
Availability: E. T.  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire Family  
Suggested for: Evening  
Client Suitability: Department stores and any other client appealing to the whole family  
Number of Artists: 4-plus 18 piece orchestra  
Cost: Based on percentage of Class A station time  
Audition Facilities: Transcriptions  
Submitted by: Universal Radio Productions of Hollywood, Inc., 6757 Hollywood Blvd., Hollywood 28, Calif.

## Songs Of The Plainsman

Henry Mattison, unusual cowboy singer, popular KFH favorite for five years. He sings all types of songs in a better than average voice for westerns. Talks his own commercials in an informal way, and is a great favorite with both old and young. Calls himself "The Plainsman." Has good mail pull, and has done a great job on many sponsors.  
Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire Family  
Suggested for: Morning, Afternoon  
Client Suitability: Any type  
Number of Artists: 2  
Cost: Reasonable  
Audition Facilities: Transcriptions  
Submitted by: KFH, Wichita, Kansas

## Souven-aires

Show features, girl vocalist, staff pianist and announcer-MC. Listeners write in requesting tunes that have some special significance to them giving reasons. MC reads letters inserting patten between all three performers. Best letter daily awarded \$1.00. Best letter of the week gets \$6.60.  
Availability: Live talent  
Time Units: 30 minutes, 5 weekly  
Audience Appeal: Entire Family  
Suggested for: Afternoon  
Client Suitability: None in particular  
Number of Artists: 3  
Cost: \$60.00 per week talent plus time.  
Audition Facilities: Transcriptions  
Submitted by: WESC, Greenville, South Carolina

# VARIETY

## Stars Of Tomorrow

"Stars of Tomorrow" brings excellent live Central Florida talent to listeners every Sunday night. Four new entertainers are presented each week and are voted upon by studio and listening audiences. Winner of previous week's program appears each week as guest star. Prizes are given all contestants with grand prize awarded each week to winner. Voting is done by mail. Master of ceremonies and straight announcer used. This show has been a very consistent mail puller.  
Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Audience Appeal: Entire family  
Client Suitability: Very general type — commands large general audience  
Number of Artists: 8  
Cost: Card rate plus MC, announcer, and pianist talent  
Audition Facilities: Transcriptions  
Submitted by: WORZ, Orlando, Florida

## Surprise Package

Audience participation show. Can be broadcast also from local theater.  
Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 3 plus contestants  
Submitted by: WINK, P. O. Box 1072, Ft. Myers, Fla.

## Talent Search

Show is aired three times weekly using nine live contestants. Each contestant is interviewed, performs talent, and is given small cash reward plus recording of their act. Weekly winner, decided by audience mailing cards in as votes, receives larger cash award, other small prizes, plus occupying entire 4th, 15 minute program each Sunday. Excellent talent plentiful in this area. Show pulls 4,000 to 5,000 cards monthly. Good local talent assures large listening audience. Sponsor's results terrific!!  
Availability: Live talent  
Time Units: 15 minutes, 4 weekly  
Audience Appeal: Entire family  
Suggested for: Early Evening  
Client Suitability: Sponsorship is unlimited  
Number of Artists: 3 (Emcee, Announcer, Musician)  
Audition Facilities: Will pipe live talent  
Submitted by: WLBR, 8th & Cumberland St., Lebanon, Penna.

## Vacation Varieties

Vacation Varieties is a half-hour show originating in our studio. An audience, comprised mostly of teen-agers, is interviewed by the wise-cracking emcee; asked questions mostly about records and movies, but some current events. Talented kids "show-off" during audition on the air periods of the show. Merchandise prizes are contributed free by merchants. Stunts are conducted occasionally. Popular records requested by studio audience are played.  
Availability: Live talent, E. T.  
Time Units: Two 15-minute, 5 weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon  
Client Suitability: Drug store, theatre, music store  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: KTMC, City Hall Bldg., McAlester, Oklahoma

## 1020 Club

The "Sunny Side of the Street" sets the scene for a happy go lucky variety record show, presided over by master mike man, Berne Enterline. The 1020 Club is a listener membership group numbering in the thousands. Membership in the club gives listeners a show of their own. Enterline incorporates their letters into the program and plays their requests. Membership cards and a 1020 Club newspaper are part of the promotion.  
Availability: Live talent  
Time Units: 1 hour, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: General  
Number of Artists: 1  
Cost: Card rates plus talent  
Audition Facilities: Transcriptions  
Submitted by: WMMJ, 408 Fulton Street, Peoria 2, Ill.

## Top Talent

Talented amateurs and professionals compete for cash prizes and a paid engagement on the air on the WTOP Top Talent program. Top Talent is broadcast before a large audience in the Hall of Nations of the Washington Hotel. Eddie Gallaher is featured as emcee, while a twelve-piece orchestra supplies the music. Prominent entertainers such as Lauritz Melchior, Barry Wood, Patsy Kelly and others appear as guest talent judges. The audience also helps in the selection of the lucky winner.  
Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Audition Facilities: Transcriptions  
Submitted by: WTOP, Earle Bldg., Washington 4, D. C.

## Three Alarm

Three alarm clocks are set by movie personalities to ring on the "Three Alarm" show each day. Contestants are requested to write "Three Alarm" that they would like an alarm to ring at a certain time on a specific date. Winners who fall nearest the time the alarm rings receive three regular prizes; contestants who fall within 30 seconds receive a "jackpot" prize; and contestants who list the actual time the alarm rings receive a "bulls-eye" prize. Popular recordings are featured on the program in addition to guest interviews and musical selections by the KMPC staff orchestra.  
Availability: Live talent  
Time Units: 90 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Anyone who desires to reach a large audience  
Number of Artists: 4 and music  
Audition Facilities: Transcriptions  
Submitted by: KMPC, 5939 Sunset Blvd., Los Angeles 28, Calif.

## WGH Minstrels

Typical minstrel format—two endmen and interlocutor. Recorded orchestra backing and vocal groups. Sound effects and musical bridges, with simulated tap-dancing, stage-stunts, etc.  
Availability: Live talent, E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Number of Artists: 3  
Audition Facilities: Transcriptions  
Submitted by: WGH, 500 Portlock Bldg., Norfolk 10, Virginia

**Bunkhouse Jamboree**

All of the latest farm front news, the stock reports, weather, crop hints and temperatures are part of Bunkhouse Jamboree which also features those artists who have been farm country favorites through the years.

**Availability:** Live talent, E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Farm equipment, poultry supply, or feed companies  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WFRP, Savannah, Ga.

**This Business Of Farming**

Formulated after an extensive personal interview survey among those radio listeners who are interested in "this business of farming" to determine what they wanted and when they wanted it broadcast, this program presents (1) a brief dramatization of current problems of the farm or an interview with a recognized authority or a question and answer period featuring questions written in by the listener plus (2) a daily weather report from the U. S. Weather Bureau at local airport and the reading of the latest livestock market quotations plus (3) helpful household or farming hints and highlights of the days news.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Male; female  
**Suggested for:** Afternoon  
**Client Suitability:** That client or product that is particularly concerned with distribution to the rural audience.  
**Number of Artists:** 2 personalities, plus dramatic artists as needed  
**Audition Facilities:** Transcriptions  
**Submitted by:** KSL, 10 So. Main St., Salt Lake City 1, Utah

**Dixie Farm Hour**

Interviews on farm activities, guests from State Department of Agriculture and State College of Agriculture, information of all types of interest to rural listeners; weather reports, market reports, time, and music.

**Availability:** Live talent  
**Time Units:** 1 hour, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Farm products  
**Number of Artists:** 1 and guests  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSB, Biltmore Hotel, Atlanta, Ga.

**Grady Cole Time**

A program designed to bring agricultural news, local and foreign news, discussion of farming problems, homey philosophy, music, etc., which has become so popular throughout the southeast that WBT signed on one hour earlier in response to thousands of requests that farmers be able to hear Grady Cole from 5 A.M. until 8. Famous for his help and advice to farmers, Grady Cole continues to be a power in the state and community through this broadcast.

**Availability:** Live talent  
**Time Units:** 3 hours, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Farm client, products directed specifically to farm audience  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WBT and/or Radio Sales Inc., N. Y., Wilder Bldg., Charlotte, N. C.

**Columbia's Country Journal**

Winner Ohio State First Award for Agricultural Programs, because "it makes a sincere and well-presented effort to provide its audiences with current information on market conditions, keeps them informed on trends in agriculture and advances the agriculturist's interests in his own calling." John Crosby says it "treats farmer as if he were an intelligent specialist" . . . "gives five times as much information" as nearest comparable series. On sustaining, currently outrates best sponsored network farm program by 30 per cent (May).

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon  
**Client Suitability:** Any product of interest to farmers, their wives and families  
**Audition Facilities:** Transcriptions  
**Submitted by:** CBS, 485 Madison Avenue, New York 22, N. Y.

**Community Almanac**

The ingredients of this 90 minute program are: (1) United States Weather Bureau reports (2) Time Signals (3) Two five minute talks by County Agent (4) Music by Dixie Playboys staff orchestra (5) Fun At Breakfast with Howard & Shelton (6) Calendar of Events, the day's happenings (7) Lost & Found Column of the Air (8) Song by Gene Autry. All this and Uncle George the lovable old character who has become a listening habit in the Roanoke area.

**Availability:** Live talent, E. T.  
**Time Units:** 90 minutes, 6 weekly. Will be sold in any unit of five minutes or more  
**Audience Appeal:** Entire family  
**Client Suitability:** Farm products, Flour Mills, etc.  
**Number of Artists:** 6  
**Cost:** Upon Request  
**Submitted by:** WSL, Shenandoah Life Building, Roanoke, Virginia

**Country Caller**

WCLO's "Country Caller" program is built around Grant Ritter, WCLO Farm Dir. Aired at 7 a.m. program contains general farm news, weather, markets, and particularly highlights wire recorded interview with a farmer-neighbor of the rural listeners of five counties obtained daily by Ritter. Interview is of special interest in that it brings out some special accomplishment or farming method of Mr. Average farmer for the interest and benefit of listeners. This interview feature has built up tremendous audience over the more than a year program has been on the air.

**Availability:** Live talent, E. T.  
**Time Units:** 45 minutes, 6 weekly  
**Audience Appeal:** Male, Female  
**Suggested for:** Morning  
**Client Suitability:** For any sponsor seeking a rural market  
**Number of Artists:** None  
**Audition Facilities:** Transcriptions  
**Submitted by:** WCLO, Gazette Bldg., Janesville, Wisconsin

**County Agent's Quarter Hour**

Informal talk or interview dealing with current agricultural problems of area farmers and rural dwellers, conducted by county agent of Koochiching county, Minnesota.

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Entire family

**Suggested for:** Afternoon  
**Client Suitability:** Those who wish to reach a rural market  
**Number of Artists:** 3  
**Audition Facilities:** Will pipe talent  
**Submitted by:** CKFL, Fort Frances, Ontario, Canada

**Murray Cox—RFD**

Murray Cox, well-schooled in agricultural methods and management, has Monday thru Friday studio broadcasts with up-to-the-minute agricultural news, and also goes out in field for many broadcasts with mobile unit and wire-recording system. Gets cross-view account of conventions, dairy meetings, Future Farmers of America, 4-H Clubs, etc. Will have his own booth at the State Fair of Texas in October, with booth also serving as headquarters for Future Farmers, 4-H Clubs, etc. Cox will attend out-of-state events in which Texas exhibits are featured in the future.

**Availability:** Live talent, E. T.  
**Time Units:** 15 minutes, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon  
**Client Suitability:** Any product directed toward rural audience (home, farm, etc).

**Number of Artists:** 1  
**Cost:** On Request  
**Audition Facilities:** Transcriptions.  
**Submitted by:** WFAA, 1122 Jackson Street, Dallas, Texas

**Down On The Farm**

Show uses Hillbilly music (live) with Farm Topics (about 4 minutes) dispersed at intervals between musical selections. Topics include various livestock market quotations, the time of day, temperature and weather forecast.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Manufacturers of farm equipment, feed  
**Number of Artists:** 5  
**Audition Facilities:** Transcriptions.  
**Submitted by:** WDBJ, P. O. Box 150, Roanoke 2, Va.

**Down To Earth**

KFAB Farm Service Director Bill Macdonald is on the air each weekday morning at 6:30 with a fifteen-minute visit which concerns itself with every phase of farming in this area. A large proportion of the programs include transcribed on-the-spot broadcasts from farm gatherings through the midwest. We think Bill is the best Farm Service Director in the nation. He has received many honors including honorary 4-H Club membership.

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Any product that is sold to the farm market  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions.  
**Submitted by:** KFAB, Omaha 2, Nebraska, Lincoln 1, Nebraska

**Farm And County News**

15 minute Farm and County news program consisting basically of prices on live stock, produce, fruits, etc., in season plus farm news on local area activities, plus five minute national news summary.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Farm audience  
**Suggested for:** Morning

**Client Suitability:** Clients wanting to contact farmers  
**Number of Artists:** 1  
**Cost:** On Request  
**Audition Facilities:** Transcriptions.  
**Submitted by:** WLEU, Commerce Bldg., 12th & State Streets, Erie, Pa.

**Farm Bulletin Program**

Daily broadcast of special classified farm advertisements carried in the Farm Bulletin section of the Janesville Gazette. Same Farm Bulletin is also displayed on Bulletin boards in as many as 100 dealers places of business. Ad read on air, in most cases, eliminates name and addresses and refers listeners to "Farm Bulletin Dealers" and their bulletin boards or to the Gazette. Many ads can be read in fifteen minutes and farmers greatly interested in ads during the many shortages. Now interest is increasing.

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Male, Female  
**Suggested for:** Morning  
**Client Suitability:** Any advertiser wanting to reach farmer . . . especially the farmer with something to sell  
**Number of Artists:** None  
**Submitted by:** WCLO, Gazette Bldg., Janesville, Wisconsin

**Farm Fair**

News of interest to the American farmer, available for use any time Monday through Saturday, through The Associated Press Radio news wire.

**Availability:** Telescript  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Any time  
**Client Suitability:** All types who want to interest the American farmer  
**Submitted by:** The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

**Farm Market Analysis**

Gives an early morning analysis of the preceding days agricultural markets in grains, livestock and poultry. Presently aired Monday through Saturday at 6:15 A. M.

**Availability:** Live talent  
**Time Units:** 5 minutes, 6 weekly  
**Audience Appeal:** Male  
**Suggested for:** Morning  
**Client Suitability:** Those with general or farm appeal  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions.  
**Submitted by:** KFBB, 605 First National Bank Bldg., Great Falls, Mont.

**Farm News**

Complete market reports and complete coverage of local farm activities in Ohio's richest—most heavily populated farm region—presented by Farm Editor Dick Martin. A feature of this farm program is interviews with agricultural experts. Popularity of program among farmers is enhanced by "on the farm" interviews. Mr. Merrin, active on all farm granges and farm activities in this area, has gained respect and authority in this important phase.

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Agricultural implements, dairies, feed, farm stores, nurseries  
**Number of Artists:** 1  
**Cost:** On Request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHBC, 550 Market Avenue S, Canton 2, Ohio

# AGRICULTURE

## Farm Party Line

Program includes complete national and state market analysis listing and discussion of rural activities in cooperation with 10 area country agricultural agents. A report of Farm Director's contacts with agricultural sources. Local, State and National farm news. Periodic listing of high herds in area DHIA groups. Comprehensive four days agricultural weather forecast. Selected music. Program is predominately local in nature. Time Units: 35 minutes, 5 weekly Audience Appeal: Entire family Suggested for: Morning Audition Facilities: Transcriptions Submitted by: WBCM, 100 Center Ave., Bay City, Michigan

## Farmers' Almanac

This is a program presented exclusively for the farmer. It contains timely information on local crops and information of value in operating a farm. This information gathered from the local Farm Bureau, State College of Agriculture and U. S. Department of Agriculture. Local weather conditions are also stressed and music is interspersed throughout. Availability: Live talent Time Units: 30 minutes, 7 weekly Audience Appeal: Entire family Suggested for: Morning Client Suitability: Farm machinery, Feed and Milling products, Household products Number of Artists: 1 Audition Facilities: Transcriptions Submitted by: WJTN, Jamestown, New York

## Farmer's Digest

An up-to-the-minute farm program of news, weather, market reports, interviews, on-the-spot pickups and general human-interest material for the whole family . . . by one of New England's best known farm reporters, Frank Atwood. Frank spent his boyhood on a Vermont farm . . . was on the staff of the Rutland-Vermont Herald, the Hartford Courant and the University of Connecticut's College of Agriculture. He maintains close personal contacts with farm bureaus, cooperatives, 4-H Clubs, Granges, farmers and college agricultural units throughout New England. Availability: Live talent Time Units: 40 minutes, 6 weekly Audience Appeal: Entire family Suggested for: Early Morning Client Suitability: Farm supplies and equipment, banks, food, autos & equipment Number of Artists: 1 Cost: On Request Audition Facilities: Transcriptions Submitted by: WTIC, 26 Grove St., Hartford 15, Conn.

## Farmer's Radio Institute

Program of useful information to the dairy farmer and to other types of farmers throughout the country, with material gathered and given by the County Agent's Office, Soil Conservation Office, Agricultural Teachers of the County, Home Demonstration Agent, etc. This program is rotated weekly between all participating agencies. Availability: Live talent Time Units: 15 minutes, 6 times weekly Audience Appeal: Entire family Suggested for: Noon Client Suitability: Dairy products Submitted by: WBUY, Lexington, N. C.

## Farmtime

Farmtime is an exceptional public interest program designed to furnish accurate information to the farmer. This daily quarter-hour is prepared and pre-

ented by Bill Zopf, WBNS farm director, formerly associated with Ohio State University Extension Service. Broadcast devotes a portion of the time to a complete weather report from the United States Weather Bureau. Also included is the daily report from Central Ohio County Agency offering this program as a medium of presenting important announcements to the farmers of respective counties. Mr. Zopf has received national recognition for his work and uses the wire recorder extensively in field work. Availability: Live talent Time Units: 15 minutes, 5 weekly Audience Appeal: Entire family Suggested for: Noon Client Suitability: Farm products and implements or general stores with rural coverage Number of Artists: 1 Audition Facilities: Transcriptions Submitted by: WBNS, North High St., Columbus 15, Ohio

## Florida Farmer

Directed at the farm audience this feature includes such regular items as weather, crop reports, interviews with County Agent and Home Demonstration representative. A trading post is included with farm listeners able to swap some item for another which they need. The entire program concentrates on service to the rural listener. March melodies, familiar ballads with a sprinkling of hill-billy and popular tunes accounts for the musical side of this program. Availability: Live talent and E. T. Time Units: One hour; quarter hour units available Audience Appeal: Male; female Suggested for: Morning Client Suitability: Farm products Number of Artists: Announcer and guests Audition Facilities: Transcriptions Submitted by: WPEQ, Jacksonville, Fla.

## Intermountain Farm And Home Hour

A program especially designed to be of interest to all rural listeners and city dwellers also, directed by Stanley Farnsworth. The Intermountain West's outstanding radio agriculturist and agricultural editor for the Salt Lake Tribune. Music, farm information, market reports, household help, a special agricultural weather forecast, plus daily participation in the program by outstanding farm and livestock leaders make this a program of real interest. Availability: Live talent; E. T. Time Units: Participating announcements; 5 weekly Audience Appeal: Male; female Suggested for: Morning Client Suitability: Program is best suited for the sale of products used by farmers and farm families Number of Artists: 3 Cost: Rate card plus \$4.00 per announcement participation charge. Audition Facilities: Transcriptions Submitted by: The Intermountain Network, Inc., 248 South Main St., Salt Lake City 1, Utah

## KFEL Farm Reporter

Well-known, well-liked Gus Swanson "talks it over" with Colorado farmers and ranchers six mornings a week. In addition to the usual agricultural news, reports and statistics, Swanson gets right down to earth with listeners through his daily "mail basket," "swap column," and a "description of new gadgets." Frequent visits are made to farm and 4-H meetings, to farmers and ranchers themselves, and these wire-recorded features are a part of the next day's program.

Availability: Live talent Time Units: 30 minutes, 6 weekly Audience Appeal: Entire family Suggested for: Morning Client Suitability: Feed manufacturers, Farm Stores; Farm Equipment and Machinery manufacturers, etc. Number of Artists: 1 Audition Facilities: Transcriptions Submitted by: KFEL, Albany Hotel, Denver 2, Colo.

## Meet Your Farm Advisor

Features WCNT Farm Advisor Harry Lackrone, who each day presents a Farm Advisor, Agriculture Teacher, or some prominent man in agriculture, or a high school agriculture class. These men present information of general interest to farmers, ranging from pure instruction to lighter entertaining speeches and anecdotes. One day each week is devoted to a general farm survey. Program has been promoted in 44 Southern Illinois counties. Availability: Live talent Time Units: 15 minutes, 6 weekly Audience Appeal: Male Suggested for: Afternoon Client Suitability: Not presently offered for sponsorship. Carried as local public service Audition Facilities: Transcriptions Submitted by: WCNT, Centralia, Ill.

## Morning Farm News

A 5-minute show six mornings weekly with first farm news of the morning at 6:25 a.m. Preceded and followed by ET and live-talent hillbilly. Reports morning news headlines, weather report for day, and Mississippi State Extension Department farm news. Inexpensive Class B rate and delivers goods for farm product advertisers. Availability: Live talent Time Units: 5 minutes, 6 weekly Audience Appeal: Entire family Suggested for: Morning Client Suitability: Any type directed to farm buyers, and farmer's products Number of Artists: 1 Cost: Regular rate—no talent costs Audition Facilities: Transcriptions Submitted by: WROX, Delta Ave., Clarksdale, Miss.

## Mr. And Mrs. Rural America

Farm news and general information of interest to all types of farmers regardless of location or crop raised. News source is Washington, principally, so as to include information of nationwide interest. Does not conflict with strictly local farm program. Availability: E. T. Time Units: 15 minutes, 1 weekly Audience Appeal: Entire family Suggested for: Morning Client Suitability: Any type of product appealing to farm or rural audience. Number of Artists: None Audition Facilities: Transcriptions Submitted by: WSAZ, Huntington, W. Va.

## Piedmont Farm And Home News

A farm program featuring news and human interest stories of great interest to farmers. A daily feature of this program is the Home Demonstration Agent for Mecklenburg County who gives a report on farm and home activities in this area. If any special activities of the Four H Club

or any other farm club are in progress, people from these clubs are interviewed. Wire recordings of any special farm activities are made and played back over this program. Availability: Live talent Time Units: 15 minutes, 6 weekly Audience Appeal: Entire family Suggested for: Afternoon Client Suitability: Any farm products or banks Number of Artists: Farm Editor Audition Facilities: Transcriptions Submitted by: WAYS, 120 E. Third St., Charlotte 2, N. C.

## R. F. D. 960

A folksy, informal program aimed at the farmers throughout the Number One Farm Market by the Number One Farm Station. Folks are kept up-to-date with the weather, farm news, markets and current agricultural conditions of the area. Guest experts are interviewed on a multitude of topics of paramount interest to the farmer. This information is presented in a chatty, informal manner and is interspersed with a well-balanced musical variety type of entertainment. Availability: Live talent Time Units: 15 min. units — 1 hr. total, 6 weekly Audience Appeal: General farm audience Suggested for: Morning Number of Artists: 8 Audition Facilities: Transcriptions Submitted by: KMA, Shenandoah, Iowa

## Saturday Farm Review

Half hour program presented once a week. Program is conducted by Henry Schacht, NBC's director of Agriculture for the West Coast, who is well known in the agricultural world for his sincerity, completeness, and judicious selection of material for presentation to his rural audiences. Schacht doesn't report farm news from across the microphone but rather travels in the field spending a good number of days each week in the field observing and learning the farmer's problems. Availability: Live talent; E. T. Time Units: 30 minutes, 1 weekly Audience Appeal: Male; Female Suggested for: Morning Client Suitability: Manufacturers of products directly related to the farm Number of Artists: Announcer Audition Facilities: Transcriptions; Will pipe live talent at cost to advertiser or agency Submitted by: KPO, Radio City, San Francisco, Calif.

## WPTF Farm Magazine

Weekly farm show under direction of Ted Leeper. WPTF farm editor carries weekly reports from North Carolina Department of Agriculture, North Carolina State College Extension Service, County Agents, State-Federal market summaries, plus the pick of station's live talent groups as entertainment. Program has full support of all cooperating agencies and wide listening audience throughout WPTF's rural area. Availability: Live talent Time Units: 30 minutes, 1 weekly Audience Appeal: Male; female Suggested for: Morning Client Suitability: Farm equipment—fertilizer, building materials Number of Artists: 8 Audition Facilities: Transcriptions Submitted by: WPTF, Raleigh, N. C.

**All In The Family**

A domestic comedy with personnel consisting of husband, wife, two children, bachelor uncle and various neighbors. In most episodes a minor point of difference arises between husband and wife, and forms the basis of story development. Scripts are well written, light, fresh comedy with definite characterizations of cast. Typical young family home life which will find its counterpart in almost every home in America. Music bridges. Scripts by Carroll Moore, Jr., well-known comedy writer.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any advertiser wanting to reach large audience.

Number of Artists: Average 7 and music  
Audition Facilities: Will pipe live talent  
Submitted by: Gordon M. Day Advertising Service, 145 East 53rd St., New York 22, N. Y.

**The Beulah Show**

This is a situation comedy series featuring Beulah, whose hilarious escapades made her a listening favorite for years. The story each week revolves around the household where Beulah works; their ups and downs, and the practical philosophical way Beulah resolves each crisis. Other characters incorporated in the script each week are Aunt Alice, Mr. Frank, and Beulah's boy-friend, Bill.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Audition Facilities: Transcriptions  
Submitted by: American Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

**The Bill Goodwin Show**

Brand new half-hour comedy series, built by CBS-Hollywood, lifts radio-screen favorite Bill Goodwin to network stardom. Exploits Goodwin skill and popularity developed as announcer-emcee for Bob Hope, Sinatra, Burns and Allen; as radio actor in Request Performance, Silver Theatre and others; as featured movie player in 20 pictures including *Jolson Story*, *Spellbound*. Casts Goodwin as eager-beaver civic do-gooder, always behind the eight ball.

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

**Crossroads Comedy**

A new series featuring a veteran comedy team which has enjoyed outstanding success throughout the midwest in personal appearances and numerous radio shows. Neil and Carolyn Schaffner, better known to radio audiences as "Tobie and Susie." Their daily quarter-hour shows previously ran for three years on WMT and a special midwest network, plus transcriptions on stations from coast to coast. Their new half-hour format promises to surpass even previous achievements of this popular team.

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

Number of Artists: 2 plus occasional extras  
Audition Facilities: Transcriptions  
Submitted by: WMT, Paramount Bldg., Cedar Rapids, Ia.

**Easy Aces**

Easy Aces network show now available for local and regional sponsorship via ET. Voted among radio's top comedy teams—not a continued story, rather a series of riotous comedy built on the daily happenings in the life of America's funniest husband and wife. Same cast, theme and characters which created sensational ratings on the networks, and are now rating even higher on local stations via transcription.

Availability: E. T.  
Time Units: 15 minutes, 3 to 6 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any type  
Number of Artists: 5  
Cost: ET—Based on population  
Audition Facilities: Transcriptions  
Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

**Easy Street**

A bouncy situation comedy liberally sprinkled with gags. Highlighted by fresh, new comedy writing, *Easy Street* relates the progress (usually in a backward direction) of Ken Mason, that young man of unbounded energy, exalted vision, and two cents cash. Mason doesn't live on *Easy Street* but he's always making plans to move there. Orchestra bridges and middle musical number. Scripts by Carroll Moore, Jr., well-known comedy writer.

Availability: Live talent  
Time Units: 30 minutes, one weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All types who want to reach large comedy audience.  
Number of Artists: Average 4 and music  
Audition Facilities: Will pipe live talent  
Submitted by: Gordon M. Day Advertising Service, 145 East 53rd St., New York 22, N. Y.

**Eddie Albert Show**

Eddie Albert is the star of this series in which he portrays a small town lawyer whose life is far from the tranquil existence one would expect in a small town. His difficulties stem from his naivete and the amusing, blundering manner in which he tries to set up his law practice. There is love interest running through the series which, needless to say, keeps the young attorney constantly in 'hot water.' Added to this is the fact that his girl friend's father is the only other lawyer in the town, thus his only rival.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Audition Facilities: Transcriptions  
Submitted by: American Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

**Eddie Bracken Show**

"Eddie Bracken Show" starring the motion picture star himself, as well as additional names, William Demarest and Ann Rutherford, is now available on open-end transcriptions, with exactly the same format and show as was on the air coast to coast for Texaco as a live network program. It is a situation comedy appealing to all audience.

Availability: E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: Approximately 30  
Cost: Depending upon market  
Audition Facilities: Transcriptions  
Submitted by: Kermit-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

**Fun At Breakfast**

A five minute daily radio program, presented in transcriptions and especially designed for the breakfast audience. First a 20 second identifying theme-song—then space for one-minute opening commercial. Next comedy moments from Tom Howard and Geo. Shelton.  
Availability: E. T.  
Time Units: 5 minutes, every day  
Audience Appeal: Entire family  
Suggested for: Morning  
Client Suitability: General  
Cost: Upon request  
Audition Facilities: Transcriptions  
Submitted by: Ford Bond Radio Productions, Inc., 810 RCA Bldg. West, New York 20, N. Y.

**How Crazy Are You?**

Dramatized vignettes, personal appearances and narrations based on experiences of listeners and their families, friends and acquaintances, and offering cash awards for guest participants appearing either in person or by proxy. Good-humored, light-hearted, fast-paced comedy show; it hands the listeners laughs of the kind he most enjoys—laughs at the ridiculous which is at the same time human, and laughs which harm nobody because the objects of the amusement offer their experiences as laughable themselves.

Availability: Live talent  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon or evening  
Client Suitability: General  
Number of Artists: 7  
Cost: Available on request  
Audition Facilities: Will pipe live talent  
Submitted by: Oliver W. Nicoll Productions, Radio Features of America, 37 West 46th St., New York 19, N. Y.

**The Joke Theater**

A brand new idea that uses the old blackout to it's best advantage. A stock company of radio actors enact jokes sent in by the listening audience. Pay off is made to the best jokes and best cartoons, dramatized by our stock company.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon; Evening  
Client Suitability: Any product  
Number of Artists: 6  
Cost: Very reasonable  
Audition Facilities: Will pipe live talent  
Submitted by: Wolf Associates, 420 Madison Ave., New York City

**Junior Miss**

The same "Junior Miss" that ran in the *New Yorker*, then a best seller. A hit play on Broadway and a smash movie hit. On the air with Shirley Temple, it made an enviable Hooper record. "Junior Miss" now available with the same cast, the same director and writer that did such a swell job for a candy sponsor who had to leave the air on account of a sugar shortage.  
Availability: Live talent; E. T.

Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon; Evening  
Client Suitability: Any household product  
Number of Artists: Average 7  
Cost: Very reasonable  
Audition Facilities: Will pipe live talent  
Submitted by: Wolf Associates, 420 Madison Ave., New York City

**Robert Q. Lewis Little Show**

CBS comedy-variety. Billboard describes it: "Little Show with erstwhile disk jock Robert Q. Lewis is very promising package. Adult and smart comedy . . . bright not only in scripting but also in basic satiric conception . . . contains a wealth of laughs. Strictly wonderful stuff." Variety: "One of the new fresh notes in radio." Gimmicks include song-of-the-week (No. 11 tune in Top Ten), movie and sports review of week.  
Availability: Live talent  
Time Units: 15 or 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Audition Facilities: Transcriptions  
Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

**The Love Merry-Go-Round**

A fast, rowdy burlesque of panel and advisor type of programs with the laffs tumbling on top of each other. The format permits four comedians who individually could not sustain a network program to be blended into a sustained-laughter show. A sure-fire device. In addition, there is a listener participation angle and a take-off on hill billy singers. Scripted by two veteran radio writers.

Availability: Live talent; E. T.  
Time Units: 30 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any client who wants a sock comedy show at moderate cost  
Number of Artists: Approximately 8  
Audition Facilities: Will pipe live talent  
Submitted by: Alan Sands, 1201 S. Windsor Blvd., Los Angeles 6, Calif.

**Luck O' The Irish**

Starring Jimmy Dunn, here is a radio program that answers the persistent wail, "There's nothing new in radio!" It introduces the first NEW comedy format in five years. The title is richly commercial—and gives a capsule hint of what the listener may expect. It builds in humorous suspense, punctuated by belly laughs, to an O. Henry ending . . . illustrating the "Luck O' The Irish." Toe-tapping Irish music and a tenor voice complete the format.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: General  
Number of Artists: 30, including orchestra  
Audition Facilities: Transcriptions  
Submitted by: Commodore Productions, 1350 No. Highland Ave., Hollywood 28, Calif.

**The Mad Anthonys**

Starring Charlie Ruggles, who plays the leading role of Mark Twain Anthony, the father of a lovable but a bit on the zany side family. The other leading characters are his wife, his seventeen-year-old daughter and his ten-year-old son. Program uses the situation comedy format with a strong story-line at a reasonable price.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 25  
**Audition Facilities:** Script  
**Submitted By:** Jack Rourke Productions,  
 6331 Hollywood Blvd., Hollywood 28,  
 Calif.

### The Mad Masters

Mad Masters is a situation comedy show starring Monty and Natalie Masters. The comedy is written around Monty, a small town shoe clerk, and Natalie, his cute, but strong minded "little wife." Story takes place in their home where they are visited by various members of the community. All of these callers are caricaturized by a cast of hand picked experts. During the course of the broadcast the Masters are taken into the past and become a leading figure of the past such as Columbus, Aladdin, King Arthur, Paul Revere, etc. The visitors to his home heard previously reappear in his dream to create situation and comedy.

**Availability:** Live talent; E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General merchandising —not limited  
**Number of Artists:** 18 piece orchestra, vocals by tenor Paul Walti, five actors  
**Audition Facilities:** Transcriptions; Will pipe live talent at cost to advertiser or agency  
**Submitted by:** KPO, Radio City, San Francisco, Calif.

### Meet Marty Drake

Mutual introduces a new comedian to the radio audience. Marty Drake is a singing comic whose leanings toward self-advancement invariably result in amusing situations. With him are a singing group, Four Chicks and a Chuck, and the orchestra directed by Emerson Buckley.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 8 to 12 plus music  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### My Friend Irma

New CBS-created half-hour evening comedy series which Variety says "shapes up as top comedy show developed this year by networks." John Crosby of Herald Tribune appraises it as "intelligent, plausible—very smartly acted and produced." Though broadcast late at night, series had 8.8 rating (without East) on third rating, topping opening Hoopers of such current bigtimers as Great Gildersleeve, Life of Riley, Duffy's Tavern. Stars screen comedienne Marie Wilson.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Audition Facilities:** Transcriptions  
**Submitted By:** CBS, 485 Madison Ave., New York 22, N. Y.

### My Friend Mulrooney

A situation comedy adapted by Albert N. Williams from his Collier's Magazine series "Bachelor Apartment." The situations tell of the hilarious predicaments in which Madigan and Mulrooney find themselves when Mulrooney's genius be-

gins to express itself. Living with Mulrooney is like living in a monkey cage, and it's twice as funny.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 6-8 plus orchestra  
**Audition Facilities:** Transcriptions; Scripts and Presentation  
**Submitted by:** Corday-Roberts, Inc., 41 W. 53rd St., New York 19, N. Y.

### Nasty Naylor Club

Early morning program slanted to "The poor ignorant yokles who have to rise early in the morning to make a living." A program panning the radio audience, radio, advertising, the sponsor, and the MC himself. "Brother Filthy McNasty" mc's the show. Membership is granted all those who mail letters expressing their early-morning pet peeves and favorite gripes. Membership cards issued to all members, all of whom are "Vice Presidents."

**Availability:** Live talent; E. T.  
**Time Units:** Five 30 minute or one hour programs weekly.

**Audience Appeal:** Entire family  
**Suggested for:** Early morning  
**Client Suitability:** Breakfast cereal; any sponsorship not averse to panning of product

**Number of Artists:** 1  
**Cost:** Talent—\$30 per program (half hour) plus Class "C" station time  
**Audition Facilities:** Transcriptions  
**Submitted By:** KSDJ, 1405 5th Ave., San Diego 1, Calif.

### Wendell Niles and Don Prindle Show

Combination of Abbott and Costello and Bob Hope format, featuring Wendell Niles and Don Prindle, a pair of zany comedians, with fresh material. Half-hour show includes girl singer, Jeannie McKeon, Roy Bargy and his orchestra, and guest stars. Lively audition record indicates tremendous potentialities of this program.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 25  
**Audition Facilities:** Transcriptions  
**Submitted By:** Jack Rourke Productions, 6331 Hollywood Blvd., Hollywood 28, Calif.

### Oakland's Studios

A situation comedy, with the locale in the heart of New York City—Times Square. Jeff Oakland runs a music rehearsal studio and fancies himself a great discoverer of musical talent. Into his studio, float assorted musical geniuses and crack-pots. Oakland soon finds himself involved in trying to get a job for a novelty musical group, but being rebuffed on all sides. For a comedy situation that is different in locale and characters, and offering musical oddities, this is it!

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 5-7  
**Audition Facilities:** Will pipe live talent  
**Submitted By:** Alan Sands, 1201 S. Windsor Blvd., Los Angeles 6, Calif.

# COMEDY

### Pick And Pat Show

This program is built around Pick and Pat, America's foremost blackface comedians. Pick and Pat are synonymous with clean wholesome humor and their record speaks for itself. They have sold coffee, tobacco, soft drinks and patent medicines. They can sell anything for anyone who wants a program with a ready made audience. Backing up Pick and Pat we have the nation's favorites, The Jesters, a singing girl guest star and a small musical group.

**Availability:** Live talent; E. T.  
**Time Units:** 15 minutes, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any product  
**Number of Artists:** 7  
**Cost:** Very reasonable  
**Audition Facilities:** Transcriptions; Will pipe live talent  
**Submitted by:** Wolf Associates, 420 Madison Ave., New York City

### The Smiths Of Hollywood

One of the most elaborately staged productions in radio, "Smiths" is a situation comedy series produced by Andrew Hickox and written by Richard Nossaman and Charles Presnell, Jr., all top-notch craftsmen of the movies. Regular performers include: Arthur Treacher, Brenda Marshall, Jan Ford and Harry Von Zell. Guests include: Ann Sheridan, Lucille Ball, William Holden, Marsha Hunt. Can "buck" the biggest and best shows on any network for relatively small expenditure, although each show represents a production cost of \$10,000.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types offering product with family appeal  
**Number of Artists:** Each program with an average of twelve to fifteen artists plus a fifteen piece orchestra under the direction of Charles Hathaway  
**Audition Facilities:** Transcriptions  
**Submitted By:** Louis G. Cowan, Inc., 485 Madison Ave., New York 22, N. Y.

### Suburban Heights

Based on the famous Gluyas Williams cartoons of the same name, this situation comedy series brings to life the characters of Fred Perley, Ernie Plummer and their respective wives and neighbors—all typical middle-class suburbanite commuters. Perley is often thought of as the cartoon equivalent of the late Bob Benchley and in his frustrations, embarrassments and patient sufferings, he is you. A new touch to the situation comedy—not farce, but real, human comedy.

**Availability:** Live talent; E. T.  
**Time Units:** Optional  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon; Evening  
**Client Suitability:** General  
**Number of Artists:** Variable  
**Audition Facilities:** Transcriptions  
**Submitted By:** Caples Company, 535 Fifth Ave., New York 17, N. Y.

### Sweeney And March

This air-tested air-polished CBS comedy

series rated as high as 7.4 on sustaining in special Hooper study in East on'y when broadcast late at night. Ex-GI Hal March and teammate, Bob Sweeney, do shrewd and light-hearted take-offs on dilemmas of everyday life, prompt top columnists to say "may well develop into 1947 surprise hit." "Wonderful performers," "characterizations definitely there."

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Audition Facilities:** Transcriptions  
**Submitted By:** CBS, 485 Madison Ave., New York 22, N. Y.

### Too Late To Listen

The unusual becomes the usual. Allen Hayes invites listeners not to listen to his program. Subtle humor intermingled with zany situations are punctuated by weird musical "bridges" and startling sound effects. Fantastic inventions are vividly described. An oral version of a Rube Goldberg cartoon.

**Availability:** Live talent  
**Time Units:** 15 minutes, 2 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Since appeal to entire family unit is achieved, sponsorship unrestricted  
**Number of Artists:** 1  
**Cost:** \$40 per program  
**Audition Facilities:** Transcriptions  
**Submitted by:** WWRL, 41-30 58th Street, Woodside, N. Y.

### Tune Tabloid

This is a take-off on a news daily as suggested by the title. Written as a tabloid-type program with pages of advertising cued into the pages of melodic journalism.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Local sponsorship in entertainment field, department store, etc.

**Audition Facilities:** Transcriptions  
**Submitted By:** Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

### Uncle Bill and Snowball

Bill O'Toole, veteran stage and radio star of Baltimore, has for the past twelve years been conducting the program at 7:45 a.m., with himself as Uncle Bill and the character he impersonates, Snowball, a little colored boy, discussing affairs of the day, advice to the youngsters and so on. This program has become an institution in Baltimore, and there are only a few acts of this kind in the country.

**Availability:** Live talent  
**Time Units:** 10 minutes, 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Morning  
**Client Suitability:** Soft drinks, ice cream, products with juvenile appeal  
**Number of Artists:** 1  
**Cost:** \$75.00 talent per week plus time  
**Audition Facilities:** Transcriptions  
**Submitted By:** WITH, 7 E. Lexington St., Baltimore 3, Md.

**As Others See Us**

This program tells American listeners, verbatim, what press and radio of other countries have told their people about the U. S. during the past week. CBS' world wide news organization culls significant opinions and impressions from foreign papers, magazines, and broadcasts. Larry Lesueur crystallizes the net findings into challenging radio.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Sunday afternoon, evening  
Audition Facilities: Transcriptions  
Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

**CBS Weekly News Review**

Tightly-knit "news magazine of the air", brings into perspective the news that mattered most during the past week. Covers all fields—international relations, national politics, science, religion, sports, all others of top public interest. No name credits; emphasis on well-rounded, colorful news digest. Integrates reports from 50 CBS newsmen here and abroad. Final 10 minutes of broadcast devoted to news quiz, whereby listening audience tests its knowledge against studio participants.

Availability: Live talent  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Sunday afternoon  
Audition Facilities: Transcriptions  
Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

**City Desk**

City Desk features the most unusual radio reporter in the nation's capital—Henry Mustin—a local news expert whose one and only assignment is the assembly and reporting of a completely accurate and impartial local news program in Washington. Eleven years of local reporting experience with one of Washington's leading newspapers have given Mustin the feel of the city. Wire recordings of on-the-spot happenings are an extra feature of City Desk.

Availability: Live talent  
Time Units: 5 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WTOP, Earle Bldg., Washington 4, D. C.

**Meade Davidson, Commentary**

Meade Davidson, WWRL's News Editor, has built up a guaranteed audience in the same time segment for 5 years. Davidson possesses an extensive, solid background which includes business, finance and the world of diplomacy. Well-travelled, he is in his element when the spotlight is on overseas news. A keen student of politics, he becomes highly analytical where the domestic political scene is concerned. Seldom out on a limb . . . his average is high.

Availability: Live talent  
Time Units: 10 minutes, 5 weekly  
Audience Appeal: Male; Female  
Suggested for: Evening  
Client Suitability: Would be an asset to any recognized advertiser  
Number of Artists: 1  
Cost: \$40 per broadcast  
Audition Facilities: Transcriptions  
Submitted by: WWRL, 41-30 58th Street, Woodside, N. Y.

**Exclusive Story**

Thrills behind the headlines—News—A feature designed to bring to the air-planes the tales behind the news headlines, the exciting records of contemporary action by correspondents that make history and reporters that risk life and death to get the news. A dramatic news program. Heartwarming, factual and human with original plots.

Availability: E. T.  
Time Units: 39 programs 15 minutes each, 1, 3, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon, Evening  
Client Suitability: General  
Number of Artists: 5-7  
Cost: Per station basis  
Audition Facilities: Transcriptions  
Submitted by: G. C. Bird & Associates, 311 S. New Hampshire Ave., Los Angeles 5, Calif.

**From Front To Back**

A news program designed to give proper airing to local feature stories as well as spot local and national news. Front page news by Bob Menefee, former CBS announcer and now program director of WSLC, and Back Page features by Jim Walsh, former newspaperman and WLWS news editor. Walsh is acclaimed by other newspapermen as possibly the best human interest reporter in the south.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon  
Client Suitability: Any client or product  
Number of Artists: 2  
Cost: On request  
Audition Facilities: Transcriptions  
Submitted by: WSLC, Shenandoah Life Building, Roanoke, Virginia

**Edgar A. Guest**

Edgar A. Guest reads the back page—not headline news. His choice of the story of the day, a poem or two, a little philosophy. Fifteen minutes of America's best known and best loved poet at his best.

Availability: Live talent  
Time Units: 15 minutes, 1, 3 or 5 weekly  
Audience Appeal: Entire family  
Suggested for: Anytime  
Client Suitability: General  
Number of Artists: 1  
Cost: On request  
Audition Facilities: Will pipe live talent  
Submitted by: W. Biggie Levin Agency, 612 North Michigan Avenue, Chicago 11, Illinois

**Joseph C. Harsch And The Meaning Of The News**

Latest up to the minute news plus comprehensive interpretations of week's developments in national and international affairs. By Columbia's distinguished news analyst and widely-quoted foreign correspondent.

Availability: Live talent  
Time Units: 15 minutes, 1, 2, 3, 4, or 5 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon, Evening  
Audition Facilities: Transcriptions  
Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

**Highlights Of The Week's News**

An integrated picture of the news developments during the week, together with their importance and implications.

Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any type of client  
Number of Artists: 1

Submitted by: United Press Associations, 220 E. 42nd Street, New York 17, N. Y.

**Hi Neighbor or Howdy Neighbor**

Suitable for stations up to 250 watts. Hi-Neighbor for farming localities: Howdy-Neighbor for cattle country. Local news only plus local human interest stories and editorials.

Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Feed stores, Auto dealers, Grocery, etc.  
Number of Artists: 1  
Submitted by: KCRS, P.O. Box 1072, Midland, Texas

**Howdy, Mr. Lincoln!**

"owdy, Mr. Lincoln! is a unique, distinctive show, presenting Norman Barry, veteran WMAQ-NBC newscaster and announcer, Barry sets the scene at the Chicago Historical Society, first stopping in the Lincoln Room to "chat" with Abraham Lincoln (through a portrait). He then proceeds to the Society's newspaper files from which he relates the news . . . of some past day, woven in with the contrasts and coincidences of the present. Recorded music of the era interpolates the narration.

Availability: Live talent or E. T.  
Time Units: 15 minutes 4 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: All clients desiring to reach a wide-spread, high-class audience

Number of Artists: 1  
Audition Facilities: Will pipe live talent  
Submitted by: WMAQ, Merchandise Mart, Chicago 54, Illinois

**Home Final News**

Program consists of 15 minutes of all local news. National and international picture is omitted entirely. Listeners know that six times weekly at 7 in the evening they can hear all the day's developments locally.

Availability: Live talent  
Time Units: 1 minute, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Number of Artists: Entire news staff gathers news for this one broadcast  
Audition Facilities: Transcriptions  
Submitted by: KGY, Radio Center, Olympia, Washington

**Quincy Howe Science News**

A series with CBS news analyst Quincy Howe reporting current advances in science and emphasizing influence of each development on individual welfare, as well as its national and international implications. Covers all science from new cures for common and rare ills to latest nuclear energy findings. John Pfeiffer, a CBS Science Director and author of "Science In Your Life", assists in preparation of scripts.

Availability: Live talent  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon, Evening  
Audition Facilities: Transcriptions  
Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

**Intermountain Empire Editions**

News broadcast direct from news studio of Salt Lake Tribune-Telegram. The Intermountain West's largest newspaper. Five regional news bureaus and 150 correspondents provide an exclusive regional and local news service not available on any other newscast in the region. News is reported by Carl Greyson, voted No. 1 newscaster of this region by the Salt Lake Advertising Club. Three editions—morning, noon, and evening. Noon edition earned a network Hooper of 11.0 in Winter of 1946-47 survey.

Availability: Live talent  
Time Units: 1 minute opening and closing participation, 3 editions daily, 7 days per week  
Audience Appeal: Entire family  
Suggested for: Morning, Afternoon, Evening  
Client Suitability: Program reaches entire family

Number of Artists: 2  
Cost: Regular announcement rate plus \$4.00 participation charge  
Audition Facilities: Transcriptions  
Submitted by: The Intermountain Network, Inc., 248 South Main Street, Salt Lake City 1, Utah

**In The Woman's World**

The presentation of news of interest to women such as fashions and the problems of the homemaker.

Time Units: 5 minutes, 6 weekly  
Audience Appeal: Female  
Suggested for: Afternoon  
Client Suitability: Clients whose products are sold mainly to women  
Number of Artists: 1  
Submitted by: The United Press Associations, 220 East 42nd Street, New York 17, N. Y.

**Jamestown's Passing Parade**

This is a weekly program of 15 minutes which reviews the local news of the week. Color is added through the use of wire-recorded interviews and on-the-spot coverage. With the wire-recorded, it becomes unnecessary to quote public officials, etc. Instead their own words and their own voices can be used.

Availability: Live talent  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WJTN, Jamestown, N. Y.

**Journal Of The Air**

Sponsored by the San Diego Daily Journal. Dramatic interpretation of the news of the day as found in the headlines of the Journal. Two men and one woman narrate and dramatize. March of Time idea without the pomposity. Script written by Neil Morgan, Daily Journal Radio and Entertainment Editor. One of San Diego's most popular local productions.

Availability: Live talent or E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: Any  
Number of Artists: 3  
Cost: \$75 talent fee (including writer) plus "A" time rate  
Audition Facilities: Transcriptions  
Submitted by: KSDJ, 1405 5th Ave., San Diego 1, Calif.

## Walter Kiernan's Corner

This program presents Walter Kiernan, nationally known commentator, in a presentation of news in an around New York. It is presented in Kiernan's homey philosophical style and is intended for easy listening. This program takes over the 6:05-6:15 p.m. spot Monday through Friday on Station WJZ. Kiernan prepares his own script and the show is produced by the American Broadcasting Company News Department.

**Availability:** Live talent  
**Time Units:** 10 minutes, 5 weekly  
**Suggested for:** Evening  
**Client Suitability:** Cigarette or beverage company  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
 Submitted by: WJZ-American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

## Lane County First Edition

Program has enjoyed success since inception when station first went on air, July 1, 1946. Specializes in local material. KUGN's News Editor, John Craig, devotes majority of time to leg work . . . holding wire copy to minimum, to catch complete local coverage. Business men, farmers and housewives all have time to hear during lunch hour.

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Male, Female  
**Suggested for:** Afternoon  
**Client Suitability:** All types  
**Number of Artists:** 1  
**Cost:** Participating sponsors (three); \$135 monthly  
**Audition Facilities:** Transcriptions  
 Submitted by: KUGN, Box 1400, Eugene, Oregon

## Larry Lesueur And The News

The news, and the background of the news, from the national and international scene is reported here by one of CBS' topflight newsmen. Lesueur is currently United Nations reporter for CBS, authored the popular book "Twelve Months That Changed The World", has been a CBS war correspondent in England, France, Germany and Russia, and covered the Paris Peace Conference.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Audition Facilities:** Transcriptions  
 Submitted by: CBS, 485 Madison Ave., New York 22, N. Y.

## Let's Talk About The Latest News

A brief program of comments on the latest news of interest to our population. . . . Some kind of an editorial, where we talk politics, economics and administration.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Male  
**Suggested for:** Early Evening  
**Client Suitability:** Retailers  
**Number of Artists:** 1 (lawyer)  
**Audition Facilities:** Transcriptions  
 Submitted by: CKCV, Capitol Theatre Bldg., Quebec City, Canada

## Local News

A special reporter is hired to gather all news of local nature which occurred between Saturday noon and up until broadcast time, 12:15 p.m. Sunday afternoon. Most stories are straight news, however, there are some feature stories dealing with amusing events which al-

ways happen on Saturday nights. The entire 15 minutes is devoted to local news including reports from the hospitals (births, deaths, admittance) police, sheriff and fire departments. Material is carefully edited for good taste.

**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any client who wished to reach adult audience  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
 Submitted by: WRJN, 441 Main Street, Racine, Wis.

## Local Newscast

The first local news coverage of the day. Comprehensive coverage of all important events happening between 2:00 p.m. and 10:00 a.m. the following morning. Hours ahead of all other media in this area. Latest market reports direct from the Cincinnati Union Stock Yards gives early livestock price trends and market reactions.

**Availability:** Live talent  
**Time Units:** 10 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** General appeal  
**Number of Artists:** 1 announcer only  
**Audition Facilities:** Transcriptions  
 Submitted by: WMOH, Second National Bank Bldg., Hamilton, Ohio

## Maryland News

"Maryland News" feature last minute Baltimore and state-wide news gathered through the facilities of the Associated Press and United Press. It is broadcast by a top-notch newscaster, Bill LeFevre, who prepares the material for broadcast. Material available for "Maryland News" is very voluminous, and last minute local news developments are obtained from the U. P. representative. "Maryland News" immediately follows the daily 6:15 Sports Program and has a strong appeal at this time of day.

**Availability:** Live talent  
**Time Units:** 5 minutes, 5 or 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
 Submitted by: WFBR, 10 East North Ave., Baltimore 2, Md.

## Lawson McCall, News

The Portland Oregonian radio columnist says "McCall has done a keen job for KEX in packing things into a neat lucid package on his news program . . . has one of the most interesting voices in radio. ABC should pipe his newscast to all its Coast stations, especially since night-time newscasts are its competitor's weak spots." Here is strong bid for listener-attention during quarter-hour which has long been news listening habit on Pacific Coast.

**Availability:** Live talent  
**Time Units:** 15 minutes, 3, 5, or 6 weekly  
**Audience Appeal:** Male; Female  
**Suggested for:** Evening  
**Client Suitability:** Any product used in the home  
**Number of Artists:** 1 plus announcer  
**Audition Facilities:** Transcriptions  
 Submitted by: KEX, 1230 S. W. Main St., Portland 5, Oregon

## Max Metcalf And The News

Max Metcalf, a veteran news man, reports the days happenings from the local and regional point of view. Since WHAM is a clear channel station, a large percentage of the audience is

away from the city of Rochester. Rural correspondents working in conjunction with the WHAM News Bureau, supply WHAM with complete local and area coverage. Metcalf has a friendly, confidence-inspiring technique. His reporting is factual but down-to-earth. General national and international news is available from both United Press radio and news wires.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** All types who want a large audience  
**Number of Artists:** One and announcer  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
 Submitted by: WHAM, Sheraton Hotel, Rochester 4, New York

## Morning Edition

A fifteen minute early morning roundup of world news, local news and sports. Three distinct news programs woven into one fast paced, well-edited quarter hour of news and sports. World news reported by staff announcer—sports by station's director of sports—local news by the local news editor. A big buy because it's a big show receiving a thorough production and presented in a finished style.

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Gasoline, Baked goods, Department store  
**Number of Artists:** 3  
**Audition Facilities:** Transcriptions  
 Submitted by: WMBO, 141 Genesee Street, Auburn, New York

## Muscatine Speaks

Half hour of week's major local and regional news stories, utilizing voices of people who actually made the news. KWPC News Editor gives commentary and introduces each of the recorded spots . . . Twenty to thirty separate recordings used each program. Human interest values emphasized . . . Last five minutes of half hour given to coverage of world and national news . . .

**Availability:** Live talent or E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any desiring large audience  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
 Submitted by: KWPC, P.O. Box 860, Muscatine, Iowa

## Neighborhood Reporter

Fifteen minute news summary. First half of program is devoted to news of local interest, presented in an informal manner. Remainder of show for roundup of national and international news.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
 Submitted by: WHDL, Olean, New York

## News

Program is on at 10:15 p.m. Monday through Saturday. Features local, regional and world news, from the facilities of United Press, International News Service, Associated Press, Reuters and the

**KXOX News Staff.**  
**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any product for the whole family  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
 Submitted by: KXOX, 12th and Delmar, St. Louis 1, Mo.

## News and Opinion Roundup

Monday through Friday, 1 to 1:15 p.m. Digest of news and opinions gleaned and compiled by Henry Zon from fifteen representative newspapers throughout the country. Includes airmail editions of British papers and quotes from foreign language opinion broadcast. Beamed at the congressional, government employee, upper income level housewife and professional news audience.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Male, Female  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Miscellaneous sponsor  
 Submitted by: WQQW, 2627 Conn. Ave., N. W., Washington, D. C.

## The News And You

The documentary type of news in review is presented by staff announcers and several invited participants. The national news is voiced by several announcers. Two or three news items are highlighted on each broadcast. Following each highlight a local personality is brought in to enlighten the listeners just how the national news will effect the local population. Experts on Tax matters, aviators, weather forecasters, etc., are called on frequently.

**Availability:** Live talent or E. T.  
**Time Units:** 30 minutes, weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Banks, Power Company  
**Number of Artists:** 5  
**Audition Facilities:** Transcriptions  
 Submitted by: KYSM, Mankato, Minnesota

## Newsreel Theatre Of The Air

One hour of continuous news, the same twelve-minute newscast being repeated five times in "newsreel theatre" style. This format permits the listener to tune in anytime during the hour for a complete newscast. He may stay tuned for a second hearing of any items he may have missed or misinterpreted. A specially-recorded theme between newscasts adds to the newsreel theatre illusion. The unusual audience turnover has made this feature extremely resultful. Complete sales brochure available.

**Availability:** Live talent  
**Time Units:** 60 minutes 14 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Evening  
**Client Suitability:** General  
**Number of Artists:** 2 news announcers  
**Audition Facilities:** Transcriptions  
 Submitted by: WHN, 1540 Broadway, New York 19, N. Y.

## News Of Tomorrow

Program is a comprehensive broadcast of the news of the state, city and country, as compiled and reported by George T. Case. As there is no other news source than WINK reaching the Ft. Meyers area, this give the listeners the

final days news and the story of the news to be found in most morning papers for following day.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 6 or 7 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 1  
**Submitted by:** WINK, P.O. Box 1072, Ft. Myers, Florida

### Nine O'clock News

Nine O'Clock News features veteran newscaster Nelson Churchill with the very latest local and national news, prepared and edited by the Yankee Network News Service from Associated Press, International News Service, and Reuters dispatches. Important news, vital news for every member of the family. The facts concerning labor relations, production problems and opportunities, shifting trends changing policies, foreign relations and all the forces reshaping our world today are aired daily by Nelson Churchill.

**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** All types  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** Yankee Network, 21 Brookline Avenue, Boston 15, Mass.

### On the Wire

Three or four news stories each week get the "Feature" treatment with on-the-spot narrative and interviews wire-recorded and built into a show with real impact. Some are hot news, others human interest. Program originates in New York with items from other points as the news indicates.

**Availability:** Live talent  
**Time Units:** 25 minutes, 1 weekly  
**Audience Appeal:** College students  
**Suggested for:** Evening  
**Number of Artists:** Various, 2 announcers  
**Audition Facilities:** Transcriptions  
**Submitted by:** Intercollegiate Broadcasting System, 507 Fifth Avenue, New York 17, N. Y.

### Orange County Local News

Fifteen minute round-up of local Orange County news publisher of local weekly newspaper. Besides front-page stories there is Club News, news sidelights of a local nature, and an editorial on a non-controversial issue of a general interest from one of the newspapers of the country. This is the only radio news of Orange County events and personalities.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 1  
**Cost:** Station time plus \$10.00 talent charge per program  
**Audition Facilities:** Transcriptions  
**Submitted by:** KVOE, 206 N. Main St., Santa Ana, California

### Parmer From Washington

Charles Parmer, well known Capital and White House correspondent, conducts regular Sunday afternoon program on current topics being debated on the floors of Congress. Parmer has frequently conducted interviews with the lawmakers most closely identified with the topic under discussion and has scored a number of clear "beats" in bringing news of future congressional action to the public. These broadcasts have received nationwide, and in several instances international, publicity as a result of quotes

carried by the news services of the world.

**Availability:** Live talent or E. T.  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Male, Female  
**Suggested for:** Sunday afternoon  
**Client Suitability:** Any client interested in "institutional" rather than "merchandise" advertising  
**Number of Artists:** 2, Mr. Parmer and staff announcer

**Cost:** Rates on request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WPIK, P.O. Box 298, Alexandria, Virginia

### Religious News Reporter

Religious News Reporter is a carefully edited 15-minute script which presents up-to-the-minute news of the Protestant, Catholic and Jewish faiths in a highly interesting manner. Based upon worldwide dispatches reaching Religious News Service this program has interdenominational and interfaith appeal and meets the approval of all church groups. Editorial comment on, or interpretation of items of a controversial nature is carefully avoided.

**Availability:** Script  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon, Evening

**Client Suitability:** Institutional and goodwill advertising

**Audition Facilities:** Script  
**Submitted by:** Religious News Service, 381 Fourth Avenue, New York 16, N. Y.

### Art Robinson, News

This is not just an ordinary news program. It is specifically designed to appeal to the Metropolitan Columbus audience and for that reason we hired Art Robinson to be its editor and commentator. Mr. Robinson is a veteran newspaper man of more than 15 years experience coupled with five years of radio experience. He has an excellent sense of news worthiness, particularly with respect to the importance of local stories. Approximately 80 to 70 per cent of the program time is devoted to Columbus and Central Ohio news.

**Availability:** Live talent, E. T. or Both  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any, for which news would be suitable

**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHKC, 22 East Gay St., Columbus 15, Ohio

### Bill Shaddell And The News

News of the moment plus a wrap-up of the week's news made in Washington, D. C., broadcast direct from there by the CBS war correspondent who covered all campaigns of Patton's Third Army.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Saturday evening or late Saturday afternoon

**Audition Facilities:** Transcriptions  
**Submitted by:** CBS, 485 Madison Ave., New York 22, N. Y.

### Howard K. Smith From London

Ringside review of significant European news of the week by Chief of CBS European News Staff, famous author of "Last Train from Berlin", veteran of five years Europe-America broadcasting. Smith heads European news staff of CBS, often covers in person the big events he summarizes. Keen perception of what Americans want to know about

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European developments.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Sunday afternoon  
**Audition Facilities:** Transcriptions  
**Submitted by:** CBS, 485 Madison Ave., New York 22, N. Y.

### Time Out

Each program consists of one original human interest story.

**Time Units:** 5 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon, Evening

**Client Suitability:** Any client whose product appeals to the family

**Number of Artists:** 1 announcer  
**Submitted by:** United Press Associations, 220 East 42nd Street, New York 17, N. Y.

### Today's United Press Commentary

A discussion of the background and implications of international developments in the news.

**Time Units:** 5 minutes, 7 weekly  
**Audience Appeal:** Male  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** Any type  
**Number of Artists:** 1

**Submitted by:** The United Press Associations, 220 East 42nd Street, New York 17, N. Y.

### Town Topics

Church, school and club news presented in an interesting and entertaining manner. Program opens with calendar of events followed by detailed description of special activities.

**Availability:** Live talent  
**Time Units:** 10 minutes, 2 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** Any appealing to women

**Number of Artists:** 1  
**Cost:** Time charge plus \$15.00 per week production cost

**Audition Facilities:** Transcriptions  
**Submitted by:** WBOW, 303 S. 6th St., Terre Haute, Ind.

### Tri State Reporter

Since station is located on borders of W. Va., Ohio and Ky., it endeavors to present regional news of interest to listeners in these three states. News is angled away from national scope, sticking to items relating to these three states only.

**Availability:** Live talent  
**Time Units:** 10 minutes 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any  
**Number of Artists:** 1  
**Audience Facilities:** Transcriptions  
**Submitted by:** WSAZ, Huntington, W. Va.

### Under The Capitol Dome

An analysis of the major trends in the Washington scene.

**Time Units:** 5 minutes, 6 weekly  
**Audience Appeal:** Male  
**Suggested for:** Evening  
**Client Suitability:** Client whose product is largely sold to men

**Number of Artists:** 1 announcer  
**Submitted by:** United Press Associations, 220 East 42nd St., New York 17, N. Y.

### 12:30 PM News

This is our featured 12:30 P.M. daily news broadcast. Includes local, state,

national and foreign news. Facilities used: Associated Press and also local news coverage.

**Availability:** Live talent  
**Time Units:** 15 minutes, 7 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Any type of client should be interested

**Number of Artists:** Announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** WRNY, 191 East Ave., Rochester 4, N. Y.

### Voices of History

Complete background of major news events, emphasizing their significance, by the use of actual recordings and dramatizations. Program lets the events speak for themselves, points out trends, shows how today's news shapes tomorrow's history. A vivid presentation bringing home the importance of world events.

**Availability:** Live talent  
**Time Units:** 25 minutes, once weekly  
**Audience Appeal:** College students  
**Suggested for:** Evening  
**Number of Artists:** Various  
**Audition Facilities:** Transcriptions  
**Submitted by:** Intercollegiate Broadcasting System, 507 Fifth Ave., New York 17, N. Y.

### Voice Of The News

Voice of the News has second largest audience on WJAG. Listeners, participants, even competitive radio men call this half-hour program "good enough for the Networks." Aired 10:15 a.m. weekdays, it is the first forum-type news commentary of the day. Listeners, prominent guests, authoritative visitors and staff members gather in studio to discuss current news developments. Those with opposing views, who shun microphone, are urged to participate by mail and do so. Program is unrehearsed and ad lib.

**Availability:** Live talent  
**Time Units:** 30 minutes, 6 weekly  
**Audience Appeal:** Male; female  
**Suggested for:** Morning

**Client Suitability:** Any client or product except those appealing to juveniles. Has predominate female audience and unusual car radio audience, judging from voluntary response

**Number of Artists:** 3 to 6  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WJAG, 527 Norfolk Ave., Norfolk, Neb.

### Edward Wallace

During his service as war correspondent in World War II, Wallace covered every important development of the war under the commands of both General Douglas MacArthur and Admiral William Halsey. He was awarded the Asiatic Pacific service ribbon and was personally cited by General MacArthur. For twenty years an active news man. He is a member of the Overseas Club and the Radio Correspondents Association of America.

**Availability:** Live talent  
**Time Units:** 10 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types of adults  
**Number of Artists:** 1

**Cost:** On request at any NBC Spot Sales Office

**Audition Facilities:** Transcriptions  
**Submitted by:** WTAM, NBC Bldg., Cleveland 14, Ohio

## WCNT Oil News

Features a daily summary of activity in the Illinois Basin Oil Field, reporting on every phase of oil production activity. Summaries by counties, drillings, production, successes and failures. This feature is prepared by a reporter who works with the oil industry. WCNT is located at almost the exact geographical center of the Illinois Oil Basin, and our coverage includes the entire basin. This feature appeals widely to people in many activities. Listener acceptance is high.

Availability: Live talent; E. T.  
Time Units: 5 minutes, 6 weekly  
Audience Appeal: Male  
Suggested for: Noontime  
Client Suitability: Manufacturers supplying equipment to oil production men.  
Number of Artists: 1 staff announcer, one writer  
Audition Facilities: Transcriptions  
Submitted by: WCNT, Centralia, Ill.

## West Texas On Parade

West Texas On Parade is a new kind of radio journalism, based on West Texas news of the preceding week, with stories behind the news dramatized by competent actors in a fast moving quarter-hour. The program is tied together with sound effects and bridge music.

Availability: Live talent  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Sunday afternoon  
Client Suitability: Any type client who desires a large audience  
Number of Artists: 4  
Audition Facilities: Transcriptions  
Submitted by: KECK, Box 673, Odessa, Tex.

## Western Montana Weekly

Cross-section opinion of Montana's weekly newspaper editors, as expressed in their published editorials on subjects of current interest. Designed to promote and encourage "grass roots thinking," program highlights five weekly editorials which are adroitly woven into the context of the script by KGVO's News Editor, Richard Vick. Writers are credited, as are the papers from which they're taken. Opinions of listeners are solicited.

Availability: Live talent; E. T.  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Male; female  
Suggested for: Afternoon; evening  
Client Suitability: Any regional advertiser, but more suitable for paper or newspaper manufacturers or National Magazine

Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: KGVO, 132 W. Front St., Missoula, Montana

## Women In the News

A description of the personality, accomplishments and background of a single newsworthy woman.

Time Units: 5 minutes, 6 weekly  
Audience Appeal: Female  
Suggested for: Morning; afternoon  
Client Suitability: Clients whose products are sold mainly to women  
Number of Artists: 1 announcer  
Submitted by: United Press Associations, 220 East 42nd St., New York 17, N. Y.

## WKBV News

Fifteen minutes newscasts giving excellent local coverage plus national coverage through the facilities of U.P.

Availability: Live talent  
Time Units: 15 minutes, 9 weekly  
Audience Appeal: Entire family  
Suggested for: Afternoon, 3 editions; evening, 6 editions  
Audition Facilities: Transcriptions  
Submitted by: WKBV, 25 South 9th St., Richmond, Ind.

## The World At Midday

With the cessation of hostilities WSBA felt that a straight 15 minute wirecast was of little or no value to local advertisers. New format for World at Midday includes five minute rewrite of national and international news, two minute summary of state-wide briefs and five minute interviews with local newsworthy people or visiting celebrities. This makes an ideal vehicle for spreading any community effort before a large noon-time audience. Show endorsed by City and State Governments.

Availability: Live talent  
Time Units: 15 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Noon  
Client Suitability: Automobiles, institutional  
Number of Artists: 3—announcer, newscaster, special events reporter  
Audition Facilities: Transcriptions  
Submitted by: WSBA, York, Pa.

## The World of Tomorrow

A discussion of the latest scientific and industrial developments as they affect, or are likely to affect, the average American.

Time Units: 10 minutes, once weekly  
Audience Appeal: Entire family  
Suggested for: Morning; afternoon; evening  
Client Suitability: Any type of client  
Number of Artists: 1 announcer  
Submitted by: United Press Associations, 220 East 42nd St., New York 17, N. Y.

## WSRS Newspaper Of The Air

### WSRS-FM Newspaper Of The Air

WSRS Newspaper of the Air is a daily feature every hour on the hour with each edition identified with the hour of the broadcast. This proven news schedule is supported by a staff in the news-room expressly to cover local news and events in addition to the regular AP wire service. This is the only program series in this area and the only radio station in this area concentrating on local and suburban news and events.

Availability: Live talent  
Time Units: 5, 10, 15 minutes hourly—daily  
Audience Appeal: Entire family  
Suggested for: Morning; afternoon; evening  
Client Suitability: All  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WSRS and WSRS-FM, Radio Center Bldg., Cleveland Heights 18, Ohio

## Between the Lines

Fifteen-minute streamlined features, for use any hour Monday through Saturday, available on The Associated Press Radio news wire. Between the Lines — the import and meaning of activities at home and abroad.

Availability: Teletype  
Time Units: 15 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Any time  
Client Suitability: All types  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## Side Street America

Each program is a dramatization of the high spot human interest of the week. Available Saturdays only on The Associated Press Radio news wire.

Availability: Teletype  
Time Units: 15 minutes, Saturdays only

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Audience Appeal: Entire family  
Suggested for: Any hour  
Client Suitability: All types  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## Jigsaw News

Fifteen-minute Teletype program, available Monday through Friday through The Associated Press Radio news wire. Jigsaw News is news in full color. The program has the vivid "punch" of news, but it goes beyond this point to gather pieces of humor, bits of pathos and chips of humanness. With infinite skill, writers fit these into the jigsaw pattern that completes a dramatic, absorbing picture of people.

Availability: Teletype  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Entire family  
Suggested for: Any time  
Client Suitability: All types  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## Behind the World News

A five-minute Teletype program reporting the significance of today's outstanding developments. Available Mondays through Saturdays through The Associated Press Radio news wire.

Availability: Teletype  
Time Units: 5 minutes, 6 weekly  
Audience Appeal: Adults  
Suggested for: Evenings  
Client Suitability: All types  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## Flashes of Life

A five-minute Teletype program, for use any hour Monday through Saturday. Funny doings here, there and everywhere.

Availability: Teletype  
Time Units: 5 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Any hour  
Client Suitability: All types  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## Listen, Ladies

Five-minute Teletype, for use any hour Monday through Saturday, available through The Associated Press Radio news wire. Tips on the latest in fashions and the home.

Availability: Teletype  
Time Units: 5 minutes, 6 weekly  
Audience Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: All types  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## Sideshow

A five-minute Teletype program presenting interesting and pleasant pieces of news in the U. S. A. Available Mondays through Fridays through The Associated Press Radio news wire.

Availability: Teletype  
Time Units: 5 minutes, 5 weekly  
Audience Appeal: Entire family

Suggested for: Any time  
Client Suitability: All types  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## Sport Special

A five-minute Teletype presenting latest spot news in the world of sports.

Availability: Teletype  
Number of Artists: 1  
Time Units: 5 minutes, 6 weekly  
Audience Appeal: Male  
Suggested for: Evening  
Client Suitability: All types  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## Stars on the Horizon

A five-minute Teletype program featuring the activities of the stage and screen. Available Mondays through Saturdays through The Associated Press Radio news wire.

Availability: Teletype  
Time Units: 5 minutes, 6 weekly  
Audience Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: All types  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## To Market, To Market

A five-minute Teletype program — a compendium of the latest rulings on prices and goods for civilians. The program is available Mondays through Saturdays, through The Associated Press Radio News wire.

Availability: Teletype  
Time Units: 5 minutes, 6 weekly  
Audience Appeal: Entire family  
Suggested for: Any time  
Client Suitability: All types  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## Washington Today

A five-minute Teletype program reporting the latest significant trends in the Capital with some up-to-date spot breaks. Available Mondays through Fridays through The Associated Press Radio news wire.

Availability: Teletype  
Time Units: 5 minutes, 5 weekly  
Audience Appeal: Adults  
Suggested for: Evenings  
Client Suitability: All types  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

## Women Today

A five-minute Teletype program, for use any hour Monday through Saturday, available through The Associated Press Radio news wire. The program features the outstanding activities of women everywhere.

Availability: Teletype  
Time Units: 5 minutes, 6 weekly  
Audience Appeal: Female  
Suggested for: Morning or afternoon  
Client Suitability: All types  
Submitted by: The Associated Press, 50 Rockefeller Plaza, New York 20, N. Y.

# 1947 ★ QUIZ PROGRAMS ★ 1948

## The Answer Man

The Answer Man is a tried and tested question-and-answer show with high appeal for the whole family. Entertaining and educational. Questions on matters of fact are submitted by listeners and are either answered in rapid-fire order (over 225 a week) on the air or by direct mail by "The Answer Man" with poise and conviction. Best seller, "Lydia Bailey" by Kenneth Roberts, contains references supplied by "The Answer Man."  
**Availability:** Live talent  
**Time Units:** 15 minutes, 6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** Yankee Network, 21 Brookline Avenue, Boston 15, Mass.

## Are You Listening?

Sound effect of gong is used to introduce a quiz program called Are You Listening, during which first a short commercial describing a used car for sale in the sponsor's lot is read, then five names and addresses are read by announcer. During record which follows, the first of the five names to call in and answer a simple question about the commercial receives a letter entitling him to receive a pen at the sponsor's office. After another record, a second spot is read, followed by five addresses, with the same routine.  
**Availability:** Live talent; E. T.  
**Time Units:** 15 minutes, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Number of Artists:** 2 announcers  
**Audition Facilities:** Transcriptions  
**Submitted by:** WCSC, Charleston, S. C.

## Batters Up!

Boys clubs send five members to studio to participate. Questions are submitted by listeners (for which a prize is awarded). Daily quiz-winners appear on Friday show where weekly winner is chosen. He appears at end of month in finals. Monthly winner is bat-boy for Buffalo Bisons for a day. In addition all winners and participants receive prizes. (baseball gloves, bats, balls, caps, passes to games, etc.) Season winner receives huge trophy. A bang-up show that leaves the kids clamoring for more.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon; Evening  
**Client Suitability:** Any  
**Number of Artists:** Two. MC and score-keeper  
**Audition Facilities:** Transcriptions  
**Submitted by:** WEBR, 23 North St., Buffalo 2, N. Y.

## The Better Half

Expert m.c. Tiny Ruffner pits husbands against wives in quiz to determine "the better half" of the family. For laughs, the loser is called on to participate in some crazy stunt such as being blindfolded and told to determine whether he is kissing his wife or another woman. Actually, it's a fish. Merchandise prizes, with double opportunity for sponsor. Jack Byrne produces.  
**Availability:** Live talent  
**Time Units:** half hour, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon

**Client Suitability:** all clients  
**Cost:** upon request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WOR, 1440 Broadway, New York 18, N. Y.

## Campus Quiz

Two-man teams from two colleges compete in this weekly quiz, with the winning team returning the next week. Inter-college competition brings high interest among students, as does the fact that the program originates from a different college each week, and one team is always a "home" team. The questions are a real test of broad background in the arts and world affairs, not gags. The quizmaster's unique radio personality ties it all together into an absorbing and exciting program.  
**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** College Students  
**Suggested for:** Evening  
**Number of Artists:** four participants, one permanent quizmaster  
**Audition Facilities:** Transcriptions  
**Submitted by:** Intercollegiate Broadcasting System, 507 Fifth Avenue, New York 17, N. Y.

## Cinderella Weekend

For Local Stations: a new audience participation program built around giving a local couple an exciting glamorous New York weekend all expenses paid. Contestants compete for daily Cinderella crown and prizes Monday through Thursday. On Friday four daily winners vie for Manhattan Cinderella Weekend. They stay at a swank hotel, have their own car and chauffeur, breakfast in bed, luncheon with celebrities, attend Broadway show, etc. V.I.P. provides script, production assistance, prizes and chaperones Cinderellas.  
**Availability:** Live talent  
**Time Units:** Fifteen minutes, Thirty minutes, Three to five weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** All types wishing large, steady audience  
**Number of Artists:** One—Master of Ceremonies  
**Audition Facilities:** Transcriptions  
**Submitted by:** V.I.P. Service, Inc., 1775 Broadway, New York 19, N. Y.

## Crossword Quiz

A half hour show with a M.C. and two teams of contestants, five persons on each team. The idea behind this program is similar to the solution for a crossword puzzle. Contestants will be asked to supply three, four, five, six, etc. word answers to questions submitted and they will be rewarded according to their success with the answers. In addition to cash prizes for the teams, there will also be awards to the top scorer on both the winning and losing teams. An organ is utilized to play bridges and supply music for questions of that nature. Produced and directed by Entertainment Enterprises Inc.  
**Availability:** Live talent  
**Time Units:** half hour, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Saturday morning, Sunday afternoon  
**Client Suitability:** General  
**Number of Artists:** M.C., announcer and organist plus ten contestants chosen from audience

**Audition Facilities:** Transcriptions  
**Submitted by:** WJZ—American Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

## Do Re Mi For You

An easy, fast, amusing musical game that can be played by everyone, and holds the interest of a wide radio audience and enthusiastic studio audience, for fifteen minutes each day. The game is a simple reverse of "Guess the Tune" idea, only in Do Re Mi For You, the listener submits the name of a well-known published song and challenges the Organist to play it. If the listener's song is used on the Program and the Organist is not able to play it, the listener who submitted the song title receives a prize. During each broadcast approximately fifteen songs are played.  
**Availability:** Live talent  
**Time Units:** 15 minutes, 3 or 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon; Evening  
**Client Suitability:** Any type, particularly household  
**Number of Artists:** three  
**Cost:** on request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIP, 35 S. 9th St., Phila. 7, Pa.

## The Family Quiz

Here is a simple yet "different" quiz show. It is based on the age-old conflict between parents and children. With the parents on one team and their very own children on the other, at last it can be proved whether "Papa knows best"! The program depends on human interest—the friendly family rivalry—for its excitement and fun and therefore needs no mechanical "twists" nor huge prize monies to bolster its appeal. And its appeal is to the entire family.  
**Availability:** Live talent  
**Time Units:** 15 or 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Client Suitability:** Those who wish to reach the entire family  
**Submitted by:** Rockhill Radio, 18 East 50th Street, New York 22, New York

## The Father And Son Quiz

Father and son against father and son. Two teams — each team consisting of fathers and their sons. Each member of winning team receives prize with special prize for father-son accumulating most points. Point-penalty if father unable to answer correctly without aid of son, or vice versa. Prizes given to listener sending in questions used on program. Gags aplenty when son outdoes father.  
**Availability:** Live talent  
**Time Units:** Half-hour, Once weekly  
**Audience Appeal:** Entire family  
**Client Suitability:** All types  
**Number of Artists:** 1 Master of Ceremonies  
**Submitted by:** Green Associates, 360 N. Michigan, Chicago 1, Illinois

## Fox And Hounds

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

Well worth looking into as one of the 'big' shows of the year.  
**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General appeal — any  
**Number of Artists:** M. C. and 5 announcers  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Basch Radio Productions, 17 East 45th Street, New York 17, N. Y.

## Give And Take

Variety likes this quiz session, says: "Formula is foolproof . . . and with John Reed King as master of ceremonies, the stanza whizzes along for 30 tightly knit minutes," credits King with "big following among women." SEP calls King "one of veterans of exceeding profession . . . whose education as psychology major prepared him for quiz contestants." Sponsored on Saturdays by Toni, Inc. (2:00-2:30 p.m., EDT. CBS) series 5-a-week, has hit 5.2.  
**Availability:** Live talent  
**Time Units:** 30 minutes, 5-a-week  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon  
**Audition Facilities:** Transcriptions  
**Submitted by:** CBS, 485 Madison Avenue, New York 22, N. Y.

## Guesso

A game of skill in which the listening audience, both young and old, may play. Hero is one of radio's newest, easiest and most delightful radio games, loads of fun for everyone. Guesso is based on the audience's ability to detect the name of a vocalist, title of a song, name of a personality. Guesso is conducted by Murray Arzold, well-known radio master-of-ceremonies and Program Director of WIP. The program is produced by Edward Wallis, well-known producer of many radio and contest games such as "Dollars To Donuts," "Musiquiz" and "Guesso."  
**Availability:** Live talent; E. T.  
**Time Units:** ½ hour weekly  
**Audience Appeal:** Juvenile; Entire family  
**Suggested for:** Evening  
**Client Suitability:** Varied  
**Number of Artists:** Three  
**Cost:** on request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIP, 35 S. 9th Street, Phila. 7, Pa.

## Hits And Misses

Thirty minutes packed with quips, quiz, popular music and human interest. Ingeniously handled by M.C. Harry Kramer. Interviews each day with three different women provide the housewife with an intimate "inside" view of a career girl's life. During program, contestants try to answer questions sent in by listeners, thereby stimulating listener-participation. Submitters of winning questions as well as the contestants receive cash awards.  
**Availability:** Live talent  
**Time Units:** 30 minutes, 5 weekly (Quarter-hour Unit Sponsorship)  
**Audience Appeal:** Female  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** General  
**Number of Artists:** Two and music  
**Audition Facilities:** Transcriptions  
**Submitted by:** WCBS, 485 Madison Avenue, New York 22, N. Y.

## House Party

Commercially proven audience participation, hosted by Art Linkletter.

**Availability:** Live talent  
**Time Units:** 25 or 30 minutes, 2, 3, 4, or 5 weekly.  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon  
**Audition Facilities:** Transcriptions  
**Submitted by:** CBS, 485 Madison Avenue, New York 22, N. Y.

### Let's Play Reporter

An audience participation program with a newspaper office background. Frances Scott acts as city editor, and quizmistress, and gives out assignments to cub reporters, with highly amusing results. This quiz show is entertaining and educational too. Excellent for a client who wants to promote goodwill . . . as well as amuse the public. Schools and colleges endorse the idea. Broadcast over NBC for 23 weeks, and telecast over ABC Television. Good tie-up for both audio and video.  
**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Availability:** Live talent  
**Client Suitability:** General  
**Number of Artists:** Depending upon original script  
**Audition Facilities:** Will audition; will submit outline  
**Submitted by:** Basch Radio Productions, 17 East 45th Street, New York 17, N. Y.

### Listen Carefully

"Listen Carefully" is an interesting experiment in radio listening. The audience is asked prize-winning questions based on information or facts used in the dramas broadcast on the program. Basic purpose is to determine the amount of program content mentally retained by the listener. Jay Jostyn, noted for his radio dramatic acting, assumes a new role as master of ceremonies for this audience-participation series.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** 8 to 11  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### Lobby Parley

Howard Jones, veteran announcer and facile ad libber, puts a microphone under his arm and fares forth to the Benjamin Franklin Hotel Lobby to find out what the "man in the street" thinks about the world and its doings. A definite topic—carefully thought out in advance—is the subject of discussion for each particular day's interview. Naturally these subjects are ones that are at present parading through the minds of everyone who is alert to the news of the day.  
**Availability:** Live Talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire Family  
**Suggested for:** Morning; Afternoon; Early Evening  
**Client Suitability:** Food, Drug, Clothes  
**Number of Artists:** Three  
**Cost:** on request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIP, 35 S. 9th St., Phila. 7, Pa.

### Look Your Best

Postwar surveys show women's first interest to be self-improvement. Here, for daytime audiences, is audience participation built to that finding. Lets studio audience volunteers quiz Hollywood beauty expert, Dick Willis, on how to make more of their personal appearance. On sustaining, against established sponsorships on two networks, series won 20% share of audience during first two

months on national air (April-May 1947).  
**Availability:** Live talent  
**Time Units:** 30 minutes, 1, 2, 3, 4, or 5 weekly.

**Audience Appeal:** Female  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** Especially personal-appeal products  
**Audition Facilities:** Transcriptions  
**Submitted by:** CBS, 485 Madison Avenue, New York 22, N. Y.

### Lucky Anniversary

Lucky Anniversary is an audience participation program (tailor-made to appeal to every married woman. It consists of three games, a musical quiz, a comedy quiz and one based on the popular parlor game. Five volunteer studio contestants compete for the surprise "anniversary" gift which is not described until the end of the program. Each contestant represents 10 years of nuptial bliss. Hundreds of prizes are awarded to listeners on each program.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 to 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Evening  
**Client Suitability:** All types seeking large audience  
**Number of Artists:** One master of ceremonies  
**Audition Facilities:** Transcriptions  
**Submitted by:** Louis G. Cowan Inc., 485 Madison Ave., New York 22

### Lucky Partners

A brand new quiz idea by the same originators and producers of radio's sensational show, "Break The Bank." This program promises to be the outstanding show of 1948. It's different, it's exciting, it's new.  
**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any product  
**Number of Artists:** 2  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** Wolf Associates, 420 Madison Ave., N. Y. C.

### Luncheon With Maggi McNellis and Herb Sheldon at the Latin Quarter

This show with Maggi McNellis, the girl who dabbles in cafe society, and Herb Sheldon, Master of Ceremonies, originates from the Latin Quarter, one of Broadway's smart spots. Those who go to the Latin Quarter for luncheon, each week day, Monday through Friday, are invited to stay over from 2:00 to 2:30 P.M. and be entertained by Maggi and Herb. The entertainment consists of quizzes about everything from fashions to your grandmother's first name and the prizes you are likely to win include anything from sheer nylons to a combination radio set. Name guest stars are also featured, as are the best dressed woman of the day, and the winner of the Mother of the Day award.

**Availability:** Live talent  
**Time Units:** thirty minutes, five weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon  
**Client Suitability:** This is a participating show suitable especially for beauty products and food items, which appeal to women  
**Number of Artists:** two—plus two contest judges and an unlimited number of contestants  
**Cost:** on request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WJZ, ABC, 30 Rockefeller Plaza, New York 20, N. Y.

## QUIZ PROGRAMS

### Man Says Yes

The Man Says Yes is a telephone quiz program conducted by Bob Shannon. Theme of the program is based upon identifying an object of animal, vegetable or mineral classification. Contestants are asked to telephone KMPC and conversations are conducted over the air. The individual who correctly identifies the object, based upon the hint the emcee gives, receives a prize.

**Availability:** Live talent  
**Time Units:** 30 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** Appeals to a large audience  
**Number of Artists:** 3 and music  
**Audition Facilities:** Transcriptions  
**Submitted by:** WMPC, 5939 Sunset Blvd., Los Angeles 28, Calif.

### Merchandise For You

Here is a program that keeps people at home Monday thru Friday. Names are chosen from the telephone directory and the question for the jackpot is asked the night before giving people time to look up the answer. All questions are taken from the World Almanac. If the question is not answered the jackpot goes over to the next night and so on. Around four calls are made nightly. Mr. Clark, the emcee, makes the program very interesting by joking with the people as he talks with them.

**Availability:** Live talent  
**Time Units:** 10 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Merchandise  
**Number of Artists:** One  
**Audition Facilities:** Transcriptions  
**Submitted by:** WAYS, 120 E. Third St., Charlotte 2, N. C.

### The Missus Goes A-Shopping

One of New York's brightest and best-known daytime quiz shows, featuring John Reed King as M.C., and housewives as contestants. King's adroit handling of both contestants and sponsors' commercials makes for a half-hour of sure-fire selling entertainment. Studio audiences of more than 5,500 witness show weekly, thus providing an unusual opportunity for product merchandising.

**Availability:** Live talent  
**Time Units:** 30 minutes, 5 weekly (Quarter-hour unit Sponsorship)  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** General  
**Number of Artists:** One  
**Audition Facilities:** Transcriptions  
**Submitted by:** WCBS, 485 Madison Avenue, New York 22, N. Y.

### Musical Jigsaw

Musical Jigsaw involves the playing of two very familiar tunes in jumbled order, assigning a number to each segment of music played. The listeners compete for prizes by arranging the numbers under the proper tune title. Program currently running on WIOD with theatre tickets as prizes, receiving an average of 100 letters per day.

**Availability:** Live talent  
**Time Units:** 15 minutes, five weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** Appliance house — Home products — Soft Drink

**Number of Artists:** Organist and Announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIOD, 600 Biscayne Blvd., Miami 30, Fla.

### My Buddy Quiz

Service men contestants to be selected from any Service Hospital. An audience in attendance, among whom there will be veterans from various services. Servicemen patients to be given first chance to answer the questions. If they miss, the veterans will be given an opportunity to cash in on the questions. When a contestant misses, he is paid the amount he earned.

**Availability:** Live talent  
**Time Units:** Half Hour Weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type sponsor  
**Number of Artists:** Two  
**Cost:** Seventy-Five dollars plus prize money  
**Audition Facilities:** Transcriptions  
**Submitted by:** Charles E. Miller & Associates, 350 Spreckels Bldg., San Diego 1, Calif.

### Night Court Quiz

Night Court Quiz is presented by The Detroit Free Press and WXYZ. Three to five traffic violators are chosen each week from among those who appear before Judge John D. Watts in Thursday Night Traffic Court. They will be required to spot errors as the Night Court Reporter follows a verbal traffic course. Those who cover half the course without a violation will win a cash prize. They may continue for the whole route with the prospect of doubling their award. If someone falls the money will be added to a jackpot for which all may vie at the end of the program. Should no one win, the jackpot will accumulate.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Newspapers, Traffic Safety Associations, Automobile Insurance Companies, etc.  
**Number of Artists:** Quizmaster, one Judge, producer  
**Cost:** Upon request  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** WXYZ, 1700 Stroh Building, Detroit 26, Michigan

### The Prescott Quiz Party

A musical quiz with Allen Prescott as M.C., a small musical combination, the Arlo Trio, a girl vocalist. This quiz provides prizes for all contestants, either individual recordings or record albums, according to the aptitude displayed by the individual. Unlike most quizzes, this one is designed with the thought that an audience likes to hear musical selections completed. Therefore, the contestants will not be called upon to answer questions in the musical quiz until the orchestra has finished each number. This WJZ presentation is directed by Robert Tormeny and produced by Natalie Prager.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Saturday morning  
**Client Suitability:** Any type sponsor  
**Number of Artists:** 7  
**Audition Facilities:** Transcriptions  
**Submitted by:** WJZ-American Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

## Quiz-Call

This is a telephone give-away in which numbers are selected from a phone book by a board of judges. Participants are asked a question; if correctly answered, he receives cash award (which increases \$2 with each call). At close of program, a jackpot question is announced, in which everyone can participate. With answer to this, listener must also mail in their guess as to what jackpot item in the store will be given away end of week. Can be radio, watch, etc. Items mount up weekly if not guessed correctly.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** All types who want a large audience, preferably appliance or jewelry stores.

**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WCHS, 1016 Lee Street, Charleston 24, West Va.

## Quiz For Cash

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

**Availability:** Live talent  
**Time Units:** 15 minutes, 1, 2, 3, 4, or 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** Any type  
**Number of Artists:** 1  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIP, 35 S. 9th St., Phila. 7, Pa.

## The Quiz Man

A five-minute early evening show, featuring a surprise telephone call to one or more listeners. If listener can answer question (whether he is listening to program or not) he receives cash-award. If he muffs question, a gift certificate from the sponsor is sent to him. Question is used until answered. The "Quizman" follows network commentator, thereby insuring large, intellectual audience.

**Availability:** Live talent  
**Time Units:** 5 minutes, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Merchant or service who wants a program that really sells  
**Number of Artists:** 1—announcer  
**Cost:** Regular rates  
**Submitted by:** KFRO, Box 792, Longview, Texas

## Radio Cross Word Puzzle

A half-hour of hilarious fun. An audience participation show with simple requirements. A Master of Ceremonies and Facsimile of Puzzle. Contestants on stage and in audience. Selection of words and definitions in puzzle afford a wide field for M. C. humor and commercial plug. The game is played along lines as ordinary cross word puzzle.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 to 4 weekly  
**Audience Appeal:** Entire family  
**Client Suitability:** Any production requiring a large audience  
**Number of Artists:** 1  
**Audition Facilities:** Will pipe live talent

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

## RFD America

With the endorsement of farm bureaus, agricultural colleges, 4-H Clubs and Granges, RFD America presents real dirt farmers speaking their own thoughts in their own language with a naturalness that can be brought about only on an unrehearsed completely informal program. Each show begins with four contestants, the winner becoming Master Farmer of the week and remaining to match wits with three contestants the following week. As contestants are eliminated they are rewarded with cash and merchandise prizes. Discussion, vocational information, catch questions and national and world affairs comprise the area of friendly debate.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon; Evening  
**Client Suitability:** Any client who has a product to sell to the farmer  
**Audition Facilities:** Transcriptions  
**Submitted by:** Louis G. Cowan, Inc., 485 Madison Ave., New York 22.

## Round The World

Toby David as MC, in a mythical Round the World trip with music, questions and Drama—an audience participation program with an unique twist which is both educational and entertaining. The script is written by the veteran MC Toby David with music supplied by the WJR Studio Orchestra.

**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Travel agency, Airplane manufacturers, automotive manufacturers  
**Number of Artists:** 20  
**Cost:** Upon request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WJR, Fisher Building, Detroit 2, Michigan

## Sidewalk Matinee

Sidewalk Matinee is a fast moving 15 minute program featuring the smooth patter of our special events director about a Hollywood question. The entire program originates from a local theater and is augmented by a bag of wonderful gifts. These gifts are given according to the winning results in the feature contest, but everyone on the show gets a prize.

**Availability:** Live talent  
**Time Units:** 15 minutes, daily  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** All  
**Number of Artists:** 1  
**Cost:** Request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSRS & WSRS-FM, Radio Center Bldg., Cleveland Heights 18, Ohio

## Talk Of The Town

Run Tue., Wed., Thur., Fri., of each week from 7:15-7:30 P. M., following Fulton Lewis and news from MBS. Quiz questions given each nite. One giving most correct answers is awarded Admiral Radio weekly. Live talent used. Vocalist and Hammond Organ. Transcribed music if desired. Three musical quiz questions and one on Erie History asked during four days run. First letter back with most correct answers wins.

**Availability:** Live Talent; E. T.  
**Time Units:** 15 minutes, 4 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any product for family, good for all types

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**Number of Artists:** 2 if live show used  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WLEU, Commerce Building, 12th & State Streets, Erie, Pa.

## Take My Advice

Three children and three adults, chosen from the best contestants on People Are Funny and House Party, form a semi-permanent board of experts who give advice on domestic problems submitted by listeners. Also members of the studio audience who have personally experienced the problems under discussion are called on for advice. Program based on idea that everybody likes to give advice. Also, here's a way to capitalize on that rare commodity—a wonderful contestant.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Afternoon; Evening  
**Client Suitability:** Product purchased by women

**Number of Artists:** 8  
**Cost:** \$1500. (\$2500 with name guests)  
**Audition Facilities:** Transcriptions  
**Submitted by:** John Guedel Radio Productions, Taft Bldg., Hollywood 28, Calif.

## Teletime

Syndicated script series with unique "call-out" angle. Exact correct time is given as show starts. Listeners are called during program and asked to state correct time. If answer is within 30 seconds either way a prize is awarded. Jack-pot feature. Natural tie-up for jewelry accounts—sponsor can offer to adjust watch or clock if listener does not have correct time. Mail-pull tie-in on temperature forecast.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1-6 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, Afternoon, Evening  
**Client Suitability:** Jewelry Accounts  
**Number of Artists:** 2 staff announcers  
**Cost:** Depends on size of market  
**Audition Facilities:** Transcriptions  
**Submitted by:** Imperial Radio Productions, 444 University Ave., Toronto 2, Ontario, Canada

## Tello-Test

Tello-Test is a telephone quiz program that has a unique formula. Unlike any other money give-away show. Formula insures tremendous audience appeal without lottery or headache. Script and pre-tested questions give it showmanship, suspense that beats competition and the best network shows. Has sold merchandise for all types of accounts. After 4 years, a 9:5 daytime Cooperating on WGN, Chicago. 13.7 on WNAC, Boston, and 10.3 on WJR, Detroit.

**Availability:** Live talent  
**Time Units:** 15 or 30 minutes, 5 or 6 weekly  
**Audience Appeal:** Entire family  
**Client Suitability:** All types, especially local or regional distributed products.  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** Radio Features, Inc., 75 E. Wacker Drive, Chicago 1, Ill.

## Treasure Chest

The "Treasure Chest" is a "Man on the Street" program with a different angle. The announcer is equipped with a Treasure Chest which is filled with numerous

gifts from local merchants. The announcer is also equipped with a ring of ten keys. If the participant on the program answers the question he is given one chance to open the chest with the ring of keys. If this participant selects the right key and opens the chest, the contents are his.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** All types  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KMAC, National Bank of Commerce Bldg., San Antonio 5, Texas

## U-Select-It-And-Win

Quiz show for children up to and including those fifteen years old. Original theme song played by our studio Hammond Organist and sung by audience. Sponsored by U-Select-It Candy Co. of Wichita who give away candy bars and boxes of candies to winners and losers as well. Everybody in audience gets bubble-gum on leaving studio. Use M.C. who asks the questions after the contestant selects his question from one of five categories i.e. music, sports, geography, history, or current events. Fine show with terrific audience.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Morning  
**Client Suitability:** Candy Company or Ice Cream Bar Co.  
**Number of Artists:** Studio Organist, M.C. and Assistant M.C.  
**Audition Facilities:** Transcriptions  
**Submitted by:** KANS, 1015 N. Broadway, Wichita, Kans.

## Watch The Birdie

An audience participation show rather than a quiz . . . Using a photography gimmick, contestant and listening audience are slyly lead into a picture taking situation which is a surprise to all. . . Give-away to listeners will give sponsor accurate idea of program's "pull". . . Program good both for radio and television.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon, Evening  
**Client Suitability:** General, especially suitable for firms connected with cameras or photo supplies  
**Number of Artists:** 1 M.C.  
**Submitted by:** Alan Sands, 1201 S. Windsor Blvd., Los Angeles 6, Calif.

## What Burns You Up?

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

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** General  
**Number of Artists:** 2 to 3  
**Audition Facilities:** Transcriptions or will pipe live talent  
**Submitted by:** Basch Radio Productions, 17 East 45th Street, New York 17, N. Y.

## Winner Take All

An audience participation program combining popularity of a quiz show with the day-to-day suspense of a serial. Rounds are played between two members of the studio audience and winner of each round remains on program until defeated. Series, on sustaining, has rated as high as 5.2, 40 per cent above the time period's national rating. Wins large and enthusiastic press coverage.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1-a-week evening, 5-a-week daytime  
**Audience Appeal:** Entire family  
**Suggested for:** Morning, 1,2,3,4, or 5-a-week; Afternoon 1,2,3,4, or 5; Evening  
**Audition Facilities:** Transcriptions  
**Submitted by:** CBS, 485 Madison Ave., New York 22, N. Y.

## What's The Name Of That Song?

Each week Dud Williamson, master of ceremonies, selects six guests from the studio audience. Each tries to identify one of a group of three songs submitted by radio listeners. If the contestant can name the song, he or she pockets \$5. Ability to recite the first line wins an additional \$5. And if the contestant can sing the first two lines of the chorus, the top prize of \$15 is awarded.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly

**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Any type  
**Number of Artists:** MC plus music and participants  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

## WSYR Goes Calling

Elliott Gove and Hal Bowie take the "WSYR Goes Calling" wire recorder to homes throughout Central New York, put on their hilarious quiz program and give watches, food products and electric appliances to the lucky contestants. Women of Syracuse have the opportunity to participate in their own local quiz program. Each woman has 25-30 women as house guests during the program. 140 programs, before 2000 people (using 1000 on the air) have been made.

**Availability:** Live talent  
**Time Units:** 25 minutes, 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** National or Regional Distributors of Food Products, Chain grocers, Varied types  
**Number of Artists:** 2  
**Costs:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSYR, Syracuse Kemper Bldg., Harrison St., Syracuse, New York

# QUIZ PROGRAMS

## What Do You Know

Quiz show with a low budget; also possible on participating basis. This works on a series of three questions per contestants (6) prize doubles value on each correct answer. Radio audience gets chance on a question asked during each show based on information contained in a letter read over the air. This letter was a running story of the historical background of Atlantic City. A prize was awarded for the earliest and nearest correct answer. Contestants all had chance on cumulative jackpot question.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Time Units:** 30 minutes, 1 weekly  
**Suggested for:** Evening  
**Client Suitability:** Can sell any product. (Not recommended for expensive market)

**Number of Artists:** 2  
**Cost:** Low budget basis, 46 dollars per show in giveaway  
**Audition Facilities:** Will pipe live talent  
**Submitted by:** WFBG, WFBG Steel Pier, Atlantic City, N. J.

## World Tours Radio's Global Quiz

World Tours features Lt. Col. George Hutchinson and his famous family, the "Flying Hutchinsons." This unique quiz show boasts the largest electric world map in existence. Studio audiences are enchanted by many visual attractions, including: illuminated travel routes; tiny rocket ships flying across the map; a flashing, electric totalizer board, and Super Bonus Bowl. Cash prizes total \$100 per broadcast. Col. Hutchinson, having traveled in 51 countries, is well qualified to M. C. this educational program.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types who want a large audience  
**Number of Artists:** 4 and approximately 8 assistants  
**Audition Facilities:** Transcriptions  
**Submitted by:** WFBR, 10 East North Ave., Baltimore 2, Maryland

# 1947



# JUVENILE



# 1948

## Accent On Youth

A sparkling half hour of variety entertainment of and for young Americans, the program talent being composed entirely of teen-age youngsters selected carefully by Don Large, th chorus director and assistant producer. Outstanding features of the program are the 65-voice chorus whose performance equals and surpasses most professional choruses; Terry Hatch, youthful M.C., a member of WJR's reception staff, and other outstanding individual performers.

**Availability:** Live talent  
**Time Units:** thirty minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** Soft drink, dairy products  
**Number of Artists:** 90  
**Cost:** Upon request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WJR, Fisher Building, Detroit 2, Michigan

## Adventures In Christmastree Grove

Adventures in Christmastree Grove is perhaps the most successful Christmas toy program and promotion in the entire history of retailing. Almost 300 department stores have used this series successfully, and it is perennially good. Up in Santa's factory, Santa makes a "Magic Whistle" which Santa Junior blows and brings a Wooden Soldier and a Mechanical Doll to life. Santa, Mrs. Claus Colly, Woody and Buffo the Clown load Santa's plane and set out for the sponsor's store, where a duplicate of Christmastree Grove has been constructed in the toy department. (Only Christmas trees are necessary for this display.) Two comic villains, Pete and Lobo, try to steal the whistle.

Then begins a series of unusual adventures in which hundreds of favorite story book characters take part. Top Hollywood cast and production.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3 or 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Department stores, toy shops  
**Number of Artists:** 8 to 15  
**Cost:** Based on market, station  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, 140 Boylston Street, Boston 16, Mass.

## Adventure In Reading

In order to secure a program with sufficient dramatic appeal to hold youngsters in the 8 to 14 year age bracket, and still satisfy P.T.A. groups, this feature was developed. Bob Burton reads books such as "Treasure Island," "Robin Hood," etc., over a month's period, using enough simple sound effects to heighten interest in the story. Reactions show grownups like this too.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5-a-week strip  
**Audience Appeal:** Juvenile; Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Dairy, Soft drink  
**Number of Artists:** Man who reads the stories, plus organist  
**Cost:** Talent cost \$10 per show  
**Audition Facilities:** Transcriptions  
**Submitted by:** WEEK, Commercial National Bank Bldg., Peoria, Illinois

## Adventures Of Buddy Bear

"Bo-Bo Ske Deeton Dotten" says Buddy Bear, and he tumbles right into your

hearts. This new dramatic program for children is the answer to radio's critics who say that all radio makes juveniles neurotic. As Time Magazine puts it, "The Adventures Of Buddy Bear is clean and bouncy." Each program complete. No "cliff-hanging," no blood-and-thunder. Considered the greatest juvenile disc series ever produced, with more merchandising tie-ups than any other program at launching. Designed for hitherto neglected age-group in radio, ages 3 to 10. Features all-star cast including Cecil Roy and Phil Cook. Created by Betty Barrie.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3 or 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Cereals, milk, bakers, candy, department stores, kiddie shops, food products  
**Number of Artists:** 6 to 10  
**Cost:** Based on market, station  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, 140 Boylston Street, Boston 16, Mass.

## The Adventures Of Dick Cole At Farr Military Academy

Well known Prep school comic magazine character in a new juvenile series of clean, wholesome sport and adventure programs. Each program complete in half-hour episodes. Merchandising possibilities by tie-in with comic magazine giveaways, as proof of purchase. Directed by outstanding network producer. Cast headed by Leon Janney, former juvenile motion picture star and top-flight case of supporting artists. Special musical background by Lew White at the console.

**Availability:** E. T.  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Saturday morning or Afternoon  
**Client Suitability:** Dairies, bakers, cereal, candy mfrs.  
**Number of Artists:** 6-8  
**Cost:** rates start at \$10  
**Audition Facilities:** Transcriptions  
**Submitted by:** Charles Michelson, Inc., 67 W. 44th St., New York 18, N. Y.

## The Adventures Of Frank Merriwell

Frank Merriwell, collegiate athlete and hero of the series of books of the same name, solves a mystery and wins an athletic contest each week in the nostalgic atmosphere of the turn of the century.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Morning  
**Audition Facilities:** Transcriptions  
**Submitted by:** National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N. Y.

## The Adventures Of Zorro

This story, which takes place in California during the early part of the 19th century, is based on the American literary classic, "The Mark of Zorro." It is an exciting, adventurous portrayal of the black-masked rider, Zorro, champion of the poor and the oppressed. Though it is slanted at the juvenile market, it will appeal equally to adults, and the high level of the show will be acclaimed by Parent-Teachers and Educational Institutions.

**Availability:** Live talent; E. T.  
**Time Units:** 15 minutes, 3 or 5 weekly  
**Audience Appeal:** Juvenile, entire family  
**Suggested for:** Afternoon, evening  
**Client Suitability:** Any product used by juveniles  
**Number of Artists:** About 6  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mitchell Gertz Agency, 8979 Sunset Blvd., Los Angeles, Calif.

### Adventure Parade

The greatest children's classics of all time furnish the action on Adventure Parade. Juvenile favorites, such as "Treasure Island," "The Three Musketeers," "Robin Hood" and "The Count of Monte Cristo" are offered in "solo dramatization" through the voice of Storyteller Joan Griggs, who takes all the parts. Jon Gart at the organ supplies the musical interludes.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Products consumed by children

**Number of Artists:** 5 to 8  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

### The Amazing Adventure Of Dippy The Dwarf

Dippy, a four-thousand-year-old dwarf, has been everywhere, seen everything, and knows about all there is to know, comes to visit U.S.A. today. He strikes up a friendship with a modern American boy, and they go places and do things together — meeting adventure at all turns. Strangely enough, the episodes which bring fun and action-packed excitement to the juves, also provide quiet satire and comedy for the adults. You ought to get to know Dippy.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Early Evening  
**Client Suitability:** Food — Candy — Soft drinks

**Number of Artists:** 6-8 plus orchestra  
**Audition Facilities:** Transcriptions; Scripts and Presentation  
**Submitted by:** Corday-Roberts, Inc., 41 W. 53rd St., New York 19, N. Y.

### Aunt Gwennie

Aunt Gwennie (Mrs. G. White) is one of the foremost story tellers in New England. With a dozen different voices she tells the story of Rumpy-bumble, the helicopter that can talk. Appeals to children from age of 5 to 9. Definitely not the blood and thunder currently criticized. Exceptionally favorable parent reaction.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Bakery, childrens shops, etc.

**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSTC, 270 Atlantic St., Stamford, Conn.

### Blackstone, The Magic Detective

The world's greatest living magician in his own radio series. Each quarter-hour complete in itself. Containing an intriguing mystery followed with an interesting Magic Trick that the listener himself can perform and mystify his friends. Booklet of Blackstone, is excellent tie-in. Available with program. 78 shows already transcribed. Successfully sponsored by Richfield Oil Corp. of New

York. Now running in 23 markets of Ohio, West Virginia, Pennsylvania by Pennzoil Corp.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1-5 weekly  
**Audience Appeal:** Juvenile; Entire family  
**Suggested for:** Afternoon; Evening  
**Client Suitability:** Oil companies, bakers, dairies, brewers  
**Number of Artists:** 6-8  
**Cost:** Rates start at \$10  
**Audition Facilities:** Transcriptions  
**Submitted by:** Charles Michelson Inc., 67 W. 44th Street, New York 18, N. Y.

### Blair Of The Mounties

Sergeant Blair of the famous North-west Mounted Police 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," etc. Several programs of the series require two quarter-hour programs to complete. A truly exciting and interesting series that will hold the attention of the entire family.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** 6 or more  
**Cost:** Stations 5000 Watts or under, \$3.00 per program. Others on application  
**Audition Facilities:** Transcriptions  
**Submitted by:** Walter Biddick Company, Radio Programs Division, Chamber of Commerce Bldg., Los Angeles 15, Calif.

### Bolton's Good Deed Club

Adult members of radio audience are requested to write letters telling of good deeds performed by youngsters. The youngsters can write of good deeds by themselves also and prizes are awarded each week. Program is aired before theatre audience of youngsters and they select by their applause the first and second prizes or the two best deeds of the week. Wrist watch and radio are given weekly and bicycles for winning boy and girl will be given at end of thirteen weeks. A juvenile quiz session matching four girls against four boys provides members of theatre audience participation with prizes in part of program.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Product interested in juvenile audience and participation. Membership cards are given to visible audience and program participants  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHIO, 45 South Ludlow Street, Dayton 2, Ohio

### Captain Danger

Exciting adventure stories in serial form with plenty of action, clean-cut entertainment for children from eight to fourteen. A program for which the station can get the endorsement of local educational institutions—wonderful merchandising features—a program successfully broadcast over more than 40 stations.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3 weekly  
**Audience Appeal:** Juvenile; Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Very successfully used by bakeries and cereal companies  
**Number of Artists:** 5  
**Cost:** Percentage of Class A station time  
**Audition Facilities:** Transcriptions  
**Submitted by:** Universal Radio Productions of Hollywood, Inc., 6757 Hollywood Blvd., Hollywood 28, Calif.

# JUVENILE

### The Children's Songbag

Program written and conducted by Voltairine Block deals with American folk tunes and tales slanted for children. Saturdays at 10:00 a.m., kids flock to WCOP's studios to hear program, participate in community singing and playing of games. Highlight of show is Bob Bannon acting out story written by him featuring "Uncle Partick," lovable Irish character and top favorite with the children. Program recently received 1946 Massachusetts Committee Peabody Award as "outstanding children's program broadcast over any station in Boston."  
**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Sat. morning  
**Client Suitability:** Children's products  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WCOP, 485 Boylston St., Boston, Mass.

### Children's Story Time

A program of children's records featuring well-known Hollywood stars narrating children's story favorites. Introductions to the stories are written and broadcast by John Corrigan. Some of the stories used are "Peter Rabbit," by Gene Kelly; "Three Bill Goats Gruff," by Margaret O'Brien; "Tales of Uncle Remus" with the original cast of Walt Disney's "Song of the South."  
**Availability:** Live talent; E. T.  
**Time Units:** 25 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Morning; Evening  
**Client Suitability:** Any product for children  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KXOK, 12th and Delmar, St. Louis 1, Mo.

### Children's Theatre

The "Children's Theatre" represents top juvenile dramatic effort, and is a program of special interest to youngsters and parents. The program consists of original dramatizations and adaptations from Children's stories and fairy tales. The entire cast is made up of talented boys and girls under the direction of Eleanor Bowling Kane. The "Children's Theatre" is transcribed with "open ends" for your commercial message. Here is a natural avenue of approach that leads straight into the heart of the home.  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Juvenile; Entire family  
**Suggested for:** Evening  
**Client Suitability:** Those interested in reaching children and their parents  
**Number of Artists:** 6 to 15  
**Audition Facilities:** Transcriptions  
**Submitted by:** WFBR, 10 East North Ave., Baltimore 2, Md.

### Dr. George W. Crane

Dr. George W. Crane, M.D., Ph.D., noted mid-western psychiatrist, discusses actual case histories and problems of the listener in an interesting and instructive manner.  
**Availability:** E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Male; Female  
**Client Suitability:** All types  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WGN, 441 N. Michigan Ave., Chicago 11, Ill.

### Daddy Ringtail

This series of dramatic episodes features the forest adventures of Daddy

Ringtail, the talking monkey. Imaginative characters include the Whistlesniffer, the Huffen-Puffen, and many others. Adventure, comedy, and inspirational themes are developed in a manner proving that suspense can be achieved without the inclusion of horror. Even slang to taboo for the chief characters. Each day's adventure has a moral, well disguised. Age appeal for boys and girls between five and twelve.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Number of Artists:** Variable . . . averages five per show  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WFAA, 1122 Jackson St., Dallas, Texas

### Doodleville

A comic strip designed for three to thirteen, but should appeal to all ages. The action takes place in the mythical town of Doodleville with such characters as the owner of the general store, his helper, and a silly inventor, plus other characters from time to time. Action interspersed with lively tunes sung and played on tiny jingle instruments; animal imitations and funny sound effects. This show can sell your product.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 to 5 weekly  
**Audience Appeal:** Juvenile; Entire family  
**Suggested for:** Saturday Morning or Sunday Afternoon; Evening  
**Client Suitability:** Cereals, food products, candy, toys, children's stores, etc.  
**Number of Artists:** 2-3 and Piano  
**Audition Facilities:** Transcriptions  
**Submitted by:** V. S. Becker Advertising Service, 562 Fifth Avenue, New York 19, New York

### Dan Dunn, Secret Operative No. 48

Radio version of the newspaper cartoon strip of the same title. In the first sequence, Dan Dunn discovers that a new secret airplane has been sabotaged and then begins his search to smash a spy ring. This sequence covers first 39 shows. Next 39 episodes cover 3 different sequences, split into 13 episodes each, thus maintaining action. Many merchandising tie-ups. Features an all-star Hollywood cast. Completely tested, used by large accounts.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3 or 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Soft drinks, bakers, dairies, food products, candy, cereals, etcetera

**Number of Artists:** 14  
**Cost:** Based on market, station  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, 140 Boylston Street, Boston 16, Mass.

### The Fairy Princess

Here are all the stories children love, told with a charm that has made Eileen the Fairy Princess famous in this area. Eileen takes all the parts so skillfully that you picture a whole cast of characters. Told against a delightful musical background provided by "Ernest, Prince of the Magic Hammond Organ," the stories include everything from "Jack the Giant Killer" to "Alice in Wonderland."

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly

**Audience Appeal:** Juvenile  
**Suggested for:** Sat. or Sun; Late afternoon  
**Client Suitability:** Children's Shops . . .  
 Children's Departments in Department Stores  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WTAG, 18 Franklin St., Worcester 1, Mass.

### Fairytales

A collection of world-famous fairytales taken from the immortal stories of Hans Christian Anderson, the Grimm Brothers, Arabian Nights and from the most popular legends of all nationalities. Jack and the Beanstalk, Cinderella, Sleeping Beauty and the Valiant Little Tailor are the type of stories now brought to life in fifteen-minute worlds where giants stalk through their manor halls, where "wishing" does some good, where horses talk and roosters sing, and elves and gnomes dance again in the mentioned glens of imagination.

**Availability:** E. T.  
**Time Units:** 15 minutes, 3 or 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Food Accounts, Automobile Accounts, Household Appliances, Toy Accounts, Department Stores, etc.

**Number of Artists:** 3  
**Cost:** Based upon the size of the station and market  
**Audition Facilities:** Transcriptions  
**Submitted by:** C. P. MacGregor Company, 729 South Western Avenue, Hollywood 5, California

### For Children Only

A disc-jockey show for the kids, with pretty Eileen O'Connell as mistress-of-ceremonies. Each program is made up of the best children's record albums, with Miss O'Connell introducing the numbers in patter best-known to the children. The show has been endorsed by teachers and praised by parents. A good mail-puller from the juvenile audience.

**Availability:** Live talent; E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Children's goods  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHN, 1540 Broadway, New York 19, N. Y.

### Fun With The Funnies

Combination of narration, dramatization and dialogue of outstanding comic strips. . . . by "Uncle Harry and Aunt Patsy" (Mr. and Mrs. Howard Snook) . . . bringing youngsters (and oldsters) up to date on the day's events of the funnies. (Also designed for entire family appeal by offering "before-Sunday-School" entertainment for children, eliminating well-known Sunday morning after-breakfast-rush.)

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Juvenile; Entire family  
**Suggested for:** Morning  
**Client Suitability:** Products designed for children: cereals, clothing, toys, etc.  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WBT and/or Radio Sales Inc., N. Y., Wilder Building, Charlotte, N. C.

### Happy Story Hour

The Happy Story Hour is a weekly 30-minute show, featuring Uncle Bob and the Sunshine Lady, who tell stories and plays music for the youngsters. A Birthday Album is maintained, with special songs each week for the members celebrating birthdays. Those who are sick are also reported on the pro-

gram. The stories occasionally have a moral behind them; while the music is selected especially for a kiddies audience.

**Availability:** Live talent; E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Morning  
**Client Suitability:** A product or client appealing to a children's market  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** KTMC, City Hall Bldg., McAlester, Okla.

### Hurdy Gurdy Dan And His Wonder Monkey Snoop

Hurdy Gurdy Dan and His Wonder Monkey "Snoop" is a live or open end transcribed quarter-hour juvenile mystery program. It is exciting, amusing adventure series which is a complete departure from the tried, trite and ill-typed "blood and thunder" shows. Hurdy Gurdy Dan and His Wonder Monkey "Snoop" is clean, clever, wholesome, and intriguing to adults, as well as appealing to children.

**Availability:** Live talent; E. T.  
**Time Units:** 15 minutes, 3 or 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon; Evening  
**Client Suitability:** Children's products  
**Number of Artists:** Dramatic cast  
**Audition Facilities:** Transcriptions  
**Submitted by:** Tele-Radio Creations, Inc., 540 North Michigan Blvd., Chicago, Ill.

### Jack And Jill Players

Live dramatized fairy tales and children's stories using local children for talent and radio training.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon  
**Client Suitability:** Children's shops, dairies, bakeries, food stores, etc.  
**Number of Artists:** Vary from 5 to 20  
**Cost:** Air time plus direction and production  
**Audition Facilities:** Transcriptions  
**Submitted by:** WBML, Macon, Ga.

### Jolly Bill And Jane

Jolly Bill and Jane is a long time proven success story in the field of juvenile radio entertainment. This is a show of information, humor, and fantasy which has been lauded by many of our civic groups, including our Board of Education, Parent Teachers Association, United Federation of Churches. The rating of this show in spite of being opposite the blood and thunder kid shows constantly holds its own and more than often tops the commercial competition. Bill Steinke is assisted by Pat Pritchard on the dialogue, Eloise Rowan at the organ and staff sound effects man, and producer.

**Availability:** Live talent; E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Saturday Morning; Afternoon  
**Client Suitability:** Breakfast food, candy, prepared foods, dairy products  
**Number of Artists:** 2 plus organist, sound man, and producer  
**Audition Facilities:** Transcriptions; Will pipe live talent at cost to advertiser or agency  
**Submitted by:** KPO, Radio City, San Francisco, Calif.

### Journey Through Musicland

This is a childrens program that has music and story as its format. Subjects vary from "The Story of the West to "The Life of Gershwin or "Tin Pan Alley." Recordings are used, but the stories are WLIB originals.

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

# JUVENILE

**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Morning  
**Number of Artists:** 1  
**Submitted by:** WLIB, 207 East 30th St., New York 16, N. Y.

### Junior Theater Of The Air

A once weekly half hour program. 7:00 to 7:30 p.m. each Friday evening. Program consists of specially written and adapted scripts taken from well known fairy tales, Greek mythology and original fantasy. Scripts are written by Mrs. Ellen Reisewitz, and are enacted by juvenile cast whose ages range from nine to seventeen. Show is given complete adult type production with sound effects, orchestrated bridges, etc. Produced by Jerry Morton, KLX production chief. Endorsed by PTA and Women's clubs.

**Availability:** Live talent  
**Time Units:** 30 minutes, 2 weekly  
**Audience Appeal:** Juvenile; Female; Entire family  
**Suggested for:** Evening  
**Client Suitability:** Department stores, food companies, grocery changes, banks  
**Number of Artists:** 5  
**Audition Facilities:** Transcriptions  
**Submitted by:** KLX, Oakland, Calif.

### Keeping Up With The Wigglesworths

Keeping Up With The Wigglesworths breaks down National problems to the active level of the individual family — boils down "big ideas" into simple human terms — points out the advantages of Free Enterprise. Snuffy, the central character, is the busiest 14 year old with the biggest ideas on the air. Plots revolve around Snuffy who learns the hard way. Local and regional sponsors participate in national contest, first prize of which is \$1000.00 scholarship fund for teenager.

**Availability:** Live talent; E. T.; Both  
**Time Units:** 15 minutes, 2 or 3 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Afternoon; Early Evening  
**Client Suitability:** Bakeries — Dairies — Retail merchants — Banks, etc.  
**Number of Artists:** From 20 to 25 including Lloyd Schaffer's orchestra  
**Cost:** Based on population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Harry S. Goodman Radio Productions, 19 E. 53rd Street, New York 22, N. Y.

### Kiddies Record Carnival

"Kiddies Record Carnival" is a program made up of carefully chosen recordings secured from the outstanding record companies of the world. Introducing each recording with a few well-chosen words, Helen Lipkin, conductress of "Kiddies Record Carnival" talks with children from the ages of 2 to 12—never down to them! Included in the Program are gentle suggestions to the children about behavior, cleanliness, etc., a quickie review of some childrens' books, and of course the amusing, entertaining and instructive recordings.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile; Female  
**Suggested for:** Morning  
**Client Suitability:** Infant, Juvenile Clothing, Food—Food products, Toys  
**Number of Artists:** 2  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIP, 35 S. 9th St., Phila. 7, Pa.

### Let's Read The Funnies

Each Sunday morning the Boston young fry sit by their radios to hear WCOP's Nelson Bragg read and interpret the funnies published in the Boston Sunday Globe. From 8:30 to 9:00 a.m., the kids listen as famous comic strips such as Mutt and Jeff, Lil' Abner, Napoleon and His Dog, and the like are brought to life for them by Bragg.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile; Entire family  
**Suggested for:** Sunday morning  
**Client Suitability:** Children's Products  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WCOP, 485 Boylston St., Boston, Mass.

### Lightning Jim

Western frontier adventure stories featuring U. S. Marshal Lightning Jim, played by Francis X. Bushman and his famous Deputy Whitey Larson, played by Henry Hooper. A great merchandising plan connected with this series.

**Availability:** E. T.  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon or evening  
**Client Suitability:** Any type  
**Number of Artists:** Approximately 7 per program  
**Cost:** ET—Based on population  
**Audition Facilities:** Transcriptions  
**Submitted by:** Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, Ohio

### Little Red Schoolhouse

A recreation of the little one room rural school of yesteryear, with a background of McGuffey Readers, Blue-Back Spellers, games and songs of the period, all woven into interesting authentic drama by ten juveniles and a half dozen adults, each a vibrant personality. Beverly Brown, the author-producer, likewise portrays the beloved School Master, drawing on his experiences while a bonafide teacher in a rural school. Replete with comedy and pathos.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Saturday morning; Sunday afternoon; Late evening  
**Client Suitability:** Department store, milk, Ice Cream, Candy, Soft drinks  
**Number of Artists:** 15  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WNOE, c/o St. Charles Hotel, New Orleans, La.

### Melody Theater

Objective of the Melody Theatre is to explain the classics to children in a manner both instructive and entertaining. The music of the masters is expertly blended with the narration of the Master of Melodies, Bret Morrison. Morrison plays recorded excerpts from great musical works, such as the operas "Aida" and "Carmen," interrupting the music to explain the story. Each of the musical works is condensed into a week's presentation.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Juvenile; Female  
**Suggested for:** Afternoon  
**Client Suitability:** Products influenced by children  
**Number of Artists:** 1 to 3 and music  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

## Marmaduke The Bookworm

Stories read by the Pagekeeper to Marmaduke, the intelligent bookworm. Stories read verbatim, but in character, with organ interpretations. Original theme composed by writer of the series, and sung by three members of staff. Ideal for pre-school and up to 10 year olds. Library endorsement and publicity gives it good background.

Availability: Live talent  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: WOWO, Fort Wayne 2, Ind.

## On Stage

15-minute weekly dramatic show put on by the Sheridan High School Radio Workshop. Use only high school talent (Juniors and Seniors) High School talent also do all sound effects and announcements. Occasionally submit scripts for use on show. Has unchanging dramatic opening and ending. Use original scripts written by director. Plots either comedy, light mystery, historical. Not a serial. Different show each week.

Availability: Live talent; E. T.  
Time Units: 15 minutes, 1 weekly  
Audience Appeal: Entire family  
Suggested for: Evening  
Client Suitability: No special type. No beer or wine sponsor  
Number of Artists: Depends on play  
Audition Facilities: Transcriptions  
Submitted by: KWYO, Sheridan, Wyo.

## Red Ryder

Available for the first time on transcriptions is one of radio's most successful live programs, "Red Ryder." "Ryder" is the story of America's famous fighting cowboy battling forces of evil and pointing the way toward clean living, fair play and sportsmanship in the tradition of the Old West. Adventure yarns all of them with Red Ryder roaring into danger along the most famous of all western trails—the Old Chisholm. Each episode contains enough fun and excitement to please the entire family.

Availability: E. T.  
Time Units: 30 minutes, 1-2-3 weekly  
Audience Appeal: Juvenile; Entire family  
Suggested for: Afternoon; Evening  
Client Suitability: Any type for large sales return. Premium possibilities are unlimited  
Number of Artists: 15  
Cost: Contingent upon size of market  
Audition Facilities: Transcriptions  
Submitted by: Louis G. Cowan, Inc., 485 Madison Ave., New York 22, N. Y.

## Safari Club

Safari Club is aimed at the younger audience who wants excitement and thrills yet fact. A great merchandising show based on the files of Cyril von Baumann—noted explorer and adventurer. Local Safari Clubs are set up across the country with special emblems, codes, etc. Consistent listening is required to graduate from "porter" to "explorer."

Availability: Live talent  
Time Units: 15 or 30 minutes, 3 or 5 weekly  
Audience Appeal: Juvenile  
Suggested for: Sat. morning; Late afternoon  
Client Suitability: Foods, or where younger audience is to be reached  
Number of Artists: 5 to 7  
Audition Facilities: Will pipe live talent  
Submitted by: von Baumann Studio, 331 East 71st St., New York 21, N. Y.

## Sally In Hollywoodland

An innovation in children's programs, this series uses the Walter Lantz cartoon characters with the addition of a little girl named Sally. Each program subtly points up some moral for children and accentuates good habits to be cultivated. Highly adventurous and entertaining to all ages.

Availability: E. T.  
Time Units: 30 minutes, 51 episodes, 1 weekly

Audience Appeal: Juvenile  
Suggested for: Saturday morning; Evening  
Client Suitability: Bakery goods, dairy products  
Number of Artists: 8  
Cost: \$1200 per episode  
Audition Facilities: Transcriptions  
Submitted by: Harry Jacobs Productions, 6000 Sunset Blvd., Hollywood 28, Calif.

## Santa's Magic Christmas Tree

A boy and a girl rub a "Magic Lamp" dream of Santa Claus, and are transported to Santa's Magic Christmas Tree by the Genie of the Lamp. The Wicked Wizard, freed from Aladdin's spell when the lamp changed ownership, follows them and attempts to recover the wonderful lamp. In Santa's Magic Christmas Tree, every branch and limb is a different "department" where toys and Christmas Gifts are made. 8 original and clever Christmas songs are featured in this series, plus plenty of good, clean excitement and fun for boys and girls of all ages. This series used successfully by nearly 200 stores, and is a favorite everywhere. (15 episodes).

Availability: E. T.  
Time Units: 15 minutes, 3 or 5 weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon  
Client Suitability: Department store, toy shops, juvenile shops, chain stores  
Number of Artists: 9 to 20  
Cost: Based on market, station  
Audition Facilities: Transcriptions  
Submitted by: Kasper-Gordon, Incorporated, 140 Boylston Street, Boston 16, Mass.

## The Silver Eagle

A stirring 30 minutes with Niles Hunter, private investigator, who, as The Silver Eagle avenger of justice, strikes from the skies at those who escape the law. Authored by the writer of "Jack Armstrong," this children's vehicle is top network fare. A complete merchandising plan for over-the-counter sales is ready for inspection. Over two hundred scripts—show has been tested.

Availability: Live talent  
Time Units: 15 or 30 minutes, 1 to 5 weekly

Audience Appeal: Juvenile; Entire family  
Suggested for: Afternoon; Early evening  
Client Suitability: Any client who wishes to sell to homes through children  
Number of Artists: From 6 to 10  
Cost: On request  
Audition Facilities: Will pipe live talent  
Submitted by: Jewell Radio Productions, 410 North Michigan Ave., Chicago 11, Ill.

## Sonny And Susie

Sonny and Susie are two young children, brother and sister who are always involved in some adventure or prank in their own home or neighborhood. The episodes are quite humorous and designed to appeal to the very young.

Availability: E. T.  
Time Units: 149 episodes of 15 minutes  
Audience Appeal: Juvenile  
Suggested for: 5:00-6:00 p.m.  
Client Suitability: Department stores, Cereal Products  
Number of Artists: 6

# JUVENILE

Audition Facilities: Transcriptions  
Submitted by: International Productions Limited, King Edward Hotel, Toronto, Ontario

## The Steel Mask

Adventure-packed serial featuring activities of group of returned vets, known as Company of the Steel Mask. Their leader, The Steel Mask, known in private life as Stormwell Brooks, was former internationally known playboy, was converted into a fighter for what he considers justice by his war experiences. The adventures of Stormy Brooks and his group range all over the world—providing authentic local color. The program's purpose is both to entertain and to stimulate a youthful audience.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon; Early Evening  
Client Suitability: Food—Candy—Soft drinks

Number of Artists: 5  
Audition Facilities: Transcriptions; Scripts and Presentation  
Submitted by: Corday-Roberts, Inc., 41 W. 53rd St., New York 19, N. Y.

## The Story Book

A program crammed full of entertainment for children. The greatest juvenile stories—like "Treasure Island," "Alice in Wonderland," etc.—recorded by the entertainment world's brightest luminaries. Each program also features special children's music. A plus value of "The Story Book" is the fact that it is also piped to a large children's theatre audience each Sunday.

Availability: E. T.  
Time Units: 30 minutes, 1 weekly  
Audience Appeal: Juvenile  
Suggested for: Morning  
Client Suitability: Children's product, breakfast foods, etc.

Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WPEN, 1528 Walnut St., Philadelphia 40, Pa.

## Story Lady

The delightful whimsy of fairy tales; the sugar-coated morals of modern stories and old fables are brought to children each evening at 5:00 by the "Story Lady," Olive Enslen Tinder. Recommended and endorsed by Indiana and Indianapolis organizations and leaders. "Story Lady" provides juvenile entertainment welcomed by parents and their children. Children's verse is also featured on the program occasionally.

Availability: Live talent  
Time Units: 15 minutes, 3 weekly  
Audience Appeal: Juvenile  
Suggested for: Late afternoon  
Client Suitability: Milk and dairy products, cereals, food products, children's furniture, etc.

Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WIBC, Indianapolis News Bldg., Indianapolis 6, Ind.

## The Story Princess

Alene Dalton, co-author of several children's story-books, acts as the "Story Princess" and relates the story behind the fairy tales which never grow old and never lose their appeal. Recorded mood music and a liberal use of sound effects add color to the stories. Names of those celebrating birthdays are read on program and they are invited to monthly birthday party. Prizes are given for the best letter describing a kind deed, or the

kindest person they know.  
Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon  
Number of Artists: 2 plus production staff  
Audition Facilities: Transcriptions  
Submitted by: KSL, 10 So. Main St., Salt Lake City 1, Utah

## Story Time

Story Time, with the Story Lady, Jean Detrick, is a natural for the youngsters. The kiddies come to the studio and take part in interviews, stunts and games, then gather around the Story Lady for the daily story. Familiar fairy tales are used by Miss Detrick who also sings. Mothers think Story Time the ideal kiddie show.

Availability: Live talent  
Time Units: 15 minutes, 6 weekly  
Audience Appeal: Juvenile  
Suggested for: Late afternoon  
Client Suitability: Toy shop, dairy, etc.  
Number of Artists: 2  
Cost: Card rates plus talent  
Audition Facilities: Transcriptions  
Submitted by: WMMJ, 408 Fulton Street, Peoria 2, Ill.

## Streamlined Fairy Tales

Clever writing, distinctive production, streamlined versions of your favorite fairy tales and the Korallies. The Korallies—six talking voices blended in precision and harmony. All sound effects done vocally. Laugh provoking imitations—"Kay Kyser" as "The Pied Piper of Hamelin," "Joe Penner" as "The Boy Who Cried Wolf" and many more. Seventy-seven different tales for kids 6 to 60.

Availability: E. T.  
Time Units: 15 minutes, 1 to 3 weekly  
Audience Appeal: Juvenile  
Suggested for: Morning, Saturday or Sunday afternoon  
Client Suitability: Dairies, Bakeries, Department Stores, Children's Shops, etc.  
Number of Artists: 6  
Cost: Based on population  
Audition Facilities: Transcriptions  
Submitted by: Harry S. Goodman Radio Productions, 19 East 53rd Street, New York 22, N. Y.

## Trail Of The Northwest Mounties

This story is based on the building of the West and the Canadian Pacific Railroad. This feature is packed with harrowing fights between the death-defying Northwest Mounted Police and ruthless Indian tribes. In the early eighties, Western Canada was a hotbed of lawlessness, and "Trail of the Northwest Mounties" brings it to your listening audience with its exciting episodes of prairie fires, avalanches, quick sand, buffalo stampedes, etc. for "Trail of the Northwest Mounties" is strong with historical value approved by the Parent Teachers Association.

Availability: E. T.  
Time Units: 15 minutes, 3 or 5 weekly  
Audience Appeal: Juvenile  
Suggested for: Afternoon  
Client Suitability: Food Accounts, Automobile Accounts, Household Appliances, Toy Accounts, Department Stores, etc.  
Number of Artists: 6  
Cost: Based upon the size of the station and market  
Audition Facilities: Transcriptions  
Submitted by: C. P. MacGregor Company, 729 South Western Avenue, Hollywood 5, Calif.

## Sunday Funnies Party

Charles McMahon writes and enacts script. Uses funnies from local Sunday paper. Not straight reading of funnies, but dramatization, with music, sound effects, voice changes, special tricks. McMahon changes voices cleverly, music is light and fanciful, program keyed to juveniles. Kids are urged to have funnies right before them while program is on so they can follow the stories.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Morning  
**Client Suitability:** Children's shoe store, bakeries, soft drinks, newspaper  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WNOX, 110 S. Gay Street, Knoxville, Tenn.

## Uncle Henry's Dog Club

Uncle Henry's Dog Club is under the direction of "Uncle Henry" Leffingwell. Director of the Club who is the man who can unleash a lot of info, seeing as how he's County Dog Warden too, with a doggone lot of hound handlin' to draw on. This program has been a regular WTAM feature for years.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Saturday morning  
**Client Suitability:** Children's clothing, candy, chewing gum, games, toys  
**Number of Artists:** Various  
**Cost:** On request At Any NBC Spot Sales Office  
**Audition Facilities:** Can be heard on the air  
**Submitted by:** WTAM, NBC Bldg., Cleveland 14, Ohio

## Treasure Island

This is a program for children that is neither uppity nor in the blood-and-thunder category. Albums are played, as well as musical selections of the variety appreciated and enjoyed by children.

**Availability:** Live talent; E. T.  
**Time Units:** 30 minutes, 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Number of Artists:** 1  
**Submitted by:** WLIB, 207 East 30th St., New York 16, N. Y.

## Youth Takes A Stand

Eight selected high school age youngsters discuss topics of juvenile interest under guidance of young Episcopal Minister, subjects include "Youth Looks At Itself In The Community," "Youth Looks At Itself In The School," "Youth Looks At Itself In The Church," etc. Suggestions from listeners invited and participants selected as permanent on basis of popularity.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Saturday morning  
**Client Suitability:** Department Stores, Dress Shops, Sporting Goods Stores  
**Number of Artists:** 10  
**Audition Facilities:** Transcriptions  
**Submitted by:** WPTF, Raleigh, N. C.

## Uncle Ed And Cousin Lu

Program consists of novelty songs entirely in Rhyme from beginning to end, featuring Ed Lewis formally with the "Kidoodlers" and "Toy Town Toons and Tales" and Lucille Grant who recorded with "The Ed Lewis Trio" for Pied Piper records instrumentation: Tiny Xylophones, sweet potato, harmonica, tin whistle, and odd sound effects . . . Additional charac-

# JUVENILE

## Tunes For Tiny Tots

This is a featured 15-minute program of interest to youngsters. Tunes broadcast are recorded and transcribed by some of the finest of the artists who specialize in children's programs.

**Availability:** Live talent; E. T.  
**Time Units:** 10 minutes, Saturday only  
**Audience Appeal:** Juvenile  
**Suggested for:** Morning  
**Client Suitability:** Particularly clients whose products are desired by children  
**Number of Artists:** Announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** Monroe Broadcasting Co., Inc., WRNY, 191 East Ave., Rochester 4, N. Y.

## Uncle Sam Jack

"Uncle Sam Jack" is Sam Jack Kaufman, popular maestro at Loew's Capital Theatre in Washington. He tells bedtime stories, teaches new games, new songs, and new poems to little tots between the ages of two and ten. Program is devoid of noise or horror.

**Availability:** E. T.  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Early evening  
**Client Suitability:** Dairies, bakeries, cereals, juvenile clothing, shoes, etc.  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WWDC, 1000 Conn. Ave., Washington, D. C.

**ters:**—Pappy Pebble . . . Rural Type; Bumpy . . . Mortimer Snerd type; Talking Chicken and other animal imitations all done by Ed Lewis.

**Availability:** Live talent  
**Time Units:** 15 minutes, 2 to 5 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Morning; Afternoon; Early Evening  
**Client Suitability:** Cereals, toys, foods, candy, children's clothing, dairies, etc.

**Number of Artists:** 2 and pianist  
**Audition Facilities:** Transcriptions  
**Submitted by:** V. S. Becker Advertising Service, 562 Fifth Avenue, New York 19, New York

## Wonderland Tales

The Wonderland Lady relates radio adaptations of both little and well known fairy tales and legends aided by musical background and sound effects. Stories are adapted from books in the city public library and show is a public service presentation in that it is produced with the cooperation of the public library. No blood and thunder stuff. Show depends on fascination fairy tales and legends have for youngsters for pull.

**Availability:** Live talent  
**Time Units:** 15 minutes, 2 weekly  
**Audience Appeal:** Juvenile  
**Suggested for:** Afternoon  
**Client Suitability:** Breakfast foods, toys, children's clothing, dept. store  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WSAZ, Huntington, W. Va.

# 1947 ★ ★ HOLLYWOOD ★ ★ 1948

## Backstage In Hollywood

Consists of reviews of first run features in Canton, Ohio, theatres. Interviews with visiting theatrical celebrities. Newsy hits about Hollywood, including human interest stories of outstanding actors and actress, local and national. Transcribed music used to tie in appropriately with movies.

**Availability:** Live talent; E. T.  
**Time Units:** fifteen minutes, 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon  
**Client Suitability:** Cosmetics, housewares, food, drug, publishers  
**Number of Artists:** One  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WHBC, 550 Market Avenue S, Canton 2, Ohio

## Breakfast With Binnie & Mike

Starring motion picture star Binnie Barnes and her husband football star, sports commentator and movie producer, Mike Frankovich . . . A half-hour breakfast show highlighting the lives of Binnie and Mike, interesting personal facts about their friends, the stars, household hints, and interesting undated sports stories.

**Availability:** E. T.  
**Time Units:** 30 minutes, 5 weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning  
**Client Suitability:** Any food products clothes, sports equipment or household items  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions

**Submitted by:** Sue Clark Agency, 435 S. La Cienega, Los Angeles 36, Calif.

## Daredevils Of Hollywood

Motion picture companies avoiding expensive delays insist that their leading characters use "doubles." The "doubles" used in these dangerous scenes are known as "Stunt Men," while every precaution is taken to avoid injuries, the fact remains that every time they do a "gag," they more or less take their lives into their own hands.

**Availability:** E. T.  
**Time Units:** fifteen minutes, two weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All types  
**Number of Artists:** eight and sound effects

**Cost:** Stations 5000 Watts or under \$3.00 per program. Others on application  
**Audition Facilities:** Transcriptions  
**Submitted by:** Walter Biddick Company, Los Angeles 15, Calif.

## Hollywood Doings

A live up to the minute program that "tells all," what the stars eat, wear, read, etc.—takes you into the homes of the stars, gives the listener news of the stars and studios seldom aired on other radio programs. Betty Underwood, the radio and screen reporter has her own "wire recorder" for personal interviews in the homes of the stars and on studio sets. An example of a recent scoop—Miss Underwood interviewed a female star 30 minutes after her baby was born . . . the star herself announcing to the world that another "star was born."

**Availability:** Live talent; E. T.  
**Time Units:** 15 minutes, 1 to 5 weekly

**Audience Appeal:** Entire family  
**Suggested for:** Afternoon; Evening  
**Client Suitability:** Any products that appeal to the family unit  
**Number of Artists:** one or two  
**Cost:** Send for details on cost  
**Audition Facilities:** Transcriptions  
**Submitted by:** Jack Parker and Associates, Box 2222, Hollywood 28, Calif.

## Hollywood Quiz

A quiz show with the motion picture stars and film-goers participating. Moderator for Hollywood Quiz would be a prominent movie star, the regular panel of experts includes two equally well-known motion picture artists with an additional guest expert each week. Fourth member of the panel would be a radio listener who has come to Hollywood on the basis of having won a contest entitling him or her to the free trip. Glamour, color and appeal of Hollywood will attract wide ready-made audience.

**Availability:** Live talent  
**Time Units:** 30 minutes, Once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Morning; Evening  
**Client Suitability:** Cosmetics, apparel, all products with feminine appeal  
**Number of Artists:** Four  
**Audition Facilities:** Transcriptions  
**Submitted by:** Louis G. Cowan Inc., 485 Madison Ave., New York 22

## Let's Go To The Movies

Here's a really new type Hollywood show! It's a half hour of dramatizations from the highlights of a current picture—plus news and gossip of the film world, and the latest songs from the new pictures, played by Sylvan Levin and his orchestra. Because it's a fine salute to

the film industry, this program secures story rights which include the use of actual scripts from some of the best new pictures on Broadway. Roger Bower directs. Harry Olesker is the writer.  
**Availability:** Live talent  
**Time Units:** 30 minutes, once weekly  
**Audience Appeal:** Entire family  
**Suggested for:** Evening  
**Client Suitability:** All clients  
**Cost:** Upon request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WOR, 1440 Broadway, New York 18, N. Y.

## Hollywood Sound Stage

Hollywood Sound Stage embodies the rare combination of all the time and audience tested elements that creates the kind of listener interest that has satisfied sponsors all over the nation. Designed and created to compare with "live" transcontinental shows, so diversified in plot character that they range the spectrum of drama from sparkling high comedy. Only the top stars, supporting actors, writers, producers and musicians have been employed to make Hollywood Sound Stage.

**Availability:** E. T.  
**Time Units:** Thirty minutes, One weekly  
**Audience Appeal:** Male; Female  
**Suggested for:** Evening  
**Client Suitability:** All types who want a large audience  
**Number of Artists:** 4 to 10 and music  
**Cost:** Based upon the size of the station and market  
**Audition Facilities:** Transcriptions  
**Submitted by:** C. P. MacGregor Company, 729 South Western Avenue, Hollywood 5, California

## Margaret Arlen

Margaret Arlen, New York's highest-rated woman commentator, has achieved record-breaking results both audience and sales-wise. Though especially designed for housewife listening, the wide variety of topics discussed makes the program appealing to every one. Each day a notable person, outstanding in his field, is interviewed by Miss Arlen. Billboards call her "No. 1 among the Metropolitan girls who talk for a living on the air."

**Availability:** Live talent  
**Time Units:** (Participating Sponsorship) 30 minutes, 6 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** Women's and household products  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submitted by:** WCBS, 485 Madison Ave., New York 22, N. Y.

## Baby Days

Baby Days features Dr. A. S. DeLoya, a physician whose talks on each program deal with Child Care, Baby Feeding and Behavior of Infants and Children. Dr. DeLoya's inspiring talks and his replies to questions of listeners are designed to guide and help mothers everywhere in the important task of providing Baby with a healthy, happy childhood. Members of the Cherub Club are announced during the middle of the program by local announcer. This provides an ideal middle commercial and gives the program local color.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** Any baby product—Infants' wear—Photographers, etc.  
**Number of Artists:** 4  
**Audition Facilities:** Transcriptions  
**Submitted by:** Harry S. Goodman, Radio Productions, 19 E. 53rd Street, New York 22, N. Y.

## Sara Burbank

Sara Burbank, home economist, has twelve-year broadcasting record on this station. Highly pleasing voice personality and appearance. Enjoys absolute confidence of unusually large audience. Works with male announcer . . . program is conversational in style with three participating commercials.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** Foods, household articles, housekeeping aids  
**Number of Artists:** 2  
**Audition Facilities:** Transcriptions  
**Submit by:** WNBC, Arlington Hotel, Binghamton, New York

## Country Editor

"Ladies and gentlemen . . . and especially the ladies" and the Country Editor is off on another fifteen minutes of news for the small town and country listeners in Eastern Iowa. News contributed by WMT's staff of 40 correspondents . . . but news that too often gets crowded off the regular newscasts. And Hugh Orchard, former Chatauqua speaker, adds just the right editorial comment for the country listeners. Ideal for selling housewives.

**Availability:** Live talent  
**Time Units:** 15 minutes, 5 weekly  
**Audience Appeal:** Female

**Suggested for:** Early Afternoon  
**Client Suitability:** Housewife and feminine angle to be considered  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WMT, Paramount Bldg., Cedar Rapids, Iowa

## Dorothy Day

Miss Day calls upon her talents as, home-maker, fashion reporter interviewer and entertainer to create a listenable women's program for a half hour each Monday through Friday. Authoritative and informative discussions on household hints, menu suggestions, fashion firsts, budget ideas, celebrity interviews, and things to see and do—are all part of Dorothy Day's program.

**Availability:** Live talent; E. T.  
**Time Units:** 30 minutes, 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** Foods, fashions, household appliances, etc.  
**Number of Artists:** Miss Day and announcer  
**Audition Facilities:** Transcriptions  
**Submitted by:** WINS, 28 West 44th St., New York City

## Easy Does It

A program made up of helpful hints to housewives, sent in by the listeners and conducted by "Helpful Henry." The program is a clearing house of ideas to make household work simpler and more efficient. Each "hint" which is sent in and used on the air is worth a cash award to the sender. "Helpful Henry," the conductor of the "Easy Does It" Program, is Howard Jones, who was chosen for his brilliant storehouse of general information and his genial and ingratiating manner.

**Availability:** Live talent  
**Time Units:** 15 minutes, 1 to 5 weekly  
**Audience Appeal:** Housewife  
**Suggested for:** Morning  
**Client Suitability:** Food, Drug, Clothes  
**Number of Artists:** 1  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIP, 35 S. 9th Street, Phila. 7, Pa.

## The Food Scout

For the housewife who has no time to scout the markets in search of the day's best buys in fruit and vegetables, who has planned so many menus that no more variations can be devised. "The Food Scout" with her early morning market-basket news, comes as a life-saver. Broadcast direct from the big Kansas City Produce Terminal, it is the Heart of America's established news broadcast on fruits and vegetables.

**Availability:** Live talent  
**Time Units:** 10 minutes, 6 days weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** Foods  
**Number of Artists:** 1  
**Cost:** Upon request  
**Audition Facilities:** Transcriptions  
**Submitted by:** KMBC, Pickwick Hotel, Kansas City 6, Mo.

## Furs On Parade (1947-48 Edition)

A sequel to the "Know Your Furs" series which was sponsored successfully by more than 200 stores. Furs On Parade is the most comprehensive radio program ever produced for fur retailers. It meets current conditions and problems

in the fur field. Each episode is divided into two sections, dramatized, for use as the highlights of a quarter-hour program. Total for Furs On Parade is about 7 minutes. Remainder of 15-minute session comprised of commercials and music from station musical transcription library. Thirty-nine episodes in series, brought up to date for the 1947-48 season. So accurate and complete, that leading fur retailers use programs to train sales personnel, besides promoting sale of furs intelligently.

**Availability:** E. T.  
**Time Units:** 15 minutes, 1, 2 or 3 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** Fur retailers  
**Number of Artists:** 2  
**Cost:** Based on market, station  
**Audition Facilities:** Transcriptions  
**Submitted by:** Kasper-Gordon, Incorporated, 140 Boylston Street, Boston 16, Mass.

## Glamour Girl

Women all over America, listening to "Glamour Girl," will learn how to beautify themselves as Hollywood stars do. Those fabulous men with make-up and hair-styling, the Westmores, Ern and Bud . . . and RKO's lovely authority on dress, Renie, team to make "Glamour Girl" a thrilling experience. To point up their suggestions, a woman from the audience is transformed right during the broadcast.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 to 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning; Afternoon Evening  
**Client Suitability:** Any woman's product  
**Number of Artists:** 16, including orchestra  
**Audition Facilities:** Transcriptions  
**Submitted by:** Commodore Productions, 1350 Highland Ave., Hollywood 28, Calif.

## Home Service

Program is designed to merchandise products in all departments of department stores, particularly home appliances and furnishings. Home Service is informational without being academic; it tells the homemaker how to buy, service and maintain all the products that go into a home. In other words, this is one program, the content of which is based on the products it sells whether they be draperies, rugs, silverware, refrigerators, ranges, ad infinitum within the scope of the home.

**Availability:** E. T.  
**Time Units:** Quarter hour, 3 to 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning; Afternoon  
**Client Suitability:** Department stores — appliances (Gas or electric)  
**Number of Artists:** 2  
**Cost:** Variable  
**Audition Facilities:** Transcriptions  
**Submitted by:** Radio Productions Inc., 317 Citizens Bldg., Cleveland, Ohio

## Hunt For Happiness

An individual type of program, despite its obvious catering to the feminine angle, insofar as it presents outstanding features of originality and considered thought which not only make for better programming but perform a distinct public service. Thus, as an example, the feature entitled "The Mayor's Wife," presenting each week the wife of a mayor of a different New Jersey community, who gave the inside story of what it means to be married to a man holding so high a position in the community: "The Woman

Talks" in which representatives from New Jersey women's clubs meet to discuss the legitimacy of such organizations as distinct contributors to the civic, social and political welfare of the community.

**Availability:** Live talent  
**Time Units:** 25 minutes, 5 weekly  
**Audience Appeal:** Female  
**Suggested for:** Morning  
**Client Suitability:** Cooperative  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** WPAT, 7 Church St., Paterson 1, N. J.

## Kitchen Klatter

A KMA women's program of fashions, recipes, local news of people, parties, etc., currently sponsored on a participating basis. The program acts as a clearing house of ideas to make housework simpler and more efficient. It pulls 900-1200 letters weekly. Pleasing, intimate talks giving advice and information to homemakers, food preparation ideas for appetizing menus, household hints, are but a few of the subjects discussed. The program has brought top results for many clients.

**Availability:** Live talent  
**Time Units:** 30 minutes, 6 weekly  
**Audience Appeal:** Female  
**Suggested for:** Afternoon  
**Client Suitability:** Food and household products  
**Number of Artists:** 1  
**Audition Facilities:** Transcriptions  
**Submitted by:** KMA, Shenandoah, Iowa

## Kit's Chatter Bar

"Kit's Chatter Bar" is a roundup of chatter and ideas by an outstanding authority on women's interest. Kit Crane brings all the latest news pertaining to kitchen and parlor domesticity to the listener, and seldom misses a program in which she has an interview with a celebrity. Rapid-fire delivery, which sets a pleasant tempo for the early morning hours, is beautifully handled by this woman who has had a world of experience in this type of work.

**Availability:** Live talent  
**Time Units:** Participating Spots  
**Audience Appeal:** Female and Juvenile  
**Suggested for:** Morning  
**Client Suitability:** Women's Products  
**Number of Artists:** 1  
**Cost:** On request  
**Audition Facilities:** Transcriptions  
**Submitted by:** WIP, 35 S. 9th St., Phila. 7, Pa.

## Leave It To The Girls

This program has been designed for the betterment of the American male. At least that's the object of the criticism offered by the four charming ladies who comprise the "Leave It To The Girls" panel. Though somewhat barbed, the answers of Dorothy Kilgallen, Eloise McElhone, Robin Chandler and Margaret Johnson to questions sent in by the listening audience provide a humorous half-hour. Ted Malone is m. c. and one guest, usually a man, appears on each show.

**Availability:** Live talent  
**Time Units:** 30 minutes, 1 weekly  
**Audience Appeal:** Male; Female  
**Suggested for:** Evening  
**Client Suitability:** Products purchased largely by women  
**Number of Artists:** 6  
**Audition Facilities:** Transcriptions  
**Submitted by:** Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

## Let's Talk It Over With Frances McGuire

One of radio's outstanding fashion authorities, Frances and her wire recorder are known throughout Philadelphia as she visits famous eating places, theatrical first nights and the homes of listeners. Each program features a fast-moving forum on a topic of interest to women with guest experts interrogated by representative housewives on such problems as marriage, domestic help, children and careers for women.

Availability: Live talent  
Time Units: 25 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Any woman's or home product

Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WPEN, 1528 Walnut St., Philadelphia 40, Pa.

## Meditations With Will Morrall

Will Morrall is the friendly philosopher whose spoken meditations are attractively surrounded with a musical setting and two vocal solos during the fifteen minutes that it is on the air. David Lloyd is the soloist and the organ background and accompaniments are by David Stephens.

Availability: Live talent  
Time Units: fifteen minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Anything that women purchase. Foods, cosmetics, etc.  
Number of Artists: 3  
Audition Facilities: Transcriptions  
Submitted by: WCAU, 1622 Chestnut St., Phila. 3, Penna.

## Melodies For Milady

This program attempts the unusual in recorded and transcribed entertainment. The program is beamed directly to the feminine listener and feminine market. Music is tempoed to suit milady's taste for music after the confusion of getting "junior" off to school and "hubby" to work. It features a variety of music tailored for down-the-middle listening taste . . . such things as popular choir groups, small instrumental combos, large sweet name bands and male and female vocalists. Show designed primarily to merchandise the feminine market, either participating or in block segments.

Availability: Live talent; E. T.  
Time Units: 45 minutes, 6 weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Merchandises female market  
Number of Artists: 1 announcer  
Audition Facilities: Transcriptions  
Submitted by: KROW, 464 — 19th Street, Oakland 12, Calif.

## Milady's Melody

This show is dedicated to Milady with well-rounded appeal slanted toward her problems and designed to lighten the cares of the day with chatter around her personality, her home and Hollywood stars.

Availability: E. T.  
Time Units: 15 minutes, 3 weekly  
Audience Appeal: Female  
Suggested for: Afternoon  
Client Suitability: Local sponsorship, beauty salon, department store, etc.  
Audition Facilities: Transcriptions  
Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

## Modern Woman

Modern Woman offers women listeners an informal glimpse at new places,

new people and new ideas. Gretchen Thomas, the Modern Woman, has traveled extensively and has been a homemaker, mother, bookshop proprietor, stage and radio actress, and from her wealth of experience, opens a whole new world that ranges from intimate stories of Hollywood stars she has known personally to informed advice on the best in books for children.

Availability: Live talent  
Time Units: 15 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Afternoon  
Number of Artists: 1  
Audition Facilities: Transcriptions  
Submitted by: WTAG, 18 Franklin St., Worcester 1, Mass.

## The Mystery Chef

Discussing one of the world's most vital subjects: Food—the famous Mystery Chef gives recipes in such a simple manner that even a 12-year-old child can cook like an expert. His recipes can be printed or mimeographed and distributed at low cost by Sponsor. Programs allow opening, middle and closing commercial time totaling approximately three minutes for each 15-minute program.

Availability: E. T.  
Time Units: 15 minutes, 3 weekly  
Audience Appeal: Female  
Suggested for: Morning; Afternoon  
Client Suitability: Food products, department stores, gas companies, etc.  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: Harry S. Goodman Radio Products, 19 E. 53rd St., New York 22, N. Y.

## Personal Problems

Mrs. Alice Lowe Miles, known to millions as a capable authority on personal problems, is featured in a series of 260 programs. In presenting Mrs. Miles, a sponsor gives public service and gets keen listener interest. Mrs. Miles reads over the air excerpts from letters submitted by listeners need advice or help. She then analyzes the problems and offers sound solutions. In conjunction with the program, Mrs. Miles personally will answer letters requesting advice.

Availability: E. T.  
Time Units: 15 minutes, 3 weekly  
Audience Appeal: Female  
Suggested for: Morning; Afternoon  
Client Suitability: Food products, Women's specialty stores, Furriers, Retail merchants, etc.  
Number of Artists: 2  
Audition Facilities: Transcriptions  
Submitted by: Harry S. Goodman, Radio Productions, 19 E. 53rd St., New York 22, N. Y.

## Reflections

Words and music combine to make this a distinctively different recorded show, and one that fulfills a long-standing demand for a program of meditative, relaxed, listening—features Canada's finest radio talent and is NBC-produced with All-Canada Radio Facilities—Mystery of Life, Wanderlust, Romance, are but a few of the moods "reflected" in this recorded program series.

Availability: E. T.  
Time Units: 15 minutes, 2 weekly  
Audience Appeal: Female  
Suggested for: Evening  
Client Suitability: Any advertiser desiring dignified institutional approach  
Number of Artists: 11  
Cost: Available at low syndicated rates  
Audition Facilities: Transcriptions  
Submitted by: NBC Radio-Recording Division, Nat'l Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.

# FEMININE ANGLE

## The Florence Sando Show

Popular Pittsburgh radio personality, Florence Sando presents a participation program which runs the gamut from fashions to interviews with visiting celebs. Miss Sando's experience includes an A.B. in Journalism, an M.A. in Drama from Western Reserve, heading radio activities at Pittsburgh's largest department store, professional theatre experience and lecturing. She knows merchandising as a result of her department store background and knows too how to adapt it to the radio medium.

Time Units: 15 minutes, 5 weekly (participation)  
Audience Appeal: Female  
Suggested for: Afternoon  
Client Suitability: Food, household items, fashion shops, etc.  
Number of Artists: One  
Audition Facilities: Transcriptions  
Submitted by: WCAE, Wm. Penn Hotel, Pittsburgh 19, Penna.

## Visit With Louise Morgan

Visit with Louise Morgan is a friendly, easy-going mid-morning program from 10:30 to 10:45 a.m. It features Louise Morgan, WNAC's commentator for women, in an informal chat with announcer Verne Williams over that second cup of coffee. They discuss the weather, movies, current events, things of moment in their personal lives, and, in between, weave in participating commercials and recorded music of the sweet, smooth variety.

Availability: Live talent  
Time Units: fifteen minutes, five weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: Any product for the homemaker  
Number of Artists: Two  
Audition Facilities: Transcriptions  
Submitted by: WNAC, 21 Brookline Avenue, Boston 15, Mass.

## Shopping Circle

Women in the Tri-State district turn to Janet Ross and KDKA's Shopping Circle (weekday mornings at 9) for news and tips on clothes, cosmetics, home furnishings, etc. When this fashion authority tells her listeners about a product, it sells. Her participation program alone was used to introduce a new product recently. Results are still amazing the sponsor. Background and know-how have won listeners' confidence, spell sales for advertisers. Her "live" scripts are really that!

Availability: Live talent  
Time Units: fifteen minutes, 6 weekly  
Audience Appeal: Female  
Suggested for: Morning  
Client Suitability: styles, home decoration, cosmetics, etc.  
Number of Artists: one  
Audition Facilities: Transcriptions  
Submitted by: KDKA, Grant Bldg., Pittsburgh 19, Pa.

## What You Doing Tonight?

An "around the town" program, using a portable wire recorder, to show how other people—average or famous—go out to find the unusual, the dramatic, the romantic, the exciting, or the dangerous, in entertainment. The angle, from the point of view of the listener, will always be on the idea that "why don't you try it too!" Various pick-ups will be linked by studio narration and musical interludes.

Availability: Live talent, E. T.  
Time Units: 15-45 minutes, 1-5 weekly

Audience Appeal: Entire family  
Suggested for: Morning, Afternoon, Evening  
Client Suitability: Any—but special angles for clothing or entertainment and great possibilities for sales tie-ins because of flexibility locale  
Number of Artists: 2 plus guests  
Audition Facilities: Transcriptions. Will pipe live talent  
Submitted by: Roy de Groot Consultants, Inc., Room 415, 551-5th Avenue, New York 17, N. Y.

## Woman's Club Of The Air

The Woman's Club of the Air should be what the name implies . . . a Club. That's why Mildred and her associate Gloria Brown discuss, exchange and suggest ideas rather than preach them. Obviously this is more complimentary to the listener's intelligence than the usual do this . . . do that technique. Accordingly the program topic for the day . . . "Hobbies for Homemakers" . . . or what not . . . is blended all through the program format.

Availability: Live talent; E. T.  
Time Units: 30 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning; Afternoon  
Client Suitability: Foods, drugs, cosmetics, women's apparel  
Number of Artists: 2  
Cost: On request at any NBC Spot Sales Office  
Audition Facilities: Transcriptions  
Submitted by: WTAM, Cleveland 14, Ohio

## Womans Magazine Of The Air

A thirty minute participation program conducted by Dorothy Rankin, who is known as Jane Lee. The program is broken into several departments all of interest to the housewife. Problems are discussed covering the subjects of shopping, home economics, and juvenile problems. Subjects are discussed openly and thoroughly by an expert. All matters pertaining to the revenue of the show are handled exclusively by Jane Lee.

Availability: Live talent; E. T.  
Time Units: 30 minutes, 5 weekly  
Audience Appeal: Female  
Suggested for: Morning; Afternoon  
Client Suitability: Any products meant to be brought to the attention of the home maker  
Number of Artists: Jane Lee and announcer  
Audition Facilities: Transcriptions; Will pipe live talent at cost to advertiser or agency  
Submitted by: KPO, Radio City, San Francisco, Calif.

## Women In Sports

5-minute script feature of exclusive, unusual human interest stories on women in the world of sports. Poignant stories on amazing women who have made and have helped make imperishable sports history. A novel feature for a woman-announcer to handle.

Availability: Live talent  
Time Units: 5 minutes, 1 to 3 weekly  
Audience Appeal: Female  
Suggested for: Morning; Afternoon; Evening  
Client Suitability: Sponsors serving women buyers  
Number of Artists: 1 (the story teller)  
Audition Facilities: Transcriptions  
Submitted by: Mac Davis, 1 Montgomery Place, Brooklyn 15, N. Y.



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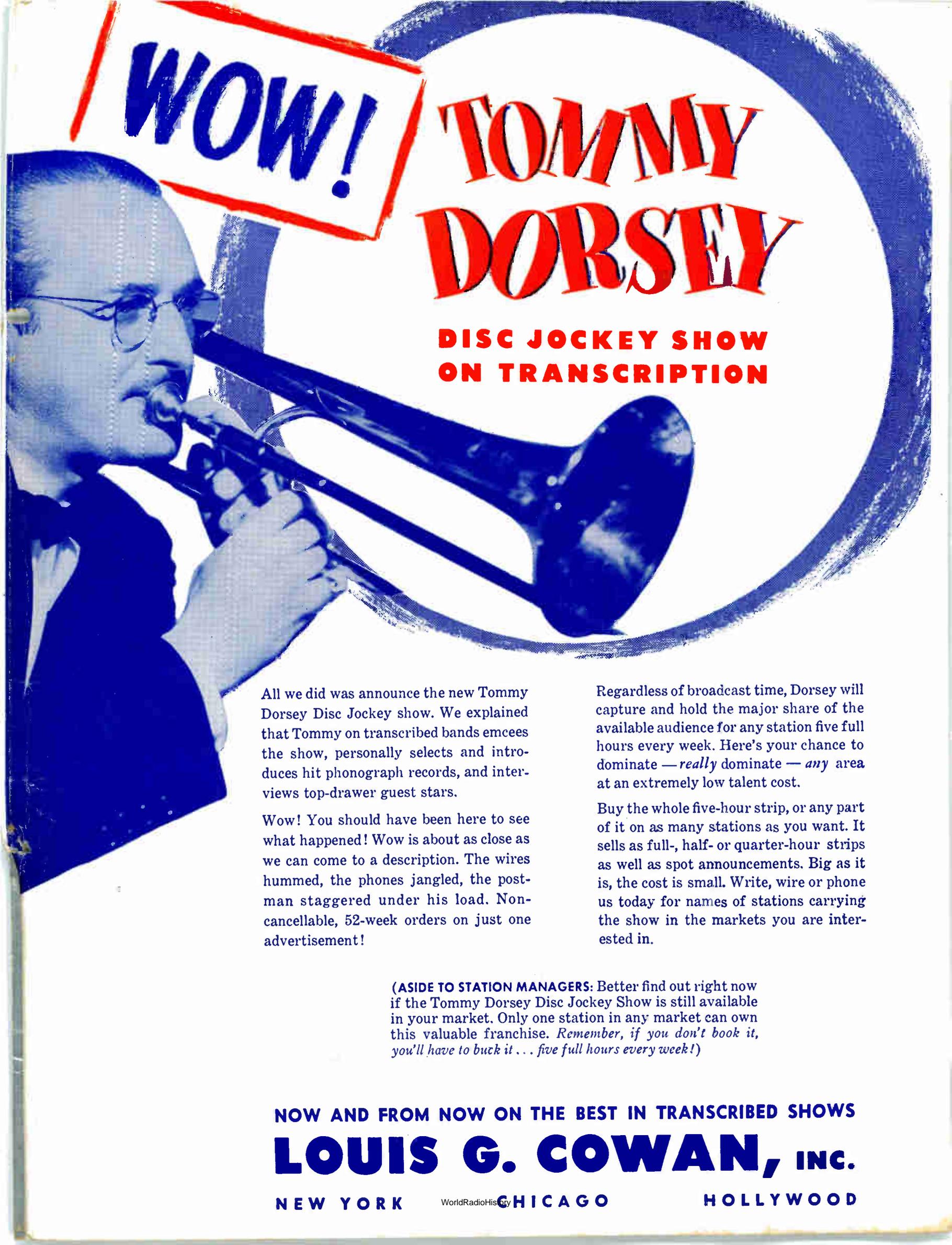
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**WOW!**

# TOMMY DORSEY

**DISC JOCKEY SHOW  
ON TRANSCRIPTION**

All we did was announce the new Tommy Dorsey Disc Jockey show. We explained that Tommy on transcribed bands emcees the show, personally selects and introduces hit phonograph records, and interviews top-drawer guest stars.

Wow! You should have been here to see what happened! Wow is about as close as we can come to a description. The wires hummed, the phones jangled, the postman staggered under his load. Non-cancellable, 52-week orders on just one advertisement!

Regardless of broadcast time, Dorsey will capture and hold the major share of the available audience for any station five full hours every week. Here's your chance to dominate — *really* dominate — *any* area at an extremely low talent cost.

Buy the whole five-hour strip, or any part of it on as many stations as you want. It sells as full-, half- or quarter-hour strips as well as spot announcements. Big as it is, the cost is small. Write, wire or phone us today for names of stations carrying the show in the markets you are interested in.

**(ASIDE TO STATION MANAGERS:** Better find out right now if the Tommy Dorsey Disc Jockey Show is still available in your market. Only one station in any market can own this valuable franchise. *Remember, if you don't book it, you'll have to buck it . . . five full hours every week!*)

**NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS**

**LOUIS G. COWAN, INC.**

**NEW YORK**

WorldRadioHistory.com **CHICAGO**

**HOLLYWOOD**

**LET'S GO  
AMERICA**



AUTOMOTIVE INDUSTRY  
CHAMPION OF AMERICAN  
LIBERTY AND FREEDOM

MICHIGAN'S GREATEST  
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