

## ABC Friday-Firsts

● "BRIDE AND GROOM" with John Nelson each weekday at 2:30 has by now become a national institution. By the end of April, 1949, the 874th couple will have told their love story, collected about \$2,000 worth of free household equipment, and been sent off to an all-expense-paid honeymoon.

"PARTY TIME" is listening fare at 4:00 to 4:15 p.m. — not only on Friday, but on Monday and Wednesday, too. This new program, which started April 18, has as its capable stars, Bert Parks, who as emcee of radio's two great giveaways, "Stop the Music" and "Break the Bank" has turned into one of the bigger things since Andrew Carnegie; and sweet singer Kay Armen. Kay was born in Chicago as Armenuhi Manoogian. She shortened her first name to Armen at the suggestion of a first grade teacher and later, at the beginning of her professional career, had the name Kay placed in front of her "first name" . . .

At 6:30 Friday evening, "THE SHERIFF" starts off a whole evening of two-fisted, red-blooded, he-man entertainment. "The Sheriff," himself, is a man of impeccable diction who gets his man without ever saying "varmint" or "critter" . . . At 7:00 p.m. Friday evening, Gillette sponsors "THE CAVALCADE OF SPORTS" for the fourth consecutive year on ABC, and at 8:00 "THE FAT MAN" brings to the air what is possibly the only leading male actor in radio to live up to his script. J. Scott Smart who plays the title role not only weighs the 237 pounds the script calls for—he's got poundage to spare . . . At 8:30 you'll hear the only official broadcast authorized by the Federal Bureau of Investigation in Washington, D. C. — Jerry Devine's "THIS IS YOUR FBI." And at 9:00 there's "BREAK THE BANK," a program which started on ABC as a summer replacement back in 1946.



John Nelson brings you true love stories on "BRIDE AND GROOM"



Kay Armen sings on new program, "PARTY TIME"



J. Scott Smart, he is, and plays "THE FAT MAN"



Jerry Devine, shrewd director-producer of "THIS IS YOUR FBI"

John Nelson, m-c of the "Bride and Groom" program, is another long-time admirer of "THE RICHFIELD REPORTER" program. Says he, "At 2:30 this afternoon I'll hear the true story of a couple's romance . . . and at 10 o'clock tonight, I'll hear the true account of the latest news on "THE RICHFIELD REPORTER." Remember to join John Nelson at 10:00 p.m. to hear "THE RICHFIELD REPORTER."

## ABC Weekend-Windup



Bill Quinn made big news this season as "LITTLE HERMAN"



"THE LONE RANGER," he keeps his real identity a mystery.



Walter Winchell, he tops all national programs in popularity

**SATURDAY** has so many top-flight shows that it's difficult to pick the winners . . . but by all means, start your day with "WHAT'S MY NAME" with Arlene Francis and Johnny Olsen. It's now on the air at 8:30 in the ayem after being a Saturday night favorite for almost a year.

Following "What's My Name," listen at 9:00 for a show new to ABC, "GIRLS' CORPS." Six girls, all ex-GI's, in the spring of 1947 started "Girls' Corps." . . . today 65 of the nation's most talented feminine singers and instrumentalists are members.

Rarely does a new show appear on the air and become an instant hit . . . but it has happened in the case of "LITTLE HERMAN," 6:00 p.m., Saturday night, which premiered Jan. 1 on ABC. "Little Herman," the paroled convict going straight, and his friend, the retired Governor Bradley, have turned into the poor man's Holmes and Watson . . . and are on their way to being just as famous.

Then at 8:00 p.m. you'll hear "THE LONE RANGER" who is responsible for "Hi-Yo Silver" echoing through the homes of all America. It was in January, 1943, that "The Lone Ranger" began galloping down the airwaves and made "Hi-Yo Silver" a favorite American catch phrase. Several years ago the Detroit Symphony Orchestra's performance of the William Tell overture was interrupted by one of the program's fans who, recognizing the chords that serve as the masked horseman's theme, leaped up and yelled "Hi-Yo Silver, Aw-a-yl" . . .

**SUNDAY** on your ABC station is filled with sensational shows. "THE GREATEST STORY EVER TOLD" at 3:30 p.m. is rapidly becoming the most honored program ever told on radio . . . at 4:00 p.m. (as of April 24) "STOP THE MUSIC" starts a super line-up that doesn't stop until your ABC station goes off the air Sunday night . . .

At 6:00 p.m. Walter Winchell talks about the news — and makes it, too . . . At 6:15, it's Louella Parsons' time — and the real inside comes out when Louella takes over . . . At 6:30 "THEATRE GUILD" brings you another full hour of brilliant entertainment with the top picture stars of the nation . . . And at 7:30, Jimmie Fidler tells all . . . after which Drew Pearson tells all, and predicts the rest at 8:00 . . . And at 8:15 you hear "MONDAY MORNING HEADLINES" . . .

Then remember to listen to "THE RICHFIELD REPORTER." It's been traditionally at 10:00 p.m. for 18 consecutive years — a wonderful record in radio. Other "Reporter" records: your "RICHFIELD REPORTER" himself, John Wald, has missed only one broadcast in the past eleven years — none in the past eight. And WAYNE MILLER, who daily compiles and edits "THE RICHFIELD REPORTER," has missed only two broadcasts in the past 13 years! Listening time again . . . traditionally, 10:00 p.m.

Times listed here are Pacific Standard Times for most stations. See your local ABC Station schedule for correct times.

THESE PROGRAMS ARE HEARD ON MOST OF THESE					
			ABC STATIONS		
KECA	—Los Angeles	790 kc	KARM	—Fresno	1430 kc
KGO	—San Francisco	810 kc	KFBK	—Sacramento	1530 kc
KFMB	—San Diego	550 kc	KWG	—Stockton	1230 kc
KTMS	—Santa Barbara	1250 kc	KWRN	—Reno	1490 kc
KCOY	—Santa Maria	1400 kc	KHUM	—Eureka	1240 kc
KITO	—San Bernardino	1290 kc	KFLW	—Klamath Falls	1450 kc
KPMC	—Bakersfield	1560 kc			
KYJC	—Medford	1230 kc	KUGN	—Eugene	1400 kc
			KEX	—Portland	1190 kc
			KJR	—Seattle	950 kc
			KVOS	—Bellingham	790 kc
			KPQ	—Wenatchee	560 kc
			KIT	—Yakima	1280 kc
			KGA	—Spokane	1510 kc
			KWWB	—Walla Walla	1490 kc

# ABC DIALER'S DIARY

1949

FOR YOUR USE AS A DAILY GUIDE TO BETTER LISTENING



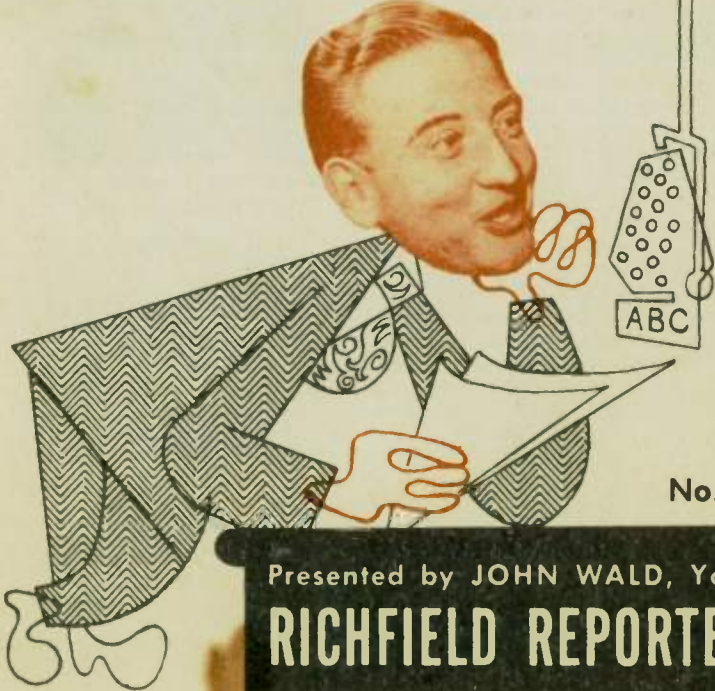
Louella Parsons talks to stars — and of them — each Sunday



Jane Wyman, representing hundreds of top "THEATRE GUILD" stars



Drew Pearson, nominated for this year's Nobel Peace Prize



No. 2

Presented by JOHN WALD, Your RICHFIELD REPORTER

## ABC Monday-Memos



Zeke Manners, mad maestro of "THE ZEKE MANNERS SHOW"



Fran Allison, giddy "Aunt Fanny" of "THE BREAKFAST CLUB"



Gordon MacRae, handsome host of "THE RAILROAD HOUR"



Arthur Gaeth, commentator.

Start your week with Zeke! Every weekday morning before "Breakfast Club" with Don McNeill, Zeke eases you into your day with whimsy, tunes and guests . . . In the past six months you've heard Ray Noble, Buddy Clark, Peggy Lee, Eddie Cantor and Red Ingle on "THE ZEKE MANNERS SHOW" — there's more to come, so be sure you're up to it!

At 8:00 a.m. "THE BREAKFAST CLUB" with Don McNeill tees off to another week in its now 15-year run. Newest cast member is Bernie Christianson — an 11-year-old who was in the audience several months ago, sang a few notes for his grandmother and, Bingo! Bernie was in by popular acclaim. You hear him Tuesday and Thursday mornings on the first portion of "The Breakfast Club" — after which Bernie makes a wild dash for his first-hour mathematics class . . .

Monday night is highlighted by "THE RAILROAD HOUR" at 8 p.m. . . . And it's just been announced that "Railroad Hour" will continue all summer! This is the program that brings you famous musicals with such guests as Jeanette MacDonald, Rudy Vallee, Gene Kelly, Eddie Cantor, and Rise Stevens. And this is the program that brings you Gordon MacRae, hobby: fishing; family: wife and three children; first job: paper boy; present job — weekly singing host to the great names of the music world on the sensational "Railroad Hour." And here's more good news: Singing star Lucille Norman has just been added to the cast of "Railroad Hour" as a permanent member.

Monday is also the night to hear top talkers, Henry J. Taylor and Arthur Gaeth — the first at 8:45, the second at 9 p.m. . . .



Then at 10:00 p.m., "THE RICHFIELD REPORTER" comes on the air . . . presenting all the news that's fit to hear, and both sides of every issue — a policy which has guided "THE RICHFIELD REPORTER" through 18 continuous years of newscasting. And did you know that a staff of nine people is involved in the preparation and presentation of this factual, unbiased newscast? Nightly except Saturday . . . and traditionally at 10:00 p.m.



Tommy Bartlett introduces you to the right people on "WELCOME TRAVELERS"



Jack McElroy, 200 lb. host of "BREAKFAST IN HOLLYWOOD"



Don McLaughlin makes life exciting with "COUNTERSPY"



George V. Denny, heads famed "AMERICA'S TOWN MEETING OF THE AIR"

ABC stars, Groucho Marx, Art Linkletter, and Jo Stafford all say, "I'll join you at 10:00 p.m.!" That's listening time for "THE RICHFIELD REPORTER," the Coast's most popular nightly-except-Saturday newscast . . . traditionally at 10:00 p.m. on your ABC station. So end your day right — with the best news at night.



## ABC Tuesday-Toppers

If you know anything about Hooperatings you know you should be listening to the program, "WELCOME TRAVELERS" at 9 a.m. And listen—not only on Tuesday morning, but every morning, Monday thru Friday. For this program currently has a Hooper of 8.3 — which just about makes it tops in popularity for daytime shows . . . and when a show gets this good, it means that it's a show you can't afford to miss . . .

Each weekday catch that perennial favorite "BREAKFAST IN HOLLYWOOD" with Jack McElroy. And when you're visiting in Hollywood, remember, this is one program that welcomes kids under 12. "Breakfast in Hollywood" is perhaps the first program ever to put the welcome mat out for tiny tots just so their parents can enjoy the broadcast. A baby-sitter with emergency provisions (diapers, safety pins, etc.) is provided . . .

Tuesday night at 6:30 there's a new one called "ART MOONEY'S TALENT TOUR," which is a mobile talent scout program. Mooney will pitch camp in new territory each week . . .

At 7:00 Tuesday nights (likewise Thursdays) there's a half-hour of adventure with "COUNTERSPY" — a program that's carted off more honors than we could list in this column. All these honors are tributes to the research that goes into this twice-weekly program and to Don McLaughlin, who plays the lead role of David Harding . . .

Eight-thirty p.m., Tuesday night, means another great "AMERICA'S TOWN MEETING OF THE AIR" program, a show that's received 34 national awards for excellence and is the only program to receive the coveted George Foster Peabody Award twice. You'll be hard put to find a more worthwhile hour in all of radio . . .

## ABC Wednesday-Winners

Although Kay Kyser has abandoned the music world for quizmastering, he says he's just composed one last tune called "June Don't July To Me." Kay Kyser is prexy of the "COLLEGE OF FUN AND KNOWLEDGE" each morning, Monday thru Friday at 9:30 a.m. . . .

Starting March 30, from 3:00 to 3:30 p.m. Wednesday (and the same time Mondays and Fridays) you'll be hearing a new idea in radio. Titled "TALK YOUR WAY OUT OF IT," it's a program in which studio contestants will be given an involved situation — for which they must give a simple explanation . . .

"CHALLENGE OF THE YUKON" at 5:00 p.m. is another thrice-weekly program (Mon., Wed., Fri.) and one of that series of 4 programs which makes up an hour of solid, hard-slugging adventure each week-day between 5:00 and 6:00 on ABC. The other programs are



And then . . . again at 10:00, hear the Coast's oldest continuous newscast, the famed "RICHFIELD REPORTER." And did you know that Editor WAYNE MILLER, who compiles "The Reporter," answers each and every piece of fan mail personally? He considers it just a part of the thorough, complete service "THE RICHFIELD REPORTER" likes to give its listeners.

## ABC Thursday-Thrills

At 10:00 Thursday morning — and every weekday morning, Mon. thru Fri., you have one of the pleasantest hours in radio . . . there's 15 minutes of Ted Malone, famed reporter-storyteller . . . then 15 minutes with Galen Drake, ABC's homespun philosopher, who gets that friendly casual feeling by broadcasting to you while sitting relaxed on a divan . . . at 10:30, "MY TRUE STORY" tells you how others solve the problems you might have . . . and at 10:55 there's "BETTY CROCKER'S MAGAZINE OF THE AIR" — now starting its third year on ABC . . .

Each weekday afternoon at 2:00 it's "SURPRISE PACKAGE" time with Jay Stewart. The show has expanded to an additional 5 minutes daily and got itself a couple of new sponsors. At 3:30, Monday thru Friday, Art Linkletter invites everyone to "THE G. E. HOUSEPARTY."



That 2,700 word RICHFIELD REPORTER newscast you hear nightly except Saturday is the result of careful editing of more than 70,000 words of news bulletins. That's what makes THE RICHFIELD REPORTER such a good way to top off your listening day. Remember, it's traditionally at 10 p.m.



Kay Kyser, Mon. thru Fri., prexy of "THE COLLEGE OF FUN AND KNOWLEDGE"



Charles Flynn, you know him best as "JACK ARMSTRONG"



Groucho Marx, a sure bet for laughs in "YOU BET YOUR LIFE"



Bing Crosby, you hear the world's most popular guy on "PHILCO RADIO TIME"



Jay Stewart, the ladies love 'im on "SURPRISE PACKAGE"



Eleanor and Anna Roosevelt, they speak five times a week



Art Linkletter, super m-c each weekday on "G. E. HOUSEPARTY"



Edward Arnold, he makes history live on "MR. PRESIDENT"