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**"A FEATURE WITH THESE FEATURES"**

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Today's biggest problem is FOOD, which THE MYSTERY CHEF helps to solve with recipes that require few points and ingredients readily available. Recipes are given in so simple a manner that even a child of 12 can cook like an expert.

**MERCHANDISING!**

At very low cost sponsor can offer MYSTERY CHEF Recipes. 1000 people a day calling for recipes at the John Shillito Co., Cincinnati's largest Department Store. 4500 a day at retail outlets of Van de Kamp's Holland Dutch Bakers, Seattle.

**SUCCESS!**

15 years on the Networks.

**POPULARITY!**

7 million American homes use MYSTERY CHEF recipes by their personal requests.

ONE OF RADIO'S BEST SALESMEN—THE MYSTERY CHEF CAN DO A LONG WEARING JOB FOR JUST ABOUT ANY PRODUCT USED IN THE HOME—3 to 5 transcribed quarter hours per week now available.

Write or wire

*Harry S. Goodman*  
 19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

**PROGRAMS**



**FOUR** stations of Louisville, WAVE WHAS WGRG WINN, cooperatively have been chief promoters and originators of an eight week educational campaign "Louisville and the United Nations", to acquaint local people with their Allies. Under direction of Natalie Potter, WAVE announcer and women's commentator, project embraced the press, schools, stores, civic and women's clubs, churches, public libraries, art galleries, the U. of Louisville and Bowman Field Army Air Base. Stations arranged special programming.

**BBC Revision**

NOW that the war in Europe is finished BBC has revised its broadcasts beamed to Germany and is sending programs designed to bring German listeners up to date on news events missed during their long news blackout. Included are reports of cultural and scientific developments which have taken place outside Germany during the war years.

**Free Tickets**

QUARTER-hour MBS program "Postcard Serenade", Sun., 6:45-7 p.m., featuring Judy Lang, pianist and singer, invites listeners to send in postcards telling in 20 words or less who is their favorite movie star. Best postcards win free movie tickets.

**Industry Part**

STORY of private business is being told French-Canadian listeners in weekly "Workers of Industry" on CKAC Montreal. Series depicts Montreal's growth, part played by private industry and post-war future of industry in Canada's largest city.

**Law Discussed**

CONSIDERING such problems as divorce, alimony, custody of children, adoption, etc., "The Lawyer Speaks" has started on WINX Washington as Sunday half-hour series with District practitioners participating in round table discussions.

**War Trials**

STORY of the trials of war criminals in Europe will be told in a series of dramatic enactments on "The War Crime Trials" on WNEW New York.

**NETWORK ACCOUNTS**

**New Business**

RENSIE WATCH Co., New York, Sept. 17 starts Dave Elman's Auction Gallery on 69 MBS stations, Mon. 10-10:30 p.m. Agency: Weiss & Geller, N. Y.

CAMPANA SALES Co., Batavia, Ill., Oct. 6 starts Grand Hotel on 127 CBS stations Sat. 1:30-2 p.m. Agency: Wallace-Ferry-Hanley Co., Chicago.

**Renewal Accounts**

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), July 30 renews for 52 weeks Vox Pop on 127 CBS stations Mon. 8-8:30 p.m. Agency: McCann-Erickson, N. Y.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont. (1847 silverware) renews Sept. 2 Ozzie and Harriet on 26 CBC Trans-Canada stations, Sun. 6-6:30 p. m. Agency: Young & Rubicam, Toronto.

TUCKETT Ltd., Hamilton, Ont. (Buckingham cigarettes), Sept. 12 renews Curtain Time on 29 CBC Trans-Canada stations, Wed. 9:30-10 p.m. Agency: MacLaren Adv., Toronto.

YORK KNITTING MILLS, Toronto, renews Nov. 4 Singing Stars of Tomorrow on 25 CBC Trans-Canada stations, Sun. 5:30-6 p. m. Agency: Cockfield Brown & Co., Toronto.

Sunday 2:45-3 p.m. Series will give accounts of the trials of such persons as Lord Haw-Haw, Rudolph Hess, Herman Goering, etc.

**Old Records**

PHONOGRAPH RECORDS made by noted vaudeville performers form the basis of a new Sunday series, "Vaudeville Isn't Dead", on WNEW New York. Joe Franklin, m.c., gives data on the lives and times of the stars.

**Preview Showcase**

PREVIEWING low-budgeted programs for sponsor consideration, American has started a daily morning quarter-hour series "The American Showcase" on Pacific Coast stations.

**Chamber on WDRG**

SPECIAL events department of WDRG Hartford, Conn., has arranged with the Hartford Chamber of Commerce for presentation of six weekly programs to outline problems facing city.

**Navy Interviews**

NAVY program of interviews and music from Treasure Island, San Francisco Bay Navy base, has started on KGO San Francisco ship store employees.

**GI Poetry**

USING poetry composed by men and women in service, Cpl. Charles Woods conducts new program "A Soldier Dreams" on WWSW Pittsburgh.

**WMRN Drama Group**

AMATEUR dramatic group organized by WMRN Marion, O., is preparing a series of half-hour plays for air presentation.



It brings  
**RESULTS!**

A cold wind may increase the sale of fur coats, but WLAW increases sales records for hundreds of products all year round.

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Serving Industrial New England  
**5000 WATTS 680 KC.**

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