

**NEW FEATURE** of "The Hobby Club of the Air" program, sponsored by Rice's Bakery on WFBR Baltimore, is the "Treasure Chest," aired Sat. 10-10:30 a.m. Accurate replica of pirate's chest is set on the stage in the studio against backdrop depicting pirate scene. Stage is covered with simulated "beach," with chest partly buried and huge padlock dangling on latch. One child is chosen from audience each week to try to open the chest, trick being that he or she has but 30 seconds to find right key on a ring of many keys. If youngster successfully opens chest, he gets all the treasure inside—about 25 prizes including roller skates, radio, etc. If he fails, he gets silver dollar and loaf of sponsor's bread, and more prizes are added to chest for next applicant.



SEATED in the "Astra Dome" of the Train of Tomorrow, Mrs. Ruth Neuhaus of KFAB Omaha interviews Ralph Budd, president of the Burlington Lines. Interview was made as the new glamor train traveled between Creston, Iowa, and Omaha. Radio and the press, along with officials from General Motors, designers of the train, made the run.

#### Plugs Quality

DESIGNED to promote quality rather than product, a club emblem rather than an individual dealer, "Candlelight and Silver," weekly transcribed music show, is heard on WSAV Savannah, under sponsorship of Savannah Paint and Varnish Club. Club is composed of local dealers in paint and allied products, who believe that good quality is good business. Program started during latter war years, when dealers felt that public should be educated on facts about good and bad

### 'OPERATION DIKE'

Station Aids in Emergency

Flood Action

IN FORT PIERCE Fla. there is a dike which holds back a wall of water eight feet deep. Behind this dike there is a town and 40,000 acres of citrus trees and tomato fields. This dike broke at 8:30 a.m. Oct. 18 under the pressure of the torrential rains and hurricanes with which Florida has been cursed this fall.

At 8:25, WIRA, The Indian River Broadcasting Co.'s out let in Fort Pierce received the news of the break. What followed is another bright chapter in the history of radio public service. Within an hour repeated appeals on WIRA had produced 1500 men to work on repairing the break. WIRA broadcast pleas for specific pieces of mechanical equipment — for draglines, shovels, sand bags, electric generators and lights.

Twelve hours later, at 8:20 p.m., the break was plugged. Throughout the entire day WIRA acted as communications center for the job. City police, the Florida State Highway Department, the Red Cross, the local Merchant's Association and North St. Lucie River Drainage District officials were unanimous in their praise of the work of WIRA's staff in the emergency.

# Programs

#### Mystified Mystic

**MAGICIAN FRAKSON** now playing at Minneapolis' Hotel Radisson, has very little faith left in radio. Climax of his act comes when he turns on table model radio, spreads a cloth on it, lifts cloth, and radio is gone. Each night he had been tuning in WCCO Minneapolis, getting iste record show emceed by Cielian Card. Recently he covered the radio as usual, only to hear: "Hey, Frakson, get that rag off the radio—you're suffocating me." Audience thought it was part of the act, but Mr. Frakson was very confused, until he learned that an orchestra member had called WCCO and given Mr. Card his cue. Next night, WCCO again crossed up the magician. He tuned in the station for the regular record show, and got instead, "This is Cedric Adams with the WCCO noontime news." That was too much! Even the station's explanation that it was airing a special program for radio week, dramatizing WCCO's early days, failed to comfort Mr. Frakson. He's through with radio.

#### Video Explained

**VIDEO EXPLANATION** of television is theme of "Eye Witness," new series which started Nov. 6 on WNBT, NBC New York television station. Sponsored by RCA, series is announced by Ben Grauer of NBC special events department. First program began with pick-up from WNBT's transmitter atop New York's Empire State Bldg., where Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Div., was interviewed. Future programs will take viewing audience on visit to NBC's video studio 3-H, to mobile unit pick-up and to RCA Exhibition Hall. Garry Simpson of NBC's video production staff is directing series.

#### Car Auction

**AUCTION** of an automobile by radio is feature of new program bought by Leonard Derringer Inc., automobile dealers, Philadelphia, over WPN Philadelphia. Program, titled "Going, Going, Gone" will be heard Sunday for two-and-three-quarter hours and will consist of newest record releases, news, up-to-minute sports results and the radio auction with listeners calling in their bids by phone. Deal was set through Brooks & London, Philadelphia.

#### Chinese Celebration

**CELEBRATION** of Chinese Independence Day was observed by Chinese students at U. of Colorado with an "East Meets West" program over KBOL Boulder. Studio was decorated in western American motif, and students presented traditional musical numbers of their country. Their presentation of the history of China's independence was augmented with musical background of the ho-chin, 2,000-year-old Chinese violin. Members of radio production department of the university aided the Chinese students in presenting the program. The students came to the U. of Colorado from China recently for graduate study.

#### Comics Dramatized

**DRAMATIZATION** of the comics which appear in the San Francisco Examiner is presented weekly on KFO San Francisco, under sponsorship of the paper. Titled "Comic Weekly Man," program is aired Sun. at 8 a.m. (PST) and uses music and sound effects to aid in presenting the comics. Promotional tie-up has been worked out between the paper and the station, and KFO is repaid for the show with publicity in the Examiner.

CBS has announced that its documentary "Fear Begins at 40," which dramatized problems which begin with middle age in an hour-long broadcast Oct. 28, has brought more public praise and requests for script copies than any one of the preceding shows in the series.

paints. Program is aired Sunday night with music slanted toward home-owning audience. Commercials plug buying of good paint rather than mentioning specific dealer. Closing spot gives list of Savannah Paint and Varnish Club members and urges listeners to look for the club emblem in dealer's window. "Candlelight and Silver" has been running on WSAV for over two years.

#### 'Victor Varieties'

**DAYTIME VIDEO** got a big boost in Washington recently when "RCA Victor Varieties" started on WNBW, NBC's Washington television station. With five-hour weekly schedule of 4-5 p.m. on Tues., Wed. and Thur. and 3-5 p.m. Friday, series is sponsored by Southern Wholesalers Inc., Washington distributor for RCA Victor, in cooperation with dealers in the area for whom show will provide suitable daytime programs for demonstration purposes. Tuesday program is "Film Features" with cartoons, educational films and shorts. Wednesday show is film program and Thursday program is designed for women with fashion show and variety acts. Sport feature of week is the televising of Washington high school football games on Friday. "RCA Victor Varieties" is an NBC television package produced under supervision of Jeffrey Abel and Robert Maurer of Henry J. Kaufman & Assoc., Washington agency for Southern Wholesalers.

#### Labor Feature

**LABOR'S VIEWS** on current issues are presented in series of six transcribed quarter-hours, titled "It's Up to You," produced by Fax Productions, San Francisco, and being offered for sponsorship by local labor unions or councils of an affiliate. Series features views on Taft-Hartley Law, housing situation, Un-American Affairs Committee and other controversial issues. Cost of series is \$180.

#### FM Quiz

**GRAND PRIZE** of new weekly quiz show on WCSI (FM) Columbus, Ind., is an FM radio, which conveniently serves as promotion for the station, also. New series titled "Quiztime," is aired from stage of local theatre each Tuesday at 7:30 p.m. with Paul Wagner, WCSI general manager, as m.c. Contestants for the 15-minute show are picked from theatre audience. Silver dollars and theatre passes are awarded as consolation prizes.

#### Sports Education

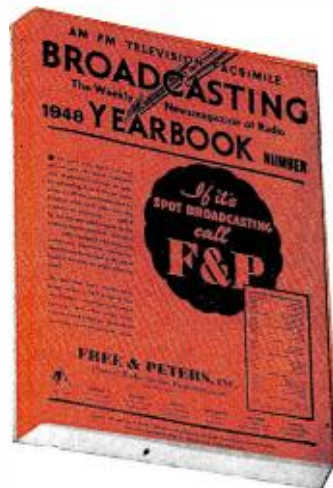
**SPORTS DEMONSTRATIONS**, from wrestling technique to football formations, are telecast over W8XCT, experimental video station of Crosley Broadcasting Corp., Cincinnati, as educational features preceding each athletic event televised by the station. Red Thornburgh, director of sports for W8XCT, directs the demonstrations. Fifteen minutes before telecast of wrestling matches begin, Mr. Thornburgh climbs into the ring and offers commentary as two wrestlers demonstrate typical holds and techniques for the video audiences. Preceding football telecasts, rival coaches face the cameras and with large charts, mark arrows to show different plays. Station reports favorable comment from viewers who appreciate the pregame instructions.

#### Voice Analysis

**UNIQUE** program series offering telephone voice analysis service has been started on WWRL New York, three times weekly, sponsored by Maurice Dreicer, speech analyst. Known as "The Speechmaster," show is heard Tues. Thurs., and Sat. 11:55 p.m.-12 midnight. Mr. Dreicer, who appears on the program, analyzes the telephone voices of listeners for a \$2 fee.

#### WEAM 'Profiles'

**LEADING NATIONAL** personalities are subjects of "Washington Profile" program, heard on WEAM Arlington, Va. Charles Farmer, news analyst, conducts new series which is aired Sat. 4:45 p.m. Mr. Farmer times his subjects with current news. He presented story of Senator Taft the day following announcement of his candidacy for President.



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