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A GREAT  
AMERICAN

★ Telegraph operator at 15;  
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factor of America and the world.



A GREAT  
AMERICAN  
RADIO STATION

Few stations in the nation can  
equal KOA's dominance in

POWER (50,000 watts),  
PROGRAMS (9 of first 10)  
COVERAGE (parts of 7 states)  
LISTENER LOYALTY (69%)  
DEALER PREFERENCE (68.8%)



Represented Nationally by Spot Sales!

**D**EVELOPMENT of ideas in the Americas is the theme of the second "semester" of *Lands of the Free*, historical series of NBC's Inter-American University of the Air. First broadcasts describe relationships between white men and Indians; the following six describe contributions of European peoples, and the remaining ten highlight individuals who have influenced life and thought. Three of the 20 programs will originate through the Canadian Broadcasting Corp. Background material is made available to listeners in the form of a handbook published by the Columbia U. Press.

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**WTAG First**

WTAG Worcester claims credit for conducting the first radio interviews from the Army's newly constructed Cushing General Hospital, Framingham, Mass., which is described as the "most efficient and best-equipped hospital in the world". The program, presented in behalf of the Red Cross on the week of March 20, included interviews with men returned from action over seas, and originated from the sun-room of the hospital, which was equipped by the Red Cross.

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**Defense Series**

REVIEW of working conditions in Los Angeles area war production plants is presented in the weekly quarter-hour program *An Ounce of Prevention* on KECA. Interviews with workers are conducted by Bob Purcell, station special events director, and transcribed for later release. Series is presented jointly by public service department of radio division of Earle C. Anthony Inc., and Los Angeles city and county defense councils.

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**Italian Aid**

WOV New York has started a series of daily broadcasts designed to help establish contact between Italian prisoners of war interned here and their American relatives. Names of war prisoners are broadcast in Italian during the five-minute program. All information is cleared by arrangement with the Red Cross Foreign Inquiry Service. It is believed that the program will intensify sympathy of Italians for the allied cause.

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**Victory Gardeners**

KSD ST. LOUIS has begun a series of ten weekly programs to help Victory Gardeners featuring gardening and nutrition specialists from the U. of Missouri, who will give advice on such matters as soil care, crop selection, insect control, orchard care and canning and preservation of foods. Questions will be answered by the experts on the air by mail.

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**Imitations**

VOICES of leading headline personalities of the day are imitated by Nat Hale, "the man of 1000 voices," in a series of twice-weekly quarter-hour program *Drama in the News* on WEVD New York. Mr. Hale duplicates the voices of Churchill, Stalin, Hitler, Tojo, and other well known world figures.

# Purely PROGRAMS

**Youth Course**

REPRESENTATIVES of National Association of Manufacturers and Committee of Industrial Organizations are among those taking part in a six-week series of broadcasts on *Youth Faces the Post-War World* on WQXR New York. The weekly half-hour series started March 25 and originates from the meeting house of the Ethical Culture Society of New York, as part of a course for young people.

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**FBI Cases**

ACTUAL cases from FBI files are now dramatized on WINX Washington, D. C. in an effort to show the causes of juvenile delinquency. Titled *The F.B.I. Reports*, program is broadcast Sundays in cooperation with J. Edgar Hoover and the F.B.I. Recreation Assn. No specific curative measures are presented but emphasis is placed on the elimination of conditions proved to foster youth crimes.

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**Wish-Wish**

SOLDIER'S wishes have a pretty fair chance of coming true on *Behind the Dog-Tag*, KVOO Tulsa G.I. show designed for that purpose and broadcast from Camp Gruber, Okla. Wishes of soldiers which already have come true include a screen test, date with a princess, ride in a submarine and a chance to conduct a symphony orchestra.

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**WELI Forum**

SPONTANEOUS forum series conducted by WELI New Haven, Conn., is known as the *Connecticut Forum of the Air* and is heard every Thursday evening, 8:30-9 p.m. Yale U. personalities and other well-known people living in Connecticut participate on the unprepared discussion program.

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**Idaho History**

IDAHO history and folklore that commonly isn't known highlights *Pioneer Parade* now heard on KIDO Boise, Ida. Half-hour Sunday evening full cast production portrays the life and problems of the early Idaho settlers. Program is sponsored by a local department store.

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**WBMM Show**

STEEL and the war complete the format of a new WBMM Chicago half hour sustainer, *Workshop for War*. The documentary series salute the home front service men and women in steel, railroads, shipping, agriculture, meat packing, and aviation industries.

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**Sports Tips**

WEEKLY quarter-hour *Spent Spinner* program with news of interest to sportsmen and fishermen has started on CKWX Vancouver. A noted local sportsman-columnist is producer of the program.

**New on Blue**

QUIZ FORMAT predominates in two Blue sustainers scheduled to begin in April. *Listen, The Women* presents a panel of five different women in a Sunday half-hour quiz and forum session on problems of feminine interest, with Janet Flannery, *New Yorker* magazine writer, as permanent m.c. In *Finders, Keepers*, musical half-hour quiz starting April 6 the studio audience will look for prizes hidden in the auditorium. They may keep all or part of their finds, depending on how well they answer musical questions, illustrated by Paul Lavalle's orchestra.

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**WOR Quiz**

WOR New York on April 3 starts a weekly quarter-hour *Consumer Quiz* program. Studio audience will be quizzed on various products and when unable to answer, will be given the facts from a bulletin supplied by the U. S. Testing Co., New York, which tests fabrics and other products for quality. *Consumer Quiz* will form part of a "WOR Matinee" including the two next pro shows, *The Black Castle* and *Songs by Sunny Skylar*, with the audience invited to remain and view the entire performance.

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**Farm Forum**

FARM FORUM broadcast March 9 over KXEL Waterloo, Ia., was an hour long program devoted to discussion by the leading agricultural men of the state on increased food production during 1944 and to further the Iowa Food Front Alert. Hugh Muncy, KXEL farm editor, acted as moderator throughout the Forum which included Governor Bourke B. Kickenlooper who pledged the support of the state to the farmer. Program was publicized through local newspapers and 43 counties were represented.

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**Catholic Series**

FOR the fourth year, WMCA New York is broadcasting a series of programs dramatizing case histories from the files of New York Catholic Charities to promote the organizations' annual fund appeal. Weekly half-hour show is titled *Father Knickerbocker's War Diary* and runs for 5 weeks.

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**On Britain**

TRANSCRIBED short-wave program of news events in Britain and human interest stories as narrated by British commentators is now heard over WLS Chicago. The quarter-hour BBC program, known as *London Column*, is heard Saturday evenings.

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**On KSO**

HIGH SCHOOL students discuss juvenile problems each Thursday on KSO Des Moines. Seven week series follows a series of guest appearances of juvenile authorities, teachers and judges.