

Books for Kids

QUARRIE Corp., Hollywood (encyclopedias and dictionaries), placing through Ernest Hix Agency, that city, has started a weekly quarter-hour *School Kids Quiz* on KECA, Los Angeles. Contract is for 12 weeks. Conducted by James Samuel Lacy, principal of Dayton Heights Schools, Los Angeles, the quiz covers a variety of subjects. Participants are children from the fifth to eighth grades, who are chosen from various city schools by lot. Copyright program is endorsed by local principals and teachers who are cooperating by passing out application blanks to children who wish to participate. Weekly prizes include a 19-volume World Book encyclopedia and New Century dictionary.

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Southern Hymns

COOPERATING with the Southern Training College of the Salvation Army, WSB, Atlanta, on Oct. 10 started the new *Hymns From the Fireside* series. With Maj. Sidney Cox, president of the college, as m.c., the program includes a 25-voice chorus and various instrumentalists, along with a brief inspirational message. The show is carried at 11 p.m.

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Erin Origins

ERIC BODEN, staff producer at KYA, San Francisco, recently launched a program titled *Your Irish Name*. Each Saturday at 6 p. m. he traces the history of different Irish names submitted by listeners and tells about its origin. Boden spent two years with an Irish network in Dublin and likewise worked for the BBC in London.

Men of History

STORIES of the men of history who played prominent roles in developing Latin America are presented on the new *Pan-Americana* show on WSB, Atlanta. The dramatic half-hours each are individualistic but form a panoramic series designed to heighten interest in Latin America. The WSB staff orchestra and George Hamrick at the Hammond organ provide musical backgrounds for the broadcasts.

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Grocery Knowing

BROADCAST each Friday afternoon direct from the sponsoring Red Owl Super Market, *Know Your Groceries* is a new grocery quiz show on WDAY, Fargo, N. D. Shoppers are confronted by Bill Dean, m.c. of the program, with queries on cooking, groceries and homemaking. Baskets of groceries are awarded for correct answers, with coffee as a consolation prize.

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Budget Boosters

TO TELL WOMEN how to earn money on talents developed in the home, *Pin Money Party* started Sept. 30 as a Monday morning series on NBC-Red. In charge of the programs are Alma Kitchell and Helen Trimpe, who bring to the microphone women who have made money in business.

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Phoney Tips

UNHELPFUL hints for housewives and many other wacky sequences are included in the *Saturday Morning Party*, recently started on KNX, Hollywood. Don Prindle and Ken Niles are joint m.c.'s.



THOUSANDS gaped as Henry Orbach, *Editor-of-the-Air* of KARK, Little Rock, interviewed "Shipwreck" Kelly, famed pole-sitter, atop a 60-foot mast. The broadcast was carried in connection with the opening of a new Kroger grocery store in Little Rock. Orbach ascended the pole in a boatswain's chair to chatter with Kelly for 15 minutes. Kelly was on his perch 72 hours before the store opening. KARK broadcast the number of a telephone installed atop the pole and from then on Kelly's line was swamped with calls.

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Salute to the Boys

AS A RESULT of many reports that the station was being heard at Fort Dix, N. J., WBAB, Atlantic City, arranged for a series of programs, *A Salute To The 157th*, dedicated to all local men stationed at the Federal camp. Designed to create a closer contact between the boys at camp and the folks at home, the program contains up-to-the-minute information of what is going on locally, news of camp activities for the information of local listeners, and musical selections requested by the boys at camp.

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Trade Talk

BUILDING audience interest by revealing behind-the-scenes radio, CJOR, Vancouver, B. C., has started a new quiz program in which staff members act as "experts" and are quizzed on the work of departments other than their own. Don Laws, commercial manager, Wallie Peters, musical director, and Jim Gilmore, operator, sit as "experts", answering questions fired by Dorwin Baird.

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Medical Hour

DESIGNED to advise young people considering medicine as a profession and to keep the general public posted on developments in the field, WRVA, Richmond, has started a new public service program, *The Medical College Presents*.

SPONSORS COOPERATE

As WIS Breaks Into Programs

With Vote Results

TORN between network commitments and public service in carrying Democratic primary election returns, WIS, Columbia, S. C., recently combined statistics with entertainment to the satisfaction of both sponsors and listeners. Through a tie-up with the *Columbia State*, the station and newspaper had arranged for joint coverage of both the regular and run-off Democratic primaries in South Carolina. The only hitch in the projected plan arose because election day fell on a Tuesday, when WIS had an evening schedule of 3¼ hours of NBC commercial programs.

Finally the station broached the problem to individual sponsors of the NBC programs and received permission to break into portions of the shows with one-minute tabulations. Accordingly a schedule of two one-minute bulletins was established at five minutes after the beginning and five minutes before the end of each commercial show. Timing was worked out to avoid breaking into commercial or talking portions of the programs.

Sponsors received front-page publicity for their cooperation when the paper ran a complete broadcast schedule of returns, including names of the sponsors. Broadcasts not cut into network shows were sponsored by Hudson-Carolina Motor Co. Network shows cooperating included Philip Morris' *Johnny Presents*, Horace Heidt's *Treasure Chest*, *Musical Americana*, *Fibber McGee & Molly*, *Uncle Walter's Doghouse* and H. V. Kaltenborn.

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Naturalized Americans

AS A SEQUEL to *I'm an American*, which recently ended, NBC-Blue started on Oct. 13 a second series with the same title to continue Sundays, 1-1:15 p.m. As in the first series, distinguished naturalized citizens, including actors and actresses, musicians and scholars, will explain the privileges and responsibilities of American democracy. Program is presented in cooperation with the Immigration & Naturalization Service of the U. S. Department of Justice.

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Station's Own Gallup Poll

A SPECIAL weekly "sampling" of Minnesota voters between now and elections is being conducted by the Midwest Research Council, newly-formed survey group, for KSTP, St. Paul. Findings of the poll are broadcast each Friday night, with Val Bjornson, commentator of the station, interviewing Dr. C. R. Wasson, executive secretary of the polling organization, a non-partisan group.

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Americana

WAAF, Chicago, has started a weekly series, *This Land of Ours*, written and produced by Henry Kingston of the Radio Club of the Central YMCA College of Chicago. The series presents dramatized programs relating to the States, their industries and the people who contribute to their greatness. Radio players from the YMCA College take part in the programs each Sunday afternoon.