

**T**RANS-ATLANTIC quiz, *Answering You*, has been started by the Canadian Broadcasting Corp. to assist Canadians in learning things they want to know about England in wartime. CBC listeners send in questions to CBC at Toronto, and British Broadcasting Corp. get experts and others to give the right answers.

\* \* \*

#### Food Label Quiz

A QUIZ GAME on popular food labels is conducted on KSAN, San Francisco, each Friday. The program broadcast from a huge new market in the city includes interviews with shoppers, inviting them to play the game in a morning and afternoon broadcast from the market.

# Purely PROGRAMS

#### Defense Bulletins

BULLETINS from Washington calling for volunteers in the Army, Navy and Marine Corps as well as civil service opportunities for skilled labor are broadcast in *Calling All Men*, on KROD, El Paso.

\* \* \*

#### Advance Hearing

RECORDS OF the leading recording companies are aired on WMCA, New York, 24 hours in advance of their weekly release to the public in a new series.

#### Pick the Key

FEATURING Len Riley, sports announcer of WCKY, Cincinnati, the new *Sports Lobby* originates in the lobby of Hotel Gibson, where Riley interviews passersby on sports events. He carries with him a "pitcher's box" and a ring of keys—interviewees select a key and try to open the box, the successful participant finding in the box a pair of box-seat tickets for the Cincinnati Reds' next home game. Thrice during the program a bell sounds, giving the person being interviewed at each alarm a free dinner at the Gibson Sidewalk Cafe or Rathskeller, with the compliments of the hotel and WCKY.

#### Cool Tunes

AIR CONDITIONED music is scheduled by WDAS, Philadelphia, each noon for 30 minutes, when the temperature is at its highest during the Summer. The program department consulted a psychologist during the recent heat wave and learned that certain subjects cause a reaction of cold or coolness. As a result, *Air Conditioned Music* includes sea chanties, Christmas carols and smoothly arranged transcriptions of music about brooks, flowing streams and snow. Appropriately enough, the theme music is *Jingle Bells*.

#### Lucky Guests

A THEATRE, hotel and taxicab company combine to sponsor *A Night Out*, new weekly contest program on CJRC, Winnipeg. Answering slogans of the three sponsors and other questions by mail, entitles listeners to participate in the weekly draw for three letters from the mail bag. The three lucky couples whose letters are drawn, are guests of the three sponsors for *A Night Out*.

#### Nature Studies

OUTDOOR nature studies provide a new program series on KYW, Philadelphia, each Thursday evening. The program consists of descriptions and anecdotes on the types and habits of wild life. It is sponsored by the Lehigh Coal & Navigation Co. for its resort, Split Rock in the Poconos.

#### Defense Lineup

FOR THE CONVENIENCE of radio editors, CBS has issued the first in a series of weekly features—a roundup of all national and hemispheric defense programs scheduled on the network for the ensuing week. First roundup for the week of June 29 lists 16 defense programs ranging from quarter-hour talks to hour entertainment broadcasts.

\* \* \*

#### At the Resorts

PHILADELPHIANS contemplating a week-end trip to seashore resorts get advance weather reports, water temperature, traffic conditions and data on crowds already at resorts on a Saturday afternoon half-hour of WHAT, Philadelphia. The program is produced with cooperation of WFPG, Atlantic City, located on the Steel Pier. A telephone call is made by WHAT to gather last-minute information before each program.

\* \* \*

#### Juvenile Quiz

PUBLIC schools will provide the participants in the new *Kiddy Kollege* program of WDNC, Durham, N. C., to be started shortly. To emanate from a downtown theater, the broadcast will quiz students selected by the principals of the various schools and the winner each week will be invited back for the following week's broadcast. At the conclusion of the series a grand prize of a Shetland pony will be awarded.

\* \* \*

#### Kiddies' Delight

APPEALING TO youngsters under 10 is the newly launched *Auntie Lolly's Story Telling Time* program on KGO, San Francisco, Saturdays. The program features the story of "Auntie Lolly" and the singing of "The Song Lady." Children are invited to the studios a half hour before the program goes on the air. They are entertained previous to the broadcast, watch the actual broadcast and then treated to ice cream.

\* \* \*

#### What To Do

SUGGESTIONS on where to go and what to do during resort evenings are offered nightly by WBAB, Atlantic City, on *The Amusement Page of the Air*. Handled by a staff announcer billed as Polly Rialto, the quarter-hour offers information on the evening's attractions at the ocean piers, night clubs and theatres, interspersed with Hollywood chatter.

\* \* \*

#### Growth of a Jazz Band

DRAMATIZATION of the growth of a fictional jazz band, how it grew in style, the trials of its leader with some general home life scenes of its members is the format of *Boy Meets Band* which started July 5 on NBC-Blue. Ted Steele, novachord virtuoso, will be featured as himself.

\* \* \*

#### Staff Meeting

LISTENERS are cut in on the daily staff meeting at WTOL, Toledo, each Wednesday. Announcers discuss topics of general interest. Program is unrehearsed.



## WHO SAID 5,000?

We said it, Augie—5000 powerful nighttime watts, at our old 1000-watt rates! A buy, Augie, any way you look at it—for now, more than ever, WDBJ gets top attention in the free-spending Roanoke-Southwest Virginia market: (1) because ours is the *only* power sufficient to cover the whole territory; (2) because we're the *only* CBS source within listening range; (3) because our local programs are geared to our listeners' likes! . . . All we ask is a chance to prove that a set-up like that means big business for our advertisers. How about it—now?

# WDBJ

ROANOKE,  
VIRGINIA



Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate—5000 Watts Full Time—960 Kc.

50,000 WATTS - CBS  
425,683 Listening Families\*

# KWKH

SHREVEPORT  
LOUISIANA

Dominant Coverage in  
the Central Southwest

Branham Co. - Representatives  
\*CBS Audit of Nighttime Coverage