

Women's Roundtable

GIGANTIC ROUNDTABLE with more than 100 women giving their ideas on home management and favorite recipes will be held on *Pantry Patter*, daily half-hour program on WAIT, Chicago, to be resumed in September after a summer lay-off. The program originates in various meeting halls of women's organizations while the groups meet at cooperative dinners given by Harry Folkerth, food authority, to advertise food products served. Radio sponsorship is cooperative and not necessarily connected with manufacturers cooperating in giving the dinners.

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Back Home

CIVILIAN side of war is the subject of *On the Homefront*, four-weekly half-hour feature of WFAS, White Plains, N. Y. Offering messages pertaining to the war effort, including salvage, Red Cross, War Bond, and conservation messages interspersed with music, *On the Homefront* is the civilian counterpart of WFAS's *Marching With America*, which is devoted to announcements on behalf of the armed forces.

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Genius

NEW QUIZ show, *You Are a Genius*, on KGO, San Francisco, Cal., features four contests, the fourth runoff among the winners of the previous three. Conducted by Art Linkletter, famous in San Francisco for "Man in The Street" broadcasts, the show is heard weekly on Friday, 8:30 p.m. Prizes include cash, and tickets to dances at the Claremont Hotel. The program is sponsored by Remar Baking Co., Oakland, thru Sidney Garfinkel Agency, and includes a weekly chat on foods by Kathleen Jensen, Remar hostess.

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Books for Kiddies

UNCLE DON, who conducts a children's program on WOR, New York, has inaugurated reviews of children's books as a feature of one of the series' outstanding sustaining broadcasts each week. Feature became a permanent part of the program following enthusiastic response to a review of *Victory March* authored by Walt Disney, movie cartoonist.

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Service Talent

SERVICEMEN stationed in Atlantic City include many professionals and experienced entertainers, so WBAB, Atlantic City, has started a weekly series of variety shows titled *Service Men's Revue*. An all-soldier show on Thursday evenings, the program is broadcast before visual audience from the Hippodrome Theatre of Hamid's Million Dollar Pier.

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Stamp for the Boy

ALMA KITCHELL, who conducts *Meet Your Neighbor* thrice-weekly on BLUE, will launch a drive to enlist the mothers of service men in the sale of War Savings stamps on her program, starting Sept. 2. "A stamp a day for the son who's away," is the slogan for the campaign, the idea originating with Miss Kitchell herself, who has a son in service. Mrs. Henry Morgenthau Jr., wife of the secretary of the Treasury, will take part in the initial broadcast.

KMA is "edited" for FARMERS—not the "horsy" set!



● In many ways, people out here in the KMA area are just about the same as their city cousins.

But when it comes to radio, KMA listeners have decidedly different needs and wants. Yes, they like a lot of the good network shows—and get the best of the Blue. But they *also* want plenty of farm news, market reports, household helps, information on seasonal farm

problems, etc.

That's why KMA devotes 13½ hours daily to local programming. And that's why the 1,939,062 farm and small-town people in our primary area are so loyal, so responsive (532,120 pieces of commercial mail last year!).

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