

# Purely PROGRAMS

**H**OUSEKEEPERS in Cincinnati will hear a new program *The Regal Dividend Club*, five days a week, beginning Sept. 7, over WCKY sponsored for the next 52 weeks by Regal Food Markets. Produced by William F. Holland, the program will feature music, patter, drama and telephone calls to listeners to present Regal merchandise and cash awards.

The dividend aspect of the grocery company's program affords many opportunities for merchandising to assure listener reaction and consumer interest. Listeners telephoned will receive bags of flour. In addition, those at home when the call is made will receive baskets of groceries. On top of that, listeners who have the "Regal Weekly Special," will receive a cash award.

Cast members are Regal Hostess Shari Lee, M. C. Gene Sherman, Announcer Larry Mason, "Percival Prune," "Emma Ambercomb" and "Mathilda Hemmingsitch," who will offer household hints, cooking suggestions and advice on "husband training."

## Sky Adventure

**A**NOTHER program with an aviation angle, designed for young people, has started on BLUE under the title *Hop Harrigan*. Show is based on a central character introduced two years ago in a monthly comic book, now being syndicated to newspapers. The Office of the Adjutant General of the Army has officially endorsed the show. Produced in cooperation with the Air Training Corps of America, the series presents the adventures of "Hop Harrigan" who lends his knowledge of aviation to Uncle Sam for the duration. BLUE's other air-minded show, *Scramble*, dramatizes the war adventures of Army Air Forces pilots.

## Patriotic Pickups

**KEYED** to the martial spirit of the day, *This is the Hour*, weekly half-hour series combining music and dramatic news vignettes, was inaugurated Sept. 2 on Don Lee-Mutual and CBC stations. Wednesday, 8:30-9 p.m. (EWT), with West Coast repeat 8:30-9 p.m. (PWT). Program features three RAF cadets each week as well as a different military band, latter being remoted from various bases across the country. Prize will be awarded upon completion of the series to the service unit voted most popular by listening audience.

## Rosh Hashonah

**IN OBSERVANCE** of Rosh Hashonah, Sept. 11, which ushers in the Jewish New Year 5703, NBC will present a special broadcast Thursday, Sept. 10, in cooperation with the Synagogue Council of America. Broadcast will include a direct pickup from London, bringing a holiday message from Rabbi Joseph H. Hertz, Chief Rabbi of Great Britain. Replying as a representative of American Jewry will be Rabbi Israel Goldstein, president of the Synagogue Council.

## Soldiers Only

**POPULAR** new weekly program for soldiers of the Eighth Service Command, *What's Your Name, Soldier?* on WOAI, San Antonio, is carried by the entire Texas Quality Network. Soldiers attend studio broadcasts, and send in their favorite song titles with reasons for their choice. Two dollars in war savings stamps and a chance to win \$10 additional in stamps go to each soldier whose selection is played. Soldiers with the same last name as the lucky winners or song identifiers share in prizes. War savings stamps totalling \$100 are given away each week. The program idea comes from Lee Segall, originator of *Dr. I. Q.* and *Sing for Dough*, national network radio shows.

## Tributes to Our Neighbors

**SALUTING** South American republics, the Los Angeles County band starting Sept. 21 will dedicate its bi-monthly BLUE Pacific Coast program to a different country. Each broadcast will be transcribed and shipped to the 20 republics under sponsorship of Rockefeller Committee on Inter-American Relations. Music clearance for transcribing is forthcoming from James C. Petrillo, AFM president.

## BBC Youth Show

**BRITISH** Broadcasting Corp. is planning a *Youth Magazine* of, by and for young people to be broadcast weekly beginning the end of September. Featured will be *Youth In Action*, which will present transcriptions made by one of BBC's eight mobile recording units touring England. There will also be forum discussions, an "information please" section and entertainment.

## Old Time Revival

**OLDTIME REVIVALS** are heard on WBNX, New York, in a series originating at the Pentecostal Faith Church in Harlem titled *You cry for me Church of the Air*. A woman Bishop, known as Mother Horn, head of Pentecostal churches in the East and Middle West, conducts the programs, aired twice weekly.



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## Women of Interest

**PERSONALITIES** and events of general interest, as well as features designed particularly for women listeners, are presented by Linda Porter, in a five-weekly series on WMCA, New York, titled *Porter Patter*. Miss Porter, who previously conducted *The Three Marketeers* on the same station, brings to the microphone interviews with women prominent in civilian defense work, such as Sally Victor, hat designer, and Leah Ching, girl bomber pilot of the Chinese Air Force.

## Americanization

**LAUNCHED** as an experiment in July, *Americanization School*, consisting of radio lessons in American history, government and naturalization is now heard on a permanent four-weekly basis, on WHOM, Jersey City. Charles Baltin, director of war activities and special features of WHOM, is director of the classes, which are conducted in English, German, Polish and Italian in four separate programs by the station's directors and announcers.

## Wagging Tongues

**OPENING** a direct offensive on whispering campaigns and half-told stories, *Rumor Buster*, twice weekly quarter-hour program featuring Harrison Woods, news editor of KHJ, Hollywood, and including personal interviews, was started Sept. 1 on 33 Don Lee Pacific Coast stations.

## Old-Time Vaudeville

**DISPENSING** with the m.c.'s. chorus lines, and other features of the modern version of vaudeville, WOR, New York, has launched a series of real old-time vaudeville shows. Animal acts, jugglers and dancers are included in addition to singing and comedy acts.

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