

**I**MEDIATELY FOLLOWING its new "aggressive" policy calling for new and better programs [BROADCASTING, Aug. 2], Mutual has announced five new sustaining shows, including:

*The Black Castle*, a ghost story series; *Dreamin' in Dixie*, a musical show; and *Let Your Hair Down*, which invites listeners to air their "pet peeve" or frustrated wish in a half-hour night-time program. The latter series started Aug. 5 with a "confession" by one who attends broadcasts of quiz programs but never gets to be a contestant; and by a concert singer who wants to "swing." Tom Slater, m. c., handles the program.

*Dreamin' In Dixie*, half-hour series, is laid out along the lines of a Southern fiesta, combining performances by a whistler, and a baritone, with the reading of poems against a background of orchestral music. Unusual feature of *The Black Castle* is that all parts of

# Purely PROGRAMS

the quarter-hour program are handled by one actor.

Three Monday-through-Friday daytime series have been added to the network's schedule. Maxine Keith, woman's commentator, is featured in a quarter-hour afternoon program on glamor, titled *Sophisticated Lady*.

Another afternoon show, *Quiz Wizard* invites listeners to test their knowledge on general information questions. While listeners are figuring out the answers between questions, the program presents brief musical interludes. *Happy Joe and Ralph*, a half-hour morning show, features two "zany" comedians.

## Service Series

IN A SERIES of four special public service broadcasts which began Aug. 5, NBC is dramatizing America's armed forces on the seas. *The Battle of the Atlantic* was subject of the first program, and will be featured in the second, Aug. 12, showing how the Army Air Forces and the Civilian Air Patrol gained dominance over the enemy submarines in America waters. The history of the Naval Air Service, which celebrates its 33th anniversary Aug. 30, will be dramatized in subsequent broadcasts.

## New Navy Show

NEWEST SHOW aired from the U. S. Naval Training Station, Sampson, N. Y., is *Mission Accomplished*. The program is presented each Monday 6:15-6:45 p.m., over WHAN Rochester, and is the fourth weekly program from the naval station. Featuring dramatization of heroic episodes in the lives of navy men, the new program is produced with bluejacket talent.

## Tyndall Field Show

NEW SERIES of radio programs, *The Tyndall Field Radio Playhouse*, will take to the air in the near future, presenting dramatic plays in a half-hour weekly program over WDLF Panama City, Fla. Sgt. Steve Libby, radio director for the public relations office has announced that the dramatic plays of many favorite network programs have been cleared for broadcast by the local group.

## Starts 'Em Young

CHILDREN wrote, produced, and acted in *Juvenile Review*, half-hour variety series broadcast weekly on KBWD, Brownwood, Tex. Presented on the stage of a local USO before a soldier audience, the program drew a heavy mail. Most of script-writing was by a 13-year-old boy, under supervision of Gene Thomas, KBWD producer.

## Tic Tac Toe

WINN Louisville, announces a new program called *Tic Tac Toe*, a fifteen minute show featuring Frances Ferguson. Miss Ferguson collects background information on invasion points and battle areas, and supplements this with excerpts from letters received by families of boys in the service.

## Her Day

DEDICATED to "Mom", *That's Life I Guess*, heard on WTAG, Worcester, Mass., thrice-weekly, presents live musical numbers featuring a six-piece orchestra and interspersed with odd facts from everywhere by m.c. Bob Dixon. The show was arranged by Dol Brisette.

## Well, Do You?

COMMON ERRORS of speech are highlighted in *Do You Speak English*, on WINS, New York. Deviations from the English language are presented by an announcer as they are heard in subways, busses and restaurants. A woman narrator offers corrections.

## Voting Advice

HOW TO VOTE is being taught citizens by radio at KYW, Philadelphia, in a new series of educational broadcasts titled *You and Your Vote*. The programs will be presented weekly until the primary elections through cooperation of leading educators and political scientists of the Philadelphia area. Broadcasts are to create interest in the elections and acquaint voters with the duties, qualifications and history of the various offices. Programs are non-partisan and non-political. Each week one local government office is discussed by a leading educator who explains the necessary requirements for filling the office successfully.

## Club Series

NIGHT CLUB SERIES are reviewed on a six-weekly nighttime program heard on WBYN, Brooklyn. Suggestions for an evening's entertainment are included in the series, which bears the title *In Old New York*.

## Youth Hopes

TEEN-AGE CANADIANS discuss their hopes for Canada's future in a new Sunday afternoon Canadian Broadcasting Corp. network feature *Youth Speaks Out*. Program is being aired from Winnipeg during August.

## Time Saver

TIME-SAVING advice on how to run a household is presented by Jack Creamer on *The Handy Man*, five-times weekly quarter-hour program heard on WCR New York. Musical interludes are sandwiched in between household hints.



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