

THE VOICE OF MISSISSIPPI

WJDX

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N. B. C.

Million - Dollar MOMENTUM

Under the Balance Agriculture with Industry Act, 22 new industries have been brought to Mississippi in the past 18 months which will provide the state with seven and a quarter million dollars in payrolls annually! These industries will swell the approximately 26 hundred manufacturing plants which are at present producing a great variety of products. Wise advertisers know millions mean a market!

WJDX—the DOMINANT "Voice of Mississippi" effectively, efficiently covers this growing market.

Owned and Operated by

LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

3000 watts Day, 1000 watts Night
950 kilocycles. Rep. by Hollingsbery

PUBLIC SERVICE series dramatizing importance of the U. S. Army in peacetime "Warriors of Peace," begins on ABC March 31 in Sun. 2-2:30 p. m. Perlo, ABC's director of public service, Robert Saudek, said program would point out Army's contributions to science, medicine, transportation, engineering and other aspects of peacetime U. S. life. Leading theatre stars and high-ranking Army officers will appear on the programs.

WOR Bride Show
SERIES of weekly recorded programs titled "Married for Life," Sat. 9:30-10 a. m. Sustainer dramatizes stories of how young couples met and married and provides gifts for the bride and groom.

Parent-Teachers
WMBG Richmond, Va., in cooperation with local Parent-Teacher Assn., is presenting a weekly series of public interest programs in which representatives of the association discuss problems facing school children of the city and methods which they are using to remedy them. Speeches made by visiting dignitaries are now wire-recorded by WMBG for highlight rebroadcast on late-evening news program. More important speeches are accorded more air time in available periods.

Theatre Discussions
WEEKLY program presenting stars and theatrical aphorithies in discussion of the stage starts March 25 on WLIB Brooklyn under title "The American Theatre." Series will be heard Tues. 2:15-2:30 p. m.

WDRC Sports Series
NEW SPORTS program, "Spotlight on Sports" with Dean Luce as commentator, starts on WDRC Hartford, Conn., March 25 and will be heard Monday through Friday 6:15 p. m.

Song Titles
LISTENERS participation show, "Song Title Time," has started as weekly quarter-hour program on WGN Chicago under sponsorship of Salerno Megowan Biscuit Co., Chicago. Listeners submit ideas for a title for new song, the best

Electronics Section

NEW Electronics Section has been set up in the Ordnance Development Division of the Bureau of Standards to handle general electronics research and engineering. An electronic instrumentation service is being offered. In charge of section is Dr. Robert D. Huntoon, expert consultant to the Secretary of War, and formerly in tube research work at Sylvania Electronic Products.

PROGRAMS TRADED Three-Way Transcription Exchange Is Arranged

WHAT is believed to be the first exchange of programs on a transcription basis has been arranged between WGN Chicago, and WIP, MBS Philadelphia outlet, and WHTD Hartford, Conn.

Miss Myrtle Stahl, producer of *Northwestern Reviewing Stand*, public service feature originated on Mutual by WGN, said program will be exchanged for *U. of Pennsylvania Forum* and *Connecticut Forum*.

"The aim of exchange of programs is to bring these excellent discussions to the ears of more listeners," Miss Stahl said, "since many of the important speakers in the East can afford to give their time only once to such an undertaking." First of the exchange programs was heard March 17 on WGN.

Programs

winning cash prize and percentage of royalties on new number. Agency is Schwimmer & Scott, Chicago.

Discussion Series
IN KEEPING with its policy of programs dedicated to public interest, WBBM Chicago begins new discussion series "A Time For Decision" April 1, 11:05-11:30 p. m. (CST). Designed to air opposing views on outstanding problems related to residents of the Middle West, program is presented under auspices of Chicago Junior Chamber of Commerce. HENRY MORGENTHAU, former Secretary of the Treasury, March 31 will start a series of weekly commentaries on public affairs over WIBG Philadelphia, Sun. 11-11:15 p. m.

Sales Club, program dramatizes veteran agency cases.

Afternoon Series
DESIGNED to "catch the easy goin' mood of mid-afternoon listeners," KIDO Boise, Idaho, has started a new program "Time Out," featuring recorded and transcribed music and "a story of life with a little 'L'."

WNOX Adds Two Features
PATTERNED after Hollywood air columns, new Saturday morning quarter-hour program has been started by WNOX Knoxville, Tenn., featuring news of radio stars and CBS promotion recordings. Station also has started weekday after-school parties for junior and senior high school students. Broad-



DuPONT AWARDS WINNERS received the congratulations of industry notables at the presentation dinner of the Alfred I. duPont Foundation in New York's St. Regis Hotel. They are (l to r): Merlin H. Aylesworth, former president of NBC; Mark Woods, president of ABC; Lowell Thomas, NBC reporter and winner of the commentator award; Frank Stanton, president of CBS; Niles Trammell, president of NBC; Brig. Gen. Luther Hill, executive vice president of Cowles Broadcasting Co., representing WMAX Yankton, S. D., winner of the small sections award; A. W. Robertson, chairman of the board of Westinghouse, representing KDKA Pittsburgh, winner of the large stations award; Dr. Francis P. Gaines, president of Washington and Lee U. and president of the Assn. of College Presidents. Seated are Mrs. Alfred I. duPont and Mrs. LaFell Dickinson, president of the General Federation of Women's Clubs.

WSPA Open Forums
SERIES of open forums on topics of community interest is being broadcast by WSPA Spartanburg, S. C., as Thursday evening half-hour program. "Spartanburg Speaks," first program March 14, "A New Hotel for Spartanburg," created such interest WSPA arranged special program outside regular series last week to consider city's most controversial subject, "Sunday Movies for Spartanburg."

Signs Mystery Writer
FRANK GRUBER, radio-film mystery writer, has signed contract giving NBC exclusive radio rights to his mystery novels featuring Johnny Fletcher. Audition record for package sales consideration has been made with Albert Dekker in title role and Mike Mazurki as Sam Cragg. John Kraft writes radio adaptation.

Hoover Award
HENRY GLADSTONE, quizmaster on the WOR New York "Ask Dr. Eddy" program, Mon.-Fri. 4:30-5 p. m., has offered the Herbert Hoover Award, a \$25 war bond, for the best food-saving menu created by a member of the home economics classes in the metropolitan public schools during the month of April.

On Home Construction
PROGRAM titled "You Can Build A Home" has started on KXOK St. Louis in Monday 9:30 p. m. period. To run for 13 weeks, program is presented in cooperation with the St. Louis Builders Congress. Questions relating to housing shortage problems are answered by participating members of the Congress.

Veteran Cases
PROGRAM designed to offer direct aid in re-establishing veterans to community life, "Veterans' Service Hall of Fame," has begun on KFOX Long Beach, Calif. Produced by KFOX department of public affairs in collaboration with Long Beach Advertising and

cast portion of party centers on spelling bee, current affairs questions with small gifts awarded as prizes. Weekly grand prize is radio or similar award.

New MBS Musical
NEW VARIETY program emphasizing music and light entertainment, titled "Endorsed by Dorsey," March 20 became a regular weekly feature on MBS, Wed. 10-10:30 p. m. Featuring Tiny Timmer as m. c., show is under supervision of Tommy Dorsey, director of popular music at WOR New York [BROADCASTING, March 11].

Racket Expose
DRAWING on files of Los Angeles police department for material, KECA Hollywood has started weekly quarter-hour public service program, "Uneasy Money." Narrative series exposes workings of various money rackets.

Service Announcements
WNYC, New York municipal station, is sending the city's other broadcasters each week a packet of 20-second public service announcements covering civic matters, appeals for charities, recruiting for armed forces, veterans' service and tolerance.

Tele Drama Series
NEW SERIES of four half-hour television dramas featuring Broadway stage players was begun by ABC over WRGB Schenectady, March 20. Called "ABC Tele-Theater," series started with "The Devil on Stilts," starring Beverly Roberts.

WBBM Open House
AUDIENCE - PARTICIPATION series, "Hi Neighbor," was started by WBBM Chicago last week in Monday through Friday 2:15-2:30 p. m. period. Quarter-hour show is an open house for ladies.

CKOC Preview
CKOC Hamilton, Ont., has started a new weekly hour program "This Is CKOC" to acquaint its audience with programs scheduled for coming week.