

RECORD SHOW with a studio audience is highlight feature of WNAF Providence, R. I., and it is an unusual disc show. Sponsored by local photo shop, Union Photo, program's newest gimmick is "shooting" the audience. Mark Sheeler, disc jockey of "Mark Remarks," takes pictures of his studio audience when they are caught off guard. Another feature which pulls studio audience is competition for such prizes as free cameras and film.

Swim for Missing
PERSONS missing questions asked by quizman on new WCSI (FM) Columbus, Ind., interview program are literally "all wet" at end of show. In place of usual man on the street program, WCSI has started new Sunday series titled "Your Man at the Pool." Program originates from Columbus municipal Doner Park and consists of interviews with people visiting new pool and park. Participants missing questions are gently thrown in the pool.

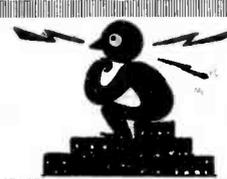
'First in Sports'
SLOGAN of "First in Sports" was amply illustrated recently by WVJS and WVJS-FM Owensboro, Ky., when in one evening stations carried three feature sports events from widely separate towns. Starting at 7 p.m., listeners were switched to Evanston, Ill., where WEAW furnished WVJS with description of Olympic track and field trials in which Owensboro boy was participating. Following trials, local boy was interviewed. At 8 p.m., Sportscaster Ross Gordon was picked up from Clarksville, Tenn., where attraction was Kitty League baseball game between Owensboro and Clarksville. During baseball game, WVJS engineers were transcribing play-by-play account of basketball game between U. of Kentucky and Phillips 66 Oilers. This was aired following baseball game.

Health Campaign
DISTRICT OF COLUMBIA area was blanketed last week with spot announcements and feature programs inaugurating opening of year-long educational and control program on gonorrhea. Co-operating with D. C. Health Dept. in drive were D. C. area stations WINX WMAL WOL WRC WTOP WWDC WQOW and WOOK. U. S. Public Health Service, Washington, reports this is "pilot campaign," successful results from which will be developed into widespread national project to be operated by the national organization through its district offices.

TV Against Weeds
AS PART of its campaign in promoting the anti-weed drive in Cleveland, Sherwin-Williams Co., Cleveland, manufacturer of DDT product, Pestroy, a weed killer, used a 15-minute television program on WEWS Cleveland. Program, titled "Goodby Weeds," emphasized the Pestroy product. Newell-Emmett Co., New York, is the agency.

Distinguished D.J.s
EARLY MORNING listeners to WRAL Raleigh, N. C., are accustomed to hearing a city councilman perform as disc jockey, since WRAL Manager Fred Fletcher, who conducts "Tempus Fugit," was elected to the council last year. But this month over a dozen distinguished persons have been lined up for the job. Mr. Fletcher is taking his vacation and he has selected 13 "pinch-hitters" to take over his program, one each morning. Heading list is North Carolina's Secretary of State Thad Eure. Other guest emcees were selected from Raleigh's civic and business leaders. They will not only have to read com-

Programs



mercials and spin records, but also will be called upon to tell a fairy tale, regular feature which Mr. Fletcher began over three years ago.

Another Revolt
CITIZENS of Rome, Ga., have expressed their desire for a new and before-mentioned candidate for President in a mock convention, carried as a feature of "Coffee Club" on WROM Rome, listeners were invited to cast their ballots by telephone. Chairman of the convention was George Eubanks, "Coffee Club" m.c. Candidates nominated were President Truman, Sen. Russell of Georgia, Gov. Laney of Arkansas, and Woodrow Woodpecker. As the votes piled up, Woody Woodpecker gained a tremendous majority well exceeding the two thirds rule. When making his acceptance speech, Mr. Woodpecker stated, and we quote, "Hu Hu Hu Haa Hu!"

Firemen Report
HONORARY membership in 55 Central New York State volunteer fire departments paid off recently for Robert F. Doubleday of WSYR Syracuse, enabling him to get scoop on early morning fire in Phoenix, N. Y. Shortly after he had signed WSYR on the air, Mr. Doubleday received telephone bulletin from fireman friend who was calling from East Syracuse Fire Dept. Ten minutes later another out-of-town fireman called with all details. These men had just returned from the fire and conversations were held on open mike, giving dramatic coverage to fire. Later two other firemen friends called to round out story.

Same Tune, Four Ways
UNUSUAL record show which will feature only one tune during entire program starts today over WTOP Washington titled "Variations on a Theme," Mon.-Fri. show will feature one popular song as theme each day. M. C. Lee Vickers will play four versions of song as recorded by various artists. Between records he will talk about history of tune, personality of composer and events behind each version of tune. Show, which is replacing "Date With Jerry," is written by Larry Beckerman and produced by Edwin Halbert.

Freedom Series
DOCUMENTS carried in the Freedom Train are basis for series of eight quarter-hour dramatic shows being aired over WLW Cincinnati, Sundays at 12:30 p.m. Documents to be used as material include a letter written by Christopher Columbus to Ferdinand and Isabella of Spain, describing his adventures and discoveries in the New World; Caesar Rodney's letter describing little-publicized ride of that signer of Declaration

of Independence which led to ratification of Constitution, and John Peter Zenger's letter, written from prison to readers of his newspaper, deploring opposition to free press in America. Series will conclude Sept. 5.

Trading Post
STUDIOS of WFIL-TV Philadelphia have been turned into trading post packed with items large and small as result of success of "Swap Shop" telecasts. Jack Steck, m.c., invites viewers to submit description of articles they want to trade. If items are small enough, televiewers are invited to bring them in; if too large, items are described. When offer is made, Mr. Steck arranges meeting between owner and bidder. No charge is made for service. Items, which have provided considerable audience interest, range from offer of Consolidated-Vultee Army trainer plane and \$1,000 to boot for new Buick, to air pistol for radio. Show is telecast Thursday at 8:30 p.m.

'Flight 615'
FEATURE STORIES in history of aviation, current aviation news and guests from fields of aviation are blended in new program, "Flight 615," recently started over WGVV Charleston, W. Va. Aired Sunday, 6:15-6:30 p.m., program is piloted by Hugh Jacob, district sales manager of Capitol Airlines. Aviation has become of particular interest to citizens in Magic Valley since completion of airport there. Because valley afforded no suitable site for air port, tops of two mountains, 385 feet above city, were leveled off and valley between them filled in with earth from mountain tops, to complete one of country's finest airports.

Fashions From New York
TO DETERMINE first hand what is going on in the world of fashion, Alice Brewer White, woman's director, WTAR Norfolk, Va., last week made a trip to New York to gather material for her "Woman's World" program. With Mrs. White went WTAR microphone to pipe the show back home. Four days last week she broadcast from NBC New York studios, giving on-the-spot descriptions of various phases of her visit, plus interviews with outstanding personalities. She was a guest of New York Dress Institute's 11th annual Press Week.

'Hangar Talk'
INFORMAL DISCUSSION on aviation subjects and how it affects people of Buffalo is heard each Sunday evening over WKBW in new show titled "Hangar Talk." Leading aviation people of Buffalo formulate weekly panel with visiting aviation dignitaries joining in while in the city on aviation business. Subjects included are military developments, private aviation developments and progress made in field of helicopters and jet propelled missiles.

Aired on Shortwave
SHORTWAVE broadcasting of "The Greatest Story Ever Told," religious series sponsored last year on ABC by Goodyear Tire & Rubber Co., was to begin July 25 by World Wide Broadcasting Foundation. Program, aired to 58 foreign countries, Sundays at 4:45 p.m. broadcast from recordings of original programs. Program will resume domestic broadcasts on ABC Sunday, Sept. 12.

Sports Show
SOUTHWEST Sports and Vacation Show, to be held April 30 to May 8, 1949, in Dallas, Tex., will be co-sponsored by WFAA Dallas and "Dallas Morning News." Show is strictly non-profit, station reports, intended only to encourage outdoors recreation and sportsmanship. WFAA will originate broadcasts from show, which will include sports celebrities.

"AN AMERICAN ABROAD," CBS series to point out U. S. citizens' reactions to foreign customs and events is to debut on the network Thursday, July 29, 6:15-6:30 p.m. Series, produced by the CBS news department, is to originate each week from a different foreign country.

LATEST RECORD HITS

from RCA VICTOR!

SAMMY KAYE
Tomorrow Night and Lonesome
RCA Victor 20-3025



TONY MARTIN
It's You or No One and It's Magic
RCA Victor 20-2862



BUDDY MORENO
I Went Down To Virginia and When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along
RCA Victor 20-3053



DEEP RIVER BOYS
That's What You Need to Succeed and Ain't Misbehavin'
RCA Victor 20-2998



PEE WEE KING
Quit Hankin' That Horn and Forty-Nine Women
RCA Victor 20-2995



ROY ROGERS
Don't Fence Me In and A Gay Ranchero
RCA Victor 20-3076
—JOE LOSS—
A Tree in the Meadow
RCA Victor 20-2965



RCA VICTOR RECORDS



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