

**"A Tour of the World"**

A group of 25 children (boys and girls) perform folk dances in provincial French costumes and also perform a series of sketches dealing with the particular locale from which they came.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Juvenile

Suggested for: Morning

Client Suitability: Children's Wear

Number of Artists: 25 comedians—15 musicians

Cost: Approximately \$150

Audition Facilities: Will pipe live talent

Submitted by: CJSO, 72 rue Du Roi, Sorel, P. Q., Canada

Adventure Unlimited

Adventure Unlimited is a geographical, sugar-coated, educational program designed on comic strip attractiveness. Although in serial form, each story is complete in itself with all the romance of spy-rings, high-jacking, love interest and fight will win in the end motif. It is the story of two radio-minded lads who decided to search for adventure, pinching jobs to bring them to their next destination. Although designed and based on fact, the stories are pure fiction with a complete 'happy ending' finish.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Juvenile and male

Suggested for: Evening

Client Suitability: Correspondence schools, Rubber Manufacturers, Sports' Manufacturers, Food Products

Number of Artists: 10

Cost: Medium budget show

Audition Facilities: Will pipe live talent

Submitted by: John Adaskin Productions, Suite No. 315, 67 Yonge St., Toronto, Ontario, Can.

"Adventures in Christmastree Grove"

"Adventures in Christmastree Grove" is perhaps the most successful Christmas toy program and promotion in the entire history of retailing. Almost 200 department stores have used this series successfully, and it is perennially good. Up in Santa's factory, Santa makes a "Magic Whistle" which Santa Junior blows and brings a Wooden Soldier and a Mechanical Doll to life. Santa, Mrs. Claus, Colly, Woody and Luffo the Clown load Santa's plane and set out for the sponsor's store, where a duplicate of Christmastree Grove has been constructed in the toy department. (Only Christmas trees are necessary for this display.) Two comic villains, Pete and Lobo, try to steal the whistle. Then begins a series of unusual adventures in which hundreds of favorite story book characters take part. (15 episodes.)

Availability: E. T.

Time Units: 15 minutes, 3 to 5 times a week

Audience Appeal: Juvenile

Suggested for: Afternoon

Client Suitability: Department store toy department

Number of Artists: 8 to 15

Cost: Based upon market, station

Audition Facilities: Transcriptions

Submitted by: Kasper-Gordon, Incorporated, 140 Boylston St., Boston 16, Mass.

Adventures of Archie Andrews

A dramatic series presenting Archie Andrews as the typical American boy;

his friend, "Jughead," and his heart-torments, Betty and Veronica, as leading characters in an adaptation of the famous Archie Andrews of the comic strips and Archie Comics magazine. Each episode is complete. Tremendous promotion possibilities available through Archie Comics publishers, and leading newspapers coast to coast now carrying Archie as a daily comic strip. One of the top raters among juvenile shows now on the networks.

Availability: Live talent

Time Units: 30 minutes, 1 time weekly

Audience Appeal: Juvenile and entire family

Suggested for: Morning or Evening

Client Suitability: General

Number of Artists: 10-12

Audition Facilities: Transcriptions

Submitted by: National Broadcasting Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

Adventures of Dick Cole at Farr Military Academy

Fifty-two half-hour transcribed programs starring Leon Janney as Dick Cole. Action-packed stories built to hold the interest of a juvenile audience 6 to 16 years. A program especially adapted to food and drink sponsors. Full merchandising campaign available. Each program a complete story. Adventures of Dick Cole is especially built for getting Saturday morning youngster audiences.

Availability: E. T.

Time Units: 30 minutes, once weekly

Audience Appeal: Juvenile

Suggested for: Saturday morning or evening

Client Suitability: Particularly for Soft Drink Bottlers, Dairies, Ice Cream Makers

Number of Artists: 8 to 10

Audition Facilities: Transcriptions

Submitted by: Charles Michelson, Inc., Radio Transcriptions, 67 West 44th St., New York 18, N. Y.

Adventures of Nero Wolfe

Adventures of the well-known detective, Nero Wolfe, famed in leading magazines and books.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Entire family

Suggested for: Early evening

Client Suitability: General

Number of Artists: 8 to 10

Audition Facilities: Transcriptions

Submitted by: Fadiman Associates, Ltd., 1501 Broadway, New York 18, N. Y.

Bedtime Story

When shadows fall and the sandman beckons, it's time for another "Bedtime Story." For the youngster all ready for bed, this is the end of a perfect day; that last treat before dashing into the arms of Morpheus. Each story is complete, with the right ingredients to make this nightly visit into the land of make-believe a regular habit with kiddies and parents alike. Stories are told by "Mrs. Moonlight", with sound-effects and music.

Availability: E. T.

Time Units: 15 minutes, 1 to 5 times weekly

Audience Appeal: Juvenile

Suggested for: Evening

Client Suitability: Children's foods, clothes, toys or publications (national) Children's shops, schools, or organizations, (locally)

Number of Artists: 3

Audition Facilities: Will pipe live talent

Submitted by: International Radio & Television Features, 152 East 53rd St., New York City 22

"Black Flame of the Amazon"

An intensely appealing program for youth, built to also hold adult listeners. Story is the adventure of explorer Harold Molco, in person, and two youths on their trip to the Black Flame country at the Amazon River headwaters. Program is exciting, fast moving and entertaining. Secondary theme is educational, endorsed by P. T. A. "Black Flame" was custom transcribed for an eleven station network and is now available for syndication. 225 serial episodes.

Availability: E. T.

Time Units: 15 minutes, 3 to 5 times weekly, 225 episodes

Audience Appeal: juvenile

Suggested for: morning, late afternoon or early evening

Client Suitability: Foods, gasoline and local stores

Number of Artists: 4 to 7

Cost: Dependent on market

Audition Facilities: Transcriptions

Submitted by: G. C. Bird & Associates, 1745 N. Gramercy Pl., Hollywood 28, Calif.

Calling All Girls

Designed specifically to appeal to the teen-age girl for department store sponsorship. Starring Patsy Campbell, Linda Allen, Nancy Pepper (the nation's foremost teen-age fashion authority), Dick Brown, Tommy Jones, Henry Sylvan plus guest stars including Barry Wood, Xavier Cugat, Vaughn Monroe, Richard Himber, Jeanne Cagney, Mary Small, Virginia Weider, etc. Winner for second year in the CCNY Radio Program Awards.

Availability: E. T.

Time Units: 15 minutes, 1 weekly

Audience Appeal: Juvenile

Suggested for: Any time

Client Suitability: Department Stores

Number of Artists: Approximately 12 per program

Cost: \$1—based on population

Audition Facilities: Transcriptions

Submitted by: Frederic W. Ziv Company, 1529 Madison Road, Cincinnati 6, O.

Children's Hour

Broadcast from 8:05 to 9:00 a.m., Sunday morning, Features Rita Ascot, prominent Chicago actress, as Aunt Rita; Howland Peterson at the organ; and Jack Brinkley announcer. Aunt Rita announces children's birthdays for the coming week tells a musical story, usually of a fairy tale nature and with Peterson and Brinkley reads riddles submitted by children. Each riddle used on the program wins a pencil box for the sender—usually 12 given away each week. Mail response averages fifteen hundred letters per program.

Availability: Live talent

Time Units: 55 or 30 minutes, once weekly

Audience Appeal: Juvenile

Suggested for: Morning

Client Suitability: Any product where a box top premium offer might be made or any children's product

Number of Artists: 3

Audition Facilities: Transcriptions

Submitted by: WLS, 1230 W. Washington St., Chicago 7, Ill.

"Dan Dunn, Secret Operative No. 43"

Radio version of the newspaper cartoon strip of the same title, featured in about 125 daily and Sunday papers. In the first sequence, Dan Dunn discovers that a new secret airplane has been sabotaged and then begins his search to smash a spy ring. This sequence covers first 39 shows. Next 39 episodes cover 3 different sequences, split into 13 episodes each, thus maintaining action. Many unusual merchandising tie-ups. Features an all-star Hollywood cast. Completely tested, used by large accounts.

Availability: E. T.

Time Units: 15 minutes, 3, 5 or 6 times weekly

Audience Appeal: Juvenile

Suggested for: Afternoon

Client Suitability: Dairy, bakery, food product, department store, etc.

Number of Artists: 14

Cost: Based on population of city, power and rates of stations used

Audition Facilities: Transcriptions

Submitted by: Kasper-Gordon, Incorporated, 140 Boylston St., Boston 16, Mass.

Fairytale Theater

Unusual dramatic strip utilizing talents of Greater Cleveland youngsters, enacting famous children fairytales. Produced and directed by WGAR staffer Esther Mullin, founder and director of children's theater of Cleveland's famed Play House. Stories adapted for radio by noted Cleveland authoress, Aldarilla Beistle. Show has built unusually strong following in first season and lends itself to special merchandising with juvenile appeal. Organ background and bridges for scene changes. Miss Mullin also acts as narrator.

Availability: Live talent

Time Units: 30 minutes, once weekly

Audience Appeal: Juvenile and entire family

Suggested for: Sunday afternoon

Client Suitability: Show currently sponsored by large local shoe company

Number of Artists: Average 6

Audition Facilities: Transcriptions

Submitted by: WGAR, Hotel Statler, Cleveland 1, O.

Fairy Tales

A collection of world-famous fairy tales taken from the immortal stories of Hans Christian Anderson, the Grimm Brothers, the Arabian Nights, and from the most popular legends of all nationalities. "Jack and the Beanstalk," "Cinderella," "Sleeping Beauty," and "The Valiant Little Tailor" are the type of stories now brought to life in 15-minute worlds where giants stalk through their manor halls . . . where "wishing" does some good . . . where horses talk and roosters sing . . . and elves and gnomes dance again in the mooded glens of imagination. Written and produced by Kimball S. Sant.

Availability: E. T.

Time Units: 15 minutes, 6 weekly; 156 episodes

Audience Appeal: Juvenile

Suggested for: Afternoon

Client Suitability: Food Accounts, Automobile Accounts, Household Appliances, etc.

Number of Artists: 10 to 12

Cost: Based upon the size of the station and the market

Audition Facilities: Transcriptions

Submitted by: C. P. MacGregor, 729 South Western Ave., Hollywood, Calif.