

Running Time: 23 minutes.
Cost: Co-operative program, check ABC Co-op Sales Dept.
Audition Facilities: Film.
Submitted by: ABC, New York 23, N. Y.

Cue Lew

Utilizing finest non-professional talent available and MC'd by KMTV's versatile Lew Jeffrey, Cue Lew show offers sponsor participation at its finest. Completely informal commercials, beautifully handled in skit form by Lew Jeffrey.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: On request.
Episodes Available: 1 per week, 52 weeks.

Audition Facilities: Live Talent.
Submitted by: KMTV, Omaha 2, Nebr.

Danton Walker's Midnight Mysteries

From his vast experience on his "beat," Broadway, Danton Walker brings a fast paced series of vivid tales of crime and violence, and tender stories of human hopes and shattered dreams. Now available for TV with Walker as host, and featured star each week.
Availability: Live Talent; Film.
Running Time: 30 minutes.
Cost: Live, \$4,000 net; \$5,500 net (film national); \$350 per film half hr. syndicated.

Episodes Available: 1 year.
Audition Facilities: Film.
Submitted by: Drama Associates, Inc., New York 17, N. Y.

Darts For Dollars

Wed. and Fri. 4:15-5:45 PM. Rena and Bob Ledyard, local radio personalities, MC show. Studio guests throw darts at board of postcards which viewers have sent in. Person whose postcard dart strikes is called to identify a mystery tune and win a prize.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$200 per.
Audition Facilities: Live Talent.
Submitted by: WXEL, Cleveland, O.

Family Theatre

The marquee of WBAL-TV's "Family Theatre" displays four features in this daily hour-long session: "Funny Bunnies," puppet cartoons; Hollywood Comedies; daily "Telenews;" and the Don Winslow or other action serials. Tom White, WBAL-TV news editor, narrates.

Availability: Live Talent; Film.
Running Time: 60 minutes.
Cost: On request.
Episodes Available: 5 weekly.
Submitted by: WBAL-TV, Baltimore 18, Md.

Five Minute Mysteries

Produced especially for the advertiser who wants more than a spot announcement but less than a quarter-hour, this series of five-minute programs embodies all the appeal of a lengthy mystery program, yet clues and solution are capsule-packed into each episode—a complete dramatized mystery in five minutes. Scripts by radio's finest writers, actors from top network shows and NBC production gives this small package a real entertainment wallop.
Availability: E. T.
Running Time: 15 minutes.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: RCA Recorded Program Service, New York 10, N. Y.

The Floral Trail

Garden expert Joyce Smith prepares show for Southern area, but it is of interest to gardeners and homemakers everywhere. Highlights of program includes information on planting at proper time, suggestions for appropriate and new plantings, demonstrations on care of plants as well as suggested floral arrangements.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 1 weekly.
Audition Facilities: Live Talent.
Submitted by: WDSU-TV, New Orleans, La.

For Better Or Worse

Series of serio-comic mystery sketches with Walter Abel and Meg Mundy who, in the characters of a lawyer and his writer-wife, do their part to combat the types of frauds perpetrated upon average citizen.
Availability: Live Talent; Film.
Running Time: 30 minutes.
Cost: \$3,000 net—live; \$10,000—film.
Episodes Available: First ten weeks.
Audition Facilities: Live Talent.
Submitted by: Drama Associates, Inc., New York 17, N. Y.

For Men Only

Evening cooking program for men and women conducted by Morrison Wood, Chicago Tribune columnist, well-known amateur cook, and author of the best seller, "With a Jug of Wine." Wood prepares taste-tempting recipes from his book as well as those of leading restaurants. Restaurateurs are featured guests.
Availability: Live Talent.
Running Time: 15 or 30 minutes.
Episodes Available: Unlimited.
Audition Facilities: Live Talent.
Submitted by: WGN-TV, Chicago 11 Ill.

Friday Nite Square Dance

Will consist of appropriate orchestra, MC, dance caller, and approximately six variety acts, all in costume. New KSL-TV studio will accommodate from 200 to 300 guests. Tickets can be given out by dealers, sponsor, or as suggested.
Availability: Live Talent.
Running Time: 60 minutes.
Cost: \$450.
Audition Facilities: Live Talent.
Submitted by: KSL-TV, Salt Lake City 1, Utah.

Genius At Work

Inventors whose creations have been patented but not commercially recognized, presented on program with each inventor demonstrating his own work. Fast narration kept up by MC who lightens show with comments, interviews, etc. Guest appearances by successful inventors and heads of engineering departments of large corporations. Audience participation plan available.
Availability: Live Talent.
Running Time: 30 or 60 minutes.
Cost: \$1,000 per half hour.
Audition Facilities: Live Talent.
Submitted by: Bernard Estes, Inc., New York 20, N. Y.

Grass Roots

Mal Hanson, WOW's farm service dir., presents guest experts on farm subjects, demonstrations of new farm techniques, now-and-then film. Every program timely. So far has shown how to graft fruit trees; soil conservation ideas; insect and wheat control; hog,

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cattle and poultry feeding, and many other subjects of direct interest to dirt and city farmers.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$90 time (one-time gross) plus \$15 talent.

Episodes Available: Tues. & Thurs.
Audition Facilities: Live Talent.
Submitted by: WOW-TV, Omaha 2, Neb.

Great Guys & Goats

Famed radio actor and sports analyst Ward Wilson narrates exciting stories, taken from the annals of baseball history, in this animated cartoon series. These shows depict, with humorous slant, spectacular plays, historic boners, and other human-interest curiosities, that have made baseball the most colorful of sports.
Availability: Film.
Running Time: 5 minutes.
Cost: On request.

Episodes Available: 26.
Audition Facilities: Film.
Submitted by: Zach Baym Films, New York 16, N. Y.

Great Volta Magic Extravaganza

Internationally known stage illusionist assisted by pretty dancing girls and costumed assistants, presenting merry musical comedy versions of magic. Magic Around The World episodes, featuring magic of many lands with national backgrounds, costumes, music, live stock, spectacular illusions. Guest celebrities, spectators from audience take part in startling feats.
Availability: Live Talent.
Running Time: 30 minutes.
Cost: \$800.00 plus station charges.
Episodes Available: 78.
Audition Facilities: Live Talent.
Submitted by: Hull & Hull, New York 18, N. Y.

Happy Holiday

Sixty minute show which concentrates on demonstrating different holiday possibilities of a particular section of America each week. Develops the educational, historical, vocational and amusement possibilities of a chosen location. Performed part live and part on film. Local participation is an integral part of the show along with the sponsor's product.
Running Time: 60 minutes.
Cost: On request.
Submitted by: Richard S. Robbins Co., New York 17, N. Y.

The Haunting Hour

Presenting original psychological mysteries, "whodunit" thrillers, crime crusade themes and tales of excitement, written by top-flight writers to strict NBC specifications. Effective use of music and sound effects, combined with expert direction and production, mark each program with the stamp of showmanship. A prominent cast includes Berry Kroeger, Elspeth Eric, Eddio Nugent, Joseph DeSanctis, Betty Furness and other big radio and stage names.
Availability: E. T.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Transcriptions.
Submitted by: RCA Recorded Program Service, New York 10, N. Y.

Hits, Runs & Errors

Against a replica of major league score board, Mel Leavitt, WDSU-TV sports director, gives fans complete run down of day's ball scores and plays. In addition, Mel reviews current news of teams and reports on interesting incidents of day's games.
Availability: Live Talent.
Running Time: 10 minutes.
Cost: On request.
Episodes Available: 6 weekly.
Audition Facilities: Live Talent.
Submitted by: WDSU-TV, New Orleans, La.

Hollywood In Three Dimensions

Behind the scenes in Hollywood with Richard Arlen as MC.
Running Time: 30 minutes.
Cost: \$500 excl. of time.
Audition Facilities: Live Talent.
Submitted by: Robert Joseph Television Productions, No. Hollywood, Calif.

I'd Like To See

Combination film-live program based upon showing audience what they want to see. Mail requests from audience basis of our selection of items to be shown.
Availability: Live Talent; Film.
Running Time: 30 minutes.
Cost: \$4,000.
Episodes Available: Unlimited.
Audition Facilities: Film.
Submitted by: Bernard E. Karlen Productions, New York 20, N. Y.

It's Barris Again

Harry Barris, in a domestic setting, with his wife and her country cousin, with vocal ambitions, is given full rein for imitatable comedy, the introduction of top-flight guests and the performance of his many outstanding songs.
Availability: Film.
Running Time: 30 minutes.
Cost: On request.
Audition Facilities: Live Talent.
Submitted by: Polaris Pictures, Inc., Los Angeles 36, Calif.

John Kieran's Kaleidoscope

Program presents John Kieran's "Information Please" fame in dramatic presentations on such subjects as the atom, the heart, liquid air, etc., which every member of family from 7 to 70 will find entertaining.
Availability: Film.
Running Time: 15 minutes.
Cost: On request.
Episodes Available: 52.
Audition Facilities: Film.
Submitted by: United Artists Television, New York 19, N. Y.

Johnny McNevin's Sportscope

Nightly sports feature gives complete sports results, including ball scores, race results and local sports coverage. Handled by Johnny McNevin, well-known to Central N. Y. sports fans for his radio and TV play-by-play coverage.
Availability: Live Talent.
Running Time: 15 minutes.
Cost: \$126.
Episodes Available Mon. thru Fri.
Audition Facilities: Live Talent.
Submitted by: WHEN, Syracuse 8, N. Y.