

**KYW, Philadelphia**  
Morning Salute  
6-7 a.m., Mon. thru Sat.  
Rep.: NBC Spot Sales

The magic of Peter Roberts' name and the breezy waker-up-style emceeing of Philadelphia's most popular announcer make "Morning Salute" a morning "must" for thousands of early risers. Frequent time signals, weather reports, news and popular recorded music, tied together by jovial Peter Roberts and a mythical rooster, form a package which is profitable for any mass-appeal advertiser. You can enjoy the same results other advertisers noted with segments or minute spots.

**WDAS, Philadelphia**  
News—Every Hour on the Hour  
8 a.m. thru 7 p.m., Mon. thru Sat.  
(AP News Service)  
Rep.: Chicago and West, Forjoe & Co.  
New York, direct.

Entire 12-daily, 72-weekly, 3-minute newscasts available to one sponsor making the most unusual package availability in the country. Eight years' highly successful sponsorship by top national accounts. Blind survey indicated that 28% of Philadelphia housewives correctly identified station and type of program carrying the sponsor's message. Newscast reaches those who specifically habit-tune the hourly news, those who are tuned to the preceding program and those "travelers" who look for new programs "on-the-hour." Immediate availability.

**WIP, Philadelphia**  
Lobby Parley  
12:45-1:00 p.m. (EDT), Mon. thru Fri.  
Rep.: George P. Hollingbery Co.

Howard Jones, veteran announcer and facile ad-libber each day puts a microphone under his arm and fares forth to the Benjamin Franklin Hotel (biggest in Philadelphia) lobby, to find out what the "man-in-the-street" thinks about the world and its doings.

A definite, carefully thought-out topic is planned for each day—the topic being one on the news horizon at the moment. "Lobby Parley" lends itself admirably to prize offers should the sponsor so desire.

**Washington, D. C.**

**WRC**  
Robert Ripley's Believe It or Not  
Mon. thru Fri., 1:45-2 p.m.  
Rep.: NBC Spot Sales

The new Robert Ripley show presents the best of his stories, dramatized in an attractive 15-minute daily package. Ripley's popularity in Washington is long established thru his newspaper cartoons, books and movie shorts. His new radio appearance provides an excellent opportunity to reach a great "prepared" audience in the Nation's Capital. Ripley does the program with Courtney Benson, one of radio's leading dramatic personalities. This NBC participating availability is a natural entree into the valuable Washington market. NBC Spot Sales for details.

1946 DISC JOCKEY AWARD WINNER  
1946 TOLERANCE AWARD

**Tedd LAWRENCE**

MORNING REVIEW  
7:00-9:00 A.M. DAILY

ROBERT HALL OF FAME  
10:45-11:00 P.M. DAILY

VIA WHN NEW YORK  
SPORTS COMMENTATOR AND  
TRANSCRIPTION ARTIST



**PHOTOS 5 1/2 EA.**  
8"x10"

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.75	MOUNTED ENLARGEMENTS
1000, 8"x10", \$55.00	30"x40" \$3.85 EA.
Fan Mail Photos	20"x30" \$2.50 EA.
1000, 5"x7", \$34.00	
1000 Postcards, \$22.00	

Made By J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

**COPYART** Photographers  
165 West 46th St.  
Dyant 9-1723 N.Y.

WE DELIVER WHAT WE ADVERTISE

**WTOP**  
You're the Top  
11:15-11:30 a.m., Mon. thru Fri.

With a top rating of 5.6 and a 31% share of audience (Hooper Supplementary Report, Jan.-Feb., 1947) YOU'RE THE TOP is an audience-participation show that features versatile emcee Ross Martin. Contestants (chosen from the more than 650 persons who crowd the Washington Hotel's Hall of Nations to witness the program) compete for merchandise awards, answer questions on topics that begin with W, T, O and P. It's successful. It's available. See us or RADIO SALES the SPOT Broadcasting Division of CBS.

**WWDC, Washington, D. C.**  
Uncle Samjack, new children's program  
7:45-8 p.m., Mon. thru Fri.

An entirely new children's program presented nightly at bedtime. Combination of stories, games, songs tied into an appealing package by Uncle Samjack, who, under another name, is an outstanding showman and musician. Uncle Samjack was inspired by a six-year-old girl. It's a natural that children will love and is the answer to blood-and-thunder critics. Live locally, available nationally on transcription. Audition disc on request.

**Live Shows**

**MAURICE C. DREICER PRGMS.**  
998 Fifth Avenue, NYC  
Cigar Forum Weekly

15-minute copyrighted script, requiring three voices, moderator and two debaters. Program read by local voices sounds like exciting forum, full of interruptions, but because of script, voices never conflict. Material carefully researched, documented and intriguingly put together. Deals with social, economic, and humorously debatable questions: "Double Features Versus Single Features," "Toupees for Bald-Headed Men," "Should Voting Be Compulsory?" etc. Script sent via air mail, price \$1.00 per broadcast, includes five scripts, original and four copies.

**Transcribed Services**

**LES MITCHEL PRODUCTIONS, INC.**  
(Producers of Skippy Hollywood Theater)

8853 Beverly Blvd., Hollywood  
"The Theater of Famous Radio Players"—Family Drama, 1/2 hr.  
Features the best 15 names of Hollywood's Radio Row in "top-flight" family entertainment. Lurene Tuttle, Cathy Lewis, Peggy Webber, Joe Kearns, Tom Collins, Jack Edwards, etc. Drama, comedy, suspense, romance by name writers plus deft production. Auditions on request. Priced right! 39 shows available, more in production.

**PARAGON RADIO PRODUCTS**  
131 W. 52 St., New York 22, N. Y.  
George Raft in The Cases of Mr. Ace

George Raft starred in a fast-paced, hard-hitting vehicle worthy of his great movie reputation. Millions of Raft fans will love him as "Mr. Ace" in this network caliber half-hour show. Top Hollywood cast. Top script, Jason James of "Sam Spade" fame. And what music! Not an organ—a full orchestra! Show package includes impressive merchandising designed to take full advantage of this big time, big name attraction. Write or wire today!

**HARRY S. GOODMAN**  
19 E. 53d St., N.Y. 22, N. Y.  
Your Gospel Singer

Edward MacHugh, Your Gospel Singer, now available to local and regional sponsors. 420 fifteen-minute transcribed programs consisting of hymns known and loved by young and old. Featuring Edward MacHugh, who is said to have the most perfect diction of any singer without sacrificing warmth of expression. His many years on the networks have created a loyal ready-made audience. Newspaper mats, glossy prints, press releases, etc., are available for publicity purposes. Write, wire or phone for availabilities and audition disk.

**BEULAH KARNEY, INC.**  
228 N. La Salle St.  
Chicago 1, Ill.

Meal of the Day  
5-minute open end, 5 times wkly.  
A ten-year tested program used locally and nationally by big name advertisers. Five minutes, five times a week. Written and narrated by Beulah Karney. 160 shows ready for local or regional sponsorship. More in production. Tailored especially for grocers, dairies, appliance dealers, flour mills, utility companies and household products. Merchandising plan. Send for free audition platters and availabilities.

**TELEWAYS RADIO PRODUCTIONS, INC.**  
8949 Sunset Blvd., Hollywood 46.  
Sons of the Pioneers

Fifteen-minute five-a-week transcribed musical series starring Bob Nolan, Tim Spencer and all the "Sons of the Pioneers." This particular group has made over 100 movies and is currently sponsored in a starring capacity on the big Alka-Seltzer network program, NBC Coast to Coast. This is a brand-new series. 260 programs. Available for local or regional sponsorship on three or five-time-per-week basis. Produced by Teleways Radio Productions, Inc. Send for free audition platters.

**FREDERIC W. ZIV CO.**  
1529 Madison Rd., Cin. 6, O.  
Boston Blackie

Thrilling transcribed half-hour detective stories, featuring Columbia Pictures and Cosmopolitan Magazine's mystery hero, "Boston Blackie," starring Richard Kollmar as "Blackie," Maurice Tarplin as Inspector Faraday and Leslie Woods as Mary Wesley. Boston Blackie transcribed is earning top Hoopers for local and regional sponsors. In Minneapolis Boston Blackie earned 13.9, the fourth highest Hooper for all times and all stations; New York, 9.8; Louisville, 17.1; Youngstown, 21.3; Cincinnati, 16.9. Write, wire or phone for availabilities.

**BASCH RADIO PRODUCTIONS**  
17 E. 45th St., N.Y. 17, N.Y.  
Fact or Fantasy

A successful and fascinating five-minute program series. Weird and gripping stories of true experiences, based on mental and psychic phenomena. These stories, by Ed Bodin, famous psychic writer, are all investigated and confirmed and are currently running in national magazines. Dramatically narrated by Frances Scott, "Fact or Fantasy" has a big success record for selling products to women and to mixed audiences. 100 programs ready. Wire, write, or phone for audition recording.

**BASCH RADIO PRODUCTIONS**  
17 E. 45th St., New York 17, N. Y.  
It Takes a Woman

A 5-minute program with a big success sales record for sponsors. Stories of the average woman, and how she did something outstanding to help her family or community. Features Frances Scott as narrator. When sponsored by Vick's show had the highest daytime rating on Toronto station, beating ratings for all ten and fifteen minute shows. A sure bet to sell products appealing to women. Two hundred programs are ready. Wire or write for audition recording.

**KASPER-GORDON, Inc.**  
140 Boylston St., Boston 16, Mass.  
Adventures of Buddy Bear

The greatest transcribed children's program ever offered! See TIME magazine, May 12, page 82. 78 1/4-hour episodes available in first unit. Sensational merchandising tie-ups, plenty of publicity for all sponsors, with Universal Pictures making color cartoon shorts, Richard G. Krueger Company making BUDDY BEAR dolls, Boston Junior Deb Company making children's sportswear, etcetera, and 100,000 BUDDY BEAR SONG ALBUMS (records) in production. Available for regional and local sponsors at low syndicated rates. Wire for samples, rates. Release date, June 9.

**KASPER-GORDON, Inc.**  
140 Boylston St., Boston 16, Mass.  
The Family Album

Brand new musical series starring Gene Jones (heard coast-to-coast on CBS), "The Girl Friends" (heard over NBC) with arranger Don Hicks at piano, Hal Freede at Hammond. 78 1/4-hour shows, with appeal for all markets, all listeners. Gene Jones pages through a "family album" to associate pictures with tune. Production is tops, both ends open for commercial with middle commercial if desired over a musical background. Now sponsored by jewelers, drug companies, office equipment, and others. Natural for photographic supply stores, or photography studios, or anybody wanting network type program at low cost. Wire for samples, rates.

**KASPER-GORDON, Inc.**  
140 Boylston St., Boston 16, Mass.  
Gloria Carroll Entertains

Gloria Carroll, heard for long time over CBS mornings, coast-to-coast, in a musical series "out of this world"—backed by novelty trio "The Three Embers," in special arrangement of top tunes of all times, especially from musical shows. Very little talk in this series of 78 1/4-hours—most music from beginning to end, open both ends for commercials. Guaranteed to hold attention of all listeners from the start. Wire for samples, rates.

**WOR White Collars**  
Vote on Union in NLRB Election

NEW YORK, May 17.—WOR white collarites will vote at an NLRB election Tuesday (20) at 3 p.m. to decide whether they will be represented by a union. Fighting for the jurisdiction are the Radio Guild of the United Office and Professional Workers of America (CIO) and Local 153 of Office Employees' International (AFL). The 100 white collarites declared eligible to vote also may vote for no union representation.

At this point, CIO's Radio Guild appears to have much stronger support than the AFL. Station management, however, is hopeful for a non-union vote and is making a strong pitch to that end. In line with this, Ted Streibert, station exec, has called a meeting of personnel for Monday (19). Station's argument is that workers' opportunities will be greater without a union.

Radio Guild has been countering the paternalism argument with a strong campaign, pointing up salary increases and other advantages gained by Radio Guild contracts at Columbia Broadcasting System, WMCA, World Broadcasting Company and Columbia Records, Inc.

Radio Guild also has units at National Broadcasting Company, American Broadcasting Company and Mutual Broadcasting System.

**Young-Rubicam Get**  
Bigelow & Sanford

NEW YORK, May 17.—Young & Rubicam, which recently lost the Borden account to Kenyon & Eckhardt, this week nabbed the Bigelow-Sanford carpet account. Effective date is January 1, 1948.

Client is the largest rug and carpet manufacturer in the business.

**WINS AT WORK**

Means every effort is being exerted to make it a better vehicle for listeners and an honest, resultful medium for advertisers.

**WINS**

CROSLY BROADCASTING CORPORATION

**WTAG WORCESTER**

Worcester leads the parade. In department store sales increase over Boston, Springfield and Providence.

