

WARC FAMILY NEWS

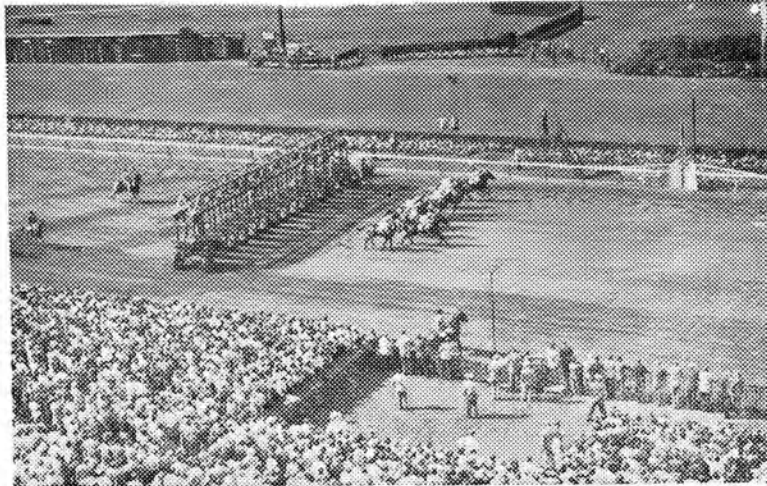
950 on your dial

MAY, 1953

ROCHESTER, NEW YORK

Single Copy 10c

Five Top Turf Events on Tap for Fans As WARC Goes to Jamaica, Belmont, in May



They're off and running for sports listeners of WARC.

Rochester's Family Station, WARC, covers the Sport of Kings for its listeners this year, continuing this month with five top events each Saturday at 4 p. m. Local lovers of horse-flesh will have grandstand seats to the season's outstanding turf events in and around New York City.

The Saturday Feature Races are in addition to the already announced Gillette "Cavalcade of Sports" races, also heard over WARC. Feature races this month are from Belmont Park, except for

the Gallant Fox Handicap from Jamaica, May 2.

From Belmont Park, ace turfcaster Jack McCarthy will call the Acorn Stakes May 9, the Withers May 16, the Metropolitan Handicap May 23, and the Suburban Handicap May 30.

Other races from June 6 through Nov. 14 will be brought into your livingroom from Delaware Park, Aqueduct and Saratoga.

★ America Buys Radio At 12-Million Rate ★

"Reports of my death have been greatly exaggerated."

Radio might well echo the famous words of Mark Twain (or Sam Clemens, if you're a stickler) in refuting propoganda designed to predict its demise. The figures show 'tain't so.

The first six weeks of '53 saw Americans buying radio sets at the rate of 250,000 a week. Radio sales were as good in TV markets as in non-TV areas. Although only an estimated two-million are old-set replacements, the current pace of radio buying — amounting to 12,000,000 sets a year — depicts a fabulous invalid indeed!

Rochester Women Star May 8 On Breakfast Club Over WARC



Top center, Don McNeill, and clockwise, Cliff Peterson, Johnny Desmond, Fran "Aunt Fanny" Allison, Peggy Taylor, Sam Cowling and Eddie Ballantine.

Rochester ladies will be the stars as Don McNeill's famous Breakfast Club opens a one day stand at the Auditorium Friday morning, May 8 at 9 o'clock. WARC will be the basic, feeder station as the local proceedings go out over the nationwide facilities of the ABC network.

As McNeill often insists, the real stars of the show have been its listeners and visitors for 20 consecutive years.

One example is "Smilin' Bill" Mahoney, streetcar conductor who helped capture a jewel thief one night, while on the job. When he told Breakfast Clubbers of his life's dream, to own his own business, and how it was being shattered by lack of funds, McNeill and company staged a benefit on the spot, raising the necessary cash.

Other famous Breakfast Clubbers include Chicago housewife, "Mrs. Smith," who gives the nation periodical accounts of her troubles; cub scout Carey Otis, who would rather get into radio than work; and former jockey, Jimmie Darou, paralyzed for 20 years after a tragic spill, but uplifted by friends he has made through the Breakfast Club show. These, says Don, are the real stars.

But, for a thumbnail sketch of the Breakfast Club staff, please turn to Page 4.

★ To stay happy, you should always have mixed greens on hand --- especially 5's, 10's and 20's. "Don McNeill's Breakfast Club" ★

Busy Pair

How busy can you get? Ask BIG JON AND SPARKIE. Jon Arthur and his elfin sidekick, Sparkie, take on six ABC network shows a week, in addition to a weekly TV slot, and unnumbered personal appearances.

They play to about 200,000 kiddies each year on the road, in addition to the millions on the air. Heard Monday through Friday at 5 p. m., and on NO SCHOOL TODAY, Saturday at 9 a. m.

They're busy. But not complaining.

WARC DAILY NEWS

7:00 a. m. 12:30 p. m.
7:30 a. m. 6:00 p. m.
7:55 a. m. 11:00 p. m.

For the Homemaker... The Wife... The Mother
THE ROBERTA PROGRAM with PAT SUMBERG

Monday through Friday at 12:40 P. M.
Food — Fashion — Theatre — Personalities — Books — Homes

The Show That's Different
"MAKE MINE MUSIC"
with
LEON MARGARITE
Monday through Saturday
3:05 P. M.

Gal of the Month



Alluring Jean Moorehead, our May Gal of the Month, gives a provocative hint that a new season is here... at least, those are Spring Flowers she's carrying.

Hattie Housewife's Household Hints

Floor wax—first-aid to windows If your windows stick and are hard to open try rubbing floor wax along grooves in which window sashes slide. Even if sashes swell, they will slide more easily. As for protecting window sills and making them easier to clean, a coat or two of liquid floor wax after cleaning inside and out will make future cleanings a lot easier.

Paint or varnish a large floor easily and quickly! You won't have to bend to perform this laborious task if you fasten the handle of your paint brush to a long stick. Bore two holes near one end of a mop stick and attach the handle of the paint brush to the stick with two wing nut bolts. This trick will speed the job along with half the effort.

To remove grease or oil from washable fabrics soak the fabric in

hot sudsy water. Then rinse in as hot water as you can stand. If it's an old stain you're removing—first soak the fabric in cleaning fluid for about a half hour, then wash in hot suds and rinse.

Remove the squeaks from a door by putting a few drops of household oil on the top of each hinge. Close and open the door several times until the oil works down, then wipe off surplus oil. If regular household oil doesn't work, try penetrating oil sold at hardware stores.

To put a new shade on an old roller roll up shade to about 6 inches from the top. Fit the top edge of shade parallel to roller with edge straight. Tack shade to roller with tacks the same length as the old ones. That's all there is to it!

The Cook's Nook

by Vera Brody



CAREER GIRL MAKES GOOD IN KITCHEN! There's a headline with heartline appeal for the girl who knows her onions from her leeks and how to use them. It isn't easy hustling home after a busy work-a-day to turn out a superb dinner, don one's best exterior, and be as effervescent as a cheerleader when the doorbell rings. But it can be done with careful planning and some preparation the night before.

The menu tells the story. The dinner must be attractive yet easy and quick to make. It should consist of foods most people like and be so deliciously prepared that guests talk about you for weeks afterward. We think this menu has "it", and will work wonders for the career girl as well as the woman whose cooking hours are limited.

Zesty Tomato Cocktail
Veal Chops Victoria
Mashed Potatoes
Hot French Rolls *Mixed Green Salad*
Peach Melba *Sugar Cookie*
Coffee

Here's the plan. Begin the night before by setting the table and getting that job out of the way. Cover the table with a cloth or sheet to dust-proof. Next prepare the sauce for the veal chops. Cook it, cool it, and store in the refrigerator until the following night when you will saute the chops and simmer them in the sauce before serving. Next make the salad dressing (if you prefer your own) and prepare ahead your salad bowl greens and other ingredients. Wash and cut up greens. Store in the refrigerator in a bowl with a clean dish towel over it and a few ice cubes on top of towel to keep greens fresh and crisp. Other salad ingredients should be wrapped in separate bundles of waxed paper before refrigerating. Refrigerate can of tomato juice. So much for prior preparation.

The next night upon arrival home put chops in skillet first as they require close to an hour's cooking time. The following recipe makes 4 servings.

Veal Chops Victoria

Brown 4 meaty chops in 3 tablespoons **oleomargarine**. Remove from pan. (The following sauce you made the night before.) Into a saucepan put 2 tablespoons **oleomargarine** and fry 1 small minced onion, 1/2 clove minced **garlic**, 1/2 cup quartered **mushrooms**, and 2 teaspoons chopped **parsley**. Fry until onions turn light yellow (not brown). This will take a minute or two. Then add 1 tablespoon **catsup**, 1 tablespoon **flour**, 1 teaspoon **salt**,

1/3 cup **sherry wine**, and 2/3 cup **water**. Bring to boil. Add chops and simmer in tightly covered skillet 50 minutes or until chops are tender. The last 5 minutes of cooking time add 3/4 cup frozen-fresh **peas** and finish cooking with cover off.

After chops are well on their way, measure out coffee and water and set over burner ready to turn on about 15 minutes before serving the meal. Next empty out refrigerated tomato juice into a pitcher and add enough nippy horseradish to give desired amount of tang. Pour juice into glasses and return to refrigerator until serving time.

Now if you have decided to serve French rolls that come in a package ready to brown and serve (they are delicious), set your oven as directed on package and insert rolls to brown.

For mashed potatoes made quick as a wink, use the potato powder or instant potato which comes in a box with directions for adding water and milk to get a mashed potato smooth as velvet! Mix potatoes in the top of a double boiler and then set over hot water to keep warm until ready to serve.

When you're just about ready to serve dinner—mix the salad with dressing, that's so the greens will not wilt by standing too long. For greens (which you prepared the night before) use lettuce, chicory, and romaine or raw spinach leaves, mix in some grated hard-cooked egg and grated Swiss cheese. Toss with a French dressing and top salad bowl with quarters of fresh tomatoes arranged in a circle.

The dessert is prepared just before bringing it to the table. For each serving of **Peach Melba** place a **peach half** in a sauce dish and fill center of peach with a scoop of **vanilla ice cream**. Top with a teaspoon of **raspberry sundae sauce**. Serve with a sugar cookie.

★ **How to remove grease from wall paper:** if it's a mild stain use either fuller's earth or a rug-cleaning powder moistened with dry-cleaning fluid. Spread the paste on the spotted surface and allow to dry. Then remove with a soft, clean cloth. Repeat process if necessary.

★ **Bushel basket ideal for children's toys.** Paint the basket a color to blend with room. Decorate with gay painted alphabet letters. Cover handles by wrapping heavy white or colored cord around them.

This Month Meet...

BURGESS MEREDITH

Twenty years ago Burgess Meredith was acclaimed by Broadway critics as "the most thrilling young actor of the day." He has lived up to this, and today he is still winning new honors for the smooth and easy handling of his radio assignment on the "American Music Hall."

Meredith's successes and failures combined to make him the easy-going person most radio, movie

to fame and fortune.

Two of his greatest parts came in plays with Katherine Cornell in the leading roles, "The Barretts of Wimpole Street," and "Flowers of the Forest." He gained top honors from the drama critics and was called the "Hamlet of 1935."

Other critics acclaimed him as a "magnificent performer — his acting takes on a spell at the first rise



Burgess Meredith

and theater fans have known him to be over the past two decades.

He was born in Cleveland, Ohio, and after his school days in the early 20's he tried everything — a brief fling as actor, reporter, haberdasher, tie clerk at Macy's, seaman and office worker.

Finally, back to acting — in 1930 his first small part was in "Romeo and Juliet." It wasn't until he appeared in "Little Ol' Boy" that he began to be noticed. Critics said "Little Ol' Boy" was a flop but Meredith wasn't. His performance was tabbed the best of the year. This was the real start of his career.

In 1934 he made his radio debut as "Red Davis." He had a few flops on Broadway, but they were only minor pauses in Meredith's march

of the curtain and keeps unbroken to the close — that is acting."

Meredith reached new heights in 1936 with a superb performance in "Winterset." He headed for Hollywood to make a movie of this hit play, and his efforts resulted in its selection as the fourth best movie of that year.

In February, 1942, he entered the Army as a private. His movie role of Ernie Pyle in "The Story of G. I. Joe" was called "the best war film I've ever seen" by President Dwight D. Eisenhower.

More successful films and Broadway shows followed — his has been a notable career, to be sure. Now radio listeners have the opportunity to hear Meredith at his best on the "American Music Hall."

★ RAMBLINGS ★ ★ in RADIOLAND ★

★ Red Benson, emcee of "Take a Number" quiz, has made up his mind to be very careful when a cosmetologist is a contestant. Before the show took its early vacation this year Red had such a beauty specialist as a quiz participant. "Could you do anything with my face to make me better looking?" he asked. The guest paused a moment, then studiously replied, "I'm sorry. I don't think I can!"

★ How versatile can you get? "Tennessee Ernie" Ford, although ordinarily a baritone, can sing with equal ease anything from tenor to bass, according to authorities. Ernie began taking singing lessons as a boy in his native Bristol, Tenn. Later he studied at the Cincinnati Conservatory of Music. Many of his recordings have passed the million-mark in sales.

★ Bobby McGuire, first regular teen-aged panelist on "Twenty Questions," has now come into his own as a writer of musical comedy books. Bobby, the son of Fred and Florence Rinard VanDeventer, had his first such venture presented at Duke University last month. He co-authored "All's Fair" with a fellow senior student.

★ Through a slip of the typewriter, Bobby Sherwood was characterized during the course of a biography released recently as "top-ranking man in the band business." Of course it should have been "a top-ranking man in the band business," as Bobby would be the first to admit — "Quick As a Flash."

★ The youth of America made "Nick Carter, Master Detective," what he is today. The first programs were based on the old "Nick Carter" adventures. They may have been good for youngsters of the '90's, but today's children are too worldly wise, too scientific. In eleven radio years, "Nick Carter" was transformed from a derring-do investigator changing costumes magically, though unbelievably, into today's cool, calculating, quickly deductive analyst, using the most modern scientific developments and equipment to bring criminals to bay.

★ In case you wonder about these things, there are enough millionaires in the country to make up a town the size of North Attleboro, Mass., or, if you favor the west, of Nacogdoches, Texas. That's about 12 miles of millionaires, laid end to end. Stacked vertically, they'd reach somewhat higher than eight Empire State Buildings, one on top of the other. Not included in these figures are the "temporary" Midases — for example, winners on programs like "Live Like a Millionaire." Before shows like this went on the air, there were four accepted ways to a seven-figure fortune. You could either have it, inherit it, marry it, or make it. Now there's a fifth: win it on radio!

★ Gabriel Heatter is one of the country's outstanding authorities on fishing and hunting. For several years prior to the start of his radio career, Heatter was editor of a nationally circulated sportsmen's magazine. He's still an avid reader on those subjects — and at the drop of a hint will discuss his pet theories on fishing lures.

★ Ted Malone, human interest reporter, a prototype of the modest man, recently originated his program from the Mardi Gras-happy precincts of Mobile, Alabama. Invited to the post-parade Infant Mystics Ball, Malone found modesty no protection as he became the center of attraction. Mrs. Malone reports hubby was the target of the night during the "ladies' choice" dances.

★ Incidents in Western history from 1864 to 1876 are dramatized on the "Wild Bill Hickok" shows, now on their third year of radio. Wild Bill became famous as the fast-on-the-draw U. S. Marshal who kept a semblance of law and order in territories infested with Civil War renegades and soldiers who turned into outlaws.

★ Sportscaster Mel Allen, who has received such items as good-luck charms, job requests, cakes, pies and proposals in the mail, gives the following letter top billing in the laugh department. A male Yankee fan wrote, "I used to hate coming home and listening to all the female gossip, but since you started doing games it's a pleasure. Now my wife meets me at the door with the scores."

WARC's Program of CONCERT MUSIC

for May

"Designed for Listening"

10:15 P. M., Sunday Through Thursday

May 3	Symphony #1 in C Minor	Brahms
May 4	Symphonic Dances	Rachmaninoff
May 5	To be announced	
May 6	Trio #1 in D Minor	Mendelssohn
May 7	Suite from Pelleas et Melisande	Debussy
May 10	Concerto for two pianos	Poulenc
May 11	Roumanian Rhapsody	Enesco
May 12	To be announced	
May 13	L'Histoire du Soldat	Stravinsky
May 14	Symphony #5 in E Major (New World)	Dvorak
May 17	Alexander Nevsky (Cantata)	Prokofiev
May 18	Symphony #7 in A Major	Beethoven
May 19	To be announced	
May 20	Concerto #1 in B Flat for Piano and Orchestra	Tschaikovsky
May 21	Trio in E Flat for Clarinet, Viola and Piano	Mozart
May 24	Scheherazade, Song Cycle	Ravel
May 25	Concerto #1 in G Minor for Violin and Orchestra	Bruch
May 26	To be announced	
May 27	Symphony in D Minor	Franck
May 28	Francesca da Rimini—Overture	Tschaikovsky
May 31	Requiem—K-626	Mozart
June 1	Siegfried's Rhine Journey and Funeral Music from "Die Gotterdammerung"	Wagner
June 2	To be announced	
June 3	Quartet #1 in A	Borodin
June 4	Romeo & Juliet—Dramatic Symphony	Berlioz

"The WARC Opera House"

(RECORDED)

May 9	La Boheme	Puccini
May 16	The Magic Flute	Mozart
May 23	Rigoletto	Verdi
May 30	Trojans at Carthage	Berlioz
June 6	Don Pasquale	Donizetti

Other Musical Highlights for May

Saturdays—8:00 to 10:00 P. M.—ABC Dancing Party
Sundays—3:00 to 3:30 P. M.—"Moments Musicale"
Sundays—12:30—Piano Playhouse
Sundays—7:00 to 9:00 P. M.—American Music Hall
Mondays—8:30 to 9:30 P. M.—American Concert Stage
Mon. thru Fri.—1:15 to 2:00 P. M. "Soft'n Sweet"
Mon. thru Fri.—3:05 to 5:00 P. M. "Make Mine Music"
Mon. thru Sat.—5:00 to 6:00 P. M. "950 Club"
Tue. thru Sat.—11:15 P. M. "Just Music"

"We Are the Breakfast Clubbers"

TOASTMASTER DON MCNEILL—A professional oddity among showmen, the 44-year old fun-maker is quiet "off mike," rarely attends parties, tends strictly to business. During shows his ad libbing is governed by a close touch with listener tastes. At home, he takes a back seat to no man in his love for wife, Kay, and his three sons. Kay, fa-



miliar to all McNeill fans, stuck with Don through the rugged, early years as a striving announcer. An avid fisherman and hunter, his well-stocked summer home, "Himself's Hideaway," is his favorite haunt.

JOHNNY DESMOND—Versatile vocalist, rendering pops, lullaby or hymn at will, this veteran performer presides over the "No Laugh Joke Club," and enlivens commercials with dialects. In widespread radio and TV demand, as well as recording dates, Johnny is considering a movie offer. He has been the idol of over 100 fan clubs since he wowed them with Bob Crosby in '39, and later with Gene Krupa and Glen Miller.

PEGGY TAYLOR—Pert, 5' 3", 112-pound, raven-haired, 24-year old singing sweetheart of the Breakfast Club, Peg's college degree and other accomplishments go unsung because of her unassuming manner. A serious voice student, she climaxed a teaching career with radio, TV, and finally, the Club. She too is a skilled painter, and no mean designer of her own clothes. Peg has one eye on the movies, the other on a family — preferably large.

FRAN ALLISON—Today, 15 years after her debut on the Breakfast Club, Aunt Fanny's small town clucking about Hometown, U. S. A. is as much in demand as ever. A far cry from the small town spinster in true life, Fran is the smartly attired wife of music publisher's representative Archie Levington. Their mutual relaxation is in photography and music.

SAM COWLING—Heckler par excellence, who breaks up romantic solos with an ad lib smooching party in the audience, this 5' 7" 185-pounder with the humorous face and sagging bay window has charge of the belly-laughs. Actually, he is 38 "nice looking," and the bay-window is retractable. When he remembers his Serutan, Sam likes to play basketball with his two sons. After starving as a singer in '30, Sam now is rarely accused of it, but never of not producing laughs.

CLIFF PETERSON—Handsome Swedish producer, reformed vocalist, and once amateur theatrical in Duluth, his major claim to audience fame is the accent he never lost. After singing his way through operettas, radio stations and the Breakfast Club, he decided to close his mouth. He scored such an immediate success with the ABC production staff, he was reassigned to the Club as producer.

EDDIE BALLANTINE—Good-looking, affable baton-wielder for Don McNeill since the show began in '33, Ed started out to be an engineer, but quit Cornell after two years of studies by day and clarinet, cornet and drums by night. In '31, he was hired as a network staff-musician on recommendation of Paul Whiteman.

Listeners to this station know the whole gang by now. Don McNeill and his BREAKFAST CLUB crew have been heard daily on the ABC Radio Network since June 23, 1933 — more than 19 years ago.

That was the warm summer morning when a lad from Sheboygan, Wisconsin, reported to Studio A at the Blue Network in Chicago to take over the emcee duties on a morning waker-upper radio program called "The Pepper Pot."

A relatively unknown guy then, McNeill mixed snappy chatter with a bit of raucous music handled by nine grumpy (at 8 o'clock in the morning), musicians and helped build the show into a successful morning package that later became a commercial gold mine and captured the fancy of listeners from coast to coast.

Today it ranks as one of the oldest shows in radio — still one of the most popular, and destined to remain as long as folks continue to go for a mixture of good old fashioned corn, sentiment, and music.

A couple of generations of mixed tastes represent the radio public over the past 20 years, and if in years of depression, prosperity, peace and war, the BREAKFAST CLUB has managed to retain that spark of human appeal, then it might follow that it should stick around a while longer, come TV or high water.

Joe Out to Get Rocky; WARC Airs Bout May 15

If public support could turn the trick, Jersey Joe Walcott would be the first boxer to regain the heavyweight crown when the 39-year old battler encounters champ Rocky Marciano May 15.

The 15-round battle, brought to you on the "Gillette Cavalcade of Sports" by WARC beginning at 10 p. m., will be "blow-by-blow" with Don Dunphy at the mike and Bill Corum chiming in with ringside color.

Walcott, the father of six, whose arduous career of ups and downs has won the public's heart as did that of the Cinderella Man, Jim Braddock, is the longshoreman who retired from the ring to come back and win a championship, lose it, and now, try again.

Against Marciano, he will establish the unequalled record of appearing as heavyweight challenger for the sixth time. No other man got more than two tries. They were Jim Corbett, Bill Squires, Arturo Godoy, Abe Simon, and Billy Conn.

If he defeats Marciano, as he says he can, he will put the N. Y. Commission and National Boxing Association in a hole next year. Both bar 40-year olds from the ring.

"Crossfire" Presents Outstanding Notables

Recordings of ABC's outstanding news discussion program "Crossfire," are being beamed overseas by the Voice of America on a continuing basis.

"Crossfire" presents a leading figure in American life, usually drawn from Congressional ranks, who is expertly questioned on political matters of national and international interest.

The panel of expert interrogators, made up of leading ABC news personalities, primarily consists of Elmer Davis, thrice winner of the famed Peabody Award; Martin Agronsky, dynamic news commentator; and Bert Andrews, chief of the Washington Bureau of the N. Y. Herald-Tribune.

Originating in Washington, D. C., "Crossfire," moderated by ABC newsman Gunnar Back, has presented such leading political notables as Senators Taft, Kefauver, Humphrey, Sparkman and Capehart; Representatives Kean and F. D. Roosevelt, Jr.; Governors Warren, Stassen and many others.

Providing a discussion platform for the further information of the American listening public, "Crossfire" has consistently made front page news with important statements on major issues made by the guest notables.

JOE PACE TO PACE WARC PROGRAM EXPANSION; NEW EXECUTIVE REVEALS PLANS IN PUBLIC LETTER

Dear Friends:

As a quasi-public institution, WARC feels its responsibility to the families of Rochester who depend upon it as a means of communication, information and entertainment. I realize your eyes are open to the fact that a radio station must make money to survive. And that we intend to do.

However, it is our belief that the medium which caters FIRST to its listeners will be strong and vigorous, both program-wise and financially. We intend to act in conformity with this belief. In this respect, we plan to announce new personalities and policies with regard to both news and music in the very near future.

Such action will put us in perfect step with our network, the American Broadcasting Company, now conducting a dynamic expansion project of its own. For example, it has signed such stars as George Jessel, Ray Bolger, and Danny Thomas to exclusive contracts, with the Jessel show ready for airing.

Another long-term contract will make possible a new Martin Block program weekdays from 2:35 to 4 p. m., starting in January, but previewed by another star emcee in the Fall. The new program concept is further illustrated by ABC's Sat-



urday-Sunday-Monday night music and news programming with Margaret Whiting, Burgess Meredith and Jan Peerce.

The network states its belief that radio's greatest service lies in the news and music fields in which radio is outstanding against all types of competition.

To keep step locally with the fine start being provided toward this end by the American Broadcasting Company, is our purpose at WARC, "the station to which almost everyone listens."

A veteran of show biz and radio, Joe Pace comes to WARC, "the station to which almost everyone listens" as executive assistant to station prexy and General Manager Sam Townsend. Although he claims titles to be so much extraneous weight, Joe is officially known also as station manager and program director.

He comes to WARC with a successful background in sales, programming and management after more than seven years of service with stations in Pennsylvania. Mr. Pace also knows the ropes when it comes to the entertainment field, having a distinguished background in vodvil, musical comedy and motion pictures.

No stranger to Rochester, Joe played the rapidly disappearing Temple Theater almost 30 years ago during his days as a song-and-dance comedian.

Respected for his energy and ability in "getting things done," Joe reports he has many ideas on the fire for WARC, and promises results in an unusually short time. His views and ambitions for Rochester's Family Station are revealed at length, in an open letter to the public, appearing on this page of "WARC's Family News."

Radio Has Ability To Sell Merchandise

Radio has a documented record — in good times and bad — of unbounded ability to move merchandise, and to do it at a cost that equals profitable selling for the advertiser.

Radio has been blessed by the fact that it has largely moved out of the plush front offices of the advertising agencies and into the media departments. A recent survey shows that **radio listening** in television homes was up 37 percent in New York; 18 percent in Los Angeles and 29 percent in Chicago.

Ask yourself this question: "Must the vehicle for your commercial message be in the top price bracket of television, or will a low-priced vehicle carry it to the consumer's remembrance just as effectively?" The question has been answered by facts—since the end of World War II, more than 100 million radio sets have been produced. This means that radio has virtually completed renewal of itself in that time.

The American people did not buy this fabulous number of radios because they make attractive ornaments. They bought them to listen to.

430% Increase While Using Radio Advertising

A success story of bountiful sales results achieved through radio, with a 430 per cent resultant increase in business, is described in a new presentation issued by Broadcast Advertising Bureau. The factual case history of the P. J. Nee Furniture Company, Washington, D. C., is a graphic description of the development of a \$2-million-a-year retail business chiefly through the use of radio.

Entitled "Music Hath Charms — And Sells Furniture Too—On Radio," the eight-page booklet reports the success story of the retail furniture mart and analyzes reasons why the "Nee Hour of Dreams" evening music program has proved so outstandingly beneficial to the store's cash receipts. Each year since 1938, radio has accounted for 60 per cent of the dealer's ad budget, which last year amounted to 5.8 per cent of total sales volume.

Describing radio as holding "potentially 100 per cent penetration of our market area," Maury L. Nee, treasurer of the firm, states in the booklet that broadcasting not only "means an attractive program framework for our messages — a

PINKLEY and THE NEWS

Last December's flight of Virgil Pinkley to Korea with recorded messages for the boys from the folks back home, was not the first time he had braved enemy fire. The lifetime news-hawk, now heard over WARC, the Family Station, at 10:15 p. m. on week nights, has seen action with the British fleet, the U. S. and Royal Air Forces, with desert troops in World War II, and was decorated after being wounded in the North African Campaign.

Pinkley worked up from gas station attendant to editor of the Los Angeles Mirror and veep of United Press, before taking on duties as news commentator for ABC and WARC — only part of WARC's extensive news operation.

framework that can't be duplicated in any other medium: music that you can close your eyes and listen to—430 per cent increase in business during the period we've used radio —no wonder we're sold on it!"

Mostly About Music

The closest thing to Jolson around today is **Norman Brooks**, good-looking, well built, medium height, and only 25 years old. He can sing with a good strong baritone voice and is being booked all over the country. His humility and charm are infectious because of his boyishness, and the customers love it... **Joni James** kept ticket takers busy in a Chicago theater. She got a warm reception with her top discs. Unlike some record names, **Joni** is at ease with a live audience.



Joni James

She even ad libbed a bit when the theater's remodeling crew began hammering midway in her act... Canadian **Giselle MacKenzie** is the featured vocalist for the world premiere of **Jack Benny's** "Variety Revue," which opened in San Francisco last month. **Giselle** is a tall, slim, dark girl who can sing a pop, a novelty and do comedy. She has some of the comic values of **Roz Russell**, the ungainly awkwardness of **Charlotte Greenwood** and a really fine singing voice... The



Judy Garland

10th anniversary of the **Richard E. Rodgers-Oscar Hammerstein** partnership was observed recently by their personal appearance at a performance of "Oklahoma" in Washington... **Ruth Brown**, who is riding on top with **Billy Eckstine**, is taking a rest after a tour which ended with a few one-nighters in the East... **Rosemary Clooney**, booked for a week at the Fox Theater in Detroit, grossed a very satis-

factory \$30,000 for the first three days... **Jimmy Boyd** the fourteen-year-old sensation, opened at the Sands Hotel in Las Vegas last month. He made disc history last Christmas when his Columbia Record, "I Saw Mommy Kissing Santa Claus," went over the 2,000,000 mark... When **Johnnie Ray** came out on the stage and began, hands a-flutter, to put over the first of his nine numbers, the audience at the Palladium gave him the hottest welcome since **Judy Garland**... Singer **Guy Mitchell** has a top role in Paramount's "Red Garters," big scale musical in new 3-D color process. He'll have romantic scenes with **Rosemary Clooney** and **Anna Maria Alberghetti**. It's **Mitchell's** second movie role... **Tony Martin** and wife, **Cyd Charisse**, sail for Hawaii. Upon **Martin's** return to the mainland, he'll fill supper club engagements in Chicago and Miami... **Peggy Lee** scored an overnight smash in a New York club return. Perhaps it was her picture, maybe it was something else, but whatever it was, she has never sung so well... **John J. Downing**, director of recreation of the City of New York, has blueprinted a schedule of dance band appearances in the city's parks. There will be 54 events in various locations from June 18 to September 3... **Patti Page** was recently caught on a show in New York that was terrific. She generated an intimacy and an ability to ad lib that had her ahead all the way. To her melodic singing she has now added a personality that registers all the way... **Judy Garland** was signed to a long-term contract by Columbia Records recently. They will feature her as a regular pop singer as well as spotlight many of her picture tunes... "Country Songs Roundup," a hillbilly journal,

has announced the formation of a **Hank Williams** Memorial Scholarship Fund at the University of Alabama. The journal established the fund with an initial contribution of \$1800 and is promoting additional contributions from its readers. The current issue includes the lyrics of many of **Hank's** tunes together with letters from artists and biographical material about **Williams**... **The Little Singers from Paris**, a singing group of 35 boys, are touring the eastern and middle western states. The group comes to this country under auspices of the French government. They were here and in Canada in 1950 and toured Europe, Africa, Asia and South America in other seasons... **Rosa Rio**, versatile organist on "My True Story," is remarkable at musical improvisation. One of radio's best-known organists, **Rosa** never sketches her dramatic accompaniments in advance. She merely reads the script and when the show hits the air, is completely spontaneous in providing background music, guided by the dramatic mood... **Gunnar Back**, Washington newsman who moderated "Crossfire," began his career by asking **John Philip Sousa**, the march king, about a career in music. Told music promised a wonderful life, **Gunnar** promptly purchased a baritone horn and heartily tooted his way in a boys' band. Later, friends persuaded **Gunnar** to sell the horn to prevent complete demoralization among youthful and earnest music students... **Patachou** back at the Waldorf-Astoria, in New York, proved her box office value with the opening show. Working in a skirt and blouse and backed by the wonderful piano of **Nat Brandwynne**, plus an accordion player, the French gal held the customers spell-

bound with her bilingual vocalistics. Her gestures are a masterpiece and her phrasing is potent. She takes the American pop, "Why Don't You Believe Me," and gives it a meaning that few U. S. singers have given it so far. When singing in French, **Patachou** is equally impressive... **Lanny Ross** had a tough decision to make some years ago — whether to compete with the U. S. team in the Olympics as a track star or to continue his vocal studies. He chose the latter — and in-



Doris Day

augurated a career that brought him great fame... **Arturo Toscanini** observed his 86th birthday in New York recently by conducting two rehearsals, first, the Robert Shaw Chorale for two hours in the afternoon and then a symphony orchestra from 5 to 7:30 p. m., at Carnegie Hall... Up at Decca Records they reported that the **Mills Brothers'** waxing of "Half As Much" has sold over 250,000 discs, while the **Four Aces** totaled 200,000 sales for



Giselle MacKenzie and Bob Crosby

their "You Fooled Me"... **Ziggy Elman** was the latest alumnus to join the new **Benny Goodman** crew which kicked off a coast-to-coast concert tour last month... **Eve Arden** is justifiably proud of her seven-year-old daughter **Liza** who plays a "mean piano" by ear, and does all of the popular songs of the day... there'll be more of this chatter next month... visit us again.

YESTERYEAR'S TOPS

The nation's top tunes on records as reported in The Billboard

APRIL 1943

1. I've Heard That Song Before
2. Brazil
3. As Time Goes By
4. You'd Be So Nice to Come Home to
5. That Old Black Magic
6. It Started All Over Again
7. Why Don't You Do Right?
8. Don't Get Around Much Anymore
9. There Are Such Things
10. For Me and My Gal

APRIL 1948

1. Now Is the Hour
2. Manana
3. I'm Looking Over a Four Leaf Clover
4. Beg Your Pardon
5. But Beautiful
6. Baby Face
7. Sabre Dance
8. Serenade of the Bells
9. You Were Meant for Me
10. Slap 'Er Down Again Paw

Doris Day Records "Silvery Moon" Tunes

The name of Doris Day on a radio program, a record label or a movie marquee is a certain guarantee of peak entertainment. Blonde and lovely Doris' most recent issue from Columbia is entitled "By the Light of the Silvery Moon," a series of tunes from the past as rendered by La Day in the new movie of the same name. Such vintage selections as the title tune, "Aint We Got Fun," "If You Were the Only Girl," and others, are given full benefit of Doris' appealing stylings. An interesting sidelight is that one of the offerings, "King Chanticleer," is given its initial vocal interpretation on wax.

HONOR ROLL OF HITS

THE NATION'S TOP TUNES

The nation's 10-top tunes is determined by a scientific tabulation of each song's popularity as measured by survey features of The Billboard's Popularity Chart. COPYRIGHTED BY THE BILLBOARD

1. Doggie in the Window
By Bob Merrill—
Published by Santly-Joy (ASCAP)
2. Till I Waltz Again With You
By Sidney Prosen—
Published by Village (BMI)
3. I Believe
By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP)
4. Pretend
By Lew Douglas, Parman & Le Vere—
Published by Brandom (ASCAP)
5. Tell Me You're Mine
By Fredianelli-Vasin—
Published by Capri Music (BMI)
6. Side by Side
By Harry Woods—
Published by Shapiro-Bernstein (ASCAP)
7. Don't Let the Stars Get in Your Eyes
By Slim Willet—
Published by Four Star Sales (BMI)
8. Your Cheatin' Heart
By Hank Williams—
Published by Acuff-Rose (BMI)
9. Wild Horses
By K. C. Rogan—
Published by George Simon (ASCAP)
10. Tell Me a Story
By Terry Gilkyson—
Published by Montclare (BMI)

Records Most Played by Disc Jockeys

Records listed here in numerical order are played over the greatest number of record shows. List is based on replies from weekly survey among disc jockeys thruout the country.

1. Doggie in the Window P. Page
2. Till I Waltz Again With You T. Brewer
3. Tell Me You're Mine Gaylords
4. Pretend Nat (King) Cole
5. I Believe F. Laine
6. Your Cheatin' Heart . . . J. James

Rudy Reviews The Records

by Rudy Frank

Add Harry James' Columbia album "One Night Stand" to the group of fine collections taped on the spot and recreating the electric exchange between the performers and the audience. This new grouping, picked up in 1952 when the James organization was rocking Chicago's Aragon Ballroom, can be joined with Benny Goodman's "Carnegie Hall Jazz Concert" and "1937-38 Jazz Concert" as prime examples of how an enthusiastic fandom can inspire a band into a peak performance. Harry has kept his orchestra together since he left the famed Goodman band about a decade ago and indicates in his latest release that his men possess the same crisp drive that catapulted them to the top of the musical heap some years back. The James trumpet, of course, is still "tops" as Harry and his troupe sock across a jumpy series of tunes, many of which were great James hits of past years.

Tony Bennett has just come up with two sensational sides that are definitely his best offerings since "Because of You." Since his fabulous success with "Because" it has been said that his other recordings have been too beautiful to be commercial. Now the balladeer has two sides that are both beautiful and commercial. "The King of Broken Hearts" is a number with a lovely tune and absolutely great lyrics. Each line is outstanding, and Percy Faith's backing fits perfectly. "No One Will Ever Know" is the title of the coupling that velvet-voiced Tony sends out with tears and expression. Seldom does one find two such great sides back-to-back.

Already a smash hit in England as an instrumental, a tune called "Little Red Monkey" looks like it might happen. It is sung by Rosemary Clooney on a Columbia kiddie disc. Your reporter has the feeling that oldsters will "dig" the selection also. The haunting music, catchy lyrics and fetching Clooney voice combine to produce an unbeatable combination. A new sound has been added to this waxing. The Claviolene, sounding like a cross between an accordion and an organ, makes "Little Red Monkey" that much more irresistible. Flip side is "Little Joe Worm" (Son of Glow Worm), a kiddie version of "Glow Worm." "Little Joe Worm" uses the same hit tune that made "Glow Worm" a smash hit, but has the added attraction of bright new lyrics sung by the fetching Rosemary Clooney.

With her fine vocal support on Percy Faith's recording of "The Song from Moulin Rouge" busily doing the disc jockey and sales circuit, Columbia presents Felicia Sanders in a pair of new ballad showcases for her velvet voicings and dramatic delivery. "I May Not Remember Your Name" chants Felicia in one poignant refrain, "but I'll remember your lips." Vivid accompaniment is provided by Percy Faith and his orchestra. The coupling is an appealing number in which Miss Sanders ponders how a gal can keep her boy friend happy. "What Should I Do," she queries, "to please a man like you." Paul Weston and his orchestra and The Four Lads lend orchestral and vocal assistance.

Comes now a pair of standards from the great Sarah Vaughan. The divine Sarah sings Frank Loesser's appealing ballad "Spring Will Be a Little Late This Year" and the familiar "A Blues Serenade" by Mitchell Parish and Frank Signorelli.

"I Couldn't Keep from Crying," a top hillbilly hit written and popularized by folk artist Marty Robbins, is the new release by the ever-popular Sammy Kaye and his orchestra. "Sweet Sue, Just You," one of the most popular standards of all time, is the delightful backing. Here, the Swing and Sway organization offers a rhythmic version in the ingratiating tempo of the old soft shoe. Vocals are by the Kaye Choir.

Charles Nelson, 19-year-old vocal discovery and protege of Columbia's West Coast Musical Director Paul Weston, has just waxed his second pairing. Young Nelson demonstrates feeling, style and richness of voice in "The Golden Years," a haunting new waltz ballad from the forthcoming film biography of the famous magician Houdini. Tune was inked by the Academy Award-winning songwriting team of Livingston and Evans. Nelson showcases his versatility in the coupling, "Rollin' Home," a rousing saloon-type refrain.

Flash! Columbia Records has just signed the incomparable Judy Garland to a contract. It won't be too long before Judy's vast legion of fans will be hearing new waxings by the great star. Such talented conductors as Paul Weston, Percy Faith and Mitch Miller will no doubt be working with Garland, which indicates that superb music will soon be forthcoming from that quarter.

Seems to be all for the moment . . . Try to make it here next month.

Barber Shop Produced Songster Jerry Vale

The barber shop, traditionally the meeting place of vocalists, has produced another songster, Columbia Records' latest male singing find, 22-year-old Jerry Vale.

New York-born Jerry is one of a family of four children — two boys and two girls — and his earliest recollections are of his mother singing for her own enjoyment as she performed the household chores. At the age of eleven when the talented youngster went to work after school shining shoes in a barber shop, it was only natural that he sing the current pop tunes to the customers. The young singer's vo-



Jerry Vale

calizing so captivated the proprietor of the barber shop, himself a frustrated tenor, that he sent young Vale to a local voice teacher.

In a short time Jerry was singing leads in school shows, and, at 15, began appearing in local supper clubs. One of his first bookings was at a Yonkers nitery for a trial three weeks engagement. He stayed there for a year and a half.

It was at this same Yonkers night spot that Jerry came to the attention of his present mentor, Paul Insetta, formerly Guy Mitchell's road manager. Jerry made several song demonstration records for Insetta who brought them to Mitch Miller, Columbia's Artists and Repertoire chieftain, hoping to have the songs recorded by some other artists, expecting no special interest in vocalist Vale. Mitch however, became very enthusiastic about Vale's rich, full voice and arranged to record the lad at once. The demonstration tunes have yet to be recorded, but Jerry has his first Columbia disc, "You Can Never Give Me Back My Heart" and "And No One Knows."

★ Ray Noble: Sorry to be late, fellows, but my mother just flew in from England. Bergen: Think nothing of it. Did you meet your mother at the airport? Ray Noble: Hardly, old chap. I've known her for ages.

"Bergen-McCarthy Show"

WARC FAMILY NEWS

Published Monthly by
WARC, Inc.

Sheraton Hotel - Rochester, N. Y. - Tel. Hamilton 8920

Publisher, Samuel W. Townsend
Associate Editor, Nick Nickson

AFFILIATED WITH ABC

**NATIONAL REPRESENTATIVE
PAUL H. RAYMER COMPANY
444 Madison Ave., New York City**

Sec. 34.66, P. L. R.
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	TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MORNING	6:00 6:15 6:30 6:45		Max Raney Show (LP)	Max Raney Show (LP)	Max Raney Show (LP)	Max Raney Show (LP)	Max Raney Show (LP)	Max Raney Show (LP)
	7:00 7:15 7:30 7:45		News (LS) Max Raney 7:05 (LP) News; Raney 7:35 (LP) News 7:55 (LS)	News (LS) Max Raney 7:05 (LP) News; Raney 7:35 (LP) News 7:55 (LS)	News (LS) Max Raney 7:05 (LP) News; Raney 7:35 (LP) News 7:55 (LS)	News (LS) Max Raney 7:05 (LP) News; Raney 7:35 (LP) News 7:55 (LS)	News (LS) Max Raney 7:05 (LP) News; Raney 7:35 (LP) News 7:55 (LS)	News (LS) Max Raney Show 7:05 News (LS); Raney 7:35 Raney; News (LS) 7:55
	8:00 8:15 8:30 8:45	Radio Sun School (LC)	M. Agronsky (NS) Max Raney (LP)	M. Agronsky (NS) Max Raney (LP)	M. Agronsky (NS) Max Raney (LP)	M. Agronsky (NS) Max Raney (LP)	M. Agronsky (NS) Max Raney (LP)	M. Agronsky (NS) Max Raney (LP)
	9:00 9:15 9:30 9:45	Light, Life Hour (NC) Report from Israel (LS) Herald of Truth (NC)	Breakfast Club (NC)	Breakfast Club (NC)	Breakfast Club (NC)	Breakfast Club (NC)	Breakfast Club (NC)	No School Today (LC) " " " (NS)
	10:00 10:15 10:30 10:45	Message of Israel (NS) Sunday Services (LS)	My True Story (NC) Whispering Sts. 10:25 Whispering Sts. (NC) When Girl Marries (NS)	My True Story (NC) Whispering Sts. 10:25 Whispering Sts. (NC) When Girl Marries (NC)	My True Story (NC) Whispering Sts. 10:25 Whispering Sts. (NC) When Girl Marries (NS)	My True Story (NC) Whispering Sts. 10:25 Whispering Sts. (NC) When Girl Marries (NC)	My True Story (NC) Whispering Sts. 10:25 Whispering Sts. (NC) When Girl Marries (NS)	No School Today (NS) Space Patrol (NC)
	11:00 11:15 11:30 11:45	Gospel Tabernacle (NC)	Live Millionaire (NS) Friend in Need (NS)	Live Millionaire (NS) Friend in Need (NC)	Live Millionaire (NS) Friend in Need (NS)	Live Millionaire (NS) Friend in Need (NC)	Live Millionaire (NS) Friend in Need (NC)	Platterbrains (NS) Eddie Fisher (NS)
AFTERNOON	12:00 12:15 12:30 12:45	News (LS) Charles Antell (LC) Piano Playhouse (NS)	Gardiner, News (NS) Berch 12:10; Valentino Ne's; Cr'ker 12:35 (NC) Rob'ta Show 12:40 (LP)	Gardiner, News (NC) Berch 12:10; Valentino Ne's; Cr'ker 12:35 (NC) Rob'ta Show 12:40 (LP)	Gardiner, News (NS) Berch 12:10; Valentino Ne's; Cr'ker 12:35 (NC) Rob'ta Show 12:40 (LP)	Gardiner, News (NC) Berch 12:10; Valentino Ne's; Cr'ker 12:35 (NC) Rob'ta Show 12:40 (LP)	Gardiner, News (NS) Berch 12:10; Valentino Ne's; Cr'ker 12:35 (NC) Rob'ta Show 12:40 (LP)	101 Ranch Boys (NS) Guest Star (NS) News (LS) Music in Air 12:35
	1:00 1:15 1:30 1:45	Opera Album (NS) Christian Action (NS)	Harvey, News (NS) Soft'n Sweet (LP)	Harvey, News (NS) Soft'n Sweet (LP)	Harvey, News (NS) Soft'n Sweet (LP)	Harvey, News (NS) Soft'n Sweet (LP)	Harvey, News (NS) Soft'n Sweet (LP)	Music in Air (LP) " " " "
	2:00 2:15 2:30 2:45	Healing Waters (LC) Voice of Deliv. (LC)	Soft'n Sweet (LP) Betty Crocker (NC) Mary McBride 2:35 (NS)	Soft'n Sweet (LP) Betty Crocker (NC) Mary McBride 2:35 (NS)	Soft'n Sweet (LP) Betty Crocker (NC) Mary McBride 2:35 (NS)	Soft'n Sweet (LP) Betty Crocker (NC) Mary McBride 2:35 (NS)	Soft'n Sweet (LP) Betty Crocker (NC) Mary McBride 2:35 (NS)	WARC Opera Hse. (LS) " " " "
	3:00 3:15 3:30 3:45	Moments Musicale (LS) Hour of Decision (NC)	Make Music 3:05 (LP) Make Mine Music (LP)	Make Music 3:05 (LP) Make Mine Music (LP)	Make Music 3:05 (LP) Make Mine Music (LP)	Make Music 3:05 (LP) Make Mine Music (LP)	Make Music 3:05 (LP) Make Mine Music (LP)	WARC Opera Hse. (LS) " " " "
	4:00 4:15 4:30 4:45	O. F. Revival (NC)	Make Mine Music (LP) Betty Crocker 4:25 (NC) Make Mine Music (LP)	Make Mine Music (LP) Betty Crocker 4:25 (NC) Make Mine Music (LP)	Make Mine Music (LP) Betty Crocker 4:25 (NC) Make Mine Music (LP)	Make Mine Music (LP) Betty Crocker 4:25 (NC) Make Mine Music (LP)	Make Mine Music (LP) Betty Crocker 4:25 (NC) Make Mine Music (LP)	Golden Sw'stokes (NC) " " " " 950 Club (LP)
	5:00 5:15 5:30 5:45	Wings of Healing (NC) Greatest Story (NC)	Big Jon, Sparkie (NS) 950 Club (LP)	Big Jon, Sparkie (NS) 950 Club (LP)	Big Jon, Sparkie (NS) 950 Club (LP)	Big Jon, Sparkie (NS) 950 Club (LP)	Big Jon, Sparkie (NS) 950 Club (LP)	950 Club (LP) " " " "
	6:00 6:15 6:30 6:45	Mon. Headlines (NC) Don Cornell Show (NS) Freedom, U. S. A. (LC)	News (LS) Supper-time Revue (LS) Chamberl'n Sports (LP) Lum'n Abner (NS)	News (LS) Supper-time Revue (LS) Chamberl'n Sports (LP) Lum'n Abner (NS)	News (LS) Supper-time Revue (LS) Chamberl'n Sports (LP) Lum'n Abner (NS)	News (LS) Supper-time Revue (LS) Chamberl'n Sports (LP) Lum'n Abner (NS)	News (LS) Supper-time Revue (LS) Chamberl'n Sports (LP) Lum'n Abner (NS)	News (LS) National Guard (LS) Bob Finnegan (NS) Navy Star Time (LS)
	7:00 7:15 7:30 7:45	Am. Mus. Hall (NS)	News Elmer Davis, News (NS) Lone Ranger (NC) Griffith, Ne's (NC) 7:55	News Elmer Davis, News (NS) Silver Eagle (NC) Griffith, Ne's (NC) 7:55	News Elmer Davis, News (NS) Lone Ranger (NC) Griffith, Ne's (NC) 7:55	News Elmer Davis, News (NS) Silver Eagle (NC) Griffith, Ne's (NC) 7:55	News Elmer Davis, News (NS) Lone Ranger (NC) Griffith, Ne's (NC) 7:55	Paris Star Time (LS) " " " " Stars Review Hits (LS)
	8:00 8:15 8:30 8:45	Am. Mus. Hall (NS) Telegram 8:55 (NC)	Henry Taylor (NC) Doors Never Close (LS) Amer. Con'rt Stage (NS)	Front Row Center (NS) Human Relations (NS)	Mystery Theater (NC) Life Begins 80 (NS)	Top Guy (NS) Heritage (NS)	Private Eye (NS) Fun For All (NC)	Dancing Party (NS) " " " "
	9:00 9:15 9:30 9:45	W. Winchell (NC) News (NC) The Adventurer (NS)	Amer. Con'rt Stage (NS) Concert Studio (NS)	Town Meeting (NS) C. S. Mon. Views (NS)	Mr. President (NS) Crossfire (NS)	ABC Playhouse (NS) Time Capsule (NS)	Ozzie & Harriet (NC) Corliss Archer (NC)	Dancing Party (NS) " " " "
10:00 10:15 10:30 10:45	Harvey, News (NC) Des. for Listening (LS)	News (NC) Des. for Listening (LS)	News (NC) Des. for Listening (LS)	News (NC) Des. for Listening (LS)	News (NC) Des. for Listening (LS)	Boxing Bouts (NC) " " " "	ARClight Parade (LP) " " " "	
11:00 11:15 11:30 11:45	News (NS) Alistair Cooke (NS) George Sokolsky (NS) Here's to Veterans (LS)	Ne's; Almanac 11:10 (LS) Nick Nickson (LP)	Ne's; Almanac 11:10 (LS) Nick Nickson (LP)	Ne's; Almanac 11:10 (LS) Nick Nickson (LP)	Ne's; Almanac 11:10 (LS) Nick Nickson (LP)	Ne's; Almanac 11:10 (LS) Nick Nickson (LP)	ARClight Parade (LP) Nick Nickson (LP)	
12:00		Nick Nickson (LP)	Nick Nickson (LP)	Nick Nickson (LP)	Nick Nickson (LP)	Nick Nickson (LP)	Nick Nickson (LP)	

NC—Network Commercial • NS—Network Sustaining • LP—Local Participating • LC—Local Commercial • LS—Local Sustaining