

S Showmanship



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30 TESTED PROGRAMS FOR BUSINESSMEN



YOUR BUSINESS AT A GLANCE

A quick index to what others in your business field accomplish through radio. Articles and services in *Radio Showmanship* are classified by businesses here.

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At your finger tips

Who produces what? This up-to-the-minute directory of script and transcribed programs for local sponsors is alphabetically indexed . . . cross-indexed by time, audience appeal, and subject matter.

FOR MEN WHO BUY LOCAL RADIO TIME...A HANDBOOK OF SYNDICATED SCRIPT AND TRANSCRIBED FEATURES AVAILABLE FOR LOCAL AND REGIONAL RADIO SPONSORS. THE MOST COMPLETE LISTING EVER ASSEMBLED.

1944 REVISION

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Minneapolis 2, Minnesota

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Name

Address

City State

Modern Bread Romance

by Norman Frankel, Radio
Director, Freitag
Advertising Agency

Radio Prop for Staff of Life in
Double Barrel Ad Campaign for
Columbia Baking Co., Atlanta, Ga.



REAL success in the baking business is largely a matter of merchandising, since the baking industry itself is a relatively well exploited field. The successful operator is the one who makes extraordinary efforts not only to get customers but to hold them.

To successfully achieve this two-fold aim, there is, first of all, the problem of retail distribution. The average grocer handles more than one line of bread and pastry, and it is only through aggressive merchandising that the grocer comes to pick up one brand rather than another when a customer simply asks for

a loaf of bread. Coupled with this problem, is that of creating consumer preference. Good will cultivation is the solution to both phases of the merchandising problem.

How then, can this retail and consumer good will be earned? One of the first rules of success in advertising is that you must have a good product. A big advertising campaign might get a lot of people to try something once, but all the advertising in the world won't bring them back a second time if the product itself doesn't have something on the ball. That's why the sales of SOUTHERN BREAD have increased year after year. It has always been a topnotch product and it has always been a leader in making improvements. Quality of product, in other words, is the plan behind its merchandising plan.

But the old saw to the contrary, the world does not beat a path to your door if you make a better mouse trap. The world has to know about that mouse trap. There's still the problem of consumer preference and retail distribution. To create good will among both groups, the COLUMBIA BAKING Co., Atlanta, Ga., relies to a great extent upon radio, the nation's number one medium of entertainment.

While at the present time, the sale of bread does not present a problem, COLUMBIA is a firm believer in radio, and a consistent user of the medium. And today, COLUMBIA has a use for radio that is even more important than the sale of bread, namely, cooperation with our government.

To keep civilians at the top level of efficiency, SOUTHERN ENRICHED BREAD pledged itself to make its



bread the finest in nutrition value and to use its advertising as a wartime service to Southern housewives. In addition to being enriched, SOUTHERN BREAD now contains Vitamin D. It was to tell the public of the advantages of this ENRICHED EXTRA VALUE BREAD that COLUMBIA launched its big double barrel advertising campaign through radio and newspapers this fall.



In this campaign commercials were largely devoted to Government activities, and were strongly tied-up with the *Food Fights for Freedom* campaign. How comprehensive was this campaign to carry the story of SOUTHERN BREAD into millions of southern homes? It extended over 27 radio stations (19 of which were on Class A time), and into 87 newspapers! It is interesting to note that the Radio Director of the Office of War Information wrote the COLUMBIA president to personally thank him for making this patriotic contribution to the war effort.

Having determined upon the media through which to create dealer and consumer good will and preference, COLUMBIA's next problem was that of the selection of its radio sales vehicle. COLUMBIA has learned from long experience that a *good* program broadcast at a *good* time is cheapest in the long run because it reaches the most people and it thus gives the advertiser more for his radio dollars!

In the selection of the program, the advertiser must first of all decide upon the audience he wants to reach. COLUMBIA needed a program to appeal to women, because the people who buy its breads and cakes are in the main, women. In slacks or skirts, America's homemakers are still the buyers, and more than ever are doing the budgeting, buying



and brand-name remembering for America's manless families.

Modern Romances, a transcribed series with mass appeal to reach the mass market, the great middle class market comprising more than 80 per cent of the families, was COLUMBIA's answer. Quarter-hour dramatizations

of stories appearing in the magazine of the same name were broadcast three times weekly for a 13-week period over 27 stations. Unlike the usual daytime serial, each one of these dramatizations is complete in one episode.

Having selected its media and its program, COLUMBIA did not drop the matter there. There's more to merchandising a product than that! To COLUMBIA's way of thinking, it is as important to *sell* a show to its potential audience as it is to present big-time entertainment. The more you make listeners aware of the program, that is, the more the program is *sold*, the better the results both in terms of the size of the listening audience, and in actual sales. Today, since gas rationing has caused people to spend more time at home, this practice is especially productive.

Because *Modern Romances* is a big-time program with topnotch actors, COLUMBIA gave it the benefit of a big-time build-up to attract the large audience it deserved. Starting two weeks before the first program went on the air, every one of the 27 stations in a five-state area carried 15-second chain breaks and 60-second dramatized announcements giving a preview of the programs that were to follow. In addition, every week for the first eight weeks, advertisements appeared on the radio pages of the newspapers in the cities in which the programs were heard to help attract listeners.

It all adds up to a graphic illustration of the original thesis. Success in the baking industry depends to a high degree upon adequate merchandising with dealer and consumer. With COLUMBIA, radio is an integral part of that policy.

Sell STORE to Sell All

by WALTER T. GROSSCUP,
Executive Vice President

Secret of Lit Brothers Radio
Department Store Success is
Station-Store Cooperation and
Showmanship-Selling Technique

LIT BROTHERS, Philadelphia, Pa., is on the air 52 weeks of the year. We realize that radio programs and financial investments have this in common: it usually takes a definite period of time for them to mature and pay dividends.

It is indeed a strange situation when the largest advertisers on the local merchandising front avoid the largest local selling medium. Yet department stores in general are prone to be pessimistic where radio advertising is concerned.

Some have made sporadic attempts to sell over the air; some have made only bitter resolves to stick to their known media; only a few have combined the showmanship-selling technique that is the key to the collective pocketbook of a large and listening audience.

Department store advertising is a composite proposition, but, applied to radio, it need not be complex. Lack of success with radio can, in most cases, be traced to insufficient knowledge of the medium, its limitations, its possibilities. Profits are never the result of cursory, or one sided, planning. The answer then, is to evolve a method of mutual cooperation between store and station to determine the pattern for most effective selling. LIT BROTHERS feels that, with Station WFIL, it has found such a method and has, furthermore, succeeded with radio advertising in accomplishing what it set out to do.

To its use of radio, LIT BROTHERS assigns part of the credit for its rise in recent years to a leading position among Philadelphia department stores, as well

as other significant advancements in its progress and profit. I believe this radio success is due, in large measure, to LIT BROTHERS attitude toward the medium; to our recognition of the fact that radio is entirely different from newspapers, that it has its own peculiar advantages, and that radio is deserving of special treatment.

I do not mean to imply, however, that LIT BROTHERS' radio road was, from the

Man of many parts is Walter T. Grosscup, executive vice-president of Lit Brothers, vice-president and director of WFIL. Not one to limit the range of his tar-



get, he has taken, still takes an active part in banking, retailing, state and federal government and in radio. To his credit is the present peak point in radio-consciousness among Lit Brothers store executives. A man of vision, he predicts new worlds for the department store to conquer, namely, the effective use of radio. To the end that Lit Brothers will be in the vanguard, he always has an ear for a new radio idea, often takes a hand in working it out.

beginning, smoothly paved. Our first aerial ventures varied considerably in both quantity and quality. Responsibility for radio was shifted from one department to another within the store. The set-up was variable and unstable, and the result was the usual streaky run of department store luck with radio. In 1939, when I set up the New Business Department of LIT BROTHERS, managed by Sidney H. Berg, radio at last found a real home in the store organization. This New Business Department takes entire charge of LIT BROTHERS radio work, giving it as much attention, study, time and effort as the regular advertising department gives to our daily newspaper display advertising.

But the seeming indifference to radio detail on the part of the department store meets a perfect *vice versa* from the stations themselves. A "smattering of ignorance" is all that some radio salesmen have concerning the organization of a department store. And so meager an acquaintance quite easily results in the wrong prescription for the store's advertising problems. Some of its salesmen, for instance, think of radio time and programs only in relation to single items; cigarettes, headache pills, cereal, etc. LIT BROTHERS' Drug Department alone has over 25,000 different items! The most potent form of radio advertising for department stores, obviously, would not be selling specific products but selling the store itself, that is, institutional advertising.

So, at the very outset, LIT BROTHERS and Station WFIL evaded the greatest stumbling block in the path of radio-department store cooperation. Station executives met with store executives and discussed their mutual problems. WFIL learned about LIT BROTHERS; what the department store needed, and what it was trying to accomplish. LIT BROTHERS, on the other hand, learned what WFIL had to offer, and how it could best be

applied. Because they knew each other, WFIL did not make the mistake of trying to sell LIT BROTHERS time on the air and nothing else. LIT BROTHERS, fully aware of what to expect from its programs, did not ask WFIL to perform short-term miracles.

Our present radio schedule consists of three 15-minute programs, with a fourth to be added. Two of these shows are directed toward the general audience, one is for the children, and the coming one will be aimed at the family "purchasing agents," the housewives of Philadelphia.

Granted that our purpose is to sell the store, let's examine the programs with which we hope to do it. On Monday, Wednesday and Friday evenings, LIT BROTHERS presents *Hot Spot On The Map*. This is a background of the news type program, given documentary treatment. Each program deals with a locality that is prominent in the day's news. The topography of the country is considered, the country's place in history, its position in the war and the characteristics



of its people. In other words, *Hot Spot On The Map* provides for listeners the vivid behind-the-scenes information which the newspapers leave untouched in reporting the days events. The program is produced and directed by Don Martin, a WFIL man, and written by Jane Richter of LIT BROTHERS New Business Department staff.

On Tuesday, Thursday and Saturday evenings, LIT BROTHERS broadcasts *Let's Learn Spanish*, the 15-minute transcribed series produced by *Time Magazine*. This program has proved an astounding audience success. Mail returns on the first broadcast passed the 300 mark and, despite the 25 cent charge attached to the vocabulary booklet offered, the mail count has been continuously high.

In an effort to launch the *Let's Learn Spanish* program effectively, LIT BROTH-

ERS and WFIL cooperated on an extensive promotional campaign. Attractive advertisements were placed in metropolitan newspapers. Book marks and colorful posters were distributed to the Public Libraries. Letters to educators and Pan American Consuls were prepared. We received permission from the Pan American Association to circularize its members. Car cards were displayed in the city's transportation facilities and on station platforms. All in all we covered the town thoroughly in creating listener interest for the series. Audience reaction, quite evidently, repaid the effort.

No department store program pattern would be complete without entertainment for the children. LIT BROTHERS is proud of the children's audience it has built up over a period of the past two years. Using the 5:00 to 5:15 spot on WFIL, various transcribed shows have been used, including *Pinocchio* and *Streamlined Fairy Tales*. The promotional tie-in that has been provided with these shows has helped build a loyal listening audience. Instead of having the store commercials handled in the routine fashion, a character called the *Magic Lady*, who is on the staff of the New Business Department, was created for the purpose of adding a personal touch to the program.

In turn, she created the *Magic News Club*, among the listeners. Members of the club now number approximately 7,000. They receive a monthly newspaper called the *Magic News*. This paper is edited and published by the New Business Department and mailed to each one of the members.

The *Magic Lady* has an office in the store to which members of the *Magic News Club* and their mothers come frequently. On various occasions the *Magic Lady* has appeared in various Children's Departments of the store and her listen-

ers have been invited to come in and visit with her. In the latest venture of that sort, 3,000 kids and mothers came in to see the *Magic Lady* in the new Children's Section which LIT BROTHERS just opened.

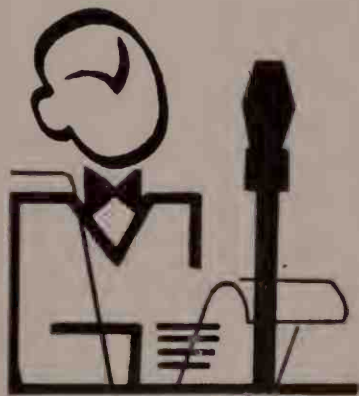
At the present time LIT BROTHERS is sponsoring an original dramatized serial written by Edmund Dawes, WFIL Educational Director. Acting is done by children and the entire program is presided over by the *Magic Lady*.

Our coming program designed for the homemaker audience is still in the plans stage so I can, as yet, report no results.

But I should like to call attention to our solution of the talent controversy which often crops up in department store-radio plans. We do not feel that store talent is essential to the proper delivery of our sales message. While we do use home talent on the Children's program, we have drawn from the listening audience, the open market and the WFIL staff for the rest of our schedule.

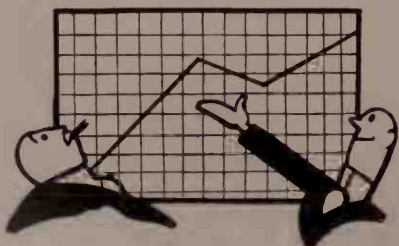
Another bogey that turns up with annoying regularity in the question of department store radio affairs, particularly in program production, is the costs problem. The greatest difficulty in exercising this evil spirit is the lack of specific figures of radio unit costs versus direct sales results. LIT BROTHERS feels, however, that for what we ask of radio, in institutional value, store promotion and good will, the cost is quite moderate.

The crux of the present radio-department store problem appears to me to be a matter of education: education of department stores to the correct use of radio, and education of radio stations to the aims of a department store. When department stores realize that radio advertising effectiveness grows in direct proportion to the length of time it is heard, they won't wonder why short-term campaigns fail to achieve results.



If I were a radio time salesman, anxious to tap the department store market, I would certainly not proceed, as some do, to contact store management immediately with an offer of radio time on any sustaining program we had at the moment. First of all, I would study that particular store; learn its policies; how it was trying to accomplish the store's aims and how nearly it was succeeding. After thorough research, I would get in touch with the management and say, "I have noticed what BLANK BROTHERS has been trying to do; I believe your problems are so and so. I believe our station may be of some help to you in solving them." I would be fortified with the facts behind that statement. After a discussion of the store's problems, I would return to the station, where, with the cooperation of station executives, I would suggest that a program series be developed to fit the special needs of that store. Then, with concrete, specific program ideas, I would be able to make a definite offer of program and time to store management, an offer individually tailored to their needs. If that type of study and research were done for each store, before a salesman offered the store either program or time, there would be far less feeling among department store executives against radio advertising; there would be a far greater degree of success in advertising carried out.

The successful cooperation of LIT BROTHERS and WFIL indicates to me that mutual understanding of department stores and radio stations should not be very difficult to achieve, particularly if the radio station will put more of its time on the department store's problems, and the department store will put more of its time on the air.



BEER



Tap

by Owners JAMES
and MARY FENTON

WE human beings are funny creatures; we'll walk a mile to trade with somebody who makes us feel welcome. Edgar Guest knew this when he wrote the following rhyme:

*"The reason people pass one door
To patronize another store,
Is not because the busier place
Has better drugs, or silk, or lace,
Or cheaper price; it largely lies
In pleasant words and smiling eyes."*

In the little city of Colton, Cal., there are a dozen or more cold drink spots, one very much like another except one that is called the HUB CAFE. Really, it isn't a cafe, because all the food you buy there you can put in your pocket. It serves nothing more than sandwiches. Everything else is liquid, so it couldn't have built up a reputation for the excellence of its food, and necessarily, it must sell the same kind of drinks that are served at every other cafe or bar.

Nevertheless, the HUB CAFE enjoys an enviable reputation. People always have fun there. Only ladies and gentlemen are wanted at the HUB, and strangely enough, only ladies and gentlemen patronize the place. On the wall is a small sign which reads:

"Only ladies and gentlemen are invited here. When you have had enough to drink, please leave of your own accord, because if you don't— you'll go anyway."

The HUB CAFE isn't a hangout or a joint, but a place where people go to have a good time.

When radio came to the Valley of

Ballads

Jingles Keep Cash Till A-Jingle, for Hub Cafe

Paradise, the HUB began to advertise on KPRO. Howard Ray wrote the commercials, and the first one went like this:

*"Greetings, folks; hi-ya Bub!
Come on; have fun with the gang at the Hub.
That's Smiling Jack Fenter's invitation to you and
your party to come on over to the Hub Cafe in
Colton and enjoy yourselves.
You'll find Smiling Jack or Mary on duty
to see that you get that old hospitality plus—
and that your cool, refreshing social beverages
are prepared in the right manner.
At the Hub there's a good gang
and a good time waiting for you.
Look for the neon wheel at the Hub
of the Hub City.
The Hub Cafe, in Colton,
right at the intersection of 8th and Eye Streets.
A swell place to stop for those famous steak din-
ners and plate lunches that have helped make
the Hub Cafe famous."*

Well, "Hi-ya Bub," got to be the pass-word. Strangers there for the first time were captivated by the friendly greeting and the stranger became the regular patron. The gang called it the club and it was the favorite drop-in place for the neighborhood. Business picked up. We couldn't have handled any more.

And then came the OPA. Gradually there was nothing to sell. The famous beef steak dinners were no more. All foods became scarce and we decided to serve nothing but sandwiches.

*"Smiling Jack says: "Hi-ya Bub!
You sure are welcome at the Hub!"*

was still the greeting, but with business as good as ever and less to sell, Smiling Jack and Mary decided it was silly to

spend money for advertising. They dis-continued their radio advertising. And a pall fell over their customers. The place wasn't the same. When a jolly fellow tried to revive the old spirit by yelling "Hi-ya, Bub!" it fell flat. Finally, at the insistence of the customers, Smiling Jack and Mary called the radio station, made a date and signed a new contract. They are again on the radio for all to hear the jolly little jingles.

*"Folks drop in there from far and wide—
From San Berdoo and Riverside;
And all are greeted: "Hi-ya, Bub,
Come in! Have fun! You're at the Hub!"*

OT

*Days may come and days may go
But the Hub stays on the radio—
With greetings, folks—and Hi-ya Bub
Come in! Have fun! You're at the Hub!"*

OT

*Well, here, we are, and what-do-you-know!
It's the Hub again on the radio—
With greetings Folks, and Hi-ya Bub,
Come on, have FUN with the gang at the hub!*

Customers are happy again. The place rings with the tinkle of glasses against ice; the merry laughter of customers. It's the spirit of the wild west but no one is wild.

When word came that Mussolini was out, it inspired Howard Ray to remark: "They wouldn't have a guy like Mussolini at the Hub." And then came a new jingle:

*Where's Mussolini? Poor old
guy!
It looks like he has gone bye-
bye;
And no one knows just where
to, Bub—
But, folks—He isn't at the
Hub!*

Because, as Howard explains, "Only regular folks gather at the Hub." And how they gather!

The growth of the HUB CAFE is definitely a tribute to radio. Four years ago, when we came to Colton, we used good honest faces for as much credit as we could collect, and started slowly trawling for business. The "Hi-ya Bub!" atmosphere made the place popular, and two years later we had a modernized cafe which was netting us money.



Radio Awards of MERIT!

Service Basis for RS Awards to Ten Local Advertisers for Outstanding Merchandising and Showmanship Radio Campaigns

WHILE net work advertisers with big-name talent get reams of publicity for their radio advertising, and the public reads with avid interest details about the personal lives of the talent on these national programs, the backbone of commercial radio is the local sponsor. It is his unselfish contribution to community life that has measured the forward progress of the radio industry. Because these advertisers have kept in touch with the entertainment and recreational needs of their communities, radio has become a listening habit all through the day and night. In every city there is at least one such advertiser who has made valuable contributions to progress through the medium of radio without benefit of fanfare or trumpets.

To these advertisers, in recognition of outstanding merchandising and showmanship campaigns, RADIO SHOWMANSHIP Magazine now awards its first annual certificates of merits for outstanding radio activi-

ties in the communities which these advertisers serve.

FINANCE

Syracuse, N. Y.

An original idea designed to further the war effort and containing all the elements of showmanship is the radio program, *Behind the Lines*, sponsored by the ONONDAGA COUNTY SAVINGS BANK, Syracuse, N. Y., over WFBL. Heard Monday through Friday, the program is designed to build morale among war workers and war industries. Writes Wm. G. Morton, treasurer of the ONONDAGA COUNTY SAVINGS BANK: "From the letters we receive from war plants and from the recipients of our awards we are convinced that the program is indeed a civic contribution and that we are aiding in the building of the morale of the war workers."

Of interest to everyone concerned with the war's progress in Syracuse, *Behind the Lines* gives public recognition and honor to war workers doing outstanding work. On every broadcast *Distinguished Citizenship* citations are pre-



sented to two Syracuse citizens "For Loyal and Devoted Aid to America in Time of War." Citations are read over WFBL, giving the qualifications and merits of each person honored. To recipients, a certificate and emblem are presented.

In addition, the ONONDAGA COUNTY SAVINGS BANK features these awards in its newspaper advertising, and as further public tribute, the names of those receiving citations and the companies which employ them are listed in a bank lobby display.

With service to the country and winning of the war uppermost in making their decisions, selections are made by an American Legion, Post 41, committee. All nominations received from employers are referred to the committee. So that future citizens will know of the self-sacrificing aid given here at home, a permanent record of the citations will be placed in a special volume in the Syracuse Public Library.

DEPARTMENT STORES

Dubuque, Ia.

With listener interest in news at an all-time high, the STAMPFER DEPARTMENT STORE, Dubuque, Ia., presents a daily quarter-hour newscast over KDTH as part of its contribution to wartime civilian morale. Another good will gesture is an annual children's Christmas program. Children Contact Santa at the North Pole via the magic of short wave radio communications. In addition to special events service features, STAMPFER's merchandises special sales with spot announcements. An article on the STAMP-

FER radio activities will appear in the January, 1944 issue. (For detailed information on the Christmas feature see *Radio Showmanship, Oct., 1942, p. 334*).

DEPARTMENT STORE

Boise, Idaho

When C. C. ANDERSON's started its first radio campaign over KIDO, it was with the usual "we'll test it" spot announcement series. Careful checking of radio results has seen ANDERSON's increase its radio schedule to include six spot announcements daily, a five-minute evening newscast, a quarter-hour children's program, and a half-hour women's series. In addition, ANDERSON's supports special events such as a *Sewing School of the Air* for its fabrics department, *Football Predictions and Finals* for its men's shop, and special Christmas programs.

Contrary to most department store advertising managers, J. R. Parker believes in *programs* with just enough spot announcements to merchandise special items. It is his contention that you can accomplish more in building customer good will through a good radio program or newscast than in straight advertising announcements.

Service keynotes ANDERSON's radio campaign. In *Lynne Your Personal*

● (Left) ... Radio has a way with it for PAY'N SAVE SUPER MARKET, Butte, Mont.

● (Right) ... Toyland headquarters for Dubuque, Ia.: STAMPFER TOY ANNEX. Radio did it.





● The store that good will built: C. C. ANDERSON'S, Boise, Id.



● For ten years the T. EATON CO., Hamilton, Ont., has done its weekly radio good deed.

Shopper, it offers to shop by mail for out-of-town listeners, endeavors at the same time to give all listeners an above-average woman's program. When Idaho celebrated *Pioneer Day*, ANDERSON'S joined in the celebration with a half-hour dramatic feature on Idaho.

BEVERAGES

North Bay, Ont.

For ten years, MACDONALD'S BEVERAGES has been a consistent user of radio time, and its one purpose is that of service to the community. Its CFCB daily quarter-hour is available for all community non-profit enterprises, and in the *Town Crier* are heard announcements of the activi-

ities of churches, service clubs, the town council, other such organizations. MACDONALD'S radio past includes such entertainment features as *The Lone Ranger* and *Speed Gibson*; it has also presented a local newscast. All radio activities are under the direction of president J. L. Shaw.

DEPARTMENT STORES *Davenport, Ia.*

In Davenport, Ia., a tie-vote resulted in awards to both the PETERSEN HARNED VON MAUR DEPARTMENT STORE and the ZOLLER BREWING CO. ZOLLER'S is the only sponsor of a local live talent daily program with name talent on a local station. PETERSEN HARNED VON MAUR, on the other hand, have a daily quarter-hour feature, *Petersen's Home Front*, which merits special attention.

High in wartime value, the program informs listeners of all phases of war activity on the home front. When there is a message of special importance, sponsor relinquishes all commercial mention in its WOC program with the exception of opening and closing credit lines. In its unselfish effort to contribute to victory, PETERSEN'S promotes the program in its own newspaper advertising, has also used other space in local and out-of-town newspapers. Direct mail and car cards help publicize the program.

The only program of its kind on the air is ZOLLER'S *Linger Awhile*, a live talent show featuring piano and Hammond organ. High in recreational value is the

selection of music popular during the last couple of generations played in the style current when the tune was written. Its WOC program is heard five times a week.

DEPARTMENT STORES

Philadelphia, Pa.

One of the largest department stores in Philadelphia, Pa., LIT BROTHERS is also the largest local user of radio time in its field, is on the air 52 weeks of the year. To sell the store itself through the use of radio service features is the one and only LIT BROTHERS purpose in its WFIL advertising. Two shows directed at the general audience, one for children and a fourth slanted at feminine listeners round out the radio picture. (For a complete story on the radio aims of this advertiser, see *page 403*).

SPORTING GOODS

Pontiac, Mich.

In March, when trout fishermen begin to check equipment, FOSTER'S HARDWARE & SPORTING GOODS STORE takes to the air. Hunters have bagged their game when FOSTER'S go off the WCAR ether waves. During that entire period, since 1940, *Fishin' in Michigan* is a weekly WCAR quarter-hour feature which president Frank J. Foster personally presents. Fishing information, humorous fishing anecdotes and tall tales are the mainstay of the program. The show is localized as much as possible, spotted with home-town names and incidents. (For complete information about this interesting feature, see *Radio Showmanship, April, 1943, p. 117*).

DEPARTMENT STORES

Hamilton, Ont.

For consistent use of CKOC radio in the public interest, the T. EATON Co., LTD., Hamilton, Ont., is outstanding. A radio institution is its *Good Deed Club*, and for ten years it has given stimulus to youthful talent, now contributes both to community life and home front morale.

No less than 70,000 good deeds have been performed by Hamilton youngsters

since the EATON *Good Deed Radio Club* was organized in 1933. *Reason*: active members write to the club every week, report their latest and best good deeds. For the best good deed goes a weekly prize. While the weekly CKOC amateur program gives the younger generation a chance to express its talents, the good deeds angle gives everyone a chance to take part in the club. Membership is not limited to Hamilton; mail comes from over 300 different communities! (For complete details on this outstanding children's feature, see *Radio Showmanship, June, 1942, p. 194*).

JEWELERS

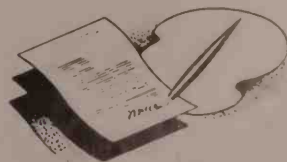
Portland, Ore.

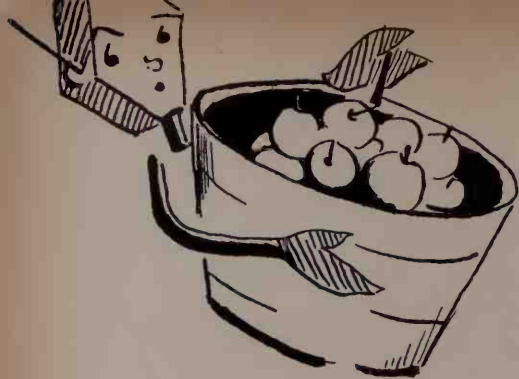
For its high degree of entertainment value, *The Old Apple Orchard* is tops among a large percentage of the KXL listening audience. Portland, Ore., listeners hear it as the REINGOLD'S JEWELRY Co.'s contribution to home front morale.

GROCERS

Butte, Mont.

For the last seven years, the PAY'N SAVE SUPER MARKET, Butte, Mont., has used nothing other than radio for its advertising campaigns. Convinced that radio and service are cut from the same cloth is owner and manager Frank Reardon, who now does a million and a quarter dollars worth of business a year in a highly competitive market in a town of 39,000 population. Groceries, drugs, men's and women's wear are the lines carried by PAY'N SAVE. In its KGIR advertising are 15-minute programs, spot announcements, half-hour shows, and station breaks. (For complete story on this outstanding, many-sided radio campaign, see *Radio Showmanship, August, 1941, p. 234*).





Radio Food for

Coordinated St
by R. W. BYER

WHEN SUPER VALU STORES, Des Moines, Ia., took to the air, it was with the purpose of increasing week end sales. We wanted to get our message to the housewives in the city just before they did their week end shopping. Since over a fourth of the whole week's traffic in many grocery outlets enters the store between noon and closing time on Saturday, it seemed well worth the last-minute effort to get SUPER VALU STORES on the shopping lists of this large percentage of the week's shoppers.

Starting with a brief test campaign, SUPER VALU STORES now gives radio a major share of responsibility for building week end food sales. WINSTON & NEWELL sponsor 95 SUPER VALU STORES in Iowa, of which 22 are in Des Moines. Last October we decided to test radio as a stimulant for store traffic. *Darts and Dashes*, a 25-minute Saturday morning show over KRNT was the selling vehicle we selected for this last-minute week end shopping campaign. Our original order has had three renewals, and we also now use KSO spot announcements as a build-up for daily sales.

When an advertiser decides upon radio time, he must first decide upon the audience he wants to reach, and having determined that factor, he can then select the time and program which will best attract that specific audience. In our case, the choice was simple. We wanted to reach the housewife. More than that, we wanted to get our message to her attention just before she set out to do her week end shopping. Those two factors

made Saturday morning the automatic selection.

Program selection allowed for more leeway. Basically, all programs must do one of three things, namely entertain, inform or educate. Since Saturday morning radio programs must compete with many household chores, entertainment seemed the best approach. More than that, it seemed desirable to have a program that gave us a check on listener interest, and one which could also be coordinated with our other advertising activities.

The program is for the city of Des Moines stores only, because of the telephone feature which makes it impossible to have it apply to the country. In this radio campaign, we tie-in our newspaper advertisements. This coordinated effort, we feel, is one reason the program has been successful in promoting week end sales.

The format is simple. Darts are thrown at a wall map of the city of Des Moines. The street on which the dart lands is announced over the air, and the first woman to telephone the studio from that street receives a cash prize of two dollars. Here is how the newspaper campaign is coordinated with the radio program; before the person is eligible for the prize, she must identify an item from our weekly newspaper ad in the *Des Moines Tribune*. That is, the announcer gives the potential winner the name of an item in the ad, and she must give the price as it appears. In this way,

Thought

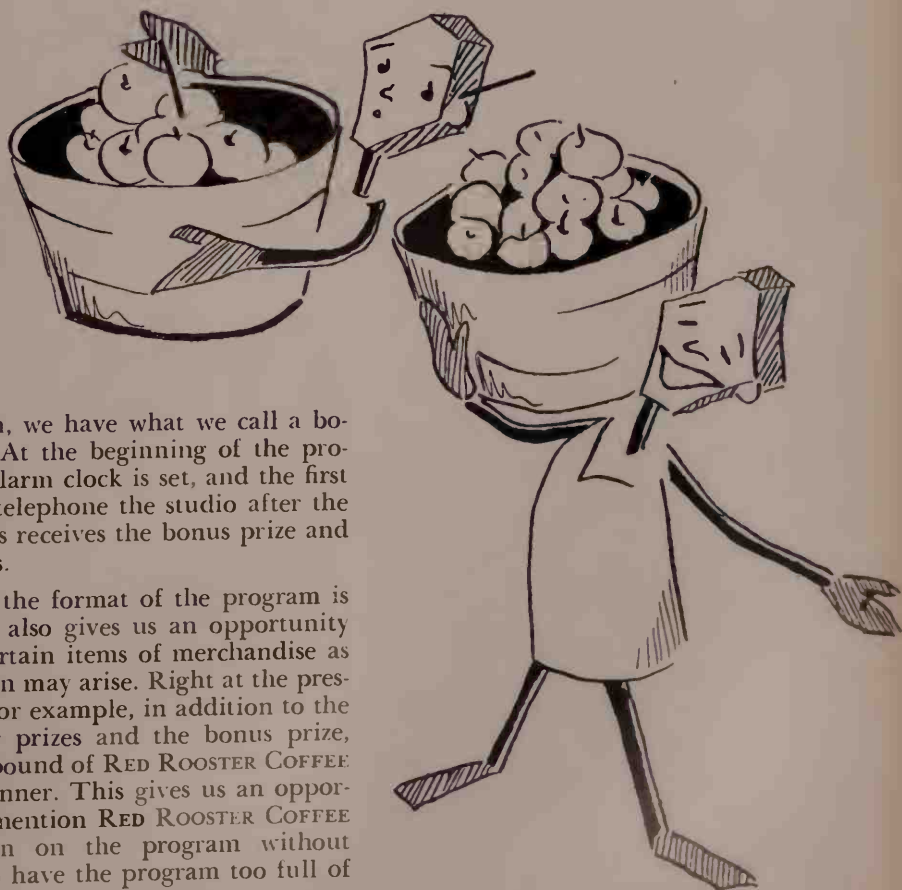
u Ad Campaign Builds Week End Sales
anager, Winston & Newell Co., Des Moines

it is necessary for those listening to our program to have our newspaper ad before them.

There are about four throws of the dart during the 25-minute program, and

While we have no accurate method of checking results, I will say that the combination of the radio program and the newspaper ad has done a wonderful job for our SUPER VALU STORES. About the only check we have is the time it takes for a woman to call in after the name of the street is announced, and these telephone calls have been coming in almost instantly. It indicates that quite a few people in all parts of the city listen to the program.

We don't pretend to understand the technical side of radio, but we do understand results. We don't know whether it is the radio, or the newspaper, or the combination of both that is getting the business, but as long as it is working, we are going to leave it just the way it is.



in addition, we have what we call a bonus prize. At the beginning of the program, an alarm clock is set, and the first person to telephone the studio after the alarm rings receives the bonus prize and two dollars.

Because the format of the program is flexible, it also gives us an opportunity to push certain items of merchandise as the occasion may arise. Right at the present time, for example, in addition to the two dollar prizes and the bonus prize, we give a pound of RED ROOSTER COFFEE to each winner. This gives us an opportunity to mention RED ROOSTER COFFEE more often on the program without seeming to have the program too full of commercials.



YOURS FOR THE ASKING

Address: Radio Showmanship Magazine, 1004 Marquette, Minneapolis, Minn. Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

SAMPLE SCRIPTS AVAILABLE

Amusements—Your Football Prophet (Ju., '43, p. 236).
Automobiles—Mr. Yes and No. (Sept., '40, p. 32).
Auto Supplies—Jack, the Tire Expert (May, '41, p. 135).
Bakeries—Musical Arithmetic (Feb., '41, p. 72).
Bakeries—Southern Plantation (Sept., '41, p. 289).
Beverages—Pigskin Prevue (Ju., '41, p. 222).
Beverages—Gardening for Victory (June, '43, p. 200).
Building Materials—Homers at Home (Feb., '41, p. 58).
Chambers of Commerce—Clifton on the Air (Jan., '42, p. 19).
Chiropractic—The Good Health Program (Mar.-Apr., '41, pp. 110, 112).
Civic Agencies—Americans All (Nov., '42, p. 395).
Dairy Products—Junior Town (Dec., '41, p. 136).
Dairy Products—Kiddie Quiz (Ju., '41, p. 214).
Dairy Products—Young American's Club (Nov., '40, p. 110).
Dairy Products—Wealth on Wheels (Nov., '41, p. 361).
Dairy Products—Book Exchange (Mar., '42, p. 96).
Department Stores—Hardytime (Sept., '40, p. 35).
Department Stores—The Pollard Program (Aug., '41, p. 238).
Department Stores—Woman's Hour (June, '41, p. 178).
Department Stores—Down Santa Claus Lane (Oct., '41, p. 326).
Department Stores—Billie the Brownie (Oct., '41, p. 318).
Department Stores—The Waker-Uppers (Dec., '41, p. 379).
Department Stores—Chimney Express (Oct., '42, p. 336).
Department Stores—B & M Messenger (Dec., '42, p. 412).
Department Stores—Ahead of the Headlines (Sept., '43, p. 318).
Dry Goods—Patterns in Melody (Dec., '42, p. 423).
Drug Stores—Five Years Ago Today (Dec., '40, p. 146).
Farm Supplies—Feed Lot Question Box (Nov., '41, p. 359).
Farm Supplies—Our City Cousins (Aug., '42, p. 277).
Finance—Jumping Fro Jubilee (Aug., '41, p. 253).
Finance—Saga of Savannah (June, '41, p. 187).
Finance—Spelling for Defense (Mar., '42, p. 97).
Finance—We Hold These Truths (Feb., '43, p. 59).
Flowers—An Orchid to You (Sept., '40, p. 35).
Fuel—Smoke Rings (Dec., '40, p. 126).
Furs—Cocktail Hour (Aug., '41, p. 258).
Furs—Hello Gorgeous (Jan., '42, p. 32).
Gasoline—Home Town Editor (Oct., '40, pp. 73, 74).
Gasoline—PDQ Quiz Court (Dec., '40, p. 134).
Gasoline—Your Safety Scout (Apr., '42, p. 130).
Groceries—Food Stamp Quiz (Sept., '40, p. 33).
Groceries—Matrimonial Market Basket (Dec., '40, p. 154).
Groceries—Mystery Melody (Sept., '41, p. 290).
Groceries—Mystree Tunes—(June, '41, p. 163).
Groceries (Wholesale)—Hoxie Fruit Reporter (Jan., '41, p. 34).
Groceries (Wholesale)—Market Melodies (Oct., '40, pp. 73, 74).
Groceries (Wholesale)—Women's Newsreel of the Air (Oct., '40, p. 63).
Groceries (Wholesale)—Kitchen of the Air (Jan., '42, p. 25).
Hardware Stores—Dr. Fixit (Nov., '41, p. 360).
Home Furnishings—Songs Our Soldiers Sing (June, '43, p. 196).
Laundries—Rock-a-bye Lady (Feb., '41, p. 47).
Laundries—Lucky Listeners (Feb., '43, p. 44).
Men's Wear—Hats Off (June, '41, pp. 178, 183).
Men's Wear—Press Box Quarterback (Ju., '42, p. 246).
Music Stores—Kiddies' Revue (Oct., '41, p. 306).

Newspapers—Do You Know the News (Apr., '42, p. 131).
Optometry—Good Morning, Neighbors (Jan., '41, p. 35).
Participating—Clues for Christmas (Oct., '42, p. 348).
Public Utilities—Light on the West (Nov., '42, p. 390).
Restaurants—Dollars or Dinners (June, '43, p. 208).
Shoes—Campus Reporters (Aug., '41, p. 251).
Shoes—Mr. Fixer (June, '41, p. 148).
Shoes—Tick-Tock Story Time (June, '42, p. 207).
Sporting Goods—Alley Dust (June, '41, p. 177).
Sustaining—Calling All Camps (Oct., '41, p. 310).
Sustaining—King Contest Club (Mar., '43, p. 93).
Taxi Cabs—California Story Teller (Apr., '42, p. 132).
Women's Wear—Melodies and Fashions (Nov., '40, p. 112).

SAMPLE TRANSCRIPTIONS

Academy Award (Mar., '43, p. 79; June, '43, p. 190).
Sam Adams, Your Home Front Quartermaster (Nov., '43, p. 393).
Adventures with Admiral Byrd (June, '42, p. 212).
Air Adventures of Jimmie Allen (Apr., '43, p. 127).
American Challenge, The (June, '43, p. 202).
Ann of the Airlines (June, '42, p. 212).
Betty and Bob (Oct., '40, p. 53; Mar., '43, p. 79).
Captains of Industry (Sept., '41, p. 284; Mar., '43, p. 101).
Cinnamon Bear (Oct., '41, p. 315; Oct., '43, p. 355; Nov., '43, p. 289).
Dearest Mother (Nov., '41, p. 354).
Doctors Courageous (Ju., '42, p. 230).
Dr. Mac (Aug., '42, p. 276).
The Enemy Within (Jan., '41, p. 18; Mar., '43, p. 101).
Eye-Witness News (Dec., '42, pp. 410, 428).
Famous Mothers (Sept., '43, p. 320).
Flying for Freedom (Aug., '42, p. 278).
Forbidden Diary (May, '42, p. 173).
Fun With Music (June, '41, p. 162).
Getting the Most Out of Life Today (Ju., '41, p. 196; Mar., '43, p. 100; June, '43, p. 207).
I Am An American (Feb., '42, p. 64; June, '42, p. 187).
Imperial Leader (May, '42, p. 175; Mar., '43, p. 85).
In His Steps (Aug., '42, p. 272).
Korn Kobbler (Nov., '43, p. 376).
Let's Learn Spanish (Sept., '43, p. 320).
Let's Take a Look in Your Mirror (June, '42, p. 204).
Little by Little House (May, '41, p. 128).
Mama Bloom's Brood (Aug., '41, p. 248).
Modern Romances (Nov., '43, p. 393).
The Name You Will Remember (Feb., '43, p. 60).
Notes of Love (Mar., '43, p. 100; May, '43, p. 260; June, '43, p. 212).
Donald Novis (Mar., '43, p. 78; p. 92).
One for the Book (June, '42, p. 213).
Radio Theatre of Famous Classics (Apr., '42, p. 135).
Santa's Magic Christmas Tree (Oct., '42, p. 344).
The Shadow (Mar., '43, p. 86).
Songs of Cheer and Comfort (June, '42, p. 213).
Sonny Tabor (May, '41, p. 140).
Sons of Freedom (Jan., '43, p. 33).
Sunday Players (Dec., '41, p. 388).
Stella Unger (Feb., '41, p. 56).
Streamlined Fairy Tales (Mar.-Apr., '41, p. 90; June, '42, p. 186; Oct., '42, p. 344; Dec., '42, p. 425).
This is America (June, '42, p. 211; Apr., '43, p. 136).
This Thing Called Love (May, '42, p. 155; Mar., '43, p. 100).
Time Out with Allen Prescott (Ju., '43, p. 236).
Touchdown Tips (Ju., '41, p. 218; Ju., '42, p. 230).
True Detective Mysteries (Dec., '42, p. 419).
Twilight Tales (Dec., '41, p. 382).
Voices of Yesterday (Mar., '42, p. 88).
The Weird Circle (Sept., '43, p. 321).
Who's News (Feb., '42, p. 64; Mar., '43, p. 100).



AIRING THE NEW

New radio programs worth reading about. No result figures as yet.

Beverages

TUNE FACTORY More than music is manufactured in WCAE's week-day *Tune Factory*. What's on tap for the PITTSBURGH BREWING CO., its IRON CITY BEER, is Walter Compton's *Background for News*. An on-the-hour news quarter-hour, the broadcast is part and parcel of a news and music afternoon format.

Not one to put his money on a good thing, leave results to chance, is PITTSBURGH BREWING's admanager Ben Weiser. Courtesy station announcements, publicity notices to more than 50 newspapers, plus a 3 x 10 ad in the *Sun-Telegraph* got the audience *hep* to the new show. Letters to liquor dealers, mention in the WCAE monthly news-letter to retailers, and mike-merchandisers all built dealer good will.

AIR FAX: *First Broadcast:* May 3, 1943.

Broadcast Schedule: Monday through Friday, 4:00-4:15 P.M.

Preceded By: Music.

Followed By: Music.

Sponsor: Pittsburgh Brewing Co.

Station: WCAE, Pittsburgh, Pa.

Power: 5,000 watts.

Agency: Smith, Taylor & Jenkins Adv. Agcy.

COMMENT: Things are happening on the radio programming front. No longer does the soap opera have the afternoon field to itself. In metropolitan centers, advertisers are finding that the news and music combination gets results. With war work changing the listening pattern, the afternoon audience is no longer almost entirely feminine. With emphasis on news and music advertisers get both groups.

Builders' Supplies

DAILY WAR JOURNAL That what helps one, helps all, was the cooperative spirit of five Augusta, Ga., competitive building supply dealers when they buried the sales hatchet in a daily WGAC radio offering. Their choice of weapons with which to keep up the fight on the home front: BLUE NETWORK's *Daily War Journal*.

Sales ammunition was directed at home repair, painting, insulation, other within-the-law wartime improvements. Evidence that the bullets found their target: a second 13-week renewal. Campaign strategy was based on opening, middle and closing commercials.

AIR FAX: Ace war reporter Martin Agronsky does the daily commentary on this Blue Network cooperative sponsorship program.

First Broadcast: February 20, 1943.

Broadcast Schedule: Monday through Friday, 8:00-8:15 A.M.

Sponsor: Bowen Bros. Hardware Co.; Burum Co.; Augusta Building Supply Co.; Whaley Bros., and Satcher Co.

Station: WGAC, Augusta, Ga.

Power: 250 watts.

Population: 65,919.

Producer: Blue Network.

COMMENT: That competitive firms may advertise for their mutual benefit is the evidence here. Cooperative effort reduces costs for the individual advertiser, makes it possible to offer a more pretentious program than each could present singly.

Department Stores

BILL HINDS NEWS While definitions of *news* vary, that which is different and unusual is one of the elements. Definitely in that category is information on where to find those hard-to-get articles for civilian use. News of the world and news of just such merchandise are teammates for GIMBEL BROS., Pittsburgh, Pa., department store.

Contract over KDKA made GIMBEL's the first of Pittsburgh's large department stores to place a continuous full year daily program on a 50,000 watt station. Prior to the first broadcast, 50 display cards featuring Bill Hinds, as well as time-and-station data, were given prominent spots throughout the store.

AIR FAX: *First Broadcast:* June 28, 1943.

Broadcast Schedule: Monday through Saturday, 8:30-8:40 A.M.

Preceded By: Music.

Followed By: Music.

Sponsor: Gimbel Bros.

Station: KDKA, Pittsburgh, Pa.

Power: 50,000 watts.

Population: 1,072,545.

Agency: J. Grant Adv. Agcy.

COMMENT: While most successful radio advertisers have been content to hitch their commercial messages to programs with real entertainment value, too many department stores have tried to make *merchandise* the whole show. When such programs failed to live up to expectations, retailers blamed radio. Properly used, radio does as good a job for department stores as any other medium. Here is one combination of news and merchandising that seems destined for success.

Manufacturers

HANDY MAN While the advent of women into industry as mechanics may relegate the proverbial *handy man around the house* to the attic, WOR's *Handy Man* comes in strong with New York kitchen queens. As an antidote for the multitude of feminine advisers for busy housewives and homemakers, the *Handy Man* is a right nice guy to have around every weekday at 12:45 P.M. With masculine matter-of-factness he copes with household crises, gives advice and suggestions in the light and humorous vein. Participating sponsors for whom a word to the wives is sufficient include the VICTOR DIVISION OF RCA.

AIR FAX: With music and song, emcee Jack Creamer also soothes the harried housewife.

First Broadcast: August 9, 1943.

Broadcast Schedule: Monday through Friday, 12:45-1:00 P.M.

Preceded By: News.

Followed By: News.

Sponsor: Victor RCA, others.

Station: WOR, New York city.

Power: 50,000 watts.

COMMENT: Here is a relatively undeveloped vein of rich pay dirt. While household programs done in the straight style have generally proved productive, network success with this lighter treat-

ment indicates wide listener acceptance. Of prime importance is a personality announcer with a glib tongue and a genuine sense of humor.

Mortuaries

MY PRAYER WAS ANSWERED Where or when the Grim Reaper will next strike is something no man can say. But when death comes as death does, to all, religion is the chief solace of mortal man. To bring comfort in just this spirit, the CONNALLY FUNERAL HOMES, Waco, Tex., offers WACO listeners *My Prayer Was Answered*. The weekly non-sectarian quarter-hour is a Sunday institutional offering for Sunday listening. Dignified and restrained, the transcribed feature has all-family dramatic appeal.

AIR FAX: There are 13 platters in this transcribed feature.

First Broadcast: October 3, 1943.

Broadcast Schedule: Sunday, 5:45-6:00 P.M.

Preceded By: Music.

Followed By: News.

Sponsor: Connally Funeral Homes.

Station: WACO, Waco, Tex.

Power: 250 watts.

Population: 55,982.

Producer: Harry Jacobs.

COMMENT: As hard to find as the needle in the haystack are programs perfectly suited for this particular business field. One such availability is the series here. It can also be adapted to almost any business enterprise for its institutional value.

Service Stations

CLASSIFIED ADS Wartime has brought about a scarcity of more than nylon stockings, tires and bobbie pins. To help those who were finding wartime on the homefront a little difficult because of the need of stoves, washing machines, sewing machines, other items not manufactured during wartime, a classified ad program was scheduled on WTBO, Cumberland, Md. The audience was asked to search attics, closets and garages for things that they did not need and would sell, or that they would like to trade.

The program soon brought calls from women who wanted maids; from mothers who wanted baby strollers; from men who wanted part time work, and from women who left their handbags in taxis —“finders could keep the money but please return the ration books.” Almost forgotten pieces of furniture found in attics were converted into cash.

The program started as a sustainer but after hearing the program for the first time, Joseph Schriver, owner of SCHRIVER'S ONE-STOP AUTO SERVICE STATION phoned, exclaimed “That’s the radio program I want.” It’s a program that the public wanted, too; a simple format with *service* as its commercial theme, *human interest* and *helpful information* as the basis of the program content. SCHRIVER'S *Classified Ads* has become chief cook and bottle washer for every listener who has something to sell, buy or swap. No request is too trivial, no item too big for the program.

AIR FAX: Broadcast Schedule: Monday, Wednesday, Friday, 5:40 to 5:50 P.M.

Preceded By: War Commentary.

Followed By: Music.

Sponsor: Schriver's One-Stop Service Station.

Station: WTBO, Cumberland, Md.

Power: 250 watts.

Population: 350,000.

COMMENT: Here is a definite wartime service which advertisers may perform for their communities. The advertiser

whose business it is to render personal services and who picks a service program of this nature is definitely on the beam.

Shoe Repairs

FAMOUS YANKEES Since the Pilgrim Fathers landed on Plymouth Rock, the Yankee has become far-famed for shrewdness and ingenuity. Today those self-same traits stand the YANKEE SHOEMAKERS in good stead. As an old New England firm that re-builds worn-out shoes, makes them as good as new at a moderate cost, YANKEE SHOEMAKERS really has a talking point with ration coupon minded clients. To put its point across to thrifty minded Yankees, YANKEE SHOEMAKERS turned to WHEB, Portsmouth, N. H.

With WHEB listeners, YANKEE SHOEMAKERS takes its place with other *Famous Yankees* who used Yankee ingenuity to achieve fame and fortune. In the week-day parade of famous New Englanders are Henry Cabot Lodge, John L. Sullivan, Jonathan Edwards, John Greenleaf Whittier, Calvin Coolidge, others whose efforts earned them a niche in the regional hall of fame.

Series was promoted through courtesy announcements. Letters to Head Masters of all schools in Central New England gave time-and-station data for the five-minute feature.

AIR FAX: Scripted by Dal Wyant, each program consists of three-minute introductions to individual *Famous Yankees*.

First Broadcast: August, 1943.

Broadcast Schedule: Monday through Saturday, 5:55-6:00 P.M.

Preceded By: Marching to Victory.

Followed By: News.

Sponsor: Yankee Shoemakers.

Station: WHEB, Portsmouth, N. H.

Power: 1,000 watts.

Population: 25,000.

COMMENT: While regional traits have never been fully exploited in radio programming, advertisers who have developed programs of this nature have been almost universally successful. As good as five aces is a radio series in which the program title and content provide a natural tie-in with the advertiser's business.



WHAT THE PROGRAM DID FOR ME



This is the businessman's own department. RADIO SHOWMANSHIP invites radio advertisers to exchange results and reactions to radio programs for their mutual benefit.

Merchants' Associations

RAY SMITH COMMENTARY "Ray W. Smith's weekly radio program on KECA, Los Angeles, Cal., is introduced as a one-way conversation to stimulate more interest in the leading business center of the West. Formerly, Mr. Smith presented a similar type of program over KFVB. It is an informal program, in which Mr. Smith discusses in a folksey way the general problems of the day in Los Angeles, as well as nationally and internationally. He works into his remarks various subjects which enable him to emphasize the particular advantages and assets of the Downtown Los Angeles business area as a center of retail and other commercial activity."

"The program does not aim at any specific sales results, and is more of a prestige and institutional effort. The DOWNTOWN BUSINESS MEN'S ASSOCIATION sponsors a number of other hard-hitting promotion drives on retail subjects at different times of the year, and of course this program ties-in to whatever is current in the association's promotion activity."

HERBERT M. BAUS

*Downtown Business Men's Association
Los Angeles, Cal.*

AIR FAX: Friday evening quarter-hour fills the spot which on other nights of the week features the news commentaries of Raymond Gram Swing. Series was placed on a 13-week *sked*.

First Broadcast: September 17, 1943.

Broadcast Schedule: Friday, 7:00-7:15 P.M.

Preceded By: News.

Sponsor: Downtown Business Men's Association.

Station: KECA, Los Angeles, Cal.

Power: 5,000 watts.

Population: 1,504,277.

COMMENT: What radio can do for specific businesses, it can also do for busi-

ness collectively. Sponsor here follows the rules of the game. Success is spelled not by sporadic radio promotions but by consistent, hard-hitting promotion.

Groceries

WOMEN'S PARTICIPATION "Our Rockwood & Co. radio schedule for the fall of 1943 consists of women's participation programs in most of the main cities throughout the United States. These women present the product in their own particular manner, in each instance emphasizing the advantages in speed and time gained by using ROCKWOOD'S CHOCOLATE BITS in their cooking recipes."

JOHN S. DAVIDSON, Radio Director
*Federal Advertising Agency, Inc.
New York city*

AIR FAX: Annual seasonal campaign began in October on 21 stations. Despite limited supply, the spot schedule is largest in Rockwood's history. Point of departure for Rockwood's: institutional commercials to reinforce its brand in anticipation of the post-war period. Announcements explain that while Chocolate Bits may not always be available, each dealer will get some from time to time. Home economics programs have produced best results for Rockwood, and this year's schedule consists of three to five weekly participations in coast-to-coast selected markets. Drive continues until May, 1944.

First Broadcast: October 4, 1943.

Broadcast Schedule: Three to five spots daily in 21 markets.

Sponsor: Rockwood & Co., Brooklyn.

Agency: Federal Adv. Agcy., New York.

COMMENT: If there were any doubt of the pulling power of the established women's program, the experiences of this national advertiser in the field of spot operations would be a powerful answer to the Doubting Thomas. It's additional proof of the tremendous importance of radio programs of local origin.



PROOF O' THE PUDDING

Results based on sales, mails, surveys, long runs and the growth of the business itself.

Department Stores

GUESS WHO Once again, parlor games have come into their own, and the most avid players are those old enough to know better, namely, adults. Catering to this impulse is the **AARON BROTHERS DEPARTMENT STORE**, Prince Albert, Sask., in a weekly quarter-hour over CKBI.

With pencils poised, family groups pounce upon clues supplied by a CKBI announcer, and at program's end, the first person on the phone with correct answers is richer to the tune of an **AARON BROTHERS** merchandise prize.

When show was still in swaddling clothes, calls came so thick and fast that equipment at the Telephone Exchange was completely tied-up. Off the air went the show. But it was off again, on again as far as sponsor was concerned. Public and sponsor set up such a clamor that the show was reinstated. To get the show back in the good graces of the telephone company, prize offering was restricted to listeners located on certain pages in the directory.

AIR FAX: First Broadcast: January, 1943.
Broadcast Schedule: Monday, 6:30-6:45 P.M.
Preceded By: Music.
Followed By: Drama.
Sponsor: Aaron Brothers.
Station: CKBI, Prince Albert, Sask.
Power: 1,000 watts.
Population: 12,290.

COMMENT: Showmanship here is used to good advantage to create store traffic, and store traffic is the stuff of which sales are made.

Grocery Products

KITCHEN OF THE AIR At 11:00 A.M., the lady of the house is apt to be in the kitchen wondering what to make with yesterday's left-overs. If it isn't lunch that bothers her, it is something different to plan for dinner. In Batavia, N. Y., housewives with "meal" trouble, tune-in **WBTA** at 11:05 A.M. for solutions to the 11:00 A.M. headache. Problem solver is **Helen Stein**.

Proof that home economist **Stein** knows her recipes: a telephone survey revealed that *Kitchen of the Air* held up locally with 40.6 of the sets in service and 22.5 listening to this particular program. Of the permanent listeners, 300 have asked for, received a weekly parcel of kitchen-tested recipes. *Red beans and rice for participating sponsors:* each may include a direct mail piece in this weekly mailing. Also available are small window displays featuring the **WBTA** microphone and culinary expert **Stein**. Each may be adjusted to feature the specific product plugged on the show.

With a long record of contented sponsors, the show was no dark horse for **GENERAL BAKING CO.** when it took on sponsorship for **BOND BREAD**.

AIR FAX: First Broadcast: July 16, 1941.
Broadcast Schedule: Monday through Friday, 11:05-11:35 A.M.
Preceded By: News.
Followed By: Music.
Sponsor: General Baking Co.
Station: WBTA, Batavia, N. Y.
Power: 250 watts.
Population: 17,448.

COMMENT: Here is another bit to fit into the mosaic which makes the outline of a successful participating show for women. Phenomenal are the results from an established program of this kind.

Manufacturers

RAY DAUGHTERS HEALTH CLUB When coach of champions **Ray Daughters** took to the **KDKA** airwaves, he gave sponsor, **AUSTIN PRODUCTS**, a reason for sitting up, taking notice. While on the thrice-weekly offering he puts Pitts-

burgh, Pa., listeners through their calisthenics paces, audience is offered an extra-curricular health chart of 43 exercises.

In jig-time, 1,000 requests indicated that the program was the polish needed to shine up homemakers' interest in AUSTIN'S CARPET CLEANER, A-1 FURNITURE POLISH, WASHING SOLUTION and SHUR-GLO WAX.

AIR FAX: Exercises and music to build the body beautiful is the format here for the quarter-hour offering.
First Broadcast: April 14, 1943.
Broadcast Schedule: M-W-F, 8:45-9:00 A.M.
Sponsor: Austin Products.
Station: KDKA, Pittsburgh, Pa.
Power: 50,000 watts.
Population: 1,072,545.
Agency: Ensign Adv. Agcy.

COMMENT: With physical fitness a predominant civilian interest at the present time, a program of this kind is geared to wartime living. Responses indicate that the offering was a short-cut to general distribution among neighborhood stores.

Manufacturers

WERX JACKPOT When the WERX SOAP Co.'s *Jackpot* floated on to the Cleveland, O. scene a year ago, WERX hoped its new WCLE program was 99 per cent pure showmanship. It was! Listener reaction and sales results were such that WERX doubled its time on the air, also took on WCLE's sister-station WHK. Program is now heard Monday through Friday, ten times a week on both stations.

AIR FAX: Selected at random from the phone book by emcee Fred Smith are telephone numbers. Random harvest for those whose telephones ring, can prove that they have a package of Wex Soap in the house: five smackers. About-to-become winners must read different lines from the Wex box to reap the green-back harvest.

Other contests keep listeners on their toes. *Example:* girls between 8 and 15 wrote 25 words or less on why they used, liked Wex soap. Hook for contest's school girl's complexion: the vast number of women working in defense plants whose household duties were taken over by their daughters.

While the program is completely ad libbed, emcee Smith hues to the script line for the commercials. Banter between mikeman Smith and the fair ladies on his list of telephone numbers is the mortar which binds the show together.

First Broadcast: September 28, 1942.
Broadcast Schedule: Monday through Friday, 10 times weekly.
Sponsor: Wex Soap Co.
Station: WHK-WCLE, Cleveland, O.
Population: 1,111,449.

COMMENT: While shows come, shows go, the jackpot program seems destined to go on forever. Important in the success of a program of this kind is a *personality* announcer to pace the show, keep it from sagging in the middle.

Women's Wear

PARADE OF FASHION Everyone loves a parade, but the parade most interesting to women is the *Parade of Fashion*. Back in 1936 when sponsor ROBBINS FASHION CENTRE, Durham, N. C., first went on the air over WDNC, its display windows featured three-quarter length sleeves, other up-to-the-minute style points. Styles have come and gone since then, but *Parade of Fashion* listeners have remained constant to sponsor's program.

Invitations to follow each program are addressed to all ROBBINS' customers. *Another program pep-pill:* radio tags calling attention to the show are used in fashion displays featured in sponsor's show windows. Sponsor H. E. Robbins has something to promote: a newspaper poll rates the show the most popular women's commentary on WDNC.

AIR FAX: *First Broadcast:* September, 1936.
Broadcast Schedule: Thursday, 8:00-8:15 P.M.
Preceded By: Lest We Forget.
Followed By: Dance Band.
Sponsor: Robbins Fashion Centre.
Station: WDNC, Durham, N. C.
Power: 250 watts.
Population: 52,037.

COMMENT: It has been said before. It will probably be said again. *Consistency* plus *extra promotion* frequently spell the difference between success and failure for many a sponsor's radio offering.





JOHNNY ON THE SPOT

News, reviews and tips on spot announcements in this column.

POCKET FULL OF POSIES

Mother's Day has become a big day in the business life of every florist, and it is largely through the organized efforts of just such groups that the public has taken the event to heart. What that one day means to florists may become a year around proposition if the radio campaign in Worcester, Mass., spreads across the country.

Putting into practice the theory that it is better to give than to receive is the WORCESTER FLORIST ASS'N. In a novel idea of sending flowers to your mother on your birthday, the association uses the across the board spot before the one o'clock news over WAAB. Seven days a week, at 1:01 P.M. the 100-word news spot drives home its theme.

NO GAMBLE

Radio was no gamble for GAMBLE STORES, Bismarck, N. D. It drew to a straight 25-word chain break announcement, got a full house. Within two days, its KFYZ announcement sold \$1,800 worth of merchandise! Jack pot made radio dealer's choice. A good recommendation for radio advertising was manager H. B. Headley's opinion. "In view of the fact that we did not use any other form of advertising, we think these results were outstanding." For the advertiser who plays his cards close to his belt, spot announcements have proved their salesability time and again.

COAL FACTS

Eight years ago, GILLIES-GUY, LTD., distributors of BLUE COAL, took on a six-times-a-week one-minute spot announcement over CKOC, Hamilton, Ontario. Evidence that GILLIES-GUY had really smoked out something: year-in, year-out, since 1935, 6:00 P.M. listeners get the GILLIES-GUY 150-word *Coal Facts*.

RADIO RIDDLED

For the JEFFREY LEIGH STUDIOS, St. Paul, Minn., how to keep the photographic birdie twittering was no riddle. It riddled the WMIN airwaves with riddles. Six days a week its three spot announcements per day challenged listeners to solve a brain-teaser. Those who met the challenge, sent in a correct answer, received a certificate worth \$2.50 on a \$3.00 picture. Simple riddles kept photographers and dark room finishers working over-time. The *take* in a single day: 73 correct replies.

Into each of the 100-word announcements went a different riddle for the audience to solve. When 18 riddles a week began to tax the source of supply for simple riddles, LEIGH switched to proverbs for listeners to complete. Riddle for which LEIGH had no answer: why riddles proved to have more pulling power than proverbs. Taking a leaf from its own book of proverbs, LEIGH decided that "*A stitch in time saves nine,*" went back to riddles.

DONE TO A TURN

When MOELLER'S CITY BAKERY, St. Augustine, Fla., took to the airlines last year, WFOY was its test oven for radio sales. Evidence that radio kept sales for BUTTER KRUST ENRICHED BREAD at the right temperature: 52-week contract recently signed represents a 39 per cent increase in dollar volume over previous commitment. Current series of 832 transcribed spot announcements were produced by the W. E. LONG CO., Chicago, Ill.



THE IDEA FILE

A directory of local programs
reviewed in RS this past year.

AMATEUR SHOWS

Budda's Amateur Hour Since 1934, this simon-pure amateur show has been a Saturday night feature. 9-43, p. 317.

Big Broadcast Seven year old series has introduced more than 3,500 amateurs to listeners. 11-43, p. 385.

ANNIVERSARIES AND SPECIAL EVENTS

Victory Center *Victory Center*, via WTCN, attracts 8,000 women on opening day for Rossman's, Inc., Minneapolis, Minn. 1-43, p. 16.

Mazor Grand Opening Guest of honor at its radio grand opening over WOL, Washington, D. C., was the Mazor Furniture Co.'s news commentator, Fulton Lewis, Jr. 2-43, p. 52.

Kaiser Steel Mill Radio festivities marked the blowing in of a new blast furnace at Riverside, Cal. KPRO did the honors. 3-43, p. 97.

Army-Navy "E" Award Plenty of local fanfare created additional interest in a network ceremony. 3-43, p. 97.

Thanksgiving Day Parade Spot announcements keep public posted on the line of march. 10-43, p. 343.

Newcomer's Picnic A KTUL shindig for war-workers and soldiers which drew 50,000 in Salt Lake City, Ut. 10-43, p. 345.

Through the Years with Cooperative Radio helps celebrate a tenth anniversary. 11-43, p. 388.

CHRISTMAS

Yule Joy For Soldier Boy Advertisers hit good will target with greetings, gifts and good cheer. 10-43, p. 331.

Main Street Takes to Radio Cooperative packages get Christmas merchandise story to the public for cooperative merchants. 10-43, p. 334.

Greeting Card Time Business delivers its season's greetings via radio. 10-43, p. 336.

St. Nick's Radio Tricks Radio Santa creates store traffic. 10-43, p. 338.

Enter: Santa's Better Half! North Pole "remotes" pass the sales test set up by the Emporium Department Store, St. Paul, Minn. 10-43, p. 340.

Mail Fills Santa's Pack Santa proves radio the easiest, cheapest media. 10-43, p. 342.

Christmas Dollars Merchandise prizes for best letters suggesting service men gifts. 10-43, p. 344.

Cinnamon Bear The transcribed feature does a return engagement for Wieboldt's, Chicago, Ill. 11-43, p. 389.

Christmas Carols A company choir on a regional network becomes a tradition. 11-43, p. 390.

CIVICS AND GOVERNMENT

City Traffic Court Listeners are hailed into court by remotes. 3-43, p. 94.

American Ideals Civic organizations present the story of their contributions to the community. 7-43, p. 246.

Municipal Court Dramatizations of court cases. 10-43, p. 356.

City Clean-Up Campaign Cooperative merchants offer clean-up suggestions, strung together with music, for spring seasonal promotion. 12-43, p. 414.

CLASSIFIEDS

Trading Post and Farm Service Hour Gratis trading service for KFH listeners, Wichita, Ka. 4-43, p. 125.

Trade Winds Listeners get a chance to barter white elephants. 4-43, p. 134.

Lost and Found The lost is found via WAYS, Charlotte, N. C., for Duke Power Co. 4-43, p. 129.

Swappers For nine years swappers have bought, sold, swapped, rented, aired lost and founds. 8-43, p. 281.

Swap for Victory Up-with-the-sunners make known their wants over WNBC, Hartford, Conn. 8-43, p. 281.

Classifieds Listeners buy, sell and swap, thanks to WTBO, Cumberland, Md., and to Schriver's One-Stop Service Station. 12-43, p. 417.

CONTESTS

Listening for a Price? Sell with entertainment, not with cash is the thesis here. 1-43, p. 12.

Scholarship-Bond Contest Buyers of Series E War Bonds help 20 high school seniors compete in a \$13,200 college scholarship contest. 1-43, p. 22.

Go Get It Scavenger hunt with a radio angle. 1-43, p. 26.

Lucky Listener Typical Pot-O-Gold Sunday quarter-hour. 2-43, p. 44.

Funny Money Man Real money is given away for worthless items in this syndicated script feature. 2-43, p. 62.

Laughter After Dark A quiz show with plenty of featured music is *Play for Pay*. 3-43, p. 85.

Buffalo Contest Club On the air to satisfy the public's interest in current contests. Tips, etc. on how to win contests. 3-43, p. 93.

Captain Cash He calls every 60 minutes, makes 60 calls a week. Jack pot may go up to \$60 a day. 3-43, p. 99.

A-B-C Blocks determine who wins the weekly jack pot over WAYS, Charlotte, N. C., from Charlotte Laundry. 5-43, p. 173.

Gift Man, The Random draws with sponsor receipt tie-in for cash prizes. 5-43, p. 175.

Dollars or Dinners Listeners identify advertising slogans for cash. If memory fails them, La Conga Restaurant, Evansville, Ind., awards WEOA listener a free dinner. 6-43, p. 208.

Do You Know the Answer Listeners who know the password get cash on the line. 6-43, p. 208.

Linger with Esslinger Random telephone calls with cash for the password of the day. 6-43, p. 210.

Sound-O Listeners try to identify studio created sounds for whopping big prizes. 8-43, p. 276.

Hidden Password Listeners unscramble a code-like arrangement of words. 11-23, p. 384.

Radio Food for Thought With *Darts and Dashes*, Super Valu Stores, Des Moines, Ia., build week-end sales. 12-43, p. 412.

Guess Who Parlor radio-game with merchandise prizes. 12-43, p. 420.

Wex Jackpot Cash for those whose telephones ring, can prove to have a sponsor box top in the house. 12-43, p. 421.

Riddles One-minute spot announcements. Merchandise certificates for listeners who complete the riddles. 12-43, p. 422.

DRAMA

Skilern's Drugs Entertain! Family welcome mat out for a good show and its sponsor. 3-43, p. 79.

Laughter After Dark! American Brewing Co., New Orleans, La., reaches every radio home every week. Dramatic offering: *Road to Yesterday*. 3-43, p. 84.

The Enemy Within Revealed in dramatic form is the true story of how the Australian Secret Service smashed a Nazi spy plot. Transcribed. 3-43, p. 102.

This is America Biographical sketches of famous Americans. Transcribed. 4-43, p. 136.

Screen Guild Players Dramatic presentation of recent screen successes. 4-43, p. 137.

Skippy Hollywood Theatre Dramatic approach ups sales, creates new markets. 6-43, p. 190.

Vanity Fair Transcribed feature based on the classic novel. 11-43, p. 394.

EDUCATIONAL

Let's Learn Spanish A Time & Life produced transcribed feature. Every day situations dramatized to present a working Spanish vocabulary. 9-43, p. 321. 12-43, p. 403.

EMPLOYMENT

Time to Get a War Job Factory and office job availabilities are discussed. 6-43, p. 211.

Radio Recruits! Radio help wanted appeals meet crucial manpower shortage. 9-43, p. 305.

But Once a Year Spot announcements roundup workers for the Federal Employment Service over WIND, Chicago, Ill. 10-43, p. 358.

FARM

Top O' the Morning A collection of dawn breakers that are sponsor ice breakers for increased sales. 4-43, p. 124.

Farmer's Almanac of the Air How to get people out of bed in the morning! 4-43, p. 133.

Victory Farmers on Parade Radio ups food out-put, increases feed tonnage. 8-43, p. 257.

Bids by Remote Broadcasts over WRUF, Gainesville, Fla., from Snow's Live Stock Auction Market. 8-43, p. 261.

Old Farm Hour A half-hour variety show with a rural slant. 8-43, p. 264.

Radio: Farmer's Friend Advertiser rates greater audience acceptance, better market from farm service projects. 8-43, p. 266.

Early Birds Music and poultry news get distribution for the Early Bird Hatchery, Davenport, Ia., over WOC. 8-43, p. 268.

Friendly Farmer A daily full-hour show with a little bit of everything for the farm family is heard over WMRN, Marion, O. 8-43, p. 271.

Farm Interviews Interviews with farm people are transcribed, aired at a later date. 8-43, p. 272.

Cracker Barrel Market prices, music and farm news is the mainstay of this CKWS daily feature for Kingston, Ont., listeners. 8-43, p. 272.

Farmer's Exchange A five-minute trading post over WBRC, Birmingham, Ala., for Alabama Novelty House. 8-43, p. 273.

Farm Digest Farm problems peculiar to the region. 8-43, p. 275.

Town and Farm Information on farm subjects for the farm family and the city dweller. 8-43, p. 275.

Hayloft Hop Saturday night barn dance from WRUF, Gainesville, Fla. 8-43, p. 275.

Daily News Letter Ten-minute feature keeps the farmer posted on latest farm front developments. 8-43, p. 276.

Farm Front News slanted at rural listeners. 8-43, p. 277.

Missouri Farmer Variety show for noontime listening. 8-43, p. 277.

Joe Doakes Humor backstops this nine year old weekly feature. 8-43, p. 278.

Misco Market Reports Missoula Mercantile took on sponsorship 12 years ago over KGVO. 8-43, p. 278.

Farmer's Almanac Program for rural-minded New England. 8-43, p. 278.

Radio Farmer For 12 years, Reilly Atkinson & Co., Boise, Idaho, have offered this ten-minute farm news packet over KIDO. 8-43, p. 279.

RFD Review A ten-minute news spot has been warmed by the suns of seven summers for participating sponsors on WMBD, Peoria, Ill. 8-43, p. 279.

Farm Circle A farm service feature. 8-43, p. 280.

GLF Farm and Home News News of interest to the entire farm family is the G.L.F. Cooperative Mills offering over WKBW, Buffalo, N. Y. 8-43, p. 280.

Poultry School of the Air Transcribed feature with leaflets and bulletins as listener checks heard over WGBF-WEOA, Evansville, Ind. 8-43, p. 281.

Farm Forum Farm news summaries. Good promotional tie-ins. 8-43, p. 282.

Florida Farm Hour A noontime all-farm-family feature now in its fifteenth year over WRUF, Gainesville, Fla. 8-43, p. 282.

Farmer Russ News and music for rural listeners. 10-43, p. 355.

Farm Question Box Answers to listener-sent questions the peg for this 18 year old KOA feature, Denver, Col. 10-43, p. 356.

On the Citrus Front Regional news. 11-43, p. 381.

FINANCIAL

Busy Money Money, its uses and its significance! 5-43, p. 166.

Facts About Taxes Advice for bewildered taxpayers. 11-43, p. 380.

FOOD

Fun With Food Philadelphia housewives get a chance to stagger home with free-for-nothing market baskets in this quiz show based on culinary knowledge. Heard over WFIL. 1-43, p. 28.

1450 Club Women's program with a club membership angle. Recipes, household hints, et al. 1-43, p. 30.

Bennie Walker's Tillamook Kitchen Two people talk about recipes and cheese for Tillamook County Creamery Ass'n. 1-43, p. 33.

WFIL Kitchen Club Five times a week members gather around the kitchen stove, via WFIL, Philadelphia. 3-43, p. 105.

A Word to the Wives Cooking suggestions, etc. on a daily sked. 4-43, p. 133.

Housewives Jackpot Product tie-in for housewives who know their groceries. 4-43, p. 138.

Food for Freedom Wartime food tips. 5-43, p. 170.

Happy Kitchen Recipes, etc. for homemakers. 7-43, p. 249.

Tomorrow's Menus Today Current rationing news, shopping tips and balanced menus to meet rationing conditions. 9-43, p. 310.

Bess Bye, the Market Scout Latest dope on market conditions and retail prices on perishable food stuffs. 9-43, p. 318.

Canning for Victory Visual and oral instruction. 10-43, p. 349.

Modern Kitchen Fun and enjoyment of cooking. 10-43, p. 351.

Mystery Chef Series takes the mystery out of wartime cooking problems. 10-43, p. 354.

Vitamins for Victory How to keep wartime America healthy and well fed is the purpose of the KIDO. Boise, Id., feature aired for the Snake River Drug Ass'n. 11-43, p. 380.

Cockeyed Cooking A take-off on radio's old faithful, with a merchandising twist. 11-43, p. 384.

Women's Participation A Rockwood & Co. seasonal promotion for Chorolate Bits. 12-43, p. 419.

HISTORICAL

Sons of Freedom A salute to 65 famous Sons of Freedom. A transcribed five-minute feature. 1-43, p. 33.

American Challenge, The Transcribed feature dramatizes lives of those who have contributed to progress in the U. S. 6-43, p. 203.

Way Back When Live show with an old-timer angle. 7-43, p. 226.

Romances of American Industry Stories behind great American business institutions. 9-43, p. 311.

Milwaukee Through the Years Historical pageant with a weekly salute to war industries in the community. 9-43, p. 312.

Famous Mothers Narrative and dramatic scenes based on the lives of famous mothers are featured in this 5-minute transcribed series. 9-43, p. 321.

Voice of Vision Dramatizations of the lives of those whose contributions to science gave them a place in the sun. Live. 1-43, p. 353.

Famous Yankees Week-day parade of famous New Englanders who used Yankee ingenuity to achieve fame and fortune. 12-43, p. 418.

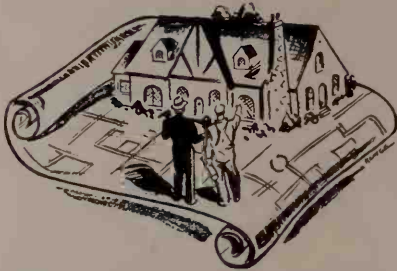
HOBBIES AND RECREATION

Sewing School When the M. L. Parker Co. Davenport, Ia., offered free pamphlets in connection with its WOC broadcasts, response was terrific. 6-43, p. 210.

Fish for Food and Fun Where, how and when to catch fish. 9-43, p. 311.

Ray Daughters Health Club Calisthenics with give-away health chart. 12-43, p. 420.

HOMES AND GARDENS



Winona Builders Show Information and advice on remodeling, housing, etc. with transcribed music, and interviews. 3-43, p. 96.

Gracious Living Informal, chatty information on problems of interior decoration. 3-43, p. 98.

It's a Woman's World News in home decoration, styles, decoration, etc., to interest women. 3-43, p. 103.

Your Neighbor Lady Home-making tips and suggestions. 3-43, p. 104.

Victory Gardener Tips for the wartime tiller of the soil. 5-43, p. 167.

Everywoman's Hour Participating WFIL home forum program. 6-43, p. 186.

The Lady Next Door Recipes, budget saving tips, etc. 6-43, p. 200.

Gardening for Victory Interviews, round table discussions, and advice. Plenty of merchandising angles. 6-43, p. 200.

Ladies Be Aware A little bit of everything on this WRUF program. Aired for Gainesville (Fla.) Laundry. 6-43, p. 204.

Happy Homes Homemaking commentary. 6-43, p. 205.

Handy Man Tips to the wives from the stronger sex. 12-43, p. 417.

HUMAN RELATIONS

Through Peaceful Valley with the Old Judge Fireside chats with patter and poetry. 1-43, p. 8.

Silver and Gold Weekly salute to those celebrating twenty-fifth and fiftieth wedding anniversaries is heard over WHEC, Rochester, N. Y. 1-43, p. 21.

Lamplighter Weekly forecast on new night spot entertainment, comments on food, gossip about frequenters. 1-43, p. 22.

The Name You Will Remember Personality sketches ranging from Madame Chiang Kaishek to Arturo Toscanini in a series of transcribed programs. 2-43, p. 60.

Magazine of the Air A half-hour variety show which follows format of a periodical. 3-43, p. 100.

Brunch Time Over the back fence gab-session with background music. 4-43, p. 140.

Uncle Elmer's Pleasantville Mythical people in a mythical town chin about town gossip. Show includes inspirational music, poetry, philosophy and good cheer. 8-43, p. 283.

Uncle Si's Almanac Five-minute morning show of philosophy, jokes, patter and poems. 9-43, p. 300.

Grouchy Gus As a civic rouser, *Grouchy Gus* comes on fighting mad, airs his pet peeves. 9-43, p. 317.

Smilin' Irish Eyes Folk song, legend and stories. 11-43, p. 383.

A Woman Wonders A little bit of everything of interest to women. 11-43, p. 386.

Reveille Sweetheart A little bit of everything in this early morning rouser. 11-43, p. 390.

Ray Smith Commentary One-way conversations to stimulate interest in the Downtown Los Angeles (Cal.) business district. 12-43, p. 419.

HUMOR

Daily Chuckles Oddities in the day's news bring chuckles. 3-43, p. 98.

Smile in the Morning Humorous incidents in the life of the average boy provide chuckles and laughs. 8-43, p. 284.

INTERVIEWS

Service-Man-on-the-Street Selling by radio is half selling radio itself for the Nelson Bros. Furniture Store, Chicago, Ill. 1-43, p. 10.

Furlough Fun A Sunday free-for-all at USO headquarters, with a *Call the Folks Back Home* angle. 2-43, p. 63.

Celebrity Time Witching-phil interviews with visiting firemen over WFIL, Philadelphia, Pa. 4-43, p. 114.

JUVENILE

Juvenile Jamboree Star spangled amateur performers. 1-43, p. 31.

Allen County Spelling Bee Big event for 12 years for grade school children is this 11-week series. 2-43, p. 52.

King's Kiddie Klub Saturday morning theatre broadcast with amateur talent. 2-43, p. 65.

Once Upon a Time A weekly KOA story hour for Denver, Col. moppets. 3-43, p. 88.

Interpretation of the News for Young People A five-minute offering with a series of quiz programs. Contestants are selected by classmates. A WEOA feature for Evansville, Ind. listeners.

Young America Sings Talented midsouth youngsters put on an outstanding show. 5-43, p. 158.

Good Deeds Club Amazing is the T. Eaton Co. Ltd.'s performance record over CKOC, Hamilton, Ont. 5-43, p. 164. 12-43, p. 410.

Scramble Authentic news about aviation, war heroes, etc. for the small fry. A Blue Network live feature. 5-43, p. 176.

Dairylea A Saturday morning theatre-radio party. 5-43, p. 171.

Rath's Kiddies Revue Half-hour juvenile talent feature. Good merchandising angles. 6-43, p. 194.

Jacob Reed's Sons Model Plane Club Saturday morning radio instructions for model plane construction. 6-43, p. 212.

Junior League Children's Radio Hour Quarter-hour dramatizations of favorite stories directed at elementary schools. Two other children's programs round out the picture for Hale Brothers Department Store, Sacramento, Cal. 7-43, p. 238.

Children's Hour Saturday morning amateur show for the nippers. 10-43, p. 348.

High Schools on Parade A panorama of school activity heard over KROW for Capwell's. 10-43, p. 350.

Streamlined Fairy Tales Transcribed feature was a part of a hard-hitting radio campaign for Lit Brothers, Philadelphia, Pa., over WFIL. 12-43, p. 403.

LABOR RELATIONS

Labor News and Views Commentary on labor topics. 4-43, p. 129.

This Is Your World Dramatic sequences cover outstanding news events with a labor slant. 6-43, p. 203.

MILITARY

Hello Soldier! Hello Sailor Long distance calls to and from men and women in the service is the Minnesota Federal Savings & Loan set-up on WTCN, St. Paul-Minneapolis, Minn. 5-43, p. 151.

Victory Via V-Mail How radio-dated V-mail keeps the home front in line. 5-43, p. 160.

Air Corps Camp talent for listener's pleasure. 5-43, p. 169.

Passing the Buck Army camp quiz show for institutional value. 5-43, p. 171.

Seamen's Fur Vest Campaign Appeals for cast off furs as a sponsor service gesture, aired over CKWS, Kingston, Ont. 5-43, p. 172.

Bombardier Quiz Servicemen's quiz show with plenty of merchandising angles. 5-43, p. 173.

Service Diary Excerpts of letters from service men. 7-43, p. 238.

Army Chin-Up Show Musical requests, soldier-sent news items for army camp reception. 7-43, p. 240.

Just for Fun Quiz show from servicemen's centers. 8-43, p. 271.

Navy Send-Off Breakfast Tars and their next of kin gather weekly for a send-off breakfast. 9-43, p. 311.

Farnsworth Firing Line Party game show from the servicemen's center. 10-43, p. 348.

Nan Patterson, WAC Weekly series by and for WAC's. 11-43, p. 380.

Letter from Home Weekly news packet of home folk's activities is transcribed, sent on to the service man to whom the show is dedicated. 11-43, p. 384.

MUSIC



Gems of Melody Quality recordings of popular musical comedy hits, favorites in semi-classical and light operatic music on KSD, St. Louis, Mo. 1-43, p. 20.

Melody Makers Feature of the half-hour weekly broadcast: *Song of the Week*, written by a local composer. Tune makers vie for prizes. 1-43, p. 28.

International Club In this mythical night spot, a different orchestra is featured each night. Interviews with visiting orchestra leaders and vocalists add zest. 1-43, p. 30.

Dreamhouse A musical program flexible enough to meet seasonal and promotional changes. 2-43, p. 42.

Rhythm and Rhyme Songs and patter with a listener invitation to write comments on sponsor's product. Comments are taken *cold*, worked up into four-line verses. 2-43, p. 64.

Donald Novis Sings A 26-episode transcribed feature. 3-43, p. 92.

Gems of Melody Music built a jewelry store. 3-43, p. 104.

World's Greatest Music Ten-minute interlude of music at 11:20 P.M. for the graveyard shift over WFIL, Philadelphia, Pa. 4-43, p. 116.

Bohemian Hour Old tunes and the best of the new ballads are sung for Bohemian Brewery over KIDO, Boise, Id. 4-43, p. 127.

Falstaff Musical Hour Popular music in a variety of moods for late evening listeners. 4-43, p. 132.

Bunkhouse Jamboree Recorded music, 3:00-5:00 A.M. 4-43, p. 134.

Nine O'Clock Club Thirty minutes of recorded music with a dealer salute angle. 5-43, p. 165.

Eveready Morning Serenade Morning and music with a lift. 5-43, p. 168.

Tommy Dorsey Denver, Col., listeners put the local stamp of approval on KOA's network broadcast of Tommy Dorsey. 5-43, p. 174.

Songs Our Soldiers Sing War songs conquer army of buyers for Hurst's Furniture & Radio Stores, Hamilton, Ont., over CKOC. 6-43, p. 196.

Songs for Service Men Request music for service men. 6-43, p. 200.

Sunshine Boys Guitar, accordion and vocal music for Vick Chemical Co. over KOA, Denver, Col. 6-43, p. 206.

Melody Matinee Music for afternoon listening. 6-43, p. 207.

Rainbo Musical Magazine Ad-lib patter between numbers fills the bill for Rainbo Bread Co., Denver, Col., over KOA. 6-43, p. 210.

Gems of Melody Over 14 years old and still going strong. 6-43, p. 211.

Time Out With Allen Prescott A musical variety program transcribed by NBC Radio Recording Division. 7-43, p. 236.

Juke Box Saturday Night Listener vote determines which platters are spun. 7-43, p. 246.

Musical Memory Game Listeners identify songs for cash. 7-43, p. 247.

Stump Us Listeners send in song titles and box tops, attempt to stump studio musicians by calling for songs the maestros can't play. 8-43, p. 279.

Rhythm and Romance A daily news and music combination. 9-43, p. 308.

Linger Awhile Favorite tunes of yesteryear measured out by an organ-piano duo, over WOC, Davenport, Ia., for Zoller Brewing Co. 9-43, p. 309. 12-43, p. 409.

Memory Lane Nostalgic music and original poems. 9-43, p. 309.

Treasure Trails of Melody A weekly institutional musical stroll with the Public Service Co. of Colorado, over KOA, Denver. 9-43, p. 313.

What's in a Song? Listeners cash in on song titles they always thought they'd like to write songs about. 9-43, p. 316.

Serenade in Waltz Time Seasonal promotion over KSD, St. Louis, Mo., for Kruth China Co. 10-43, p. 343.

Paris Again Classical and modern French music. 10-43, p. 344.

Patti Page Songs of the past and today's hit tunes for KTUL listeners, Tulsa, Okla. Good merchandising hook for Page Evaporated Milk. 10-43, p. 348.

Ark Valley Boys Hillbilly music over KFH, Wichita, Ka., for Harvey Bros., Inc. 10-43, p. 357.

Hollywood Varieties Music and Hollywood chatter sell furs for the Hudson Bay Fur Co., Salt Lake City, Utah, over KDYL. 11-43, p. 374.

Korn Kobbler A transcribed novelty band series gets sales on the up-beat for a variety of sponsors. 11-43, p. 376.

Bernie Armstrong Presents Organ music and song. 11-43, p. 378.

Old Refrains Songs of yesteryear carry CKOC listeners through the years with Campbell's Drug Stores, Hamilton, Ont. 11-43, p. 386.

Weston's Community Hour Open-air song fest. 11-43, p. 381.

Tune Factory An afternoon of music with news on-the-hour. 12-43, p. 416.

MYSTERY FEATURES

The Shadow How six sponsors used this transcribed feature. 3-43, p. 86.

Goldsmith's Phantom Theatre A live show from KFH, Wichita, Ka., for Goldsmith Book & Stationery for whodunit fans. 6-43, p. 212.

Weird Circle, The An NBC transcribed series of 26 half-hour dramatic programs based on classic bests. 9-43, p. 321.

Mister Mystery A live half-hour on the eerie, whodunit side, for Parisian Tailors, over WFIL, Philadelphia, Pa. 10-43, p. 352.

NEWS

Back Page and Tourist News News from the home town for wintertime playtimers in the Southland over KGBS, Harlingen, Tex. 1-43, p. 19.

Fulton Lewis, Jr. News commentator Lewis skims off the top of the news from the nation's capitol on a split sponsorship. 1-43, p. 21.

Sunrise Edition First news of the day in Reno, Nev. 1-43, p. 31.

World News Six times weekly dinnertime quarter-hour. 1-43, p. 31.

World News Tonight News broadcasts newest method to sell service, move goods for P. J. Nee Furniture Co., Washington, D. C. 2-43, p. 42.

What's New in the News Quiz show plus news daily. irons out business wrinkles. 2-43, p. 44.

News Ace Radio 'round-the-clock on six stations sells giant specials for Cunningham's drug store. 2-43, p. 46.

Baukage Talking No sales blues with news for Colorado Supply over KGHE, Pueblo, Col. 2-43, p. 48.

News at Home KTUL listeners get a twice-a-day shot of local news. 2-43, p. 59.

President's News Conference Twice weekly low-down on presidential utterances are heard over KBON, Omaha, Neb. Commentator: Fulton Lewis, Jr. 2-43, p. 61.

P.D.Q. News Reporter A seven-year-old breakfasttime news shot. 2-43, p. 65.

The War This Week A weekly summary of the war news. 2-43, p. 67.

News for Women A woman's slant on the news is the Campbell-Sell Baking Co.'s KOA offering to Denver, Col., listeners. Retail dealer tie-in. Map give-away angle. 2-43, p. 67.

Graeme Fletcher News Ace newscaster Fletcher handles nearly 50 weekly KFH quarter-hour news broadcasts, all sponsored in Wichita, Ka. 2-43, p. 68.

Daniel's Sunday News News round-up in five quarter-hour broadcasts throughout the day. 2-43, p. 68.

Eight O'Clock News Morning news six times a week. 2-43, p. 69.

Bentley's News Commentary Background material on the historical and political developments of the news hot-spots. 2-43, p. 70.

Sunday Newscasts News without comment. 3-43, p. 93.

Manhattan News News without editorial comment. 3-43, p. 103.

Local News News of what's happening in the home town. 3-43, p. 105.

Editor Speaks, The A late night newscast over WFIL. 4-43, p. 114.

Murray Young News Quarter-hour newscast at 11:00 P.M. 4-43, p. 128.

Oddities in the News Unusual news of persons and events over KSD, St. Louis, Mo., for Double Mix, Inc. 4-43, p. 128.

News on the Hour Five-minute news period on the hour, 24 hours a day over WIND, Chicago, Ill., for Mandel Brothers Department Store. 4-43, p. 132.

Last Minute News Noon newscast with a premium angle. 4-43, p. 135.

Three-Star Final Three consecutive years with the same show. 4-43, p. 141.

Rooster News A news program with a farm angle for Rooster Flour & Feed Mills on KDTH, Dubuque, Ia. 4-43, p. 120.

Of Easy Chairs 'n' Things A furniture dealer with a radio advertising record of five successive years uses news. 5-43, p. 156.

Today's War Commentary Daily United Press script series. 5-43, p. 166.

News 'n' Music Five solid hours of news and music over WFIL, Philadelphia, Pa. 5-43, p. 169.

Baukhage Talking News Establishes consumer contact at focal point for Abbots Dairies, Philadelphia, Pa., over WFIL. 6-43, p. 186.

Gulf News Gulf Service Stations render a service while advertising a service over KOTN, Pine Bluff, Ark. 6-43, p. 188.

Anthony News Radio solves a problem for the C. R. Anthony Co.'s 68 retail department stores. 6-43, p. 192.

Hot Spot on the Map New angle on the news series over WFIL, Philadelphia, Pa., for Lit Brothers. 6-43, p. 201. 12-43, p. 403.

Five O'Clock Edition of the News Plenty of merchandising goes with this KTUL feature for Mayo Furniture Co., Tulsa, Okla. 6-43, p. 203.

Pay Off News Experts answer listener sent questions on news of the day. Good merchandising tie-in. 6-43, p. 206.

Women Today Newsy topics of general interest to women. 6-43, p. 213.

Story of the Day Quarter-hour news shot. 7-43, p. 249.

Front Page of the Air Juster Bros., Minneapolis, Minn., sets Northwest men's styles via WTCN's news and P. B. Juster's views. 9-43, p. 295.

Daily War Journal Martin Agronsky's commentary helps Marty's Clothing Mart, Providence, R. I. 9-43, p. 302. 12-43, p. 416.

Lawton News A daily news program with values stressed. 9-43, p. 308.

3:00 P.M. News Six years with the same show is the record of Dailey's Clothing Co., Washington, D. C. Listeners hear it over WOL. 9-43, p. 308.

Studebaker War Commentary Scripts are from Press Association. 10-43, p. 354.

War and Ration News A ten-minute daily feature. 10-43, p. 354.

News Highlight of the Day WFIL broadcast for Cooper Brewery, Philadelphia, Pa., is built around one item. 11-43, p. 379.

We Cover the Battlefronts United Press script series based upon action reports. 11-43, p. 383.

News Week-day morning quarter-hour. 11-43, p. 386.

News Insurance agency uses 12 weekly programs of news and music. 11-43, p. 387.

John Chapel News Radio news credited with remarkable business increase for Thrift Federal Savings & Loan Ass'n. Oakland, Cal., over KROW. 11-43, p. 389.

Walter Compton's News Remarkable sales response for the Sport Center, Washington, D. C., with news over WOL. 11-43, p. 391.

Bill Hinds News Merchandising and news rub elbows. 12-43, p. 416.

OUT OF DOORS

Fishin' in Michigan Formula for landing sales for Foster's Hardware & Sporting Goods Store, Pontiac, Mich.; a seasonal WCAR quarter-hour. 4-43, p. 117. 12-43, p. 410.

Fish for Food and Fun Where, when and how to catch fish. 9-43, p. 311.

PATRIOTIC



Sweet Land of Liberty Inspirational half-hour primed with psychological ammunition for the home front heard over WFIL. 1-43, p. 19.

Home Front, The Questions on rent control, rationing, etc. raised by listeners are answered with government assistance. 1-43, p. 22.

Civilian Soldier Up for special citations for work performed in and above the line of duty is the *Civilian Soldier*, heard over KDYL, Salt Lake City, Ut. 1-43, p. 26.

Victory Hour A full-hour program with split sponsorship on KGBS, Harlingen, Tex. 2-43, p. 59.

Keep 'Em Living A dramatic appeal for blood donors. 2-43, p. 60.

Badge of Honor Wm. Farrar & Co., Ltd., men's wear, pays tribute to the men and women of Canada's fighting forces, over KCOC, Hamilton, Ont. 2-43, p. 61.

Bend Works for Victory Pats on the back for John Q. Public with pep talks by public spirited citizens. 3-43, p. 92.

Civilian Defense Reporter A WOL quarter-hour of news beamed at Civilian Defense Volunteers by Hecht Co., department store. 3-43, p. 94.

Home Front Heroes Five-minute spot explains needs and aims of volunteer war workers to the public over WFIL, Philadelphia, Pa. 4-43, p. 114.

Swing to Victory Quarter-hour of news for the swing shift on split sponsorship. 4-43, p. 127.

Radio Salute to Industry Defense workers get the spotlight in this musical pot pourri over WFIL, Philadelphia, Pa. 4-43, p. 116.

Women at War What women are doing in the war effort, with on-the-spot interviews over KDYL, Salt Lake City, Ut., for Salt Lake Knitting Store. 5-43, p. 154.

Soldiers of Industry Dramatic episodes portray importance of home front war effort in office and factory. 5-43, p. 168.

Uncle Sam Transcribed OWI series dramatizes news of the war effort at home and abroad. 5-43, p. 172.

New Mexico in the War What one state is doing for the war effort. Essay contest angle for schools. 5-43, p. 172.

Bigelow's Brevities A 21-gun salvo to persons doing their part in the fight for freedom is a daily five-minute feature. 4-43, p. 165.

Close-Up of the Fighting Fronts Listener sent questions on the fighting fronts are answered in the quarter-hour. 5-43, p. 167.

Remember Pearl Harbor Sustaining feature devoted to the war effort is heard on WMBD, Peoria, Ill. 5-43, p. 177.

Victory Mothers Mothers get a chance to talk about sons in service. Merchandising tie-ins. 6-43, p. 202.

Our Fighting Navy Stories of the Canadian navy dramatized. 6-43, p. 206.

C. D. Blockbusters True-to-life stories over WFIL, Philadelphia, Pa. 7-43, p. 239.

Civilian Defense Calendar News of civilian defense activities and latest decrees over WMRN, Marion, O., for Ohio Locomotive Crane Co. 7-43, p. 239.

Those Who Serve Tribute to the civilian front with a strong military flavor. 7-43, p. 245.

Your Neighbor Was in Prison Local citizens recount experiences in German prison camps in World War I. 7-43, p. 249.

Uncle Sam An OWI transcribed feature with plenty of hard-hitting merchandising. 8-43, p. 264.

Kendall's Honor Roll of the Air Thumb-nail sketches of men in the armed forces come from their families and friends. 8-43, p. 272.

This Changing World Dramatizations of a young wife's experiences in holding down a wartime job and maintaining her home, scripted with a view to civic benefit. 8-43, p. 274.

Greece Fights On Dramatization of the invasion of Greece. 9-43, p. 314.

Today's America Hero Dramatized accounts of the actions that made heroes in World War II. United Press script is here aired on WMRN, Marion, O., for Spot Restaurant. 9-43, p. 314.

Macon Brain Trust Patriotic quiz feature on civilian defense. 9-43, p. 315.

Bond Spiel Listeners phone in War Bond pledges, have their names read over the air. 9-43, p. 319.

Our Block Dramatization of the meaning, etc., of civilian defense efforts. 11-43, p. 387.

Sam Adams, Your Home Front Quartermaster A transcribed feature that is 95 per cent entertainment, five per cent educational. 11-43, p. 393.

War Industries on Parade Employee talent in this weekly series. 11-43, p. 388.

Blood Relative Appeals for Blood Donor Service over KROW, courtesy of I. Magnin and Breuner's. 11-43, p. 392.

Behind the Lines Tribute to the home front with plenty of merchandising angles. Compliment to workers is paid by the Onondaga County Savings Bank, Syracuse, N. Y., over WFBL. 12-43, p. 408.

Petersen's Home Front News of wartime home front activities, heard over WOC, Davenport, Ia., for Petersen Harned Von Maur. 12-43, p. 410.

PETS

Boggs on Dogs Canine news, care and feeding of pets, and human interest stories make up the five-minute feature. 4-43, p. 128.

PUBLIC RELATIONS

Family Party Music and comedy cooked up by talented employees. 1-43, p. 20.

M & C House Party Weekly half-hour employee show. 5-43, p. 165.

Marching Along Together To recruit employees, build public support, Bausch & Lomb Optical Co. takes to the air. 5-43, p. 169.

Kootenay Family Almanac Local news, et al, for employee morale, for public relations, and as a contribution to progress. 11-43, p. 382.

QUIZ

Words in the News Listeners who send in *Words in the News*, studio guests who correctly define them, win fun, fame and fortune over KFH, Wichita, Ka. 1-43, p. 27.

Matinee Wham Contestants identify a tuneful earful. It's *Dollars or Dinners* in this musical show with a quiz angle. 1-43, p. 29.

Adam and Eve Club Battle of the sexes is this weekly quiz program. 2-43, p. 58.

Grab Bag Studio contestants reach into an old fashioned grab bag, answer listener-sent brain teasers, in this WOL feature for Washington, D. C., listeners. 2-43, p. 62.

Public Opinion Studio contestants answer questions of public opinion, get prize money if their answers jibe with weekly postcard poll. Audience at CKOC, Hamilton, Ont.: 315 persons. 2-43, p. 63.

PDQ Quiz Court Studio show draws up to 5,000 listener questions a week. 6-43, p. 205.

Americana Quiz Studio audiences answer questions on American history. 7-43, p. 244.

Raiford Town Hall A hoose-gow version of *Information Please* from the Florida State Prison. 8-43, p. 273.

Times Quiz-Time Pot o' gold for listeners who correctly answer questions on by-line writers, features, etc. of the Chicago Daily Times. 9-43, p. 315.

Town & Gown Quiz Business and professional men in a fight-to-the-finish quiz. 10-43, p. 352.

RELIGIOUS

Goodwill Devotions Begun in 1938, this early morning quarter-hour features hymns, talks and prayer. 2-43, p. 66.

Getting the Most Out of Life Brief, inspirational talks are the feature of this five-minute NBC transcribed feature. 6-43, p. 207.

Everybody's Book Music, Bible verses and prayer. 10-43, p. 350.

Chapel Echoes Sunday morning Naval Chapel broadcasts over KROW for Chapel of the Oaks Mortuary. Oakland, Cal. 11-43, p. 382.

Family Album of Hymns Afternoon quarter-hour. 11-43, p. 390.

My Prayer Was Answered A transcribed feature heard over WACO, Waco, Tex., for Connally Funeral Home. 12-43, p. 417.

RESEARCH

Look to the Future Listeners are tipped off on the marvels of industrial research for today and for the future. 10-43, p. 351.

ROMANCE

Notes of Love Popular love ballads and famous love letters are combined in this transcribed feature. 6-43, p. 212.

Modern Romances What the NBC Radio Recording transcribed feature did for a wholesale bakery. 11-43, p. 393. 12-43, p. 401.

SHOPPING COLUMNS

Personal Shopper Merchandise items presented in a breezy style for Falk's Department Store, Boise, Idaho, over KIDO. 2-43, p. 58.

Shoppers Express Musical quarter-hour with a freight of sponsor commercial messages. 5-43, p. 170.

Lucky Lady Breezy store talk and a telephone give-away angle. 5-43, p. 174.

Shopper's Digest Shopping problems on best buys, where, when and what to buy is the basis for this participating service feature on WMRN, Marion, O. 6-43, p. 209.

Beyond the Looking Glass Soft music and *The Lady from Loveman's* with shopping tips. 9-43, p. 310.

Ahead of the Headlines Buying stimulants for department stores is this syndicated script feature. 9-43, p. 318.

Parade of Fashion Once-a-week fashion preview. 12-43, p. 421.

SOCIAL EVENTS



- Prine's Social Register** What's doing in the clubs, schools and churches over WIBX, Utica, N. Y. 1-43, p. 22.
- Greetings and Salutations** Notices of church services, lodge and club meetings, birthdays, etc., gratis. 4-43, p. 135.
- Cilco Town Crier** News of social and civic events with selling copy for Central Ill. Light Co., Peoria, Ill., on WMBD. 9-43, p. 299.
- Social Notes** News of civic organizations and social items. 9-43, p. 319.
- Newscast** News of community enterprises. 10-43, p. 353.
- Lillian** News of clubs and clubwomen. 10-43, p. 355.
- Column of the Air** Listeners are kept up to date on local people and events. 11-43, p. 372.
- Town Crier** What's doing among North Bay, Ont., organizations. Heard over CFCH for Macdonald's Beverages. 12-43, p. 409.

SPORTS



- Personality Parade, The** Music with local sports news sells Bond Clothes over CKOC, Hamilton, Ont. 1-43, p. 14.
- Bowling** Quarter-hour of fast bowling league play, and on-the-spot chatter. 2-43, p. 63.
- Down the Years in Baseball** Highlights of local baseball history through the years. 3-43, p. 95.
- Baseball Play by Play** Broadcasts of major and minor league games, with government announcements the commercial backbone. 3-43, p. 100.
- Lucky Regal Hour** A Sunday morning WOL variety hour with a five-minute sports summary. 3-43, p. 101.
- Koehler's Sports Parade** National and local sports plus latest scores. 4-43, p. 134.
- Hockey** On-the-spot broadcasts with plenty of merchandising hooks. 4-43, p. 137.
- Alfar's Parade of Sports** News of the sports world. 7-43, p. 228.
- Yandt's Sportsants** Ten year old sports program answers the service call to the colors over KGVO, Missoula, Mont. 7-43, p. 230.
- Erlanger's Sportscast** Sports from the spectator's point of view over WFIL. 7-43, p. 232.
- Your Football Prophet** Game forecasts. 7-43, p. 236.
- Baseball Warm Up** True-to-life stories from the diamond. 7-43, p. 237.
- Football** Play-by-play. 7-43, p. 237.
- Woodrow Sports Review** Over-all sports picture. 7-43, p. 240.

- Sunday Baseball** Play-by-play over KROW, Oakland, Cal., for Bethlehem-Alameda Shipyards, Inc. 7-43, p. 241.
- Sports Roundup** Local and national events in the nightly KTUL strip. 7-43, p. 241.
- Sears Sportsreel** Plenty of showmanship in this weekly quarter-hour. 7-43, p. 242.
- Alley Broadcast** Five-minute remotes for Charlotte Bowling Center over WAYS, Charlotte, N. C. 7-43, p. 243.
- Football Forecast** Listeners win prizes for best predictions. 7-43, p. 243.
- Sports Page of the Air** Successful WOL sports review from the nation's capitol. 7-43, p. 244.
- Sports Reporter** Showmanship makes this six times weekly summary click. 7-43, p. 245.
- Wadhams Sport Flash** Fifteen consecutive years on the air! 7-43, p. 246.
- Tournament of Champions** Inter-scholastic scrap from the scrapple capitol over WFIL, Philadelphia, Pa. 7-43, p. 248.
- Between the Halves** News on the gridiron field to white away time between the halves over KGBS, Harlingen, Tex. 7-43, p. 248.
- Sportscast** A seasonal promotion to catch the masculine ear. 10-43, p. 344.

SPOT ANNOUNCEMENTS

- Listings for Listening** Buyers and sellers spot real estate bargains for Byron Reed Co., Inc., Omaha, Neb. 1-43, p. 6.
- Selling Sight Straight** Spot announcements sell personal service in personalized way for Service Optical, Des Moines, Ia. 2-43, p. 50.
- Solovox** One-minute transcriptions pep up sales. 3-43, p. 102.
- Betsy Ross in Modern Dress** Spot series gets almost entire bakery ad budget. 3-43, p. 106.
- Ear Marked for Success** An eight year old record of spot announcements was set up over WHEC, Rochester, N. Y., for Weis & Fisher Furniture Co. 4-43, p. 141.
- Time Signals** For Holzbeierlein & Sons, Inc., Washington, D. C., WOL time signals carry the torch for Bamby Bread. 5-43, p. 176.
- Vim and Vigor** A hard-hitting spot campaign for vitamins and drugs. 5-43, p. 178.
- Falstaff Openshaw** Tricky transcribed spots with a light touch. 6-43, p. 214.
- Almanac of the Air** Plugs take the place of printed almanacs. 10-43, p. 357.
- Man to Man** Personalized messages sell real estate. 11-43, p. 394.
- Tap Room Ballads** Jingles build the Hub Cafe over KPRO, Riverside, Cal. 12-43, p. 406.

TRAFFIC AND TRANSPORTATION

- City Traffic Court** Listeners are hailed into City Traffic Court via remote broadcasts. 3-43, p. 94.
- On Foot** First hand tip-offs on how to get more enjoyment *On Foot*, aired over WFIL, Philadelphia, Pa., for Philadelphia & Western Railway. 3-43, p. 95.

VARIETY

- Early Birds** Comedy and music to start the day right. 2-43, p. 69.
- Family Circle** Ad-lib monologues, hymns, marches, hillbilly music, news and frequent time signals on this early morning show. 4-43, p. 125.
- Tip-Top O' the Morning** Casual singing, playing and talking by two mike zanies. 4-43, p. 132.
- Lady's Choice** Music, news items, interviews, and book reviews scripted on the lighter side. 4-43, p. 136.
- Dawn Patrol** News, music and chatter through the night over WOL, Washington, D. C., for the Pep Boys. 4-43, p. 140.
- Breakfast Club, The** Songs to start the day right, with plenty of chuckles. Heard over WFIL, Philadelphia, Pa., for Abbotts Dairies. 6-43, p. 186.
- Sunday Get-Together** A 45-minute studio show sold in 15-minute packages. 8-43, p. 281.
- Top O' the Morning** A little bit of everything on this early-morning show. 8-43, p. 285.

YEAR-END INDEX



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	Chiropractors	Feb.	67	Fruit Growers	Nov.	381
			Fuel Dealers		Mar.	87
Dairies	Jan.	25, 31, 33		Furriers	Apr.	122
	March	92	Oct.		348, 355	
	May	171	Nov.		374	
	June	186	Gasolines	Feb.	68	
	July	246		Mar.	100	
	Sept.	317		June	188, 202, 205, 206	
	Oct.	348		July	246	
Dentistry	April	116	Aug.	272		
			Gift Shops	Aug.	273	
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	Apr.	128, 131, 132, 137, 139				
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	Mar.	103, 104		Monument Dealers	June
	Apr.	128, 133, 136	Oct.		337
	May	167, 170, 172, 175, 176	Mortuaries	Nov.	382
	June	190, 205, 214		Dec.	417
	July	243, 249	Music Stores	Mar.	102
	Aug.	279, 280, 286		Oct.	344
	Sept.	318, 322	Newspapers	Jan.	21, 25, 28
	Oct.	351, 356		Apr.	129
	Nov.	384, 386, 393		May	169, 173
	Dec.	411, 412, 419, 420		Aug.	276
	Hardware Dealers	Apr.	117, 134	Sept.	315
May		161, 167	Oct.	345, 346	
Oct.		358	Opticians	Feb.	50
Hatcheries	Aug.	268, 279, 280		Mar.	99, 106
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Feb.		42, 52, 56, 58, 62, 69		Oct.	353
Mar.		87, 96, 98, 99, 103, 105		Nov.	383
Apr.		130, 135, 137, 141	Paint Supplies	Jan.	21
May		156, 162		Apr.	129
June	196, 203, 207	May		162	
Oct.	355	Nov.		377	
Nov.	384	Photographers	Apr.	139	
Hotels	July		249	July	247
	Ice Cream		Mar.	87	Oct.
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	Aug.	273, 285		Sept.	298, 313, 319, 322
	Nov.	387		Oct.	336, 347, 349
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	Jan.	20	Real Estate	Jan.	6, 19
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	July	244		Restaurants	Jan.
Dec.	411	Apr.	114		
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	Laundries	Jan.	9, 22, 32		Dec.
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June		204		Aug.	285
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	July	246	Ship Builders		July
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	Feb.	56, 57, 59, 60, 69	Shoe Repairs	Dec.	418
	Mar.	97, 105		Shoes	Apr.
	Apr.	136, 138	July		250
	May	168, 169	Oct.		344, 355
	July	239	Nov.		391
	Aug.	274, 284	Sporting Goods	Mar.	95
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	May	162, 169	Theatres	July	249
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NEXT MONTH

FRANK PARKE WRIGHT, manager of the SAN FRANCISCO RADIO TRADE BUREAU, tells how 18 large retailers stepped up their combined radio appropriations from \$30,000 to over \$1,000,000 annually.

DICK FOWLER, advertising manager for Sun's Blue Lake Store, Harrisonburg, W. Va., credits radio advertising and banner selling for year-round business expansion.

DR. B. W. STERN, president of a national gift company, says: "It's a sure thing. Consistency does it."

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