



Don't Miss

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- *Johnson Wax*
- *Grove's Laboratories*
- *Zale's Jewelry Stores*
- *Hillman Periodicals, Inc.*
- *Quality Bakers of America*
- *Sleep Shop*

NBC recorded

Adventure Shows

—with some of radio's finest talent
—that will win you bigger audiences



Dramatizing James Fenimore Cooper's
Famed Leatherstocking Tales.

STAND BY FOR
ADVENTURE



Magic Carpet to Far Places and
Thrilling Experiences Among Strange People.

... A program from the heart of America ... stories of the struggles, the excitement, the indomitable spirit of adventure in the lives of the pioneers and early settlers of our country. Taken from the works of one of the world's greatest novelists, James Fenimore Cooper, these radio dramatizations have a timeless character.

This adventure-filled NBC Recorded series begins with two of the Cooper Leatherstocking Tales ... The Deerslayer and The Last of the Mohicans ... each story produced in units of 39 programs. 78 quarter-hours for 3-a-week broadcast. Additional episodes contemplated.

Adaptations follow the plots closely and are given sparkling newness by imaginative writing, superb NBC production and a choice cast. Unusually complete promotion and publicity.

Good tales ... well told ... paint for the listeners vivid, colorful pictures ... excite their interest ... stimulate their thought. This is **STAND BY FOR ADVENTURE** ... wherein a cast of distinguished actors re-create the art of good story telling ... unrolling tales of dangerous deeds, mysticism, humorous yarns of the sea as experienced by four friends—a South American scientist-philosopher ... a retired Army officer ... a merchant skipper and a newspaperman-adventurer.

78 quarter-hour programs ... scripts by a "panel" of expert writers ... for broadcast once or twice weekly ... an arrangement which insures variety and distinction in the stories told by the four friends.

Here are two high-adventure programs ... acted by radio's finest talent ... written by gifted writers ... superbly produced. Result: a realism in performance seldom achieved. Sponsors can count on either one of these programs to catch and hold the attentive ears of entire families. Send for audition records today.



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NBC

RADIO-RECORDING DIVISION

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SUBSCRIPTION RATES: United States and possessions, \$2.50 one year; Canada, \$3.00. Single copies—25 cents. Canada—30 cents.

CHANGE OF ADDRESS should be reported to Radio Showmanship Magazine, 1004 Marquette, Minneapolis 2, Minn., three weeks before it is to be effective. Send old address with new.



● (Left) . . . To gauge the impact of chuckles, guffaws and giggles per joke, WOR's *Can You Top This* trio refers constantly to the laugh-meter.

● (Right) . . . To celebrate one of WOR's birthday anniversaries, Bessie Beatty, WOR commentator, ran a cake-baking contest, cuts one here for sampling purposes. Entries went to Greater New York Hospital Ass'n.



by HELEN KING, WOR

There's More to Contests Than Meets the Eye!

▶▶ A formula for contest tie-ins with radio programs for the local and regional sponsor is presented here by the author of the book, *Prize Contests, How to Win Them*.

As a method of testing a product's and program's listening value, radio prize contests have long been an accepted mode of sponsor and station promotion.

Naturally, there are *pros* and *cons* in the contesting field. Some advertisers object to contesting on the grounds that they are either repetitious, or that the

results do not justify the expense involved.

However, if properly arranged, and if the sponsor does not expect physical proof for each dime invested, I believe a contest can be made to pay for itself.

● *Why are there contests?* Because of certain positive values.

They hype a program or a product.

They reinforce a program, and often catch new listeners.

They help move the goods off the shelves of the local dealer.

They create good will if run on an organized basis.

They help to acquaint a purchaser with a dealer.

For this combination of reasons a con-



↑ (Above) . . . Who murdered Hitler's sleep? A close look at the SLEEP SHOP window wherein is displayed a Sherlock Holmes mystery entitled *Who Murdered Hitler's Sleep* supplies the answer. Clues are numerous, but 14 are misleading. Six are correct. Window shopper who discovers three of the correct clues, writes the best 100-word letter explaining his method of deduction wins a \$50 War Bond. Window display also tied-in with a radio series.

test is worth considering. But it *must* be given proper promotion and handling.

- *If you're running a contest:*

Make it easy to enter, thus you'll include more people.

Make the prizes worthwhile. Children prefer merchandise since they can visualize immediate ownership, whereas checks go into the bank.

Be prepared to cooperate with your contestants. Have printed rules ready for them, and rush them out.

Make it worth the local dealer's time to promote your contest. If he has a dozen merchandising stunts going at once yours will stand out if he too shares in the contest gold.

Speed up the handling of the contest either through a large enough home office or a contest organization. If your city doesn't boast a contest organization, a letter-house can handle the mechanics of the mail, and your staff of judges can work with them.

- *Can you tie-in your contest with your program?* Some sponsors wisely try to cement the relationship between the contest and the program, thus enhancing program value.

WOR's *Can You Top This* is a tie-in contest. The listening audience mails in jokes to be read before a panel of three comedians who try to top the jokes with

some of their own. The audience is paid off according to the amount of laughter their jokes create.

The tie-in here is the audience participating in the actual program.

WOR's Imogene Wolcott gives household hints to her listeners. Realizing that her listeners have much to contribute she has been awarding small cash prizes for every item used on the program. This is another tie-in contest in that the audience also contributes.

- *If you want a flop, slap a contest on a product which has poor distribution and only spotty announcements.* One advertiser had a few morning announcements for a child's contest, with no distribution. The kids were in school and didn't know of the contest. They couldn't get the product even if they had known about the contest. Thus the sponsor's 50 prizes went a-begging; only four children responded.

- *What type can you run?* Generally

speaking there are two classifications.

(1) The written competition may include letters, limericks, slogans, acrostics, etc. These are for the sponsor who wants to conduct something "through the mail," and they are best for the national advertiser.



She's an inspiration for Hobby Lobby. Her hobbies always turn into her business. When a broken wrist upset her plans to study violin, Helen King turned to her hobby,

graphology. It became a vocation. Trying to win some of the contest grand prizes she heard and read about became an avocation.

While minding her own business as a graphologist, she was asked by Mrs. Anne Hummert to run a handwriting contest. She took it on, and other contests followed. Her name went across the continent as a contest judge for letters, slogans, et al. And thereby she became the director of the King Contest Bureau, handled contests for national advertisers for seven years. Then came the World's Fair, 1940, for which she was contest editor.

As a hobby, she dabbled in promotion, and along came an offer for radio station promotion work. One and a half years of public speaking, programming for women, forming contest groups and running a radio contest program followed. Hobby? Writing. When the radio station was sold, her boss took her to the Buffalo (N. Y.) News as radio editor.

To keep busy in her spare time, she took on exploitations, including the Buffalo Bisons, even though she had never seen a game. Along came work as WOR exploitation department. And there she is.

(2) The physical competition is usually local in that it includes art contests, cooking contests, sewing, etc. Obviously it would be too difficult to arrange for these contest entries to be mailed. This type of competition ties-in wonderfully well with department stores, schools and civic events.

Try to keep your contest as current as possible. Select one for your particular needs. Arrange your budget accordingly.

● **Contest costs:** Operating costs of the contest may be determined per unit. Each act requested from picking up the mail right through to the actual judging is a unit. Thus, an advertiser may spend as much or as little on contest maintenance as he wants.

Some of the most requested units include:

Pickup of mail. The contest operator must send mail clerks to pick up mail, whether at the post office, radio station or advertising agency. Some operators figure the average cost at $\frac{1}{4}c$.

Counting of mail by states or station. Advertisers often want to determine the mail pull per radio station, thus they have the mail sent to "station to which you are listening." Average cost: $\frac{1}{4}c$.

Opening mail. This is usually done by hand, as clips and pins are prone to break an electric opening machine. Average cost: $\frac{1}{4}c$.

Checking for proof of purchase, such as boxtop or label. Average cost: $\frac{1}{4}c$.

Checking each entry for rule breakage (over the word limit, correct rhyming word, etc.). Average cost: $\frac{1}{4}c$.

Judging (preliminary reading, discarding of duplicates, final selection). It is interesting to note here that a few thousand entries have fallen by the wayside between "rule breakage" and this paragraph. Obviously one should not pay for the judging of 50,000 entries if 20,000 have been discarded for rule breakage. Average cost: $\frac{1}{2}c$.

(Continued on page 129)

vidends . . .

FROM RADIO DOLLARS

● I don't know how you choose the radio station which you use. Perhaps you base your selection on your own estimate of the popularity of the stations in your commu-

nity. Maybe you like the sales manager of the station. Everyone seems to feel that he is a radio expert or a program expert. But how does he form his judgments? Is it based on how he liked the program, or how his wife liked the program, or how his secretary liked the program, or his office boy?

In my opinion you have never been stung in buying time on any station unless you may have made the mistake of quitting too soon. The rates of stations vary directly in accordance with what the station delivers. You will find that every radio station has a following. Some of them have an exceedingly loyal following, and yet you will never find that out by examining merely the ratings of the different programs. But they do sell goods.

● Radio is the most popular source of entertainment and information in the history of the world. Let's examine radio today. There are 60 million radio sets in use as of January, 1944. These radio sets are in 32,500,000 homes, and nine out of every ten homes have one or more radio sets. Four out of every ten homes have more than one radio set. Three out of every ten homes have radio equipped automobiles. Over one-third more homes are equipped with radios than with gas and electric ranges. Radio homes outnumber telephone homes by more than 2 to 1, and three homes have radios for every two homes with bathtubs and showers.

What's more, those radio sets are used. 83.7 per cent of all urban radio families use their sets for an average of five hours and four minutes daily and 88.5 per cent of all rural radio families use their sets for an average of five hours and 18 minutes daily.

The availability of the urban families Monday through Friday is very high. At 9:00 o'clock in the morning 77.3 per cent of the families have available at least one woman who is up and around, available if your program is good enough to get her to turn on that radio receiving set. At that time 81.6 per cent of all the homes have available some person in the home as a potential listener. Throughout the day you

▶ *How advertisers can get the most out of radio dollars is pointed up by the vice president in charge of stations for the National Broadcasting Co. Article here is based on notes taken on a talk presented before the Quality Bakers of America.*

have between 81 and 84 per cent of the radio families available with at least one person, and at night you get up to 88.7 per cent. The important thing from the standpoint of the wholesale baker (inasmuch as you are appealing to the woman consumer rather than the man) is the constant availability of women to receive your program. In the morning (Monday to Friday average), 12 per cent of radio families at 8 o'clock have their radio sets tuned in. At noon the percentage goes up to 15. The reason for that I would say is that most radio stations at noontime have a news broadcast.

● You have a few more sets in use in the afternoon: the averages running about 15 per cent of all radio homes listening to some station during the noon to 6:00 P.M. period.

On Sunday evening the average number of sets in use ranges from 23 per cent at 6:00 o'clock, up to 40 per cent at 8:00 o'clock. In other words, at that time 40 per cent of all the radio families of the United States are listening to some program. On Tuesday night the percentage of families listening starts out a little bit lower than Sunday night which is natural because the dinner hour is a little different in most homes on Tuesday than on Sunday. It gradually builds up to 9:30, the highest point, to a little better than 40 per cent. As for the composition of the audience broken down between women, men and children, you will find that women predominate at all times and are almost equally available morning, afternoon and night. So if you're after the women's audience don't overlook the morning.

● In the evening you have women still the predominant part of the radio audience according to a survey made in May, 1944. This might reflect the absence of about ten million men in the military service. I think that you will find that after the boys get back the segment of men in the evening radio will be larger.

Out of all the radio families, in the United States, 32,500,000 radio families in the United States, 30.3 per cent were

listening to *Fibber McGee and Molly* on Tuesday evening. About 2.7 persons were the average audience of each one of these receiving sets, so this program each Tuesday evening has the astounding total estimate of 26,588,250 people who received the advertising message for JOHNSON WAX. That's a lot of people to reach with an advertising message.

As for the wise expenditure of your radio dollar, my advice is to find out what programs you're next to, and likewise what is opposite on the competing stations.

● Dr. F. L. Whan, out in the state of Iowa, asked the question, "*Which type of program do you like best?*" Most people expressed a preference for news programs, but I doubt that any news program ever got a higher rating than *Molly and Fibber McGee*. Nevertheless, this is a guide as to what the listeners state as their preferences. Everybody seems to like comedians. Women want complete drama more than the men do. Sports programs are more preferred by men than women.

"*What days of the week would such programs (by retailers) be of most help to you?*" This was the question which was asked throughout the nation in personal interviews conducted among housewives by the NATIONAL ASSOCIATION OF BROADCASTERS' Retail Promotion Committee. Programs every day were found to be much more desirable to housewives than any other schedule.

As for the time of day, 9:00 to 12:00 in the morning is rated highest according to this survey with 44.5 per cent of those expressing a preference for programs in that period while 30.5 per cent preferred the programs prior to 9:00 A.M.

"*How often should your program be broadcast?*" This is a question that was asked of successful retail users of broadcast advertisers in the NAB Retail Promotion Committee survey. Forty-two per cent preferred one program daily. It is evident that the successful user places great importance on continuous advertising. Get on a schedule and stick to it.

The listener always buys more than

the non-listener. The more they listen the more they buy. Studies of reactions of listeners versus non-listeners on specific products bear out this assertion. As an example, among those who were listening to programs sponsored by a shoe polish company for four months 51 per cent of the people bought the product. Among those who listened more than six months 71 per cent bought the product.

Is radio a good buy? The largest advertisers with an annual budget of \$1,000,000 or more prefer network radio. In 1943, 43 per cent, or \$125,285,459, was expended in network radio; 23 per cent of their total budget went to magazines and 24 per cent was spent in newspapers. Of the 98 national advertisers who spent a million or more in network radio, magazines and newspapers, 75 used network radio.

In summing up, you can have perfect confidence in the value of radio as an advertising medium. People own more radios than bathtubs, there are more radio homes than there are telephone homes, by 2 to 1, and people use their radio sets. For advertisers concerned with the urban audience, it is significant that 82.7 per cent of all the urban families having radio sets use them in excess of five hours every day. When it comes to getting more out of your radio dollar, pick the station that covers your market, in other words, your area of distribution. You may get perfect satisfaction from a 250 watt station. On the other hand, if you have many branches and a wide area of distribution, you may need the best regional or the best clear channel station serving your community.

● As for time, find out what is available on the various stations. Pick a time, if possible, near a popular network or local program carried by that station. The average number of sets in use varies only slightly from 8:00 o'clock in the morning until 1:00 o'clock in the afternoon so the actual time itself is not as important to you as the program you are opposite on another station or next to on the station of your choice. If you are more interested in reaching women and

children than you are men, daytime is the logical spot. Not only is it logical because of the predominance of women in your audience (and actually you have practically as many women during the daytime as you have at night), but likewise your time costs about half as much. If your budget can possibly stand it, get on a daily schedule at a fixed time. Remember 43.5 per cent of the housewives interviewed believed that a program every day would be most useful to them, and practically the same number expressed their preference for time between 9:00 and 12:00 noon. If that is not available, the next best choice was before 9 o'clock. The advice to have a program daily is not only backed up by the preference of housewives but by successful retail users. It is even more satisfactory to supplement your one program daily with announcements scattered throughout the station schedule.

● Although your proportionate cost for a program of five, ten or 15 minutes is much greater than a half-hour or one-hour costs, you have ample opportunity in shorter program periods to give your commercial message. Remember, two minutes and 30 seconds are allowed in the daytime on a ten-minute program, and in the evening that is the same amount of time which can be given for commercial messages on every 15-minute program. On the other hand, you have in a 15-minute daytime program three minutes and 15 seconds, which is more than is allowed on a 30-minute program on the evening schedule.

About commercials, make them pleasant to listen to. Make them natural and they will be that much more convincing.

● Don't expect overnight miracles in buying radio time. It is the long pull that counts and it pays off well. We already know that listeners buy more than non-listeners, in some cases almost 4 to 1, and the more they listen the more they buy. Your judgment in the use of radio time is backed up by the most con-

(Continued on page 430)

Magazines Plan for Post-War

by RICHARD H. ROFFMAN, Hillman Periodicals, Inc., New York

▶▶ Radio plays an important part in post-war planning for Hillman Periodicals, Inc., publishers of 25 monthly, popular mass-market magazines, writes the director of public relations, promotion and radio. A former editorial promotion executive on the New York Journal American, he recommends teamwork between radio and periodicals.



Amateur sleuths and mystery fans tune to the *Crime Quiz* over WNEW, New York City, from 2:00-2:30 P.M. every Sunday. Crime quiz experts (left to right): Jo Ranson, WNEW publicist and police radio expert; William Manners, editor of crime and mystery novels for HILLMAN PUBLICATIONS; Hugh Layne, editor-in-chief of HILLMAN detective magazines; Richard H. Roffmann, HILLMAN director of public and radio relations, and Ted Cott, WNEW program director and interrogator on the *Crime Quiz* program.

THERE are some authorities who will be brash enough to literally the drop of a hat to give the world a definite opinion on business conditions in the post-war era.

No week passes by without the presentation of what may appear on first glance to be a well-documented and seemingly fool-proof plan for solving the problems which all agree must arise when Victory comes.

And so in the publishing field, of course, this situation exists just as it does in many other places.

But nonetheless, it is possible to talk about ideas for business promotion in the days of peace ahead on an intelligent and sound basis.

One thing is certain. The paper shortage will be alleviated, and competition between publishers will be more keen once again in the "old-time" sense.

ALL legitimate publications have "sold their heads off" these past few years. There are many factors responsible, and an obvious one is that consumers have more money to buy published material, and, due to gasoline curtailment, more time to spend at home.

Radio versus publishing?

That is often a subject discussed by men and women involved professionally in those lines of endeavor.

It is true that from the viewpoint of news service to the public, newspapers and radio are in direct competition. Yet even there, in a country of 135,000,000 people, with their varied habits, there is room for both.

On the magazine publishing side, it is generally agreed that radio and magazine publishing compliment each other.

HILLMAN PERIODICALS, Inc., headed by Alex L. Hillman, a former book publish-

small stations had poor facilities for casting.

Then we really branched out. We signed one contract with MUTUAL BROADCASTING SYSTEM for the production each day from 2:45 P.M. to 3 P.M. of *Real Stories from Real Life* based on *Real Story Magazine*.

WE signed another agreement with KASPER-GORDON, INC., Boston, Mass., calling for the production on electrical transcriptions of a series called *Real Romances from Everyday Life*, based on our *Real Romances Magazine*. Aaron Bloom of the Boston concern supervised the making of the records, and Jerry Law directed the show for us.

On station WNEW in New York, we have the HILLMAN *Crime Quiz* every Sunday afternoon from 2 to 2:30 P.M.

Then we have the *Voice of Pageant*, the *Voice of Movieland*, *Radio Pageant*, and *Pageant Quiz*, all shows soon to go on the networks from New York.

In many cases we have made special arrangements whereby the production costs are underwritten by our firm (but not in the case of *Real Romances* produced by KASPER-GORDON), but we do not undertake the commercial sponsorship. Radio executives find the tie-up excellent, inasmuch as the magazine material provides a source of radio material, and in addition, the stations get the benefit of internal and external publicity, first, within the magazines themselves in the form of free advertisements for the particular programs, and secondly, by means of special broadsides and promotion pieces.

IN addition to these programs, we now use live and transcribed spot announcements to advertise our magazines, particularly the new one, *Pageant*.

With the help of our advertising agency, ERWIN, WASEY & Co., it is hoped that in the near future we may be sponsoring our own network show.

It is all a part of the complete story that has as its goal the insurance of a good market in the post-war world for our publications.

Zale's Jewelry Stores Builds
G. I. Morale with Quiz Show

SERVICE for THREE



Robert Enoch

by ELIZABETH GILES, promotion and publicity director, KTOK

EVER since the advertising medium known as radio became a popular form of public entertainment and information, the organization known as the ZALE'S JEWELRY STORES, consisting of 12 stores located in Oklahoma, Texas, Missouri and Nebraska, has made use of the medium. And all the stores have prospered.

"Zale's as a corporation is 20 years old, and radio advertising has been used dur-

ing most of those 20 years," says friendly vice president, Moe Gimp.

Particularly in the last three years visual advertising has declined as far as ZALE'S is concerned, and auditory advertising has increased.

WHILE ZALE'S is partial to question and answer shows, has sponsored them whenever possible in the past three years, Mr. Gimp considers the current ZALE'S offering the best quiz show sponsored to date by ZALE'S. It is an opinion which Vernon Steinmetz, ZALE'S manager in Oklahoma City, Okla., seconds enthusiastically.

Radio showmanship became the watchword when KTOK's general manager, Robert Enoch, Oklahoma City, Okla., called in his promotion staff to meet with ZALE'S JEWELRY STORE'S executives. ZALE'S had just bought KTOK's live G.I. show, *Passin' the Buck* which was to be broadcast for both Oklahoma City and Tulsa stores, origination points



←
● Emcee Frank Lynch passes the *Passin' the Buck* questions to a G.I. Joe at Tinker Field, Oklahoma City, Okla.

being Oklahoma City's Tinker Field and Tulsa's Spartan Aircraft School.

Passin' the Buck was a good, well-packaged half-hour designed as a morale builder for both G.I. and layman.

BOB ENOCH called that meeting because from the first, he realized that introducing this unusual format was a job for all the promotion media available to the station, the store and the Army installations if this local service show was to get going. And it was service, service for three, for the boys, the station and the store.

Blueprints were made, patterned first to make a splash, and then, as the show made its own friends, to be leveled off into persistent plugging. In ZALE's front windows, for example, two *Passin' the Buck* placards, in keeping with jewelry displays, were set up right among the diamonds and watches. And small though they were, these displays were effective inasmuch as ZALE's is a Main Street store, packed most of the time with G.I. and laymen too. In the store itself, a large gold-framed *Passin' the Buck* display board was illuminated in the main door after business hours. This poster carried several 8x10 slick photographs of the broadcast.

BELIEVE me, it was good fun for the eye of the promotion director! There it was, if only the call letters, identification and name of the show, in every piece of direct mail for both store and station, in all paid newspaper advertising, and in national radio periodicals. In the Chamber of Commerce organ, it was carried as

public service note, and in the periodicals from Army installations where the show originated, daily mention was made in the log, and in feature stories when space permitted. On the air, KTOK turned out special commercials for those first weeks.

Passin' the Buck, just as the name implies, is the old Army Game, and by the way, we used that line in much of the visual and auditory promotion. Emcee Frank Lynch poses the quiz question to G.I.s lined up and waiting to win bucks with their wits. If the participating G.I. misses the question, he passes the buck to the next man. If the next man comes through with the answer, he keeps the buck, and as many more as he can win. For remaining participants who don't get a chance at the mike, Frank Lynch then shoots them a jack-pot question which, answered correctly, carries a ten dollar gift certificate from ZALE's.

WHEN the plans came to full flower, *Passin' the Buck* was fortunate enough to assist in the Fifth War Loan Drive. Interviewed on one broadcast were guest stars from PARAMOUNT'S *The Hitler Gang*.

It all tied in beautifully as special service and it also added ink to the blueprint of service for three.



● When Paramount's *Hitler's Gang* came to Oklahoma City, Okla., emcee Frank Lynch helped them sell War Bonds on the ZALE'S show. Left to right: Alexander Pope as Goering, emcee Lynch, Robert Watson as Hitler, and Martin Kosleck as Goebbels.

Let the Stars Shine On!

Pleasure Parade Line-Up of Big Names Gives Sponsors a Chance to Promote Products Through Established Radio Personalities

Jimmy Wallington—KIBITZES



● (Above) . . . That man with the mustache (Jimmy Wallington) kibitzes as Paula Kelly gives last minute vocal instructions to the Glen Miller Modernaires.

● (Below) . . . Kibitzer Wallington tells Irving Miller how to lead an orchestra.



● Time has changed. In earlier days it was quite something for New York to tune-in San Francisco, but now the public demands a reason for tuning in. More advertisers in more towns not only toughen the going for the man with a fat radio advertising budget, but they also challenge the smaller fellow.

Time is no longer a mere matter of 60 minutes to the hour. To keep radio listeners, something worthwhile must be put into every one of those 60 minutes. The *program* is now the thing.

An important part of programming is the man who reads the script, and the gal who sings the ditties. In other words, no matter how smooth a show may look on paper, its real success depends upon the talent.

Network advertisers know this, and it isn't at all uncommon to have entire ad-

● (Right) . . . Kay Lorraine tells Irving Miller how she wants the duet arranged which she and Bob Kennedy sing. That's Bob Kennedy at the left, and notice who's at the right? That man with the mustache, Jimmy Wallington, kibitzer.

vertising campaigns built around the sponsor's radio talent. In many cases, tremendous amounts of money have been spent to build an entertainer up to star proportions.

Why? Because advertisers have found that when they promote a personality, that personality in turn, is often the best product promotion that money can buy.

The local and regional sponsor has available for his purposes, first, local talent, and these performers do for him on the local scene what big names do for big advertisers in the national picture. Secondly, he has available, by means of transcription, national celebrities.

● How do these offerings compare with their national competitors? In some cases, comparisons of ratings and talent costs and time for national shows (a pro rata of national costs to equitable comparisons) indicate local shows to be more productive per dollar than top rating national programs with highly paid stars.

The advertiser who assumes sponsorship of local talent has the responsibility of keeping that talent at the top of the heap. With a transcribed series, on the other hand, the advertiser buys talent already established.

An illustration of big name talent available for local sponsorship through the medium of transcriptions comes from a new FREDERIC W. Ziv production, *Pleasure Parade*. With Jimmy Wallington as master of ceremonies, the musical show also features the *Glen Miller Modernaires*, starred with Glen Miller's orchestra on his recordings and radio program; Bob Kennedy, of the original cast of *Oklahoma*, who is currently signed to sing the lead opposite Ethel Merman in a new Broadway musical version of *Rain*; Kay Lorraine, singing star of the *LUCKY STRIKE Hit Parade* for 44 weeks; Paula Kelly, former vocalist with Glen Miller, and Irving Miller, and his 18-piece orchestra.

● While the cost to the producer for quarter-hours of this type reach the staggering cost of \$2,500, the local or regional sponsor finds that the cost to him is

well within his advertising budget. Big shows and big names don't necessarily mean big costs, but they are sure-fire audience builders.

HOOPER surveys in many markets where such transcribed features are running prove conclusively that regardless of whether it is transcribed or network, a good show will get a good audience.

It is significant that a good transcribed feature has more sponsors than other radio programs. Many of these sponsors are strictly local, and others are sponsored by national advertisers on a regional basis. For example, *Pleasure Parade* is sponsored on a large list of stations by GROVE'S LABORATORIES in selected markets in Massachusetts, Oregon, North Carolina, Minnesota, Louisiana, Michigan, Tennessee, Virginia, Washington, Missouri, Texas and Pennsylvania. Likewise, CARLINGS BREWERY is using the feature in three New York markets, three Ohio territories, and in one West Virginia area.

Each *Pleasure Parade* program is a quarter-hour, and 156 programs are currently scheduled.

● In its array of talent, the feature leans heavily on star values but doesn't neglect new discoveries. The producer of a musical show on Broadway or on the radio is confronted with two very great problems; first, to deliver names which give the show *star* or *marquis* value, yet, second, to discover refreshing new talent which brings new faces to the public. The famous stars are more dependable. The newcomers are frequently more refreshing.

In *Pleasure Parade* the producer leaned heavily on star values because he wanted the program to be dependable, and for that reason such seasoned performers as the *Glen Miller Modernaires*, Irving Miller and his orchestra, and Jimmy Wallington were selected. But for the refreshing new stars, Bob Kennedy and Kay Lorraine were added.

For the local or regional advertiser who want to get the most for his radio dollars, talent of this kind is certain to capture tremendous listening audiences.

On the Tele-Production Lines . . .

by RICK FREERS,
staff tele-producer,
Stage 8, Hollywood, Cal.

TELE-PRODUCTION is the actual producing of a show or program for television. It may be broken up into two general classifications; the *canned* show on film called *Telecine*, and *live-action* show which is transmitted by television cameras directly from the set or scene to the audience. It is the *live-action* show that best illustrates the technique necessary to attract and sustain the interest of tomorrow's television audience.

Let us presume that it is an average day in our Tele-production Studio, and that a dead-line tele-cast of re-enacted news is to be relayed to television receivers in two hours.

The first responsibility in this procedure lies in the hands of tele-scenarist Marcia Drake. It is her job to obtain the important events of the day from the news room, to coordinate the material and draft a rough script.

The director, in turn, calls his production crew together, and quickly outlines the show. As he outlines, the designer mentally plans the wardrobe, the constructionist knows what props and special effects he must interpolate or draw



● Tele-miniature used in *Nor All Your Tears* is checked for scale by tele-producer Patrick Michael Cunningham. Tele-star Marjorie Gateson looks on.

from his department, and preparation of the production is under way.

As this show is scheduled for immediate release, there is no time allotted for learning lines, so it is necessary that each tele-stock player be attuned to quick creation, utilizing only the general story pattern that has been given him. From this pattern, he must bring the story to life and re-enact the news.

First rehearsal is run, the director polishes the rough edges, showmanizes and puts the finishing touches to the production. The cast is then costumed, contrast make-up is applied, final dress rehearsal staged, and the production is ready for the red-light warning.

To the average person, a *pattern* script would look like a jigsaw puzzle.

*Fade in on Ike — Hold Following
Title for Short Value . . .*

MAN ON THE STREET

FADE OUT
4 COUNT TO

B.G. Score in
on Title . . .
Up and Hold
for Cue from
Control

MINIATURE I: An effect model of a typical metropolitan city—scale 212.

"Ike" Hold
Title for
Value

MR. J.: How interesting. But now young lady . . . if you'll excuse me . . . I'm a very busy man.

Take Dir.
from Contr.
Ol.

MINIATURE II: An effect model of a small midwestern town.

Ortho I Hold
Miniature
I in L.S.
Pan to L.S. of
Miniature 2

THE REST OF THIS IS PATTERN
QUE LINES: I can't join the Army. We thought you were a man. I've been drafted.

On Que
"Ike" Hold
on Whirling
Globe

EXP.: Narrator's voice drifts in as camera holds miniatures.

NARRATOR: *No Name Bread brings you another episode of Man on the Street.*

Who is the man on the street? He's the man half way up the block on the next street. . . . He's the boy who delivered your afternoon paper. . . . He's the teller at your bank. . . . He's the grocer at your corner. . . . Yes, he's anybody and everybody who appeared in print this — day of —, 1944. Today's first tid-bit of human copy concerns a certain Miss Charlie Coback. It seems Miss Coback is having "draft" trouble. At 9:00 A.M. she appeared before the local board a very confused young lady.

Ortho I Hold
L.S. of Set 1

TAKE TAG LINE QUE FROM CHRISTMAS TREE

GLOBE

EXP.: Narrator's voice hold over Globe.

NARRATOR: *Strange as it may seem, folks, that is exactly what happened at one of the Los Angeles draft boards early this morning. But now on the serious, etc., etc.*

. . . Fade Warn

. . . Fade Warn

To the true tele-stock player the *pattern* script contains everything he needs.

Dramatic shows need not be created so quickly. Generally, there are four rehearsals with the script in possession of the tele-stock player over night. He must, however, at all times learn thoughts, not lines. With this idea firmly in mind it is not difficult for him to personalize his portrayal and *pick-up* 15 sides of dialogue in 30 minutes. Unbelievable? Yes! But television in itself is almost incredible!

SET I:

LOCAL DRAFT BOARD

EXP.: Charlie stands in front of the desk occupied by Mr. Johns.

CHARLIE: *If you please . . . may I see the head of the board?*

MR. J.: *What about, young lady? We're very busy.*

CHARLIE: *Well . . . you see . . . I'm Miss Charlie Coback. I think there's been a mistake made.*

MR. J.: *I'm sure I had nothing to do with naming you.*

CHARLIE: *Oh! That's not it . . . you see . . . today I got a letter.*

Ortho 3 Hold
Two Shot of
Charlie and
Mr. Johns



● (Left) . . . Tele-miniature used in the western serial, *Sagebrush and Oley*, is inspected by Patrick Michael Cunning and tele-stars, Osa Massen and Courtney Paige.

● (Below) . . . Tele-producer Patrick Michael Cunning sets an explosion on a live-action tele-miniature for the production of *Nor All Your Tears*.



From Bikes to Mikes

Advertisers Support WFOY Community Service and Entertainment Promotion; St. Augustine, Fla. Community Spirit Does the Rest

WHAT the box office is to Broadway, listeners are to radio. It's one thing to offer the greatest show on earth, but as P. T. Barnum discovered, even the greatest show on earth isn't worth a wooden nickel unless the public knows about it. It holds for the motion picture industry. It's true of Broadway. It's axiomatic in the sports world, and it's equally true of radio.

Individual advertisers have found that the tune-in for their programs is increased through adequate promotion of the offerings, and since the greater the audience, the greater the returns per advertising dollar, most successful radio advertisers back their programs to the hilt.

What works for one, works equally well for all. Station promotion is the word for it. But in the last analysis, it is promotion for the sum total of advertisers, for as the over-all tune-in is increased, each individual advertiser gains in increased listenership.

In St. Augustine, Fla., the WFOY *Bicycle Rodeo*, as conceived by general manager J. Allen Brown and his staff, illustrates how promotion of this variety promotes the advertiser and the station, and at the same time, increases the tune-in throughout the area.

THE *Bicycle Rodeo* was effective promotion because it performed a *service* and gave *entertainment*. What created local enthusiasm for the event staged at Francis Field was the fact that local contestants were pitted against each other in the bicycle and motor-bike races; local cyclists rode bicycles backwards or attempted to ride the 100-foot plank that was six inches wide, and local glamor

girls in the *Parade of Beauty* vied for the honor of being named *Queens of the Rodeo*. At stake was more than one hundred and twenty-five dollars in cash awards.

But the event had more to recommend it than that. It also performed a service. During the four weeks which preceded the event, WFOY offered listeners a two-hour daily safety program which tied-in with the fact that the fall school term was scheduled to begin shortly. Safety measures, as well as rules and regulations for bicycle riders were all incorporated into the radio feature. Tie-in for advertisers with the safety feature: commercials stressed back-to-school merchandise and services.

Adequate backing for the event on the part of local advertisers was another important factor in the success of the venture, and each of the girls who participated in the *Parade of Beauty* was sponsored by local business firms who contracted both for the *Rodeo*, and the safety campaign heard over WFOY which preceded it. Sponsors for the event were 21 local merchants.

WHILE spectators and contestants had a field day, radio listeners also had an opportunity to follow the events of the day through their loud speakers. The entire show was broadcast by WFOY, and the station's sound system was set up in the park to service the spectators.

In its set-up, therefore, the event had the necessary qualities which would insure for it the backing of both advertisers and the community. And at the same time, the fact that it offered listeners and spectators good entertainment made the *Rodeo* good radio.

Radio Rodeo! Fills Stands •

To ballyhoo the safety campaign and the *Rodeo*, WFOY used spot announcements, billboards, tire covers, newspaper advertisements and pictures. The fact that between 1,000 and 1,500 people turned out for the event at Francis Field illustrates what smart showmanship, a community spirit and intelligent promotion can do in combination.

● (Above) . . . Referee of bicycle polo is WFOY general manager J. Allen Brown.

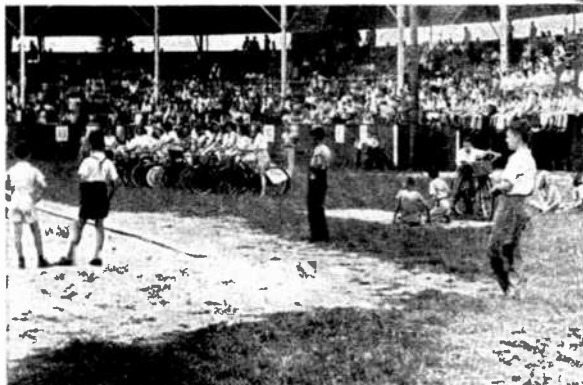
● (Center) . . . Four beauties were chosen *Queens of the Rodeo* in the big outdoor competition staged in St. Augustine, Fla., under the sponsorship of WFOY.

Lasso Listeners with Rodeo . . .

● (Right) . . . Youngsters give the 100-foot, six-inch plank the once over while the *Parade of Beauty* gets underway.



Ride 'Em Cowboy!





THE IDEA FILE

A directory of all programs reviewed in RS this past year.
Numerals indicate issue and page number.

ADVENTURE

- Manhunt* Who-dun-it feature. Transcribed. 1-44, p. 33.
- Stand By For Adventure* Strange adventure in foreign lands. Transcribed. 5-44, p. 176.
- Romance of the Highways* Pacific Greyhound Lines finds wartime use for its eight-year-old travel series. 9-44, p. 298.

AMATEUR SHOWS

- Audition Shows* Open competition a shot in the arm as special promotion for daily radio series for the M. O'Neil Co., Akron, O., department store. 2-44, p. 51.
- Strictly Personnel* Program built with Cessna Aircraft talent to build employee morale. 4-44, p. 128.
- Daily Bulletin Show* Amateur show features negro talent. 4-44, p. 133.
- Bert King's Stars of Tomorrow* Hour-long show, transcribed, presented on the air the following day. 7-44, p. 245.

ANNIVERSARIES AND SPECIAL EVENTS

- Anniversary Program* Half-hour remote broadcast on 52nd anniversary of the Central Bank of Oakland (Cal.). 1-44, p. 34.
- Annual Address* Burlington Savings Bank president makes an oral report via radio to stockholders and depositors. 4-44, p. 140.
- Merchandise Parade* Easter Day Parade and Egg Hunt boosts sales for St. Augustine, Fla., merchants. 7-44, p. 228.
- Spring Festival and Million Dollar Auction* Audience bids with fake money, but it's the real thing for Butte, Mont., merchants. 8-44, p. 260.
- Bicycle Rodeo* Advertisers back special one-time event over WFOY, St. Augustine, Fla. 12-44, p. 414.

CHRISTMAS PROGRAMS

- Santa Sits Tight* Department stores carry on Santa Claus tradition. 10-44, p. 344.
- Army Air Base Christmas Show* Christmas Eve remote broadcast. 10-44, p. 347.
- Santa Claus* Santa packs a wallop in Johnstown, Pa. 10-44, p. 347.
- Shopping With Sue* A Christmas feature which went on a 52-week schedule. 10-44, p. 348.
- Happy the Humbug* Transcribed Christmas feature for the small fry. 10-44, p. 348.
- Santa Claus Visits* Santa sells the community as a shopping center. 10-44, p. 349.
- Santa Claus Parade* Participating feature with a merchandising tie-in. 10-44, p. 350.
- Visits with Santa Claus* Santa turns philanthropist. 10-44, p. 351.
- Santa Claus on the Air* Santa arrives by air, sets youngsters back on their ears. 10-44, p. 351.
- Santa on Record* Christmas features on record. 10-44, p. 353.

CIVICS AND GOVERNMENT

- City Clean-Up Campaign* Handy household tips for repairs, etc. 1-44, p. 22.
- Election Returns* Listeners get latest count on general election returns in Mississippi from the Hiawatha Gin Co. 1-44, p. 30.
- Our Town* Local organizations prevent the story of their groups. 2-44, p. 61.

- Junior Town Meeting of the Air* Local series patterned after *American Town Meeting*. High-schoolers chew the fat over critical problems. 3-44, p. 98.
- Star Spangled Action* Civic women's groups are featured, with a salute to an outstanding woman. 7-44, p. 244.
- Citizen's Forum* Open forum discussion group on civic problems. 8-44, p. 280.
- U. S. and You* Congressmen, others in the nation's capitol, report to their states. 8-44, p. 286.
- Idaho Editorializes* Comments of the state press passed on to radio listeners. 9-44, p. 315.
- Ask Washington* Listeners send questions on the Washington, D. C., scene. 9-44, p. 318.

CLASSIFIEDS AND VITAL STATISTICS

- We're Having a Baby* News of blessed events each 24 hours. 3-44, p. 105.
- Mr. Fixer* Give-away items, swaps, etc., for buyer and seller. 4-44, p. 137.
- Birth Announcements* Two-minute, thrice weekly series. 7-44, p. 241.
- Blessed Eventer* News of new arrivals in Washington, D. C. 8-44, p. 278.
- Wags Add* Daily feature for Old Hickory Ale, Montgomery, Ala. 11-44, p. 384.
- Trading Post* Service feature. 11-44, p. 392.

CONTESTS

- Throw a Dart* Announcer throws a dart at a map of the city. First resident from that block to telephone studio gets a merchandise certificate. 3-44, p. 102.
- Stoganoire* Jack-pot program mixed with music. 3-44, p. 103.
- Collect Call* Listeners call studio collect, win prizes for correct answers to questions. 8-44, p. 278.
- Wishing Hour* Merchandise prizes for best letters telling of wishes which came true. 9-44, p. 321.

DRAMA

- Down the Ways* Dramatic accounts of true stories of the sea. 2-44, p. 62.
- Sam Adams Your Homefront Quartermaster* Tailor-made, transcribed series. Entertainment combined with educational angle. 2-44, p. 67; 4-44, p. 115.
- Helpmate* Story of an unselfish woman who sacrifices much to further the career of her husband. 5-44, p. 171.
- Modern Romances* Colonial Biscuit Co. makes friends with courtesy campaign. 7-44, p. 222.
- Betty and Bob* Experiences of a young married couple. Transcribed. 7-44, p. 239; 11-44, p. 386.
- Two Bells Theatre* Rings the bell for the Los Angeles Railway Corp. 11-44, p. 389.

FARM FEATURES

- Farm and Home Hour* Radio and honest selling puts Sid's Furniture Mart on the map. 1-44, p. 12.
- Daybreak in the Barnyard* Hill-billy and western music, news and farm facts. 4-44, p. 141.
- Home Service Hour* Early morning feature. 8-44, p. 272.
- Town and Farm* Topics of interest to *Town and Farm*. 8-44, p. 272.
- Market Reports* Market reports and events which influence the market. 8-44, p. 282.
- Fred Facts Air Feed* De Forest Feed & Seed Co., Galesburg, Ill., gives farmers a daily show. 11-44, p. 379.

FASHIONS

- Abbott Kimball Girl of the Month* Models televised. 7-44, p. 235.
- Fashion Letter* Evelyn Day's New York fashion letter combined with music and chatter as a quarter-hour feature. 8-44, p. 285.
- Furs on Parade* About furs for furriers. Transcribed. 11-44, p. 393.

FOODS

- Science Measures Radio* Radio carries message of nutritious eating to public. 1-44, p. 6.
- Spice Box* Household tips mixed with book reviews, charm and beauty tips. 1-44, p. 25.
- Food and Films* Quarter-hour food show spiced with theatre news. 4-44, p. 133.
- Candy Fights Tau* Candy as a food essential sold on Dr. Eddy's Food and Home Forum. 7-44, p. 224.
- Good Morning, Homemakers* Recipes, menus, etc. 7-44, p. 240.
- ROA Home Forum* Tips for the homemaker. 7-44, p. 243.
- Inquiring Housewife* First hand information on enriched bread and flour. Series of six, transcribed. 7-44, p. 249.
- Tillamook Kitchen* Recipes, etc., for Tillamook cheese. 11-44, p. 369.
- Home Forum* Boston, Mass., listeners know their groceries. 11-44, p. 390.

FREQUENCY MODULATION

- What About FM?* Program policies will establish network personality. By John Shepard, 3rd, president of the American Network, Inc. 6-44, p. 201.
- Broadcasters View FM* What about equipment costs, etc.? By Paul Chamberlain, General Electric Co. 6-44, p. 202.
- An Agency Looks at FM* Survey reveals what public likes and dislikes. 7-44, p. 234.

GARDENING

- Old Dirt Dobber* Gardening suggestions and sales arguments in one package from WLAC, Nashville, Tenn. 3-44, p. 86.
- Garden Guide* Tips for home gardeners in Tacoma, Wash. 3-44, p. 106.
- Victory Garden Club* Gardening series backed by civic agencies. 5-44, p. 170.
- Cabbages and Queens* Plenty of merchandising in the garden-quiz feature. 7-44, p. 246.

GENERAL ARTICLES

- Retailers Forward March* From \$30,000 to \$200,000 is Bay area record for 18 merchants. 1-44, p. 14.
- Uncharted Markets Ahead!* Research will see business through post-war competition says Dr. Howard E. Fritz, director of research for the B. F. Goodrich Co. 6-44, p. 184.
- Advertising Tomorrow* Post-war outlook for advertising is bright, writes public relations consultant, Fred Eidean. 6-44, p. 185.
- Global Radio* Developments in radio are instruments of post-war prosperity, writes Miller McClintock, president of the Mutual Broadcasting System. 6-44, p. 186.
- Service as Usual* "What will radio distribute after the war?" asks Paul Hollister of the Columbia Broadcasting System. 6-44, p. 188.
- Post-War Women* What will interest the post-war woman is outlined by Elaine Norden, Campbell-Mithun Advertising Agency, Chicago, Ill. 6-44, p. 189.
- Build Your Post-War Fences Today!* Problems which radio and its advertisers must face are presented by Louis J. Nelson, Jr., Wade Advertising Agency, Chicago, Ill. 6-44, p. 204.
- Yesterday Meets Tomorrow* Pioneer now for future programming says Edgar Kobak, Blue Network, Inc. 6-44, p. 206.
- The Women's Angle* How to interest the feminine listener is pointed up by public relations consultant Sally Woodward. 6-44, p. 210.
- Future Unlimited!* What's ahead for radio and its advertisers. 7-44, p. 232.

Soap Teams with Victory! Daytime radio performs a wartime service. 8-44, p. 268.

Retailer Report to Santa Claus Factual findings obtained through a poll of 1,804 retail stores by the Meyer Both Co. 10-44, p. 332.

Why Women's Programs? An analysis of the field by Margaret Cuthbert, director of women's and children's programs for the National Broadcasting Co. 10-44, p. 341.

There's More to Contests Than Meets the Eye A formula for contest tie-ins with radio programs. 12-44, p. 400.

Dividends from Radio Dollars How advertisers can get the most impressions per dollar. 12-44, p. 403.

Magazines Plan For Post-War Radio plays an important part. 12-44, p. 406.

HISTORICAL

Falk's Pioneer Parade Dramatizations of early days in Idaho. Cash awards for best stories contributed by listeners. 5-44, p. 168.

The World and America History dramatized by Time Magazine. 7-44, p. 248.

Berkelyans Salute to industry and its development in Berkeley, Cal. 9-44, p. 311.

HOBBIES AND RECREATION

Let's Speak Spanish Transcribed feature. 2-44, p. 54.

Theatre Tips Round-up of Hollywood news and hit music from current pictures. Listener participation angle. 2-44, p. 63.

Hobby's Hobby Different hobbies get the spotlight. 7-44, p. 241.

Scanning the Shows Musical reviews of great shows, with stories and patter about the shows. 8-44, p. 277.

Parents Magazine on the Air Transcribed series on child care, etc. 11-44, p. 393.

HUMAN RELATIONS

Here's the Latest Highlights of the latest in news, sports, motion pictures, books, music, styles, et al. over KDYL. 2-44, p. 62.

Something to Talk About Odd facts of general interest in five-minute capsules. 3-44, p. 93.

I Was There Eye-witness stories of history-making adventures and episodes. 3-44, p. 93.

Waiting for the 8:45 Songs and jokes with a down-to-earth twang. 3-44, p. 94.

Women's Page of the Air Human interest stories, news bits and timely topics. 3-44, p. 95.

Home Folks by Request Daily 60-minute feature slanted at rural listeners from CHEX, Peterborough, Ont. 4-44, p. 126.

McCurdy's Journal of the Air News, local features and human interest in combination. 4-44, p. 131.

Friendly Freddie Homey sayings and philosophy, with music. 4-44, p. 133.

Men of Men True stories about how those physically handicapped overcome it. 4-44, p. 139.

Home-Town Philosopher Topics on the folksey, human interest side. 7-44, p. 249.

Gallatin County Community Program Bits of interest to communities around Boreman, Mont. 8-44, p. 276.

Personal Problems Advice and solutions to personal problems, transcribed. 8-44, p. 285.

Golden Memories Continuous sponsorship for 13 years of homespun philosophy. 9-44, p. 306.

Around the Sound Stories of the sea. 11-44, p. 386.

Parade of Life Human interest bits of this and that. 11-44, p. 387.

HUMOR

Major Bullmore Two character cast in a variety of comedy situations. 1-44, p. 27.

Let's Have a Laugh Chuckles in the news. 4-44, p. 135.

INTERVIEWS

Sportsmen's Roundtable Weekly show devoted to interviews on fishing, hunting, etc. 1-44, p. 16.

Basement Boys Interviews with basement shoppers. Merchandise certificates for those who pass the mike-test. 8-44, p. 273.

Welcome Wagon Program for newcomers to Dayton, O. 8-44, p. 274.

In Focus Interviews with interesting people in San Francisco, Listeners whose suggestions for interviews are used receive a photograph free. 9-44, p. 321.

JUVENILE

Uncle Al and Charlie Story telling feature for the small fry. 2-44, p. 61.

Children Analyze the News School children discuss news events. 2-44, p. 63.

Let's Pretend Dramatizations of classic and original fairy tales, with moppets taking the main roles. 3-44, p. 94.

Squareshooters Adventure stories based on fact. Club membership tie-in. 5-44, p. 172.

Air Adventures of Jimmy Allen Action-packed aviation serial. Transcribed. 5-44, p. 174.

Calling All Girls Transcribed series produced in conjunction with magazines of same name, for department stores. 5-44, p. 177.

Kid Commentator High school news and interviews. 8-44, p. 273.

Junior 750 Club Participating feature for the small fry. 8-44, p. 279.

Dan Dunn Secret Operative No. 48 Adventure series, transcribed. 8-44, p. 280.

Adventures of Pinocchio Transcribed feature for the small fry. 9-44, p. 317.

Adventures of Omar Nothing juvenile about juvenile radio campaign for Omar Milling and Baking Co. 10-44, p. 338.

High School Post Exchange Show by and for the high school crowd. 11-44, p. 380.

LABOR RELATIONS

Labor Day Parade Labor Day parade and addresses broadcast for the Columbus (Miss.) Trades Council. 1-44, p. 34.

Manpower Dramatizations of the part labor plays in the fight for Victory. 9-44, p. 314.

Labor News Review News from the labor front. 11-44, p. 392.

MILITARY

Soldier Salute Weekly tribute to Springfield (O.) Coca Cola Bottling Co. ex-employees now in the armed forces. 1-44, p. 25.

Heroes of the U. S. Navy Transcribed stories of U. S. naval heroes. 1-44, p. 25.

Mission for Tonight All Army show with a different U. S. city selected each week for honors. 1-44, p. 27.

Target for Tonight Quiz feature from local USO center, with two picked teams of soldiers. A draw of numbers determines the difficulty of questions asked. 1-44, p. 29.

Letter from Home Local service men in the spotlight. 3-44, p. 97.

Canteen Quiz All military show with a quiz and game combination. 3-44, p. 101.

St. Louis Heroes Tribute over KSD to St. Louis war heroes. 5-44, p. 166.

AAF Quiz Fest 30-minute quiz feature, War Bond prizes. 7-44, p. 246.

What's It Like Letters from service personnel on the battlefronts. 8-44, p. 275.

G.I. Legal Aid Legal advice for service personnel. 9-44, p. 312.

Jobs For Heroes How to fit military personnel back into civilian life. 9-44, p. 318.

Mothers of Victory Interviews with mothers whose daughters are in the armed forces. 9-44, p. 321.

Letter From Bill Letters from a fictitious character based on events on the battlefronts. 9-44, p. 322.

Jobs for G.I. Joe Atlas Peazer Brewing Co.'s latest show. 11-44, p. 365.

Soldiers Return To help G.I. Joe adjust to mufii. 11-44, p. 387.

Fightin' Texans Exploits of military men from Texas. 11-44, p. 388.

Passing the Buck Quiz feature for military personnel. 12-44, p. 408.

MUSIC

Remember with Floretta Nostalgic music of the good old days. 1-44, p. 23.

Boeing Hour Semi-classical music with true-to-life stories from inside Boeing's. 1-44, p. 24.

Hats Off to Mr. Grocer Music of popular appeal as tribute to local grocers from Holsum Baking Co., Springfield, O. 1-44, p. 24.

Songs for Heroes Favorite songs of servicemen. Prizes for relatives who write best letters on why a particular tune is best liked. 1-44, p. 28.

Jenny Lou and Her Buddies Morning feature of ballads and light tunes. 1-44, p. 30.

Gene Autry Sings Platter series. 1-44, p. 32.

Tempos of Today Morale builder for Knapp-Monarch workers. 2-44, p. 55.

What's Yours Boogie-woogie vocal and keyboard numbers. 2-44, p. 57.

May Company Presents Duo piano team plays current hits and old favorites between merchandising reports. 2-44, p. 57.

Musical Moments Popular concert music for McCallum's. 2-44, p. 58.

Concert Hall Concert music on records. 2-44, p. 60.

Banfield Sweethearts Boy and girl duo, the Banfield Sweethearts, for Banfield Packing Co., Salina, Ka. 3-44, p. 88.

Memories of the Old South Nostalgic tunes by a colored quartet. 3-44, p. 91.

Sailor's Swing Symphony Boogie-woogie, jazz and sweet swing. 3-44, p. 92.

Swingtime Special Popular music for Shawnee Milling Co. 3-44, p. 100.

Album of Familiar Music Local contest tie-in with network show for Heintzman's Music Store, Hamilton, Ont. 3-44, p. 100.

Songs in My Heart Classical orchestral music. 3-44, p. 104.

From A to Z in Novelty Musical pot pourri. 3-44, p. 104.

Music a la Mood Daily concert of classical music. 4-44, p. 130.

Memories in Melody Song favorites of yesteryears. 4-44, p. 130.

Memory Song Men Old songs of America come out of moth-balls. 4-44, p. 131.

Snapshot Ensemble Blue ribbon musical entertainment. 4-44, p. 134.

Juke Box Serenade Listeners who want to hear favorite tunes send nickels to CKBI. Money is used for philanthropy. 4-44, p. 137.

Music Popular waltz tunes. Program first aired in 1929. 4-44, p. 142.

Irish Program Popular and old-time tunes. 5-44, p. 163.

Belle of the Southland Piano and vocal. 5-44, p. 167.

Crystal Chorus Home office employees are the musical voice of the Kansas City Fire & Marine Insurance Co. 5-44, p. 169.

Live at 11:05 Collectors bring prized records for tune-ful listening. 5-44, p. 169.

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Korn Kobblers Musical variety show, transcribed. 5-44, p. 174; 11-44, p. 389.

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Sylvania Showtime Variety show for Sylvania employees. 7-44, p. 231.

Musical Scoreboard Music and late baseball returns. 7-44, p. 238.

Musical Climax Music for every taste. 7-44, p. 239.

A Song is Born Amateur composers have a chance to have their songs aired. 7-44, p. 230.

Your America Home Semi-classical and ballad music. 7-44, p. 230.

Symphonic Hour Hour-long daily schedule of good music creates customer good will for Stineway Drug Stores, Chicago, Ill. 8-44, p. 238.

Musical Memories Service to public and grocer builds sales for Fisher Baking Co., Salt Lake City, Utah. 8-44, p. 262.

Lazy Listenin' Music to relax by. 8-44, p. 271.

Easy Listening Weekly musical series for Telen-California Co. 8-44, p. 275.

16 Millimeter Magic Victor Four in vocal and instrumental. 8-44, p. 275.

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Musical Memories Lion Store, Toledo, O., builds good will with radio. 9-44, p. 297.

Name the Tune Contest Record run on record stations establishes three Starkist Co. products. 9-44, p. 304.

Victory Parade Week-day quarter-hour of assorted music. 9-44, p. 310.

Just For Fun Negro song and instrumental quartet. 9-44, p. 310.

Concert Hall Classical music five times weekly for 30 minutes. 9-44, p. 311.

Treasure Song For Today Music stepped up response to Fifth War Loan Drive. 9-44, p. 315.

Bing Sings Recorded quarter-hour of Bing Crosby. 9-44, p. 320.

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Light & Mellow Weekly series for Regal Amber Brewing Co. 11-44, p. 390.

Music You Like to Hear Easy listening for listeners. 11-44, p. 390.

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News Radio series for Soil-Off Mfg. Co. builds national distribution in ten years. 1-44, p. 10.

Vicks News News feature to establish customer and dealer preference. 1-44, p. 28.

Pantete News News on the hour fits variety ad schedule for drug store. 2-44, p. 52.

Faces and Places in the News Feature gives listeners the low-down on people in the news. 2-44, p. 58.

Your Home Town News News about community happenings. 2-44, p. 58.

Longmire Reports NBC news feature for local sponsorship. 2-44, p. 59.

Children Analyze the News Public school youngsters discuss news events. 2-44, p. 63.

Week in Review Weekly summary of news. Listeners receive bonus for questions submitted on the news. 2-44, p. 67.

News on the Hour News broadcasts help Moore's of Ohio switch to general merchandise. 3-44, p. 78.

Headlines in the News Round-up of morning news for Sears, Roebuck & Co., Tacoma, Wash. 3-44, p. 92.

News Items about news of men from the Philadelphia area now stationed in other parts of the country. 3-44, p. 93.

Mr. Good Evening News shots of international events, local and provincial news from CKWX. 3-44, p. 96.

What's Going On News slanted at the distaff side. 3-44, p. 102.

Five O'Clock Final News round-up for National Bank of Washington, Tacoma, Wash. 3-44, p. 103.

News of the World Network feature locally sponsored by Pizitz Department Store, Birmingham, Ala. 3-44, p. 103.

We Cover the News Rural plant establishes Saiter Morgan Co., Vincennes, Ind., as farmers' headquarters for hardware supplies. 4-44, p. 120.

Calmenson's Noon News Increased business pays cost of budget doubled to include radio for Calmenson's Clothing Store, Montevideo, Minn. 4-44, p. 122.

World and Homefront News directed at the distaff side. Ration news and a daily story of an American war hero are included. 4-44, p. 132.

Headlines on Parade Straight news with variations. 4-44, p. 132.

Variety in the News Human aspects of the news. Prizes for listeners who contribute useable suggestions for the dramatization of some human interest story. 4-44, p. 136.

Listen for Listings Resitor uses news and spot announcements. 5-44, p. 156.

Pearl News Commercials take back seat, but continuous service sells brewery. 5-44, p. 158.

Trexler and the News Emphasis is on local news. 5-44, p. 169.

Newspaper of the Air Musical bridges between various sections. 5-44, p. 171.

What About News? Local and area news may revamp programming, writes Charter Heslop, Mutual Broadcasting System. 6-44, p. 208.

Stand By for News Radio-theatre tie-up brings movie patrons late news bulletins. 8-44, p. 264.

Kiernan's Corner Aggressive advertising part of merchandising to sell Crews-Beggs Dry Goods Co., Pueblo, Col. 8-44, p. 266.

Kennedy's World News Roundup Morning news broadcast locally sponsored by Kennedy's, Inc. 8-44, p. 278.

A Woman Views the News Five-minute morning news spot for women. 8-44, p. 283.

News Quarter-hour news series with tips to motorists. 9-44, p. 310.

Look at the News Morning news commentary. 9-44, p. 312.

News News does double duty, sells soft drink and ice. 9-44, p. 314.

Eskey News Local social events. 9-44, p. 316.

Ten O'Clock News Foreman & Clark merchandises its news series. 9-44, p. 317.

Community News Quarter-hour of local news followed by 15 minutes of world news. 9-44, p. 321.

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Leaders News What Wildroot hair tonic uses in the San Antonio, Tex., market. 11-44, p. 384.

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War Correspondent Dramatized reports from the war fronts. Transcribed. 2-44, p. 61.

War Workers Victory Varieties Amateur talent from war plants, with War Bond prizes for best performances. 3-44, p. 101.

Victory is Our Business True stories of wartime teamwork on home and battlefield. 4-44, p. 135.

Know Your Country Quiz feature based on American history. 4-44, p. 138.

This is the Underground Dramatizations of activities of the European underground. 5-44, p. 167.

Know Your America A blend of transcribed narrative and native music. 5-44, p. 176.

G. E. Plastics Drama behind General Electric production records. 7-44, p. 242.

Stand By, America! Stories of the past which give point to history of today. Transcribed. 7-44, p. 248.

To Whom It May Concern Heroism on the battlefield. Transcribed. 7-44, p. 249.

Portrait of America Word pictures of homefront and battlefield heroes. 8-44, p. 276.

Main Line The story of those who keep the Victory trains rolling. 8-44, p. 277.

Champions of Freedom Short, short stories of the fighting men of the United Nations. Syndicated script feature. 8-44, p. 286.

Hoosiers at War Deeds and performances of native sons and daughters to further homefront war effort. 9-44, p. 316.

Marching to Victory Patriotic gesture from Taylor Refining Co. 11-44, p. 386.

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What's the Answer? Quiz, music and merriment for teen-agers in Toronto, Ont. 4-44, p. 124.

You'd Better Be Right Situation quiz for high schoolers. 4-44, p. 138.

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Double or Nothing Quiz feature with audience participation carries name of Consolidated Grocers' to the housewife. 5-44, p. 160.

Answer Man Information seekers send queries to WOR. 3-44, p. 168.

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What Would You Do? Syndicated script-teaser slanted at women. 9-44, p. 319.

History Quiz Syndicated script feature for high school students in competition for college scholarships. 10-44, p. 354.

We'll Find Out Audience asks questions. Board of experts give the answer. 11-44, p. 385.

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Ash and Learn Questions on religious belief, practice and worship presented by the Catholic Archdiocese of Denver. 3-44, p. 97.

Message of Unity Religious messages of faith and hope. 4-44, p. 137.

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Science Measures Radio Radio has sold the public on the value of scientific research. 1-44, p. 6.

Future Unlimited Facts on new inventions and aids to better living in the post-war. 1-44, p. 26.

Time for Science Science interpreted in the terms of the effect of changes in the daily lives of the world. 3-44, p. 96.

Beyond Tomorrow Preview of things to come. 4-44, p. 134.

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Through the Sports Glass with Sam Hayes Thrilling happenings in the world of sports, transcribed. 1-44, p. 33.

Through the Sports Glass Dramatized stories from the sports realm sell Hine-Bagby & Co., Inc., to Winston-Salem, N. C., public. 3-44, p. 95.

Sport Page of the Air Local sports feature with a printed edition for service men. 3-44, p. 99.

Baseball Returns Results of major league games. 7-44, p. 238.

Baseball Scores Scores and game highlights. 7-44, p. 244.

News in Sports Fans bombard baseball team managers with questions, get direct answers. 7-44, p. 245.

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Football Play-by-play for Kalamazoo (Mich.) Stove & Furnace Co. 9-44, p. 313.

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Scholastic Basketball Hanover Shoe Stores uses plenty of merchandising. 11-44, p. 388.

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Musings on the Mighty Minute Spots sell Beck shoes without having to show specific styles. 2-44, p. 47.

The Devil, You Say? Sixty seconds on small stations up sales for Red Devil Soot & Carbon Remover 500 per cent in a year. 3-44, p. 81.

Musical Hit-Bits Million dollar sale for Katz Drug Co., Kansas City, Mo., with merchandiseable spots. 3-44, p. 84.

Sweet Success Gracious Lady nominations basis for merchandiseable spot announcement series for Christopher Candy Co. 4-44, p. 118.

Bob Cats Run Wild Cumulative effect of spot announcements sells Bob Cat Candy Bar. 10-44, p. 336.

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What About Television? With emphasis on department store display development. J. A. Hirschman, v.p., Bloomingdale's. 1-44, p. 43.

Television's Post-War Market Television has the power to make people want merchandise more than money says Thomas F. Joyce, RCA Victor Division. 6-44, p. 190.

Television is Ready for the Advertiser Wherever a broadcasting station now operates, there will be a telecasting station, writes Allen B. Du Mont. 6-44, p. 192.

Television Today and Tomorrow Programming for television is explained here by Raymond Everett Nelson of the Charles M. Storm Co., Inc. 6-44, p. 194.

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Radio Relays for Television Automatic stations will link far-flung networks. By Ralph R. Beal, RCA. 6-44, p. 198.

Get Set for Sight Tele-studio need not be elaborate nor costly. By J. D. McLean, General Electric Co. 6-44, p. 199.

Look and Listen Thomas H. Hutchinson, RKO, looks at the future of television. 11-44, p. 372.

On the Tele-Production Lines Tele-stars learn ideas, not lines. By Rick Freers, Stage 8. 12-44, p. 412.

VARIETY

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AUGUST

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Station: WFIL, Philadelphia, Pa.
Program: Sears Crosstown Quiz.
Department: Showmanship in Action, p. 353.

Sponsor: Sears, Roebuck & Co.
Program: Spot announcements for Christmas.
Department: Johnny on the Spot, p. 356.

Sponsor: The Emporium.
Station: WMIN, St. Paul, Minn.
Program: Spot announcements for Christmas.
Department: Johnny on the Spot, p. 357.

NOVEMBER

Sponsor: Nelson's.
Station: WJTN, Jamestown, N. Y.

Program: High School Post Exchange.
Department: Special article, p. 180.
Program: Parents Magazine on the Air.
Department: Showmauviews, p. 393.

• DRUG PRODUCTS •

JANUARY

Sponsor: Vicks.
Station: KTHS, Hot Springs, Ark.
Program: Vicks News.
Department: Showmanship in Action, p. 28.
Sponsor: Wait-Cahill Co.
Station: WLS, Chicago, Ill.
Program: Jenny Lou and Her Buddies.
Department: Proof o' the Pudding, p. 30.

FEBRUARY

Sponsor: Vicks.
Station: KHJ, Los Angeles, Cal.
Program: Faces and Places in the News.
Department: Airing the New, p. 58.
Sponsor: Grove Laboratories, Inc.
Station: KGW, Portland, Ore.
Program: Your Home Town News.
Department: Airing the New, p. 58.
Sponsor: Wm. W. Lee, Inc., Watervliet, N. Y.
Station: WSNY, Schenectady, N. Y.
Program: Week in Review.
Department: Showmanship in Action, p. 67.

MARCH

Sponsor: Consolidated Drug Trade.
Station: KTHS, Hot Springs, Ark.
Program: Dixie Mountaineers.
Department: Proof o' the Pudding, p. 102.

APRIL

Sponsor: Kolar Bak and Peruna.
Station: WLAC, Nashville, Tenn.
Program: Daybreak in the Barnyard.
Department: Proof o' the Pudding, p. 141.

JULY

Sponsor: Paruna Tonic.
Station: KCMO, Kansas City, Mo.
Program: Uncle Ezra's Morning Edition of the News.
Department: Airing the New, p. 240.

SEPTEMBER

Sponsor: Starkist Co., San Antonio, Tex.
Program: Name the Tune Contest.
Department: Special article, p. 304.

NOVEMBER

Sponsor: Wildroot Hair Tonic.
Station: WOAI, San Antonio, Tex.
Program: Landers News.
Department: Airing the New, p. 384.

JANUARY

• DRUG STORES •

Sponsor: Hamilton Rexall Drug Store.
Station: KFBB, Great Falls, Mont.
Program: Target for Tonight.
Department: Showmanship in Action, p. 29.

FEBRUARY

Sponsor: Pantaze Drug Stores.
Station: WHBQ, Memphis, Tenn.
Program: Pantaze News.
Department: Special article, p. 52.

MARCH

Sponsor: Katz Drug Co.
Station: KMBG, Kansas City, Mo., others.
Program: Spot announcements.
Department: Special article, p. 84.
Sponsor: Dakota Drug Co.
Station: KOVC, Valley City, N. D.
Program: Sailor's Swing Symphony.
Department: Airing the New, p. 92.

AUGUST

Sponsor: Stineway Drug Stores.
Station: WIND, Chicago, Ill.

Program: Symphonic Hour.
Department: Special article, p. 258.

• FARM SUPPLIES •

JANUARY

Sponsor: Hiawatha Gin Co.
Station: WCBI, Columbus, Miss.
Program: Election Returns.
Department: Proof o' the Pudding, p. 30.

AUGUST

Sponsor: Central Co-Operative Ass'n.
Station: WDGY, Minneapolis, Minn.
Program: Market Reports.
Department: Proof o' the Pudding, p. 282.

SEPTEMBER

Sponsor: Washington Co-Operative Egg & Poultry Ass'n.
Station: KGDM, Stockton, Cal., others.
Program: Look at the News.
Department: Airing the New, p. 312.

NOVEMBER

Sponsor: De Forast Feed & Seed Co.
Station: WGIL, Galesburg, Ill.
Program: Feed Facts.
Department: Special article, p. 379.

• FINANCE •

JANUARY

Sponsor: Industrial Federal Savings & Loan Ass'n.
Station: KOA, Denver, Col.
Program: Future Unlimited.
Department: Airing the New, p. 26.

Sponsor: Central Bank of Oakland.
Station: KROW, San Francisco-Oakland, Cal.
Program: Anniversary Program.
Department: Special Promotion, p. 34.

MARCH

Sponsor: National Bank of Washington.
Station: KMO, Tacoma, Wash.
Program: Five O'clock Final.
Department: Proof o' the Pudding, p. 102.

APRIL

Sponsor: Morris Plan Co. of Rhode Island.
Station: WEAN, Providence, R. I.
Program: Memory Song Man.
Department: Airing the New, p. 131.

Sponsor: Burlington Savings Bank.
Station: WCAX, Burlington, Vt.
Program: Annual Address.
Department: Special Promotion, p. 140.

Sponsor: Bankers Trust Co.
Station: KRNT, Des Moines, Ia.
Program: Spot announcements.
Department: Johnny on the Spot, p. 142.

MAY

Sponsor: Greater Louisville First Federal Savings & Loan Ass'n.
Program: Varied.
Department: Special article, p. 150.

Sponsor: Central National Bank of Cleveland.
Program: Spot announcements.
Department: What the Program Did for Me, p. 178.

AUGUST

Sponsor: First National Bank & Trust Co.
Station: WKZO, Kalamazoo, Mich.
Program: What's It Like.
Department: Airing the New, p. 274.

Sponsor: Citizens National Bank.
Station: KNX, Hollywood, Cal.
Program: Citizens Forum.
Department: What the Program Did for Me, p. 280.

NOVEMBER

Sponsor: State National Bank.
Station: KTSM, El Paso, Tex.
Program: We'll Find Out.
Department: Airing the New, p. 385.

Sponsor: First National Bank.
Station: WFAA, Dallas, Tex.
Program: Fightin' Texans.
Department: Showmanship in Action, p. 388.
Sponsor: Louisville Home Federal Savings & Loan Ass'n.
Station: WINN, Louisville, Ky.
Program: Music You Like to Hear.
Department: Proof o' the Pudding, p. 390.

FEBRUARY

• FURRIERS •

Sponsor: Canadian Fur Co.
Station: WJAC, Johnstown, Pa.
Program: Longmire Reports.
Department: Airing the New, p. 58.
Sponsor: Ludlow Furs.
Station: WHIO, Dayton, O.
Program: Pete's Kitchen.
Department: Airing the New, p. 59.

MARCH

Sponsor: Royal Furriers.
Station: WKNE, Keene, N. H.
Program: Slogansaire.
Department: Proof o' the Pudding, p. 103.
Sponsor: Spokane Fur Co.
Station: KHQ, Spokane, Wash.
Program: Songs in My Heart.
Department: Proof o' the Pudding, p. 104.

NOVEMBER

Program: Furs on Parade.
Department: Showmanviews, p. 393.

MARCH

• GASOLINES •

Sponsor: Major Oil Co.
Station: WIBG, Philadelphia, Pa.
Program: News.
Department: Airing the New, p. 93.

JULY

Sponsor: Shell Oil Co.
Station: KSD, St. Louis, Mo.
Program: News in Sports.
Department: Showmanship in Action, p. 246.

JANUARY

• GROCERY PRODUCTS •

Sponsor: Soy Food Mills.
Station: WJZ, New York, N. Y.
Program: Woman's Exchange.
Department: Proof o' the Pudding, p. 30.

FEBRUARY

Sponsor: Scout Cabin Products.
Station: WAOV, Vincennes, Ind.
Program: Concert Hall.
Department: Airing the New, p. 60.
Sponsor: Amred Products Co., Omaha, Neb.
Station: KFNF, Shenandoah, Ia.
Program: Uncle Al and Charlie.
Department: Airing the New, p. 61.
Sponsor: Pay 'n' Save Super Market.
Station: KGIR, Butte, Mont.
Program: Musical Clock.
Department: What the Program Did for Me, p. 66.
Sponsor: Groceteria.
Station: WOC, Davenport, Ia.
Program: Spot announcements.
Department: Johnny on the Spot, p. 69.

MARCH

Sponsor: Sea Island Sugar Co.
Station: KIRO, Seattle, Wash.
Program: I Was There.
Department: Airing the New, p. 93.
Sponsor: Cream of Wheat Corp.
Station: KIRO, Seattle, Wash.
Program: Let's Pretend.
Department: Airing the New, p. 94.

MAY

Sponsor: Cudahy Packing Co.
Station: WMAQ, Chicago, Ill.
Program: Helpmate.
Department: Showmanship in Action, p. 173.
Sponsor: Elgin Brand Margarine.
Station: WMAQ, Chicago, Ill.
Program: Music to Your Taste.
Department: Proof o' the Pudding, p. 174.

AUGUST

Sponsor: J. H. Filbert Co.
Station: WFBR, Baltimore, Md., others.
Program: A Woman Views the News.
Department: Proof o' the Pudding, p. 283.

SEPTEMBER

Sponsor: Anderson Brothers.
Station: KSAL, Salina, Ka.
Program: Anderson's Food Reports.
Department: Airing the New, p. 313.

MARCH

• GROCERY STORES •

Sponsor: Atlanta Savings Stores, Inc.
Station: WAGA, Atlanta, Ga.
Program: From A to Z in Novalty.
Department: Proof o' the Pudding, p. 104.

APRIL

Sponsor: I. G. A. Stores.
Station: WKNE, Keene, N. H.
Program: World and Homefront News.
Department: Airing the New, p. 132.

MAY

Sponsor: Consolidated Grocers' Co-Operative Ass'n of B. C.
Station: CKWX, Vancouver, B. C.
Program: Double or Nothing.
Department: Special article, p. 160.
Sponsor: Eddies' Super-Markets.
Station: WITH, Baltimore, Md.
Program: A Song and a Story.
Department: Showmanship in Action, p. 173.
Sponsor: Associated Grocers of Western Michigan.
Station: WTCM, Traverse City, Mich.
Program: Air Adventures of Jimmy Allen.
Department: Proof o' the Pudding, p. 174.

SEPTEMBER

Sponsor: Bunn Capitol Grocery.
Station: WCBS, Springfield, Ill.
Program: Wishin' Hour.
Department: Proof o' the Pudding, p. 321.

OCTOBER

Sponsor: Park & Shop Super Markets.
Station: WSAM, Saginaw, Mich.
Program: Happy the Humbug.
Department: Christmas Promotions, p. 348.

NOVEMBER

Station: WIBX, Utica, N. Y.
Program: New Horizons for Grocers.
Department: Special article, p. 382.
Sponsor: Albertson's Food Centers.
Station: KIDO, Boise, Idaho.
Program: Korn Kobbler, others.
Department: What the Program Did for Me, p. 389.

MARCH

• HARDWARE DEALERS •

Sponsor: Washington Hardware Co.
Station: KMO, Tacoma, Wash.
Program: Garden Guide.
Department: What the Program Did for Me, p. 106.

APRIL

Sponsor: Saiter Morgan Co.
Station: WAOV, Vincennes, Ind.
Program: News.
Department: Special article, p. 120.

Sponsor: Yakima Hardware Co.
Station: KIT, Yakima, Wash.
Program: Music.
Department: Proof o' the Pudding, p. 142.

JULY

Sponsor: Entz & Rucker Hardware Co.
Station: KHJ, Los Angeles, Cal.
Program: Hubby's Hobby.
Department: Airing the New, p. 241.

JANUARY

• HOME FURNISHINGS •

Sponsor: Sid's Furniture Mart.
Station: WPAR, Parkersburg, W. Va.
Program: Farm and Home Hour.
Department: Special article, p. 12.

FEBRUARY

Sponsor: Floral City Furniture Co., Inc.
Program: What the Program Did for Me, p. 66.
Department: What the Program Did for Me, p. 66.

APRIL

Sponsor: Field & Wright.
Station: WJTN, Jamestown, N. Y.
Program: Headlines on Parade.
Department: Airing the New, p. 132.

MAY

Sponsor: Seely Mattress Co.
Station: WMPB, Memphis, Tenn.
Program: Trexler and the News.
Department: Airing the New, p. 169.

JULY

Sponsor: Haglund Furniture Co.
Station: WJTN, Jamestown, N. Y.
Program: Birth announcements.
Department: Airing the New, p. 241.

Sponsor: Furniture Retailers' Ass'n of Southern California.
Station: KMPC, Los Angeles, Cal.
Program: Your American Home.
Department: What the Program Did for Me, p. 250.

SEPTEMBER

Sponsor: Simon's Furniture Co.
Station: KIT, Yakima, Wash.
Program: Bing Crosby.
Department: Special article, p. 300.

OCTOBER

Sponsor: Glick Furniture Co.
Station: WHKC, Columbus, O.
Program: Eileen Comes Calling.
Department: Special article, p. 329.

Sponsor: Edward Hoffman Furniture Co.
Station: WMIN, St. Paul, Minn.
Program: Spot announcements.
Department: Johnny on the Spot, p. 357.

NOVEMBER

Sponsor: Dickason Goodman.
Station: KTUL, Tulsa, Okla.
Program: Golden Jubilee.
Department: Proof o' the Pudding, p. 391.

• INFANTS' WEAR •

FEBRUARY

Sponsor: Baby Bassinette.
Station: WMBD, Peoria, Ill.
Program: Baby Chatter.
Department: Special article, p. 44.

AUGUST

Sponsor: Morton's Babyland.
Station: WWDG, Washington, D. C.
Program: Blessed Eviener.
Department: Showmanship in Action, p. 278.

• INSURANCE AGENCIES •

MARCH

Sponsor: Clancy-Redmond Insurance Agency.
Station: KFNP, Shenandoah, Va.

Program: Waiting for the 8:45.
Department: Airing the New, p. 94.

MAY

Sponsor: Kansas City Fire & Marine Insurance Co.
Station: KMBZ, Kansas City, Mo.
Program: Crystal Chorus.
Department: Airing the New, p. 169.

SEPTEMBER

Sponsor: Grain Dealers Nat'l Mutual Fire Insurance Co.
Station: WFBM, Indianapolis, Ind.
Program: Hoosiers at War.
Department: Showmanship in Action, p. 316.

• JEWELERS •

APRIL

Sponsor: Crothers Jewelers.
Station: KIT, Yakima, Wash.
Program: Mr. Fixer.
Department: Showmanship in Action, p. 137.

DECEMBER

Sponsor: Zale's Jewelry Stores.
Station: KTOK, Oklahoma City, Okla.
Program: Fassin' the Buck.
Department: Special article, p. 408.

• LABOR UNIONS •

JANUARY

Sponsor: Columbus Trades Council.
Station: WCBI, Columbus, Miss.
Program: Labor Day Parade.
Department: Special Promotion, p. 34.

SEPTEMBER

Sponsor: Southern California Lodge of the International Brotherhood of Boilermakers, A. F. of L.
Station: KFVB, Los Angeles, Cal.
Program: Manpower.
Department: Airing the New, p. 314.

• MANUFACTURERS •

JANUARY

Sponsor: Soil-Off Manufacturing Co.
Station: KNX, Los Angeles, Cal., and Columbia Pacific Coast Network.
Program: News.
Department: Special article, p. 10.

FEBRUARY

Sponsor: Knapp-Monarch Co.
Station: KSD, St. Louis, Mo.
Program: Tempos of Today.
Department: Special article, p. 55.

MARCH

Sponsor: Red Devil Soot & Carbon Remover.
Station: WMIN, St. Paul, Minn., others.
Program: Spot announcements.
Department: Special article, p. 81.

APRIL

Sponsor: Minneapolis Artificial Limb Co.
Station: WTCN, Minneapolis, Minn., others.
Program: Mender of Men.
Department: What the Program Did for Me, p. 139.

JULY

Sponsor: Sylvania Electric Products, Inc.
Station: WESX, Salem, Mass.
Program: Sylvania Showtime.
Department: Special article, p. 230.

Sponsor: G.E. Plastics Division.
Station: WBRK, Pittsfield, Mass.
Program: G.E. Plastics.
Department: Airing the New, p. 242.

Sponsor: McDonough Steel Co.
Station: KROW, San Francisco-Oakland, Cal.
Program: Elks Charity Baseball Game.
Department: Special Promotion, p. 247.

AUGUST

Sponsor: Telex-California Co. (Hearing Aids).
Station: KHJ, Los Angeles, Cal.
Program: Easy Listening.
Department: Airing the New, p. 275.

Sponsor: Victor Animatograph Corp.
Station: WOC, Davenport, Ia.
Program: 16 Millimeter Magic.
Department: Airing the New, p. 275.

Sponsor: Rauland Corp.
Station: WGN, Chicago, Ill.
Program: Two Ton Baker.
Department: What the Program Did for Me, p. 281.

SEPTEMBER

Sponsor: Vincennes Steel Corp.
Station: WAOV, Vincennes, Ind.
Program: Treasury Song for Today.
Department: Airing the New, p. 315.

• MEATS •

MARCH

Sponsor: Banfield Packing Co.
Station: KSAL, Salina, Ka.
Program: Banfield Sweethearts.
Department: Special article, p. 88.

APRIL

Sponsor: American Packing Co.
Station: KSD, St. Louis, Mo.
Program: Food and Films.
Department: Airing the New, p. 133.

OCTOBER

Sponsor: Rochester Packing Co.
Station: WIBX, Utica, N. Y.
Program: Musical Clock.
Department: Christmas Promotions, p. 350.

• MEN'S WEAR •

JANUARY

Sponsor: Family Clothing Store.
Station: WHEB, Portsmouth, N. H.
Program: Gene Autry Sings.
Department: Proof o' the Pudding, p. 32.

FEBRUARY

Sponsor: Furbuilt Clothes.
Station: KDYL, Salt Lake City, Utah.
Program: Here's the Latest.
Department: Airing the New, p. 61.

MARCH

Sponsor: Mine-Bagby & Co., Inc.
Station: WSJS, Winston-Salem, N. C.
Program: Through the Sports Glass.
Department: Airing the New, p. 95.

Sponsor: Frankenberger's.
Station: WCHS, Charleston, W. Va.
Program: Sport Page of the Air.
Department: Airing the New, p. 99.

APRIL

Sponsor: Calmenson's Clothing Store, Montevideo, Minn.
Station: K'W'LM, Willmar, Minn.
Program: News.
Department: Special article, p. 122.

MAY

Sponsor: Cannon Tailoring Co.
Station: WCLE, Cleveland, O.
Program: Irish Program.
Department: Special article, p. 163.

Sponsor: Howard Clothing Co.
Station: KSAN, San Francisco, Cal.
Program: Jive at 11:05.
Department: Airing the New, p. 169.

AUGUST

Sponsor: Kennedy's, Inc.
Station: WBZ, Boston, Mass.
Program: Kennedy's World News Roundup.
Department: Showmanship in Action, p. 278.

DECEMBER, 1944

SEPTEMBER

Sponsor: Foreman & Clark.
Station: KQW, San Francisco, Cal.
Program: Ten O'clock News.
Department: Showmanship in Action, p. 317.

Sponsor: Moore's Store for Men.
Station: KSFO, San Francisco, Cal.
Program: Jobs for Heroes.
Department: Showmanship in Action, p. 318.

• MERCHANTS' ASSOCIATIONS •

JANUARY

Station: CJAT, Trail, B. C.
Program: City Clean-Up Campaign.
Department: Showman Patterns, p. 22.

JULY

Station: CKWS, Kingston, Ont.
Program: Hi Neighbor.
Department: Airing the New, p. 242.

AUGUST

Station: KGIR, Butte, Mont.
Program: Spring Festival and Million Dollar Auction.
Department: Special article, p. 260.

Station: KRBM, Bozeman, Mont.
Program: Gallatin Valley Community Program.
Department: Airing the New, p. 276.

OCTOBER

Sponsor: Valley City Merchants' Committee.
Station: KOVC, Valley City, N. D.
Program: Santa Claus Visits.
Department: Christmas Promotions, p. 349.

DECEMBER

Station: WFOY, St. Augustine, Fla.
Program: Bicycle Rodeo.
Department: Special article, p. 414.

• MILLING •

MARCH

Sponsor: Liberty Mills.
Station: WOAI, San Antonio, Tex.
Program: Woman's Page of the Air.
Department: Airing the New, p. 95.

Sponsor: Shawnee Milling Co.
Station: WCBT, Columbus, Miss.
Program: Swingtime Special.
Department: Airing the New, p. 100.

Sponsor: Larebee Flour Co.
Station: KTHS, Hot Springs, Ark., KARK, Little Rock, Ark.
Program: Dixie Mountaineers.
Department: Proof o' the Pudding, p. 102.

OCTOBER

Sponsor: Omar Milling and Baking Co.
Program: Adventures of Omar.
Department: Special article, p. 338.

NOVEMBER

Sponsor: N. J. Flour Mills.
Station: WPAT, Paterson, N. J.
Program: Music a la Mood.
Department: Special article, p. 375.

• MISCELLANEOUS •

JANUARY

Sponsor: L. P. Wood, Inc. (Sporting Goods).
Station: WCAX, Burlington, Vt.
Program: Sportsmen's Roundtable.
Department: Special article, p. 16.

Sponsor: Dr. B. W. Stern (Dentist).
Station: WMAN, Mansfield, O.
Program: Amateur Show.
Department: Special article, p. 8.

FEBRUARY

Sponsor: Buckler Chapman Co. (Shipbuilder).
Station: KEX, Portland, Ore.

Program: Down the Ways.
Department: Airing the New, p. 62.

MARCH

Sponsor: Broadway Coal & Ice Co.
Station: WMPS, Memphis, Tenn.
Program: Something to Talk About.
Department: Airing the New, p. 92.

APRIL

Sponsor: Forest Lawn Memorial Park Ass'n.
Station: KECA, Los Angeles, Cal.
Program: Memories in Melody.
Department: Airing the New, p. 130.

Sponsor: Bryant & Stratton Commercial School.
Station: WCOP, Boston, Mass.
Program: Know Your Country.
Department: Showmanship in Action, p. 138.

Sponsor: Airline Insulating Co.
Station: WMPS, Memphis, Tenn.
Program: Let's Have a Laugh.
Department: Showmanship in Action, p. 135.

Sponsor: Progressive Optical Co.
Station: KPRO, Riverside, Cal.
Program: Beyond Tomorrow.
Department: Airing the New, p. 134.

MAY

Sponsor: Jack Webner, Realtor.
Station: KOA, Denver, Col., others.
Program: Spot announcements and news.
Department: Special article, p. 156.

JULY

Sponsor: Duncan Recreation Co.
Station: WAOV, Vincennes, Ind.
Program: Baseball Returns.
Department: Airing the New, p. 238.

SEPTEMBER

Sponsor: Howards Cleaners.
Station: WNBC, Hartford, Conn.
Program: Racing Resume.
Department: Proof o' the Pudding, p. 320.

Sponsor: Kalamazoo Stove & Furnace Co.
Station: WKZO, Kalamazoo, Mich.
Program: Football.
Department: Airing the New, p. 313.

OCTOBER

Sponsor: Johnstown (Pa.) Chamber of Commerce.
Station: WJAC, Johnstown, Pa.
Program: Santa Claus.
Department: Christmas Promotions, p. 347.

DECEMBER

Sponsor: Hillman Periodicals, Inc.
Station: WNEW, New York City, others.
Program: Crime Quiz, others.
Department: Special article, p. 406.

• NEWSPAPERS •

FEBRUARY

Sponsor: Evening Star.
Station: WMAL, Washington, D. C.
Program: Spot announcements.
Department: Johnny on the Spot, p. 68.

MARCH

Sponsor: Vancouver Daily Province.
Station: CKWX, Vancouver, B. C.
Program: Mr. Good Evening.
Department: Airing the New, p. 96.

Sponsor: Pittsburgh Post-Gazette.
Station: WWSW, Pittsburgh, Pa.
Program: War Workers Victory Varieties.
Department: Showmanship in Action, p. 100.

APRIL

Sponsor: Daily Bulletin.
Station: WHIO, Dayton, O.
Program: Daily Bulletin Show.
Department: Airing the New, p. 133.

Sponsor: Intermountain Jewish News.
Station: KOA, Denver, Col.

Program: Message of Unity.
Department: Showmanship in Action, p. 137.

AUGUST

Sponsor: Dayton Journal-Herald.
Station: WING, Dayton, O.
Program: Welcome Wagon.
Department: Airing the New, p. 274.

• PHOTOGRAPHERS •

APRIL

Sponsor: Lyle & Gaston Snapshot Service.
Station: WAGA, Atlanta, Ga.
Program: Snapshot Ensemble.
Department: Airing the New, p. 134.

Sponsor: Voldeng.
Station: CKBI, Prince Albert, Sask.
Program: Juke Box Serenade.
Department: Showmanship in Action, p. 138.

AUGUST

Sponsor: Olan Mills Studios.
Station: WDOO, Chattanooga, Tenn.
Program: Portrait of America.
Department: Airing the New, p. 276.

Sponsor: White Photo Studios.
Station: WWDC, Washington, D. C.
Program: Blessed Eater.
Department: Showmanship in Action, p. 278.

SEPTEMBER

Sponsor: Bachrach Studios.
Station: WCAU, Philadelphia, Pa.
Program: Ask Washington.
Department: Showmanship in Action, p. 318.

Sponsor: Nicholas Johnston.
Station: KSFO, KGO, San Francisco, Cal.
Program: In Focus.
Department: Proof o' the Pudding, p. 321.

• PUBLIC UTILITIES •

JANUARY

Sponsor: Niagara-Hudson Power Co.
Station: WGR, Buffalo, N. Y.
Program: Modern Kitchen.
Department: Proof o' the Pudding, p. 31.

MARCH

Sponsor: Nashville Power & Light Co.
Station: WLAC, Nashville, Tenn.
Program: Old Dirt Dobber.
Department: Special article, p. 86.

• RESTAURANTS •

JANUARY

Sponsor: Tiny Heller's Restaurant.
Station: KROW, San Francisco-Oakland, Cal.
Program: Scoreboard.
Department: Proof o' the Pudding, p. 32.

APRIL

Sponsor: Club Co-Ed.
Station: WHIO, Dayton, O.
Program: You'd Better be Right.
Department: Showmanship in Action, p. 138.

MAY

Sponsor: Culp's Cafeteria.
Station: WHIO, Dayton, O.
Program: Newspaper of the Air.
Department: Airing the New, p. 171.

AUGUST

Sponsor: Hunt's, Ltd.
Station: CJBC, Toronto, Ont.
Program: Scanning the Shows.
Department: Airing the New, p. 277.

SEPTEMBER

Sponsor: Demarais Restaurant.
Station: WHEB, Portsmouth, N. H.
Program: Letter from Bill.
Department: Proof o' the Pudding, p. 322.

• SHOES •

FEBRUARY

Sponsor: A. S. Beck.
Program: Spot announcements.
Department: Special article, p. 47.

Sponsor: Bell Booteries.
Station: WLAG, Nashville, Tenn.
Program: Children Analyze the News.
Department: Airing the New, p. 63.

SEPTEMBER

Sponsor: Baynham's.
Station: WINN, Louisville, Ky.
Program: Mothers of Victory.
Department: Proof o' the Pudding, p. 321.

NOVEMBER

Sponsor: Hanover Shoe Stores.
Program: Scholastic Basketball.
Department: Showmanship in Action, p. 388.

• THEATRES •

FEBRUARY

Sponsor: Interstate Theatres.
Station: KTBC, Austin, Tex.
Program: Theatre Tips.
Department: Airing the New, p. 63.

AUGUST

Sponsor: Fox-Denver, Inter-Mountain Theatres.
Station: KOA, Denver, Col.
Program: News.
Department: Special article, p. 264.

• TRANSPORTATION •

MAY

Sponsor: Georgia Power Co.
Station: WAGA, Atlanta, Ga.
Program: Singing Motormen.
Department: Airing the New, p. 171.

AUGUST

Sponsor: Southern Pacific Railroad.
Program: Main Line.
Department: Airing the New, p. 277.

SEPTEMBER

Sponsor: Pacific Greyhound Lines.
Program: Romance of the Highways.
Department: Special article, p. 298.

NOVEMBER

Sponsor: Los Angeles Railway Corp.
Program: Two Bells Theatre.
Department: What the Program Did for Me, p. 389.

• WOMEN'S WEAR •

JANUARY

Sponsor: Family Clothing Store.
Station: WHEB, Portsmouth, N. H.
Program: Gene Autry Sings.
Department: Proof o' the Pudding, p. 32.

FEBRUARY

Sponsor: Kopy Kat, Washington, D. C.
Program: Spot announcements.
Department: Johnny on the Spot, p. 68.

JULY

Sponsor: Goldmark Hosiery.
Program: Gold Mark Search for Beauty.
Department: Tele-Casts, p. 235.

AUGUST

Sponsor: Darling Shop, Memphis, Tenn.
Program: Music.
Department: Proof o' the Pudding, p. 284.

OCTOBER

Sponsor: Formfit Co.
Program: Music.
Department: Special article, p. 334.

DECEMBER, 1944

MORE TO CONTESTS

(Continued from page 402)

Winning lists mailed to all contestants 1/4c (plus postage).

Breakdown of mail which may have contained data other than actual contest, such as complaints, letters pertaining to dealer cooperation, program remarks, etc. Average cost: 1/4c.

To give a set fee for each unit of operation is hazardous, because of the many factors involved, but the fractions quoted here were actually based on a contest run in Connecticut in 1942. Mail received in that contest totalled 23,000 pieces.

Because the overhead is less, an agency can handle a contest slightly cheaper than on an outside organization, but an agency often hires "name" judges, thus raising the costs again.

You can lower your costs by selling the mailing list, the stamps and the scrap paper!

One never knows when a cost will be lowered. I recall an enterprising group of stamp collectors offering to open all contest mail in exchange for the postage stamps contained on the letters!

● *When the contest is over*, remember there is much promotion yet to be done to insure good will for any future plans.

Make sure your winners get proper publicity. If there is a human interest story, play it up.

Arrange for an interview on local radio stations.

Send out winning lists either to all contestants or to the neighborhood stores, for posting.

Study any complaints which may have come in. There may be a few cranks, but most complaints warrant investigation.

Start making plans for your next contest. Remember that for the time at least a contest brings you up to 15 per cent new users. Keep piling up those 15%ers!

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