

S Showmanship



SEPTEMBER 1942

25c
30c IN CANADA

IN THIS ISSUE

★ Syndicated Transcribed
Script and Live Show
DIRECTORY



Section I



RADIO SHOWBOOK

MORE THAN A MAGAZINE A SERVICE

WHY PLAY A HUNCH?

You Can Choose an NBC RECORDED PROGRAM
that's proved for your type of business!

Over 400 sponsors have successfully used NBC Recorded Programs in hard-hitting spot and local radio campaigns. Among them are many in *your* kind of business. If you're looking for programs of *proved* profit-making popularity, here are some suggestions—programs that have made money for the kinds of businesses listed:

→ *Bakers, Department Stores, Dairies, Furriers, Bottlers, Meat Packers, Laundries, Food Stores, etc.*

- **BETTY AND BOB**—dramatic serial of Betty and Bob and their crusading newspaper—"ordinary folks who lead extraordinary lives."

→ *Department Stores, Public Utilities, Shoe Store, Builders, Defense Industries, Tobacconists, etc.*

- **FLYING FOR FREEDOM**—thrilling authentic stories of today's war heroes of the air.

→ *Theatres, Women's Apparel Shops, Furniture Stores, Dairies, Bakeries, Optometrists, Beauty Shops, Drug Stores, Jewelers, Furriers, Cleaner, Laundry, etc.*

- **HOLLYWOOD HEADLINERS**—Stella Unger's inside stories of Filmdom's Famous.
- **LET'S TAKE A LOOK IN YOUR MIRROR**—Practical talks to women on developing charm and personality by Stella Unger.

→ *Ice and Coal Dealers, Laundries, Beverages, Jewelers, Real Estate, Tobacconists, Optometrists, Men's Clothiers, etc.*

- **FIVE MINUTE MYSTERIES**—Complete with clues and solution, and time for commercials, in 5 minutes.

→ *Furniture Stores, Druggists, Women's Wear, Printers, Banks, etc.*

- **WHO'S NEWS**—Interviews with world famous personalities.

→ *Brewers and Bottlers, Tobacconists, Soap Mfrs., Men's Stores, Car Service Stations, Fuel Companies, Luggage Stores, etc.*

- **CARSON ROBISON AND HIS BUCKAROOS**—Music of the Plains and popular hits with instrumental novelties.

→ *Clothing Stores, Furriers, Druggists, Department Stores, Insurance Co., Photographers, Laundries, Fuel Companies, etc.*

- **TIME OUT** with TED STEELE and GRACE ALBERT—Boy and girl banter with popular music duets and Novachord solos.

- **TIME OUT** with ALLEN PRESCOTT—Music and comedy m.c.'d by Prescott, famous as *Wife-Saver*.

→ *Newspapers, Mortuaries, Dairies, Banks, Cleaners, Laundries, Restaurants, Insurance Agents, Chiropractors, Department Stores, etc.*

- **GETTING THE MOST OUT OF LIFE-TODAY**—with Wm. L. Stidger—Practical philosophy that everyone enjoys.

NEW—THE NAME YOU WILL REMEMBER—Five-minute crisp capsule commentaries on people in the news—titled for natural tie-in with sponsor's name.

Ask your local station to audition these programs for you or write direct. For more information on NBC Recorded Programs, see page 314.

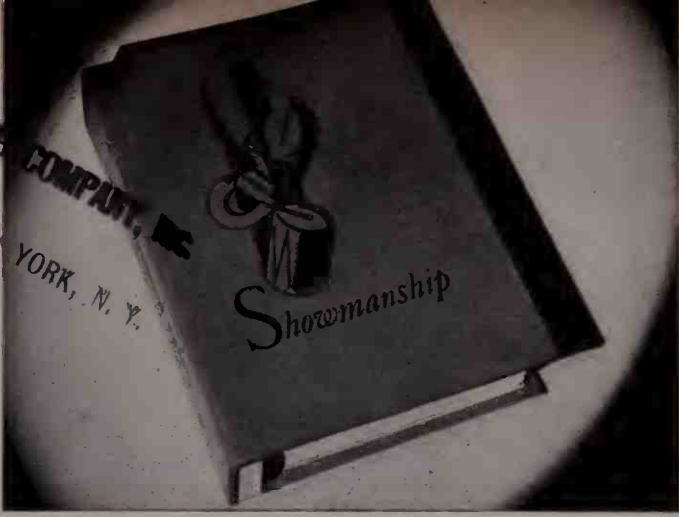
NBC RADIO-RECORDING DIVISION
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SINCE Pearl Harbor brought World War II to these United States, news programs have been hitting new audience highs. While the stunning suddenness of the outbreak of war caused the listening index to skyrocket, succeeding events have maintained it at record levels. One indication that every American citizen feels that the outcome of the war is a matter of vital personal concern is the fact that summer radio sets in use were this year phenomenally high. Undoubtedly one factor in the heavy summertime listening is this tremendous interest in world events.

Radio and its sponsors are performing an essential and patriotic service for the American public in the dissemination of news and informed opinion. Since Pearl Harbor, the great value of radio in the broadcasting of accurate, constructive and instructive information and opinion has been dramatically illustrated.

Certainly, radio has provided a means for giving news to elements of the population which have never before been adequately served by any other medium. In addition, it has been an important supplementary medium for people habitually interested in the news.

News and

Good Taste in Commercial Harold J. Vermeulen, Presi

While the present crisis has dramatized these facts, those interested in radio as an advertising medium should not overlook the fact that this present-day coverage of the news, and the public's confidence in radio newscasts is actually built up on radio's record of *past* performance. The contemporary sponsor of a news show perhaps reaps an extra dividend in the size of his present-day listening audience, but radio has always had its devoted followers of news programs.

In January, 1942, the VERMEULEN FURNITURE Co. started its fourth year of uninterrupted sponsorship of the *Overnight Final*, heard from 8:15 A.M. to 8:30 A.M. on WKZO, Kalamazoo, Mich.



le War

es Wartime Necessity Says e Vermeulen Furniture Co.

This radio program has given us the best results of any radio advertising we have ever used. It's not an easy matter to check accurately the direct response from our radio advertising, but we have noted a nice increase in our out-of-town business. This we believe is largely due to our morning news broadcast.

If news interest were only a matter of wartime emergency, of course we could not claim the results we do from radio. But news has always brought results, and more so now than ever. And one thing that has been of particular value to us in our business is the fact that everyone likes news. Particularly noticeable in the findings of many surveys is the fact that women as well as men are

strong for news broadcasts.

From the sponsor's viewpoint, news broadcasts in wartime should create no serious problems. True, peacetime practices in news broadcasting have changed in some respects, and the broadcaster must be on guard against divulging vital information to the enemy.

In regards to the later point, we have faith in our newscaster, Paul H. Aurrandt, who airs the *Overnight Final*, and the choice of news items and their interpretation is his to make. Our faith in our newscaster is indicated by the fact that we feature him in newspaper advertising, as well as in store and window displays. If we don't have confidence in him, how can we expect our listeners to tune him in?

The commercials are, however, the sponsor's worry. But what is a necessity in wartime commercial copy writing is nothing more than good taste in peacetime practice. VERMEULEN's concentrates

● In both window and store displays, the VERMEULEN FURNITURE CO. uses reminder cards to call attention to its daily news program heard six times a week.



on the upper and medium priced brackets, and features the largest home appliance department in Western Michigan. The store itself covers half a downtown block.

With this in mind, we must also remember that radio listeners are anxious news listeners today and broadcasters have a real responsibility in giving out this news without resorting to production techniques that dramatize or excite situations. For the same reasons, commercial copy, too, must definitely conform to this objective pattern of simplicity in presentation and calmness in manner. However, we have always found that with the listening group we were



Athletically inclined is Harold John Vermeulen, founder of the Vermeulen Furniture Co., Kalamazoo, Mich. High school athletic prowess culminated

with his selection as the unanimous choice of all high school coaches as the forward on the all-state team.

Pictures on his office wall give a strong clue to another favorite diversion: sail-boating. Each summer week-end finds him sailing at Lake Macatawa or Lake Michigan. An office wall cabinet houses several trophies won in races. "First mate" on the 22 square meter keel sloop: his wife, Fannie.

Vice commodore Vermeulen came by his interest in home furnishings naturally. His father was a furniture store manager, taught son Harold the ropes. Five years of experience gave the youngster the ambition for a store of his own. The dream became a one-room reality in the large building the firm now occupies. Competitors then knew him as "the baby furniture dealer."

most anxious to reach, this objective pattern was by far the most successful.

Certainly no sponsor who conforms to the BROADCASTERS VICTORY COUNCIL recommendations as approved by the NATIONAL ASSOCIATION OF BROADCASTERS Code Committee suffers from any great handicap. That committee suggests that the opening and closing commercial identification be as short as possible. In the long run, that's just good sense. The listener is interested in the news itself, and there are numerous ways other than through long-winded commercials by which the sponsor may tie-in his company with its news sponsorship. We ourselves do it through newspaper advertising, and store displays which feature the show, its broadcaster, the station and the VERMEULEN FURNITURE Co.

In regard to the middle commercial, it is important for the newscaster to exercise care in the selection of the news which precedes it. Good will being the important factor it is, sponsors must exercise caution in handling disaster stories. If advertising copy is inserted immediately after the story, some listeners might become offended at this evidence of bad taste.

As to the best type of middle commercial, we ourselves have always used institutional copy or reference to one particular product in general terms. Example: PHILCO FOR '42, or BEAUTY REST COMFORT. Such copy does less to break the news pattern than do direct selling messages, and this practice keeps more listeners attentive to our general message.

That such methods result in sales bonuses for sponsors is our considered opinion. Three other furniture organizations in Western Michigan have bid for news on WKZO when openings have occurred. We aren't the only ones to know a good thing when we see it! But in our belief, and in the belief of the station, competitive business using the same type of broadcast does not pay out. While the VERMEULEN FURNITURE Co. is on the air with news broadcasts, we have exclusive sponsorship on WKZO. We've been on the air four years, and have many more to go.

Sing, BABEE, Sing!

Service Plus Showmanship for Successful Selling Cites
A. C. Rankin, General Manager of Teague Hardware Co.

PERHAPS *showmanship* is a word which defies specific definition. Radio men talk about it. Advertising agencies and sponsors agree that it is a radio essential. But no one is able to put his finger on *showmanship*, point it out for all to see.

There are big shows which get tremendous popularity ratings. There are others which without any fan-fare are renewed year after year; same hours, same stations, same shows.

What then, is this absolute essential which everyone talks about and no one defines? If it has any meaning at all, *showmanship* is *what the audience likes*.

The TEAGUE HARDWARE CO. has a radio program which is a case in point. On July 1, TEAGUE'S *Minute Man* radio program celebrated its 3,239th consecutive daily-except-Sunday broadcast.

When WSFA, Montgomery, Ala., went on the air in 1930, the TEAGUE HARDWARE CO., second largest wholesale hardware firm and distributors in the state, started off with spot announcements and occasional programs. As soon as we could analyze the new field, we made a contract that is still running today; four newscasts daily with the first newscast centered in the morning half-hour period. With only one change the *Minute Man* program of today is identical with the program we aired first in 1931.

That change came when a little Hartz Mountain canary, one of the minor features, stole the show. *Babee*, as this little singer is known, steps up to the microphone when the red light comes on and opens the program with a cheery solo. He also renders solos for special

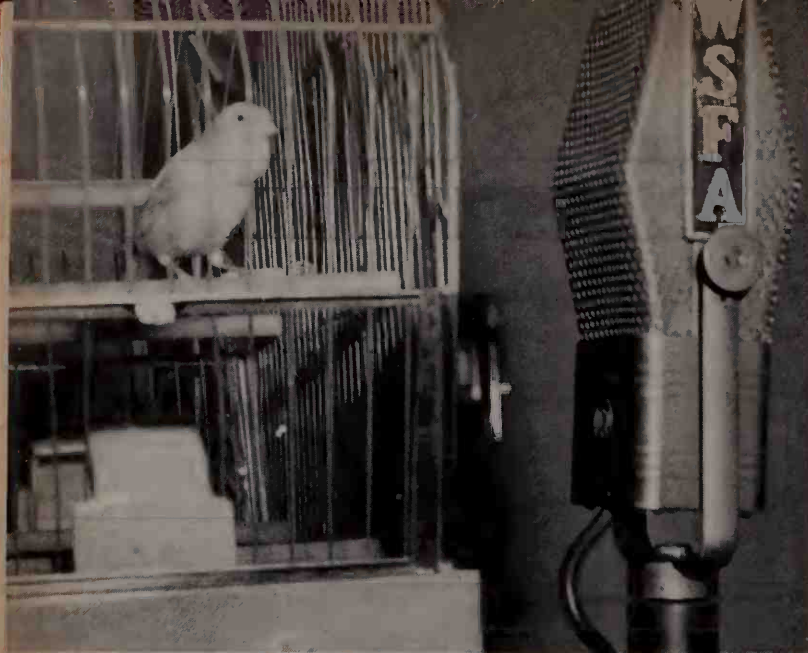
birthdays or anniversaries, sings to the music of *Dad* or TEAGUE'S *Minute Man* at the piano and solovox throughout the program, and then closes off the period with another solo.

Babee is one of the elements which makes the program the popular one that it is, and our thesis is that *showmanship* is a combination of similar elements which people enjoy. Of course, different people like different things and the same person likes different things at different times of the day; the

Nonnewcomer to Montgomery, Ala., is Albert Clarence Rankin, shown above. Businessman Rankin first trod the Montgomery streets as a bare-foot boy of



eight. Taking his first job with Teague's as a collector, he went up the ladder, reached the top rung, is now general manager of the firm. His duties: to manage the one big, main 4-story building, and the five warehouses which have a total of more than 170,000 square feet of storage space. Because he is a recognized leader in his field, Southland paid tribute to business executive Rankin by electing him president of the Southern Hardware Jobbers Association two years in succession, 1939, and 1940.



important element is the sum total of likes as opposed to disinterest.

The skeleton or frame of our morning broadcast was planned to give utmost service to the listeners in the Southeast. It's timed for breakfast time and opens with the alarm clock time signal at 7:15 A.M. Until 7:45 A.M., *Old Faithful*, the alarm clock, broadcasts his ticks and tocks every five minutes so there is no question about the time of day. Certainly, this feature is especially valuable as a means of holding city listeners.

Censorship eliminated the reading of temperatures and weather forecast, but *Babee's* opening song seems to fill that spot. At 7:20 A.M. comes TEAGUE's *Bulletin Board*, a service offered free for all events of community and civic interest.

This feature appeals especially to the rural listeners and communities served with only weekly newspapers. Since the censorship ban we have gone stronger than ever on this feature as it is of such a nature that we can check in advance. At times, this period carries as many as 20 announcements of such things as dances, PTA meetings and Red Cross campaigns in various counties.

One morning, for example, two minutes before the program, came a long

distance call for *Uncle Jack* from Tallassee, 40 miles distant. The funeral of a prominent citizen had been announced for that day, but had been postponed until Sunday afternoon to permit arrival of a son in the navy. The only way of reaching friends in that county was WSFA and TEAGUE's *Bulletin Board*. As the result of two mentions on the one program, not a single friend went to the church that morning, although church and home were crowded to capacity on Sunday.

While we used to run a 7:25 A.M. birthday and anniversary party, we have discontinued name calling for the duration. However, *Babee's* greeting song and the reading of some extra good

● *Right . . .* When Dad became TEAGUE'S *Minut Man* eleven years ago, he was handsome, single and care-free. Now he is married and the proud father of two youngsters. Listeners to the program have followed with interest the progress of his love affair, wedding, and the births of his two children. *Babee, Dad* and *Uncle Jack* are by-words throughout the territory.

● *Left . . .* Show stealer is the little Hartz Mountain canary, *Babee*, but while his performance is sweet, it is not one of the *mysteries of life*. First requirement for a successful singer: one whose volume does not change too much. After the bird is accustomed to the studio, a vanity mirror attached with a rubber band to the microphone is step number 2. Then have the pianist play lively, soft, cheerful music, featuring especially the violin notes of the solovox of the *upper scale*. That's all there is to it. If you don't succeed at first, try, try again. *Uncle Jack* bought and trained more than 40 canaries before finding *Babee*.

birthday cards to all celebrating birthdays on each particular day seems to do the trick.

At 7:30 A.M. comes eight minutes of the latest news of the hour. Then comes the musical treat of the morning, *Today's Memory Tune*, a special selection by *Dad* and *Babee* with no interruption. *Babee's* farewell solo closes the program.

Throughout, the program stresses service, and *Babee* is featured merely to get human interest. It is the multiplicity of service features which keeps the listeners tuning in. However, nine out of ten visitors to the WSFA studios ask to see *Babee* as soon as they hit the door. Last year there were 5,000 post card re-

quests for pictures of our little star.

Commercials? Many times there are none. At other times the two commercials are ad-libbed wherever the special announcer known only as *Uncle Jack* finds a place.

Yet the program has done an outstanding job in merchandising, and long ago we discontinued all newspaper advertising. Naturally, our emphasis is on branded lines, and we advise listeners to see their dealers. For example, when WEEZEL fish lures first came out, TEAGUE'S was exclusive distributor. We almost literally put a WEEZEL in every tackle box in the territory that year. Next year, however, the manufacturers sold direct. Without radio plugging the lure, sales dropped. Now, you seldom find one in any tackle box. *Another evidence of the listening appeal*: more than 10,000 RAND-MCNALLY world maps were distributed to listeners sending in 15 cents in coin or stamps.

With our stocks changing oftener and faster than ever before, due to priorities and change-overs, we feel that we need this program more than ever before. If markets close up so we can't get merchandise for the duration, we might conceivably discontinue our three daily newscasts but we will never stop the *Babee* program. Even if we should run entirely out of merchandise we know that this program offers us our best means of getting back after the war is over.

Every indication points to the fact that our morning show's numerous service features are what both rural and urban listeners want at that particular time of the day. In other words, it has *showmanship!*

I want to emphasize that *showmanship* isn't a matter of expensive out-lay or elaborate programs. Of course, we are proud of the fact that this one show is the best mail puller on WSFA, but here is further proof of our thesis: an extensive survey among listeners of central Alabama revealed that our morning program was as popular as a large and expensive network broadcast with which our program competed. It's all in giving your listeners what they like!



WHILE the man of the family may bring home the bacon, it is the lady of the house who is most apt to buy it. Millions of advertising dollars are directed each year at

the feminine contingent, and it is the favor or disfavor of the Distaff Side which determines the ultimate success of almost any advertising campaign.

Advertisers spend thousands of dollars testing their products in germ-proof laboratories, but these same products must all pass the ultimate test of *consumer acceptance*.

When a participating show directed



at women has built up a tremendous listening audience, couldn't this same listening group be used as a testing grounds for consumer acceptance?

A year ago, logic of this kind led to the creation of the *Northwest Homemakers Testing Bureau*. Its originator was Ann Ginn, director of Women's Activities on WTCN, Minneapolis and St. Paul, Minn.

Currently, there are about 2,500 women, real homemakers, who belong to the

T

ested at

How the Year-Old Northwest
A 1942 Outstanding Cont

Bureau. They are voluntary members who sought membership. It was not forced on them. As a result, when a questionnaire is sent out, Ann Ginn can depend on a minimum return of 85 per

● *Right . . .* First Lady of Twin City radio, Ann Ginn, plays hostess to 50 members of the *Northwest Homemakers Bureau*. *Breakfast at the Curtis* is a bi-weekly event.

● *Left . . .* No stodgy spieler is dark-haired, dark-eyed Ann Ginn. Her rapid-fire delivery crackles with both common sense and good humor. Listeners know that in addition to her radio work, radio-woman Ginn manages a successful home. They know, too, about her children, Rickey and Ann Pat. As a result, when she speaks of home economics, housewives know that her talks are based on a real foundation.

cent.

While there are numerous examples of how this *Bureau* is of real benefit to the manufacturer, one will suffice. Not long ago a food specialist developed a new product. After months of fussing in the laboratories, the manufacturer was ready to launch his product. He, as a participant on Ann Ginn's daily 9:45-10:15 A.M. program, had invitations sent to the *Testing Bureau's* 2,500 members. Members were requested to get the prod-

Approved!

Homemakers Testing Bureau Became
Advertising is Told Here

Product (cost free) from their grocer, test it at home and then send in a filled-out questionnaire.

Back came the returns. All were favorable, but at the same time, 98 per cent

Too, *Bureau* members who test a product, find it good, are a tremendous factor in forcing distribution. The ZINSMASTER BAKING Co. of Minneapolis is a case in point. This bakery was ready to come on the market with a new type of bread made with a cereal flour for which remarkable properties were claimed. Out went 2,500 letters and questionnaires to *Northwest Homemakers*.

Returns showed the women unanimous and unstinted in their approval of the new product. Most important, they wanted more of it. As a result, grocers were required to stock it on the bread rack. The *Northwest Homemakers Testing Bureau* had forced a distribution that might have taken costly months of



of the women remarked pointedly on one small factor which the maker had overlooked. To eliminate it meant a change in the manufacturing process, but it was done. On second testing, all members remarked favorably that this objection had been overcome.

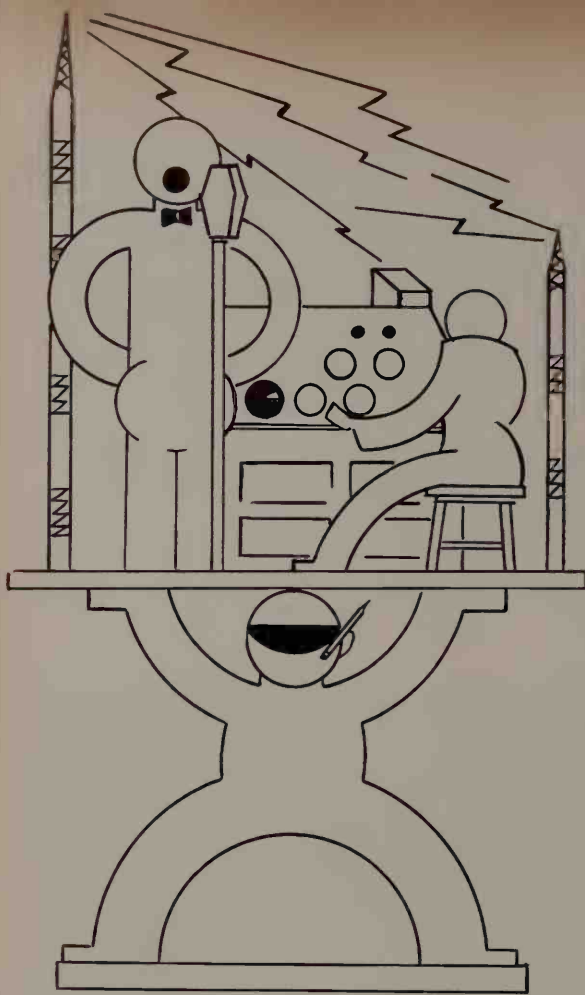
In other words, if the manufacturer had followed the usual routine, it would have taken several months to learn that one small factor kept the product from gaining consumer acceptance.

cultivation and selling to merchants.

Outstanding is the fact that this job is done *by radio for radio*. With deliberate intent, the *Bureau* was given no publicity aside from what it received on Ann Ginn's own *Around the Town* program.

An outgrowth of the original plan is *Breakfast at the Curtis*. The CURTIS HOTEL in Minneapolis and the ST. PAUL HOTEL in the adjacent city are two of the swankiest hostleries in the Twin

(Continued on page 326)



C

Continui
Atlas to the Radio Wo
Geo. W. Smith, Managir

toys. And so today, the youngster, who by the way has grown to be a man, hardly recognizes his toys of 20 years back.

Among the toys was one the advertising profession had known for ages, but in a different garb. It was made up of nouns, verbs, adjectives, prepositions, and an abundance of superlatives. The toy did resemble *copy*, but still it wasn't *copy*. Then came *continuity*, and with it some new and intricate problems.

What is this thing called continuity? In simple to-the-point English, it is that part of a radio program which produces the joyful sound every sponsor craves to hear; the ring of the cash register.

The inspired baton of the famous conductor may lift his orchestra to the silvery clouds of ecstasy, but such achievement will not send Mrs. Jones on the run to the corner drug store for a pound of coffee. The golden voice of the singer may hold his listeners spellbound and thrilled to the core, but that doesn't convince Mrs. Brown that her schoolgirl complexion will vanish if she does not hustle to the corner drug store for a jar of *Beautee Cream*.

While temperamental artists argue what they will or will not do, and production managers tear their hair in an effort to whip the show into shape, away back in the corner office sits the continuity writer. His is the most important assignment of the entire works. With him rests the job of actually inspiring the urge in millions of listeners

SOME 20 years ago, a babe in swaddling clothes boldly knocked at the bronze cast doors which for years have guarded the sacred and accepted precepts of the advertising profession. The youngster, despite his awkward steps and stuttering speech, crashed those impressive doors. It was admitted that he was a different sort of a youngster, but that in itself was his admission ticket to the Happy Hunting Ground of advertising men.

That bold youngster was radio!

Naturally, the babe in swaddling clothes commanded considerable attention. He carried a bag of tricks which had all the earmarks of something new with which to tinker. Before they knew what had happened, august advertising seers were down on their knees having the time of their lives with the kid's

the Name

Continuity Writer Says of Radio Station WWVA

to buy the sponsor's product.

What is this thing called continuity? It is a thing of sufficient importance to demand as much, if not more attention, than any other feature of the program. "The finest coffee on earth" won't do! The job of the continuity writer is to put words into an announcer's mouth that will fairly fill the listener's nostrils with the intoxicating aroma of good coffee; words that will make mouths yearn for a cup of the sponsor's brand. "Ladies, it's the best cream that can be made" will not give a sponsor the run for his money to which he is entitled. Those ladies must actually feel the velvety soft sensation of *Beautee Cream*.

The late Claude C. Hopkins, who achieved fame as a \$100,000-a-year advertising writer called PUFFED RICE, "Shot from a gun!" Simple? Sure, but it's got the boom that counts.

Of Hopkins, Mark O'Dea said: "He worshipped products. He sought their merits. He had a peculiar knack for translating their virtues. He gave reasons why people should buy his wares. Invariably, his reasons were alluring."

"His reasons were alluring." There's the punch tip for continuity writers.

Writers of commercial continuity have a tremendous edge. It is the power of words well chosen plus the supreme force of verbal presentation. They can write, "The bubbling, sizzling, tangladen goodness of Gold Top Ginger Ale makes you wonder where good ginger ale has been all these years!" On paper it may be just so many words, but in the mouth of an announcer who can really sell, it "Drives men to drink!"

A man who is intensely proud of radio, and a man of whom radio may well be proud is George William Smith,



shown above. A native of Toledo, O., radio man Smith came to Wheeling, W. Va., in 1923 to enter the advertising agency of B. W. Hicks and Staff. When radio station WWVA first took to the air in 1926, adman Smith was quick to see the opportunities for unlimited exploitation in a brand new advertising field. Result: second program broadcast over WWVA was sponsored by a B. W. Hicks account, and George W. Smith was vocal soloist. (He reminds us there was no talent fee).

Thereafter, he convinced many of his accounts to try radio advertising, and to concentrate more fully on the new medium, he opened his own advertising agency in 1928. In the spring of 1931, adman Smith took his enthusiasm and confidence in radio with him to the Managing Director's chair of the West Virginia Broadcasting Corporation.

Continuity writers have transformed the divinity of the printed word into the still more divine eloquence of the spoken word. They tug at heart strings; they inspire appetites; they change deep-rooted habits; they glorify anything and everything that will make for better living. In so doing, they sway millions as if by some magic wand.

As the flash of art work is expected to halt roving eyes, so is entertainment planned to keep itching fingers off the dial. But to copy has always been assigned the definite and important job of transferring attention from the eye to the pocketbook, and so to radio continuity is delegated the task of transferring attention from the ear to the purse.

Add Showmanship to Institutional
And Departmental Radio Offerings

Advice For Department Stores

To Successfully Round Out A
Three-Point Merchandising Plan

STRANGEST paradox in radio is the attitude of the average "black and white" trained department store advertising executive who turns to radio advertising. He assumes, first of all, that *local* radio cannot compete with *network* radio. Then, when he does go on the air, he assumes that department store commercials are newsy enough to get along with a minimum of *other* entertainment.

The advertiser who carries newspaper technique into radio will find himself as handicapped as a pantomimist trying to compete on a *Major Bowes Air Show*.

In newspaper, the advertiser devotes his entire efforts to layout and copy. He relies on the news stories and editorials of the newspaper to create his readers.

In radio, on the other hand, the successful advertiser not only concerns himself with his commercial copy, but he also has an opportunity to create his own audience.

You don't have to be a Barnum to be a successful radio showman. You don't even have to produce the program or select the talent. But you *do* have to know enough about *showmanship* to enable you to make your decisions on something more than your own and your family's personal listening preferences.

How many of you are sponsoring sports programs just because *you* like Joe Di Maggio or Hank Greenberg? How many are pouring out good American dollars for a program of symphonies be-

cause Mamma is a patron of the arts? And, worst of all! Just because your life is wrapped around the buying and selling of dry goods, how many of you are devoting an entire 15-minute show to the romance of a piece of corduroy? It may be *dry goods* to you. It's just *dry* to the rest of the world.

Instead of envying the success of network programs, follow their tested patterns. Entertaining *syndicated* programs can compete successfully for listening audience with any national program. And a good *local* show has the advantage of *proximity* and *familiarity* of names that will out-draw a national show if it gets a chance.

Once you plan an interesting program, don't sit back and wait for it to pick up listeners. *Go out and sell the public*. For every dollar you spend on radio time during the first few weeks, plan as much, if not more, for promotions. Once the *start* is successful, the program will almost carry itself if it's made of the right stuff!

The department store is invariably the number one advertiser in the local newspaper, but more times than not, its radio program is the smallest space-getter in the publicity columns of newspaper radio pages. Newspaper publicity is *yours* to command! Store windows are sure-fire promotion media. Envelope stuffers make another excellent promotion for a radio program.

All that's required to make an ordinary show *good* is a little extra effort.



SECTION I

RADIO

Showbook

Compiled by

**MARIE FORD, Editor of
RADIO SHOWMANSHIP
MAGAZINE**

**TRANSCRIBED, SCRIPT,
and LIVE TALENT SHOW
DIRECTORY**

**for Buyers of Local, Regional
and National Radio Time**

SHOWS BY PRODUCERS



Type refers to method of production; electrical transcription, script or live talent. Time unit includes time for sponsor's commercial. Class designates general subject matter.

AMERICAN RADIO SYNDICATE
1 East 44th St.
New York City

AMERICAN TOWN A dramatic series of half-hours dedicated to the fact that Americans of today have the same blood and willingness to start all over again that they had when first they came to this country. Each script a complete story. Small cast.

Type: Script
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature; Patriotic

THIRTEEN BY HENLEY A series of half-hour plays that have been tested on the networks. Designed for the sponsor who desires to present his local Little Theatre on the Air. Written by Arthur Henley.

Type: Script
Episodes: 13
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature

VAMPIRE Series for a cast of two. Each series is complete in 65 episodes. Program makes use of the "comic strip" technique.

Type: Script
Episodes: 65
Time Unit: 5 Minutes
Appeal: General
Class: Supernatural Mystery
Sponsorship: Beverages, Tobaccos, and General

ASSOCIATED MUSIC PUBLISHERS, INC.
25 West 4th St.
New York City

BEYOND REASONABLE DOUBT Dramatic strip show built in two cycles. Cycle one is built around circumstantial evidence, following a murder. Second cycle moves to the locale of the Caribbean. A romantic triangle is maintained throughout.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Detective Series

SOME AMERICAN HOMES A home economics series, featuring Ida Bailey. Self-contained. Merchandising tie-ins.

Type: E.T.
Time Unit: 15 Minutes
Schedule: 2 to 6 Times Weekly
Appeal: Feminine
Class: Home Forum

ANN BARBINEL
150 Riverside Drive
New York City

PSALM OF LIFE Each program takes as its text,

one of the Psalms of David. It dramatizes a moment in life today, showing how the words of that particular Psalm apply.

Type: E.T.
Time Unit: 30 Minutes
Schedule: Once Weekly
Appeal: General
Class: Religious
Sponsorship: Mortuaries, Trust Companies, and General

BASCH RADIO PRODUCTIONS
17 East 45th St.
New York City

AT HOME Emceed by Frances Scott, show features interviews with women in all income brackets. Series presents the consumer point of view. Merchandising tie-ins.

Type: E.T.
Time Unit: 15 Minutes
Schedule: 3, 5 or 6 Times a Week
Appeal: Feminine
Class: Interviews; Household Forum

FACT OR FANTASY Stories of mental and psychic phenomena checked for fact but unexplained by science. Based on a syndicated column by Ed Bodin.

Type: E.T.
Episodes: 40
Time Unit: 5 Minutes
Appeal: General

IT TAKES A WOMAN Individual stories about the average woman.

Type: E.T.
Episodes: 200
Time Unit: 5 Minutes
Appeal: Feminine
Class: Dramatizations
Sponsorship: Household Products

PERSONALITY PARADE Behind-the-scene stories of interesting people, some well-known, others merely people with fascinating stories.

Type: E.T.
Episodes: 40
Time Unit: 5 Minutes
Appeal: General
Class: True-to-life Stories

BENNETT DOWNIE ASSOCIATES
6677 Maryland Drive
Los Angeles, Cal.

CAPTAIN DANGER A dramatic serial of the South Seas.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Serial

WALTER BIDDICK CO.
RADIO PROGRAMS DIVISION
568 Chamber of Commerce Bldg.
Los Angeles, Cal.

BLAIR OF THE MOUNTIES Individual, self-contained stories about the Canadian Mounted Police.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: Masculine and Juvenile
Class: Adventure

DAREDEVILS OF HOLLYWOOD These self-contained stories center around Hollywood doubles, stunt men, etc.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General and Juvenile
Class: Dramatic

DRAMATIZED SPOTS A series of 26 spot announcements for each of the businesses listed below.

Type: E.T.
Episodes: 26
Time Unit: 1 Minute
Sponsorship: Women's Wear, (Credit); Men's Wear, (Credit); Furniture Dealers, (Credit); Furriers, (Credit); Auto Loans; Jewelers, (Credit); Loan Companies; Dry Cleaners and Laundries; Bakeries; Optometrists; Used Cars

GREEN VALLEY LINES A railroad story thriller.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Serial

HARMONY ISLE Hawaiian music is featured.

Type: E.T.
Episodes: 25
Time Unit: 15 Minutes
Class: Music

SONNY AND BUDDY Story of children who are kidnapped, taken to Mexico.

Type: E.T.
Episodes: 100
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Dramatic Serial

TREASURE OF THE LORELEI A thriller in serial form of adventure on the high seas.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Serial

G. C. BIRD & ASSOCIATES
1745 No. Gramercy Place
Hollywood, Cal.

DRAMALET SPOTS

Type: E.T.
Episodes: 20
Time Unit: 1 Minute announcements
Sponsorship: Shoes; Opticians; Jewelers; Loan Companies; Clothiers

EXCLUSIVE STORY Newspaper thrills behind the headlines.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: News Dramatization

FEDERAL AGENT Self-contained. Federal detective stories with a "Crime does not pay" motif.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: Juvenile and General
Class: Mystery Thriller

FIVE STAR THEATRE Two-act dramatized plays, self-contained.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: Feminine and General
Class: Dramatizations

IF IT HAD BEEN YOU Self-contained adventures which require immediate solution. Several solutions are offered, but only one is correct. Can be used as a listener participation.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Quiz

SUNNYSIDE The trials and tribulations of the Broadhurst family. Packed with riotous humor.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: Feminine and General
Class: Domestic Serial

SUSPICION Detective story with hidden clues for audience participation.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Quiz

WE, THE JURY Self-contained audience participation show with a court-room setting.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General and Masculine
Class: Dramatic Quiz

BLUE NETWORK, INC.
30 Rockefeller Plaza
New York City

BAUKHAGE TALKING Daily series of news commentaries from Washington, D. C.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Afternoon, Daily
Class: News Commentary

GANGBUSTERS Detective story with a "Crime does not pay" angle.

Type: Live Network
Time Unit: 30 Minutes
Schedule: Friday
Class: Mystery Series

HOUSE IN THE COUNTRY Story of the everyday life of a young couple who forsake Manhattan for an old farm house.

Type: Live Network
Class: Domestic Serial

NEWS HERE AND ABROAD Daily newscast from Washington, D. C.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Daily, Evening
Class: News Commentary

SCRAMBLE! Air adventure combined with aviation news. Designed to promote aviation and to interest more young people in flying.

Type: Live Network
Time Unit: 30 Minutes
Schedule: Friday, 7:00-7:30 P.M.
Appeal: Juvenile
Sponsorship: Manufacturers of aircraft or related products.

BRISACHER, DAVIS & STAFF
Crocker Building
San Francisco, Cal.

AMERICAN CHALLENGE Dramatization of persons and events in American history.

Type: E.T.
Episodes: 39
Time Unit: 30 Minutes
Appeal: General
Class: Historical Dramatization

THE HOUSE NEXT DOOR Interviews in the homes of interesting people conducted by Ann Holden.

Type: E.T.
Episodes: 13
Time Unit: 15 Minutes
Appeal: Feminine
Class: Interview
Sponsorship: Paint Supplies and General

STANDING ROOM ONLY Hugh Herbert stars in this transcribed comedy show.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Variety Show
Sponsorship: Beverages, Tobaccos, and General

**BROADCASTERS MUTUAL
TRANSCRIPTION SERVICE**
818 So. Kingshighway Blvd.
St. Louis, Mo.

ALL IN THE FAMILY The adventures of the six members of the Farrington family.

Type: E.T.
Episodes: 65
Time Unit: 15 Minutes
Appeal: Feminine and General
Class: Domestic Serial

OZARK MINSTRELS Fourteen entertainers present hillbilly music.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Music

THE SECOND YEAR

Type: E.T.
Episodes: 65
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Serial
Sponsorship: Household Products

BROADCASTING PROGRAM SERVICE
45 West 45th Street
New York City

HAVE FUN WITH STAMPS A quiz program especially designed for the 5,000,000 youngsters who are devout stamp collectors. One man cast. Merchandising tie-ins.

Type: Script
Time: 30 Minutes
Schedule: 1 to 3 Times Weekly
Appeal: Juvenile
Class: Quiz; Informational

ARTHUR B. CHURCH PRODUCTIONS
Hotel Pickwick
Kansas City, Mo.

THE TEXAS RANGERS LIBRARY A library of 300 different selections make it possible to build five quarter-hour shows per week for 13 weeks

without repeating a single number. Instrumental and vocal music of all types.

Type: E.T.
Class: Music

COMER RADIO PRODUCTIONS
101 West 11th St.
Kansas City, Mo.

ADVENTURES OF CLEM AND TINA, OR THE FORTY-NINERS The story of a small town Kansas couple who inherit a ranch in California. A show with mass appeal.

Type: E.T.
Episodes: 104
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Serial

THE ADVENTURES OF FRANK FARRELL Adventures of an all-around athlete, Frank Farrell.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Serial
Sponsorship: Shoes and General

THE AIR ADVENTURES OF JIMMIE ALLEN An aviation serial with plenty of action.

Type: E.T.
Episodes: 650
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Serial

ANN OF THE AIRLANES Adventures of Ann Burton, a girl whose chief ambition is to become an air hostess. Action takes place between the United States, South America and Africa.

Type: E.T.
Episodes: 65
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Action Adventure Serial

THE RANDALL FAMILY Plot centers around an unusual lamp, peculiarly acquired, which is accidentally disclosed as the hiding place of \$50,000. Musical interludes in the form of parlor song-fests by the Randall family and friends.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Serial

MAC DAVIS FEATURES
1 Montgomery Place
Brooklyn, N. Y.

ACROSS THE SPORT PAGE OF THE WORLD Dramatized weekly human-interest sport page.

Type: Script
Time Unit: 15 or 30 Minute Scripts
Schedule: Once Weekly
Appeal: General and Masculine
Class: Sports

DIAMOND DUST The low-down on baseball and its players.

Type: Script
Time Unit: 5 Minutes
Schedule: Up to Seven a Week for the Season
Appeal: Masculine and General
Class: Sports

FOOTBALL FABLES Legends and breathless moments of the gridiron.

Type: Script
Time Unit: 5 or 15 Minutes
Schedule: Up to Seven a Week During the Season
Appeal: Masculine and General
Class: Sports

HEARTBEATS IN SPORT HEADLINES True-life sport tales.

Type: Script
Time Unit: 5 or 15 Minutes
Schedule: Up to 7 a Week, for 13, 26 or 52 Weeks
Appeal: Masculine and General
Class: Sports

THAT'S BASEBALL Stories from the baseball diamond.

Type: Script
Time Unit: 5 Minutes
Schedule: Once Weekly
Appeal: Masculine and General
Class: Sports

THERE WERE SUCH MOMENTS IN SPORT Dramatized show of true-to-life sport yarns.

Type: Script
Time Unit: 15 Minutes
Appeal: Masculine and General
Class: Sports

THE THRILL QUIZ Sport quiz presented in the form of narrated sport thrills.

Type: Script
Time Unit: 15 or 30 Minutes
Appeal: Masculine and General
Class: Sports Quiz

ALLEN FUNT RADIO PRODUCTIONS

52 Vanderbilt Ave.
New York City

FUNNY MONEY MAN Money is given away for silly items to club members in this audience-building show. Musical interludes.

Type: Script
Time Unit: 15 Minutes
Schedule: 5 Times a Week
Appeal: General

WILLIAM GERNANT

521 Fifth Ave.
New York City

LET'S GO TO WORK Series gets job contracts for sincere people seeking employment.

Type: E.T.
Time Unit: 30 Minutes
Schedule: Once or Twice a Week
Appeal: General
Sponsorship: Finance and General

MEET AMERICA Each broadcast originates from a different city.

Type: E.T.
Time Unit: 30 Minutes
Schedule: Once or Twice Weekly
Appeal: General
Sponsorship: Transportation and General

GRACE GIBSON

Suite No. 420
Markham Building
Hollywood Blvd. at Cosmo
Hollywood, Cal.

DOCTORS COURAGEOUS Self-contained dramatizations of true stories in the lives of medical men.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature
Sponsorship: Drug Products; Advertising Dentists, and General

DOCTOR MAC Self-contained, human interest drama.

Type: E.T.
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature
Sponsorship: Farm Products, Drug Products, and General

FAMOUS ESCAPES Authentic escapes in history dramatized.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General and Masculine
Class: Historical Drama

GUS GRAY, SPECIAL CORRESPONDENT A series of "cases," each serialized, but complete in 26 quarter-hours. Newspaper background.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: Feminine and General
Class: Mystery Serial; Dramatic Serial

SACRIFICE Dramatizations of the lives of heroes and heroines in history. Self-contained.

Type: E.T.
Episodes: 50
Time Unit: 15 Minutes
Appeal: Feminine and General
Class: Historical Drama

GRAHAM GLADWIN

RADIO PRODUCTION

Suite 232

742 Market Street
San Francisco, Cal.

NEWS OF THE WOMEN'S WORLD A one-man commentary based on woman's conspicuous place in world affairs today. New war edition highlights news of women behind the war front, news of women on the war production front, oddities about women, interviews with prominent women, and news of women yesterday and today.

Type: E.T.
Time Unit: 15 Minutes
Appeal: Feminine
Class: News

GOODMAN RADIO PRODUCTIONS

19 East 53rd St. at Madison Ave.
New York City

ADVENTURES OF ADMIRAL BYRD Adventures encountered in the Antarctic by Admiral Byrd, who introduces each program.

Type: E.T.
Episodes: 26
Time: 15 Minutes
Appeal: General
Class: Adventure; Dramatic Feature
Sponsorship: Merchandising Tie-ins Adapted for Furriers, Retail Stores and Frosted Foods; Also General

BEAUTY THAT ENDURES Semi-classical selections played by members of the Chicago Symphony Orchestra. Vocalist: Charles Sears.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Music

Sponsorship: Built Especially for Morticians, Memorial Parks, Trust Companies, and Other High Grade Organizations; Also Suited for Furriers and General

BUGLE CALL SPOTS Various bugle calls with hot rhythm and boogie woogie background.

Type: E.T.
Episodes: 26
Time Unit: 1 Minute

CUSTOM BUILT TRUE-TO-LIFE STORIES

Dramatized human interest stories. Custom-built for the specific businesses listed below.

Type: E.T.
Time Unit: 5 Minutes
Class: Dramatic Feature
Sponsorship: Jewelry, Furniture, and Personal Loans, 60 Episodes Each; Used Cars and Life Insurance, 34 Episodes Each; Optometrists and Opticians, 93 Episodes; Banking Services, 18 Episodes

DRAMATIZED SPOTS

Type: E.T.
Episodes: 26
Time Unit: 1 Minute
Sponsorship: Jewelry; Optical; Personal Loans

ED EAST'S EASY METHOD OF LEARNING TO PLAY THE PIANO BY EAR Ed East at the piano and guest stars present a course in piano instruction. Suggested for Saturday morning presentation.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Informational
Sponsorship: Furniture; Music Stores; Bottles; and General

FUR STORAGE SPOTS

Type: E.T.
Episodes: 26
Time Unit: 1 Minute
Sponsorship: Furriers (Storage)

I AM AN AMERICAN These historical dramatizations feature five minutes transcribed and 10 minutes "live", with audience participation a feature of the script part of the show. Show may be built to sponsor's wishes to reach men, women, children or the family.

Type: E.T. and Script
Episodes: 26
Time Unit: 15 Minutes
Appeal: Feminine and General
Class: Patriotic; Historical

MUSICAL LINGO A legal, copyrighted version of *Bingo*, with listeners participating in their own homes. Game bears the name of the sponsor or product, is played with that name constantly before the listeners. Humor for interest, music for entertainment, and prizes for appeal.

Type: Script
Time Unit: 30 Minutes
Schedule: 1, 2 or 3 Times Weekly
Appeal: General
Class: Music; Quiz

NOTES OF LOVE Joey Nash, formerly of Richard Himber's Orchestra, sings popular love ballads tied in with love letters of today and yesterday.

Type: E.T.
Episodes: One to Three a Week
Time: 15 Minutes
Appeal: Feminine, Daytime Show
Class: Music and Love Letters

SINGING SPOTS

Type: E.T.
Episodes: 30
Time Unit: 1 Minute
Sponsorship: Credit Jewelry; Optical; Credit Clothing; Credit Furniture; Furriers; Auto Loans

SONG A MINUTE SPOTS Local commercial tied in with lyrics of popular ballads sung by Joey Nash, formerly with Richard Himber's Orchestra.

Type: E.T.
Episodes: 20
Time: 1 Minute
Sponsorship: Any Line Appealing to Women

STREAMLINED FAIRY TALES Well-known fairy tales modernized by the Koralites to appeal to kids from six to 60.

Type: E.T.
Episodes: 60
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Christmas; Fairy Tales

SUPERSTITION SPOTS Dramatizations of popular superstitions.

Type: E.T.
Episodes: 30
Time Unit: 1 Minute

THIS IS MAGIC Famous magic tricks exposed in dramatizations of adventure and mystery.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: Juvenile and Masculine
Class: Dramatic Feature; Informational
Sponsorship: Retailers or Wholesalers with Low Per Unit Cost Items

THOSE GOOD OLD DAYS Actual recordings from 1901-15 amplified and modernized, with 3 to 5 selections per program.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Music
Sponsorship: General; Beverages; Men's Wear; Anniversaries

TRUE IN ANY LANGUAGE

Type: E.T.
Episodes: 30
Time Unit: 1 Minute
Sponsorship: Jewelry

VOICES OF YESTERDAY Recordings of voices of famous people, with dramatizations of incidents in their lives. Self-contained.

Type: E.T.
Episodes: 54
Time Unit: 15 Minutes
Appeal: General
Class: Historical
Sponsorship: Banks; Public Utilities; General

GORDONI RADIO PRODUCTIONS

Hotel Crillon
Michigan Blvd. at 13th St.
Chicago, Ill.

BIG CITY PARADE Dramatizations of stories taken from actual case histories in Juvenile Courts.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General

MOTHER CLANCY'S KITCHEN Slanted for morning listening. Show was sponsored on a regional network for five months.

Type: E.T.
Episodes: 104
Time Unit: 15 Minutes
Appeal: Feminine
Sponsorship: Household Products

DAN B. HOSMER
Radio Station KSO
*Des Moines, Ia.***BRANDIN TIME** Singing cowboy with chatter by the *Old Stage Coach* and gossip from *Rancho*

Rio. Locale: the West. Two characters.

Type: Script
Episodes: 260

Time Unit: 15 Minutes
Appeal: General and Rural
Class: Music; Dramatic Feature
Sponsorship: Farm Supplies and General

PA AND MA SMITHERS True-to-life story of the daily doings of Pa and Ma and their adopted daughter, Bobby. Pa has an unfailing ability to get into complicated situations. Thursday night choir practice adds to the appeal. Average of three characters.

Type: Script
Episodes: 1,000
Time Unit: 15 Minutes
Appeal: General and Rural
Class: Comedy Drama

KASPER GORDON, INC.

142 Boylston St.

Boston, Mass.

ADVENTURES IN CHRISTMAS TREE GROVE Up in Santa's Factory, hundreds of favorite story book characters take part in a series of adventures.

Type: E.T.
Episodes: 15
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Christmas Feature
Sponsorship: Toy Departments of Department Stores

ADVENTURES OF UNCLE JIMMY A family daytime serial starring Wm. Farnum.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: Feminine
Class: Domestic Serial

BREADTIME STORIES

Type: E.T.
Episodes: 30
Time Unit: 1 Minute
Sponsorship: Bakers

THE CLOTHES HARMONY TWINS Series combines music and comedy.

Type: E.T.
Episodes: 30
Time Unit: 1 Minute
Sponsorship: Men's Wear and Women's Wear

THE ENEMY WITHIN Expose of methods used by Nazi Fifth Column in Australia. Australian cast.

Type: E.T.
Episodes: 117
Time Units: 15 Minutes
Appeal: General
Class: Patriotic; Adventure

ENGLAND EXPECTS Story of Lord Nelson, Lady Hamilton and the exploits of the British Navy. Produced in Australia. Suggested for evening.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Patriotic; Historical

FUN WITH MUSIC Sigmund Spaeth, *The Tune Detective*, shows how everyone may have fun with music whether or not he has ever taken a lesson.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Music; Educational
Sponsorship: Music Stores, Furniture, and General.

FUR STORAGE SHORTS A series of dramatized spots for those who feature either cold or gas fur storage.

Type: E.T.
Episodes: 26
Time Unit: 1 Minute
Sponsorship: Furrier

THE HOUSEWIFE'S FRIEND

Type: E.T.
Episodes: 30
Time Unit: 1 Minute
Sponsorship: Laundries, Dry Cleaners, Dairies, and Other Types of Family Service

IMPERIAL LEADER True, accurate life story of Winston Churchill.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Patriotic; Historical

JEWELRY JINGLES Jingles cover every major item sold by jewelry stores.

Type: E.T.
Episodes: 30
Time Unit: 1 Minute
Sponsorship: Credit Jewelers

KNOW YOUR FURS Analysis of furs and their care, featuring Walter J. Horvath.

Type: E.T.
Episodes: 26
Time Unit: 5 Minutes
Appeal: Feminine
Sponsorship: Furriers

LITTLE BY LITTLE HOUSE

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Serial
Sponsorship: Furniture Dealers and Real Estate Operators

ONE I'LL NEVER FORGET A new sports show featuring Jack Stevens.

Type: E.T.
Episodes: 78
Time Unit: 5 Minutes
Appeal: Masculine and General
Class: Sports

SANTA'S MAGIC CHRISTMAS TREE A boy and girl rub a magic lamp, dream of Santa and are transported to Santa's Magic Christmas Tree land.

Type: E.T.
Episodes: 15
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Christmas Feature

SEEING IS BELIEVING

Type: E.T.
Episodes: 30
Time Unit: 1 Minute
Sponsorship: Opticians; Furniture Dealers; Retail Businesses

SONGS OF CHEER AND COMFORT Gospel songs, favorite tunes and a story by Dick Maxwell. Minimum contract: 26.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General; Rural
Class: Music

TODAY'S FUR FACT Series features Walter J. Horvath, authority on furs and their care. Program is designed to stimulate business in fur storage, repairing, cleaning, glazing, and remodeling.

Type: E.T.
Episodes: 26
Time Unit: 1 Minute
Sponsorship: Furriers

TWILIGHT TALES Fairy tales by Jacob Grimm and Hans Christian Anderson, retold by Elinor Gene with a musical background.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Fairy Tales
Sponsorship: Dairies, Bakeries, Etc.

VICTORY NURSERY RHYMES Favorite nursery rhymes modernized to promote conservation, buying of war stamps and bonds, rationing, etc.

Type: E.T.
Episodes: 30
Time Unit: 1 Minute
Class: Patriotic

KERMIT RAYMOND CORPORATION
745 5th Ave.
New York City

FAMOUS FATHERS Interviews with famous personalities. Only qualification: personalities must not only be famous, but must also be fathers. Emcee: Howard Lindsay.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Masculine and General
Class: Interview
Sponsorship: Beverages and General

JIMMY JOHNSTON, WISE GUY NUMBER 1
A new series of programs, featuring Jimmy Johnston, famous figure of the sports world and Broadway. Programs tell the inside story of many a famous Broadway episode and champion fight bout.

Type: E.T.
Time Unit: 15 or 30 Minutes
Appeal: Masculine and General
Class: Dramatic Feature; Sports

THE MEAL OF YOUR LIFE Interviews with celebrities of stage, screen and radio. Each tells about the most vividly remembered meal of his life. Meal itself is then dramatized.

Type: E.T.
Episodes: 26
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature; Interview
Sponsorship: Foods and Restaurants

RADIO THEATRE OF FAMOUS CLASSICS
Dramatization of famous classics for once-a-week airing. Merchandising tie-in: book giveaway.

Type: E.T.
Time Unit: 30 Minutes
Appeal: General
Class: Fiction Adaptation

THIS DRAMATIC WORLD Important events and facts of the past and present given in dramatic form.

Type: E.T.
Time Unit: 30 Minutes
Appeal: General, with Emphasis on Young People
Class: Dramatic Feature; News

C. P. MACGREGOR
ELECTRICAL TRANSCRIPTIONS
729 So. Western Ave.
Hollywood, Cal.

ACADEMY AWARD A series of plays ranging in type from heavy drama to high comedy.

Type: E.T.
Episodes: 60
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature

BLACK GHOST Gun shooting yarn of the Southwest with a mystery slant and strong love interest.

Type: E.T.
Episodes: 24
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Serial

BLACK MAGIC Supernatural element, with a South Sea Island locale.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Thriller

CAVALCADE OF DRAMA Twelve dramatized stories of great names in history.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: General
Class: Historical; Dramatic Serial

CHRISTMAS CAROL Dramatization of Charles Dickens' Christmas Story.

Type: E.T.
Episodes: 1
Time Unit: 30 Minutes
Appeal: General
Class: Christmas Feature

CHRISTMAS ON THE MOON Story dramatizing the exploits on the moon of Jonathan Thomas and his teddy bear. Approach: fantasy and symbolism.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Juvenile
Sponsor: Toy Department of Department Store

CRIMSON TRAIL Story of the building of the Canadian Pacific railroad.

Type: E.T.
Time Unit: 15 Minutes
Appeal: General
Class: Historical
Sponsorship: Transportation and General

CUB REPORTERS Newspaper adventure story.

Type: E.T.
Episodes: 426
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature

DO YOU BELIEVE IN GHOSTS Ghost stories told in narrative form. Self-contained.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature

DRAMAS OF LIFE Dramatized short stories. Self-contained.

Type: E.T.
Episodes: 124
Time Unit: 15 Minutes
Class: Dramatic Feature

EB AND ZEB Al Pearce and Bill Wright in an Amos 'n Andy type of humor show.

Type: E.T.
Episodes: 356
Time Unit: 15 Minutes
Appeal: General
Class: Comedy

FAIRY TALES Popular fairy stories and legends from the nations of the world.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Fairy Tales

THE HAWK Supernatural mystery thriller.

Type: E.T.
Episodes: 56
Class: Mystery Thriller

HOLLYWOOD 4-BELL RELEASE Comedy strips, with each track a complete comedy sequence. A complete comedy show can be built to fit any time period.

Type: E.T.
Episodes: 408
Time Unit: 5, 15, 30, or 60 Minutes
Appeal: General
Class: Comedy

HOME FOLKS Sentimental memories of the good old days.

Type: E.T.
Episodes: 104
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature
Sponsorship: Anniversaries; General

THE HOUSE OF PETER MACGREGOR Story of an average family.

Type: E.T.
Episodes: 454
Time Unit: 15 Minutes
Appeal: Feminine
Class: Domestic Serial

INTERLUDE Organ and vocal, interspersed with poetry.

Type: E.T.
Time Unit: 15 Minutes
Appeal: General
Class: Music and Poetry

IN THE CRIMELIGHT Capt. Don Wilkie, ex-secret agent, relates his experiences in tracking down smugglers, guarding the President of the United States, etc.

Type: E.T.
Episodes: 100
Time Unit: 15 Minutes
Appeal: General
Class: True-to-Life Adventure

LOST EMPIRE Dramatization of book with same title; story of Russia's early attempt to colonize the West Coast of North America.

Type: E.T.
Episodes: 180
Time: 15 Minutes
Appeal: General
Class: Historical; Fiction Adaptation

MUTINY ON THE HIGH SEAS Famous mutinies and pirates of history. Series consists of 12 complete stories, each historically authentic.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: General
Class: Historical; Dramatic Feature

STAMP MAN Colorful yarns told from the postage stamps of the world.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: General
Class: Informational

STARS OVER HOLLYWOOD A romantic drama centering around the movie capital.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: Feminine and General
Class: Dramatic Serial

TALKING DRUMS Intrigue and weird ritual in the Belgian Congo.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: General and Juvenile
Class: Adventure

THRILL HUNTER Series consists of 13 stories, each complete in two quarter-hour episodes. Story is written by George Mortimer, formerly of the Texas Rangers, the U. S. Secret Service and the French Foreign Legion.

Type: E.T.
Episodes: 26
Time Unit: 15 or 30 Minutes
Appeal: General
Class: Mystery Drama

HARRY MARTIN ENTERPRISES
360 No. Michigan Blvd.
Chicago, Ill.

JIMMY EVANS FOOTBALL SERVICE Football analysis and prediction during the season.

Type: Script
Appeal: General and Masculine
Class: Sports

R. U. MCINTOSH & ASSOCIATES, INC.
10558 Camarillo St.
No. Hollywood, Cal.

AIR CASTLE Adventures in the Land-of-Make-Believe.

Type: E.T.
Episodes: 55
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Christmas Feature
Sponsorship: Department Stores

CONTRACT BRIDGE Robert Lee Johnson delivers bridge lessons.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Informational
Sponsorship: Laundries; Department Stores; Beverages and General

LUCKY BREAKS Self-contained collection of lucky breaks in the lives of famous people.

Type: E.T.
Episodes: 100
Time Unit: 5 Minutes
Appeal: General
Class: Dramatic Feature

LUCKY VICTIMS OF MISFORTUNE Strange luck in the lives of famous people.

Type: E.T.
Time Unit: 5 Minutes
Appeal: General
Class: Dramatic Feature

MUSICAL GEMS Two vocal and two instrumental numbers featuring special arrangements of classical and semi-classical selections.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Musical

THE NEWS MARCHES ON Great events of the past, narrated and dramatized in the manner of *The March of Time*.

Type: E.T.
Episodes: 39
Time Unit: 5 Minutes
Appeal: General
Class: News; Historical; Dramatic Feature

THE PLAINSMEN Western story based on the adventures of Buffalo Bill and his son, Little Wolf.

Type: E.T.
Episodes: 65
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Historical; Adventure
Sponsorship: Bakeries, Dairies, and General

REPORTER OF ODD FACTS Series of odd facts taken from newspapers, police records, etc., dramatized.

Type: E.T.
Episodes: 205
Time Unit: 5 Minutes
Appeal: General
Class: Dramatic Feature

TO HAVE AND TO HOLD Dramatization of the lives of a small town man, his Broadway actress-wife, and his spinster sister.

Type: E.T.
Episodes: 65
Time Unit: 15 Minutes
Appeal: Feminine
Class: Domestic Serial
Sponsorship: Household Products

MERRILL FEATURES

140 West 69th St.
New York City

KEEP 'EM LAUGHING

Type: Script
Episodes: 65
Time Unit: 5 Minutes
Appeal: General
Class: Gag Show; Comedy

THIS MINUTE

Type: Script
Time Unit: 1 Minute
Appeal: General

FRED C. MERTENS & ASSOCIATES

3923 West 6th St.
Hollywood, Cal.

MIRACLES OF FAITH True stories of miraculous events due to faith and prayer.

Type: E.T.
Episodes: 156
Time Unit: 5 Minutes
Appeal: General
Class: Religious
Sponsorship: Mortuaries and General

CHARLES MICHELSON

RADIO TRANSCRIPTIONS

67 West 44th St.
New York City

ADVENTURES OF ACE WILLIAMS A spy series.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Series

THE BLUE BEETLE A rookie policeman in the role of a one-man gang buster. "Crime does not pay" angle.

Type: E.T.
Time Unit: 15 Minutes
Appeal: General
Class: Detective Series

CHANDU THE MAGICIAN

Type: E.T.
Episodes: 324
Time Unit: 15 Minutes
Appeal: General and Juvenile
Class: Dramatic Feature; Mystery Drama

THE COUNT OF MONTE CRISTO Dramatization of the classic story.

Type: E.T.
Episodes: 130
Time Unit: 15 Minutes
Appeal: Juvenile and Feminine
Class: Dramatic Serial; Fiction Adaptation

CRAZY QUILT Musical variety show scheduled for once or twice a week.

Type: E.T.
Episodes: 13
Time Unit: 15 Minutes
Appeal: General
Class: Musical Variety Show

DETECTIVES BLACK AND BLUE Suggested for a three to five times a week schedule.

Type: E.T.
Episodes: 223
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Comedy Drama

HEROES OF CIVILIZATION Lives of famous doctors and scientists are dramatized. Transcribed series produced in Australia. Available in the United States in script form.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Historical; Dramatic Feature

THE JASMINE TOWER A Hindu mystery series.

Type: E.T.
Episodes: 13
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Mystery Drama

JUNIOR G-MEN Dramatization of police stories.

Type: E.T.
Episodes: 79
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Detective Mystery

MY PRAYER WAS ANSWERED A non-sectarian dramatic feature.

Type: E.T.
Episodes: 13
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature; Religious

PAINTED DREAMS First Proctor & Gamble program permitted to be used for other sponsorship, in non-competing territory. A dramatic series written by Irma Phillips.

Type: E.T.
Time: 15 Minutes
Appeal: Feminine
Class: Dramatic Series

RADIO SHORT STORIES

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature

THE ROMANCE OF DAN AND SYLVIA Romantic serial of the "boy meets girl" type.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: Feminine and General
Class: Dramatic Serial
Sponsorship: Household Products

THE SHADOW A transcribed series based on the live talent show and using the same cast. Self-contained. Available only in areas not conflicting with the present regional sponsor.

Type: E.T.
Episodes: 104
Time Unit: 30 Minutes
Appeal: General
Class: Mystery Thriller

SONNY TABOR, THE ARIZONA RANGER Adventures of a Wild West hero. Two may be put together for a ten-minute show; three for a quarter-hour program.

Type: E.T.
Episodes: 260
Time Unit: 5, 10 or 15 Minutes
Appeal: Juvenile
Class: Western Serial

THE SUNDAY HOUR Hymns and poetry, for scheduling once a week.

Type: E.T.
Episodes: 30
Time Unit: 30 Minutes
Appeal: General
Class: Music; Religious

A TOAST TO AMERICA'S ALLIES A toast to a different ally is sung in the native language of that particular country by Victory Girl Irene Marlo.

Type: E.T.
Episodes: 39
Time Unit: 5 Minutes
Appeal: General
Class: Patriotic and Music
Sponsorship: Beverages and General

MUSIC MAKERS PRODUCTIONS

154 E. Erie St.
Chicago, Ill.

ADSONGS Musical spot announcements.

Type: E.T.
Time Unit: 1 Minute

MUTUAL BROADCASTING SYSTEM

1440 Broadway
New York City

ADVENTURES OF BULLDOG DRUMMOND Self-contained mystery stories.

Type: Live Network
Time Unit: 30 Minutes
Appeal: General
Class: Mystery Thriller
Schedule: Weekly, Monday, 8:30-9:00 P.M. (EWT)

B. S. BERCOVICI

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 6:01-6:15 P.M. (EWT)
Appeal: General
Class: News Commentary

BOAKE CARTER Available in markets outside the Land O' Lakes territory.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 12:00-12:15 P.M. (EWT)
Appeal: General
Class: News Commentary

THE CHEER UP GANG A morning variety show.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 10:45-11:00 A.M. (EWT)
Class: Musical and Comedy
Appeal: Feminine and General

CONFIDENTIALLY YOURS Arthur Hale presents the drama and facts behind the news headlines.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Tuesday, Thursday, Saturday, 7:30-7:45 P.M. (EWT)
Appeal: General
Class: News

ELEANOR EARLY News commentary of interest to women.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Thursday, 12:15-12:30 P.M. (EWT)
Appeal: Feminine
Class: News Commentary

CEDRIC FOSTER

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 2:00-2:15 P.M. (EWT)
Appeal: General
Class: News Commentary

F.Y.I. . . . FOR YOUR INFORMATION Frank Blair tells the inside story of espionage and sabotage in the United States.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday, 8:15-8:30 P.M. (EWT)
Appeal: General
Class: News

I'LL FIND MY WAY A young girl whose ambition to become an actress is thwarted by obligations to her father.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 1:15-1:30 P.M. (EWT)
Appeal: Feminine
Class: Dramatic Serial

THE JOHNSON FAMILY Jimmy Scribner's one-man show brings to life the Southern Darks through the humorous members of *The Johnson Family*, all 22 of them.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 7:15-7:30 P.M. (EWT)
Appeal: General
Class: Dramatic Feature

LETTERS TO MY SON News analysis in which big events of the week are weighed in the terms of cause and effect. Edward Schweikardt broadcasts the news in the form of a letter to his own small son.

Type: Live Network
Time: 15 Minutes
Schedule: Sunday, 12:15-12:30 P.M. (EWT)
Appeal: General
Class: News Analysis

FULTON LEWIS, JR.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 7:00-7:15 P.M. (EWT)
Appeal: General
Class: News Analysis

NOBODY'S CHILDREN Children eligible for adoption tell about themselves. Children are interviewed by Walter White and Jane Brenton. Case histories are given after interviews. Motion picture celebrities appear as guest stars.

Type: Live Network
Time Unit: 30 Minutes
Schedule: Sunday, 6:30-7:00 P.M. (EWT)
Appeal: General Adult
Class: Interviews; Dramatic Feature

MERRITT RUDDOCK

Type: Live Network
Time: 15 Minutes
Schedule: Monday Through Saturday, 11:00-11:15 A.M. (EWT)
Appeal: General
Class: News Commentary

SUPERMAN Adventures of the hero of the comic strip in a series patterned after the newspaper thriller. Available on a national or local basis as live talent after August 31.

Type: E.T.
Episodes: 325
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Serial

SIEGFRIED WAGENER Analysis of propoganda and evaluations of facts as they emerge from propoganda heard at the one-man listening post.
Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday and Friday, 9:15-9:30 P.M. (EWT)
Appeal: General
Class: News

THE WHITE HOUSE PRESS CONFERENCE
 What was said, who said it and how, and what was left unsaid at the White House Conference.
Type: Live Network
Time Unit: 5 Minutes
Schedule: Tuesday, 5:00-5:05 P.M.; Friday, 11:30-11:35 A.M. (EWT)
Appeal: General
Class: News Commentary

WYTHE WILLIAMS
Type: Live Network
Time Unit: 15 Minutes
Schedule: Sunday, 6:00-6:15 P.M. (EWT)
Appeal: General
Class: News Commentary

YOUR DATE WITH DON NORMAN Informal interview program of general interest.
Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday, Wednesday, Friday, 1:45-2:00 P.M. (EWT)
Appeal: General
Class: Interview

NBC RADIO-RECORDING DIVISION
RCA Building
Radio City
New York City

BETTY AND BOB The experiences of a young married couple and their newspaper crusade against corruption in a small city.
Type: E.T.
Episodes: 390
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Serial
Sponsorship: Household Products

CARSON ROBISON AND HIS BUCKAROOS Carson Robison and His Buckaroos do Western songs and ballads together with popular numbers in a typical Western style.
Type: E.T.
Episodes: 117
Time Unit: 15 Minutes
Appeal: General
Class: Music

CHRISTMAS CALENDAR This NBC Thesaurus offering features Christmas music, stories, recipes, decorations, party tips, etc.
Type: Script
Episodes: 13
Time Unit: 15 Minutes
Class: Christmas Feature

CHRISTMAS CAROL An NBC Thesaurus program featuring an all-star production of Dickens' story.
Type: E.T.
Episodes: 1
Time Unit: 60 Minutes
Appeal: General
Class: Christmas Feature

FIVE-MINUTE MYSTERIES These self-contained "Who Dun It" mysteries give clues and solution plus time for commercials in five minutes.
Type: E.T.
Episodes: 63
Time Unit: 5 Minutes
Appeal: General
Class: Mystery Thriller

FLYING FOR FREEDOM This one-per-week feature dramatizes the experiences of Royal Canadian Air Force flyers from training to combat operations. Based on authentic RCAF case histories.
Type: E.T.
Episodes: 26
Time Unit: 30 Minutes
Appeal: General and Juvenile
Class: Patriotic

GETTING THE MOST OUT OF LIFE TODAY
 Brief, inspirational talks by Dr. Wm. L. Stidger. When combined with hymns by John Seagle, baritone of the *Church of the Wildwood*, show may be used as a 15-minute program. Merchandising tie-in: *How to Read the Bible*.
Type: E.T.
Episodes: 117
Time Unit: 5 Minutes
Appeal: General
Class: Talks and Religious
Sponsorship: Mortuaries, Insurance, Banks, Dairies, Monument Dealers and General

HEART THROBS OF THE HILLS Music and folklore of Southern mountain folk. Self-contained. Each program dramatizes a famous ballad. Mountain singers.
Type: E.T.
Episodes: 50
Time Unit: 15 Minutes
Appeal: General
Class: Music; Dramatic Feature

HOLLYWOOD HEADLINERS Stella Unger gives inside stories of Hollywood personalities based on first hand interviews with filmdom's stars.
Type: E.T.
Episodes: 156
Time Unit: 5 Minutes
Appeal: Feminine
Class: News Feature
Sponsorship: Household and Women's Products

LET'S TAKE A LOOK IN YOUR MIRROR Personality and beauty problems solved by Stella Unger.
Type: E.T.
Episodes: 156
Time Unit: 5 Minutes
Appeal: Feminine
Class: Informational

THE NAME YOU WILL REMEMBER Brief, punchy, time-styled character portraits of news-worthy personalities. Title creates immediate commercial tie-in.
Type: E.T.
Episodes: 39
Time Unit: 5 Minutes
Appeal: General
Class: News Feature

SANTA CLAUS RIDES AGAIN Musical, with Allen Roth's orchestra in Christmas music, and dramatizations of *The Night Before Christmas*, and *Dear Virginia*, famous N. Y. Sun editorial. NBC Thesaurus feature.
Type: E.T.
Episodes: 1
Time Unit: 30 Minutes
Appeal: General
Class: Christmas Feature

TIME OUT WITH ALLEN PRESCOTT Humor and sparkling music by Ted Steele's novatones and Felix Knight, baritone. Emceed by Allen Prescott, famous as *The Wife Saver*. Series cannot be used for advertising any ice company or any competitive type of refrigeration.
Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Musical Variety
Sponsorship: Household Products

TIME OUT WITH TED STEELE AND GRACE ALBERT Song and banter, with Ted Steele, Grace Albert and *Nellie the Novachord*. Musical portion includes popular tunes, ballads, semi-classics and instrumental selections.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Musical Variety

TOUCHDOWN TIPS Analysis of the college football schedule during the football season. Sports commentator Sam Hayes forecasts winners and scores of some 30-odd games from coast-to-coast.

Type: E.T.
Episodes: 13
Time Unit: 15 Minutes
Appeal: Masculine and General
Class: Sports

WHO'S NEWS Casual 5-minute visits with world renowned personalities in all fields; business, sports, literature, fashions, publicity, science, art, etc.

Type: E.T.
Episodes: 39
Time Unit: 5 Minutes
Appeal: General
Class: Interviews

NATIONAL CONCERT AND ARTISTS CORPORATION
711 5th Ave.
New York City

FAITH OF OUR FATHERS This Paul Wing program highlights the simple, fundamentals of the American way of living. Small town setting, with a minister and his wife as the main characters. Mixed quartette for musical background.

Type: E.T.
Time Unit: 5, 15, 30 or 60 Minutes
Schedule: Once Weekly
Appeal: General
Class: Dramatic Feature; Religious

REMEMBER THE THATCHERS Story of a family under the pressure of dictatorship a few years hence. In each play is a series of flash-backs to the time when there was freedom for everyone. Series stresses the need of all-out for victory effort.

Type: E.T.
Time Unit: 30 Minutes
Schedule: Once Weekly
Appeal: General
Class: Dramatic Feature; Patriotic

THIS IS MY LIFE Written by Hi Brown, series consists of highly dramatic events in the lives of imaginary individuals who are a part of the pattern of these extraordinary times.

Type: E.T.
Time Unit: 30 Minutes
Schedule: Once Weekly
Class: Dramatic Feature
Appeal: General

NATIONAL RADIO ADVERTISING AGENCY
4005 Mary Ellen Ave.
North Hollywood, Cal.

ARMCHAIR RADIO ROMANCES Each unit concerns the influence of furniture on people's lives. True-to-life, romantic and historical.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic
Sponsorship: Home Furnishings

PLAYWRIGHT PRODUCERS
57 W. 12th St.
New York City

FOR US THE LIVING Original half-hour plays.
Narrator: Carl Sandburg.
Type: E.T.
Time: 30 Minutes
Schedule: Once Weekly
Appeal: General
Class: Dramatic Feature

PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York City

BEHIND THE WAR NEWS A look into the background of the war, analysis of its grand strategy, and the whys and wherefores of military and naval news.

Type: Script
Time Unit: 5 Minutes
Schedule: A daily feature, six times a week
Appeal: General
Class: War News

BETWEEN THE LINES Meaning behind the news of the world.

Type: Script
Time Unit: 15 Minutes
Schedule: Daily, 6 Times a Week
Appeal: General
Class: News

FARM FAIR Farm specialty for general sponsorship directed at the man with a garden or a thousand acres.

Type: Script
Time Unit: 15 Minutes
Schedule: Daily, 6 Times a Week
Appeal: Rural

FLASHES OF LIFE: Wacky, hilarious laugh round-up.

Type: Script
Time Unit: 5 Minutes
Schedule: Daily, 6 Times a Week
Appeal: General
Class: Humor

IT HAPPENED THIS WEEK Summary of the highspots of the week's news.

Type: Script
Time Unit: 15 Minutes
Schedule: Once a Week
Appeal: General
Class: News Summary

LISTEN LADIES Gossip about all that's feminine, from diet to hair-do's.

Type: Script
Time Unit: 5 Minutes
Schedule: Daily, 6 Times a Week
Appeal: Feminine
Class: Household Forum.

NEW AMERICAN HEROES A dramatic presentation of daring feats of fighting men in the armed forces.

Type: Script
Time Unit: 5 Minutes
Schedule: Once Weekly
Appeal: General
Class: War News; Patriotic

SIDESHOW Lighter side of the day's news.

Type: Script
Time Unit: 5 Minutes
Schedule: Daily, 6 Times a Week
Appeal: General
Class: News

THE SPORTSMAN Daily color and action of the sports world.

Type: Script
Time Unit: 15 Minutes
Schedule: Daily, 6 Times a Week
Appeal: Masculine
Class: Sports

SPORTS SPECIAL Breakfast show that mirrors the sports world of the previous night.

Type: Script
Time Unit: 5 Minutes
Schedule: Daily, 6 Times a Week
Appeal: Masculine and General
Class: Sports

STARS ON THE HORIZON A panorama of the doings of stars of the screen and stage.

Type: Script
Time Unit: 5 Minutes
Schedule: 6 Times a Week
Appeal: Feminine and General
Class: Broadway and Hollywood News

SUNDAY NEWS THEATRE Theatrical presentation of the week's news with dialogue to humanize the narrated background of events.

Type: Script
Time Unit: 15 Minutes
Schedule: Once Weekly
Appeal: General
Class: News Dramatization

TELEQUIZ Clues and views on the week's news.

Type: Script
Time Unit: 15 Minutes
Schedule: Once Weekly
Appeal: General
Class: News Quiz

WOMEN TODAY A story of American women from cake baking to cartridge making.

Type: Script
Time Unit: 5 Minutes
Schedule: Daily, Six Times a Week
Appeal: Feminine
Class: News

YOUR MONEY An explanation of financial news and developments in a language all can understand.

Type: Script
Time Unit: 5 Minutes
Schedule: Once a Week
Appeal: Masculine and General
Class: Financial News

GEORGE LOGAN PRICE

3902 W. 6th St.

Los Angeles, Cal.

CITY GIRL Short-short story idea applied to radio. Story of a modern metropolitan miss who marries a country boy.

Type: Script
Time Unit: 5 Minutes
Appeal: Feminine and Rural
Class: Dramatic Serial
Sponsorship: Electric Appliances and General

FOLKS NEXT DOOR Domestic drama, all-American, all-age, all-class.

Type: Script
Episodes: 26 Minimum; 260 to 520 Maximum
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Serial
Sponsorship: Household Products or Services

LEISURE HOUSE Domestic drama of the *One Man's Family* type.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Serial
Sponsorship: Electrical Appliances and General

THE SUNDAY PLAYERS Bible dramas. Thirteen may be used through the Christmas season as a holiday series.

Type: E.T.
Episodes: 52
Time Unit: 30 Minutes
Appeal: General
Class: Religious; Christmas Feature; Dramatic Feature

WADE LANE'S HOME FOLKS Hit songs, old and new; friendly dialogue, and organ background.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General and Rural
Class: Music and Dialogue

RADIO EVENTS, INC.

535 5th Ave.

New York City

DICK DUNKEL FOOTBALL FORECAST Forecasts are available during the football season. Service consists of three scripts each week and forecast sheets imprinted with sponsor's own advertising.

Type: Script
Time Unit: 15 Minutes
Schedule: Three quarter-hours weekly.
Appeal: Masculine and General
Class: Sports

RADIO PRODUCERS OF HOLLYWOOD

930 No. Western Ave.

Hollywood, Cal.

ALBUM OF LIFE The wanderer who introduces each of these self-contained stories has the whole world to choose from in these stories of life.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General Adult
Class: Dramatic Feature

BITS OF LIFE Colorful human-interest stories taken from life everywhere.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General Adult
Class: Dramatic Feature

CAPTAINS OF INDUSTRY Biographical success stories.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Biography; Historical
Sponsorship: Morticians; Savings & Loan; Finance and General

FAMOUS ROMANCES Wm. Farnum stars in these dramatizations of famous romances in history.

Type: E.T.
Episodes: 13
Time Unit: 30 Minutes
Appeal: Feminine
Class: Historical; Dramatic Feature

THE GENERAL STORE Scene: *The General Store*. Humor on the type of *Lum and Abner*.

Type: E.T.
Episodes: 65
Time Unit: 5 Minutes
Appeal: General; Rural
Class: Comedy Short

THE GHOST CORPS Foreign Legion mystery adventure.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General Adult
Class: Mystery Drama

THE GREEN JOKER Mystery stories based on fact. On the order of *Gangbusters*.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Drama

HEART SONGS Classical and semi-classical music presented by quartette and soloist.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Music
Sponsorship: Morticians and General

JOE & CYNTHIA Comedy shorts. Interpretations of everyday adventures that can happen to anyone.

Type: E.T.
Episodes: 100
Time Unit: 5 Minutes
Appeal: General
Class: Comedy

MAGIC ISLAND Adventures of Jerry and Joan on a magic island that appears and disappears at a scientist's command.

Type: E.T.
Episodes: 130
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Series

METROPOLIS Complete, self-contained stories of big city life.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature

MOON OVER AFRICA African mystery jungle story. Authentic stories of mysterious rites, devil-dances and witchcraft.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature

NEMESIS INC. Adventures of a female detective. Each detective case takes up 13 episodes.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Drama

PORTS OF CALL Dramatizations of historical highlights of many countries.

Type: E.T.
Episodes: 52
Time Unit: 30 Minutes
Appeal: General
Class: Historical; Travel

SONGS OF THE WEST Cowboy music.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Music

RHUMBA RHYTHMS Tunes from the Pampas of Argentine in this series which features South American music.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music

THE VAN TEETERS A humorous satire on present-day life.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General Adult
Class: Dramatic Feature

YOUR HYMNS AND MINE Famous hymns sung by groups and soloists.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Music; Religious
Sponsorship: Morticians and General

RADIO TRANSCRIPTION CO. OF AMERICA
Hollywood Blvd. at Cosmo
Hollywood, Cal.

CAN YOU IMAGINE THAT Dramatizations concerning odd facts about people, places and happenings.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Dramatized News

THE CINNAMON BEAR A complete Christmas campaign designed for presentation between Thanksgiving and Christmas Day.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Christmas Feature

THE COUNTRY CHURCH OF HOLLYWOOD Favorite hymns and philosophy are presented in this dramatization of a typical Sunday morning visit to a church in the movie colony. Non-sectarian, the story revolves around a parson and his wife, assisted by a quartette.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Music; Religious

THE FAMILY DOCTOR Drama of the human-interest variety.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Class: Dramatic Feature

FRANKENSTEIN A radio dramatization of Mary Shelley's story.

Type: E.T.
Episodes: 13
Time Unit: 15 Minutes
Appeal: General
Class: Fiction Adaptation; Mystery Thriller

FRONTIER FIGHTERS Series of dramatized stories concerning the makers of history in the pioneering days west of the Mississippi River.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Historical
Sponsorship: Public Utilities, Finance, Insurance, and General

GARDEN THE LUTHER BURBANK WAY

Type: E.T.
Episodes: 14
Time Unit: 15 Minutes
Appeal: General Adult
Class: Informational

GUESS WHAT Audience participation is a feature of this quiz series.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Quiz Show

GUILTY OR NOT GUILTY Dramatizations of famous trials.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Detective Drama

HAPPY VALLEY FOLKS Hillbilly music is presented.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Music

- HARD CASH** An adaptation of the Charles Reade story of romance, adventure and intrigue.
Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Fiction Adaptation
- HAWAIIAN FANTASIES** Hawaiian music and legends.
Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music
- HOLLYWOOD CASTING OFFICE** Comedy and music are combined in this feature.
Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Variety Music
- HOLLYWOOD SPOTLIGHT** Variety show with strong comedy element.
Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Variety Music
- HOME SWEET HOME** Humorous family appeal.
Type: E.T.
Episodes: 117
Time Unit: 5 Minutes
Appeal: General
Class: Comedy
- THE HOUSE OF DREAMS** Poetry, tenor and instrumental ensemble.
Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music
- THE HUNCHBACK OF NOTRE DAME** Adaptation of the Victor Hugo story.
Type: E.T.
Episodes: 35
Time Unit: 15 Minutes
Appeal: General
Class: Fiction Adaptation; Dramatic Feature
- JERRY AT FAIROAKS** Adventure in a military academy. Series is a sequel to *Jerry of the Circus*.
Type: E.T.
Episodes: 65
Time: 15 Minutes
Appeal: Juvenile
Class: Dramatic Serial
- JERRY OF THE CIRCUS** Serial story dealing with circus adventures. Approved by PTA groups and civic groups.
Type: E.T.
Episodes: 130
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Dramatic Serial
- KOMEDY KINGDOM** Comedy and music fill in the quarter-hours.
Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Variety Music
- THE LAFF PARADE** Music and comedy.
Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music Variety
- LEATHERSTOCKING TALES** James Fenimore Cooper stories dramatized.
Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Juvenile and General
Class: Fiction Adaptation
- CHARLES FREDERICK LINDSLEY READINGS** Readings. Philosophy with organ background.
Type: E.T.
Episodes: 115
Time Unit: 15 Minutes
Appeal: General Adult
Class: Music and Dialogue
- LOVE TALES**
Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Feature
- MAMMA BLOOM'S BROOD** A family drama with a strong humorous slant.
Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Domestic Drama
- THE MASTER'S MUSIC ROOM** Semi-classical music.
Type: E.T.
Episodes: 114
Time Unit: 15 Minutes
Appeal: General
Class: Music
- MELODY LANE** Tenor with orchestra.
Type: E.T.
Episodes: 117
Time Unit: 5 Minutes
Appeal: General
Class: Music
- MEMORIES** Stories of travel.
Type: E.T.
Episodes: 45
Time Unit: 15 Minutes
Appeal: General
Class: Travel; Informational
- MURDER MYSTERIES**
Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Detective Drama
- DONALD NOVIS** Donald Novis is featured as narrator.
Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Music and Dialogue
- PINTO PETE AND HIS RANCH BOYS** Songs of the Western range.
Type: E.T.
Episodes: 104
Time Unit: 15 Minutes
Appeal: General
Class: Music
- PINTO PETE IN ARIZONA** Western music.
Type: E.T.
Time: 15 Minutes
Episodes: 78
Appeal: General
Class: Music
- POLICE HEADQUARTERS** Police stories.
Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General and Masculine
Class: Detective Drama

RHAPSODY IN RHYTHM Swing sextette with personality emcee.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Music

SHORT SHORT STORIES Origin of superstitions are dramatized.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature

SONGS OF YESTERYEAR Male quartette.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music

THE STORY BEHIND THE SONG Music and background information on the origin of famous music.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music and Voice

STRANGE ADVENTURES

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Adventure Drama

THAT WAS THE YEAR Highlights in the lives of notable people, important news events and happenings are dramatized and recreated.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Dramatized News

THRILLS FROM GREAT OPERAS Dramatization of a favorite aria from great operas on each broadcast.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music

VANITY FAIR Dramatization of the Wm. Makepeace Thackeray story.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Fiction Adaptation

ROCKHILL RADIO, INC.

18 East 50th St.
New York City

MOVIE MIXUPS Comedy sketches of impersonations in which all characters are portrayed by "Three Guesses."

Type: E.T.
Time Unit: 5 Minutes
Schedule: 3 Times Weekly
Appeal: General
Class: Variety; Comedy

SALLY OF THE STAR Adventures of a girl newspaper reporter on a small town newspaper.

Type: E.T.
Episodes: 120
Time Unit: 15 Minutes
Appeal: General
Class: Adventure

SONS OF FREEDOM A dramatic salute to 65 famous sons of freedom from 1636 to World War II. Musical background. Merchandising tie-ins.

Type: E.T.
Episodes: 65
Time Unit: 5 Minutes
Appeal: General
Class: Patriotic; Historical; Dramatic

TOM TERRISS THRILLERS Dramatized narration of the experiences of The Vagabond Adventurer, narrated by Tom Terriss himself. Merchandising tie-in.

Type: E.T.
Time Unit: 5 Minutes
Schedule: 5 Times Weekly
Appeal: General
Class: Adventure; Dramatic Feature

THE TUNE DETECTIVE Dr. Sigmund Spaeth, *The Tune Detective*, traces the musical history of a different tune on each program. Clues begin with its classical or folk-song origin and follow through to its current popularity. Dr. Spaeth personally plays and sings at the piano.

Type: E.T.
Time: 5 Minutes
Schedule: 3 Times Weekly
Appeal: General
Class: Music
Sponsorship: Music Stores and General

GREG ROULEAU

Box 693

Wausau, Wis.

RADIO AUCTION-QUIZ Audience participation show which from one to 10 merchants may sponsor. Cash give-aways for correct answers. Copyright holder himself presents the show, or supplies tested material for syndication.

Type: Live
Time Unit: 30 Minutes
Schedule: Once a Week
Appeal: General
Class: Quiz

RWL SCRIPTS

53 N. Duke St.

Lancaster, Pa.

TALES OF NAVAL HEROES Narration of dramatic moments in the lives of the world's greatest sea fighters. A one-man production.

Type: Script
Episodes: 13
Time Unit: 15 Minutes
Appeal: General and Juvenile
Class: Patriotic and Historical

SCRIPT AND TALENT

360 No. Michigan
Chicago, Ill.

ANYTHING GOES A sponsor participation show of musical recordings with gags, stunts and other entertainment devices.

Type: Script
Appeal: General
Class: Comedy

BLACKOUT

Type: Script
Appeal: General
Class: Mystery Drama

DOROTHY DEAN, DETECTIVE A one-actor adventure serial featuring the exploits of a woman detective.

Type: Script
Appeal: General
Class: Mystery Drama

INTIMATE STRANGERS A two-actor strip serial.

Type: Script
Appeal: Feminine
Class: Dramatic Serial

NEWS TODAY AND TOMORROW Series features news forecasts.

Type: Script
Appeal: General
Class: News

RAMA EFFENDI A one-man radio show featuring the exploits of an Egyptian detective.

Type: Script
Appeal: General
Class: Mystery Drama

THE SCRIPT LIBRARY
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Ave.
New York City

THE ANSWER MAN A daily collection of odd facts. Humorous, but does not deviate from fact. Show is nine years old.

Type: Script
Time Unit: 5 Minutes
Appeal: General
Class: Informationally Humorous

ARE YOU A TAILOR'S DUMMY

Type: Script
Time Unit: 1 Minute
Sponsorship: Men's Wear

CHRISTMAS INCIDENT

Type: Script
Time: 30 Minutes
Class: Christmas Feature

CHRISTMAS WINDOW SHOPPER A participation program.

Type: Script
Episodes: 26
Time: 30 Minutes
Class: Christmas Participating

CRIME QUIZ Entertainment spot presenting a whodunit in one-half minute and its solution in another half minute.

Type: Script
Time Unit: 1 Minute
Class: Quiz; Dramatic Feature; Mystery Spot

DICKENS' CHRISTMAS CAROL Dramatization of the famous story.

Type: Script
Time: 60 Minutes
Schedule: One-time
Class: Christmas Feature

THE CASES OF DUKE FAGAN A new mystery is solved each week. Duke is radio's *Thin Man*, an original creation of John Fleming.

Type: Script
Time: 30 Minutes
Appeal: General
Class: Detective Series

EVEN IN SIBERIA

Type: Script
Time: 30 Minutes
Appeal: General
Class: Christmas Feature

FIRST PERSON PLURAL In each broadcast, the audience meets face to face the people of whom the play is made up, and then later sees what happens to them because they are who they are.

Type: Script
Time: 30 Minutes
Appeal: General
Class: Dramatic Feature

FRANKINCENSE AND MYRRH

Type: Script
Time: 15 Minutes
Class: Christmas Feature

LET'S TELL STORIES Human interest stories. A first-person narration with an audience participation tie-in.

Type: Script
Time: 15 Minutes
Appeal: General
Class: Dramatic Feature

LOVE IS A WORD

Type: Script
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Feature

MEN AND MUSIC Recorded music and a small cast in this series of half-hour plays revolving around the little known sides of great composers.

Type: Script
Time: 30 Minutes
Appeal: General
Class: Music; Dramatization
Sponsorship: Finance and General

MURDER IN THE 400 For the client who desires a mystery series but who doesn't want to commit himself to a long run. Cast of two. Each mystery complete in 13 episodes.

Type: Script
Time: 15 Minutes
Appeal: General
Class: Detective Story

THE OLD FAMILY ALMANAC Now over 10 years old, show is currently in its war edition. Series is a one-man early A.M. presentation. Almanac pages run from its *Hypothetical Horoscopes* through *A Thought for the Day*, *A Household Hint*, *War Fact*, etc.

Type: Script
Appeal: General

OLD MAN OF THE MOUNTAIN An old man who loves children is the main character. An outdoor show for kids.

Type: Script
Time Unit: 5 Minutes
Appeal: Juvenile
Class: Adventure

SHERIFF BRANDON An audience participation mystery drama.

Type: Script
Time: 30 Minutes
Appeal: General
Class: Mystery Drama

THE SPIRIT OF LOVE

Type: Script
Time: 30 Minutes
Appeal: General
Class: Christmas Feature

THE SPIRIT OF ST. NICHOLAS

Type: Script
Time: 60 Minutes
Appeal: General
Class: Christmas Feature

SO YOU THINK YOU KNOW FASHION Entertainment spot available in series of 13 questions and answers.

Type: Script
Time Unit: 1 Minute
Appeal: Feminine
Sponsorship: Women's Wear

SO YOU THINK YOU KNOW FOOD Entertainment spot available in series of 13 questions and answers.

Type: Script
Time Unit: 1 Minute
Appeal: Feminine
Sponsorship: Groceries

WHO IS IT? Brain Teasers, Minute I.Q. Tests, and Spyttest. Entertainment spot available in series of 13 questions and answers.

Type: Script
Time Unit: 1 Minute
Appeal: General

WILL WARREN In these dramas authored by Margery Williams, Will Warren solves a mystery in each half-hour broadcast.

Type: Script
Time Unit: 30 Minutes
Appeal: General
Class: Mystery Drama

EDWARD SLOMAN PRODUCTIONS

8782 Sunset Blvd.
Hollywood, Cal.

ADVENTURES OF PINOCCHIO Based on the famous Carlo Collodi story with original music.

Type: E.T.
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Fairy Tale; Fiction Adaptation

IN HIS STEPS Dramatization of the book of the same title. The story is of a crusading minister in the South.

Type: E.T.
Episodes: 26
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature; Religious; Fiction Adaptation.

THIS THING CALLED LOVE Dramatization of great love scenes in history and literature with a musical background. Self-contained.

Type: E.T.
Episodes: 65
Time Unit: 5 Minutes
Appeal: Feminine
Class: Dramatic Feature; Historical

SOUND CONTROL ASSOCIATES

412 9th St.
Des Moines, Ia.

KEN HOUGHINS, THE YODELIN' DRIFTER Cowboy music with guitar accompaniment. Dan Hosmer is Stagecoach in the series.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: General and Rural
Class: Music
Sponsorship: Farm Supplies and General

HENRY SOUVAINE, INC.

30 Rockefeller Plaza
New York City

MANDRAKE THE MAGICIAN Action story based on the hero of the newspaper comic strip. Series deals with the adventures of Mandrake, his giant servant Lothar, and the Princess Narda. Merchandising tie-ins.

Type: E.T.
Time Unit: 15 Minutes
Schedule: Three a Week
Appeal: Juvenile
Class: Mystery Thriller

SPECIAL FEATURES SYNDICATE

563 Northwestern National Bank Bldg.
Minneapolis, Minn.

LET'S CELEBRATE Anniversaries and historical events which fall on each day of the year.

Type: Script
Episodes: 365
Time Unit: 5 Minutes
Appeal: General
Class: Historical; Informational

SOMETHING TO THINK ABOUT One man and announcer handle the program. Copy tie-up with the title enables sponsors to give listeners *Something to Think About*.

Type: Script
Time: 5 Minutes
Episodes: 520
Appeal: General

THIS IS MY OWN, MY NATIVE LAND Interesting information about each of the United States and our possessions.

Type: Script
Episodes: 260
Time Unit: 5 Minutes
Appeal: General
Class: Narrative; Informational

STANDARD RADIO

ELECTRICAL TRANSCRIPTIONS

360 No. Michigan Ave.
Chicago, Ill.

SPOT-ADS For the exclusive use of radio stations subscribing to STANDARD PROGRAM LIBRARY SERVICE (musical transcriptions).

Type: E.T.
Episodes: 48
Time Unit: 1 Minute
Sponsorship: Used Car Dealers; Clothiers; Furniture; Jewelers

STAR RADIO

250 Park Ave.
New York City

ADVENTURES OF DEXTER RANDOLPH Each story is told in from 10 to 18 episodes.

Type: Script
Episodes: 65
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Serial

BUCCANEERS A Gilbert and Sullivan type of yarn about pirates, adventure and intrigue on the high seas.

Type: Script
Episodes: 100
Time Unit: 15 Minutes
Appeal: General
Class: Musical Comedy

CHRISTMAS TREE OF 1942 A series presenting timely holiday suggestions, and Christmas stories with opportunities for carols and music.

Type: Script
Episodes: 25
Time Unit: 30 Minutes
Appeal: General
Class: Christmas Feature

DEATH STALKS THE HONEYMOON Two voices, a male and a female, are required in the first 23 episodes. Three additional characters are needed in the last 3 episodes.

Type: Script
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Series

GOOD MORNING NEIGHBOR Participating one-man show in its seventh year. Women of the community exchange news, gossip, and buying tips for the day.

Type: Script
Time Unit: 30 Minutes
Schedule: 6 Times a Week
Appeal: Feminine
Class: Household Forum

THE HUMAN ANGLE IN SPORT A series of intimate and dramatic word pictures of the world, as well as memorable sporting events and stories behind the sports headlines.

Type: E.T.
Episodes: 52
Time Unit: 5 Minutes
Appeal: Masculine and General
Class: Sports

MORNING BULLETIN BOARD A one-man production in its seventh year. Features included are: *Today's Good Manner, Jokes, Mystery Teaser, Music, Time Signals, etc.*

Type: Script
Time Unit: 60 Minutes
Schedule: 6 Times a Week
Appeal: Feminine
Class: Household Forum

STAR COMMERCIALS Commercial announcements covering 23 different lines of business.

Type: Script
Episodes: 76
Time: 1 Minute

TRANSCRIBED RADIO SHOWS

2 West 47th St.
New York City

BUSINESS BUILDERS Commercial dramatizations produced for specialized businesses.

Type: E.T.
Time Unit: 5 Minutes
Episodes: 1,000
Appeal: General
Sponsorship: Optical; Ice Cream; Bread; Furniture; Insurance; Savings and Loans; Clothing; Jewelry; Used Cars; Soft Drinks; Small Loans

HALF MINUTE SKITS Dramatizations.

Type: E.T.
Episodes: 78
Time Unit: 1 Minute
Sponsorship: Jewelry and Optical

HOT DATES IN HISTORY Dramatization of historic events such as the Invention of the Telephone.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: News; Historical

LOVEMAKING INCORPORATED Musical comedy based around a young man's effort to win the girl.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Feminine
Class: Variety

ODD FACTS IN THE NEWS Designed to precede a regular newscast.

Type: E.T.
Episodes: 75
Time Unit: 5 Minutes
Appeal: General
Class: News

ROBINSON CRUSOE JUNIOR Story of the modern boy and girl in a contemporary version of *Robinson Crusoe*.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Serial

ROLL CALL OF SPORTS Eye-opening sports yarns plus sports questions and answers.

Type: E.T.
Episodes: 39
Time Unit: 5 Minutes
Appeal: Masculine and General
Class: Sports

TRANSTUDIO CORPORATION

473 Virginia St.
Buffalo, N. Y.

IN DEFENSE OF FREEDOM Story of life in an Army Camp, with drama, humor and love interest. Merchandising tie-ins.

Type: E.T.
Time Unit: 15 Minutes
Schedule: 2 Times Weekly
Appeal: General
Class: Patriotic; Comedy; Dramatic Feature

UNITED PRESS ASSOCIATION

News Building
New York City

DAILY CHUCKLES Real laughs from real life.

Type: Script
Time Unit: 5 Minutes
Schedule: 6 Times Weekly
Appeal: General
Class: News

HIGHLIGHTS OF THE WEEK'S NEWS Items of greatest interest and importance.

Type: Script
Time Unit: 15 Minutes
Schedule: Once Weekly
Appeal: General
Class: News Summary
Sponsorship: Finance; Insurance; Public Utilities; General

IN MOVIELAND Personal news and chatter of Hollywood.

Type: Script
Time Unit: 5 Minutes
Schedule: 6 Times a Week
Appeal: Feminine
Class: News

IN THE WOMAN'S WORLD Household tips, etc.

Type: Script
Time Unit: 5 Minutes
Schedule: 6 Times a Week
Appeal: Feminine
Class: Household Forum

ON THE FARM FRONT News to help the farmer get better crops and more profit.

Type: Script
Time Unit: 5 Minutes
Schedule: 7 Times a Week
Appeal: Rural
Class: News
Sponsorship: Farm Products

SPEAKING OF SPORTS Highlights of sports.

Type: Script
Time Unit: 5 Minutes
Schedule: 6 Times a Week
Appeal: Masculine
Class: Sports

TODAY'S WAR COMMENTARY

Type: Script
Time Unit: 5 Minutes
Schedule: 7 Times a Week
Appeal: General
Class: News

WE COVER THE BATTLEFRONTS Vivid, on-the-scene action reports based on off-the-record messages from eye-witness descriptions from war correspondents.

Type: Script
Time Unit: 15 Minutes
Schedule: Once a Week
Appeal: General
Class: War News

WEEK END BUSINESS REVIEW Broad direction of the nation's trade winds and their determining factors.

Type: Script
Time Unit: 5 Minutes
Schedule: Once a Week
Appeal: Masculine
Class: News
Sponsorship: Finance; Insurance; Public Utilities; General

WOMEN IN THE NEWS About women who set the pace in all fields.

Type: Script
Time Unit: 5 Minutes
Schedule: 6 Times a Week
Appeal: Feminine
Class: News

YOUR FOOTBALL PROPHET Gridiron comment and prediction by U. P. Press Radio Sports Editor Ralph D. Palmer, during the football season.

Type: Script
Episodes: 11
Time Unit: 15 Minutes
Appeal: Masculine and General
Class: Sports

VIDEO & SOUND ENTERPRISES

202 Barker Building
Omaha, Nebr.

PARADE OF BANDS Musically reproduced show with a national locale. Show combines music with up-to-the-minute news. Merchandising tie-ins.

Type: E.T. and Script
Time Unit: From 30 Minutes
Schedule: 7 Times Weekly
Appeal: General
Class: Music

THE SCRAPES OF SCRAPPY The diary of a dummy whose scrapes take him into all kinds of mischief. *Scrappy*, his real live girl-friend, *Suzie*, and *The Toy Band* create interest sustaining suspense. Designed to sell children's volume products.

Type: E.T. or Live
Time Unit: 15 Minutes
Appeal: Juvenile and General
Class: Dramatic Feature

OSCAR WITTE RADIO PRODUCTIONS

4190 Third Ave.
Los Angeles, Cal.

ADVENTURES OF SIR KINMORE KINIK Adventures of a newspaper reporter.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventures Series

KILLERS OF THE SEA Hunt for buried sea treasure with an espionage angle.

Type: E.T.
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Series

FREDERIC W. ZIV RADIO PRODUCTIONS

2436 Reading Road
Cincinnati, O.

THE CAREER OF ALICE BLAIR A white-collar

girl continued story starring Martha Scott. A capella choir theme and bridge music.

Type: E.T.
Episodes: 130
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Serial

DEAREST MOTHER Experiences of a working girl as recorded in her diary. Merchandising tie-ins.

Type: E.T.
Episodes: 143
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Serial

FORBIDDEN DIARY Continued story of the Wynn family of Willowville.

Type: E.T.
Episodes: 130
Time Unit: 15 Minutes
Appeal: Feminine
Class: Domestic Serial

THE FRESHEST THING IN TOWN

Type: E.T.
Episodes: 260
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Junior Comedy
Sponsorship: Bakeries, Department Stores, and General

KORNEGIE HALL Latest edition of a musical variety show featuring *The Korn Koblbers*. Comedy, music and gags.

Type: E.T.
Time Unit: 15 Minutes
Schedule: 3, 5, or 6 Times Weekly
Appeal: General
Class: Music; Comedy

THE KORN KOBBLERS Series features the music and comedy of *The Korn Koblbers*, plus guest stars. Emcee: Alan Courtney.

Type: E.T.
Episodes: 130
Time Unit: 15 Minutes
Appeal: General
Class: Musical Variety

THE OLD CORRAL Hillbilly music featuring "Pappy" Cheshire and others in a musical variety show.

Type: E.T.
Time Unit: 15 Minutes
Appeal: General
Class: Music
Sponsorship: Beverages and General

ONE FOR THE BOOK Exciting, dramatic human interest stories behind the scenes in the sports world.

Type: E.T.
Episodes: 390
Time Unit: 5, 10 or 15 Minutes
Appeal: Masculine and General
Class: Sports

SPARKY AND DUD Series features Happy Jim Parsons, Fred Hall and Lazy Dan. Billed as "Private Sparky and Strictly Private Dud, the scamps of the army camps."

Type: E.T.
Episodes: 100
Time Unit: 15 Minutes
Appeal: General
Class: Music Variety; Patriotic
Sponsorship: Beverages and General

THIS IS AMERICA Dramatizations of the lives of men and events which are the patriotic heritage of America. Included are dramatizations of Paul Revere's Ride, Dewey at Manila, etc.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Patriotic; Historical

The Best

SYNDICATED TRANSCRIBED RADIO PROGRAMS IN THE COUNTRY!

•
"SONGS OF CHEER & COMFORT"

Music and Philosophy
Starring Richard Maxwell
52 ¼-hour transcriptions

"ONE I'LL NEVER FORGET"

Unusual Sports Stories
Starring Jack Stevens
78 5-minute transcriptions

"KNOW YOUR FURS"

Retail Fur Promotion
Featuring Walter J. Horvath
26 5-minute transcriptions

"TWILIGHT TALES"

Juvenile Series—Fairy Tales
Starring Elinor Gene
52 ¼-hour transcriptions

"THE ENEMY WITHIN"

Expose of Nazi Fifth Column
All-star Australian Cast
117 ¼-hour transcriptions

"IMPERIAL LEADER"

Life Story of Winston Churchill
All-star Cast
52 ¼-hour transcriptions

"UNCLE JIMMY"

Family daytime serial
Starring William Farnum
156 ¼-hour programs

"FUN WITH MUSIC"

Starring Sigmund Spaeth
"The Tune Detective"
26 ¼-hour transcriptions

"VICTORY NURSERY RHYMES"

Nursery Rhymes Up To Date
30 transcribed ½-minute spots

AND MANY OTHERS

For complete listing, see page 309

•

Distributed Exclusively By

KASPER-GORDON Incorporated

142 Boylston Street

BOSTON, MASSACHUSETTS

One of the Country's Largest
Program Producers



PROOF O' THE PUDDING

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

Men's Wear

TOMORROW'S NEWS TONIGHT When KTUL hit the Tulsa, Okla., airwaves in 1934, one of its first advertisers was top-flight men's clothiers, CLARKE'S GOOD CLOTHES. Since then, CLARKE'S has been a consistent KTUL advertiser, almost always using *only* KTUL. *Puff for radio:* CLARKE'S outlay for radio time is today as much or more than in any other advertising media.

Canny store manager Harry Clarke candidly gives his reasons for consistent use of radio time: "Of course, my reasons for consistently increasing our use of radio time are entirely selfish. I am only interested in buying that which will render the greater service to our institution."

Show currently being aired for CLARKE'S is *Tomorrow's News Tonight*. Seven days a week listeners get a quarter-hour of bedtime news featuring ace-newscaster Eddie Lyon.

Special promotions used to sell the show: envelope stuffers, billboard display (24-sheets), and window displays using life-size blow-ups of news announcer Lyon. Says sponsor's ad manager Linna Jane Walker: "Results have been more than satisfactory."

AIR FAX: KTUL features two men exclusively on its news. Daytime newscaster is Glenn Condon. Nightfall brings Eddie Lyon to the mike.

First Broadcast: February 1, 1942.

Broadcast Schedule: Daily, 10:00-10:15 P.M.

Followed By: The War Today.

Sponsor: Clarke's Good Clothes.

Station: KTUL, Tulsa, Okla.

Power: 5,000 watts.
Population: 147,961.

COMMENT: Newscasts with a "personality" announcer are almost certain to draw the largest listening group. With the public more interested in news today than ever before, these same featured announcers are the ones with whom to woo news anxious citizens.

Women's Wear

YOUNG STARS OF TOMORROW "Can anyone beat our record?" asks manager Nathan Lebedecker, of the **STEPHEN'S WOMEN'S APPAREL** store, Rochester, N. Y. As of July 26, **STEPHEN'S** has *continuously sponsored the same program on the same station at the same time every week for 375 weeks!*

Without missing a Sunday since June, 1935, the **STEPHEN'S** program of *Young Stars of Tomorrow* has broadcast the **WHEC** microphone debuts of some 3,500 boys and girls fifteen years of age and younger. Not infrequent have been duets, trios and quartettes. Each performer proudly wears a button imprinted with the words: "*I Have Been on Stephen's Program—WHEC—Sundays at 12:30.*" Each also receives two tickets to the local **RKO PALACE THEATRE**.

Weekly winner, as determined by a combination of votes from listeners and a board of judges, receives a prize of five dollars, returns to entertain again the following week.

Every nine weeks there is a semi-finals round-up of winners. First and second place winners receive everything from toboggans to bicycles. All who rate the **WHEC** semi-finals tote home special framed certificates of merit.

AIR FAX: First Broadcast: 1935.

Broadcast Schedule: Sunday, 12:30-1:00 P.M.

Preceded By: Golden Gate Quartet.

Followed By: Invitation to the Waltz.

Sponsor: Stephen's Women's Apparel.

Station: **WHEC**, Rochester, N. Y.

Power: 1,000 (d).

Population: 357,689.

COMMENT: *Young Stars of Tomorrow* are also buyers of tomorrow. When a

sponsor is assured of a plentiful supply of amateur talent a show of this kind is almost certain to build up a large listening audience. Buttons with essential program information constitute 3,500 walking reminders for the show, play no small part in keeping up the high listening level. High in institutional value is a presentation of this kind.

MINNEAPOLIS' GREAT

**DOUBLE
ROOM
VALUE**

**\$1.75
PER PERSON**

Think of it! All the streamlined facilities of this modern hotel are yours for only \$1.75 per person, double. Every room is fireproof . . . outside . . . newly decorated . . . tastefully furnished . . . innerspring mattresses . . . full length mirrors. Excellent dining rooms, popular priced coffee shop. A step from the loop, yet close to everything in Minneapolis. Other rates begin at \$2.50 single.

24-HOUR CAR STORAGE — 50¢
FREE PICKUP — DELIVERY



E. WILLIAM BENSON
President-Gen'l Mgr.
THOMAS C. KNAPP
Resident Mgr.

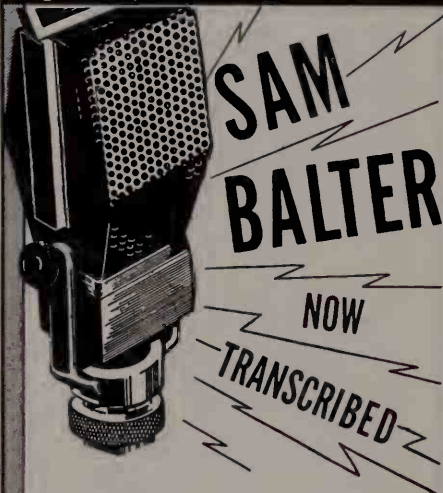
HOTEL

10th STREET AT 3rd AVENUE

Leamington

MINNEAPOLIS • MINNESOTA

★ AMERICA'S FIRST
COAST-TO-COAST
DAILY SPORTSCASTER



(already on 60 stations with an amazing history of success)

**4 Years Coast-to-Coast
Mutual Network!**

Said TIME Magazine: "Enormously popular with sports addicts, he has been a big help in boosting the sale of Phil-lies, claimed to be over half a billion cigars a year, in keeping Bayuk Cigars, Inc. in the black. . . . A one-time high school teacher from U.C.L.A., Balter wrote action stories for the pulps, treated scripts for Universal . . . he squeezes the last drop of melodrama out of horse racing, ball games, fights, wrestling bouts." 390 5-minute stories titled "ONE for the BOOK—by Sam Balter" . . . exciting, dramatic, tense moments in sports. Transcribed!

WRITE OR WIRE FOR RATES AND AVAILABILITIES

FREDERIC W. **ZIV** INCORPORATED

- 2436 READING ROAD, CINCINNATI, OHIO
- 485 MADISON AVENUE, NEW YORK CITY

TESTED AND APPROVED

(Continued from page 299)

Cities. Each month Ann Ginn has a breakfast to which 50 members of the organization are invited. One week the meeting is in the Saintly city and members from that area are invited. A fortnight later the same procedure is repeated in Minneapolis.

Sponsors, naturally eager to further their relations with members of the *Bureau*, supply all the food for the meal.

Breakfast starts promptly at 9:00 A.M. At 9:45, the program goes on the air. A guest star or personality whom the members would like to meet is usually a feature of these broadcasts. Following the program is an open forum during which members voice opinions of products, etc.

While *Around the Town* has been sponsor-tested for seven long years, the *Homemakers Testing Bureau* only recently celebrated its first birthday. Birthday present for its originator: honorable mention in the *Josephine Snapp Award* competition conducted by the Chicago Women's Advertising Club. In this nation-wide competition in which hundreds of women were considered for the award and the three honorable mentions, honors went to four women in the country who had made the most outstanding contributions to advertising in the past year.

For the first time in the history of the *Josephine Snapp* competition an award was made to a woman in the radio field. While the competition was open to any and all women in the field of advertising, one of the three honorable mentions went to Ann Ginn for the development of her program *Around the Town With Ann Ginn* and the *Northwest Homemakers Testing Bureau*.

While radio can and has done an excellent selling job for sponsors without number, service of this kind is to the mutual advantage of advertiser and consumer alike. Especially in times like the present, such a *Bureau* performs an invaluable public service function.



A PERMANENT
RADIO PROGRAM
DIRECTORY



the new ★

**RADIO
SHOWBOOK**



*For Men
Who Buy Local
Radio Time*

**All in one volume . . .
durably covered and
printed on heavy book paper**



*Most Complete
Listing Ever
Compiled!*

Here is a great reservoir of program ideas. These are shows of yesterday, of today and tomorrow; they are actually produced, readily available.

Here is the most complete listing every assembled. Up-to-the-minute current releases and sponsor-tested shows that are still doing a selling job are indexed and cross-indexed. At your finger tips are programs to meet the requirements of any sponsor.

With more and more radio entertainers off to the colors, this tremendously fertile field is today's green pasture for radio-fare.



*Every Program
Available for
Immediate Use!*

RADIO SHOWMANSHIP MAGAZINE
1004 MARQUETTE
MINNEAPOLIS, MINNESOTA

Gentlemen:

Send me the complete in one volume RADIO SHOWBOOK printed on book paper, as reprinted from RADIO SHOWMANSHIP magazine. I want copies at 50 cents per copy. Check enclosed . Bill me later .

Name

Address

City State



*Classified
for Handy
Reference*



NATIONAL BROADCASTING COMPANY, INC.
COLUMBIA UNIVERSITY
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

AT YOUR FINGERTIPS

SHOWMANSHIP CHRISTMAS PROMOTIONS and program ideas successfully tested in last year's holiday time are the feature of this issue. It's RADIO SHOWMANSHIP's way of helping you get the most out of radio in the peak retail buying months

