

S Showmanship



DECEMBER 1946

25c
30c IN CANADA

Don't Miss . . .

- It's Master's Voice . . . p. 402
Zinsmaster Baking Co., Minneapolis
- Song O' Washday p. 404
Turco Products, Inc., Los Angeles
- Time Without End . . . p. 415
Wilkins Coffee Co.,
Washington, D. C.

PLUS REVIEWS OF CAMPAIGNS FOR

- Arden Farms Co.
- Title Insurance & Trust
- Pep Boys of California

Say You Saw It in
Radio Showmanship, PLEASE

YEAR-END INDEX IDEA FILE

Summaries of program ideas and
successful campaigns for specific
business fields.

THIS ISSUE READ BY	
RADIO	BUSINESS
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Commercial Manager	<input type="checkbox"/> Advertising Manager <input type="checkbox"/>
Program Director	<input type="checkbox"/> Business Manager <input type="checkbox"/>

YOUR BUSINESS AT A GLANCE

★ A Quick Index to What Others in Your Business Field Accomplish Through Broadcast Advertising, Classified by Business.

DECEMBER

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Automobile Supplies	414	Grocery Products	404, 415
Bakeries	402	Insurance	412
Dairy Products	406	Jewelers	410
Dry Goods	414	Meat Packers	408

A Magazine for Radio Advertisers

Programming is the life blood of radio. Editorially, and through its advertising pages, RADIO SHOWMANSHIP Magazine presents in stories, pictures and advertising, reasons and arguments that aid in selling merchandise through radio. Every issue carries a host of selling ideas and it is a monthly compilation of the latest trends in radio programming.

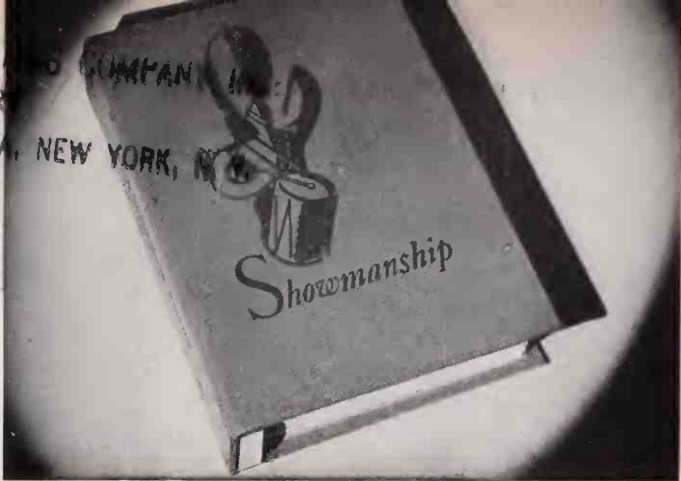
Read your RADIO SHOWMANSHIP!

SPONSOR—STATION INDEX

★ December Index of Sponsors and Stations

<i>Sponsor</i>	STATION	PAGE
Arden Farms Co.	KFSD, San Diego, Calif.	406
Henry Lohrey Co.	KQV, Pittsburgh, Pa.	408
Pep Boys of California	Varied, Los Angeles, Calif.	414
George J. Sloan, Jewelers	KTUL, Tulsa, Okla.	410
Title Insurance & Trust Co.	KNX, Los Angeles, Calif.	412
Turco Products, Inc.	Varied	404
Wilkins Coffee Co.	Varied, Washington, D.C.	415
Zinsmaster Baking Co.	WTCN, Minneapolis, Minn., others	402

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CONTENTS

DECEMBER, 1946

Vol. 7, No. 12

IT'S MASTER'S VOICE— Zinsmaster Baking Co., Minneapolis, Minn.....	402
SONG O' WASHDAY— Turco Products, Inc., Los Angeles, Calif.....	404
BIGTIME, BUT STRICTLY LOCAL— Arden Farms Co., San Diego, Calif.....	406
SILVER STAR SERENADES— Henry Lohrey Co., Pittsburgh, Pa.....	408
NO STONE LEFT UNTURNED— Geo. J. Sloan, Jewelers, Tulsa, Okla.....	410
ROMANCE OF THE RANCHOS— Title Insurance & Trust Co., Los Angeles, Calif.....	412
ONE THING AT A TIME— Pep Boys of California, Los Angeles, Calif.....	414
TIME WITHOUT END— Wilkins Coffee Co., Washington, D. C.....	415
THE IDEA FILE—Year-End Program Directory.....	417
YEAR-END INDEX—Business Index for Year.....	422

Whatever your business, the basic idea of any one of these programs may be adapted to it. Read them all, then file for future reference. We try to fill orders for back issues, if you need them for a complete file.

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

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

IMAGINE ME SPONSORING A HOLLYWOOD

*It's a
Capitol Idea!*



Hear all the features that make the Capitol service different. Capitol will be glad to send you a recorded demonstration transcription.

Sure, Mister. Sure you can have your own program with all the sparkling elements of a talent show from Hollywood! It's yours for you at your own local radio station.

With Capitol's new Transcription Library Service any station anywhere can build its own network-type musical shows for any special occasion. Big stars, outstanding tunes and arrangements and expert programming straight from Hollywood to you.

Capitol offers you a basic library of more than 2000 selections . . . plus more than 50 new numbers each month. You'll get programming aids, too: brilliant arranged opening and closing themes for 22 programs. Musical interludes to background commentaries.

A COMPLETE FORMAT SERVICE
As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated formats for 400 complete shows come to you every month. Just like adding Hollywood's foremost program specialists to your own station staff.



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PEGGY LEE • JOHNNY MERCER

BIG-NAME VARIETY

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FRANK DEVOL'S POP CONCERT
ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS
SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

An Audience Builder ★ ★ ★

It's Master's Voice!

Radio Creates Consumer Acceptance, Gives Zinsmaster Dealers
Maximum Support Says AARON J. PETERSEN, Advertising Manager

MASTER is good bread. And its advertising tactics which convey this message in its two markets are plenty good, too. Newspaper display space, billboards, point-of-sale material, and participation in direct consumer services, food demonstration services and a new resident service are all a part of its consistent campaign to maintain its relative position in the Minneapolis-St. Paul, Minn., and Duluth, Minn.-Superior, Wis., markets. But the keystone of the ZINSMASER BAKING COMPANY's advertising campaign is radio.

The main problem, according to Aaron J. Petersen, advertising manager of the bakery, is to find the media that best fit the ZINSMASER distribution. That isn't a simple problem, since it involves two different markets. The first trading area is pretty much limited to a 40-mile area around Minneapolis-St. Paul. The second is a split-up territory in the northern part of the state, with Duluth-Superior as a nucleus. Including jobbing routes out of Duluth, almost 4,000 dealers distribute the five bread loaves and the ZINSMASER doughnuts which the firm offers the public in the two markets.

The search for the most effective media led ZINSMASER to radio. While

the bakery feels that each medium serves a specific purpose, it is significant that about 50 per cent of ZINSMASER's advertising budget in the Twin City area goes to broadcast advertising. In the Duluth-Superior market, radio claims 66 2/3 per cent.

Radio hasn't always had the lion's share of the ZINSMASER advertising dollar. True, the bakery has made some use of broadcast facilities ever since radio's early days, but its increased use of the medium has been gradual. It's just the application of a basic advertising principle: getting the *most* for the *least*, in terms of advertising dollar invested.

When ZINSMASER buys time on stations whose coverage coincides with its market, there's little waste circulation. The bakery isn't paying for coverage in a market where it has no distribution, and it is getting concentrated coverage within its trading area. That makes good sense to Mr. Petersen and to the bakery's advertising agency, the W. E. LONG COMPANY, Chicago, Ill.

However, the selection of the most effective media brings up a second problem. That, according to Mr. Petersen, is to determine how to make the most effective use possible of the media selected.

No rolling stone is Aaron J. (Pete) Petersen, advertising manager of the Zinsmaster Baking Company. Back in 1929 when the Minneapolis plant first lighted its ovens, Pete was on the job as cashier-bookkeeper for the new plant. He had just left his first job as night auditor for a Jackson, Mich., hotel when he cast his lot with the bakery, and he was out to make good. He has. A family man, he's also active in civic affairs.



● Merchandising and program promotion in a 14-foot window display.

To that end, ZINSMASER uses both programs and spot announcements. Its *one* objective is to give the public something to which it will listen without turning off. For that reason, listener surveys such as Hooper and Conlan are important to the bakery, and its sponsorship of specific programs has been definitely influenced by high listener ratings.

ZINSMASER applies the same yardstick in its selection of spot announcements, and while the selection of time is limited by what is available, it prefers spots adjacent to high-rating programs. At the same time, ZINSMASER wants to reach as diversified an audience as possible through its spot announcements. Therefore, its spots, scattered throughout the day, are adjacent to a wide variety of program types. Net result: ZINSMASER reaches the widest possible segment of its market.

News and music sum up the current ZINSMASER radio offerings in the realm of programming. Its current Twin City schedule includes a daily 30-minute program, *Master Melody Time*, aired six times a week over KSTP at 7:45 a.m., and participation, five times a week, on a WTCN feature, *Karen Sings*, a program of international folk-songs at 3:00 p.m.

In the Duluth-Superior market, ZINSMASER uses four programs. With one exception, the programs are on the air five times a week, Monday through Friday. Its *Master Memory Time* originates from WEBC at 9:15 a.m. and is aired

for a quarter-hour over the full Arrowhead Network. At 12:00 (noon), WDSM listeners get a quarter-hour of *Baukhage Talking*, a network co-operative feature, and at 6:00 p.m. *Fulton Lewis, Jr.*, another network co-operative, is heard over WSBR, Superior, Wis., for ZINSMASER. Its only Saturday offering is its *Master Open House*, a three-hour program of request swing music broadcast over KDAL.

To supplement this program schedule, the bakery uses 30 spot announcements a week over WTCN, WLOL and WDGY, as well as 28 spots a week in Ironwood and 28 in Ashland, Wis. Because good one-minute spots are hard to get, about half of ZINSMASER schedule of announcements are station breaks. The bakery prefers morning or early afternoon time, and it uses no time after 3:00 p.m. Currently, it is using transcribed jingles produced by the W. E. LONG COMPANY.

The selection of programs, time and stations is, according to Mr. Petersen, one aspect of the problem of how to make the most effective use of the broadcast medium. Naturally, ZINSMASER is interested in *results*, and in the last analysis, sales are the deciding factor in determining the effectiveness of a medium. For that reason, the commercial copy is another important consideration in a successful radio campaign.

Most of the commercial copy today is of an institutional nature which serves to impress the customer with the idea that "*Master is Good Bread.*" The bak-

ery operates on the theory that if the housewife hears the brand name frequently enough, it becomes familiar to her, and therefore acceptable. To achieve this consumer acceptance, ZINSMAS-TER coordinates all its advertising around this slogan which is so familiar to radio listeners. On the air, in the newspapers, on billboards or in point-of-sale display, the ZINSMAS-TER gimmick is what ties all consumer impressions into one.

Copy about the bread stresses flavor and taste, with the phrase, "Well Baked by Zinsmaster," used in much of the commercial copy. While surveys indicate that the public wants fresh bread above everything else, ZINSMAS-TER operates on the theory that freshness can be detected at the point of purchase. Therefore, little emphasis is put on freshness. Instead, the bakery hammers away on the eating quality of its bread.

Of the three commercials used on each radio program, the opening and closing commercials usually stress the ZINSMAS-TER white bread. The middle commer-

cial highlights some other ZINSMAS-TER item in most cases.

ZINSMAS-TER has found that as a check on results that promoting a specific item in one particular medium over a period of one or two weeks, or even for a month, provides significant data. Salesmen are not told in advance of the sales drive. The last time that ZINSMAS-TER ran such a check, Sturdiwheat Bread was pushed on a morning Twin City broadcast for three weeks. This radio emphasis, in combination with point-of-sale displays, resulted in a sales increase.

In all its advertising, ZINSMAS-TER has its sights on its dealers, and it regards its radio schedule in large measure as backing for dealer outlets. Most of the promotion which ZINSMAS-TER originates in connection with its radio activities is directed at the dealers. As the occasion warrants, ZINSMAS-TER uses dealer letters, bulletins and strips attached to bread racks at point-of-sale. Almost all of it is intended as a means of acquainting the dealer with ZINSMAS-TER efforts for him.



FOR many years, TURCO PRODUCTS, INC., manufacturers of chemical cleaning compounds, has chosen radio for promotion of its all-purpose household cleaner. Housewives throughout the country remember the cheery voice of Mark Breneman in the Turco sponsored program *On the Sunny Side of the Street*. In 1945, Turco launched its first post-war promotion of a new and im-

Sings a Song O' Washday

*Singing Commercials Aired On Spot
Schedules and Programs Ups Demand
for All-Purpose Household Cleaner*

by HARRY RORICK

proved all-purpose cleaner, Turco TAY, replacing the product promoted earlier by the Mark Breneman program. Again, Turco turned to radio, using a spot campaign to acquaint housewives with

Q When an advertiser devotes better than 75 per cent of his advertising budget to radio, it would seem that he was a satisfied user of the medium. Turco Products, Inc., is just that. And with reason. According to Harry Rorick, Turco's director of public relations, sales have shown a steady and consistent increase with radio advertising.



the product change and asking her "to look for the bright blue box on the grocer's shelves."

CONSUMER ADVERTISING

LATER three outstanding radio shows, Art Linkletter on KROY, Sacramento; Maggie Mc.Nellis, KTAR, Phoenix, and KUOA, Tucson, and the *Friendly Grocer* over KSFO, San Francisco, were used to educate consumers to the many and varied household uses for the improved cleaner. TURCO's singing commercial, written and scored by Ralph Hallen-

beck, was introduced on these programs. It has generated favorable response wherever broadcast.

At the present time, to capture an ever increasing number of new customers for TURCO TAY, TURCO is sponsoring *Fulton Lewis, Jr.*, over the basic California network three times a week at 4:00 p.m. In addition, *The Gadabouts*, a top flight trio formerly appearing on the *Baby Snooks* show, are featured in a spot announcement campaign, again featuring the singing commercial, aired over local stations in Tucson, Phoenix, Albuquerque and Durango, Colo.

IN its selection of time and stations, TURCO has had but one criterion, namely, to reach as many feminine listeners as possible.

DEALER'S, TOO

However, TURCO doesn't limit itself entirely to consumer radio advertising. Both trade paper advertising and bulletins to brokers stress the fact that TURCO's consistent advertising builds dealer volume on TAY.

TURCO PRODUCTS, INC., with headquarters in Los Angeles, Calif., has been in the field of industrial cleaners for 25 years, and maintains factories and laboratories (research, production, control) in Los Angeles, Chicago and Houston. Through its national sales organization it has provided service to all industry, and it has specialized in problems related to the chemical treatment of the surface of materials. TURCO TAY is the first consumer product scheduled for national distribution by TURCO PRODUCTS, INC.

Sing a Song of Washday

(Turco Sings Its Radio Commercial)

*"Listen to the swish of a tubfull
of laundry*

*Clothes will come out so bright
and gay*

*You'll never have another blue
Monday*

*Now that you wash with gentle
Tay.*

*Tay for your laundry, Tay for
your dishes*

*Tay for your cleaning about the
house*

*Tay is gentle, Tay is thorough
(VOICE: In fact, Lady, Tay is
Tayriffic)*

*Get a bright blue box of Tay
today."*



Four students from two high schools get the works from Bill Mesmer (right), radio director of the PHILLIPS COMPANY and emcee of the *Hi-Teen Quiz*, aired over KFSD.

Bigtime . . . But Strictly Local



Listener Ratings and Sales Curve Proof that Hi-Teen Quiz Show Fills Advertising Bill for Arden Farms Company, San Diego, Cal.

WHEN the ARDEN FARMS COMPANY was looking for a sure fire show for a choice spot on the clock, the PHILLIPS COMPANY radio department came up with a natural for a local audience. The San Diego agency was offered a 9:30-10:00 p.m. spot Wednesday nights on KFSD. That was a sweet beginning.

In the back of someone's mind was a quiz show. Oh, that! The air is full of 'em. Yeah, and the listeners love it. Okay, let's give the old home town one of it's own. One of which it can be proud. All of that was followed by the usual routine of conferences during which packs of cigarettes went up in smoke. Reams of copy were written on one idea, then tossed into the ever pres-

ent wastebasket. Finally a format was hit upon. It was simple. Let's show off the youngsters in our schools. They'll be the leaders of the future, they're eager, willing, and plenty sharp. With that, the *Hi-Teen Quiz* was born.

IS EVERYONE HAPPY?

FROM the beginning, the thought behind the show has been to build good will for the best known dairy concern in the city. Each Wednesday night the boys and girls of the families who are potential buyers of ARDEN products, if they aren't at present, show the community that the coming generation is going to be capable of tackling the problems ahead. When Sis or Junior come up with the correct answers to the questions sub-

mitted by listeners, well, put yourself in the parental role. You'd be proud, too. And it's on the level. There's no rehearsal before air time. Thirty minutes before the actual broadcast the kids meet each other, get the usual *do's* and *don'ts*, practice with some dummy queries and then *stand by*. It's the old battle of wits; pitting the listeners against the kids and the arm chair participants are still trying to top the teen-agers. Questions cover local angles, national and international affairs, all academic subjects and for the lighter moments, there are a few catch queries. That's all there is to it. Yet the weekly mail count plus the Hooper survey for San Diego prove that the town loves it! It takes only seven people; four hi-teeners (two boys and two girls), the announcer, the *emcee* and the engineer. A simple show that packs a wallop!

NO SALES SLOUCH

SPECIFICALLY, the program presents to the listeners each week a different frozen novelty produced by ARDEN; ice cream sandwiches, ice milk bars, etc. If the copy plugging the product of the week fails to win the audience completely, the kids cinch the deal with the luscious noises made by anyone when eating something he likes. During the show the four guests answer the questions with quick quips and eat at the same time. Emily Post might not approve of this social error but the way teen-agers do it, you want a bit of refreshment yourself. As for the straight commercials, they are short and to the point. The show opens *cold* with a ten-second plug on some ARDEN product. Midway in the airing there is a one-minute spiel, no more, and often less, on an ARDEN special. During the last ten seconds of the broadcast there is another concise and distinctive ARDEN hitch-hike. That long commercial in the middle varies from a straight delivery to an amusing dialogue between Bill Bozarth, the announcer, and Bill Mesmer, the *emcee*.

Without promotion, the *Hi-Teen Quiz* caught listener interest when it was first aired last March. After a few weeks, ads were started on the radio page of the local newspapers each Wednesday. The

next step was an eye-catching street car card. The ballyhoo of the program has been limited to this extent. It has paid off in a good audience which appears to be growing as the weeks pass.

STRICTLY YOURS

HERE is a *local show*, featuring *local talent*, and aimed directly at the *local audience* who buys a *local product*. Radio waves aren't completely harnessed. The secondary coverage of KFSD reaches into one of the metropolitan areas of the southwest where top talent is available and used on many local programs. Listener response to the *Hi-Teen Quiz* shows that the calibre of this local production has a good drawing appeal for those keyed to network quality productions.

Then comes that often fatal question which occurs naturally to the gentlemen who foot the bills on radio programs. "*As the sponsor, does this show meet my needs?*" The idea behind the campaign has been to build good will with the consumer and to get before him the names of the products supplied by the ARDEN DAIRY FARMS. Every time the students from two high schools in San Diego are featured Wednesday night you can be sure an excellent percentage of the enrollment in these schools will be listening. That means Mom and Dad listen with their off-spring. During the series many homes will be reached directly with intense interest when the young members of the family are "*on the radio.*"

DOES THE TRICK

THIS statement is put in cold print while knocking on wood. There is nothing but praise reaching the PHILLIPS COMPANY radio department in regard to the program. The parents of the students are grateful for the opportunity of having their boys and girls on the ARDEN *Hi-Teen Quiz*.

The sponsors products? Well, when you come to San Diego we hope you will be lucky enough to be able to get one of ARDEN's frozen specialties plugged on the program.

Silver Star



. . . . Serenades

Formula of Western Music To Build Dealer Good Will, Consumer Acceptance Successful for Henry Lohrey Company, Meat Packers

EVERY day in the week, Monday through Saturday, at 9:45 a.m. over KQV, LOHREY'S *Texas Rangers* serenade the housewives of Pittsburgh and Allegheny County. This daily radio program is now approaching the fourth anniversary to establish itself as a long run champion. LOHREY'S *Texas Rangers* have been on the air without interruption for a longer period than any other radio program sponsored by a meat packing firm in Pittsburgh.

LOHREY'S *Texas Rangers* don't sing the popular new songs of the day, but specialize in the familiar folk songs of America; the heart-warming ballads of the plains and prairies, the rollicking novelties of the cow country and the sacred hymns of the church. Folks in Pittsburgh tune them in and keep coming back for more. Which is sufficient cause for satisfaction.

CAMPAIGN WITH A PURPOSE

Almost four years ago, Ike W. Duffy, largest independent hog shipper in the United States and well-known meat packer, came to Pittsburgh for a conference with William M. Yeager, president of the HENRY LOHREY COMPANY, in which firm Mr. Duffy has an interest. The war was on and Mr. Duffy foresaw the development of conditions in the meat packing industry which would call for close contact with the consuming public. He wanted a warm, human, friendly contact with the American housewife, not only for the purpose of



Listeners gather around the TEXAS RANGERS camp fire lighted in Pittsburgh for the HENRY LOHREY COMPANY over KQV.



promoting sales for the meat products of the HENRY LOHREY COMPANY, but to promote good will among dealers and build a solid foundation of public acceptance. The result of the meeting between Mr. Duffy and Mr. Yeager was a decision to go on the air with a long-range program of radio advertising.

The question was, "What type of program should be used?" After consultation with the advertising agency handling the HENRY LOHREY account, WALKER & DOWNING, the *Texas Rangers* transcription library was chosen as the entertainment vehicle for the air appeal. This decision was based on the belief that a large majority of Americans enjoy listen-



Close harmony for listener and sponsor.

ing to real Western music. The program was not intended to provide a steady diet of hillbilly tunes, but instead, the heart-warming roundelays of the cowboy country; the songs that retain their following year after year. Such tunes as *Tumbling Tumbleweed*, *Home on the Range*, *The Lonesome Cowboy* and *Red River Valley* were to be the major bill of fare, lightened by rhythmic novelties and instrumental specialties.

Commercial copy for the series was carefully prepared to acquaint the public with the famous SILVER STAR products of the HENRY LOHREY COMPANY, and to provide the public with informa-

tion on wartime meat conditions as they arose. As a further service the names of LOHREY dealers were listed at the end of each program, two or three a day, with an invitation to the listeners to write for the name of his or her local LOHREY dealer.

This radio formula achieved a number of productive ends which proved that the campaign was wisely planned. Good will among dealers was promoted six days every week by this method. A letter was sent to each dealer thanking him for his co-operation during trying times, and pledging the utmost co-operation from the HENRY LOHREY COMPANY during the period of restrictions. With each letter went a card which the dealer was asked to sign, granting permission to the HENRY LOHREY COMPANY to use the dealer's name on the HENRY LOHREY radio program, *Texas Rangers*.

Mr. Yeager, president of the company, who formulated this dealer campaign, was gratified with the promotional results which were obtained. The dealer was pleased by the chance to grant permission for the use of his name, and invariably he would tune-in to hear the name of his store mentioned over a popular morning radio program such as LOHREY's *Texas Rangers*. The announcer of the show would lend a personal treatment to each mention so that the dealer felt he was being singled out when the mention was actually made.

This type of dealer-company relationship gave the salesmen a friendlier *entree* to the local markets, built a closer tie-in with LOHREY's SILVER STAR brands, and is today continuing to be a constant builder of good will six days in every week. In fact, dealers now make the requests to the HENRY LOHREY COMPANY to be placed on the waiting list for mention.

It may seem like a strange combination to have cowboy minstrels from the plains of Texas, selling Indiana corn-fed porkers and their products under the HENRY LOHREY SILVER STAR label, to housewives who live in the Steel City of Pittsburgh, Pennsylvania. But the formula is working. And that's what counts.

No Stone Left Unturned!

Window Display of Famous Gems Valued at \$150,000 Launches Weekly Radio Program for George J. Sloan, Jewelers, Tulsa

To promote its *Jewel Box Theatre*, GEORGE J. SLOAN, JEWELERS, assembled a \$150,000 collection of gems. Examining various showpieces are producer Alexander Chesley, George J. Sloan, jeweler, and Helen Alvarez, KTUL account executive.



WHEN GEORGE J. SLOAN, JEWELERS, took on sponsorship of the *Jewel Box Theater* over KTUL, Tulsa, Okla., it didn't leave its audience build-up to chance! What rated pictures and a story in the *Tulsa Sunday World*, July 7, the day the program was first aired, was a collection of gems valued at more than \$150,000. Large crowds gathered before the display case in the Hotel Tulsa lobby to see this collection of gems gathered by the sponsor, GEORGE SLOAN.

PRE-BROADCAST PROMOTION

The collection was in part, a display regularly shown at the Smithsonian Institute, and it included a group of replicas of famous diamonds, valued at \$25,000. One of these replicas, the Regent, was the diamond dramatized on the premier performance.

In addition to the Smithsonian collection, Mr. Sloan had assembled one of the largest and most valuable collections of colored gems ever seen in the Southwest. To complete this impressive display, a famous antique porcelain jewel box, borrowed from a collector, held the place of honor in the showcase. Two armed guards stood on duty by day and night.

OTHER pre-broadcast promotion included newspaper advertisements, taxi-posters, and colored lithographed posters with city-wide distribution.

MERCHANDISING TIE-INS

However, promotion and merchandising didn't stop when the broadcasts began. Among the promotions developed in connection with the radio series was a *Jewel Box Theater* contest in which listeners were to describe in a 25-word or less letter the five factors which determine the value of a diamond.

To the listener whose letter was most nearly perfect from among the hundreds of entries submitted in the contest, the firm awarded a \$500 diamond.

The program itself is produced without commercials, and when the jeweler took on sponsorship of the series, it was

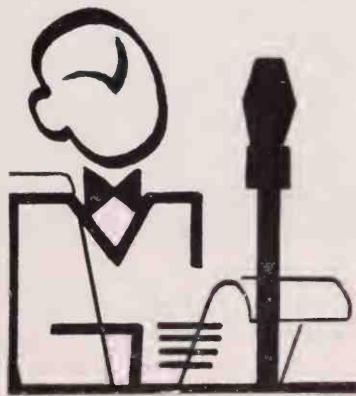
with a twofold purpose. Since GEORGE SLOAN is the only registered jeweler of the AMERICAN GEM SOCIETY in the area, sponsorship of the series was intended to further consolidate the firm's reputation as the leading gem authority in the coverage area. At the same time, the sponsor fulfilled a lifelong ambition to share with the public the fascinating stories of gems, and through these stories, to encourage more general appreciation of the beauty of rare gems.

BEAMED TO SPECIFIC GROUP

To accomplish this goal, the jeweler appeals on the one hand to those listeners who have become interested in the dramatic stories of authentic jewels unfolded on the weekly half-hour program. On the other hand, the series also appeals to those who are attracted to the scientific and authoritative discussions of gemology in general and selected stones in particular.

The program is directed to potential investment buyers. Every factor determining the value of a specific gem is brought to light, as are the many features involved in the evaluation of every gem species known.

While result data on the series is limited, the sale of one \$11,000 star sapphire gives some indication of the effectiveness of an appeal to a selected audience. With the exception of the diamond, the sale represented the largest on record in the area.



Romance of the Ranchos

Title Insurance & Trust Co. In
Third Year of Sponsorship of
Dramatized Historical Series



● Romance blooms as Jimmy proposes to Dolores. Uncle Fernando is asleep, as usual.



● Marguerita, Dolores' aunt, believes Jimmy to be a fortune hunter. Fernando is too sleepy to be of much help, so Marguerita decides to enlist the aid of Captain Otis, an old friend of the family.

THE romance and adventure of California's *ranch*o period live again each Sunday night over KNX, Hollywood, when a top-notch dramatic cast presents *Romance of the Ranchos*.

Beginning with the first broadcast, *Romance of the Ranchos* has paid rich dividends to its sponsor, TITLE INSURANCE & TRUST COMPANY, Los Angeles, largest land title company in the world. Now in its third year, this half-hour show consistently tops all local Hooperatings, with percentages ranging from 5.9 to 8.0, and even outranks many T.C. shows.

Romance of the Ranchos is a good will entertainment program, designed to do a long-range institutional and public relations job. The format is ideally suited to the nature of the sponsor's business, since Southern California land titles trace back to the original Spanish land grants.

National recognition was accorded the program on May 1, 1946, when it received the 1945 national radio award, sponsored annually by the City College of New York, "for the most effective institutional sponsored non-network pro-



● Through Captain Otis' faked bad news that Dolores will have to sell her ranch to pay her father's debts, Marguerita hopes to expose Jimmy as the fortune hunter she believes him to be.



● All's well. Jimmy doesn't care a fig-newton about the ranch, wants Dolores to marry him at once. Marguerita is won over and they live happily ever after.



● A point of early California history is illustrated by W. W. Robinson, publicity director of TITLE INSURANCE & TRUST COMPANY during an informal talk to fifth-graders of the John Muir School, Long Beach, Calif.

Cast of Romance of the Ranchos donned colorful costumes of early California, trooped to the Santa Monica ranch of screen star Leo Carillo for a dress rehearsal.

A KNX-CBS staff cameraman was on hand to record scenes enacted from a typical script. Players include Tom Holland as Jimmy; Bernice Barrett as Dolores; Eileen Prince as Marguerita; Bob Barron as Fernando, and Paul McVeigh as Captain Otis.

gram developed by an agency." The award was given to BUCHANAN & COMPANY, Los Angeles, producer of the program, as agency for the sponsor.

Spontaneous audience reaction brings in numerous letters of praise from housewives, home owners, school teachers, professional historians, and a variety of others, including a large section of the Spanish and Mexican population. Recently, in one package, came letters from every fifth-grade student in the John Muir School in Long Beach.

The remarkable interest in the program was demonstrated in striking fashion last April when, on three successive broadcasts, listeners were offered free a new book, *The Forest and the People*. Telling the story of the Angeles National Forest, the book, written by W. W. Robinson, publicity director of TITLE INSURANCE & TRUST COMPANY, was published and distributed as part of the company's public relations activities. The first mention on *Romance of the Ranchos* drew more than 3,000 cards and letters, with several thousand more pouring in after the second and third offers. And, although the show is purely local, hundreds of requests for the booklet were received from Canada, Washington, Oregon, Idaho, Utah, Nevada, Arizona, New Mexico, and Colorado.

Production of *Romance of the Ranchos* is supervised by BUCHANAN & COMPANY, working with CBS staff members. The show uses a cast of six to eight, headed by Pedro de Cordoba, narrator.

One Thing at a Time

by G. B. CULBERTSON, Milton Weinberg Advertising Company

BOOTH immediate and long-range results are achieved by an unusual type of one-item radio advertising developed by the PEP BOYS OF CALIFORNIA, automobile supply chain. The company has used radio to build store traffic to an all-time peak; to create an unprecedented demand for hundreds of specialty items, and to sell thousands of customers on completeness and variety of stocks.

The company decided that because in radio the appeal is to the ear rather than to the eye, a different technique must be applied than with newspaper advertising. Executives reasoned that whereas a newspaper reader will examine a list of merchandise and decide what he wants, mere mention of a variety of items on the air is a waste of money. PEP BOYS contends that by the time a radio listener has heard six items mentioned he will have forgotten at least five of them and may not be vitally interested in the sixth.

On the other hand, PEP BOYS found that so-called straight institutional messages neither produced immediate traffic nor created long-range acceptance. Vague descriptions of service and quality failed to create a compulsion for visiting the stores.

The customer-building, long-range purpose would be served best by creating an immediate and compelling desire to buy something that could be found in a PEP BOYS store, executives reasoned. Once at the point of sale, the customer would learn for himself about variety, service and quality.

PEP BOYS began devoting its radio commercials to mouth-watering descriptions of carefully selected single items. Merchandise to be described is select-

ed for mass appeal, timeliness and value. Radio features are never slow movers; they are the most popular items in stock.

Weather figures importantly in selection of current offerings. Rainy day commercials are written in advance and are filed with the radio stations for use whenever needed. They feature items such as top dressings, raincoats and ignition covers.

PEP BOYS also cashes in on events of the day. The national safety campaign sponsored by chiefs of police throughout the nation was the occasion for advertising brake lining, sealed beam headlights and similar goods.

Whatever the item, it is analyzed carefully by company executives and copy-writers for determination of selling features. "Why should people want to buy this?" the writers ask themselves.

Copy is written in a friendly conversational vein, usually starting out with an expression such as "Now folks." All commercials are read and criticized several times before they go on the air.

Placement on the programs is also important. The commercial is spotted at the middle of the broadcast rather than at the beginning.

Great care is taken to see that all stores are well-stocked with advertised items and weekly bulletins keep employees posted on what is advertised and the correct prices. If the supply of a previously advertised item runs out unexpectedly, customers are advised over the air so they will not be disappointed. If possible, substitutes are suggested.

Coverage is consistent and thorough, the year around in Los Angeles alone. PEP BOYS sponsors five daily news broadcasts through its agency, the MILTON WEINBERG ADVERTISING COMPANY.

Time Without End

*One of Trio of Pioneer Radio
Sponsors, Wilkins Coffee Co.
Continues With Medium To
Dominate Capital Market*

by J. ROBERT CORRY,
Account Executive,
Lewis Edwin Ryan,
Washington, D. C.



EARLY this year a radio survey was made by a national organization in the nation's Capital, its frank purpose being to establish the identity of the oldest radio sponsors in this region. The result of that survey revealed the interesting fact that of the original trio of Washington advertisers sponsoring commercial radio back in the early 20's, each had been on continuously from that early day until now.

Interestingly also, WILKINS COFFEE, long known as one of Washington's most aggressive advertisers, was one of that trio and from John H. Wilkins, Jr., vice president in charge of sales and advertising, *Radio News* gleaned the following: "WILKINS, for many years was a traditional large user of newspaper space, full pages not being uncommon in its aggressive plans to capture the Washington metropolitan market which, by the way, includes a large area in nearby Maryland and Virginia including the Shenandoah Valley of Apple Blossom fame."

"Well, it's really an understatement when I say that radio advertising was indeed a speculation in those early days," commented Mr. Wilkins.

"It was so new indeed that crystal sets and ear phones were still in use. The great networks featuring Broadway and Hollywood names were at that time undreamed of, and frankly, it took lots of that elusive something which polite society calls intestinal fortitude to risk good advertising dollars on this new and unknown quantity having no past and an altogether unpredictable future."

PAY-DIRT FROM START

"HOWEVER, we struck pay-dirt from the beginning for a music and entertainment hungry public soon began to sit up and take notice. And amazingly, so did sales. Of course, we suffered all of the growing pains of the new industry with its little successes and its frequent huge disappointments. Nevertheless, on a frankly acknowledged trial and error basis we turned from sponsorship of string orchestras to popular gospel singers, comedians, quartets and even barber shop harmonizers. In the meantime, the *big boys* in national advertising began to sit up and take notice, and one after another competitive programs were piped in from other cities. I recall with great pleasure that in those early days, one of our most successful and long sustained programs was centered around Marguerite Cromwell, a coloratura from Hawaii, who won and for several seasons held a deservedly warm spot in the hearts of Washington music lovers. But the network programs continued to grow. National advertisers bought famous names with prodigal hand and the inevitable day came when we went to spots as local advertising could not compete with \$10,000 or \$20,000 nightly features."

SERVICE AND INTEREST

"INCIDENTALLY, we agreed fully with our advertising agency that consideration of all future programs would be predicted on the following: it must first of all have general community interest; secondly, it must perform a service, and finally, it must stand on its own feet against extensive national competition on the networks. Rather a large order, you say! Yes, but we turned the trick and as we enter the fall season 1946 we are wind-

ing up our second year of continuous sponsorship of *Mr. Factfinder*, a asked-and-answered type of program in the \$50,000 bracket."

"Washington, as you know, is a *white collar town* and many of its 300,000 government workers show their interest in self-improvement and financial advancement by patronizing numerous universities and night schools. When the Latin-American good neighbor propaganda was at its peak during the war, we sponsored a *Time-Life* transcribed series called *Lets Learn Spanish* with such success that it was broadcast with noon and rebroadcast at 11 p.m. by popular request. Oh yes! I almost forgot Sir Wilmott Lewis, popular Washington correspondent of the *London Times* who was sponsored by WILKINS before America entered the war as an interpreter of international news until racial tenseness in America made it no longer advisable."

LONG AND VARIED

WELL, concluded Mr. Wilkins, "All of this is another way of saying that our experience with radio has been long, varied and costly in the sense that we have had large radio budgets.

"Does radio pay? Our answer to that natural question is that WILKINS COFFEE dominates the greater Washington market, our tonnage has reached an all-time high and despite our consistent and costly newspaper campaigns which have long enjoyed national recognition for originality we continue to use radio year after year. What do you think?

Incidentally, our advertising has been handled for almost more years than we can remember by the LEWIS EDWIN RYAN AGENCY, a national advertising organization with headquarters in Washington.



"Our experience with radio has been long, varied and costly in the sense that we have had large radio budgets. We struck pay-dirt almost from the beginning, and despite our consistent and costly newspaper campaigns which have long enjoyed national recognition for originality, we continue to use radio."



THE IDEA FILE

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

AMATEUR SHOWS

- Youth Center Parade* Southern amateur hour for those under 16. 2-46, p. 54.
Vagabond of the Air Readings from prose and poetry. 2-46, p. 58.
Heider's Showcase Young and old in amateur show. 2-46, p. 61.
Jerry Ann Talent Teen-age talent in the spotlight. 2-46, p. 64.
Youth Takes a Bow Youngsters in action. 3-46, p. 88.
Search for Stars Local talent auditioned. 10-46, p. 357.

CHRISTMAS PROGRAMS

- Good Saint Nicholas is Always Good* Summaries of 11 Santa Claus shows. 10-46, p. 332.
Chorus of Greetings Merry Christmas from and for sponsors. 10-46, p. 336.
Your Christmas Story Teller Carols coupled with legends. 10-46, p. 350.
Adventures in Christmas Tree Grove Santa's factory plays setting to come-to-life story book characters. 10-46, p. 350.
Chimney Chats With Mrs. Santa Claus The feminine side takes the spotlight to radio North Pole toy news. 10-46, p. 351.
Christmas Around the World Description of Christmas everywhere, keyed to young and old. 10-46, p. 351.
Santa's Magic Christmas Tree Combination of magic lamp, dream world and Santa land. 10-46, p. 352.
Joy to the World Christmas stories, fact and fiction. 10-46, p. 352.
Cinnamon Bear Designed to draw youngsters. 10-46, p. 352; 11-46, p. 381.

CLASSIFIEDS AND VITAL STATISTICS

- Swan's Swap Shop* Unloading spot for white elephants. 1-46, p. 27.
Air Exchange Want ads via air. 9-46, p. 316.
Stork Corner Reporter Who's new in the nursery. 9-46, p. 321.

DRAMA

- So the Story Goes* Human interest stories by Johnnie Neblett. 1-46, p. 30.
One Man's Destiny The men who make front page news, subject to incident dramatizations. 2-46, p. 60.
Dominion Air Theatre Contrasting dramatic entertainment. 4-46, p. 134.
Tobie and Susie The life of a young married couple. 5-46, p. 173.
Good Will on Wheels Dramatized stories of the Northwest region with music on the side. By Ken Tillson, radio director, MacWilkins, Cole & Weber, Adv. 7-46, p. 230.
Jewel Box Theatre Dramatizations mixed with talks on gems for good entertainment and education. 12-46, p. 410.

FARM FEATURES

- Farm Facts and Fun* Information and entertainment for rural Nebraska listeners. 1-46, p. 26.
Co-op Joins Up With Radio Radio and Co-ops co-op, successfully. By Don Edison. 2-46, p. 46.
Radio Wins a New Friend Summary of a furniture company's radio activities, with accent on a barn dance. 2-46, p. 55.

- Farm Counselor Talks* Five years of farm broadcasts. 5-46, p. 176.
Cargill Calling Dealer-customer request musical; recorded farm interview. 6-46, p. 213.
A Farm News Formula for Broadcasters Farm news in the general sense. By Earl Williams, KFAB, Omaha-Lincoln, Nebr. 8-46, p. 264.
Science in Farming What's new in farming, authoritatively. 8-46, p. 277.
Good Will With Interest Service slanted toward the farmland. 9-46, p. 302.
Consistency Does It Dinnertime boys give parties on the air and at farm gatherings. 10-46, p. 335.

FASHIONS

- Fashion Show* Fur fashion contest and radio promotion. 2-46, p. 68.
Styles in Tempo Pleasant music with a splash of fashion notes. 4-46, p. 132.
Style Notes Five minutes of fashion features. 5-46, p. 174.
Joanne Taylor Speaking Fashion guide, Emily Post and Dorothy Dix combined. 6-46, p. 194.
Radio Parade of Mannequins Window models come to life for fashion report. 7-46, p. 224.
Fashions in Music Popular music spiced with fashion flashes. 9-46, p. 304.
Spotlight on Fashions Local fashion flasher plus a Hollywood forecast. 10-46, p. 354.

FOODS

- Eat-itorially Speaking* All there is to know about hundreds of foods. 4-46, p. 140.
Daily Recipe Winners Sell Butternut Flour Contest with recipe winners aired and mailed. By Harold S. Roll. 6-46, p. 193.
Margaret Goes Marketing Radio shopper with masculine quizzers. 6-46, p. 203.
Market Basket Suggestions for the shopper. 6-46, p. 213.
Kitchen Klatter Info on cooking, canning, menus, etc., by a cooking authority. 7-46, p. 244.
Can You Find It Grocery shoppers interviewed and sent on treasure hunt. 10-46, p. 356.

GENERAL ARTICLES

- Stand in Good Conscience* Ins and outs on program structure. By Robert D. Swezey, Mutual Broadcasting System. 1-46, p. 5.
No Rule of Thumb Program popularity polls. By Fin Hollinger. 3-46, p. 86.
Ad-vice to Department Stores Basic principles for good commercials. By Maxson Bevans, commercial manager, KGHF. 4-46, p. 114.
A Plug for Plug-Uglies Dynamic defense of radio. By Leo Boulette, Leo Boulette Adv. Agcy. 4-46, p. 116.
Advertisers' Roll of Honor 5-25 year records of radio advertising. 4-46, p. 120.
Looking Ahead Together Advertising of tomorrow. By Charles A. Storke, managing director, KTMS. 4-46, p. 130.
What's In a Lottery Answers to questions concerning legality of lotteries. By E. J. Sperry, radio director. W. E. Long Co. 5-46, p. 149.
250 Watts of Showmanship Notes on promotion, originality and showmanship. By Chet Behrman, production manager, WKMO. 5-46, p. 149.

Some Success Stories and How They Grew Mighty oaks from little acorns. 6-46, p. 186.

That's Why Commercials Were Born Trick commercials boast hooperating on six-year-old series. By Tom Paul. 7-46, p. 222.

The Case of the Direct Sale The do's and don'ts of direct mail sales via radio. By Leo Boulette, Leo Boulette Adv. Agcy. 7-46, p. 232.

Satisfaction Guaranteed What about network co-operative programs? By Norman Knight, gen'l mgr. W. Va. Radio Corp. 8-46, p. 267.

Showmanship Isn't Everything Quantitative versus qualitative measurement for radio time buyers. By David W. Dole, Henri, Hurst & McDonald, Inc., Chicago. 9-46, p. 299.

Pay As You Go Advertising Dry cleaners' code for radio ads. By J. F. Darrington, Darrington's. 9-46, p. 310.

Program Audit Report to the Nation A 5-point system for programming analysis. By Paul F. Peter, Frazier & Peter. 10-46, p. 346.

Research: Sound Investment Listener measurement valuable to advertiser. By Dick Hess, mgr. Columbia-Owned Station Research. 11-46, p. 367.

Radio Reaches Foreign Group A bit of the old country sent to immigrants in their native tongue. By Harry J. Lazarus. 11-46, p. 382.

HISTORICAL

The Land We Live In History and stories about St. Louis. 1-46, p. 16.

Mike-ing History Simulated on-the-spot broadcasts of historical events. 8-46, p. 279.

Pages of Time News from the files of yesterday coupled with headlines of today. 11-46, p. 387.

Romance of the Ranchos Historical dramatizations with a strong regional flavor. 12-46, p. 412.

HUMAN RELATIONS

Top O' the Morning Music, time checks and temperatures for conversation between the breadman and the housewife. 2-46, p. 58.

Southwest Magazine of the Air Dramatizations of personalities, folklore and features of interest to the Southwest. 2-46, p. 59.

Sweetest Story Ever Told Good Samaritan stories narrated. 2-46, p. 64.

Language of the Flowers Poetry and philosophy under a background of soft music. 2-46, p. 67.

Off the Beaten Track Commentaries on great and little people, oddities of Canadian history and stories from everywhere. 2-46, p. 68.

Side Street America Cabbies program only; their contributions. 3-46, p. 106.

Life or Death Accidents in the home, on the highway and in industry dramatized for safety crusade. 3-46, p. 95.

Around the Town Public service for something civic, social, religious or fraternal. 4-46, p. 134.

Mercer McLeod, the Man With the Story Strange and improbable, but not impossible. 4-46, p. 140.

Wake Up East Texas Get-up music with time and weather thrown in. 4-46, p. 142.

Rise and Shine Wacky news notes dished with weather, horoscopes and prophecies. 4-46, p. 142.

Birthday Club Radio greetings to those with birthdays. 5-46, p. 174.

Show Stoppers Facts behind the famous. 5-46, p. 177.

Today is Yours Anniversary-grams, birthday-grams, and perhaps music. 6-46, p. 204.

Marty's Party Time and weather; birthday and anniversary news, plus music. 6-46, p. 206.

I've Just Heard Social news giving with the gossip. 6-46, p. 214.

Bouquets in the Air An orchid to somebody who has done something. 7-46, p. 228.

Flowers for the Happiest Happenings Soft words and soft music with an orchid for quick response to puzzle. 7-46, p. 241.

Birthday Wheel Toss-up between wheel and date, but if they match, you win. 8-46, p. 279.

INFORMATIONAL

Rich's Radio School Five day a week radio school, slanted to different ages. By John Fulton, assoc. mgr. WGST. 1-46, p. 31; 5-46, p. 153.

Your Baby's Health Information to young mothers on infant care. 2-46, p. 69.

Kansas Classroom Kansas education on the air. 3-46, p. 91.

Solly on the Air Garden information for amateurs. 3-46, p. 102.

Congress Reports Topics discussed by congressmen. 6-46, p. 213.

Philadelphia and Suburban Town Meeting Discussion of topics, international to local. 7-46, p. 239.

Public Service Through Public Safety Info on safety measures for all ages. By Webster L. Benham, Jr., KOMA. 8-46, p. 262.

Open Forum Discussion of world-wide problems. 9-46, p. 315.

Public Service Pays Community news and information, station courtesy. 11-46, p. 394.

INTERVIEWS

Quoting America Digest of opinion on current topics. 1-46, p. 26.

Land, Air and Sea Food Opinions from a dinner table. 2-46, p. 50.

Hometown, U.S.A. Interviews of veterans coupled with sketches of their background. 2-46, p. 63.

Meet Your Grocer Grocers and women shoppers in their stores interviewed. 2-46, p. 64.

Your Serviceman Speaks Conversation with serviceman, painting word pictures and wartime experiences. 3-46, p. 96.

Fifty Club Interviews with luncheon guests who also play games. 4-46, p. 137.

Finders Keepers Interviews slanted to a prize, if guessed. 5-46, p. 168.

Man on the Street Car Interviews in transit; broadcast later. 5-46, p. 177.

Inquiring Reporter Sidewalk interviews. 5-46, p. 177.

Modern Home Forum Florists on the care of flowers. 6-46, p. 202.

Here Come the Brides Caught on the way from the marriage license bureau. 8-46, p. 271.

Battin' Around With Battersea Sidewalk chatter. 8-46, p. 279.

Bride of the Week Caught here on the way down the aisle. 8-46, p. 280.

Topper Jamboree Informal interviews, stunts, and outstanding women in the community. 10-46, p. 355.

Ontario Panorama Editors with facts about their communities. 11-46, p. 391.

JUVENILE

Sales are Child's Play For 19 years a kiddies talent show, entertaining and serviceable. 1-46, p. 14.

Streamline Fairy Tales Well-known fantasies trimmed to kidult listening. 1-46, p. 23.

Public Schools Spelling Bee Old idea in a new setting. 1-46, p. 28.

Kidding Sales Along Youngsters in an entertainment game serve the sponsor. 2-46, p. 48.

Story Road The Board of Education presents well known classics with child actors. 2-46, p. 62.

School News Report from Valley of Paradise schools. 2-46, p. 63.

Adventures for Youth Entertainment and education in the arts. 2-46, p. 68.

Mounties Always Get Their Listener Mounties make good program material for children. By Horace Brown. 3-46, p. 80.

Cuckoo Clock House Fantasy in form. Fun. 3-46, p. 97.

Teen Towns Music with teeners gossip. 3-46, p. 100.

Let's Go to the Zoo Cage-side description of animals. 3-46, p. 106.

Young Idea Activities and achievements of Texas youth. 4-46, p. 136.

Milk and Honey Sister Sue reads the funnies and says happy birthday. By Len Nasman. 5-46, p. 159.

NCR's Invitation to Youth Children's party wrapped around a quiz, music, youngsters and food. 5-46, p. 163.

Hi-Jinx for High Schools Variety program, written, produced and enacted by teen-agers. 5-46, p. 165.

Teen-Age Time Chorus, questions, slowdown on current "conversation stuff," and notations to Mom. 5-46, p. 168.

Calling All Girls Transcribed feature for teen-age fashions. 5-46, p. 169; 176.

Teen-Age Time Promotion and program. 6-46, p. 196.

Tomorrow's Citizens High schools on a hey-day. 6-46, p. 199.

Kiddie's Klub Games for birthdayers, aired and otherwise. 6-46, p. 206.

Joe Palooka Comics character sells ice cream and health. 7-46, p. 239.

Hi-Teen Board Hi-school gals give with the dope on how to be date bait; fashionside to chatterside. 7-46, p. 240.

For Children Only Music and story telling, letters and interviews, all for the younger set. 7-46, p. 240.

Youth Rules Dairyland Throne Prizes by the barrel for definitions and tune favorites. 8-46, p. 261.

Teen Jamboree Series from roller rink; game-packed with prizes. 8-46, p. 281.

LeRoy Miller Club Appeal to teenagers, but also geared to family. 8-46, p. 284.

Campus Radio Theatre General talent corralled to air. 8-46, p. 284.

It's a Date Vacation show to keep teen-agers entertained. 9-46, p. 295.

Kiddie Quiz Answer questions or sing a song. 9-46, p. 313.

Tennessee Jed Hits Target Rootin' tootin' hero who also croons. By Anne Ballentine, J. Walter Thompson Co. 10-46, p. 344.

A Pixie in Dixie One man and a variety of fairy tales and characters. By Wilfred J. Perry, Perry's Adv. 11-46, p. 386.

Lightning Jim The Western frontier still roars on for children. 11-46, p. 389.

Student Forum Round table of junior college students. 11-46, p. 394.

Kids Quiz Ups Department Store Biz Boys versus girls, selected by the Y for a general quiz. By Lyle Griffin. 11-46, p. 376.

Hi-Teen Quiz Teen-age quiz show fills bill for dairy. 12-46, p. 406.

MULTI-PROGRAM OPERATIONS

How Radio Did a Job for My Country Public utilities in public service. By W. F. Stevens, Westchester Lighting Co. 2-46, p. 44.

Rise and Shine Four programs: two music, one drama, one news, condensed to one story. 2-46, p. 66.

With Benefit to Health Program variety for a diagnostic clinic. By Robert Selby, Smith Bull & McCreery Adv. Agcy. 3-46, p. 84.

Hi-Class Bakery Doesn't Loaf on the Job Variety in programs, with excellent results, saleswise, keeps bakery on air for ten years. 3-46, p. 85.

Lyon Van Moves On the Air How a storage company feels about radio advertising. 3-46, p. 86.

Sales in Our Time Over-all of a department store in radio advertising. 4-46, p. 127.

Early Bird Catches Its Listeners Nine years on the air and neat profit in the pocket. By Jane Chamberlain. 5-46, p. 160.

In Tune with the Times Brewery keeps abreast of current needs; with success. By Fred M. Jordan, executive vice president, Buchanan & Co. 8-46, p. 258.

Your Health, Sir News, home forums, spots, et al., introduce a new food product. 8-46, p. 276.

No End to the Perfex Day Radio carries the sales burden for household cleaner. By K. C. Titus, advertising mgr., the Perfex Co. 11-46, p. 370.

It's a Permanent Wave Length Variety on the air and in the beauty salon. 11-46, p. 372.

Best Buy for Nehi Drama and news keep the Nehi bottles moving. By Michael Vecchione, owner-manager. 11-46, p. 379.

It's Master's Voice Summary of over-all radio activities which tick for Zinsmaster Baking Co. 12-46, p. 402.

Song O' Washday Singing spots up biz for all-purpose cleaner. 12-46, p. 404.

Time Without End Radio pioneer still stresses radio to dominate local coffee market. 12-46, p. 415.

MUSIC

They Sing Its Praises Beer bubbles music with profit. 1-46, p. 9.

Hymns of All Churches Story behind a 12-year-old, 2-network favorite. 1-46, p. 10.

Sincerely Yours Wine, women, song plus Kenny Baker. By S. M. Watt, president, Gallo Wine Co. 1-46, p. 12.

Style Tales Well Told Femininity served by fashion center and musical air show. 1-46, p. 18.

Musical Time Clock Live talent for a drug store news-music program. 1-46, p. 23.

Brunch With Bill Variety show featuring practically everything. 1-46, p. 25.

Music Masquerade Mystery tunes unless you remember the last two decades. 1-46, p. 28.

Sunny Side Up Music, chatter, audience participation with awards. 1-46, p. 29.

Musical Romance Lovable youngsters, much in love, with love songs. 1-46, p. 33.

A Date With Music Music for children? Yes! 1-46, p. 34.

Masters of Rhythm Bing Crosby croons for laundry. 2-46, p. 60.

Polka Time Tunes for a polka-minded public. 2-46, p. 65.

Reminiscent' With Singin' Sam Home-spun philosophy and home-spun music. 2-46, p. 69; 6-46, p. 206; 8-46, p. 272.

Louise Massey and The Westerners Transcribed Western tunes. 2-46, p. 60.

Concert Music Quality music for a quality product. 3-46, p. 94.

Confidentially Yours Easy noon-time listening. 3-46, p. 94.

A Date With Music Potpourri of all-time hits. 3-46, p. 95.

Detect-A-Tune Telephone tune for cash award. 3-46, p. 98.

Western Jamboree Music via the hillbilly. 3-46, p. 102.

Bekins Keeps on the Move A musical program story, and highlights of cast and storage company sponsor. 4-46, p. 118.

Talk O' the Town A baker who sings for his product. 4-46, p. 128.

Jam Session The musicians and music that made jazz. 4-46, p. 131.

1420 Melody Lane Friendliness established through Sunday music. 4-46, p. 133.

Romantic Music Melody for sales to the ladies. 4-46, p. 136.

Mild and Mellow In both the music and the beer it sells. 4-46, p. 138.

Make Believe Ballroom An orchestra with make-believe ballroom background. 4-46, p. 139.

Art and His Rhythm Riders Music from and for automobilists. 4-46, p. 142.

The Pate Civic Concert Choral presentation for listeners or watchers. 4-46, p. 142.

Stein Songs Brew Sales Music of by-gone days. 5-46, p. 162.

Quality Hour Does It Music with commercials by the advertiser himself. By Wilfred E. Lingren. 5-46, p. 164.

Art Van Damme Quintet Early morning accordian, bass, guitar and drums. 5-46, p. 167.

- Crossroads Cafe* Mythical cafe with good music and noted guests. 5-46, p. 167.
- Music and Milestones* Two programs a week on semi-classics; two on popular. 5-46, p. 169.
- Orchidaires* Songs and a Hammond organ with an orchid to a listener. 5-46, p. 170.
- Requiem* Verdi's opera used to celebrate a Golden Anniversary. 5-46, p. 171.
- Rhymaline Time* Requests in rhyme; answers in music. 5-46, p. 174.
- Preview Time* Prizes at beginning lost when answer's wrong. 5-46, p. 176.
- Polley's Potpourri* Mixture of music, chatter and information. 5-46, p. 176.
- All Request Hour* Six-day-a-week, hour of music. 5-46, p. 176.
- At Your Command* Written requests only. 5-46, p. 176.
- Art Davis and His Rhythm Riders* Southwest symphony a la range. 6-46, p. 202.
- Pickahit* A match to a hit parade, guessing only. 6-46, p. 207.
- Freimuth Show* Ray Bloch, orchestra and chorus. 6-46, p. 209.
- Pick the Hits* Picked from radio's three selections. 6-46, p. 210.
- Longhorn Joe's Western Rangers* Prairie music hill-billy style. 6-46, p. 210.
- Name Your Music* Requests. 6-46, p. 211.
- Your Record Date* A variety of music. 6-46, p. 211.
- Something for the Family* Georgie Jessel, plus old and new music. 6-46, p. 213.
- Gene Emerald* Organ, voice and brief news. 6-46, p. 213.
- Starring Young Wisconsin Artists* Music scholarships for the winners. 6-46, p. 214.
- Musical Castles* Organ and vocal, uninterrupted. 6-46, p. 214.
- Homemakers' Memory Time* Music and verse in the nostalgic vein. 7-46, p. 234.
- Victor Varieties* Popular music for the public. 7-46, p. 238.
- Battle of the Baritones* Crosby vs. Sinatra vs. Haymes vs. Como. 7-46, p. 238.
- Derst Choirs* Negro singers for all-around good listening. 7-46, p. 244.
- Serenades for Smoothies* Sweet and swing from a telephone company. 7-46, p. 244.
- Spanish Program* For the Spanish public, a Spanish program, songs and commercials. 7-46, p. 246.
- What Goes On* Music spiced with human interest and shopping news. 8-46, p. 277.
- A Song for You* Songs and fashions cornered for entertainment. 8-46, p. 278.
- Juke Box* Pop music plus teen-agers and guest big-names in music. 8-46, p. 280.
- Cleveland Clambake* Town hall authentic entertainment of America. 8-46, p. 282.
- Shorty Wilkerson* Hillbilly entertainment. 8-46, p. 284.
- Andrew Williams Show Case* Lots of music; little talk. 8-46, p. 285.
- Tic Toc Club* Early morning music with gueststars. 8-46, p. 285.
- Podium Performance*. Music a la long hair. 8-46, p. 286.
- Quality Does It* A melody hour of classic, semi-classic music, with a newscast and spot announcements as sidelines. 9-46, p. 298.
- Happy Gang* Hillbilly entertainment; story on promotion. 9-46, p. 314.
- Casa Cugat* Daytime musical with top-flight talent. 9-46, p. 315.
- Western Jamboree* Musical request show with emphasis on western. 9-46, p. 317.
- It's the Berries* Pop music for Saturday night daters. 9-46, p. 317.
- Mail Bag* Letters from listeners bring the music. 9-46, p. 318.
- It's a Strike* Popular music coupled with bowling news. 9-46, p. 321.
- Saturday Swing Show* Jazz, with emphasis on unknown music and collectors items. 9-46, p. 321.
- All Request Hour* Precisely what the title says. 9-46, p. 321.
- Musical Salesman Directs Chorus of Sales* One performer, seven programs, all tops. By Joe Flynn. 10-46, p. 331.
- It Means a Lot When You Say Stott* Whoopee John in polkas, schottisches, etc., for fuel company. By Kay Cooke, radio director, David, Inc. 10-46, p. 343.
- Balboa Musical Discoveries* Entertainer of the day as musical discovery. 10-46, p. 353.
- Dude Ranch Buckaroos* Sure-fire Western music. 10-46, p. 353.
- Focus on Musical Portraits*. Photographer sells portraits of people with music. By Frank Stewart, KPRC, Houston, Tex. 11-46, p. 375.
- Nighttime is Play Time* Friendly greetings and A-to-Z in music. By I. V. Masia, Bauerlein Adv. Agcy. 11-46, p. 378.
- Linger Awhile* Songs by a local singer plug sheet music and record sales. 11-46, p. 387.
- Off the Record* Medleys and guest star appearances. 11-46, p. 391.
- Silver Star Serenades* Texas Rangers sing, build good will and consumer acceptance for meat packer. 12-46, p. 408.
- Pep Boys of California* One item commercials on a schedule of music and news. 12-46, p. 414.

MYSTERY

- Adventures by Morse* Action by a Capt. Friday; authored by a Carlton E. Morse. 1-46, p. 33.
- Adventures of Michael Shayne* A West Coast boy with a backing for his escapades. 1-46, p. 34.
- Sales by the Barrel* Boston Blackie puts a bee: ahead. 2-46, p. 52; 4-46, p. 133.
- The Shadow* A well-known laugh for a well-known thriller, and success. 3-46, p. 103.

NEWS

- Now It Can Be Sold* Every hour, on-the-hour news. 1-46, p. 19.
- Headlines in Review* Negro news. 1-46, p. 25.
- News* Early morning stint. 1-46, p. 30.
- R.F.D. 1540* Farm and hometown news, with items about local events, announcements and general news. 2-46, p. 59.
- Servicemen* News of local boys in service, with music. 2-46, p. 59.
- News* Louis L. Kaufman with informal type of news-cast. 2-46, p. 66.
- Names in the News* One person per day in relation to current events. 3-46, p. 96.
- Gold Star Final* Newscast and honor to most courteous and safest driver. 3-46, p. 98.
- This Changing World* Interpretative comment on current events. 4-46, p. 132.
- The Voice of Washington* Factual, unbiased news by unnamed newscaster. 4-46, p. 135.
- Journal of the Air* Local news from local cab company. 4-46, p. 136.
- Under the Capitol Dome* Five-minute commentary. 4-46, p. 142.
- Capitola News Reporter* Georgia news, national news plus all other kinds. 4-46, p. 142.
- Martin Agronsky News* Co-operative news broadcast. 5-46, p. 176.
- News Roundup* Up-to-the-minute news for coffee cups at breakfast. 5-46, p. 176.
- Bert Vincent* Columnist on the air. 5-46, p. 176.
- Franklin News* News for the mother's second cup of coffee time. 7-46, p. 246.
- News* To attract the man to a men's store. 9-46, p. 316.
- News* News with a strong tie-in of local public service. 9-46, p. 318.

Nehi Hammers It Home Soft drink company keeps its name news while sponsoring news. By N. W. Brandon, ass't mgr. WSAV, Savannah, Ga. 10-46, p. 340.

Good Footwork Did It Listener demand keeps shoe store on the air. 10-46, p. 387.

News Noontime news, and Fulton Lewis, Jr. 11-46, p. 388.

Your Home Town Reporter Daily report of local happenings. 11-46, p. 391.

QUIZ

Kline's Quizzer Customer quizzing. 1-46, p. 22.

10-50 Quiz 10c to 50c questions for the man-on-the-street. 1-49, p. 29.

License Quiz Telephone quiz with car owners as participants. 3-46, p. 99.

Password Please Telephone quiz in a variety of forms. 3-46, p. 99.

Tello-Test Telephone quiz with prizes for all. 4-46, p. 138.

National Street Quiz Sidewalk queries at store's front. 5-46, p. 170.

Do You Know the Answer Telephone quiz. 6-46, p. 204; 8-46, p. 282.

Saxton's Sidewalk Survey Man-on-the-street opinion poll. 6-46, p. 207.

Studer's Street Reporter Candid opinion snapped on the street. 7-46, p. 242.

Housewives Quiz for Laundry Biz Regular quiz plus tie-in for sponsor. 8-46, p. 270.

Dollars for You A bank tries a telephone quiz. 8-46, p. 278.

Pass the Pesos Latin-American slant for Texan questioning. 10-46, p. 354.

Man on the Street Street quiz. 10-46, p. 357.

Curbstone Quiz Contestants picked off the curb for man-on-the-street show. 11-46, p. 390.

Are You Wise Questions about NBC and WSOC programs. 11-46, p. 390.

SPORTS

Friendly Does It With Radio Basketball on the air. By Evelyn Heronymus, Friendly Finance Corp. 3-46, p. 82.

Outdoors in Louisiana Sports in any form. 3-46, p. 93.

Roving Reporter Sports news and discussion by a man who knows. 3-46, p. 106.

Hits and Scores Baseball scores coupled with popular song hits. 8-46, p. 277.

Sports Answer Man Stories, answers, and sports facts. 8-46, p. 285.

Sports Parade Key program for a wide and varied sports coverage. 9-46, p. 312.

SPOT ANNOUNCEMENTS

Listings Out of the Air Real estate listings through a spot announcement schedule. By Frank L. McGuire, Portland, Ore. 10-46, p. 338.

Ol' Man Winter Service spots as traffic directors during winter storms. 11-46, p. 394.

TELEVISION

Tele-Coverage by the Can Films will further television. By Joseph A. Thomas, president, Telefilm Studios. 2-46, p. 41.

What Price Television Television: public interest, education, networks. By Niles Trammell, president, NBC. 2-46, p. 42.

Product Demonstration in Television Advertising sketches for television. By Gladys Kamer, Reiss Advertising Agency. 3-46, p. 78.

Two In One Film versus live talent for television. By Karn Knipe, Anderson, Davis & Platte, Inc. 3-46, p. 87.

Television in Present Tense Today's importance in television. By Fran Harris, director of television, Ruthrauff & Ryan Adv. Agcy. 3-46, p. 90.

Commercials a la Television How advertising will be done over television sets. 4-46, p. 124.

Front Row Center Telecoverage of sports. By Don McClure, television bureau, N. W. Ayer & Son, Inc. 7-46, p. 225.

Video Here Today to Stay Two sides on television presentations. By Harold J. Bock, television mgr. NBC, Hollywood. 9-46, p. 306.

WOMEN'S FEATURES

Stork Club News Advice on child care. 1-46, p. 24.

The Blue Flame Features about things in the woman's world. 2-46, p. 62.

Radio Shopper Music, news, weather reports and shopping news. 2-46, p. 67.

Women Today News of outstanding women, theatre and original verse. 2-46, p. 68.

At Home With Kay West Fashion, food and fun chit-chat. 3-46, p. 103.

Block's Make-up Box Cosmetic news coupled with romantic music. 4-46, p. 113; 8-46, p. 268.

Mother's Health Class Exercises for the busy mother. 4-46, p. 131.

Armchair Planning Pianologue trips with food tie-ins. 4-46, p. 134.

Feminine Viewpoint With Carla Chatter and interviews. 4-46, p. 137.

Bay Shopping Hostess Shopping news and hints for the homemaker. 5-46, p. 155.

Wishing Well Dreams come true with plenty of results. 5-46, p. 172; 6-46, p. 192.

Values We Live By A package of humor, human interest, public service or book reviews. 5-46, p. 173.

Jane Dillon Picture of what's what and store specials. 5-46, p. 173.

Homechats News of women, food, fabrics, books and tidbits of this 'n' that. 5-46, p. 175.

Shoppers Special Music, weather and time. 6-46, p. 213.

Your Baby Cradle crowd suggestions, plus gifts. 7-46, p. 241.

Home Ideas Suggestions, yes. 8-46, p. 285.

Henry Dupre Whimsy, poetry, music and philosophies for women. 8-46, p. 285.

It's Time for Charm How to acquire the charm that brings romance. 9-46, p. 307.

Talkin' Time Items that interest the little woman. 9-46, p. 318.

Woman's Club Local, national spots, chain programs, plus local news and anniversaries. 9-46, p. 319.

Radio Market Basket Hard-to-get items as prizes for identification of mystery tunes. 9-46, p. 321.

Breakfast With the Bennings Listeners share a cup of coffee with a couple who give with music, chatter, and drama. 10-46, p. 356.

Shopping With Cornelia Interviews with shoppers and celebrities in store, with accent on merchandise. 11-46, p. 380.

VETERANS

On to Civvy Street Interviews with vet, an employer, for rehab made easier. 1-46, p. 17.

The Job Reporter Job scoops to aid reconversion. 1-46, p. 24.

Veterans of Victory Finding jobs and business opportunities for vets. 3-46, p. 93.

Voice of the Veteran Views on public issues. 4-46, p. 142.

Jobs for GI Joe Placing the man-come-back to work. 4-46, p. 142.

Vets Unlimited Fitting the veteran for what he's qualified to do. 9-46, p. 321.

House for Joe House built on air, giving instructions for veterans building 11-46, p. 394.

YEAR-END INDEX



A quick index to what others have accomplished through radio during the course of the year, as reported in RS.

• AUTOMOBILES •

JULY

Sponsor: Fields Chevrolet Co.
Station: KGW, Portland, Ore.
Program: Oregon Album.
Department: Special Article, p. 230.

SEPTEMBER

Sponsor: John Berglund Garage; Midway Motor.
Station: KATE, Albert Lea, Minn.
Program: Spot Announcements.
Department: Johnny On the Spot, p. 320.

Sponsor: Gateway Chevrolet Co.
Station: KPAB, Laredo, Tex.
Program: Pass the Pesos.
Department: Showmanship in Action, p. 354.

NOVEMBER

Sponsor: Western Auto Store.
Station: WPAY, Portsmouth, O.
Program: Sports Review.
Department: Proof O' the Pudding, p. 388.

• AUTOMOBILE SUPPLIES •

FEBRUARY

Sponsor: Western Auto Supply.
Station: KHJ, Hollywood, Calif.
Program: Rise and Shine.
Department: Proof O' the Pudding, p. 66.

MARCH

Sponsor: Tom P. McDermott, Inc.
Station: KTUL, Tulsa, Okla.
Program: Veterans of Victory.
Department: Airing the New, p. 93.

JUNE

Sponsor: O.K. Rubber Welders.
Station: Varied.
Program: Art Davis and His Rhythm Riders.
Department: Airing the New, p. 202.

JANUARY

• BAKERIES •

Sponsor: Erickson Bakers.
Station: WKBH, La Crosse, Wis.
Program: Kiddie Hour.
Department: Special Article, p. 15.

Sponsor: Swan's Bakery.
Station: WNOX, Knoxville, Tenn.
Program: Swan's Swap Shop.
Department: Showmanship in Action, p. 27.

Sponsor: Kilpatrick's Bakery.
Station: KQW, San Francisco, Calif.
Program: So the Story Goes.
Department: Proof O' the Pudding, p. 30.

FEBRUARY

Sponsor: McGavin's, Ltd.
Station: CJCA, Edmonton, Alb.
Program: Top O' the Morning.
Department: Airing the New, p. 58.

Sponsor: Trenerry's Bakery.
Station: KIT, Yakima, Wash.
Program: Jerry Ann Talent.
Department: Showmanship in Action, p. 64.

MARCH

Sponsor: Hi-Class Baking Co.
Station: WGBF, Evansville, Ind.

Program: Varied.
Department: Special Article, p. 85.

Sponsor: Eddy's Bakery.
Station: KIDO, Boise, Idaho.
Program: Album of Stars.
Department: What the Program Did for Me, p. 105.

APRIL

Sponsor: A. J. Cripe Baking Co.
Station: KOAM, Pittsburg, Ka.
Program: Town Talk.
Department: Special Article, p. 128.

MAY

Sponsor: Markwardt Quality Bakery.
Station: WMBH, Joplin, Mo.
Program: Quality Hour of Music.
Department: Special Article, p. 164.

JUNE

Sponsor: Carol Bakers.
Station: Varied.
Program: Spots.
Department: Johnny On the Spot, p. 212.

JULY

Sponsor: Zinsmaster Bread Co.
Station: WEBG, Duluth, Minn., others.
Program: Memory Time.
Department: Special Article, p. 234.

Sponsor: Derst Baking Co.
Station: WSAV, Savannah, Ga.
Program: Derst Choirs.
Department: Proof O' the Pudding, p. 244.

AUGUST

Sponsor: Braun Baking Co.
Station: WISR, Butler, Pa.
Program: Do You Know the Answer?
Department: Proof O' the Pudding, p. 282.

OCTOBER

Sponsor: Enriched Tip-Top Bread.
Station: WENR, Chicago, Ill.
Program: Tennessee Jed.
Department: Special Article, p. 344.

Sponsor: Topper Bakery.
Station: KLO, Ogden, Utah.
Program: Topper Jamboree.
Department: Showmanship in Action, p. 355.

NOVEMBER

Sponsor: Bell Bakeries, Inc.
Station: WRAL, Raleigh, N. C.
Program: Fairy Tales.
Department: Special Article, p. 386.

DECEMBER

Sponsor: Zinsmaster Baking Co., Minneapolis, Minn.
Station: Varied.
Program: Varied.
Department: Special Article, p. 402.

• BEVERAGES •

JANUARY

Sponsor: Duquesne Brewing Co., Pittsburgh, Pa.
Station: Varied.
Program: Duquesne Orchestra and Chorus.
Department: Special Article, p. 8.

Sponsor: Gallo Wine Co.
Station: WSMB, Los Angeles, Calif.

Program: Sincerely Yours.
Department: Special Article, p. 12.

FEBRUARY

Sponsor: Rubsam & Horrmann Brewing Co.
Station: WJZ, New York, N. Y.
Program: Boston Blackie.
Department: Special Article, p. 52.

Sponsor: Nehi Bottling Co.
Station: WJPA, Washington, Pa.
Program: Polka Time.
Department: Proof O' the Pudding, p. 65.

MARCH

Sponsor: Jackson Brewing Co.
Station: WDSU, New Orleans, La.
Program: Outdoors in Louisiana.
Department: Airing the New, p. 93.

Sponsor: Hoff-Brau Brewery Corp.
Station: WGL, Fort Wayne, Ind.
Program: Gold Star Final.
Department: Showmanship in Action, p. 98.

Sponsor: Olympia Brewing Co.
Station: KJR, Seattle, Wash.
Program: Solly On the Air.
Department: Proof O' the Pudding, p. 102.

APRIL

Sponsor: Jackson Brewing Co.
Station: WDSU, New Orleans, La.
Program: Jam Session.
Department: Airing the New, p. 131.

Sponsor: Los Angeles Brewing Co.
Station: KHJ, Los Angeles, Calif.
Program: Mild and Mellow.
Department: Proof O' the Pudding, p. 138.

MAY

Sponsor: Pittsburgh Brewing Co.
Station: KDKA, Pittsburgh, Pa.
Program: Memory Time; Harmony Four.
Department: Special Article, p. 162.

AUGUST

Sponsor: Ranier Brewing Co., San Francisco, Calif.
Station: Varied.
Program: Varied.
Department: Special Article, p. 258.

SEPTEMBER

Sponsor: Heileman Brewing Co.
Station: KATE, Albert Lea, Minn.
Program: Sports Parade.
Department: Airing the New, p. 312.

OCTOBER

Sponsor: Coca Cola Co.
Station: WGAR, Cleveland, O.
Program: Santa Claus.
Department: Special Article, p. 332.

Sponsor: Nehi Bottling Co.
Station: WSAV, Savannah, Ga.
Program: News.
Department: Special Article, p. 340.

NOVEMBER

Sponsor: Nehi Bottling Co.
Station: WSTV, Steubenville, O.
Program: The Shadow; Fulton Lewis, Jr.
Department: Special Article, p. 379.

Sponsor: Kingsbury Breweries Co.
Station: WOMET, Manitowoc, Wis.
Program: News.
Department: Proof O' the Pudding, p. 388.

FEBRUARY

* CANDIES *

Sponsor: Joe Franklin Myers Industries.
Station: WFAA, Dallas, Tex.
Program: Sweetest Story Ever Told.
Department: Showmanship in Action, p. 64.

MARCH

Sponsor: Walter M. Lowney Co.
Station: Varied.

DECEMBER, 1946

Program: Men in Scarlet.
Department: Special Article, p. 80.

NOVEMBER

Sponsor: Willards Chocolates, Ltd.
Station: CFRB, Toronto, Ont.
Program: Ontario Panorama.
Department: Showmantsips, p. 391.

FEBRUARY • DAIRY PRODUCTS •

FEBRUARY

Sponsor: Bridgeman-Russell Co.; United Dairies of Duluth.
Station: WEBC, Duluth, Minn.
Program: Kiddie Karnival.
Department: Special Article, p. 48.

Sponsor: Allen Dairy Products.
Station: WOWO, Fort Wayne, Ind.
Program: Meet Your Grocer.
Department: Showmanship in Action, p. 64.

MARCH

Sponsor: Philadelphia Certified Milk Products Ass'n.
Station: WFIL, Philadelphia, Pa.
Program: Concert Music.
Department: Airing the New, p. 94.

Sponsor: Carry Ice Cream Co.
Station: WWDC, Washington, D. C.
Program: Password Please.
Department: Showmanship in Action, p. 98.

Sponsor: Golden Quality Ice Cream Co.
Station: Varied.
Program: Reminisce With Singin' Sam.
Department: What the Program Did for Me, p. 105.

APRIL

Sponsor: Valley Farm Dairy.
Station: WEW, St. Louis, Mo.
Program: Mother's Health Class.
Department: Airing the New, p. 131.

MAY

Sponsor: Isaly Dairy Co.
Station: WFMJ, Youngstown, Ohio.
Program: Sister Sue Reads the Funnies.
Department: Special Article, p. 159.

Sponsor: Sturtevant's Dairy Products.
Station: WOC, Davenport, Ia.
Program: Art Van Damme Quintet.
Department: Airing the New, p. 167.

Sponsor: Abbotts Dairies.
Station: WFIL, Philadelphia, Pa.
Program: Teen-Age Time.
Department: Showmanship in Action, p. 168.

JUNE

Sponsor: Abbotts Dairies.
Station: WFIL, Philadelphia, Pa.
Program: Teen-age Time.
Department: Special Article, p. 197.

Sponsor: Kornely Dairy.
Station: WOMET, Manitowoc, Wis.
Program: Do You Know the Answer?
Department: Showmanship in Action, p. 204.

AUGUST

Sponsor: Dairyland Ice Cream Co.
Station: KTHH, Houston, Tex.
Program: Teen-Time Club.
Department: Special Article, p. 261.

SEPTEMBER

Sponsor: Central Dairy Products Co.
Station: KWLM, Willmar, Minn.
Program: Kiddie Quiz.
Department: Showmanship in Action, p. 313.

Sponsor: Hage's Dairy.
Station: KGB, San Diego, Calif.
Program: Casa Cugat.
Department: Proof O' the Pudding, p. 315.

OCTOBER

Sponsor: Churngold.
Station: WCKY, Cincinnati, O.

Sponsor: Santa Claus.
Department: Special Article, p. 333.

Sponsor: Allen Dairy Co.
Station: WGL, Fort Wayne, Ind.
Program: A Christmas Carol.
Department: Special Article, p. 337.

Sponsor: St. Lawrence Dairy Co.
Station: WRAW, Reading, Pa.
Program: Your Christmas Story Teller.
Department: Christmas Promotions, p. 350.

DECEMBER

Sponsor: Arden Farms.
Station: KFSD, San Diego, Calif.
Program: Hi-Teen Quiz.
Department: Special Article, p. 406.

• DEPARTMENT STORES •

JANUARY

Sponsor: G. W. Robinson Co.
Station: CKOC, Hamilton, Ont.
Program: On to Civvy Street.
Department: Special Article, p. 17.

Sponsor: Emery-Bird-Thayer & Co.
Station: KCMO, Kansas City, Mo.
Program: Streamline Fairy Tales.
Department: Airing the New, p. 23.

Sponsor: Varied.
Station: WMT, Cedar Rapids-Waterloo, Ia.
Program: Family Party Program.
Department: Showmanship in Action, p. 27.

Sponsor: Gassman Department Store.
Station: WMAQ, Chicago, Ill.
Program: Incredible, But True.
Department: What the Program Did for Me, p. 32.

FEBRUARY

Sponsor: Miller & Rhoads Department Store.
Station: WRNL, Richmond, Va.
Program: Youth Center Parade.
Department: Special Article, p. 54.

Sponsor: James Black Dry Goods Co.
Station: KXEL, Waterloo, Ia.
Program: R.F.D. 1540.
Department: Airing the New, p. 59.

Sponsor: The May Company.
Station: KOA, Denver, Colo.
Program: Radio Shopper.
Department: Proof O' the Pudding, p. 67.

MARCH

Sponsor: Federal Department Stores.
Station: WXYZ, Detroit, Mich.
Program: Radio Schoolhouse.
Department: Special Article, p. 88.

Sponsor: Sears Roebuck & Co.
Station: KROW, San Francisco-Oakland, Calif.
Program: Confidentially Yours.
Department: Airing the New, p. 94.

Sponsor: Everybody's Department Store.
Station: KFJZ, Fort Worth, Tex.
Program: A Date With Music.
Department: Airing the New, p. 95.

Sponsor: Gus Blass Department Store.
Station: KLRA, Little Rock, Ark.
Program: Detect-A-Tune.
Department: Showmanship in Action, p. 98.

APRIL

Sponsor: William H. Block Co.
Station: WIRE, Indianapolis, Ind.
Program: Block's Make-up Box.
Department: Special Article, p. 113.

Sponsor: Belk-Gallant Department Stores.
Station: WLAG, LaGrange, Ga.
Program: Varied.
Department: Special Article, p. 127.

Sponsor: J. W. Robinson Co.
Station: KHJ, Los Angeles, Calif.
Program: This Changing World.
Department: Airing the New, p. 132.

Sponsor: Cohen Brothers Department Store
Station: WMBR, Jacksonville, Fla.
Program: Styles in Tempo.
Department: Airing the New, p. 132.

Sponsor: Jones Store.
Station: KCMO, Kansas City, Mo.
Program: Tune Package.
Department: Airing the New, p. 133.

Sponsor: Schuster's Department Store.
Station: WTMJ, Milwaukee, Wis.
Program: Feminine Viewpoint with Carla.
Department: Showmanship in Action, p. 137.

MAY

Sponsor: Rich's Department Store.
Station: WGST, Atlanta, Ga.
Program: Rich's Radio School.
Department: Special Article, p. 152.

Sponsor: Hudson's Bay Co.
Station: CFAC, Calgary, Alberta.
Program: Bay Shopping Hostess.
Department: Special Article, p. 155.

Sponsor: Skinner-Chamberlain & Co.
Station: KATE, Albert Lea, Minn.
Program: Varied.
Department: Special Article, p. 160.

Sponsor: F.&R. Lazarus Co.
Station: WCOL, Columbus, O.
Program: Hi-Jinx.
Department: Special Article, p. 165.

Sponsor: Stevenson's.
Station: WKBH, La Crosse, Wis.
Program: Calling All Girls.
Department: Showmanship in Action, p. 169.

Sponsor: Wolf & Dessauer.
Station: WOWO, Fort Wayne, Ind.
Program: Requiem.
Department: Special Promotion, p. 171.

Sponsor: W. M. Whitney & Co.
Station: WTRY, Troy, N. Y.
Program: Wishing Well.
Department: What the Program Did for Me, p. 172.

Sponsor: Brown-Dunkin Department Store.
Station: KVOO, Tulsa, Okla.
Program: Values We Live By.
Department: Proof O' the Pudding, p. 173.

JUNE

Sponsor: David Spencer, Ltd.
Station: CKWX, Vancouver, B. C.
Program: Public Opinion.
Department: Special Article, p. 188.

Sponsor: Zion's Cooperative Mercantile Institution.
Station: KDYL, Salt Lake City, Utah.
Program: Wishing Well.
Department: Special Article, p. 190.

Sponsor: John Taylor Dry Goods Co.
Station: KMBC, Kansas City, Mo.
Program: Joanne Taylor Speaking!
Department: Special Article, p. 194.

Sponsor: Maison Blanche.
Station: WSMB, New Orleans, La.
Program: Tomorrow's Children.
Department: Special Article, p. 199.

Sponsor: George B. French Co.
Station: WHEB, Portsmouth-Dover, N. H.
Program: Today is Yours.
Department: Showmanship in Action, p. 204.

Sponsor: Freimuth's Department Store.
Station: WEBC, Duluth-Superior, Minn.
Program: Freimuth Show.
Department: What the Program Did for Me, p. 209.

AUGUST

Sponsor: William H. Block Co.
Station: WIRE, Indianapolis, Ind.
Program: Cosmetic Carnival.
Department: Special Article, p. 268.

Sponsor: M. L. Parker Co.
Station: WOC, Davenport, Ia.
Program: What Goes On?
Department: Airing the New, p. 277.

SEPTEMBER

Sponsor: L. S. Donaldson Co.
Station: WTCN, Minneapolis, Minn.
Program: It's a Date!
Department: Special Article, p. 295.

Sponsor: Fligelman's Department Store.
Station: KPFA, Helena, Mont.
Program: Spot Announcements.
Department: Johnny On the Spot, p. 320.

OCTOBER

Sponsor: Grand Leader.
Station: KRKO, Everett, Wash.
Program: Santa Claus.
Department: Special Article, p. 333.

Sponsor: Gimbel's.
Station: WIP, Philadelphia, Pa.
Program: Eavesdropping with Santa Claus.
Department: Special Article, p. 334.

Sponsor: T. Eaton Co.
Station: CKOC, Hamilton, Ont.
Program: Varied.
Department: Special Article, p. 336.

Sponsor: Stone & Thomas.
Station: WWVA, Wheeling, W. Va.
Program: Adventures in Christmas Tree Grove.
Department: Christmas Promotions, p. 350.

Sponsor: Sears Roebuck & Co.
Station: KVOR, Colorado Springs, Colo.
Program: Chimney Chats With Mrs. Santa Claus.
Department: Christmas Promotions, p. 351.

Sponsor: Nelson's.
Station: WJTN, Jamestown, N. Y.
Program: Christmas Around the World.
Department: Christmas Promotions, p. 351.

Sponsor: B. Altman & Co.
Station: WFAS, White Plains, N. Y.
Program: Santa's Magic Christmas Tree.
Department: Christmas Promotions, p. 352.

NOVEMBER

Sponsor: John A. Brown.
Station: KOMA, Oklahoma City, Okla.
Program: Y's Up.
Department: Special Article, p. 376.

Sponsor: Rike Kulmer Department Store.
Station: WHIO, Dayton, Ohio.
Program: Shopping With Cornelia.
Department: Special Article, p. 380.

Sponsor: Sears Roebuck & Co.
Station: KVFD, Fort Dodge, Ia.
Program: Cinnamon Bear.
Department: Special Article, p. 381.

Sponsor: Gimbel's Department Store.
Station: Pittsburgh, Pa.
Program: Lightning Jim.
Department: Proof O' the Pudding, p. 389.

DECEMBER

Sponsor: Pep Boys of Calif.
Station: Varied.
Program: News and Music.
Department: Special Article, p. 414.

JANUARY

Sponsor: Bond Drug Co.
Station: WOC, Davenport, Ia.
Program: Musical Time Clock.
Department: Airing the New, p. 23.

MARCH

Sponsor: Consolidated Royal Chemical Co-p.
Station: WCKY, Cincinnati, O.
Program: Western Jamboree.
Department: Proof O' the Pudding, p. 102.

MAY

Sponsor: Vicks.
Station: WLW, Cincinnati, O.
Program: Crossroads Cafe.
Department: Airing the New, p. 167.

Sponsor: Haag Drug Co.
Station: WIBC, Indianapolis, Ind.
Program: Music and Milestones.
Department: Showmanship in Action, p. 168.

Sponsor: Wait's G-M Cough Syrup and Linament.
Station: WMT, Cedar Rapids-Waterloo, Ia.
Program: Tobie and Susie.
Department: Proof O' the Pudding, p. 173.

Sponsor: Katz Drug Co.
Station: KMBC, Kansas City, Mo.
Program: Rhymaline Time.
Department: Proof O' the Pudding, p. 174.

JUNE

Sponsor: Neilson's.
Station: CKEY, Toronto, Ont.
Program: Singin' Sam.
Department: Showmanship in Action, p. 205.

Sponsor: Forhan's Toothpaste.
Station: CKEY, Toronto, Ont.
Program: Pick the Hits.
Department: Proof O' the Pudding, p. 210.

AUGUST

Sponsor: Block Drug Co.
Station: WJW, Cleveland, O.
Program: Cleveland Clambake.
Department: Proof O' the Pudding, p. 282.

OCTOBER

Sponsor: Maga & Hopkins.
Station: CKOC, Hamilton, Ont.
Program: The Spirit of Christmas.
Department: Special Article, p. 336.

APRIL

Sponsor: Modern Radio Service.
Station: WOC, Davenport, Ia.
Program: 1420 Melody Lane.
Department: Airing the New, p. 133.

JUNE

Sponsor: Servant's Appliance Store.
Station: KROW, Oakland, Calif.
Program: Longhorn Joe's Western Rangers.
Department: Proof O' the Pudding, p. 210.

JULY

Sponsor: Modern Radio & Appliance Co.
Station: WSAV, Savannah, Ga.
Program: Battle of the Baritones.
Department: Airing the New, p. 238.

JANUARY

Sponsor: Co-ops of Northwest Iowa.
Station: KVFD, Fort Dodge, Ia.
Program: News.
Department: Special Article, p. 46.

AUGUST

Sponsor: Wasatch Chemical Co.
Station: KDYL, Salt Lake City, Utah.
Program: Science in Farming.
Department: Airing the New, p. 277.

Sponsor: Intervalley Equipment Co.
Station: KIT, Yakima, Wash.
Program: Shorty Wilkerson.
Department: Proof O' the Pudding, p. 283.

FEBRUARY

Sponsor: First National Bank of Dallas.
Station: WFAA, Dallas, Tex.
Program: Southwest Magazine of the Air.
Department: Airing the New, p. 59.

Sponsor: Pioneer Trust Co.
Station: KSLM, Salem, Ore.
Program: Servicemen.
Department: Airing the New, p. 59.

Sponsor: Davenport Bank & Trust Co.
Station: WOC, Davenport, Ia.
Program: Louise Massey and the Westerners.
Department: Airing the New, p. 60.

MARCH

Sponsor: Friendly Finance Corp.
Station: WHBL, Sheboygan, Wis.
Program: Sports.
Department: Special Article, p. 82.

Sponsor: Western Securities Co.
Station: KBON, Omaha, Neb.
Program: Life or Death.
Department: Airing the New, p. 95.

APRIL

Sponsor: Farmers & Merchants National Bank.
Station: WINC, Winchester, Va.
Program: Around the Town.
Department: Airing the New, p. 134.

AUGUST

Sponsor: City Savings Bank.
Station: WAYS, Charlotte, N. C.
Program: Dollars for You.
Department: Showmanship in Action, p. 278.

SEPTEMBER

Sponsor: Spokane & Eastern Division Bank.
Station: KGA, Spokane, Wash.
Program: Farm News Reporter.
Department: Special Article, p. 302.

Sponsor: Floyd A. Allen Investment Co.
Station: KMPC, Hollywood, Calif.
Program: Open Forum.
Department: Proof O' the Pudding, p. 315.

Sponsor: Salinas National Bank.
Station: KDON, Monterey-Salinas, Calif.
Program: News.
Department: Proof O' the Pudding, p. 318.

OCTOBER

Sponsor: Oakland Federal Savings & Loan Ass'n.
Station: KLX, Oakland, Calif.
Program: Children's Hour.
Department: Special Article, p. 337.

NOVEMBER

Sponsor: Central National Bank.
Station: Varied. (Foreign language stations.)
Program: Native Music.
Department: Special Article, p. 382.

DECEMBER

Sponsor: Title Insurance & Trust Co.
Station: KNX, Hollywood, Calif.
Program: Romance of the Ranchos.
Department: Special Article, p. 412.

• FLORISTS •**FEBRUARY**

Sponsor: Bobby's Flower Shop.
Station: KMAC, San Antonio, Tex.
Program: Language of the Flowers.
Department: Proof O' the Pudding, p. 65.

JUNE

Sponsor: Florist's Telegraph Delivery Ass'n.
Station: WOWO, Fort Wayne, Ind.
Program: Modern Home Forum.
Department: Airing the New, p. 202.

JULY

Sponsor: Braswell's Flower Gardens.
Station: KTHH, Houston, Tex.
Program: An Orchid to You.
Department: Special Article, p. 228.

Sponsor: Kelly-Scherrer Flower Shop; St. Anthony Hotel Flower Shop.
Station: KMAC, San Antonio, Tex.
Program: Flowers for the Happiest Happenings.
Department: Showmanship in Action, p. 241.

• GASOLINES •**JANUARY**

Sponsor: Union Oil Co.
Station: Pacific Coast.
Program: Adventures of Michael Shayne.
Department: Showmanviews, p. 34.

MARCH

Sponsor: Milton Oil Co.
Station: KXOK, St. Louis, Mo.
Program: License Quiz.
Department: Showmanship in Action, p. 98.

• GROCERIES •**JANUARY**

Sponsor: Golden Dawn Foods.
Station: WPIC, Sharon, Pa.
Program: News.
Department: Special Article, p. 19.

Sponsor: Klauber-Wangenheim Co.
Station: KFSD, San Diego, Calif.
Program: Music Masquerade.
Department: Showmanship in Action, p. 28.

Sponsor: Swift & Co.
Station: WING, Dayton, O.
Program: Sunny Side Up.
Department: Showmanship in Action, p. 29.

FEBRUARY

Sponsor: Varied.
Station: WOWO, Fort Wayne, Ind.
Program: Meet Your Grocer.
Department: Showmanship in Action, p. 64.

MARCH

Sponsor: Great Eastern Stop and Shop Markets.
Station: WPAT, Paterson, N. J.
Program: Market Reporter.
Department: Airing the New, p. 95.

Sponsor: Penick & Ford.
Station: KEX, Portland, Ore.
Program: At Home With Kay.
Department: Proof O' the Pudding, p. 103.

APRIL

Sponsor: Fisher Food Stores.
Station: WTAM, Cleveland, O.
Program: Armchair Planning.
Department: Airing the New, p. 134.

JUNE

Sponsor: Wadhams & Co.
Station: KXL, Portland, Ore.
Program: Tello-Quiz.
Department: Special Article, p. 198.

Sponsor: Lucky Boy Markets.
Station: KDON, Monterey, Calif.
Program: Kiddie's Klub.
Department: Showmanship in Action, p. 206.

AUGUST

Sponsor: Yami Yogurt Products.
Station: KFI, KHJ, Los Angeles, Calif.
Program: Art Baker's Notebook; Norma Young's Food and Cooking Program.
Department: Special Article, p. 276.

NOVEMBER

Sponsor: Perfex Co.
Station: Varied.
Program: Spot Announcements; Participating.
Department: Special Article, p. 370.

DECEMBER

Sponsor: Turco Products, Inc.
Station: Varied.
Program: Singing Spots.
Department: Special Article, p. 404.

Sponsor: Wilkins Coffee Co.
Station: Varied.
Program: Varied.
Department: Special Article, p. 415.

• HOME FURNISHINGS •**JANUARY**

Sponsor: Gustke & Son.
Station: WELL, Battle Creek, Mich.
Program: Public Schools Spelling Bee.
Department: Showmanship in Action, p. 28.

FEBRUARY

Sponsor: Bennett Furniture Co.
Station: WROX, Clarksdale, Miss.
Program: Varied.
Department: Special Article, p. 55.

Sponsor: Atherton Furniture Co.
Station: WCSH, Portland, Me.
Program: One Man's Destiny.
Department: Airing the New, p. 60.

Sponsor: J. W. Rowlands Co.
Station: WLOK, Lima, O.
Program: Women Today.
Department: Proof O' the Pudding, p. 68.

MARCH

Sponsor: Hub Furniture Co.
Station: WWDC, Washington, D. C.
Program: Password Please.
Department: Showmanship in Action, p. 99.

Sponsor: Penn Furniture Co.
Station: Varied.
Program: The Shadow.
Department: Proof O' the Pudding, p. 103.

AUGUST

Sponsor: Amber Furniture Co.
Station: WIND, Chicago, Ill.
Program: Marriage License Bureau.
Department: Special Article, p. 271.

Sponsor: Clarksdale Furniture Co.
Station: WROX, Clarksdale, Miss.
Program: Birthday Wheel.
Department: Showmanship in Action, p. 279.

SEPTEMBER

Sponsor: Quality Furniture Co.
Station: WMAN, Mansfield, O.
Program: Melody Hour.
Department: Special Article, p. 298.

OCTOBER

Sponsor: A. M. Souter's.
Station: CKOC, Hamilton, Ont.
Program: Christmas Stories.
Department: Special Article, p. 336.

• JEWELERS •

JANUARY

Sponsor: Will Sales.
Station: WINN, Louisville, Ky.
Program: 10-50 Quiz.
Department: Showmanship in Action, p. 29.

APRIL

Sponsor: S. A. Meyer Jewelry Co.
Station: WJPA, Washington, Pa.
Program: Tello-Test.
Department: Proof O' the Pudding, p. 138.

MAY

Sponsor: National Jewelry Co.
Station: WBIG, Greensboro, N. C.
Program: National Street Quiz.
Department: Showmanship in Action, p. 170.

Sponsor: Kay Jewelry Co.
Station: WMBD, Peoria, Ill.
Program: Birthday Club.
Department: Proof O' the Pudding, p. 174.

AUGUST

Sponsor: King's Jewelry Co.
Station: KMPC, Los Angeles, Calif.
Program: Battin' Around With Battersea.
Department: Showmanship in Action, p. 279.

DECEMBER

Sponsor: George J. Sloan.
Station: KTUL, Tulsa, Okla.
Program: Jewel Box Theatre.
Department: Special Article, p. 410.

• LAUNDRIES •

JANUARY

Sponsor: Alamo Royal Baby Laundry.
Station: KMAC, San Antonio, Tex.

Program: Stork Club News.
Department: Airing the New, p. 23.

FEBRUARY

Sponsor: Market Laundry.
Station: KROW, San Francisco-Oakland, Calif.
Program: Masters of Rhythm.
Department: Airing the New, p. 60.

APRIL

Sponsor: Master Cleaners & Dyers.
Station: WDAD, Indiana, Pa.
Program: Boston Blackie.
Department: Airing the New, p. 133.

JULY

Sponsor: Crib Diaper Service.
Station: KFVB, Hollywood, Calif.
Program: Your Baby.
Department: Showmanship in Action, p. 241.

AUGUST

Sponsor: Launderers & Dry Cleaners Branch of Hamilton Chamber of Commerce.
Station: CKOC, Hamilton, Ont.
Program: Housewives Quiz.
Department: Special Article, p. 270.

SEPTEMBER

Sponsor: Darrington's.
Station: KOOS, Coos Bay, Ore.
Department: Special Article, p. 310.
Sponsor: Johnson Laundry.
Station: KATE, Albert Lea, Minn.
Program: Spot Announcements.
Department: Johnny On the Spot, p. 320.

OCTOBER

Sponsor: Balboa Laundry & Dry Cleaners.
Station: KFMB, San Diego, Calif.
Program: Balboa Musical Discoveries.
Department: Airing the New, p. 353.

• MANUFACTURERS •

APRIL

Sponsor: General Electric Co.
Station: WOL, Washington, D. C.
Program: The Voice of Washington.
Department: Airing the New, p. 135.

MAY

Sponsor: National Cash Register Co.
Station: WHIO, Dayton, O.
Program: Invitation to Youth.
Department: Special Article, p. 163.

• MEATS •

AUGUST

Sponsor: North Side Packing Co.
Station: WJAS, Pittsburgh, Pa.
Program: Mike-ing History.
Department: Showmanship in Action, p. 279.

DECEMBER

Sponsor: Henry Lohrey Co. Meat Packers.
Station: KQV, Pittsburgh, Pa.
Program: Silver Star Serenades.
Department: Special Article, p. 408.

• MEN'S WEAR •

JANUARY

Sponsor: Kleinhans Co.
Station: WGR, Buffalo, N. Y.
Program: The Job Reporter.
Department: Airing the New, p. 24.

Sponsor: Harmony Clothiers, Chicago, Ill.
Station: WJOB, Hammond, Ind.
Program: Headlines in Review.
Department: Airing the New, p. 25.

MARCH

Sponsor: Palace Clothing Co.
Station: KCMO, Kansas City, Mo.
Program: Teen Towns.
Department: Showmanship in Action, p. 100.

APRIL

Sponsor: Dominion Clothing Store.
Station: CKOC, Hamilton, Ont.
Program: Dominion Air Theatre.
Department: Airing the New, p. 134.

JUNE

Sponsor: Schwartz Men's Store.
Station: KGIR, Butte, Mont.
Program: Soldiers of the Press.
Department: What the Program Did for Me, p. 209.

SEPTEMBER

Sponsor: Wagner's.
Station: KRBM, Bozeman, Mont.
Program: News.
Department: Proof O' the Pudding, p. 316.

• MILLING •**JANUARY**

Sponsor: General Mills.
Station: Varied.
Program: Hymns of All Churches.
Department: Special Article, p. 10.

FEBRUARY

Sponsor: Universal Milling Co.
Station: WEBC, Duluth, Minn.
Program: Kiddie Carnival.
Department: Special Article, p. 48.

JUNE

Sponsor: Paxton & Gallagher.
Station: KFAB, Omaha, Nebr.
Program: Jessie Young's Homemaker.
Department: Special Article, p. 193.

OCTOBER

Sponsor: Hubbard Milling Co.
Station: KYSM, Mankato, Minn.
Program: Sunshine Dinnertime Party.
Department: Special Article, p. 335.

• MISCELLANEOUS •**FEBRUARY**

Sponsor: Commercial Book Store.
Station: KSLM, Salem, Ore.
Program: Vagabond of the Air.
Department: Airing the New, p. 58.

Sponsor: Hargrove Construction Co.
Station: KQV, Pittsburgh, Pa.
Program: News.
Department: Proof O' the Pudding, p. 65.

MARCH

Sponsor: Steele-Lounsbury (office supplies).
Station: WEBC, Duluth, Minn.
Program: Names in the News.
Department: Airing the New, p. 96.

Sponsor: Shane Diagnostic Clinic.
Station: Varied.
Program: Varied.
Department: Special Article, p. 84.

MAY

Sponsor: Kamber's (luggage store).
Station: KOMA, Oklahoma City, Okla.
Program: Orchidaires.
Department: Showmanship in Action, p. 170.

JUNE

Sponsor: Neighbors of Woodcraft (Insurance).
Station: KGW, Portland, Ore.
Program: Name Your Music.
Department: Proof O' the Pudding, p. 211.

SEPTEMBER

Sponsor: Arthur Murray School of Dancing.
Station: KXL, Portland, Ore.
Program: Spot Announcements.
Department: Johnny On the Spot, p. 320.

Sponsor: Westphal's Paint & Hardware.
Station: WOMT, Manitowoc, Wis.
Program: Air Exchange.
Department: Proof O' the Pudding, p. 316.

Sponsor: Amb-A-Tip Cigar Co.
Station: WFBR, Baltimore, Md.
Program: Baseball Scores.
Department: Airing the New, p. 312.

OCTOBER

Sponsor: Armstrong's Sporting Goods Store.
Station: KLO, Ogden, Utah.
Program: Santa Claus.
Department: Special Article, p. 333.

Sponsor: Stott Briquets (fuel).
Station: WTCN, Minneapolis-St. Paul, Minn.
Program: Whoopee John.
Department: Special Article, p. 343.

NOVEMBER

Sponsor: Myndall Cain Beauty Salon.
Station: WTCN, Minneapolis, Minn.
Program: Fashions in Loveliness.
Department: Special Article, p. 372.

Sponsor: Philadelphia Inquirer.
Station: WFIL, Philadelphia, Pa.
Program: Pages of Time.
Department: Airing the New, p. 387.

• MUSIC STORES •**FEBRUARY**

Sponsor: Heider's Music Store.
Station: KSLM, Salem, Ore.
Program: Heider's Showcase.
Department: Airing the New, p. 61.

JUNE

Sponsor: Saas Brothers Music Co.
Station: WOC, Davenport, Ia.
Program: Your Record Date.
Department: Proof O' the Pudding, p. 211.

JULY

Sponsor: Frederick Appliance Co.
Station: WFMD, Frederick, Md.
Program: Victor Varieties.
Department: Airing the New, p. 238.

SEPTEMBER

Sponsor: Tom Berry Music Store.
Station: WGL, Fort Wayne, Ind.
Program: It's the Berries.
Department: Proof O' the Pudding, p. 317.

OCTOBER

Sponsor: Charles E. Wells Music Co.
Station: KOA, Denver, Colo.
Program: Wells of Music.
Department: Special Article, p. 331.

NOVEMBER

Sponsor: Radio's Music Shop.
Station: KRBM, Bozeman, Mont.
Program: Linger Awhile.
Department: Airing the New, p. 387.

• OPTICIANS •**MARCH**

Sponsor: Dr. Eugene Laisne, Optometrist.
Station: Varied.
Program: Pages From Life.
Department: Proof O' the Pudding, p. 103.

JULY

Sponsor: Corbin's Optical Center.
Station: KXL, Portland, Ore.
Program: Spot Announcements.
Department: What the Program Did for Me, p. 243.

• PHOTOGRAPHERS •**MARCH**

Sponsor: Bishop's Portrait Studio.
Station: KSLM, Salem, Ore.
Program: Your Serviceman Speaks.
Department: Airing the New, p. 96.

JULY

Sponsor: Studer's.
Station: KNOW, Austin, Tex.

Program: Studer Street Reporter.
Department: Showmanship in Action, p. 242.

Sponsor: AP's Photo Shop.
Station: KGIR, Butte, Mont.
Department: What the Program Did for Me, p. 243.

NOVEMBER

Sponsor: Paul Linwood Gittings, Photographer.
Station: KPRC, Houston, Tex.
Department: Special Article, p. 375.

• PUBLIC UTILITIES •

JANUARY

Sponsor: Union Electric Co.
Station: KMOX, St. Louis, Mo.
Department: Special Article, p. 16.

FEBRUARY

Sponsor: Westchester Lighting Co.
Station: WFAS, White Plains, N. Y.
Department: Special Article, p. 44.

Sponsor: City of Duluth, Water & Gas Dept.
Station: WEBC, Duluth, Minn.
Program: The Blue Flame.
Department: Airing the New, p. 62.

JULY

Sponsor: Ohio Bell Telephone Co.
Station: WGAR, Cleveland, O.
Program: Serenade for Smoothies.
Department: Proof O' the Pudding, p. 244.

AUGUST

Sponsor: Tacoma City Light Co.
Station: KMO, Tacoma, Wash.
Program: Campus Radio Theatre.
Department: Proof O' the Pudding, p. 284.

SEPTEMBER

Sponsor: Indiana Service Corp.
Station: WOWO, Fort Wayne, Ind.
Program: Happy Gang.
Department: Showmanship in Action, p. 314.

OCTOBER

Sponsor: Public Service Co. of Colo.
Station: KOA, Denver, Colo.
Department: Special Article, p. 331.

Sponsor: Union Electric Co.
Station: KMOX, St. Louis, Mo.
Department: Special Article, p. 337.

Sponsor: Lone Star Gas Co.
Station: WFAA, Dallas, Tex.
Program: Dude Ranch Buckaroos.
Department: Airing the New, p. 353.

• REALTORS •

JUNE

Sponsor: Robert L. Saxton, Realtor.
Station: KIT, Yakima, Wash.
Program: Saxton's Sidewalk Survey.
Department: Showmanship in Action, p. 207.

OCTOBER

Sponsor: Frank L. McGuire.
Department: Special Article, p. 338.

• RESTAURANTS •

FEBRUARY

Sponsors: Hackney's Restaurant.
Station: WFBG, Atlantic City, N. J.
Department: Special Article, p. 50.

NOVEMBER

Sponsor: Beverly Country Club.
Department: Special Article, p. 378.

• SHOES •

OCTOBER

Sponsor: Selby Retail Shoe Store.
Station: WPAY, Portsmouth, O.

Program: Selby News.
Department: Special Article, p. 342.

• STORAGE •

MARCH

Sponsor: Lyon Van & Storage Co.
Department: Special Article, p. 86.

APRIL

Sponsor: Bekins Van & Storage Co.
Department: Special Article, p. 118.

OCTOBER

Sponsor: Bekins Moving & Storage Co.
Station: KOA, Denver, Colo.
Department: Special Article, p. 331.

• TRANSPORTATION •

APRIL

Sponsor: Checker Cab Co.
Station: WCOS, Columbia, S. Car.
Program: Journal of the Air.
Department: Airing the New, p. 136.

OCTOBER

Sponsor: Boston & Maine Railroad.
Station: WEEI, Boston, Mass.
Department: Special Article, p. 337.

• WOMEN'S WEAR •

JANUARY

Sponsor: Makoff.
Station: KDYL, Salt Lake City, Utah.
Department: Special Article, p. 18.

Sponsor: Kline's.
Station: WMRN, Marion, O.
Department: Special Article, p. 22.

APRIL

Sponsor: Levy's Ladies' Toggery, Memphis, Tenn.
Station: WROJ, Clarksdale, Miss.
Program: Romantic Music.
Department: Airing the New, p. 136.

MAY

Sponsor: Gordon's Style Shop.
Station: KGNC, Amarillo, Tex.
Program: Style Notes.
Department: Proof O' the Pudding, p. 174.

JULY

Sponsor: Whipple's.
Station: KDYL, Salt Lake City, Utah.
Department: Special Article, p. 224.

Sponsor: Rice's Fashion Center.
Station: WTAR, Norfolk, Va.
Program: Hi-Teen Board.
Department: Airing the New, p. 240.

Sponsor: Konner's.
Station: WPAT, Paterson, N. J.
Department: What the Program Did for Me, p. 243.

Sponsor: Franklin's.
Station: KNOW, Austin, Tex.
Program: Franklin News.
Department: Proof O' the Pudding, p. 246.

AUGUST

Sponsor: Swelldom Stores.
Station: KMPC, Los Angeles, Calif.
Program: A Song for You.
Department: Airing the New, p. 278.

SEPTEMBER

Sponsor: La Vogue Fashion Show.
Station: KYSM, Mankato, Minn.
Department: Special Article, p. 304.

OCTOBER

Sponsor: Corinne's Ready-to-Wear.
Station: WJBO, Baton Rouge, La.
Department: Airing the New, p. 354.

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It's the businessman's independent source of radio information . . . and radio's established publication devoted solely to the much neglected business side of radio programming. Advertising specialists, business authorities and leaders in the field of radio present their experiences each month in this handy, pocket-size monthly publication.

GOODWILL AND SALES GO HAND IN HAND: How radio earns its shares of the C. E. CHAPPELL & SONS promotional dollar is told by Stephen M. Webb, Spitz & Webb Advertising Agency, Syracuse, N. Y.

FABULOUS IS THE WORD: Fabulous indeed is the word for Mr. Tash, who signed his first contract with WWDC back in 1941. Since then, the firm's advertising expenditures have been confined almost entirely to radio, and the NEW YORK JEWELRY COMPANY is now one of the largest buyers of radio time in Washington, D. C., says Rick La Falce.

CONSISTENCY DOES IT: What cooks for the WILLIAM SCHLUDERBERG-T. J. KURDLE COMPANY, makers of ESKAY QUALITY MEATS, and one of the oldest users of radio in the country is told by Guy Griffen, sales promotion manager, WFBR, Baltimore, Md.



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By the Company He Keeps . . .

WPAY

WEGO

WHBL

KGY

WAJR

KLO

KOMA

KVAN

KVFD

KBIZ

WHLB

WJMC

WWNR

WLAG

WRRN

WSAV

WEBC

WMFG

"The Company" to which we refer are the top-flight radio stations who make it their business to help the businessman get the most for his radio dollar—all subscribe to RADIO SHOWMANSHIP Magazine for their clients. These stations take this means of bringing the advertiser complete, accurate and timely radio information on the much neglected commercial side of radio.

WHHM

WFMD

KFAB

WFPG

KFRO

CKWX

WGTC

WEAU

WFBR

WISE

KATE

KSJB

WEED

WDNC

KGNC

CKRM

WWDC

KOOS

KVSM

WKIX

WAML

WPAD

KROP

STILL GOING STRONG

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76 MONTHS

KDYL —Salt Lake City, Utah.
KOA —Denver, Colo.
KROW —Oakland, Calif.
WFIL —Philadelphia, Pa.
WIND —Chicago, Ill.
WTCN —Minneapolis, Minn.

50-64 MONTHS

KGHF —Pueblo, Colo.
KOTN —Pine Bluff, Ark.
WACO —Waco, Texas
WIBX —Utica, N. Y.
WOC —Davenport, Iowa
WSTV —Steubenville, Ohio
CKOC —Hamilton, Ont.

40-49 MONTHS

KIDO —Boise, Idaho
KPRO —Riverside, Calif.
WSAM —Saginaw, Mich.

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. . . the service may be available in your area on an exclusive basis. Write or wire immediately.



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