

# S

DECEMBER 1947



# Showmanship

**PROGRAMMING FOR  
BROADCASTERS • ADVERTISERS  
AM FM TELEVISION FACSIMILE**

50c

55c IN CANADA



## Stand by . . .

*For station announcement!*

One of the real joys of Yuletide is the opportunity to put aside the routine of everyday business. So, in all sincerity, we interrupt our regular schedule to wish you a very Merry Christmas.

The foundation of all business is friendship, and as we look back on 1947 one of the things that makes us feel pretty good is the knowledge that we have made a lot of friends among those it has been our pleasure to serve.

We will strive to continue to merit this confidence and esteem, and with the hope that the New Year may be for all of us a year of continued progress, we extend this message to our advertisers . . .

THANKS . . . AND THANKS . . . AND A VERY MERRY CHRISTMAS.

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

**MAGAZINE OF AIR MERCHANDISING**

## *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.*

### *Your Business at a Glance*

★ What others in your business field accomplish through broadcast advertising, classified by business field.

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Department Stores.....	414	Luggage.....	406
Electrical Appliances.....	404	Merchants' Associations.....	416
Hardware Dealers.....	408	Mortuaries.....	413
Home Furnishings.....	412	Sporting Goods.....	408

IDEA FILE.....Pages 418-421  
 YEAR END INDEX.....Pages 421-430

### *Sponsor—Station Index*

<i>Sponsor</i>	STATION	PAGE
Walter H. Allen Co.....	WFAA, Dallas, Tex., others.....	408
Bozeman Cashway Hardware & Lumber Co..	KXLQ, Bozeman, Mont.....	408
Crystal Furniture Co.....	KVNU, Logan, Utah.....	412
Elizabeth City Merchants' Association.....	WCNC, Elizabeth City, N. C.....	416
Entz & Rucker Hardware Co.....	KHJ, Los Angeles, Calif.....	408
The Fair.....	KXOL, Fort Worth, Tex.....	414
Foster's Hardware & Sporting Goods Store..	WCAR, Pontiac, Mich.....	408
Louis Hanssen's Sons.....	WOC, Davenport, Ia.....	408
Kempton's.....	WSYR, Syracuse, N. Y.....	406
Tom P. McDermott, Inc.....	KOMA, Oklahoma City, Okla., others.....	404
Moore's of Ohio.....	WHKC, Columbus, O., others.....	408
Peavey Hardware Store.....	WKNE, Portsmouth, N. H.....	408
Power-Townsend Co.....	KXLJ, Helena, Mont.....	408
Saiter Morgan Co.....	WAOV, Vincennes, Ind.....	408
Sherwin Williams Co.....	WHBC, Canton, O.....	408
Simon Hardware Co.....	KROW, Oakland, Calif.....	408
Teague Hardware Co.....	WSFA, Montgomery, Ala.....	408
Utter-McKinley Mortuaries.....	Varied, Los Angeles, Calif.....	413
Westphal's Paint & Hardware Co.....	WOMT, Manitowoc, Wis.....	408

**Read your RADIO SHOWMANSHIP!**



## CONTENTS

DECEMBER, 1947 Vol. 8, No. 12

<b>How to build commercials that sell</b> . . . . .	400
WILLIAM E. WRIGHT—The head of Wright Radio Productions, Chicago, Ill., presents pointers on how to slant copy to produce results, with special mention of the vocabulary of the advertising man.	
<b>Appliance distributor ups dealer sales and traffic</b> . . . . .	404
TOM P. McDERMOTT, INC.—Oklahoma distributor of household appliances sponsors transcribed series on regional basis on behalf of 300 Oklahoma dealers on a 52-week schedule, with KOMA, Oklahoma City, and KTUL, Tulsa, the outlets. Agency is the Gibbons Advertising Agency, Inc., Tulsa.	
<b>Specialty stores benefit with specialty programs</b> . . . . .	406
KEMPTON'S—Format worked out by WSYR, Syracuse, N. Y., for luggage store suggests basic approach to broadcast medium for other types of specialty stores.	
<b>How hardware dealers get people to buy what they sell</b> . . . . .	408
AN RS ANALYSIS—Radio campaign based on departmental approach, with application of the beamed technique, is beneficial to entire store is the consensus of dealer opinion. Article is based on a variety of successful campaigns in large and small markets, with interpretation by Marie Ford.	
<b>Short term campaign is out</b> . . . . .	412
CRYSTAL FURNITURE COMPANY—Because of outstanding results with the medium, this furniture store diverts ad-budget 80 per cent to radio, with KVNU, Logan, Ut. the outlet.	
<b>Spot announcements logical for mortuaries</b> . . . . .	413
P. O. NARVESON—Radio schedule for Utter-McKinley Mortuaries, Los Angeles, Calif., follows service pattern, with daytime announcements most effective, says ad-man Narveson, of the Associated Advertising Agency.	
<b>Teen-age show ups sub-deb sales</b> . . . . .	414
THE FAIR—While dress department sales lag, junior and misses wearing apparel shows consistent increase, with Louis R. Sarazan, controller, giving radio major credit. Series is aired over KXOL, Fort Worth, Tex.	
<b>Merchants sponsor booster campaign</b> . . . . .	416
ELIZABETH CITY MERCHANTS' ASSOCIATION—A 26-day campaign cooperatively sponsored by 40 Elizabeth City, N. C., merchants over WCNC checks trend to shop in nearby larger communities.	
<b>Idea File</b> . . . . .	418
DIRECTORY—Summaries by types of programs of all broadcast campaigns reviewed in RADIO SHOWMANSHIP during 1947.	
<b>Year End Index</b> . . . . .	424
BUSINESS DIRECTORY—A quick index by business field of what others have accomplished through radio during the course of 1947 as reported in RADIO SHOWMANSHIP.	

**SUBSCRIPTION RATES:** United States and possessions, \$5.00 one year; Canada, \$5.50. Single Copies—50 cents. Canada—55 cents.

**Publisher** Leonard Martin Fox  
**Editor** Sol Shulman  
**Assistant Editor** Thelma Zankman  
**Business Manager** Mae Arkans  
**Circulation Mfg.** Carmella Costantino

### Pacific Coast Office

Gene Lopoten 412 S. Rampart St.  
 Los Angeles 5, Calif. Drexel 6097

### EDITORIAL

#### ADVISORY BOARD

Walter Clipp Philadelphia  
 Van Koynenburg Minneapolis  
 Harold Ryan Toledo  
 John Strouse Washington, D. C.  
 Philip G. Lasky San Francisco  
 Floyd E. Yoder Denver

**EDITORIAL OFFICE:** N. E. Corner  
 16th & Conlyn Sts., Philadelphia,  
 Pa. Telephone: HANcock 4-9056;  
 4-9345; 4-9354.

**COPYRIGHT:** 1947 by Showman-  
 ship Publications, publishers of  
 Radio Showmanship

# How to Build Commercial

How to slant copy to produce results is discussed in this final article presented as a guide to practical copywriting

by WILLIAM E. WRIGHT, Wright Radio Productions, Chicago

IN ITS ADAPTATION to the program, the product, and other factors, a commercial may in some instances take any of a dozen forms. Most of these are variations of the basic format—the straight commercial, which falls naturally into three segments. The first segment, the “lead,” has two objectives: to attract the listener’s attention, and to capture his interest. The second segment of a commercial, the “body,” creates desire for the idea you want to sell. Herein lies the meat of your commercial. Last, comes the “close,” to compel action on the part of the listener . . . to “buy the idea” NOW—which will LATER be translated into sales.

## Leads as attention getters

Leads can be compared to newspaper headlines. If the headline fails to attract your attention and create interest, you don’t read the story. If the first ten words of your commercial fail to attract attention and create interest, the balance is at least partially wasted for the listener may be mentally tuned out. About 75 per cent of good salesmanship is based on emotional appeal, and it’s a good idea to begin early to arouse an emotional reaction. In your lead, try to get the listener feeling and thinking *with* you. Here are some of the ways to do it:

1. Use an obvious truth with a twist that arouses curiosity: “*Some people consider the giraffe an odd animal, but being a giraffe has its advantages . . .*”
2. A leading question that starts the listener “yessing” you, a well-known salesman’s technique: “*Have you ever sat out on your front porch during a soft, summer rain?*”
3. A humorous lead that arouses an emotional glow of mutual appreciation: “*In the spring, one of the most over-worked liquids in America is the mercury in your thermometer. It’s up one day and down the next!*”
4. Arouse curiosity: “*Here’s a surprising fact.*”
5. Flatter the listener: “*Mister—YOU know quality when you see it . . .*”

There are other types but these are the most common. Use curiosity leads with care; be sure you satisfy the listener’s curiosity. Never promise something in the lead you don’t deliver. When you say “Here’s a surprising fact,” be sure it really is surprising. Avoid leads that are misleading or questionable and use novelty or trick leads with care. NEVER hinge your lead on a single word, such as, “Everybody likes to sing ‘Shine on Harvest Moon,’ but when it comes to shining shoes . . .”

Sound effects can be very effective, for they help break into the listener’s thought-stream. Just be sure the tie-in is good so the listener won’t feel he’s been tricked.

Sometimes it’s difficult to judge the value of a lead. One sure-fire test is to read it aloud. Then ask yourself which of the two following comments is most

# What Sell Items or Ideas

applicable. "So what?" or "Let's hear more!"

Beware of long leads. When your lead has accomplished its purpose it has no more reason for existence. Don't drag it out and waste words.

## Body to create desire

The thought in your lead should travel in a straight line to your sales story, in most instances, directly to your primary salespoint.

After you have your lead, the next problem confronting you is the body of the commercial. Your problem is to create desire for the product or idea you are selling. That desire can best be created by emphasizing those salespoints, or features, of a product that cause most people to buy it. It's not human nature to sit down and scientifically and impersonally evaluate a product in the light of cold hard facts, and base a decision to buy on the facts uncovered. Presenting facts alone is not *selling*.

People buy a specific product or service simply because they want it . . . because they have an emotional desire to possess it, and the wherewithal to pay for it. Your job is to make them want it—not merely to give them a description of it.

Your primary salespoint MAY be only distantly related to the basic function of the store or product. The basic function of a soap is to clean, but the primary salespoint of a particular brand of soap may be its perfume. The primary function of a shoe repair shop is to do a good job of shoe repairing, but the primary salespoint of a particular repair shop might be its comfortable booths for fix-while-U-wait patrons.

Whatever salespoints you select, present them with an emotional slant. Paint word pictures of the product or service in action. Give the listener the vicarious

experience of enjoying the benefits you have to offer. This is more important in radio advertising than in any other medium, for radio advertising is *direct salesmanship!*

Suppose your product is an upholstered chair. You have decided that your primary salespoint is the chair's extra large, comfortable size, and perhaps as a secondary salespoint you have picked its durable construction. You might write it up this way: "The chair is big and comfortable, a full 42 inches wide. It is sturdily constructed of fine hardwood, with durable upholstery . . ."

But how much better your copy sings and sells if you say it this way: "Sink down in this big, roomy, comfortable lounging chair . . . Man O man, what a glorious feeling! . . . the kind of relaxation you've always dreamed about! And it's YOURS—day in and day out, for YEARS to come!"

## Close compels action

The third part of the straight commercial, the close, is to compel action. There's an old saying among salesmen that "You'll never get a sale unless you ask for it." To some extent that holds true in your radio commercial. Give your listener a physical outlet for the desire you have created. Write down an address . . . go to the store . . . write a letter . . . examine the rug . . . get a free folder . . . TAKE A STEP TOWARD A SALE! It may be as brief as "Get a pound of Blank's Coffee today!" Or it may include complete directions for getting to an out-of-the-way store, or writing a letter of request. Never use the close line earlier in the commercial and once you use it, never ring in another salespoint.

## OTHER COMMERCIAL FORMATS

The straight commercial is the basic form for all radio commercials, and the one used by about 95 per cent of all

retail advertisers. It has the advantage of low production cost, and its very lack of gilt and tinsel gives it a down-to-earth, sincere quality that contributes to its effectiveness.

However, there is a place in the retail field for other types of commercials.

#### Dual announcer commercials

In a dual announcer commercial, two or more announcers alternate on straight copy, speaking directly to the listener (not to each other as in a dramatic commercial). It is best adapted to slogan advertising or brief sales story advertising that depends on repetition for its success.

#### Transcribed, dramatized commercials

Although few retailers use dramatized commercials exclusively, they have been used by almost every type of retail account. Commercials of this type are exceptionally good attention-getters, they have good audience acceptance, and they have the advantage of a very graphic (mentally speaking) presentation of salespoints. However, they involve talent and production expenses, and take somewhat more air time than the straight commercial to present the same sales story.

#### Singing commercials

The dividing line between the dramatized commercial and the singing commercial is extremely hazy, for all sorts of hybrids have been tried. The strictly singing commercial is somewhat rare in retail advertising as it is best adapted to reminder type messages, and involves a number of production headaches.

#### Comedy commercials

Without doubt, the comedy commercial is among the most difficult to write—and, if correctly handled, among the most effective. They are used almost exclusively within programs, not as spot announcements, and usually within programs of a very light, or comedy nature. They are sugar-coated to the point of actually being part of the show itself, enjoying close to complete audience acceptance.

Highly competitive, mass sale products are best adapted to this type of commercial, and in the retail field, those accounts whose policy permits them to get down off their dignity.

#### Left-handed commercials

As an off-shoot of comedy commercials, the sponsor is the butt here, and the whole business is handled with reverse English. Ed Wynn's fun-poking at Texaco is a classic example. Hundreds of disc jockeys have taken up where Ed Wynn left off. It can be done—but in 99 cases out of a hundred, don't.

#### Miscellaneous forms occasionally used

There are other variations of the straight commercial that deserve a passing mention: the *telephone* commercial, an off-shoot of the dramatized commercial, in which the sales story is handled in the form of a telephone monologue; the *testimonial* commercial built around a quoted or second voice testimonial; the *time signal* commercial which uses a time signal for a lead; the *25 word* commercial that condenses a sales story into a one-punch knock-out. And then there is the mail-pull commercial, which basically, is little different from the straight variety. However, there are dozens of little tricks of writing that can often mean a difference of several hundred letters a day. In general, the copy is longer and more detailed, with single commercials often running over 200 words. It's friendly and folksy to the point of being saccharine—yet it is plenty high-pressure, especially in its action-compelling close.

Retailers seldom run into mail-pull copy with the exception of occasional contest and premium offers. The primary thing to remember about contest copy is that the prizes must be sold. It's not enough to just describe them, even as in ordinary product copy. If the prizes are cash, your problem is tougher in a way because people want money for what it will buy—not for itself. Therefore, you have to sell them the things they can buy with the prize money.

Shoot your big guns on the first prize, for therein lies the big appeal. Don't ring in the boxtops and other requirements for entering until after you have completely sold the prizes. Then give them the contest requirements as simply as possible.

Repeat the most important rules and the mailing address. Then plug the "hurry" angle, or closing date, and end up with the mailing address again. There, in brief, you have the salient points of successful contest mail-pull copy.

---

# Words to Frame Commercial Thought

Words are man-made tools. Man gives them meaning, and he also gives words shades of meaning that do not appear in dictionaries. These shades of meaning, or connotations, are very important. For example, in writing copy for a bank, it is better to say, "Let the First National Bank finance your home loan . . ." than, "Let the First National Bank hold the mortgage on your home." The word mortgage is a legally correct term, but it has an unpleasant connotation through usage and association. Say, "You'll enjoy Bolton's Coffee. Get a pound today" rather than, "Buy a pound of Bolton's Coffee." The word "buy" connotes exchanging money for something, and in one more way reminds the listener of the cost.

The language you write in a radio commercial is the spoken language. Actually, we think and often talk in thought sequences . . . a series of picture adjectives . . . or consecutive phrases. It is no glaring error if you fail to use technically complete sentences, for only in our written language is a technically complete sentence grammatically necessary. Use contractions as in the spoken language. Avoid trite, worn-out phrases and slang, but remember—words used in their correct meaning seldom become trite. Food is always

"delicious"; low prices for quality merchandise are always "economical."

Most announcers have pet phrases and pet aversions. When writing copy for a particular announcer, listen to him. Note the phrasings that seem awkward and unnatural. When he throws in words you didn't write into the copy, note what they were and try to find out why he put them in. Stylizing copy to the announcer helps make it more effective.

There are a great many words in the English language that are in the average person's *writing* vocabulary yet are omitted from his *speaking* vocabulary. Avoid words that are foreign to the ordinary spoken language of Mrs. O'Leary, Mrs. Jones and Mr. Smith. The reason is simple. You are transmitting a series of thoughts. When you ring in an unusual word—even though it be understood—the mind of the listener may jump to the word itself instead of to the message you are attempting to convey. The best copy is simple and direct, for that's the best way to insure understanding on the part of the listener.

Radio advertising will often pay off in spite of misuse, but carefully planned and executed, it can become a cornerstone of a retail business, and bring returns all out of proportion to investment.

# Appliance Distributor Up

Tom P. McDermott, Inc., Oklahoma distributor of household appliances, sponsors Favorite Story on regional basis on behalf of 300 Oklahoma dealers on 52-week schedule

---

## Cast of Characters

SPONSOR: Tom P. McDermott, Inc.

AGENCY: Gibbons Advertising Agency, Inc., Tulsa

STATIONS: KOMA, Oklahoma City; KTUL, Tulsa

PRODUCER: Frederic W. Ziv Company

---

THROUGHOUT THE COUNTRY broadcast advertising has become an increasingly popular medium for household appliance dealers and distributors. While this is particularly true of the total number of programs on the air and the total amount of time used, it is also true in a large measure of the increased use of the medium by individual firms.

One example of this expanded use of the medium on the basis of previous returns from broadcast advertising comes from Oklahoma. Tom P. McDermott, Inc., is one of the largest wholesale distributors of household appliances in the Southwest. McDermott's has made use of the broadcast medium over a period of years, with its radio activity confined to one-station programs, both live and transcribed, of varying natures.

Noteworthy among the live programs was *Veterans of Victory*, a 15-minute, once-a-week show on which four veterans were interviewed each week with the aim of securing interviews for them with prospective employers. Other things which might help the returning veteran get a little better start, such as special announcements from veteran welfare organizations, American Legion, VFW, Amvets, schools and churches, were also used.



## Basic plans carefully made

But with merchandising coming back on the shelves, McDermott's felt that results from its one-station activities in scattered markets justified an expanded radio schedule. What was needed was a radio campaign that would build floor traffic and sales for the more than 300 McDermott dealers throughout Oklahoma.

It wasn't an idea thought up and sold in a few hours. Actually, the basic plans for the campaign were made almost a year ago. McDermott's and its advertising agency, Gibbons Advertising Agency, Inc., Tulsa, made a careful analysis of the Oklahoma market, chose a station combination which would give aid to the greatest number of McDermott dealers, "roughed up" the merchandising ideas and dealer-promotion tie-ins and evaluated the *pros* and *cons* of radio advertising as the mainstem for the over-all advertising and merchandising program. All that was needed to get the campaign under way was the right program. When the right program came along, McDermott's was pre-



# Dealer Sales and Traffic

pared to become a regional radio advertiser, with two-station coverage (KOMA, 50,000-watt CBS outlet in Oklahoma City, and KTUL, 5000-watt CBS outlet in Tulsa).

## Right program completes last detail

When Frederic Ziv came along with the transcribed program, *Favorite Story*, the plans for the campaign were complete to the last detail. It fit the picture perfectly. Here was a network-caliber transcribed show starring Ronald Colman, transcribed in Hollywood with the aid of topflight screen and radio talent. *Favorite Stories* offers weekly portrayals of favorite pieces of literature selected by such notables as Rockwell Kent, Fred Allen, Lowell Thomas, Sinclair Lewis, Irving Berlin and others of like prominence. Colman acts as host and narrator on each show and personally takes the leading role in several of the dramas best suited to his talents.

McDermott's felt that the new show offered its retail dealers, regardless of size, the opportunity to become identified with the greatest names in the entertainment world, and through them to do a better selling job of radios, washing machines, refrigerators, vacuum cleaners, heaters, paints, supplies and home furnishings.

The program, broadcast over KTUL Tuesday nights at 8:30 p.m., and over KOMA at 6:00 p.m., Thursdays, is now the backbone of the McDermott advertising campaign.

## Merchandising with dealer tie-ins

Not content to let the audience build gradually, McDermott's went all-out on a complete merchandising campaign to tie-in the dealers with the program. Several worthwhile contests have been planned for the coming months, with entry blanks available only at McDermott dealers, to be identified for the purposes of the radio promotion by 40-inch five-color, cut-out silk-screen posters. Each poster shows

Ronald Colman and features the program's selling points, etc.

Added to this have been shown posters for dealer distribution throughout their communities, mailing pieces, envelope stuffers, streamers, heavy newspaper lineage and many other media for promoting greater listening audiences and thus greater sales.

Appliances featured in the commercial copy are refrigerators, home freeze units, home cleaning systems, radios, phonographs and home heating units . . . all heavy appliances. Commercials are confined to two a program, a middle and a close, on the reasoning that the listening audience prefers to get immediately into the story at hand, and will thus respond favorably to the slightly longer commercials in the middle and close.

---

*For a detailed analysis of how dealers boost radio-appliance sales with radio, see RADIO SHOWMANSHIP, October, 1947, p. 347. That every type of dealer in all parts of the country can use the medium to increase the effectiveness of selling methods is pointed up in this survey in which 1,306 retailers are represented.*

---



# Specialty Stores Benefit

Format for Kempton's, Syracuse, N. Y., luggage shop, suggests basic approach to broadcast medium for other types of specialty stores

A SPECIALTY STORE with a certain type of merchandise to sell should have, for best results, a specialty radio show that immediately identifies itself with the type of store it represents.

This statement is not pure theory. In practicality, the idea works. It has worked, and profitably, for Kempton's, Syracuse, N. Y., the leading luggage and leather goods store of Central New York.

## Tailor made to suit needs

To start with Kempton's wanted a program that would set itself apart from other morning shows. WSYR came through with a format for a show that is titled Kempton's *Travel-Time*.

It hit the jackpot. For, just as a sport's program is right up the alley for a man's store, *Travel-Time* is a natural for a luggage store. And just as WSYR produced the desired program specifications for Kempton's, so should other stations be able to do likewise for other types of specialty stores which they consider potential sponsors.

The backbone of Kempton's is luggage and travel accessories, plus a large handbag department (which in itself falls neatly into the travel picture). Items other than travel accessories in the personal leather goods department work in nicely from there, and even the gift department (gifts for the hostess, entertaining accessories, etc.) comes into its own.

This specialty program worked out for a specialty store was tailor-made, styled and designed to suit the customers, the merchandise, and the personality of Kempton's. With the sponsor and the radio station working together, a number of devices were developed to give the program the proper atmosphere and make it individual and appealing.

For *Travel-Time*, Kempton's stayed on

Clarence Keller, WSYR account executive, and Jamin Kempton, owner of Kempton's Luggage Store, talk over the fall radio advertising schedule as Kempton and Frank Hennessy, emcee of Kempton's "Travel-Time" look on.

the board for 8:00-8:15 a.m. where it had been successfully for almost three years with the *World News Round-Up*. By using this established time and beaming the new program to the same type of audience, an immediate advantage was gained.

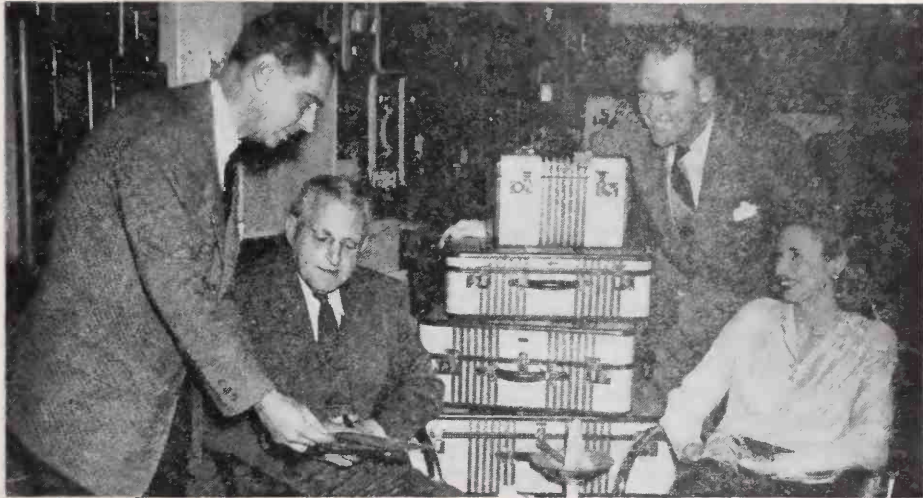
The need for, and wisdom of, this change may well be questioned here. But with public attention turning to peacetime pursuits, it was mutually agreed that the news round-up type of show, with the necessary detailing involved, was losing its value to the extent that a switch was indicated. WSYR has a regular news show at 7:45, and on the four other Syracuse stations, there is nothing but news at 8 o'clock.

## Simple format with gimmicks

*Travel-Time* is essentially a disc show, with more music, and good music stressed. Because of the devices used, it is an entirely individual show separated from all others, even though the personality, Frank Hennessy, is WSYR's regular timekeeper. He sings the theme song (a good one, incidentally), reports on the weather, and announces the time about twice during the 15 minutes. Commercials are kept down to allow for four full musical selections, and still time is left for the travel hint.

The travel hint, plus a specially selected travel song of the day, is one of the major devices which ties the program together. It varies from places of local interest to foreign countries, from scenic spots throughout the entire country to cruises. Each

# ith Specialty Programs



of these travel suggestions is appropriate to the season, and each is written so descriptively as to call a definite and appealing picture to the listener's mind (in other words, the more people with a yen to travel, the more people who will need the luggage with which to travel).

## Local angles developed

In addition, the use of live travel interviews has been played up, not only for listenability and information, but also because the use of local personalities helps to build up local interest. These personalities have been travel agents, airline managers, railroad officials, and so forth. The president of a Syracuse manufacturing firm was interviewed before he took off on an extensive global air trip. The manager of the General Motors *Train of Tomorrow* appeared on *Travel-Time* when the train was displayed locally. Special events such as the latter are timely and of general public interest.

Finally, Kempton's has offered, via *Travel-Time*, free travel guides which were published by Oshkosh Trunks & Luggage. These guides which include information on

such subjects as tipping, reservations, packing and trip planning were offered during the height of the travel season and some 300 were requested.

*Travel-Time* has undoubtedly produced results for Kempton's, thereby illustrating the wisdom of coordinating a special type of radio show with a special type of retail store. Perhaps not enough attention has been drawn to this kind of planning, but certainly the radio station who puts forth a presentation on this basis, and the store who utilizes it to the best advantage, benefit. A specialty program for a specialty store is a natural!

Kempton's of Syracuse is one of WSYR's oldest sponsors. The program, *Travel-Time*, was produced as a tailor-made show for this specialty store, keeping in mind that the market for Kempton's embraces an area very comparable to the exact listening area of WSYR.

It is interesting to note how successful an advertiser can be who carefully selects his program and his station, and after doing so, continues with a successful format over a long period of time, thereby insuring completely successful results.

# How Hardware Dealers Go

Radio campaign based on departmental approach is beneficial to entire store in report of dealers in large and small markets

by MARIE FORD

**W**ILL RADIO BE a profitable advertising medium? What type of program will be effective? To whom shall the commercial message be directed? What specific goals need be established for a broadcast campaign? These and many other questions arise to confound the hardware dealer who contemplates an advertising campaign on the airwaves.

While the local radio station will solve many of these problems, one profitable guide in mapping out such a campaign comes from the experiences of hardware dealers who have made successful use of the medium. And based on reports from all parts of the country, in large and small communities, radio has been a successful advertising vehicle for those dealers and wholesalers who have taken the time and trouble to develop a carefully planned campaign.

One example comes from Helena, Montana, where the Power-Townsend Company (hardware, plumbing, builders' supplies, feed and seed) reports a consistent increase in gross sales every year since 1937 when it first began to make use of radio time over KXLJ. Without hesitation, Manager C. M. Wall attributes a large part of the credit to broadcast advertising. After carefully considering the development of its post-war market, Power-Townsend is confident that the largest part of its advertising dollar will be spent in radio.

Few of the campaigns for hardware dealers are elaborate. Most of them involve only a modest advertising expenditure. In almost every case the audience appeal is limited. But practically without exception, success is attributed to the fact that program and audience are carefully selected on the basis of a pre-conceived objective.

## WHOLESALEERS ACHIEVE SUCCESS

For the most part, wholesalers use the broadcast medium to create goodwill among dealers and build up consumer preference. Their basic approach is that of item merchandising, and both programs and spot announcements have been successful in creating demand for specific items.

One-minute spot announcements on small stations in carefully selected markets were largely responsible for the Red Devil Soot & Carbon Remover sales increase of 500 per cent in a single year.

Another wholesaler for whom radio proved a profitable medium was the Teague Hardware Company, Montgomery, Alabama, who began a spot announcement campaign over WSFA in 1930 to give support to Teague dealers in six Southeastern states for such products as paints and varnishes, tires and tubes, radios, plumbing fixtures, motor oil and fans. That experiment with radio proved to be so successful that Teague's schedule was expanded each year until it included 25 programs a week.

## RETAIL DEALERS ON THE AIR

In contrast to the item merchandising for wholesalers, the approach of the dealer to the radio medium is largely to give emphasis to one particular department or service, with programs taking precedence over spot announcements.

Dealers do use spot announcements, and the Rogers Paint Store, Greensboro, North Carolina, indicates with what success. The firm began a schedule of daily spot announcements on a consistent schedule in 1926. In a few years radio had become its major advertising medium.

Another example comes from the Sher-

# People to Buy What They Sell

win-Williams Company, Canton, Ohio, who promoted the Sherwin-Williams Color and Style Guide and increased sales through a spot announcement campaign over WHBC. Radio alone was used to promote the color chart and inquiries received exceeded all expectations. What was even more important for the dealer was the fact that these inquiries led to many direct sales.

Some dealers use programs and spot announcements in combination and this is the approach of the Coast to Coast Store, Bozeman, Montana, with a weekly quarter-hour of music and six spot announcements over KXLQ.

The use of spot announcements is largely confined to item merchandising, and it has proved to be as effective for the dealer as it has been for the wholesaler.

## Programs for specific departments

However, where the purpose of a campaign is to build a particular department or store service, programs are more effective than spot announcements. Programs can be used to promote an entire store. News, music or any other editorial format may be effective, but dealers seem to prefer programs designed to push a particular department or store service. This approach gives the campaign a focal point that is an important success factor.

As an example, the Washington Hardware Company, Tacoma, Washington, promoted its garden department in a *Garden Guide* radio series. The manager of the store said, in connection with the series, that it made many sales and a host of friends for the firm. It also contributed to public confidence in the store and the advice it gave.

In Davenport, Iowa, the Louis Hanssen's Sons Hardware Company used a *Dr. Fixit* program on WOC devoted to tips on household repairs, hobbies, etc., with

a direct tie-in with departmental merchandise. To promote its Hobby Shop, Entz & Rucker Hardware Company, Los Angeles, California, used a *Hubby's Hobby* program on KHJ. A different hobby got the spotlight each week.

Two weeks before the Cashway Hardware & Lumber Company, Bozeman, Montana, opened its doors it began a radio campaign over KXLQ. It wanted to appeal to farm and ranch listeners, and to that end, it selected a transcribed program, *Sons of the Pioneers*. Commercial copy dealt with such items as milking machines, farm tools and hardware, and, of course, items for the farm and ranch wife. Results were such that business volume was triple in six months what Store Manager John Isaac had contemplated for the first year. To take advantage of this good start, Cashway added *Music To Remember*, Sunday, 10:00-10:30 a.m., to the three times weekly 7:45-8:00 a.m. schedule.

While the firm's first use of radio was devoted to the hardware store, with the lumber yard at that time still under construction, Cashway plans to develop its lumber department via broadcast advertising, with the same technique of picking programs beamed to a specific audience.

There is another advantage in using a single department or service as the focal point of a radio campaign. In many cases, the program content can be tied-in with the department being advertised. The fact that there is a direct tie-in between the retailer's merchandise and the program itself contributes immeasurably to the success of a broadcast campaign.

Garden programs to promote a garden department, a hunting and fishing program to promote those departments, a hobby show to promote a hobby department make the advertising venture that much more effective since the tie-in increases sponsor identification and the

program itself is an indirect commercial for the advertiser.

Such features may appeal to a limited audience, but what is important in radio is the *selling* power of a program, not its widespread popularity. A program with a relatively small listener rating may do a whale of a job, because of a loyal, consistent listener group. After all, a program with a larger tune-in doesn't necessarily sell more merchandise, because only a small percentage of that audience may be interested in the sales story.

As Frank Foster, president of Foster's Hardware & Sporting Goods Store, Pontiac, Michigan, pointed out, "A program devoted to one activity will have a limited audience, but it is our experience that the sponsor can count on the loyalty of that audience." Foster's used a *Fishin' in Michigan* series over WCAR, year after year on a seasonal basis for that reason.

In Oakland, California, the Simon Hardware Company used its *Fishin' Fool* series for more than 14 years. According to Jacob Simon, vice president, Simon's entire stock of fishing tackle in pre-war years turned over at least twice yearly. Radio got most of the credit, and the store felt that benefit to other departments was very actual.

As another example, the York (Penna.) Paint & Hardware Company promoted its garden department and Schell Seeds by means of a garden series.

There's no question but what, on a year-round or a seasonal basis, departmental promotion of this kind simplifies two major problems which face any advertiser who contemplates a radio schedule: (a) the selection of the audience, and (b) a program that will appeal to that audience.

#### Gimmicks increase sponsor identification

The end result is that most programs of this nature have a high sponsor identification. What has further contributed to this listener identification of the sponsor is the personalized approach which many use.

The Simon Hardware Company, for example, featured one announcer for over

14 years, and in that time listeners who heard the voice of the *Fishin' Fool* came to identify the voice with Simon's.

To further capitalize on this personal element, many hardware dealers themselves become radio personalities. In Los Angeles, California, for example, owner Charles Rucker himself presented the *Hubby's Hobby* program. In Pontiac it was Frank Foster who gave the weekly low-down on *Fishin' in Michigan*. As a variation on this same principle, the Peavey Hardware Store, Portsmouth, New Hampshire, used radio to personalize its entire organization. A series of newspaper advertisements first featured the *Peavey Personality Boys* as courteous, friendly and efficient. A WKNE series, on a 52-week schedule, presented these employees in a warm, friendly human way. A different employee was featured on each broadcast by means of a special transcription made before the broadcast.

With such direct participation in a broadcast series, a firm establishes a personalized approach to its customers, and such devices increase the effectiveness of the broadcast medium as a sales medium.

#### Consistent schedule important

If emphasis on a specific department is significant, the fact that much of this advertising is on a *consistent* basis is also important.

To illustrate the point, the Saiter Morgan Company, Vincennes, Indiana, successfully directed a radio series toward the rural audience for over four years. Its purpose was to increase the sales of farm implements and other farm supplies stocked by the hardware store. Through its concentration on merchandise of interest to farmers, it established itself as farmer's headquarters. Radio surpassed the fondest expectations of Elisha Morgan, president of the firm, and the store reported listener response to specific commercial messages for several weeks after the announcements were made.

The significant point here is that Mr. Morgan felt that there was no question of the value of a *consistent, directed radio campaign as a business builder*.

Other evidence comes from Foster's Hardware & Sporting Goods Store. "Consistency pays in almost all advertising, but this is especially true in radio," Mr. Foster said.

Another advertiser who adheres to the theory of consistency is Westphal's Paint & Hardware Company, Manitowoc, Wisconsin. For over 10 consecutive years it sponsored a service program, *Air Exchange* over WOMT. Listeners listed rentals, sales, lost and found, employment and exchanges in this classified page of the air, with 25 words the limit for each insertion. The program, aired six times weekly, 11:45-12:00 (noon), drew an average of 107 letters a month on a 250-watt station in a small market area, plus some 100 store and studio walk-ins.

Stambaugh - Thompson Company, Youngstown, Ohio, is another dealer who has made consistent use of radio over a period of years, and its year-round campaigns are supplemented by special Christmas promotions in support of the Stambaugh-Thompson Toyland.

The theory of consistency applies equally to a year-round schedule and to seasonal promotions. Through yearly repetition, even a seasonal program becomes increasingly effective for its sponsor.

#### What about commercials?

What to do with the time allotted to commercials is the key to successful radio advertising. In the last analysis, it all comes back to one problem—how to get people to buy what you have to sell. Where the hardware dealer uses radio to promote one department, and his program format deals with the same subject, commercials are of as much interest to the listener as the content of the show. It's only logical that the fisherman should be as interested in new tackle as he is in fishing conditions. And the gardener wants to know about new insect sprays or labor saving devices. For example, tips on hot bargains or new equipment, delivered in the conversational style, constituted the Simon Hardware approach to its sales message.

Programs which permit such unity of

thought between editorial and commercial content definitely contribute to broadcast advertising success. For example, the program and the commercial for Southern California Independent Hardware Stores, Los Angeles, were cut from the same cloth. Its five-weekly, 25-minute program, *Gracious Living, Inc.*, on a 52-week schedule, offered a very easy transition from program to commercial since the purpose of the campaign was to promote interest in new types of merchandise.

Slogans are helpful. For Saiter Morgan, the phrase, "*The farmer's headquarters in Vincennes*" was always brought into the continuity. Such phrases as, "*From the best that is made to the cheapest that is good*" proved effective for Louis Hanssen's Son's, Davenport.

Moore's of Ohio and its 22 stores kept its commercials brief, but slogans were used to create sponsor identification. Examples: "*Be Wise, Moore-ize,*" or "*Remember, It's Moore's for Yours.*" This campaign included 11 five-minute newscasts every hour on the half-hour over WHKC, Columbus, a quarter-hour noon-time newscast, plus a news-on-the-hour schedule over WHIZ, Zanesville.

In any event, the important thing for the sponsor is to determine the objective of the campaign, and slant each commercial toward that objective.

Commercials for the Walter H. Allen Company in connection with a radio campaign over WFAA, Dallas, Texas, WOAI, San Antonio, and KPRC, Houston, for its 88-store chain of Servess stores and Servess brand household, furniture and hardware items stressed the 88-store buying power in reduction of cost through quantity buying of quality merchandise.

As a general rule, hardware dealers who use radio to promote specific departments do so with *sales* the primary objective, and to achieve this goal specific items, either bargains or new stock, are featured in the commercial time. Item merchandising, yes! But the type of merchandising that stimulates store traffic for a specific department, with indirect benefits for the entire store.

# Short Term Campaign Is Out

Because of outstanding results with broadcast medium, Crystal Furniture Company, Logan, Utah, diverts ad-budget 80 per cent to radio

**T**HAT RADIO ADVERTISING pays is a definite fact with Verg Ferrin, owner of the Crystal Furniture Company, Logan, Utah, but there was one time when he was quite perplexed over a broadcast campaign that boomeranged . . . maybe for the good.

#### Radio a selling force

His own words are something like this: "I was stumped! We had been advertising Simmons mattresses; we stressed their high quality, told the housewife how important it was that she insist on the Simmons name when buying a mattress, and warned her not to accept substitutes. We sold out all our Simmons mattresses as a result of that promotion. But then a customer came in to buy one, and we had none in stock. What happened? The radio announcements had done such a good selling job that these customers refused to accept a substitute! But that is the power of radio, and that's why I'm sold on it as a powerful selling force."

#### Radio most productive

When Mr. Ferrin took over the operation of the store four years ago, he divided his advertising budget almost equally between newspaper and other media. Personal tests and inquiries soon brought out the fact that the money spent on radio was getting the best results. He gradually gave more and more of his budget to radio, until now 80 per cent of his advertising dollar is spent with the broadcast medium. Two programs are being sponsored currently by the Crystal Furniture Company over KVNU. One is Cedric Foster, a 15-minute Mutual cooperative news commentary aired locally at 12:45. The other is the Burl Ives-Philco show



aired at 7:30 every Friday night. Commercials for the shows are prepared by KVNU and the advertising agency furnishing the Philco ads. Dramatized commercials have proven very effective.

#### Consistent schedule does it

Because he discovered that short term promotions are costly and always result in a recession after the promotion period has ended, his policy now is to establish an annual advertising budget and distribute it equally throughout the year. He finds, too, that the customers who come in as a result of his steady radio advertising spend more money with him over a period of years than do those who come in as a result of short term promotions. He has also found that a higher percentage of customers who come in as a result of radio advertising become regular customers than do those who respond to other media.



# Spot Announcements Logical Radio Outlet for Mortuary

Radio schedule for Utter-McKinley Mortuaries, Los Angeles, follows service pattern, with daytime announcements most effective

by P. O. NARVESON, Associated Advertising Agency, Los Angeles

**M**OST FUNERAL DIRECTORS in advertising on the air turn to hymn music, doleful classics or other types of programs that, at the best, remind listeners of sorrow and death.

Utter-McKinley Mortuaries, which each year serves over 3,500 families through 12 funeral homes, has taken almost the opposite stand. Radio programs which it has used have always inclined in the other direction. It is its belief that there is enough sorrow and grief when death comes without emphasizing this side of bereavement.

Utter-McKinley, Los Angeles, California, also believes that any advertising done should be directed at the living, not the dying. In its belief it is backed by

rather convincing statistics. These statistics show that well over 80 per cent of all funerals are paid for by survivors.

This fact is obvious if we just look around us. Most of us realize how few there actually are that take very much with them to the grave. Insurance people also would give you stacks upon stacks of evidence to support this viewpoint.

It is the belief of Mayor H. McKinley, president of Utter-McKinley Mortuaries, and Earl T. Dittmar, advertising manager, that spot announcements are the funeral director's most logical outlet in radio. Such announcements they think should be short, to the point, and not merely reminders of death.

Since the average funeral involves an expenditure of from \$100 up to \$1000 or more, the announcements should contain simple facts important to every family. They should stress what a memorial service includes and, if possible, the range of prices.

Actually it's a real service to the average person to give him these simple, vital facts. This is true because the average American is uninformed on matters of funerals and funeral costs. This is understandable. In the first place, the average citizen doesn't like to think of dying. He always figures it may happen to the other fellow, but never to himself. Then, too, the experience of making arrangements actually occurs only every 15 years in the average family. Is it any wonder, there-

---

*While ad-man Narveson does not consider radio the Number 1 advertising medium for the average funeral director, the campaign for this client indicates its supplementary value in the over-all advertising schedule.*

*His agency has used all media for over 25 years, has found each successful for the specific needs of specific accounts. Where radio is concerned, he feels that too much emphasis on the entertainment value of the medium detracts from its effectiveness as an advertising medium for certain types of businesses.*

---

fore, that most of us know very little about what to do or how much to pay if faced with this emergency?

#### Spots best

Utter-McKinley believes in Evening spot announcements rather than daytime announcements. Naturally, an attempt is made to select spots preceding or following popular programs. The purchase of spots is made a long time in advance in order to give the radio stations an opportunity to schedule them to the best advantage. Then, too, wide discretion is given to the advertising agency to purchase

outstanding spots which may suddenly open up.

#### Results justify approach

The Utter-McKinley Mortuaries didn't come hurriedly to the conclusion that spots are best. This conclusion was arrived at over a period of years. Moreover, these conclusions are backed by surveys of popular opinions. It was found that listeners remembered Utter-McKinley spot announcements but couldn't recall expensive programs featuring beautiful music, and in one case, an outstanding orchestra.

---

## Teen-Age Show Ups Sub-Deb Sales to 150 Per Cent in 7 Months

While dress department sales lag; junior and misses wearing apparel shows consistent increase; The Fair, Fort Worth, Texas, department store, credits radio for sub-deb spurt

HOW AN INEXPENSIVE teen-age program has paid off in substantial sales increases in junior and misses wearing apparel by following the "beamed technique" in which only these departments are featured on the air is the story of The Fair, Fort Worth, Texas, department store. With the "beamed technique" it aims its program to a given audience, and pushes specific merchandise and departments of interest to this group.

The program itself, *Ballads by Brooks*, is named after the Sinatra-like high school star who is featured on the series. It's a relatively simple format, but there's no question of its sales impact.

Says Louis R. Sarazan, controller of The Fair: "About a month after the

program started, our Junior Department, which had been limping along all year, started showing an increase in sales. Within a couple of weeks, it was ahead of the previous year, and during May, June, July, August, September and October it consistently showed increases of from 40 per cent to 150 per cent.

"We do not know how much of this unusual increase should be attributed to our radio program, but we think it is most significant that every other dress department in our store is behind last year's figures."

The decision to sponsor this program was no snap decision, according to Mr. Sarazan. "We had been looking for some time for a program which would appeal

directly to the teen-age audience, the group between 15 and 20," he says. "Our interest in the matter was sharpened somewhat by the fact that we had never been able to make a complete success of the Junior Dress Department.

"Last Christmas, while I was helping chaperon a teen-age dance attended by some 400 or 500 youngsters, one of the youngsters sang a song or two at the urging of the group. For that little while practically everyone present in the room paid strict attention to what was going on, and it was about the only time during the evening that the room had any semblance of order. It occurred to me right then that if the kids were so interested in someone out of their own group, that maybe that fact was a springboard for a good teen-age program.

"Accordingly we got together with the president of the better relations organization of the high schools and this young fellow who sang for all the world like Frank Sinatra. They were commissioned to get together a 15-minute radio program to be presented once a week some time during the afternoon. *Ballads by Brooks*, featuring 17-year-old Elston Brooks, with a high school girl to supply a song or two for feminine interest, was the result. The show, which started in April, is aired each Wednesday at 5:30 p.m. over KXOL, one of our smaller and newer stations.

"The boy has been just short of sensational and the program has gained considerable popularity and publicity throughout the city. Without any publicity (we did not even mention it in our newspaper advertising until a few weeks ago) it has gained a studio audience of approximately 50 each week, and according to an informal poll, it has a listener rating of about 11," says Mr. Sarazan.

"During the entire series we have confined the commercial to the Junior and Misses Department on the Fourth Floor. Working on the premise that we were reaching a specific audience group, the teen-age audience, we left the commercials (as well as the script) in teen-age hands.

"The kids make no bones of the fact that the results of the program in a business way determine whether or not the program continues on the air. In fact, on one of the early programs the high school master of ceremonies stated that the best way the teen-age girls could show their appreciation of the program would be to go to the Junior and Misses Shop at The Fair and look at the dresses. It was their own idea, but we believe it was no further afield than the request on a network broadcast for a drug product that listeners should show their appreciation of the program by trading with their neighborhood druggist.

"We believe that the treatment of the commercials has been an important factor in the results obtained from this program. The commercials are definitely commercials, often bandied back and forth between the two boys and the girl, but the youngsters have worked out some new and refreshing slants that without doubt contribute to the effectiveness of the series," according to Mr. Sarazan.

---

*Teen-age programs have been successful for a variety of advertisers, in large and small communities, in a variety of business fields, as indicated by a review of campaigns described in RADIO SHOWMANSHIP MAGAZINE for 1947. While the basic format remains largely unchanged, the variations possible within the teen-age program structure make such a series adaptable to the needs of a number of different kinds of advertisers.*

*What these successful programs have in common is basically the application of the "beamed technique" directed to a specific audience, with audience participation, music, interviews and gags to make this listener group come back for more.*

---

# Merchants Sponsor Booster Campaign

Twenty-six-day campaign sponsored cooperatively by 40 Elizabeth, North Carolina, merchants checks trend to shop in nearby larger communities.

ONE OF THE SERIOUS problems for merchants in small markets is the tendency of shoppers to make major purchases in nearby larger communities. This tendency, current in pre-war days, was accentuated during the war years by the fact that merchants in larger communities received larger quotas of hard-to-get items than did their small-town competitors.

In Elizabeth City, North Carolina, Tom W. Talbot, WCNC commercial manager, had an idea that radio could play an important part in combating this trend. With the 100 per cent backing of the Elizabeth City Progressive Association and the Chamber of Commerce, a 26-day campaign was set up and sold to 40 merchants on a participating basis.

Two 15-minute shows, Monday through Saturday, 10:30 a.m. and 9:00 p.m., on WCNC provided the backbone of the *Shop in Elizabeth City* campaign. The morning show consisted of light, popular music. The evening show, *Meet Your Merchant*, was made up of transcribed Glee Club music.

A third program, *Elizabeth City Presents*, rounded out the schedule. A half-hour Sunday program aired at 2:00 p.m., the show was built around light music and a 15-minute man-on-the-street interview with Saturday afternoon shoppers at the peak shopping hours, using a tape recorder for Sunday rebroadcast.

#### Merchandising support

Two merchandising angles were developed to stimulate interest in the

campaign. Listeners were urged to enter a WCNC letter contest in which the best four letters on "Why I Should Shop in Elizabeth City" would receive \$50, \$25, \$15, and \$10, respectively.

In addition, shoppers interviewed on the Saturday afternoon man-on-the-street broadcasts received merchandise credit slips which were honored by the sponsoring merchants.

#### Promotional assistance

Promotion in advance of the radio campaign and continuous promotion during the 26-day campaign was used.

(1) *Pre-Broadcast Promotion.* A teaser campaign which created interest without divulging information about the campaign was the initial effort. Two weeks previous to the launching of the campaign, 10 teaser announcements, "Are You Boosting Elizabeth City?", were given daily on station breaks. The same question was asked on small pink cards which were scattered throughout the city.

(2) *Continuous promotion.* Merchants sponsoring the campaign displayed large yellow diamond-shaped stickers in store windows with the words, "Shop in Elizabeth City for a Better Community." Each Sunday there was a half-page ad in the local newspaper in support of the campaign. In addition, the slogans, "Are You Boosting Elizabeth City?", and "Shop in Elizabeth City" were used by Progressive Association and Veterans Administration broadcasts. The Progressive Association also devoted three 15-minute programs to

# Keep Dollars Within the Hometown Area

the advantages of shopping in Elizabeth City.

## Commercials drive home the story

Commercials on the daily programs performed a triple service. Opening commercials were written with one thought in mind . . . to explain to the listener just how the community was affected by out-of-town shopping. EXAMPLE:

"Folks, whether you're the merchant or the shopper, it's just good horse sense to boost business in your own home town . . . whether you were born here or just happened to like it so well you decided to make it your home. When you spend your hard-earned dough in your own home town, business prospers. The merchant has a faster turnover on his merchandise, a shorter overhead on the goods, so that he can sell for less. And when he sells for less, your shopping dollars go further. Your shopping dollars go to pay the wages of local sales people, too. And the more money circulated in your town, the more there'll be for you. So be smart. Get an extra dividend. Buy only what you need . . . but be sure to buy it in Elizabeth City, the Shopping Center of The Albermarle."

The middle commercial was used to promote listener interest in entering the letter contest, and 600 letters were entered.

The closing commercial acquainted the listener with the local merchant, the length of time in business, type of merchandise, special services, and other information of interest.

The net result of the campaign was to increase sales in many instances, and the merchants were sufficiently impressed with the merits of the promotion to continue, through the Merchants' Association, a daily 15-minute program to serve as a reminder of the importance of shopping in the community.

## OTHER CAMPAIGNS ALSO SUCCESSFUL

Back issues of RADIO SHOWMANSHIP MAGAZINE reveal other examples of merchants' associations who have made successful use of the broadcast medium, not

only with the shop-at-home theme, but also for such objectives as to introduce a new shopping area, to solve special problems, to supplement existing campaigns and to support seasonal promotions.

## Shop-at-home theme

With the theme, "*Live and Shop in Jamestown, a better than average American city*," the Jamestown (N. Y.) Retail Merchants' Association sponsored a Monday through Friday, 7:40-8:00 a.m. series over WJTN. A waker-upper program designed both for urban and rural listeners, the format included time signals, weather forecasts, temperature, headline news, music and farm news highlights. (September 1945, p. 310.)

## Introduce a new shopping area

A group of ten merchants in a new Tulsa, Oklahoma, business district sponsored *Ring the Bell* over KTUL for the express purpose of increasing business traffic in their area. (July 1947, p. 244.)

## To solve special problems

To reach a quality clientele, and to combat a shift in trading center, the Fourth Street Area Merchants' Association, Cincinnati, Ohio, signed a 30-month contract for 90 minutes of Sunday evening time on WLWA, making it one of the first of such associations to use FM facilities. (October 1947, p. 338.)

## To supplement existing campaigns

In Savannah, Georgia, the Welcome Hostess Service, sponsored by 12 of Savannah's leading business firms, is a service to newcomers of many years standing. To supplement this welcome service, the group sponsored a *Hen Party* over WSAV in which newcomers were introduced to the city. (August 1947, p. 285.)



# THE IDEA FILE

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

## AREA BROADCASTS

- OAKLAND SALUTE** Radio and its advertisers reach and serve smaller markets within the daytime primary listening area with special broadcasts beamed to these communities. This one is on WTVL, Waterville, Me. 7-47, p. 241.
- BROOKSIDE EDITION** Personal items for residents of Brookside area, broadcast over KOME, Tulsa, Okla., for Brookside merchants. 11-47, p. 384.

## AMATEUR SHOWS

- RATH TALENT REVUE** For youngsters up to 16 years of age. A Saturday morning, 30-minute feature, the show has been sponsored for over five years on KRNT, Des Moines, Ia., by the Rath Packing Co. 1-47, p. 32.
- YOUTHFUL AMATEURS** A successful Saturday morning feature for American Cleaners, San Diego, Calif. Radio advertising is the backbone of this sponsor's business. 2-47, p. 54.
- MUSICAL AWARDS** Sunday afternoon feature for musicians under 21, sponsored by Henry Birks & Son, Edmonton, Alb., on a 26-week schedule over CJCA. 4-47, p. 132.
- BUDDA'S AMATEUR HOUR** Fourteen years on the air, same sponsor, same station. Aired for Marin-Dell Milk Co., it's on KFRC, San Francisco, Calif. 4-47, p. 136.
- YOUNG ARTISTS SERIES** Amateur talent over WDAY, Fargo, N. D., for the J. M. Wylie Piano Co. 5-47, p. 177.
- CRUSADER KIDS ON THE AIR** Amateurs compete for cash prizes. Sponsored by Knight Brothers Paper Co., series is aired over WIOD, Miami, Fla. 6-47, p. 211.
- CAREER FOR YOUTH** Auditions and concerts for Southern Wisconsin musicians, with musical scholarships for winners. Sponsored by the J. J. Smith Jewelry Stores, it's aired over WCLO, Janesville, Wis. 8-47, p. 285.
- SACHS AMATEUR HOUR** Amateur show now in its fourteenth year is top item in radio advertising budget of \$156,000 annually for the Morris B. Sachs Clothing Store, Chicago, Ill. 10-47, p. 331.
- TALENT PARTY** Seattle, Wash., amateurs compete for an all-expense trip to Hollywood and a network audition. 10-47, p. 358.

## AUDIENCE PARTICIPATION

(Juvenile)

- THEATRE-RADIO CLUB** Saturday morning kid show with merchandising tie-ins galore draws 1,200 youngsters each week. Sponsored by the Holsum Bread Co., the program is heard over KRKO, Everett, Wash. 10-47, p. 356.
- PUNCH AND JUDY FUN CLUB** All contestants receive prizes, win or lose in this Saturday morning theatre party broadcast over WSAV, Savannah, Ga., for the Punch & Judy Shop, children's wear. 3-47, p. 105.
- CLUB 580** Teen-age stunts for audience participation on the CKEY, Toronto, Ont., feature. Swing music and gimmicks, too. 4-47, p. 131.
- DIZZY TROUT SHOW** Sporting goods equipment as prizes for correct answers to sports questions pitched by the baseball hero on this WXYZ, Detroit, Mich., series. 7-47, p. 244.
- YOUNG AMERICAN'S CLUB** Quiz section on this juvenile series allows for audience participation. It's aired on WAYS, Charlotte, N. C. 11-47, p. 390.

(Adult)

- WINDOW SHOPPING TIME** In a new twist to the man-on-the-street format, Johnstown, Pa., shoppers select an item from the Taylor's Apparel Store display window, tell WARD listeners why the item appeals to them. In return, each gets a merchandise certificate good for the item which she selected. 10-47, p. 357.
- FOOD STORE QUIZ** Grocery store customers receive cash and grocery products for correct answers to simple listener-sent questions. Aired over KXOK, St. Louis, Mo., the series is sponsored by Forbes Coffee Co. 1-47, p. 30.
- TREASURE HUNT** Participants are given clues to five grocery items, receive boxes of groceries for a successful TREASURE HUNT. Programs originate from any one of the 75 Thorofare Streamlined Supermarkets, are broadcast over WWSW, Pittsburgh, Pa. 2-47, p. 62.
- WHAT'S COOKIN'** A man-on-the-street show with plenty of commercial hooks for Nebraska Consolidated Mills. Broadcast over KFAB, Omaha, Neb. 2-47, p. 63.
- PERSONAL APPEARANCE** A style expert selects one person from the studio audience to be analyzed, fashionwise, before a jury of four, also selected from the audience. Prentiss Clothes sponsors it over WNEW, New York City. 3-47, p. 99.
- KEITH FRUIT EXPRESS** A 40-pound basket of fruit and vegetables for the listener sending in the best household hint of the day, compliments of the sponsor, Ben E. Keith Co., fruit and vegetable wholesaler. 4-47, p. 130.
- NUMBER PLEASE** Listeners add up the numbers given in each commercial. Those who come up with the correct totals receive merchandise awards. Series is aired over WMBD, Peoria, Ill. 4-47, p. 142.
- COFFEE TIME AT WURZBURG'S** Breakfast club format with plenty of gimmicks creates store traffic, sells merchandise for Wurzburg's Department Store, Grand Rapids, Mich. Aired over WOOD. 6-47, p. 194.
- WHAT DO YOU KNOW** Those whose ticket stubs are drawn from a box face a barrage of questions, with cash for correct answers. It's sponsored by Armond Furniture Co. over WFPG, Atlantic City, N. J. 6-47, p. 206.
- QUIZPARTNERS, INC.** Contestants selected from studio audience pair off, with cash prizes for correctly answered questions. 6-47, p. 208.
- TO THE LADIES** Stunts and gags for the ladies, sponsored by the Chi Chi Club, San Diego, Calif., over KFMB. 6-47, p. 210.
- THE MAN SAYS YES** A radio version of the old parlor game, animal-vegetable-mineral, broadcast over KMFC, Los Angeles, Calif. 7-47, p. 245.
- HEN PARTY** Interviews with newcomers to Savannah, Ga., with drawings for A-1 merchandise prizes. Sponsored by the Welcome Hostess Service, it's aired over WSAV. 8-47, p. 285.
- HAVE YOU GOT IT?** Merchandise awards for interviewees who can produce a specified item on this WHBC, Canton, O., series. 9-47, p. 318.
- TUCKER TALKING** Man-on-the-street quiz show over WPAY, Portsmouth, O., for two sponsors. Questions are confined to the local scene. 11-47, p. 386.
- WERE YOU LISTENING?** Half-hour of rapid questions about local and network programs, with prizes donated by sponsors. Aired over WOAI, San Antonio, Tex. 11-47, p. 387.

**RED OWL ROVING REPORTER** Store remotes for Red Owl, over KELO, Sioux Falls, S. D. 9-47, p. 318.

**QUIZZING THE WIVES** Just that, over WNAC, Boston, Mass., for Boston Consolidated Gas Co. 9-47, p. 320.

#### CHRISTMAS PROGRAMS

**SANTA CLAUS** Santa-on-the-air builds listeners, creates goodwill for seven retailers. 10-47, p. 328. **SANTA CLAUS TIME** for Cooney-Bentz Co., Wheeling, W. Va. 10-47, p. 337.

**CHRISTMAS ADVENTURES OF CLOUDCHASER, BETTY & BOB** Four sponsors report on this transcribed feature. 10-47, p. 334.

**CHRISTMAS CAROLS** A traditional in-store remote broadcast for Stone & Thomas, Wheeling, W. Va. 10-47, p. 340.

**CHRISTMAS GREETINGS** One-time holiday programs create goodwill. 10-47, p. 343.

**MRS. SANTA CLAUS** New Christmas character gives an original twist to holiday low-budget promotions in large and small markets. 10-47, p. 344.

**CHRISTMAS TAPESTRY** Christmas stories for adult listeners. 10-47, p. 351.

**CINNAMON BEAR** Toy manufacturer uses transcribed program on KFNF, Shenandoah, Ia., to boost sales for a single toy. 10-47, p. 351.

**CHRISTMAS TREE** Telephone give-away show with a holiday twist. 10-47, p. 352.

**I REMEMBER CHRISTMAS** Old newspaper files provide the material for a first-rate Christmas feature on KVFD, Fort Dodge, Ia. 10-47, p. 353.

#### DEALER TIE-INS

**BEST BY REQUEST** Dealers are an integral part of this musical request show sponsored by Sun-Up Ice Cream Co. over KXYZ, Houston, Tex. Series was planned to introduce a new product, with emphasis on selling the dealer first. 1-47, p. 14.

**TRIANGLE TIME** Featured mention on each broadcast for an independent grocer by Triangle Food Stores, Inc. Series is aired over WSAZ, Huntington, W. Va. 6-47, p. 206.

**CROWLEY CORRAL** A salute to a Crowley feed dealer on each broadcast. Western music is the basis for the program appeal, with the series broadcast over KABC, San Antonio, Tex. 11-47, p. 393.

#### DRAMA

**FAVORITE STORY** Favorite stories selected by celebrities are dramatized each week in this transcribed series featuring Ronald Colman. Series gives Bullock's, Inc., Los Angeles, Calif., nighttime coverage. 4-47, p. 114. As it's aired for Philadelphia Dairy Products over WFIL, Philadelphia, Pa. 8-47, p. 278.

**FAVORITE STORY** Tom P. McDermott, Inc., Oklahoma distributor of household appliances, sponsors transcribed series on regional basis on behalf of 300 dealers. 12-47, p. 404.

#### EMPLOYMENT

**JOB CENTER OF THE AIR** Job placement for veterans, broadcast over WEEL, Boston, Mass. 5-47, p. 178.

#### FACSIMILE

**FM SOLVES A SALES PROBLEM** Fourth Street Area Merchants Association, Cincinnati, O., signs a 30-month contract for 90 minutes of Sunday evening time. 10-47, p. 338.

**FACSIMILE OFFERS ADVERTISER TIMELINESS AND PERMANENCE** Combines visual facilities of printed page with time advantages of broadcasting. 8-47, p. 260.

#### FARM FEATURES

**FARM SHOW** Music and topics for the farm listener. Sponsored by Sears' Farm Store over WKY, Oklahoma City, Okla. 4-47, p. 138.

**MILE HIGH FARMER** Service and information for farmers and stockmen, sponsored by Sears, Roebuck & Co. over KOA, Denver, Colo. 5-47, p. 168.

**ALC SHOW** Market quotations, news and views on the co-op movement, etc., sponsored by the Alberta Livestock Co-operative, Ltd. 9-47, p. 314.

**CO-OP BAND WAGON** News of general interest to farmers over WOMT, Manitowoc, Wis., for County Co-Op Stores. 9-47, p. 314.

**CROWLEY CORRAL** Western music for farm listening over KABC, San Antonio, Tex., for Crowley Feed Co. 11-47, p. 393.

**EVERYBODY'S FARM** Rural programs originated from the WLW, Cincinnati, O., farm for participating sponsors. 11-47, p. 393.

#### FASHIONS

**FASHION PARADE** Music and style notes to appeal to women. Sponsor of this WSOC, Charlotte, N. C., program is the J. B. Ivey & Co., women's wear. 2-47, p. 51.

**PERSONAL APPEARANCE** An analysis for style experts of dressing habits and styles worn by people in the studio audience. One person brought to trial before a four-person jury selected from the audience. Prentis Clothes sponsors it over WNEW, New York City. 3-47, p. 99.

**FASHION NEWS** News of feminine fashions from the store for Atlas Fashions, Portsmouth, O., over WPAY. It's been on the air since 1941, and the sponsor uses several other programs. 5-47, p. 174.

**FASHION SHOW** A gala fashion show as a special event broadcast over KXLF, Butte, Mont., for local style merchants. 6-47, p. 212.

**THE WOMAN'S VOICE** Fashion tips, club news and interviews over KMPC, Los Angeles, Calif., for Milliron's. 11-47, p. 384.

#### FOODS

**IT'S FUN TO COOK** A food show with a listener participation angle. Cook books for prize winners. Series is aired over WFBR, Baltimore, Md., for Esskay Quality Meats. 1-47, p. 12.

**PURE FOOD HOUR** Nutritional problems in the day's news, and listener-sent questions. Dugan Brothers Bakery has used this same WOR, New York City, program for 18 years, diverts 90 per cent of its ad budget to radio. 2-47, p. 46.

**HOMEMAKERS' CORRESPONDENT** A women's program to promote trade for home-owned businesses, to sell the idea of good labels and brands and to create consumer interest in member stores. Broadcast over KTUL-KOMA, Okla., series is sponsored by Oklahoma Retail Grocers Ass'n. Each day, a part of the program is a vignette of an odd, amusing or unusual occurrence in one of the member stores. Listener who can identify herself calls at the store for an award. 3-47, p. 97.

**COME AND GET IT** Food facts and fancies, transcribed, combined with an audience participation angle. Here sponsored by J. T. McCulloch Co., Portsmouth, O., department store, over WPAY. 3-47, p. 102.

**ARMCHAIR PLANNING** Unusual recipes, with food certificates from Fisher Brothers, Cleveland, O., for listener-sent Armchair Plans with favorite recipes. 8-47, p. 264.

**COOKING QUIZ** Listeners identify recipes from ingredients and procedure given on the air, win merchandise awards for correct identification over WLOW, Norfolk, Va. 8-47, p. 286.

**AS THEY LIKE IT** Show built around famous personalities, featuring the favorite food of each celebrity. Aired over WADC, Akron, O., it's sponsored by F. W. Albrecht Co. for Acme Bread. 9-47, p. 312.

**FLEISCHMANN'S MARKET BASKET** Best food buys of the day over WCAU, Philadelphia, Pa., for Fleischmann's Vienna Model Bakery, Inc. 11-47, p. 382.

#### FORUMS

**STUDENT FORUM** College students in a serious discussion of world problems. Series is aired over WFBR, Baltimore, Md., as a sustainer. 1-47, p. 28.

**MEMPHIS FORUM** Controversial questions discussed by prominent business men over WHHM, Memphis, Tenn., for A. Graves & Steuwer, Jewelers. 7-47, p. 243.

**CAREERS IN THE MAKING** Panels of high school students quiz leaders from specific business fields in this KSO, Des Moines, Ia., series. 9-47, p. 310.

#### GENERAL ARTICLES

**WHAT ABOUT TALENT FACTOR?** Cost per thousand radio listeners should include talent or program cost figures in comparisons between stations, says Wilt Gunzendorfer, general manager of KROW, Oakland, Calif. 2-47, p. 42.

**FOLLOWING PROFITS ARE TRANSCRIBED** Transcription library and program department in combination represent big commercial potential for better, more saleable shows. 2-47, p. 48.

**CREATIVE SELLING A NECESSITY** Creation of new radio accounts and appropriations vital to growth of medium. 4-47, p. 127.

**SPONSORS COOPERATE TO IMPROVE RADIO STANDARDS** WELM, Elmira, N. Y., finds advertisers anxious to support high commercial standards. 5-47, p. 167.

**BLOCK PROGRAMMING** One solution for economically sound operation by independents. 6-47, p. 185.

**TITLES BUILD LISTENERS** An analysis of factors determining effective program title. 8-47, p. 270.

**PLEDGE TO MR. SPONSOR** Desire to produce results keynotes local station, says Norman A. Gittleston, WCKV sales promotion manager, Charleston, W. Va. 8-47, p. 275.

**BASE JUVENILE SALES APPEAL ON SOUND ENTERTAINMENT** A five-point plan for juvenile entertainment presented by Dorothy A. Kemble, director of continuity acceptance, Mutual Broadcasting System. 9-47, p. 300.

**EFFECTIVE TEEN PROGRAMS APPEAL TO MAJOR INTERESTS** Successful programs reflect teen-time world, says Grace M. Johnson, manager, continuity acceptance department, American Broadcasting Co., New York City. 11-47, p. 365.

**COMMERCIALS KEY TO AIR SALES** A guide for practical commercial copywriting for retail advertisers by William E. Wright, Wright Radio Productions, Chicago, Ill. 11-47, p. 368; 12-47, p. 400.

#### GIMMICKS

**BRASS WHISTLE** Brass whistle sound effect used on 200 transcribed announcements weekly effective sales promotion for Helms Bakery, Los Angeles, Calif. 3-47, p. 88.

**BREYER'S CALLING** Spot announcement series characterized by a ring of a telephone, followed by "Hello, Breyer's Calling," is the radio trade-mark of this ice cream. 6-47, p. 190.

#### HISTORICAL

**SALUTE TO WESTERN MONTANA** History and background of various communities with emphasis on local color. Series is aired over KGVO, Missoula, Mont., for Youngren's a Shoe Shop. 1-47, p. 28.

**PARADE OF THE PIONEERS** Successful industry in the Houston, Tex., area told by dramatic narration over KPRC. 3-47, p. 99.

**SONS OF THE PIONEERS** Transcribed program. 3-47, p. 100; 5-47, p. 169.

**HISTORICAL SHOWCASE** Tribute to the early pioneers in the environs of Syracuse, N. Y., with tie-up of local personalities for topical interest. It's sponsored by the Kaylan Cutlery Co. over WFBL. 5-47, p. 158.

**THIS IS YOUR HOME** Stories of old San Francisco. Series aired over KPO for W & J Sloane, furniture store, is now in its fifth year. 5-47, p. 166.

**ENCORE ECHOES** Music and a short narration on Wisconsin history for the First Wisconsin National Bank, Milwaukee, Wis., on WTMJ. 11-47, p. 383.

**SNAPSHOTS OF GEORGIA** Light travelogues through Georgia for Gaston's Snapshot Service on WGST, Atlanta, Ga. 11-47, p. 388.

#### HOBBIES

**NEIGHBORHOOD BRIDGE CLUB** Top bridge players vie for high score weekly prizes over WTAL, Tallahassee, Fla. 7-47, p. 246.

**SHORT CASTS AND WING SHOTS** Hunting and fishing reports, outdoor yarns and news of conservation, over KVOO, Tulsa, Okla. 8-47, p. 279.

#### HOME DECORATING

**BACKGROUNDS FOR LIVING** Commentary on home furnishing, building and decorating. Sponsored by Barker Brothers, Los Angeles, Calif., furniture store over KNX. 4-47, p. 118.

#### HUMAN RELATIONS

**GABRIEL HEATER BRINGS YOU A BRIGHTER TOMORROW** Stories of plain and humble people who didn't give up in the face of overwhelming odds. Gabriel Heater, supported by a complete dramatic cast and a full orchestra. It represents a national radio sales effort merchandised intensely by local managers which achieves results for the Mutual Benefit Health & Accident Association. 1-47, p. 9.

**YOUR FRIENDLY NEIGHBOR** Poems and stories of the area, with homespun philosophy, broadcast for Nixon Furniture Co. over WWR, Beckley, W. Va. 1-47, p. 31.

**'ROUND THE TOWN** Interviews with hospital veterans with a listener-sent post card shower for each one. Maloney's Restaurant makes the cards available on this WLAW, Lawrence, Mass., program. 1-47, p. 33.

**HERE'S THE PAYOFF!** Human interest yarns as a five-minute feature for Red & White Stores, Missoula, Mont., over KGVO. 3-47, p. 100.

**HOWDY CLUB** Oldtimers meet Austin, Tex., newcomers in an ad-lib show sponsored by Old Seville Restaurant and aired over KNOW. 3-47, p. 106.

**DAILY ALMANAC** Tidbits of history and news made in years gone by, with weather reports, calendar statistics, et al., doubles business for Kent Cleaners, Portland, Me. Series is aired over WGAN. 4-47, p. 126.

**THIS IS THE STORY** Little known facts about local people and local business aired over KIT, Yakima, Wash., for Hahn Motor Co. 6-47, p. 202.

**LOCAL INTEREST** A low-cost show sells millinery and accessories for Julian's Millinery Shop over WACO, Waco, Tex. 7-47, p. 224.

**MEET YOUR NEIGHBOR** Interviews with local business men on topics of interest to friends and neighbors. Station: KCONP, Port Angeles, Wash. 7-47, p. 242.

**TURN BACK THE CALENDAR** The local story-behind-the-story on events which took place from one to 90 years ago, aired over KVOB, Bellingham, Wash. 7-47, p. 250.

**YOUR INDIANA** Legend and history with a timely message on conservation over WIBC, Indianapolis, Ind. 7-47, p. 250.

**KATE SMITH SPEAKS** Richter's, Laredo, Tex., department store sponsors this network cooperative feature. 8-47, p. 272.

**TEXACO STAR REPORTER** Listener-sent questions answered over the air. It's aired from WFAA, Dallas, Tex., others, for Texas Company. 9-47, p. 316.

**UNSEEN ADVISOR** Advice on the complexities of living, based on listener-sent letters. Sponsored by Dr. Shor, Dentist, it's aired over WIP, Philadelphia, Pa. 11-47, p. 390.

#### JUVENILE

**THEATRE-RADIO CLUB** A Saturday morning theatre party in support of a basic air campaign. Aired for the Holsum Bread Company over KRKO, Everett, Wash. 10-47, p. 356.

**LITTLE RED SCHOOL HOUSE** Quiz show with volunteer teams from local schools. Sponsored by the Hamilton Co-Operative Creameries, the series is aired over CKOC, Hamilton, Ont. 1-47, p. 29.

**RATH TALENT REVUE** Six youngsters are featured on each broadcast, but there's also an audience participation angle on this KRNT, Des Moines, Ia., program for Rath Packing Co. 1-47, p. 32.

**QUIZDOWNS** Public and private schools in team competition for school and individual prizes on the grammar school level. Aired over KMOX, St. Louis, Mo. 1-47, p. 33.

**AMERICAN KIDS CLUB** Approach to the home through the children on a thrice weekly schedule is successful for American Cleansers, San Diego, Calif. 2-47, p. 54.

**HOBBY HORSE PRESENTS** About books for children. Dramatizations, interviews with authors, etc., for Carson, Pirie, Scott & Co., over WMAQ, Chicago, Ill. 3-47, p. 98.

**DICK TRACY** Detective hero creates store traffic galore for Karl's Shoe Stores, Los Angeles, Calif. Aired over KECA. 3-47, p. 104.

**PUNCH AND JUDY FUN CLUB** Stunts, community singing and contests for Punch & Judy Shop, Savannah, Ga., children's wear shop, aired over WSAV. 3-47, p. 105.

**UNCLE WHOA BILL CLUB** Sponsored by Bullock's, Inc., Los Angeles, Calif., the show is now in its fourteenth year. 4-47, p. 114.

**KIDDY QUIZ** Telephone quiz for club members. Sponsored by Flander's Dairy over WKXL, Concord, N. H., with 80 per cent of sponsor's ad-budget for radio. 4-47, p. 130.

**STORY LADY** Stories for the small-fry, locally produced, draws 1,200 letters a month for Brown's Ice Cream Co., Ogden, Ut. Broadcast over KLO. 4-47, p. 139.

**YOUNG STARS** Classic folk stories enacted by pupils of the Davis School of Speech, over WHHM, Memphis, Tenn. 6-47, p. 203.



**GOLD'S BIRTHDAY CLUB** Children register their birth dates with Gold & Co., Lincoln, Nebr., get birthday greetings on the air and a birthday party invitation. Aired over KFOR. 6-47, p. 204.

**LITTLE RED SCHOOLHOUSE** Dramatizations of one-room school days aired over WNOE, New Orleans, La., for Kaufman's Department Store. Each broadcast dedicated to a local teacher. 8-47, p. 286.

**LONE RANGER** Sponsored by Grafton & Co., men's wear, over CKOC, Hamilton, Ont., to promote its boys' wear department. 8-47, p. 298.

**BASE JUVENILE SALES APPEAL ON SOUND ENTERTAINMENT** A five-point plan for juvenile entertainment. 9-47, p. 300.

**KIDDIES PROGRAM** Juvenile series with emphasis on public service for Byers Flour Mills, Camrose, Alb. 9-47, p. 302.

**CHILDREN'S PARTY** Invitational studio party, with invitations sent out on request to Jackson's Bakery. Aired over CHOV, Pembroke, Ont., series has a strong public service angle with emphasis on safety. 9-47, p. 317.

**THESE KIDS OF OURS** Extemporaneous discussion of current events, celebrity interviews and a Champ of the Week. Broadcast over KOA, Denver, Colo. 9-47, p. 322.

**YOUTH SPEAKS OUT** Discussion groups with different age groups. Aired over WFPG, Atlantic City, N. J. 9-47, p. 322.

**YOUNG AMERICAN'S CLUB** Audience and listener participation on this children's show broadcast over WAYS, Charlotte, N. C., for Foremost Dairies. 11-47, p. 390.

#### LISTENER PARTICIPATION

**COOEY-BENTZ CALLING** For seven years, this telephone quiz-show has produced sales for Coeey-Bentz, Wheeling, W. Va., furniture store. 10-47, p. 337.

**SING 'N' WIN** Little Potts, Baltimore, Md., furniture store, directs almost entire advertising budget to this mystery tune feature on WFBR. 10-47, p. 342.

**CHRISTMAS TREE** A Christmas slant on a telephone give-away format, with gifts for those telephoned at random who can name the sponsor of the commercial read just previous to the telephone call. 10-47, p. 352.

**IT'S FUN TO COOK** A food show with a mail-pull hook. Cook book awards for three daily winners. It's broadcast over WFBR, Baltimore, Md., for Esskay Quality Meats. 1-47, p. 12.

**RANGE RIDERS** Telephone give-away angle increases effectiveness of musical program for local Gamble-Skogmo Store, Lawrence, Kans., aired over WREN. For the housewife telephoned at random who can identify the "Nellie Brown Radio Special" of the day, the award is one of the specials. 3-47, p. 84.

**KIDDY QUIZ** Telephone quiz show for children. Club membership angle. Aired over WKXL, it's sponsored by Flander's Dairy, Concord, N. H. 4-47, p. 130.

**POLLY APPLE** Listeners send in names and addresses, and the person whose name is drawn each day receives a grocery award from Big Apple Super Market, Opelika, Ala. Series is aired over WJHO. 5-47, p. 171.

**MAGIC OF ELECTRICITY** Recorded music over KMPC, Los Angeles, Calif., with a contest angle. Listeners get entry blanks from one of the 300 electrical and radio appliance stores that are members of the S. Calif. Radio & Electrical Appliance Ass'n., Inc. 6-47, p. 187.

**WHAT DO YOU KNOW?** Listeners answer a question about a historical vignette read on the air, with a cash award for the earliest postmark, on what is primarily an audience participation show aired over WFPG, Atlantic City, N. J., for Armond Furniture Co. 6-47, p. 206.

**THREE ALARM** Listeners guess, via post card, what time one of three alarm clocks will go off, with merchandise prizes for winners. Broadcast over KMPC, Los Angeles, Calif. 6-47, p. 208.

**TELEPHONE QUIZ** Folding money for correct answers, with telephone numbers scientifically selected. 6-47, p. 209.

**AN EVENING AT ANGELO'S** Free dinner, courtesy of Angelo's Restaurant, for listeners who can identify a mystery tune played on the WKXL, Concord, N. H., program. Telephone calls are made at random. 6-47, p. 210.

**YOUR MUSICAL CORSAGE** A listener participation show, audience requests favorite Memory Melody, gives reasons why. Corsage for best letters, courtesy of sponsor, Schiller Flower Shops, Chicago, Ill. 7-47, p. 230.

**RING THE BELL** Listeners send in song titles, receive cash awards if musical experts can't produce the melody on this KTUL, Tulsa, Okla., series. 7-47, p. 244.

**ARMCHAIR PLANNING** Food certificates for best Armchair Plans with favorite recipes on a food show for Fisher Brothers Co., Cleveland, O. 8-47, p. 264.

**SPOTLIGHT QUIZ** Merchandise certificates if listeners telephoned can name the California Markets' spotlight value of the day. Pre-program contact with 24 women by telephone determines persons to be called. Broadcast over WEOA, Evansville, Ind. 8-47, p. 268.

**TUNEFUL TRAVELER** Cash prize weekly for the listener-ent letter citing the best act of courtesy on the Baltimore Transit Co. lines. Music is a basic part of the WFBR, Baltimore, Md., program. 8-47, p. 284.

**COOKING QUIZ** Listeners identify recipes from ingredients and procedure given on the air for merchandise prizes. Aired over WLOW, Norfolk, Va. 8-47, p. 286.

**TREASURE CHEST** Fifty dollars to the listener who can identify four out of five mystery tunes played over CKOC, Hamilton, Ont. 9-47, p. 298.

(Concluded next issue)

# YEAR-END INDEX

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



## AUTOMOBILES—AUTO SUPPLIES

### FEBRUARY

Sponsor: Western Auto Supply Co.  
Station: NBC 28-station hook-up  
Program: Circle Arrow Show  
Department: Special Article, p. 41

### MARCH

Sponsor: Zook Tire Co.  
Station: KOA, Denver, Colo.  
Program: Sport Spotlight

DECEMBER, 1947

Department: Proof O' the Pudding, p. 102

### APRIL

Sponsor: Guy Marsh Motor Co.  
Station: KHAS, Hastings, Nebr.  
Program: Yawn Patrol  
Department: Proof O' the Pudding, p. 135

Sponsor: Jira Auto Supply Co.  
Station: KMYR, Denver, Colo.  
Program: Sports Parade  
Department: Proof O' the Pudding, p. 135

**MAY**

Sponsor: Joe Fisher, Distributor  
 Station: KXL, Portland, Ore.  
 Program: Spot announcements  
 Department: Johnny on the Spot, p. 175

**JULY**

Sponsor: T. D. & P. A. Peffley, Distributors  
 Station: WING, Dayton, O.  
 Program: Road Reporter  
 Department: Showmantips, p. 249

**JUNE**

Sponsor: Hahn Motor Co.  
 Station: KJT, Yakima, Wash.  
 Program: This Is the Story  
 Department: Airing the New, p. 202

**BAKERIES****FEBRUARY**

Sponsor: Dugan Brothers' Bakery  
 Station: WOR, New York City  
 Program: Pure Food Hour  
 Department: Special Article, p. 46

**MARCH**

Sponsor: Helms Bakery  
 Station: Varied  
 Program: Spot announcements  
 Department: Special Article, p. 88

**MAY**

Sponsor: Swander Baking Co.  
 Station: KOTA, Rapid City, S. D.  
 Program: Noonday News  
 Department: Special Article, p. 152

**JULY**

Sponsor: Carr-Consolidated Biscuit Co.  
 Station: Varied  
 Program: Carr Melody Bakers  
 Department: Special Article, p. 223

**AUGUST**

Sponsor: Bridges Downyflakes Donut Shop  
 Station: KXLQ, Bozeman, Mont.  
 Program: Music  
 Department: Proof O' the Pudding, p. 281

Sponsor: Gravem-Ingles Baking Co.  
 Station: KGDM, Stockton, Calif.  
 Program: Mystery House  
 Department: Proof O' the Pudding, p. 282

Sponsor: Heiner's Bakery  
 Station: WSAZ, Huntington, W. Va.  
 Program: Women's 930 Club  
 Department: Proof O' the Pudding, p. 283

**SEPTEMBER**

Sponsor: Acme Bread (F. W. Albrecht Co.)  
 Station: WADC, Akron, O.  
 Program: As They Like It  
 Department: Airing the New, p. 312

Sponsor: Jackson's Bakery  
 Station: CHOV, Pembroke, Ont.  
 Program: Children's Party  
 Department: Showmanship in Action, p. 317

**OCTOBER**

Sponsor: Holsum Bread Co.  
 Station: KGKO, Everett, Wash.  
 Program: Theatre-Radio Club  
 Department: Showmanship in Action, p. 356

**NOVEMBER**

Sponsor: Fleischmann's Vienna Model Bakery  
 Station: WCAU, Philadelphia, Pa.  
 Program: Fleischmann's Market Basket  
 Department: Airing the New, p. 382

Sponsor: Rich Loaf, Inc.  
 Station: WPAY, Portsmouth, O.  
 Program: Tucker Talking  
 Department: Showmanship in Action, p. 386

**BEVERAGES****MARCH**

Sponsor: Ehret Brewing Co.  
 Station: WJZ, New York City  
 Program: Murder at Midnight  
 Department: Special Article, p. 80

**APRIL**

Sponsor: Minneapolis Brewing Co.  
 Station: WDBG, Minneapolis, Minn.  
 Program: Friendly Time  
 Department: Proof O' the Pudding, p. 136

**JUNE**

Sponsor: Dilly Bottling Co.  
 Station: WHHM, Memphis, Tenn.  
 Program: It's a Dilly  
 Department: Showmanship in Action, p. 204

**JULY**

Sponsor: Jackson Brewing Co., New Orleans, La.  
 Station: Varied  
 Program: Varied  
 Department: Special Article, p. 227

Sponsor: Stock Products (Wine)  
 Station: WQXR, New York City  
 Program: Guest Conductor  
 Department: Airing the New, p. 242

**AUGUST**

Sponsor: Beverwyck Breweries, Albany, N. Y.  
 Station: Yankee Network, others  
 Program: News  
 Department: Proof O' the Pudding, p. 283

**SEPTEMBER**

Sponsor: Fort Pitt Brewing Co.  
 Station: WARJ, Morgantown, W. Va.  
 Program: Five Star Sports Final  
 Department: Showmantips, p. 321

**NOVEMBER**

Sponsor: Gulf Brewing Co.  
 Station: KPRC, Houston, Tex., others  
 Program: Design for Grand Living  
 Department: Special Article, p. 378

**CANDIES****APRIL**

Sponsor: Haviland Chocolate Co.  
 Station: WLAW, Lawrence, Mass.  
 Program: Among Us Girls  
 Department: Showmantips, p. 141

**SEPTEMBER**

Sponsor: Hunt's Limited  
 Station: CKEY, Toronto, Ont.  
 Program: News for Teens  
 Department: Showmantips, p. 321

**CHILDREN'S WEAR****MARCH**

Sponsor: Punch & Judy Shop  
 Station: WSAV, Savannah, Ga.  
 Program: Punch and Judy Fun Club  
 Department: Showmanship in Action, p. 105

**JULY**

Sponsor: Varied . . . an analysis of successful techniques  
 Station: Varied  
 Department: Special Article, p. 234

**CLOTHIERS****MARCH**

Sponsor: Prentiss Clothes  
 Station: WNEW, New York  
 Program: Personal Appearance  
 Department: Airing the New, p. 99

**SEPTEMBER**

Sponsor: Ed Mellon Co.  
 Station: WBT, Charlotte, N. C.  
 Program: Varied  
 Department: Special Article, p. 297

Sponsor: Moskin Stores, Inc.  
 Station: WSAZ, Huntington, W. Va.  
 Program: You Asked for It  
 Department: Special Article, p. 308

Sponsor: Frankel Clothing Co.  
 Station: KSO, Des Moines, Ia.  
 Program: Careers in the Making  
 Department: Special Article, p. 310

**OCTOBER**

Sponsor: Morris B. Sachs Clothing Store  
 Station: WENR, WCFL, Chicago, Ill.  
 Program: Sachs Amateur Hour  
 Department: Special Article, p. 331

**DAIRY PRODUCTS****JANUARY**

Sponsor: Hamilton Co-Operative Creameries  
 Station: CKOC, Hamilton, Ont.  
 Program: Little Red School House  
 Department: Showmanship in Action, p. 29

**APRIL**

Sponsor: Flander's Dairy  
 Station: WKXL, Concord, N. H.  
 Program: Kiddy Quiz  
 Department: Showmanship in Action, p. 130

Sponsor: Marin-Dell Milk Co.  
 Station: KFRC, San Francisco, Calif.  
 Program: Buddha's Amateur Hour  
 Department: Proof O' the Pudding, p. 136

Sponsor: Adohr Milk Farms  
 Station: KMPC, Los Angeles, Calif.  
 Program: Stork Club of the Air  
 Department: Showmantips, p. 141

**MAY**

Sponsor: Denver Dairy Council  
 Station: Varied  
 Program: Spot announcements  
 Department: Johnny on the Spot, p. 175

**JUNE**

Sponsor: Varied  
 Station: WFIL, Philadelphia, Pa.  
 Program: Varied for six accounts  
 Department: Special Article, p. 190

**OCTOBER**

Sponsor: Kree-Mee Cream  
 Station: KGBS, Harlingen, Tex.  
 Program: Do People Know Everything?  
 Department: Showmantips, p. 358

**NOVEMBER**

Sponsor: Foremost Dairies  
 Station: WAYS, Charlotte, N. C.  
 Program: Young American's Club  
 Department: Proof O' the Pudding, p. 390

**DEPARTMENT STORES****JANUARY**

Sponsor: C. E. Chappell & Sons  
 Station: WAGE, Syracuse, N. Y., others  
 Program: News and spot announcements  
 Department: Special Article, p. 6

Sponsor: David Spencer, Ltd.  
 Station: CKWX, Vancouver, B. C.  
 Program: Swingtime at Spencers  
 Department: Special Article, p. 19

Sponsor: Sattler Department Store  
 Station: WGR, Buffalo, N. Y.  
 Program: Spot announcements  
 Department: Special Article, p. 20

Sponsor: Marting's  
 Station: WPAY, Portsmouth, O.  
 Program: Your Next Door Neighbor  
 Department: Airing the New, p. 26

Sponsor: Kaufman-Straus Co.  
 Station: WINN, Louisville, Ky.  
 Program: Invitation to College  
 Department: Showmanship in Action, p. 29

**FEBRUARY**

Sponsor: Wolf & Dessauer  
 Station: WOWO, Fort Wayne, Ind.  
 Program: Symphony Orchestra  
 Department: Special Article, p. 44

Sponsor: J. B. Ivey & Co.  
 Station: WSOC, Charlotte, N. C.  
 Program: Fashion Parade, others  
 Department: Special Article, p. 51

**MARCH**

Sponsor: Varied . . . basic factors for successful  
 broadcast advertising  
 Department: Special Article, p. 77

Sponsor: Condon's Department Store  
 Station: WTMA, Charleston, S. C.  
 Program: Hollywood Headlines  
 Department: Special Article, p. 82

Sponsor: Gamble-Skogmo, Inc.  
 Station: WREN, Lawrence, Mass.  
 Program: Range Riders  
 Department: Special Article, p. 84

Sponsor: J. T. McCulloch Co.  
 Station: WPAY, Portsmouth, O.  
 Program: Come and Get It  
 Department: Proof O' the Pudding, p. 102

**APRIL**

Sponsor: Bullock's, Inc.  
 Station: KFAC, Los Angeles, Calif., others  
 Program: Uncle Whoa Bill Club, others  
 Department: Special Article, p. 114

Sponsor: H. & S. Pogue Co.  
 Station: WSAI, Cincinnati, O.  
 Program: Breakfast Music, others  
 Department: Special Article, p. 120

Sponsor: Porteous Mitchell & Braun Co.  
 Station: WGAN, Portland, Me.  
 Program: Betty Mitchell  
 Department: Proof O' the Pudding, p. 137

Sponsor: Heironimus Co.  
 Station: WDBJ, Roanoke, Va.  
 Program: Your Personal Shopper  
 Department: Proof O' the Pudding, p. 137

Sponsor: Sears Farm Store  
 Station: WKY, Oklahoma City, Okla.  
 Program: Farm Show  
 Department: Proof O' the Pudding, p. 138

**MAY**

Sponsor: Maas Brothers, Tampa, Fla.  
 Station: Varied  
 Program: Varied  
 Department: Special Article, p. 149

Sponsor: Black & White Stores, Memphis, Tenn.  
 Station: Varied  
 Program: Varied  
 Department: Special Article, p. 156

Sponsor: Sibley, Lindsay & Curr  
 Station: WHAM, Rochester, N. Y.  
 Program: Tower Clock Time  
 Department: Special Article, p. 160

Sponsor: Harvey's  
 Station: WSM, Nashville, Tenn., others  
 Program: Varied  
 Department: Special Article, p. 164

Sponsor: Armstrong Department Store  
 Station: WMT, Cedar Rapids, Ia.  
 Program: Varied  
 Department: Special Article, p. 165

Sponsor: Sears, Roebuck & Co.  
 Station: KOA, Denver, Colo.  
 Program: Mile High Farmer  
 Department: Airing the New, p. 168

Sponsor: Rosenberg's Department Store  
 Station: WALB, Albany, Ga.  
 Program: Timely Topics  
 Department: Airing the New, p. 168

Sponsor: J. L. Hudson Co.  
 Station: WJR, Detroit, Mich.  
 Program: Sports Parade  
 Department: Airing the New, p. 169

Sponsor: T. Eatons  
Station: CKOC, Hamilton, Ont.  
Program: Symphony of Melody  
Department: Showmantips, p. 176

#### JUNE

Sponsor: LaSalle & Koch  
Station: WTOL, Toledo, O.  
Program: Homemakers' Center  
Department: Special Article, p. 188

Sponsor: Wurzburg's Department Store  
Station: WOOD, Grand Rapids, Mich.  
Program: Coffee Time  
Department: Special Article, p. 194

Sponsor: Winkelman's Department Store  
Station: WSAM, Saginaw, Mich.  
Program: Hometown Reporter  
Department: Airing the New, p. 202

Sponsor: Gold's Birthday Club  
Station: KFOR, Lincoln, Nebr.  
Program: Gold's Birthday Club  
Department: Showmanship in Action, p. 204

Sponsor: People's Stores  
Station: WARJ, Morgantown, W. Va.  
Program: People's Music  
Department: Proof O' the Pudding, p. 212

Sponsor: Davison-Paxon Co.  
Station: WSB, Atlanta, Ga.  
Program: Davison-Paxon Time  
Department: Proof O' the Pudding, p. 213

#### JULY

Sponsor: The Fair Store  
Station: WCFL, Chicago, Ill.  
Program: Fairteen Club  
Department: Special Article, p. 221

Sponsor: Herrin Supply Co.  
Station: WJPF, Herrin, Ill.  
Program: Teen Town Time  
Department: Showmanship in Action, p. 243

Sponsor: Falk's Department Store  
Station: KIDO, Boise, Id.  
Program: Down Memory Lane  
Department: Proof O' the Pudding, p. 248

#### AUGUST

Sponsor: Davison-Paxon Co.  
Station: WSB, Atlanta, Ga.  
Program: Davison-Paxon Time  
Department: Special Article, p. 262

Sponsor: Richter's  
Station: KPAB, Laredo, Tex.  
Program: Meet the Press, others  
Department: Special Article, p. 272

Sponsor: Kaufman's Department Store  
Station: WNOE, New Orleans, La.  
Program: Little Red Schoolhouse  
Department: Showmanship in Action, p. 286

#### SEPTEMBER

Sponsor: Varied . . . a CBS analysis of an NRDGA  
survey  
Department: Special Article, p. 292

Sponsor: Fowler, Dick & Walker, Inc.  
Station: WJNR, WNBK, Binghampton, N. Y.  
Program: News, others  
Department: Special Article, p. 304

#### OCTOBER

Sponsor: Belk Leggett Co.  
Station: WDNC, Durham, N. C.  
Program: Santa Claus  
Department: Special Article, p. 328

Sponsor: Wolf & Dessaur  
Station: WOWO, Fort Wayne, Ind.  
Program: Christmas Adventures of Cloudchaser,  
Betty & Bob  
Department: Special Article, p. 334

Sponsor: Stone & Thomas  
Station: WWVA, Wheeling, W. Va.  
Program: Varied  
Department: Special Article, p. 340

Sponsor: Sears, Roebuck Retail Store  
Station: KYSM, Mankato, Minn.  
Program: Mrs. Santa Claus  
Department: Special Article, p. 344

Sponsor: The Emporium  
Station: WMIN, St. Paul, Minn.  
Program: Chimney Chats with Mrs. Santa Claus  
Department: Special Article, p. 344

#### NOVEMBER

Sponsor: Hale Brothers  
Station: KSFO, San Francisco, Calif.  
Program: Hour of Melody  
Department: Special Article, p. 370

Sponsor: A. Polsky Co.  
Station: WHKK, Akron, O.  
Program: Teen-Age Hi-Jinx, others  
Department: Special Article, p. 376

#### DECEMBER

Sponsor: The Fair  
Station: KXOL, Fort Worth, Tex.  
Program: Ballads by Brooks  
Department: Special Article, p. 414

#### DRUG STORES

#### JANUARY

Sponsor: Eckerd's Drug Stores  
Station: WAYS, Charlotte, N. C.  
Program: World News Report  
Department: Airing the New, p. 26

#### APRIL

Sponsor: Renfro Rexall Stores  
Station: KGKO, Fort Worth, Tex.  
Program: Renfro Rexall Show  
Department: Showmantips, p. 141

#### MAY

Sponsor: Crown Drug Co., Kansas City, Mo.  
Station: KOMA, Tulsa, Okla.  
Program: Crown Edition of the News  
Department: Special Article, p. 163

Sponsor: G. S. Drug Co.  
Station: KFJB, Marshalltown, Ia.  
Program: Sons of the Pioneers  
Department: Airing the New, p. 169

#### JUNE

Sponsor: Super Cut Rate Drug Store  
Station: WWDC, Washington, D. C.  
Program: Varied  
Department: Special Article, p. 192

#### SEPTEMBER

Sponsor: Finney Drug Co.  
Station: WHBC, Canton, O.  
Program: Have You Got It?  
Department: Showmanship in Action, p. 318

Sponsor: Brown Drugs  
Station: WHLB, Virginia, Minn.  
Program: News by Yoannes  
Department: Showmantips, p. 322

#### NOVEMBER

Sponsor: Sommers Drug Co.  
Station: KABC, San Antonio, Tex.  
Program: Drugstore Cowboy  
Department: Airing the New, p. 382

Sponsor: Roecher Drug Co.  
Station: KXLO, Bozeman, Mont.  
Program: Rambling in Rhythm  
Department: Proof O' the Pudding, p. 392

#### ELECTRICAL APPLIANCES

#### JUNE

Sponsor: S. Calif. Radio & Electrical Appliance  
Ass'n.

Station: KMPC, Los Angeles, Calif.  
Program: Magic of Electricity  
Department: Special Article, p. 186

Sponsor: Van's Modern Appliances  
Station: WRRN, Warren, O.  
Program: Trading Post  
Department: Showmanship in Action, p. 205

#### AUGUST

Sponsor: Shoemaker Appliance Co.  
Station: KFNF, Shenandoah, Ia.  
Program: Spot announcements  
Department: Special Article, p. 274

#### OCTOBER

Sponsor: Varied... an analysis of successful techniques  
Department: Special Article, p. 347

#### NOVEMBER

Sponsor: Wolters Electric Co.  
Station: KDYL, Salt Lake City, Ut.  
Program: Something for the Ladies  
Department: Special Article, p. 379

Sponsor: Launderall Dealers  
Station: WGST, Atlanta, Ga.  
Program: It's for You  
Department: Showmanship in Action, p. 385

#### DECEMBER

Sponsor: Tom P. McDermott, Inc.  
Station: KOMA, Oklahoma City, Okla.; KTUL, Tulsa  
Program: Favorite Story  
Department: Special Article, p. 404

#### FARM SUPPLIES

#### FEBRUARY

Sponsor: Dailey Mills, Olean, N. Y.  
Station: Varied  
Program: News and spot announcements  
Department: Special Article, p. 52

#### MARCH

Sponsor: Laurinburg Milling Co.  
Station: WDSC, Dillon, S. C.  
Program: Sons of the Pioneers  
Department: Airing the New, p. 100

#### APRIL

Sponsor: Sears Farm Store  
Station: WKY, Oklahoma City, Okla.  
Program: Farm Show  
Department: Proof O' the Pudding, p. 138

Sponsor: Wright Hatchery  
Station: WPAY, Portsmouth, O.  
Program: Morning Headlines  
Department: Proof O' the Pudding, p. 138

#### MAY

Sponsor: Farm Supply Co.  
Station: KFNF, Shenandoah, Ia.  
Program: Old Timers  
Department: Proof O' the Pudding, p. 174

#### AUGUST

Sponsor: Northrup, King & Co.  
Station: WCCO, Minneapolis, Minn., others  
Program: CBS Morning News Round-Up, others  
Department: Special Article, p. 257

Sponsor: C. R. Corey Bee Co.  
Station: KSIB, Creston, Ia.  
Program: Honey Time  
Department: Airing the New, p. 278

#### SEPTEMBER

Sponsor: Alberta Livestock Co-operative, Ltd.  
Station: CJCA, Edmonton, Alb., others  
Program: ALC Show  
Department: Proof O' the Pudding, p. 314

Sponsor: County Co-op Stores  
Station: WOMT, Manitowoc, Wis.  
Program: Co-op Band Wagon  
Department: Proof O' the Pudding, p. 314

#### DECEMBER, 1947

Sponsor: Shannon Feed Co.  
Station: KVOO, Tulsa, Okla.  
Program: Today's First Headlines  
Department: Proof O' the Pudding, p. 315

#### NOVEMBER

Sponsor: Crowley Feed Co.  
Station: KABC, San Antonio, Tex.  
Program: Crowley Corral  
Department: Showmantips, p. 393

Sponsor: Wayne Feeds, others  
Station: WLW, Cincinnati, O.  
Program: Everybody's Farm  
Department: Showmantips, p. 393

#### FINANCE

#### JANUARY

Sponsor: J. A. Hogle & Co.  
Station: KMPC, Los Angeles, Calif.  
Program: Financial Newscast  
Department: Airing the New, p. 27

#### MARCH

Sponsor: Home Federal Savings & Loan Ass'n.  
Station: KVOO, Tulsa, Okla.  
Program: Newscast  
Department: Special Article, p. 87

Sponsor: Security National Bank  
Station: KMPC, Los Angeles, Calif.  
Program: Security Symphonia  
Department: Showmanship in Action, p. 105

#### JULY

Sponsor: Twin City Federal Savings & Loan Ass'n.  
Station: Varied, Minneapolis, Minn.  
Program: News and music  
Department: Special Article, p. 226

#### AUGUST

Sponsor: Chicago Title & Trust Co.  
Station: WCFL, Chicago, Ill.  
Program: Chicago Symphony  
Department: Special Article, p. 266

#### SEPTEMBER

Sponsor: Davenport Bank & Trust Co.  
Station: WOC, Davenport, Ia.  
Program: Presenting Mary Louise Marshall  
Department: Airing the New, p. 313

Sponsor: Trinity State Bank  
Station: KFJZ, Fort Worth, Tex.  
Program: Hillbilly Hits  
Department: Proof O' the Pudding, p. 315

#### NOVEMBER

Sponsor: First Wisconsin National Bank  
Station: WTMJ, Milwaukee, Wis.  
Program: Encore Echoes  
Department: Airing the New, p. 383

Sponsor: National Bank of Commerce  
Station: KABC, San Antonio, Tex.  
Program: Broadway in Review  
Department: Airing the New, p. 383

Sponsor: The Milwaukee Co., Investment  
Station: WTMJ, Milwaukee, Wis.  
Program: This is America  
Department: Airing the New, p. 384

#### FLORISTS

#### JANUARY

Sponsor: Niklas & Son  
Station: Varied, Portland, Ore.  
Program: Spot announcements  
Department: Special Article, p. 18

Sponsor: Frank J. Baker & Sons  
Station: WIBC, Utica, N. Y.  
Program: Spot announcements  
Department: Johnny on the Spot, p. 34

#### MARCH

Sponsor: Varied... an analysis of successful techniques  
Department: Special Article, p. 92

**JULY**

Sponsor: Schiller Flower Shops  
 Station: WAIT, Chicago, Ill.  
 Program: Your Musical Corsage  
 Department: Special Article, p. 230

**GARDEN SUPPLIES****JANUARY**

Sponsor: Michigan Bulb Co., Grand Rapids, Mich.  
 Station: Varied  
 Program: Varied  
 Department: Special Article, p. 16

Sponsor: Northrup, King & Co.  
 Station: WCCO, Minneapolis, Minn., others  
 Program: CBS Morning News Round-Up, others  
 Department: Special Article, p. 257

**GASOLINES****JUNE**

Sponsor: Colonial Beacon Oil Co.  
 Station: WGAN, Portland, Me.  
 Program: Your Esso Reporter  
 Department: Proof O' the Pudding, p. 214

**SEPTEMBER**

Sponsor: Texas Co.  
 Station: WFAA, Dallas, Tex., others  
 Program: Texaco Star Reporter  
 Department: Proof O' the Pudding, p. 316

**NOVEMBER**

Sponsor: Union Oil Co.  
 Station: KINY, Juneau, Alaska; KTKN, Ketchikan  
 Program: Fishing Time  
 Department: Special Article, p. 374

**GROCERY PRODUCTS****JANUARY**

Sponsor: Forbes Coffee Co.  
 Station: KXOK, St. Louis, Mo.  
 Program: Food Store Quiz  
 Department: Showmanship in Action, p. 30

**APRIL**

Sponsor: Ben E. Keith Co.  
 Station: KGKO, Forth Worth, Tex.  
 Program: Keith Fruit Express  
 Department: Showmanship in Action, p. 130

**AUGUST**

Sponsor: Andersen's Green Split Pea Soup  
 Station: Varied  
 Program: Spot announcements  
 Department: Johnny on the Spot, p. 280

**GROCERY STORES****JANUARY**

Sponsor: Lucky Stores  
 Station: KQW, San Francisco, Calif.  
 Program: Wife Saver  
 Department: Showmanship in Action, p. 31

**FEBRUARY**

Sponsor: Thorofare Streamlined Supermarkets  
 Station: WWSW, Pittsburgh, Pa.  
 Program: Treasure Hunt  
 Department: Showmanship in Action, p. 62

**MARCH**

Sponsor: Oklahoma Retail Grocers Ass'n.  
 Station: KTUL, Tulsa, Okla.  
 Department: Special Article, p. 97

Sponsor: Red & White Stores  
 Station: KGVO, Missoula, Mont.  
 Program: Here's the Payoff  
 Department: Airing the New, p. 100

**MAY**

Sponsor: Big Apple Super Market  
 Station: WJHO, Opelika, Ala.  
 Program: Polly Apple  
 Department: Showmanship in Action, p. 171

**JUNE**

Sponsors: Associated Grocers of Colorado, Inc.  
 Station: KOA, Denver, Colo.; KGHF, Pueblo;  
 KVOR, Colorado Springs  
 Program: Circle AG Time  
 Department: Airing the New, p. 203

Sponsor: Triangle Food Stores, Inc.  
 Station: WSAZ, Huntington, W. Va.  
 Program: Triangle Time  
 Department: Showmanship in Action, p. 205

**JULY**

Sponsor: Ralph's Food Stores  
 Station: KXLQ, Bozeman, Mont.  
 Program: News  
 Department: Showmantips, p. 250

**AUGUST**

Sponsor: Fisher Brothers Co.  
 Station: WTAM, Cleveland, O.  
 Program: Armchair Planning  
 Department: Special Article, p. 264

Sponsor: California Markets  
 Station: WEOA, Evansville, Ind.  
 Program: Spotlight Quiz  
 Department: Special Article, p. 269

**SEPTEMBER**

Sponsor: Red Owl Economy Stores  
 Station: KELO, Sioux Falls, S. D.  
 Program: Red Owl Roving Reporter  
 Department: Showmanship in Action, p. 318

Sponsor: Carroll's Ltd.  
 Station: CKOC, Hamilton, Ont.  
 Program: Toast and Marmalade  
 Department: Showmanship in Action, p. 319

**OCTOBER**

Sponsor: Red & White Stores  
 Station: KGVO, Missoula, Mont.  
 Program: Christmas Tree of 1946  
 Department: Showmantips, p. 353

**HARDWARE DEALERS****JANUARY**

Sponsor: Savannah Paint & Varnish Club  
 Station: WSAV, Savannah, Ga.  
 Program: Candlelight and Silver  
 Department: Airing the New, p. 27

**OCTOBER**

Sponsor: Coast to Coast Store  
 Station: KXLQ, Bozeman, Mont.  
 Program: Tunes Heard Most  
 Department: Showmantips, p. 358

**DECEMBER**

Sponsor: Varied . . . an analysis of success factors  
 Department: Special Article, p. 408

**HOME FURNISHINGS****JANUARY**

Sponsor: Nixon Furniture Co.  
 Station: WWRN, Beckley, W. Va.  
 Program: Your Friendly Neighbor  
 Department: Showmanship in Action, p. 31

**APRIL**

Sponsor: P. J. Nee Furniture Co.  
 Station: WTTG, Washington, D. C.  
 Program: Television  
 Department: Special Article, p. 113

Sponsor: Barker Brothers  
 Station: KNX, Los Angeles, Calif.  
 Program: Backgrounds for Living  
 Department: Special Article, p. 118

Sponsor: Bloch Furniture Co.  
 Station: WRJN, Racine, Wis.  
 Program: Little Red Book  
 Department: Showmanship in Action, p. 131

**JEWELERS**

Sponsor: Arrow Furniture Co.  
 Station: WCED, Du Bois, Pa.  
 Program: Tri County Bulletin Board  
 Department: Proof O' the Pudding, p. 139

Sponsor: Ideal Furniture Co.  
 Station: WHBC, Canton, O.  
 Program: Top of the Morning  
 Department: Proof O' the Pudding, p. 139

Sponsor: Texas Furniture Co.  
 Station: KTBC, Austin, Tex.  
 Program: Household Hints Exchange Club  
 Department: Showmantips, p. 141

**MAY**

Sponsor: Home Furnishing Co.  
 Station: WKZO, Kalamazoo, Mich.  
 Program: Bing Crosby  
 Department: Special Article, p. 162

Sponsor: W & J Sloane Co.  
 Station: KPO, San Francisco, Calif.  
 Program: This Is Your Home  
 Department: Special Article, p. 166

**JUNE**

Sponsor: Armond Furniture Co.  
 Station: WFPG, Atlantic City, N. J.  
 Program: What Do You Know?  
 Department: Showmanship in Action, p. 206

**AUGUST**

Sponsor: Axelrad Furniture & Carpet Co.  
 Station: KDYL, Salt Lake City, Ut., others  
 Program: Flight with Music, and news  
 Department: Special Article, p. 258

Sponsor: Tappan Gas Ranges  
 Station: WLOW, Norfolk, Va.  
 Program: Cooking Quiz  
 Department: Showmanship in Action, p. 286

**OCTOBER**

Sponsor: Coeey-Bentz Co.  
 Station: WWVA, WKWK, Wheeling, W. Va.  
 Program: Varied  
 Department: Special Article, p. 337

Sponsor: Little Potts Co.  
 Station: WFBR, Baltimore, Md.  
 Program: Sing n' Win  
 Department: Special Article, p. 342

Sponsor: Art Decorating & Furniture Co.  
 Station: KOOS, Coos Bay, Ore.  
 Program: Christmas Tapestry  
 Department: Airing the New, p. 351

**DECEMBER**

Sponsor: Crystal Furniture Co.  
 Station: KVNU, Logan, Ut.  
 Program: Cedric Foster News, others  
 Department: Special Article, p. 412

**ICE CREAM****JANUARY**

Sponsor: Sun-Up Ice Cream Co.  
 Station: KXYZ, Houston, Tex.  
 Program: Best by Request  
 Department: Special Article, p. 14

**FEBRUARY**

Sponsor: Supplee-Sealtest  
 Station: WFIL, Philadelphia, Pa.  
 Program: Campus Quiz  
 Department: Showmanship in Action, p. 62

**APRIL**

Sponsor: Brown's Ice Cream Co.  
 Station: KLO, Ogden, Ut.  
 Program: Story Lady  
 Department: Proof O' the Pudding, p. 139

**AUGUST**

Sponsor: Philadelphia Dairy Products  
 Station: WFIL, Philadelphia, Pa.  
 Program: Favorite Story  
 Department: Airing the New, p. 278

**DECEMBER, 1947****JANUARY**

Sponsor: New York Jewelry Co.  
 Station: WWDG, Washington, D. C., others  
 Program: Varied  
 Department: Special Article, p. 10

**FEBRUARY**

Sponsor: Schubach Jewelry Co.  
 Station: KDYL, Salt Lake City, Ut.  
 Program: Hollywood's Open House  
 Department: Special Article, p. 55

**MARCH**

Sponsor: S. O. Hawkes & Son  
 Station: KIT, Yakima, Wash.  
 Program: Gems of Melody  
 Department: Airing the New, p. 100

Sponsor: Brent's Jewelers  
 Station: KROW, San Francisco-Oakland, Calif.  
 Program: Bing Crosby Sings  
 Department: Proof O' the Pudding, p. 103

**APRIL**

Sponsor: Birks-Ellis-Ryrie  
 Station: CKEY, Toronto, Ont.  
 Program: Club 580  
 Department: Showmanship in Action, p. 131

Sponsor: Henry Birks & Sons  
 Station: CJCA, Edmonton, Alb.  
 Program: Musical Awards  
 Department: Showmanship in Action, p. 132

**JULY**

Sponsor: A. Graves & Steuer  
 Station: WHFM, Memphis, Tenn.  
 Program: Memphis Forum  
 Department: Airing the New, p. 243

**AUGUST**

Sponsor: J. J. Smith Jewelry Stores  
 Station: WCLO, Janesville, Wis.  
 Program: Career for Youth  
 Department: Showmanship in Action, p. 285

**SEPTEMBER**

Sponsor: Moskin Stores, Inc.  
 Station: WSAZ, Huntington, W. Va.  
 Program: You Asked for It  
 Department: Special Article, p. 308

**NOVEMBER**

Sponsor: Schneider's Credit Jewelers & Opticians  
 Station: KWK, St. Louis, Mo.  
 Program: Ed Wilson Show  
 Department: Proof O' the Pudding, p. 391

**LAUNDRIES—DRY CLEANERS****FEBRUARY**

Sponsor: American Cleaners  
 Station: KFMB, San Diego, Calif.  
 Program: American Kids Club  
 Department: Special Article, p. 54

**APRIL**

Sponsor: Kent Cleaners  
 Station: WGAN, Portland, Ore.  
 Program: Daily Almanac  
 Department: Special Article, p. 126

Sponsor: De Luxe Cleaners  
 Station: WIS, Columbia, S. C.  
 Program: Capital City Review  
 Department: Showmantips, p. 141

Sponsor: Jack & Jill Diaper Service  
 Station: KYW, Philadelphia, Pa.  
 Program: Babies Are Fun  
 Department: Showmantips, p. 142

**NOVEMBER**

Sponsor: Special article on spot announcements  
 Department: Special Article, p. 372

427

## MANUFACTURERS

### MAY

Sponsor: Kaylan Cutlery Co.  
Station: WFBL, Syracuse, N. Y.  
Program: Historical Showcase  
Department: Special Article, p. 158

Sponsor: Trilon Record Mfg. Co.  
Station: KROW, San Francisco-Oakland, Calif.  
Program: Tunes and Tales from Trilon  
Department: Showmanship in Action, p. 172

### OCTOBER

Sponsor: Dale Co., Chicago, Ill.  
Station: KFNF, Shenandoah, Ia.  
Program: Cinnamon Bear  
Department: Christmas Promotions, p. 351

### NOVEMBER

Sponsor: Reinhart, Inc.  
Station: WFIL, Philadelphia, Pa.  
Program: LeRoy Miller Club  
Department: Proof O' the Pudding, p. 392

## MEAT PRODUCTS

### JANUARY

Sponsor: Esskay Quality Meats  
Station: WFBR, Baltimore, Md.  
Program: It's Fun To Cook  
Department: Special Article, p. 12

Sponsor: Rath Packing Co., Waterloo, Ia.  
Station: KRNT, Des Moines, Ia.  
Program: Rath Talent Revue  
Department: Showmanship in Action, p. 32

### NOVEMBER

Sponsor: Harris Packing Co.  
Station: WIBC, Indianapolis, Ind.  
Program: Dixie Four  
Department: Special Article, p. 380

## MEN'S WEAR

### FEBRUARY

Sponsor: Berlin's Men's Store  
Station: WTMA, Charleston, S. C.  
Program: Sportscast  
Department: Special Article, p. 56

Sponsor: Cooper Tailors  
Station: WRRN, Warren, O.  
Program: Barbershop Harmonies  
Department: Showmanship in Action, p. 62

### MAY

Sponsor: Rowles Men's Stores  
Station: KXLQ, Bozeman, Mont.  
Program: Reviews and Previews  
Department: Airing the New, p. 170

Sponsor: Baer Brothers & Prodie  
Station: WIND, Chicago, Ill.  
Program: Champions on Parade  
Department: Showmanship in Action, p. 172

Sponsor: Clarke's Good Clothes  
Station: KTUL, Tulsa, Okla.  
Program: Sports Answer Man  
Department: Showmantips, p. 177

### JULY

Sponsor: Rose & Sons  
Station: WRRN, Warren, O.  
Program: Sports  
Department: Special Article, p. 232

Sponsor: Clayton Clothiers  
Station: WXYZ, Detroit, Mich.  
Program: Dizzy Trout Show  
Department: Showmanship in Action, p. 244

### SEPTEMBER

Sponsor: Grafton & Co.  
Station: CKOC, Hamilton, Ont.  
Program: Treasure Chest, others  
Department: Special Article, p. 298

Sponsor: Phil A. Halle Boys' Department  
Station: WHHM, Memphis, Tenn.  
Program: So You Want To Be an Announcer  
Department: Showmanship in Action, p. 317

### NOVEMBER

Sponsor: Jacob Reed's Sons  
Station: WFIL, Philadelphia, Pa.  
Program: Schoolboy Sports Show  
Department: Showmanship in Action, p. 386

## MERCHANTS' ASSOCIATIONS

### JULY

Station: KTUL, Tulsa, Okla.  
Program: Ring the Bell  
Department: Showmanship in Action, p. 244

### AUGUST

Sponsor: Welcome Hostess Service  
Station: WSAV, Savannah, Ga.  
Program: Hen Party  
Department: Showmanship in Action, p. 285

### OCTOBER

Sponsor: Fourth Street Area Merchants' Ass'n.  
Station: WLWA, Cincinnati, O.  
Program: Evening Symphony  
Department: Special Article, p. 338

Sponsor: Downtown Business Men's Ass'n.  
Station: KMPC, Los Angeles, Calif.  
Program: Cloudchaser, Betty & Bob  
Department: Special Article, p. 334

### NOVEMBER

Sponsor: Brookside Merchants  
Station: KOME, Tulsa, Okla.  
Program: Brookside Edition  
Department: Airing the New, p. 384

Sponsor: Great Falls Merchants  
Station: KXLK, Great Falls, Mont.  
Program: Girl that I Marry  
Department: Showmantips, p. 393

### DECEMBER

Sponsor: Elizabeth City Merchants  
Station: WCNC, Elizabeth City, N. C.  
Program: Varied  
Department: Special Article, p. 416

## MILLING

### FEBRUARY

Sponsor: Dailey Mills, Olean, N. Y.  
Station: Varied  
Program: News and spot announcements  
Department: Special Article, p. 52

Sponsor: Nebraska Consolidated Mills  
Station: KFAB, Omaha, Nebr.  
Program: What's Cookin' ?  
Department: Showmanship in Action, p. 63

### MARCH

Sponsor: Laurinburg Milling Co.  
Station: WDSC, Dillon, S. C.  
Program: Sons of the Pioneers  
Department: Airing the New, p. 100

### APRIL

Sponsor: Fisher Flouring Mills Co.  
Station: KOMO, Seattle, Wash., others  
Program: James Abbe Observes, others  
Department: Special Article, p. 122

### AUGUST

Sponsor: Valley City Milling Co., Portland, Mich.  
Station: Varied  
Program: Spot announcements  
Department: Johnny on the Spot, p. 280

### SEPTEMBER

Sponsor: Byers Flour Mills  
Station: CJCA, Edmonton, Alb., others  
Program: Kiddies Program, others  
Department: Special Article, p. 302



**MISCELLANEOUS****JANUARY****(INSURANCE)**

Sponsor: Mutual Benefit Health & Accident Ass'n.  
 Station: Mutual Broadcasting System  
 Program: Gabriel Heatter  
 Department: Special Article, p. 9

**(SHOE REPAIRS)**

Sponsor: Youngren's Shoe Shop  
 Station: KGVO, Missoula, Mont.  
 Program: Salute to Western Montana  
 Department: Airing the New, p. 28

**MARCH****(BOOK STORES)**

Sponsor: Carson, Pirie, Scott & Co.  
 Station: WMAQ, Chicago, Ill.  
 Program: Hobby Horse Presents  
 Department: Airing the New, p. 98

**(CATERING SERVICE)**

Sponsor: Bill Williams, Caterer  
 Station: KPRC, Houston, Tex.  
 Program: Parade of the Pioneers  
 Department: Airing the New, p. 98

**(SPORTING GOODS)**

Sponsor: Homan & Co.  
 Station: KFRE, Fresno, Calif.  
 Program: Let's Look at Sports  
 Department: Airing the New, p. 101

**MAY****(TOBACCO)**

Sponsor: Holt Pipe Shop  
 Station: KXLY, Spokane, Wash.  
 Program: Spot announcements  
 Department: Johnny on the Spot, p. 175

**JUNE****(SCHOOLS)**

Sponsor: Davis School of Speech  
 Station: WHHM, Memphis, Tenn.  
 Program: Young Stars  
 Department: Airing the New, p. 203

**(STATIONERS)**

Sponsor: Knight Brothers Paper Co.  
 Station: WIOD, Miami, Fla.  
 Program: Crusader Kids on the Air  
 Department: Showmantips, p. 211

**JULY****(LABOR UNIONS)**

Sponsor: Minnesota Federation of Labor  
 Station: WDGY, Minneapolis, Minn.  
 Program: Swenson and the News  
 Department: Showmantips, p. 250

**SEPTEMBER****(AVIATION)**

Sponsor: Van's Air Service  
 Station: WDGY, Minneapolis, Minn.  
 Program: Flying Reporter  
 Department: Showmantips, p. 320

**NOVEMBER****(DENTISTRY)**

Sponsor: Dr. Shor, Dentist  
 Station: WIP, Philadelphia, Pa.  
 Program: The Unseen Advisor  
 Department: Proof O' the Pudding, p. 390

**(STORAGE)**

Sponsor: Quaker Storage Co.  
 Station: WPEN, Philadelphia, Pa.  
 Program: Your Move  
 Department: Showmanship in Action, p. 389

**DECEMBER****(LUGGAGE)**

Sponsor: Kempton's  
 Station: WSYR, Syracuse, N. Y.  
 Program: Travel-Time  
 Department: Special Article, p. 406

**DECEMBER, 1947****MORTUARIES****FEBRUARY**

Sponsor: Trull Funeral Homes  
 Station: CFRB, Toronto, Ont.  
 Program: Sunday Hour  
 Department: Special Article, p. 50

**MAY**

Sponsor: Marlatt Funeral Home  
 Station: CKOC, Hamilton, Ont.  
 Program: Chapel by the Side of the Road  
 Department: Showmantips, p. 177

**DECEMBER**

Sponsor: Utter-McKinley Mortuaries  
 Station: Varied  
 Program: Spot announcements  
 Department: Special Article, p. 413

**MUSICAL SUPPLIES****MAY**

Sponsor: Trilon Record Mfg. Co.  
 Station: KROW, San Francisco-Oakland, Calif.  
 Program: Tunes and Tales from Trilon  
 Department: Showmanship in Action, p. 172

**JUNE**

Sponsor: Super Disc Co.  
 Station: WWDG, Washington, D. C.  
 Program: Varied  
 Department: Special Article, p. 192

Sponsor: Music Shops  
 Station: WPAY, Portsmouth, O.  
 Program: 1400 Club  
 Department: Showmantips, p. 211

**NEWSPAPERS****JANUARY**

Sponsor: Globe Democrat  
 Station: KMOX, St. Louis, Mo.  
 Program: Quizdown  
 Department: Showmanship in Action, p. 33

**SEPTEMBER**

Sponsor: Denver Post  
 Station: KOA, Denver, Colo.  
 Program: These Kids of Ours  
 Department: Showmanship in Action, p. 322

**PHOTOGRAPHERS****JUNE**

Sponsor: Varied . . . an analysis of success factors  
 Department: Special Article, p. 196

**OCTOBER**

Sponsor: Don Petersen Photos  
 Station: KVED, Fort Dodge, Ia.  
 Program: I Remember Christmas  
 Department: Christmas Promotions, p. 352

**PHOTOGRAPHIC SUPPLIES****MAY**

Sponsor: Schlecten Studios  
 Station: KXLQ, Bozeman, Mont.  
 Program: Candid Capers  
 Department: Showmantips, p. 178

**NOVEMBER**

Sponsor: Gaston's Snapshot Service  
 Station: WGST, Atlanta, Ga.  
 Program: Snapshots of Georgia  
 Department: Showmanship in Action, p. 388

**PUBLIC UTILITIES****FEBRUARY**

Sponsor: Analysis of successful broadcast techniques  
 Department: Special Article, p. 64

**APRIL**

Sponsor: Oklahoma Gas & Electric Co.  
 Station: KADA, Ada, Okla.  
 Program: Birthday Club  
 Department: Showmanship in Action, p. 133

Sponsor: Southern California Telephone Co.  
Station: KMPC, Los Angeles, Calif.  
Program: Teen and Twenty Time  
Department: Showmanship in Action, p. 133

#### AUGUST

Sponsor: Oklahoma Natural Gas Co.  
Station: WKY, Oklahoma City, Okla.; KVOO,  
Tulsa  
Program: Woman's World  
Department: Airing the New, p. 279

#### SEPTEMBER

Sponsor: Boston Consolidated Gas Co.  
Station: WNAC, Boston, Mass.  
Program: Quizzing the Wives  
Department: Showmanship in Action, p. 320

#### NOVEMBER

Sponsor: Ohio Gas Co.  
Station: WGAR, Cleveland, O.  
Program: Afternoon Concert  
Department: Showmantips, p. 393

#### JANUARY

Sponsor: Maloney's Restaurant  
Station: WLAW, Lawrence, Mass.  
Program: 'Round the Town  
Department: Showmanship in Action, p. 33

#### MARCH

Sponsor: Old Seville Restaurant  
Station: KNOW, Austin, Tex.  
Program: Howdy Club  
Department: Showmanship in Action, p. 106

#### APRIL

Sponsor: Blue Mirror Grill  
Station: WRHI, Rock Hill, S. C.  
Program: Have a Coke with Andy  
Department: Showmantips, p. 142

#### JUNE

Sponsor: Chi Chi Club  
Station: KFMB, San Diego, Calif.  
Program: To the Ladies  
Department: Showmanship in Action, p. 209

Sponsor: Angelo's Restaurant  
Station: WKXL, Concord, N. H.  
Program: An Evening at Angelo's  
Department: Showmanship in Action, p. 210

Sponsor: Fogg's Restaurant  
Station: WRAL, Raleigh, N. C., others  
Program: Capitol Coffee Cups  
Department: Showmantips, p. 211

#### NOVEMBER

Sponsor: Sepeter's Hunt Room  
Station: WLS, Lansing, Mich.  
Program: Table Talk  
Department: Showmanship in Action, p. 388.

#### SHOES

#### MARCH

Sponsor: Shoe Department, Condon's Dept. Store  
Station: WTMA, Charleston, S. C.  
Program: Hollywood Headlines  
Department: Special Article, p. 82

Sponsor: Karl's Shoe Store  
Station: KECA, Los Angeles, Calif.  
Program: Dick Tracy  
Department: Proof O' the Pudding, p. 104

#### APRIL

Sponsor: Nissen Shoe Co.  
Station: KOMA, Oklahoma City, Okla.  
Program: Platter Party  
Department: Special Article, p. 116

Sponsor: Baxter's Shoes  
Station: KIRO, Seattle, Wash.  
Program: Stepping Along  
Department: Proof O' the Pudding, p. 140

Sponsor: Mary Jane Shoe Stores  
Station: WPEN, Philadelphia, Pa.  
Program: Mary Jane Jamboree  
Department: Showmantips, p. 142

#### MAY

Sponsor: Fairtrace Shoe Store  
Station: KPAY, Portsmouth, O.  
Program: Spot announcements  
Department: Johnny on the Spot, p. 175

#### AUGUST

Sponsor: Scooti Shoe Store  
Station: KFNB, Shenandoah, Ia.  
Program: Meet the Press  
Department: Special Article, p. 272

#### SEPTEMBER

Sponsor: C & R Bootery  
Station: KFNB, Shenandoah, Ia.  
Program: News  
Department: Proof O' the Pudding, p. 316

#### OCTOBER

Sponsor: Baxter's Shoe Stores  
Station: KIRO, Seattle, Wash.  
Program: Stepping Along  
Department: Showmantips, p. 358

#### TRANSPORTATION

#### AUGUST

Sponsor: Baltimore Transit Co.  
Station: WFBR, Baltimore, Md.  
Program: Tuneful Traveler  
Department: Showmanship in Action, p. 284

#### WOMEN'S WEAR

#### APRIL

Sponsor: Holly Shop  
Station: WMAN, Mansfield, O.  
Program: Holly Happy Birthday  
Department: Showmanship in Action, p. 134

#### MAY

Sponsor: Town & Country Shop  
Station: WSAV, Savannah, Ga.  
Program: Music for You  
Department: Showmanship in Action, p. 173

Sponsor: Atlas Fashions  
Station: WPAY, Portsmouth, O.  
Program: Fashion News  
Department: Proof O' the Pudding, p. 174

#### JUNE

Sponsor: Merchants' Ass'n.  
Station: KXLF, Butte, Mont.  
Program: Fashion Show  
Department: Showmantips, p. 212

#### JULY

Sponsor: Julian's Millinery  
Station: WACO, Waco, Tex.  
Program: Local News  
Department: Special Article, p. 224

Sponsor: Alan's Ladies' and Children's Ready-to-Wear  
Station: WROX, Clarksdale, Miss.  
Program: Mystery Tune  
Department: Showmanship in Action, p. 246

#### OCTOBER

Sponsor: Colonial Dress Shop  
Station: KVFD, Fort Dodge, Ia.  
Program: I Remember Christmas  
Department: Christmas Promotions, p. 353

Sponsor: Taylor's Apparel Store  
Station: WARD, Johnstown, Pa.  
Program: Window Shopping Time  
Department: Showmanship in Action, p. 357

#### NOVEMBER

Sponsor: Millirons Fifth Street Store  
Station: KMPC, Los Angeles, Calif.  
Program: The Woman's Voice  
Department: Airing the New, p. 384



# Radio Showmanship



is now under

## NEW MANAGEMENT

Our large staff will enable us to give you better service—faster than ever before.

If we can do anything to help you  
If we can do anything to help you use  
Radio or Television more profitably

- WRITE
- WIRE
- PHONE US TODAY

### *Radio Showmanship*

HAncock 4-9056

N. E. Cor. 16th and Conlyn Streets, Philadelphia 41, Pa.

---

---

Get  
This  
**SUCCESSFUL  
FORMULA**  
for a  
"Personality"  
Type Program!

Undoubtedly the most successful kind of radio program for retailers is the so-called "personality" type. Here is a detailed account of how to build such a sales and prestige-producing program, by an outstanding and experienced exponent of this style. Enid Day, radio director of the Davison-Paxon Co., Atlanta, has written a book—*Radio Broadcasting for Retailers*—from her 17 years of success in this field.

For station executives, agency personnel, retail sponsors and radio careerists, Enid Day has an absorbing and fruitful story. She sheds light on a vast and somewhat overlooked field of opportunity in radio. Get your copy of this new book soon. More than 200 pages of sparkling text, with six appropriate pictures from the radio life of the author. Only \$3.50. Mail your order now!

Fairchild Publishing Company, 8 E. 13th Street, New York 3, N. Y.

---

Radio Showmanship GETS THE

# NEW LOOK

NATIONAL BROADCASTING COMPANY, INC.  
GENERAL LIBRARY  
30 ROCKEFELLER PLAZA, NEW YORK

IN JANUARY

*No we're not lengthening our skirt—But  
we're sure going to be different inside*

## WE'RE ADDING

- A transcribed program availability list to enable you to tell at a glance what *new* programs you can sponsor. It won't be just a list but a full meaty report on type of program, listener appeal, length and *cost*.
- A regular television section so you can keep up with Radio's little brother.
- Pictures—Pictures—Pictures. Picture stories of successful radio advertising promotion. We're not only going to tell you how to make more money by radio advertising, we're going to *show* you.

WATCH FOR *Radio Showmanship's*

# NEW LOOK

NEXT MONTH

---