

DECEMBER 1949

S Showmanship



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

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S Showmanship



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CIVIC CLUB

AIR FAX: Station garners local support with school sports play-by-play.

Broadcast: November 5, 1949

Station: WKDN, Camden, N. J.

Sponsor: Participating

Power: 1,000 watts

Population: 500,000

One of the neatest switches in the history of time sales occurred on Saturday, November 5. The place was Moorestown, N. J.; the occasion was the annual Moorestown-Palmyra football game.

Edwin W. Tucker, Program Director for station WKDN in Camden, N. J., has the programming problem confronting any small station on the fringe of a metropolitan area, in this case Philadelphia. The answer to this, as he saw it, was to have the same function as a local newspaper—heavy coverage of local events. Capitalizing on this he selected a football game between two of the region's outstanding high-schools. The plan, according to Major Ranulf Compton, President of the South Jersey Broadcasting Corporation and Station WKDN, seemed tailor-made for sports-conscious South New Jersey.

Because the studios and transmitter of WKDN are located some 12 miles from Moorestown, necessitating the cost of lines, Tucker realized that this cost, plus that of talent and air time would be excessive for the type of sponsor he was interested in obtaining. Consequently he devised a participating plan for six Moorestown merchants.

But at this point he carried the idea from a standard community promotion

plan, to what RADIO SHOWMANSHIP considers one of the smartest station-selling plans of the year.

The idea of giving a small-town the same quality of radio coverage commonly thought to be obtainable only in big cities, and doing it on a participating basis is not unique. But—when a civic group in the small town offers to assist the station in selling the time, the plan becomes exceptional.

Since the end of World War II, Moorestown has been raising funds to build an athletic memorial to honor the sacrifices of local men. The project, as conceived, would be a place for athletics of all kinds including baseball, football, and track. Naturally such an undertaking was expensive for a small community, and there was always need for additional funds.

Motivating force behind the campaign to raise funds for the memorial has been the Moorestown Township Memorial Athletic Field Association, a group formed by the local Lion's Club.

Realizing that such a need for additional funds was always present, Tucker offered the following plan to the Memorial Association. Station WKDN would, he said, give to the Association one half of the profits they received from this broadcast.

Since the offer was made on a philanthropic basis, Tucker was in no way prepared for the reception it got from the Association. They, and the Lion's Club agreed to help WKDN sell however many participating sponsors needed to put over the program.

The result was that the station had no difficulty lining up six sponsors. But even more important, none of these six had ever used radio advertising before. All six

SELLS LOCAL FOOTBALL

began because they felt it would benefit the community. Tucker feels that all will continue when they find that they can benefit themselves as well as their locality.

Each sponsor had three mentions on broadcast. At the beginning and end, the name of each was mentioned as being one of the progressive merchants sponsoring the game. And each was given an identification spot during the game. At half-time members of the Lion's Club and the Memorial Association spoke to the radio audience.

The only costs for the program were for

air time, lines to the station and talent. The latter consisted of Jim Eadline, News Director for WKDN and former assistant sports editor for the *Camden Courier Post* doing play-by-play, and Mark Olds, Station staff announcer doing color. Patricia White, "teen-age" columnist for the *Courier Post* assisted Olds on color.

The outstanding success of this program, according to Tucker and Major Compton, was due to the fact that for the first time the station had become a financial and promotional contributor to the community rather than a mere local outlet.



Jim Eadline, News Director and play-by-play announcer on WKDN, Camden, N. J.



One of the many various local groups which have made guest appearances on "Town Day"

DAILY SALUTE HOLDS

"Hello, hello New Roads. This is WAFB calling." That's the 6 A. M. eye-opener the populace within a sweeping 40-mile circle of Baton Rouge wait for Monday through Friday. The name of the program is "Town Day," and each morning bright and early, Byron Davidson and Harvey Hyland, staff announcers, call a town in the surrounding area, and with the early

morning salute, bring the rural listeners music they like to hear, news about their home town, special guests from their section, and, of course, commercial messages from the home-town advertisers.

"Town Day" had its inception the day Radio Station WAFB, Baton Rouge's 1000-watt Mutual Affiliate, was born on June 1, 1948, and has been a sustaining good will builder ever since. The flexible format of the show is such that no major changes have been found necessary to increase interest, and although many new injections have been woven into the original presentation, the format, for the most part, remains the same. The biggest change occurred in the last few months when WAFB went on a full-time broadcasting schedule and "Town Day" was moved from its 9:30 morning spot to the early 6:00 time. And this changeover, which was discussed with the numerous cooperative sponsors from the five towns who sponsor "Town Day," has been found

AIR FAX: Early morning show featuring WAFB announcing team and numerous rural guests, slanted to a town a day in the surrounding area.

First Broadcast: June 1, 1948

Broadcast Schedule: Monday through Friday, 6 to 6:30 A. M.

Sponsors: Cooperative out-of-town merchants

Station: WAFB Baton Rouge, Louisiana

Power: 1,000 watts

Population: 120,000

to be ideally suited to the rural listening audience, which is primarily farming territory whose inhabitants are perpetual early risers.

Dick Gregory, WAFB salesman and part time announcer, is responsible for the idea of "Town Day" and deserves a great deal of credit for its success. Before WAFB went on the air, Dick laid the groundwork for the show, and, oddly enough, in so doing, turned radio-newspaper competition into a workable organization. His first contact in the towns came through the weekly papers, and it was through the cooperation of the various editors of these weeklies that the foundation for the program was built.

The next step was actual contact work, and Gregory applied the formula for not having competitive organizations advertise on the same program, sometimes a difficult feat in a small town. An average of eight merchants per town bought 30-second spots

occur in these outlying areas. Some of these recorded special events have been played back on the "Town Day" program, while still others were broadcast direct.

Pace of the show is fast and snappy, and the theme begins right after the announcer signs on each morning. Byron Davidson is the straight man, and since the change-over to the early morning time, Harvey Hyland has participated in the show as the popular character he originated, Hiram Haynes. The two showmen bandy about events of the day, offer gag introductions to the music, and tallied up, turn in a commendable half hour's entertainment.

In the middle of the program, there is a spot reserved for "Town Day" news which is contributed weekly to the station by the out of town papers. The news is culled by either Hyland or Davidson, and the highlights are presented to create even more local interest. The editors have been cooperative to the extent of calling long dis-

WIDE AREA INTEREST

on their town day program, and have reported increased store traffic and sales, but the primary work accomplished by "Town Day" has definitely been good will, for the merchants who advertise, for the civic organizations within the towns themselves, and for Radio Station WAFB.

The rural communities, including New Roads which is located 36 miles northwest of Baton Rouge, Plaquemine, 15 miles southwest, Gonzales, 30 miles south, Denham Springs, 15 miles east and Zachary, 13 miles northeast, all feel that WAFB is *their* station and they are all WAFB boosters. So much so that some of the same advertising merchants who have bought spot time on "Town Day," have also bought other periods, some of these even sponsoring some of the local high school football games.

WAFB, on the other hand, through "Town Day" contacts, has been on hand with a wire recorder, and remote equipment to air events of special interest that

tance if some event of special significance occurs after their papers have been mailed to the station.

Every one of the towns that participate in the "Town Day" program over WAFB has sent special guests to appear on the show from time to time. Among these have been glee clubs, 4-H and FFA members, representatives from the County Agents' offices, School Boards, Libraries, Home Demonstration Agents, Chambers of Commerce, and others. And WAFB has also played host on the "Town Day" program to numerous beauty and pageant queens who were elected to participate in special events in the surrounding areas.

Another service the "Town Day" program has offered through the policy of allowing guests from the various towns to appear on the program is to provide these rural communities with a means of direct and immediate contact with the townspeople. For instance, when the Iberville

(Continued on page 21)

Sponsor Isaac Potts
makes phone call on
his own show



Sponsor Appearance

AIR FAX: Variety and quiz show gets extra interest and results from personal sponsor participation

First Broadcast: September, 1940

Station: WFBR, Baltimore, Md.

Power: 5,000 watts

What could gladden a sponsor's heart more than to find his radio program is doing for him what only radio at its best can do for any sponsor . . . increase sales, create good will, and personalize the sponsor to the listeners and consumers? And nothing is so dear to a station as a satisfied sponsor who renews contract after contract.

This altogether desirable situation has been achieved between WFBR in Baltimore and Isaac Potts, owner of the Little Potts Furniture Store. The program which has cemented this happy bond is "Sing 'N Win" a ten-minute segment of "Club 1300" presented over WFBR. Proof? Mr. Potts has just begun his ninth consecutive year of sponsorship of the show.

One of best potential assets of today's

radio station, the ability to personalize entertainment and selling, is unfortunately too often overlooked. Listening to an individual talk will convince more people that they personally know him, than reading a bookshelf of his works. And so one of the smartest angles any sponsor can play up on his radio advertising, is to convince the buying public that he and his product are a reality.

This idea was carried to its logical and successful conclusion on "Sing 'N Win" when the sponsor himself became a part of the show's talent. What effect did this have on the audience? They were delighted. Here was the answer to a public relations man's dream. Brought together in the same package were sponsor, talent, radio salesmen and the audience. Best of all, the entire atmosphere was one of fun and good humor. This has been so effective that recently when Mr. Potts was introduced to the Mayor of Baltimore, His Honor's reply was "Mr. Potts! Oh yes, Little Potts Sing 'N Win." It has not been revealed whether the Mayor knew this from personal listening (the show is presented during the day and hence

draws primarily women) or from hearing about it from his wife, but after all it's not important. What does matter is that the end result is the same; all Baltimore knows Mr. Potts, and Baltimore buys at his Furniture Store.

"Sing 'N Win" is a ten-minute segment of Club 1300, a variety and quiz show on WFBR. Since the beginning of the show nine years ago, the store has given away over \$30,000 in prizes with individual jackpots running as high as \$500. That this has been money well spent is evidenced by a recent Gallup poll which proved that the general public approves this type of entertainment despite attacks by government agencies and radio critics. The Baltimore public confirms Dr. Gallup's findings by giving the program a consistently high listener rating throughout its last eight years.

Primary talent on the show is as the title indicates, musical. Tying in music to cash awards, brings together two of the most effective pulls in radio, for an unbeatable listener draw. Primary talent on the show is provided by Henry Hickman, Marion Dawn, Caroll Warrington and The Lather Boys, a barber shop quartet in the best accepted tradition.

The outstanding gimmick on the show, which has made Baltimore Little Potts Furniture Store conscious and made Mr. Potts a personal friend to all listeners, was dreamed up by salesman Hugh Barclay of WFBR. For many years he attempted to persuade the sponsor to do his own show, and now that he has succeeded Baltimore has found that a sponsor can be an affable and entertaining showman. High spot on the show is the yearly

(Continued on page 15)

Sparks Musical Quiz



John Alderson, Mr. Potts, Gerald Eythe and Carroll Warrington make up the Lather Boys quartet. Announcer Phil Crist is at right.



Little-Known Fact

AIR FAX: Traditional factual show does institutional *and* direct selling.

First Broadcast: January, 1945

Broadcast Schedule: Monday through Saturday, 6:20-6:30 P. M.

Sponsors: Participating

Station: WTOP-AM and FM, Washington, D. C.

Power: 50,000 watts

Population: 1,402,000

Preceded by: "Story Behind the News" with Bill Shadel

Followed by: "Speaking of Sports" with Arch McDonald

In what most people consider the Capital of the World, the most factual program on the air is WTOP'S traditional "Factfinder."

The 10-minute show appeals to adults and children alike. As a result it has helped build the 6:15-6:30 P. M. segment on WTOP into a traditionally tops-in-town rating.

Format is simple. Announcer Vern Hansen asks factual questions. "Factfinder" Maurice Jarvis, a local actor, answers the questions. Sample:

"A lady on 14th Street wants to know how many steps there are in the Washington Monument."

Or, as happened once:

"A gentleman in Chevy Chase wants to know if there really are mermaids—half woman, half fish—or if this is a fairy tale."

In his kindly, gentle, wise voice, the Factfinder always give a courteous answer. The programs uses no gimmicks. Producer Edwin Halbert believes its success lies in the straightforward, simple format. Question and answer. But, he insists, there must be a wide variety of questions. Anything in the world except medical or religious subjects.

The answers, dug up by scripter Ellen Wadley, come from WTOP's reference library, the Library of Congress, and the scores of information offices that abound in Washington, D. C.



L to R, the Factfinder, producer Eddie Halbert, and man who asks questions, announcer Vern Hanson.

Ellen Wadley digs out elusive fact for Factfinder

Sell Well-Known Products

Until recently the Factfinder was Claus Bogel, a venerable actor who appeared with Sara Bernhardt and many great stage personalities. When he retired from the show a few months ago he was 78, radio's oldest regular male performer.

Today the Factfinder, Maurice Jarvis, is also a veteran actor. In 1910 he played the world's first performance of Shakespeare in Esperanto, the universal language.

The program was originally sponsored by Wilkins Coffee, a local brand, from January, 1945, through April, 1948.

"We have been tremendously pleased with the way you have conducted 'The Factfinder' programs, and we feel that it has been one of the most worth-while advertising mediums that we have ever used," wrote Mr. John H. Wilkins, Jr.

A complete re-organization of their advertising, with emphasis on other approaches, caused the lay-off, they said.

Since that time The Factfinder has been participating—two one-minutes daily. Currently, Chesapeake and Potomac Tele-

phone Company, MGM (motion picture), Washington Post, and Ivory Bar Soap are using the show.

Others have included Silver Dust, Colgate Dental Cream, Continental Baking Co., Supersuds, United Fruit, Embassy Cigarettes, *Ladies Home Journal*, *Vel*, *Collier's*, Pall Mall, Dodge, Rayve Home Permanent, Hudson Motor Car, Colonial Fuel Oil Co., and Silver Spring Auto Show...

WTOP staff people, riding home on streetcars, have overheard school children settling arguments with the conclusive fact, "Well, the Factfinder said so last night."

No questions are answered by mail, which means the mail count, in a city notorious for poor mail showings, is not high. But it indicates an amazingly wide variety of young, old, intelligent and not-so-intelligent listeners.

And one listener had reached the end of his rope. "Where can I find an apartment?" he wrote.

That was one question that stumped the Factfinder.



SHOWMANSCOOPS

If you have pictures of unusual and outstanding promotion and programming projects, send them to Showmanscoops, "Radio Showmanship" Magazine. The five best photos received each month will appear in this section.



Final promotion on benefit clambake for Crippled Children's fund, discussed by Mrs. Lou Smith, wife of Rockingham Park managing director, and Arthur Flynn, sports-caster of WLAW, Lawrence, Mass. Event grossed over \$30,000.

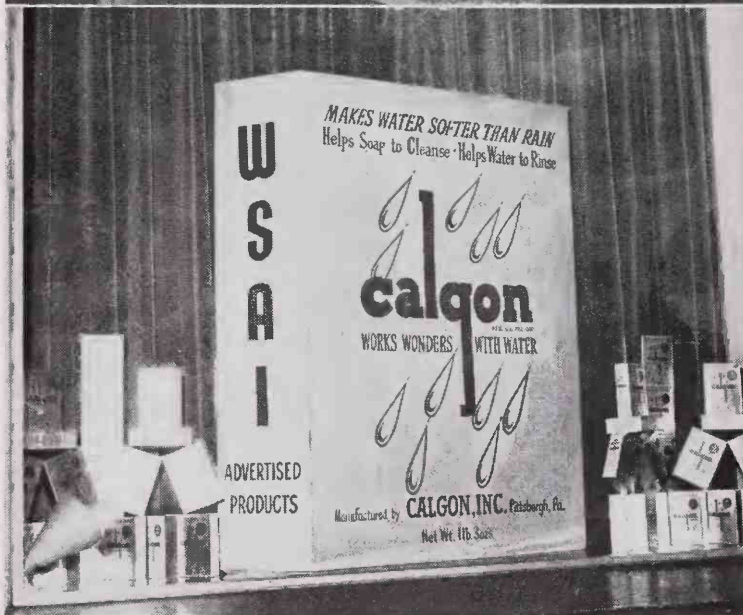


Motorola dealers of Calumet region and representatives of WJOB, Hammond, Ind., put final touches on contract to jointly sponsor local basketball through 1949-50 season. Pictured are Robert Hasler, Clarence Hasler, Ed Rozhon, Terry Terwilliger, Al Halus, and Robert Hanrahan

One-hundred-and-eighty-five silver dollars presented to Mrs. J. E. Sackett, 4117 Northwest Drive, Des Moines, Iowa by Don O'Brien, emcee of Omar Bakery quiz show, for correctly identifying jackpot question. Charles Hefley, Omar representative, and Mrs. Sackett's son Philip, look on



Example of extending promotion service beyond broadcast material is blow-up of advertiser's product featured in store window by WSAI, Cincinnati Ohio. Station also managed plug (note side of blow-up)



Ad agency men in Montreal, N. Y. C. Chicago, Winnipeg, and Vancouver all were recipients of birthday cakes sent via Trans Canada Airlines and telegraph boys by CKVL, Montreal bilingual station. Occasion was station's third birthday



Local News Creates Good Will



AIR FAX: Local news provides effective medium for sponsor messages.

First Broadcast: May 2, 1949

Broadcast Schedule: Monday through Friday 1:15-1:30 P. M.

Sponsor: Sweat Motor Co.

Station: WALD, Walterboro, S. C.

Power: 250 Watts

Population: 30,000

Preceded By: Cedric Foster

"Neighborhood News" a five-day-a-week, quarter hour program presented over WALD, Walterboro, South Carolina is the result of a demand for a program in which informal, or "neighborhood news" could be given and is designed to cover the local happenings in all the communities which make up Colleton County of which Walterboro is the county seat.

During this daily fifteen-minute period news of clubs, churches, births, deaths, marriages, all social events, and even murders, suicides, and wrecks are given. A recent innovation is concluding the news with birthday greetings against recorded music and letting this end the program. If no birthdays are reported the program closes with beauty and household hints. Reports on sick folk have sent friends calling and even resulted in visits from the pastors who told their members that they heard it first on the radio "Neighborhood News."

The program began the first Monday in May of this year. It was given a try-out before an attempt was made to get a sponsor. The first Monday in June a sponsor was announced. While it would have seemed a program with more appeal to women's shops as it always included more news of interest to women and reports of current fashions, strange to say it was sponsored by a local automobile company, the Sweat Motor Company, dealers in Buick automobiles.

The cost to the sponsor is the usual charge for fifteen minutes of time. There is no talent charge since the program is given by a woman member of the staff of WALD, Miss Beulah Glover, who came to the station with a background of newspaper reporting experience and writer of magazine articles.

The program is given in an informal chatty way. If news seems a bit scarce human interest items are taken from the teletype as are fashion and household hints. There seem to be as many men listeners as women. The time selected was 1:15, following Cedric Foster, over the Mutual network. As Cedric Foster completes his news, the announcer gives the time, one-fifteen, and says "and time for your Neighborhood News Reporter."

At this point another announcer picks it up and announces that Neighborhood News is sponsored locally by "your Buick dealer, Sweat Motor Company and now here is your reporter Miss Beulah Glover." Miss Glover begins with one of the most important items and continues through for six minutes. Then the announcer picks up again and gives a one-minute commercial about the showrooms of the New Buick and features of the new models together with special services given by the company. Then he says: "Now back to your Neighborhood News reporter." Miss Glover then gives another item of special attention, announces meetings, gives accounts of sick folk, births, and so on, then fashion notes and household hints and if a birthday, a birthday greeting against a background of music which includes the song "Happy Birthday." As she stops speaking the music fills out the time. The announcer gives a short commercial and the weather report and closes with "Listen again tomorrow for Neighborhood News sponsored by your Buick dealer, the Sweat Motor Company and if you have a bit of news send it to this station, care of Neighborhood News."

This program seems to have popular appeal and draws more comment than any on WALD. One wife complains that her husband never lets her talk during dinner because he wants to listen to this program and another housewife says she always takes her desert in the living room where the radio is located. Another says she takes her radio in the kitchen to hear the program while preparing dinner and still another says she rushes from the washing machine as soon as she hears the first announcement.

In a town the size of Walterboro gathering this daily news is not always easy as there are not many telephones throughout the county. But much of the success of benefit church and club affairs has been accredited to the program with its constant reminders, always in different forms, and the revenue and good will derived are not brushed lightly aside by their contributors.

Off the Air . . .

"There are two words for the problems facing AM broadcasting today—FM and television."

Such is the prevailing sentiment in a large part of the country these days.

A student of classical logic, however, will question the above on its two unproved premises: (1) Are these problems, and (2) Are they facing AM stations?

We've all seen reams of debate on these issues. Some of it, has been authoritative, coming from leaders in the field. A lot of it has come from the layman, as it were, the guy who speaks by virtue of owning one type of set or another.

Unfortunately, too much of the controversy we have seen has been prejudiced. What we'd like to get are authoritative comments from people who are in positions to know and have no axe to grind.

Specifically what we're interested in learning is this. Are AM, FM and Television mutually exclusive industries? Does the existence of a strong television industry preclude AM and FM?

Or, will broadcasting realign itself to conform to a different pattern? What form must this pattern take? And where will the major changes take place; in scheduling, programming, or somewhere else?

To try to get some insight into this matter, we are asking our readers—advertisers, who furnish the wherewithal regardless of the medium, agency men, who by occupation associate with all three, and station management and personnel who know, better than anyone else, their own limitations—to write us, giving their opinions.

Of course, no one can foretell exactly what's going to happen in the future. All we want is your informed guess. Your status in the industry we feel will furnish a high enough degree of probability, to make the guess pretty accurate. Won't you jot down your thoughts and send them to us today.

Thanks.

. . . The Staff

TALENTED JAZZ SHOW HITS UNTAPPED MARKET

AIR FAX: Negro show featuring jazz at its best, does exceptional selling job for Brewery. Show features Negro authorities and live talent.

First Broadcast: July 24, 1949

Broadcast Schedule: Sunday, 3 to 3:30 P. M.

Station: WTPS, New Orleans, La.

Sponsor: American Brewing Company

Power: 1,000 watts

Preceded By: Bob Eberly Show

Followed By: Public Service Feature

One of the finest examples of using radio to cover a direct market has been adopted by the American Brewing Company of New Orleans, La., using WTPS in the same city. Thirty-minute show is entitled "Music of New Orleans."

As one of the most foresighted advertisers in the South, the American Brewing Co. saw in this show a chance to tap a virtually untouched market as well as give both themselves and the station a program containing prestige value. The untouched market was the vast Negro population in the South. The station's and advertiser's prestige stem from presenting a show for the Negro, done by Negroes.

Selecting music as the show feature, accented the already smart planning done for the show. To keep the show in character, Jazz is featured predominantly. And to add interest to an already unbeatable package, the show proved that it was ready to give the heretofore neglected audience the best in entertainment. It lined up an all-star Negro cast—top flight musicians, and an MC who is an authority on jazz.

American Brewing Co. follows rules of radio good taste and public acceptance by stressing identification and good will, with a minimum of interruption. This not only keeps continuity throughout show, but gets away from that sponsor bugaboo, listener irritation from too frequent commercials. At the opening and closing of the show, there is a short sponsor identification. Besides this there are two commercials spotted during show. One of these is a singing commercial featuring the principals. The other is institutional. Also, Regal Beer, the product promoted, features a "Regal Salute" of the week, to an outstanding local personality who is the subject of a minute-and-a-half interview by the MC.

The all-star Negro cast, used on "Music of New Orleans," features an array of talent rarely found outside network productions. Master of Ceremonies is Elwood "Woody" Smith, a voice graduate of Julliard School of Music. Together with an extensive knowledge of Jazz and its makers, he has had such professional experience as a leading role in a Broadway musical, and featured entertainer at "Cafe Society" in New York. Besides singing the show's featured ballad, Smith handles continuity in form of learned commentary on the music and interviews the subject of "Regal Salute."

Another weekly feature is Walter "Fats" Pichon, noted jazz pianist, protege of the late George Gershwin, and famous for his similarity of musical style to the late Fats Waller. Appearing with Pichon is the Ragtime Jazz Band led by George Lewis, one of the immortals of jazz. With these the program uses a small musical combination "The Gondoliers," and a prominent Negro guest artist each week.

Proof of "Music of New Orleans" outstanding idea is best demonstrated by its

praises sung by the sponsor, American Brewing Co. RADIO SHOWMANSHIP has long been used by the Company, according to James "Eddie" Miller public relations director, in planning a series of radio programs. "Music of New Orleans" is the latest in this series.

The station too feels that here is something outstanding. Mike Clarke, Program Manager of WTPS, says that the station is proud of the program which not only has prestige value, but is exceptional entertainment.

A show such as this, proves that intelligent foresighted planning of a program, can produce outstanding results for the sponsor, the program, and for quality radio.

Sing 'N Win

(Continued from page 7)

appearance of Mr. Potts to add zest to the otherwise routine contract renewal ceremonies.

More important, this has established a precedent that might well be followed by almost any station. Personalizing a sponsor will give any sales organization the same kind of customer loyalty found in neighborhood retail outlets. It's not only fun and interesting, it's excellent business.

Mr. Potts is also sold on the idea of a cash reward for alert listeners. Letters received from winners indicate that much of the money won in this way has been put to good use. One contestant wrote that the money she won paid for an operation and hospital expenses. Another family, whose living expenses had exhausted the budget, was able to celebrate a Christmas with presents because of a "Sing 'N Win" prize. A mother and her two children were able to take their first vacation in many years, while another wrote that she gave three-quarters of her winnings to the Community Fund. While Mr. Potts feels that it is unlikely that the majority of winners used their money in such charitable ways, he knows that there are indeed few families which cannot find a good place for a little extra cash.



JOHNNY ON THE SPOT

Fifty-two-week contract to sponsor a news show has been signed by Pioneer Investors Saving and Loan Association of San Francisco. Show will be covered on Tuesdays, Thursdays and Saturdays, 7 to 7:15 a.m. on KCBS.

Motorola and Hale Brothers Appliances are the co-sponsors of the 12 Saturday night home games of the San Francisco Shamrocks Ice Hockey team over KGO-TV

The complete schedule of 29 home games and 18 away games of the New York Knickerbocker pro basketballers will be carried on WMGM, New York City. Participating sponsors include Adler Shoe Stores, Buddy Lee Clothes, Dynamic Stores, Nedick's and the *New York World-Telegram*.

Among the firms which have signed up for one-minute films and station breaks on WNAC-TV in Boston are, Lincoln Oil Co., Chrysler Corporation, and General Motors Corp. "Shopping Vues," daytime show for women has signed Studio Shop, Inc., Von Schrader Manufacturing Co., and Kendall Manufacturing Co.

All in all the program has provided the ideal vehicle for the Little Potts Furniture Store in Baltimore, as it can do for other sponsors. Best of all, the show has become known to the city. Mr. Potts has proved this to himself whenever he attends a broadcast. He gets into a taxicab and says "Sing 'N Win." He has never failed to reach his destination.



THE IDEA FILE

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

AUDIENCE PARTICIPATION

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BREAKFAST AT THE BRASS RAIL Carlton Fredericks gives nutrition hints. 3-49, p. 12.
SING FOR YOUR SUPPER Listeners sing via telephone. 3-49, p. 20.
STARS OF TOMORROW Program unearths juvenile talent. 5-49, p. 6.
1440 CLUB Children join scavenger hunt. 5-49, p. 12.
CAREER GIRL OF THE DAY Listeners get chance for sketch and record. 6-49, p. 24.
IT'S ALL YOURS Audience show gets variety format. 7-19, p. 18.
MAN SAYS YES Quiz based on "animal, vegetable or mineral routine." 7-49, p. 19.
TALENT QUEST Audience selects most talented youngsters. 7-49, p. 19.
YOUR HOME Expert discusses home construction. 7-49, p. 20.
COUPLES COURTROOM Comedy court show. 8-49, p. 21.
WEEKEND IN WASHINGTON Zany show uses Brenneman twist. 9-49, p. 2.
FACTFINDER No gimmicks used on question and answer show. 12-49, p. 8.

CLASSIFIED AND EXCHANGE

- SWAP SHOP** Mail pull big on exchange gimmick. 1-49, p. 14.
USED CAR COLUMN OF THE AIR Local dealers sell by radio. 7-49, p. 19.

CHRISTMAS PROMOTIONS

- SANTA CLAUS SHOW** Santa arrives by plane. 10-49, p. 2.
UNCLE ELMER'S SONG CIRCLE Railroad commuters sing Christmas carols. 10-49, p. 7.
TONE PORTRAITS Christmas fantasy re-enacts Star of Bethlehem return. 10-49, p. 7.
CHRISTMAS ADVENTURES OF CUDDLES AND TUCKY Children's show attracts 1000 letters. 10-49, p. 8.
BETTY WILLS CHRISTMAS FOR THE NEEDY PROJECT Blonde Santa aids unfortunate youngsters. 10-49, p. 12.
CHRISTMAS PACKAGE Five hour Christmas greeting does public relations job. 10-49, p. 14.
SANTA CLAUS LETTER BOX Old Gent with whiskers reads children's letters. 10-49, p. 15.

CONTESTS

- BEST TEACHER OF 1949** Quiz Kids pose annual query. 1-49, p. 26.
JIMMY FIDLER HOLLYWOOD NEWS \$33,000 prize highlights charity campaign. 1-49, p. 26.
WPN CONTEST Station offers scholarship for best essay. 1-49, p. 27.
THE MAGIC WORD Clues hidden in commercial. 2-49, p. 12.
MILKMAN'S MATINEE Prize given for best after-dark photograph. 2-49, p. 22.
JAZZ AT ITS BEST Show seeks definition of bebop. 2-49, p. 22.
THE WOMEN'S VOICE Outstanding woman of year to be chosen. 2-49, p. 22.
THE MYSTERY MAN Voice identification wins prize. 2-49, p. 23.
DAILY MYSTERY CONTEST Program mystery offers prizes for all. 2-49, p. 23.
OPEN HOUSE Listeners give favorite song. 2-49, p. 23.

- TEEN AGE DISC JOCKEY CONTEST** 13-week winner gets prizes. 2-49, p. 25.
BIOGRAPHICAL BRAINTEASERS Participants identify subject through clues. 3-49, p. 6.
I SPEAK FOR DEMOCRACY 250,000 students compete in national script contest. 3-49, p. 24.
DEEJAY CONTEST WOV offers D. J. summer job to top high schooler. 3-49, p. 24.
STARRING YOUNG WISCONSIN ARTISTS Station offers \$1,000 scholarships in music competition. 3-49, p. 24.
LET'S HAVE FUN Winner of Cinderella contest gets rich prizes. 3-49, p. 24.
MY FAVORITE RADIO PROGRAM IS KEX awards radio-phonos to top entries. 3-49, p. 24.
60 SILVER MINUTES Jackpot winners get silver dollars. 3-49, p. 25.
WHY I LISTEN TO WHOM \$11,000 phantom voice promotion launched. 3-49, p. 25.
MUSICAL HORIZONS WPJB awards three scholarships. 3-49, p. 25.
PHILLIPS TALENT PARADE Five youngsters compete for bond. 3-49, p. 25.
PASS THE BUCK \$3 pulls over 111,000 letters. 3-49, p. 29.
HOME FORUM Winner receives nylon supply. 4-49, p. 20.
THE HOME MUSIC QUIZ Listeners identify tunes by postcards. 4-49, p. 20.
CLASSICAL PROGRAM Listeners choose favorite selections. 4-49, p. 20.
STRONG'S CORNER Audience writes deejay's theme. 4-49, p. 21.
VACATION CONTEST Resort weekend grand prize. 5-49, p. 27.
ROD AND GUN CLUB Best outdoor photographs take prizes. 5-49, p. 27.



- YAWN PATROL** Best essay on "I Hate Contests Because..." gets prize. 5-49, p. 28.
FOR CHILDREN ONLY Prize offered for drawing Wizard of Oz. 6-49, p. 28.
HOME FORUM Listener's commercials win cash. 6-49, p. 28.
NAME MY PUPPY Pedigreed pup prize for name. 6-49, p. 28.
QUEEN FOR A DAY "Spring Fashion Queen" gets complete wardrobe. 6-49, p. 28.
ARE WE AMERICANS LOSING OUR BASIC FREEDOMS Discussion winner gets 10-day trip. 6-49, p. 28.

WDET SLOGAN Writer of station slogan gets cash prize. 6-49, p. 29.

TOP TUNE TIME New songs given chance for success. 6-49, p. 29.

MISS GREATER WASHINGTON WWDC sponsors beauty contest. 6-49, p. 29.

FISH CONTEST Prize given for biggest fish. 6-49, p. 29.

MAKE BELIEVE BALLROOM Winning wine recipes get awards. 6-49, p. 29.

WHY I LIKE AMERICA Prizes given for best essay. 7-49, p. 22.

LET'S HAVE FUN Child gets prize for best phone answer. 7-49, p. 23.

LOU STEELE CLUB 93 Amateur songwriters try for publication. 8-49, p. 29.

SPELLING BEE Newspaper-station joint promotion. 8-49, p. 31.

DINNER WINNER Radio phone game. 9-49, p. 18.

SPORTINGLY YOURS Guest fishermen try for prize. 9-49, p. 25.

MEET REX DALE Announcer identification brings cash prize. 9-49, p. 25.

POLKA PATCH Prize given for program name. 9-49, p. 26.

DRESS UP QUIZ Vacation awarded in jingle contest. 9-49, p. 26.

NEWSCASTS Sponsor wins prize for spots. 9-49, p. 26.

VACATION IN BERMUDA Vacation awarded to essay contest winner. 11-49, p. 16.



DRAMA

BLACKSTONE MAGIC DETECTIVE Mystery series features Blackstone the magician. 3-49, p. 22.

MGM THEATER OF THE AIR Film-studio ties-in with station. 4-49, p. 17.

THIS IS THE STORY Unusual anecdotes about well known people. 4-49, p. 26.

HOLLYWOOD HERITAGE Dealers happy over national show. 8-49, p. 8.

CISCO KID SHOW Show-product tie-in successful. 8-49, p. 16.

INSIDE THE DOCTOR'S OFFICE Drug firm sponsors medical show. 8-49, p. 22.

DOCTOR'S ORDERS Fifteen-minute daytimer becomes network production. 9-49, p. 6.

TURNING THE PAGES Book dramatizations and anecdotes. 9-49, p. 18.

INSIDE THE DOCTOR'S OFFICE Medical case histories dramatized. 9-49, p. 18.

OPEN HOUSE Family stars on slice-of-life show. 9-49, p. 19.

CISCO KID SHOW Bakery drivers don sombreros to promote show. 9-49, p. 21.

FARM SHOWS

THE FARMER'S CHOICE Neighbors select show participants. 2-49, p. 21.

OVER THE GARDEN WALL Experts discuss gardening problems. 2-49, p. 21.

HOME AND GARDEN NEWS Helpful hints for home gardeners. 6-49, p. 8.

ROVING BANKER Rural banker discusses farm problems. 6-49, p. 10.

TOWN AND COUNTRY Farm editor has 20 years in radio. 8-49, p. 29.

WESTERN SLOPE FARM AND RANCH HOUR Western variety show sells for eight local sponsors. 11-49, p. 18.

TOWN DAY Morning show salutes neighboring towns. 12-49, p. 4.

FORUM

AMERICANS SPEAK UP Free thinking and talking Americanism. 7-49, p. 21.

FOR AND AGAINST Two members of Congress take opposite sides. 9-49, p. 18.

POLITICAL DEBATE Philadelphia party leaders engage in word battle. 9-49, p. 22.

PEOPLE'S CAMERA CLUB OF AIR Experts discuss picture problems. 10-49, p. 17.

GENERAL ARTICLES

BANKS ON THE AIR By Daniel W. Hogan, Jr., Vice-President, City National Bank and Trust Co., Oklahoma City, Oklahoma. 3-49, p. 10.

PUBLIC UTILITIES ADVERTISE By Jan Gilbert, Radio-Television-Director, Harold Cabot Co., Inc., 3-49, p. 11.

HISTORICAL

I CAN HEAR IT NOW Features speeches of the past. 2-49, p. 20.

HUMAN RELATIONS

BABY SITTER'S SERENADE Helpful hints on babysitting. 2-49, p. 21.

THIS IS GREATER LAWRENCE Community learns about its neighbors. 3-49, p. 4.

BABY TALK Men discuss tiny tots. 3-49, p. 21.

IT'S YOUR LIFE Documentary discusses alcoholism. 3-49, p. 21.

TENANT IN ACTION D-J helps needy family. 9-49, p. 20.

BARRY KAYE SHOW Disk Jockey starts "65-Or-Over" club. 9-49, p. 22.

INTERVIEWS

AT THE CROSSROADS Housewife presents interesting personalities. 3-49, p. 17.

WHO'S IN DENVER Interviews conducted in hotel lobby. 5-49, p. 24.

TWO AMERICANS IN PARIS Announcer and wife visit French personalities. 5-49, p. 25.

MR. AND MRS. TONY WEITZEL Mr. and Mrs. team cover local gossip. 7-49, p. 20.

AVIATION WORLD Tape interviews with air-minded personalities. 8-49, p. 21.

MEET THE BUS MC talks with travelers. 8-49, p. 22.

STRIETMANN STREET MAN Sales result from man-on-street. 11-49, p. 12.

JUVENILE

DDJ TIME Eleven-year-old deejay wins audience. 1-49, p. 6.

COUSIN KAY'S CORNER Show features children's records. 1-49, p. 9.

DAYS OF THE GIANTS Drama written specially for the children. 1-49, p. 10.

MAGIC IN MUSICLAND Classics made easy for children. 2-49, p. 2.

STORY PRINCESS Children's author tells fairy tales. 3-49, p. 16.



STRAIGHT ARROW Adventure show dramatizing westward development. 3-49, p. 21.

LET'S BE HAPPY Show promotes young talent. 3-49, p. 22.

THE MAGIC LADY SUPPER CLUB Wins National Retail Dry Goods Association prize. 3-49, p. 28.

TOM DAILY SHOW Ranks high in educational value. 4-49, p. 16.

FIREFIGHTERS Program teaches fire prevention rules. 6-49, p. 2.

PLAYTIME EXPRESS Drama show presented for children. 6-49, p. 4.

LET'S HAVE FUN Mail pull shows 2600 pieces in five days. 6-49, p. 26.
STORYLAND Kids participate on own program. 7-49, p. 2.
LET'S GROW UP SHOW Mothers conduct pre-school program. 8-49, p. 21.
AUNT LOLLY'S STORYTELLING TIME Kid show receives citation. 8-49, p. 28.
THE THREE CORNER SHOW Slanted for children, seils homemakers. 9-49, p. 2.

MULTI-PROGRAM OPERATIONS

JOSKE'S OF TEXAS Three shows keep sponsor before public. 1-49, p. 20.
KMOX SATURDAY EVENING Quiz Club, Hillbilly Hayride, Tomorrow's Talent, Mississippi Minstrels provide good vertical programming. 1-49, p. 24.
GADGET JURY Panel selects new sponsor products. 2-49, p. 14.
COOPERATIVE RADIO ADVERTISING Promotes shopping center. 4-49, p. 2.
B. F. GOODRICH SPOTS Show marked increase in sales. 5-49, p. 10.
STATION PROMOTES NEW TOWERS Spots and promotional tie-ins used. 7-49, p. 15.
HOLLYWOOD HERITAGE Film star testimonials sell cameras. 8-49, p. 8.
TEST CAMPAIGN Campaign directed for immediate results proves spot worth. 9-49, p. 5.
SHOE SALES BOOSTED \$11.64 radio investment proves equivalent to \$100 in newspaper. 9-49, p. 9.
SECRET CONTEST WON BY STATION Sponsor sends soup kitchen to staff. 9-49, p. 23.
RADIO ADS LAUNCH DENTIFRICE Radio produces lasting results. 10-49, p. 18.



MUSIC

DOWN IN VERNON'S ALLEY Deejay mixes live-record talent. 1-49, p. 24.
BABY SITTER'S BALL Pop music slanted at baby sitters. 1-49, p. 29.
LIGHT AND MELLOW Music show wins ad trophy. 2-49, p. 8.
LIKE MUSIC Listeners select week's top tunes. 2-49, p. 21.
MIDNIGHT DANCING PARTY Listeners demand recalls D. J. 2-49, p. 27.
1400 CLUB Disk Jockey lets audience read commercials. 3-49, p. 18.
RISE AND SHINE Disc show for early risers. 3-49, p. 21.
THIS IS BING CROSBY Transcribed series of singing star. 3-49, p. 22.
BILL WILLIAMS SHOW Deejay features live talent. 3-49, p. 22.
THE EDDIE ARNOLD SHOW Famous folk singer has own show. 3-49, p. 22.
ART HINETT AND COMPANY Informality keynotes new series. 3-49, p. 23.
YOUR DATE WITH MUSIC Record show has contest gimmick. 4-49, p. 4.
GOLDEN MELODIES Mortuary builds good will. 5-49, p. 6.
CHUCK WAGON SERENADE Teen age MC features hill-billy platters. 4-49, p. 8.
PLATTERS FOR YOUR PLEASURE Telephone request show. 4-49, p. 14.
HOUSE PARTY TIME Local houseparties saluted by D. J. 4-49, p. 17.
PLATTER PLAYHOUSE Clever commercials liven disc show. 5-49, p. 15.
MEMORY TIME Old songs bring listener approval. 5-49, p. 16.
THE SHOWCASE Sponsor features own records. 5-49, p. 19.

CHICAGOLAND SINGS Institutional singers offer programs. 5-49, p. 25.
MUSICAL COCKTAIL South American and string band music. 5-49, p. 25.
DR. FRANK SIMON Concert band has weekly broadcast. 5-49, p. 26.
NIGHTS IN LATIN AMERICA Authentic background brightens music show. 6-49, p. 16.
COMPOSERS VARIETIES Direct returns prove high listenership. 6-49, p. 16.
MELODY LANE Semi-classical takes spotlight. 6-49, p. 20.
THE WHITE ROSE TEA PARTY Using Broadway hits and movie sound tracks. 6-49, p. 20.
MELODY MATINEE Husband and wife stars air record show. 6-49, p. 20.
JAZZ SHOW Slanted toward Negro audience. 6-49, p. 21.
THE PLATTER SHOP Non-request show features planned musical sequence. 7-49, p. 6.
JUDGE RHYTHM Bebop helps varied sponsors. 7-49, p. 9.
SONGS YOU ALL REMEMBER Western singer changes his tune. 7-49, p. 18.
THE COSMOPOLITAN Record show simulates club floor show. 7-49, p. 19.
MUSIC WHEN YOU WANT IT Night show features classical music. 7-49, p. 20.
SONGS YOU LOVE TO HEAR Show features live talent. 7-49, p. 26.
THE ED HURST SHOW Show plugs new disks. 8-49, p. 12.
RONNIE PAIGE SHOW New show inaugurated. 8-49, p. 22.
TAKE-A-BREAK MC doubles on organ. 8-49, p. 22.
MARTY HOGAN SHOW DJ features ad lib humor. 8-49, p. 22.
OUR MUSICAL HERITAGE Response expands show two additional hours. 8-49, p. 29.
WOL DANCE REMOTE MC interviews visiting celebs. 9-49, p. 18.
MILLION DOLLAR BALLROOM New plan combines all music programs. 9-49, p. 21.
BANDWAGON Live talent and record music combined. 9-49, p. 6.
PORTER'S SATURDAY MATINEE Showmanship hypotes record sales. 9-49, p. 6.
LITTLE SYMPHONY Department store promotes good will with local symphony. 11-49, p. 3.
1340 CLUB D. J.-Maestro switch jobs. 11-49, p. 3.
MUSIC OF NEW ORLEANS Negro show features jazz at its best. 12-49, p. 14.



NEWS

WCBS NEWS Clothing firm co-sponsors newscast. 2-49, p. 20.
THIS DAY Newscast substitutes for daily newspaper. 4-49, p. 4.
COMMUNITY REPORTER Local news builds market. 4-49, p. 12.
YOU AND YOUR HOME Half-hour news program for women only. 4-49, p. 17.
COME ON AND HEAR Two commentators discuss national events. 4-49, p. 17.
RELIGIOUS HEADLINES Church activities highlighted. 5-49, p. 24.
JAMES ROOSEVELT SHOW Weekly commentary on the news. 6-49, p. 17.
TOP O' THE MORNING Featuring local newspaper managing editor. 6-49, p. 21.
THE VOICE OF ISRAEL Bilingual foreign news show. 8-49, p. 26.

KENNETH BANGHART Candy manufacturer renews newscast for 52 weeks. 9-49, p. 26.
DON GODDARD'S NEWSCAST Veteran newsmen promote clothes and insurance. 11-49, p. 6.
NEIGHBORHOOD NEWS Fifteen minute slot features news of clubs, churches, births, deaths and social events. 12-49, p. 12.

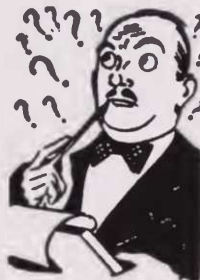
PUBLIC SERVICE

SUNDAY DOWN SOUTH Institutional promotion brings sponsor good-will. 1-49, p. 4.
OFFICIAL ANSWER Show improves driving examinations. 1-49, p. 28.
CLUB 1300 Listeners send cards to crippled children. 2-49, p. 10.
KYOK LOCATES RELATIVES Descriptions bring injured woman's family. 2-49, p. 26.
WHAT'S NEW Cooperation with humane society finds homes for pets. 3-49, p. 14.
STORIES TO REMEMBER Drama based on tolerance. 3-49, p. 20.
OUR SCHOOLS IN ACTION Grand Rapids visits schools. 3-49, p. 21.



FLINT TOWN TALK Civic forum with giveaway. 3-49, p. 23.
WNAX OFFICIAL CONTACT POINT Service to isolated areas. 3-49, p. 26.
WTAR NEWSCAST Gives special highway information. 3-49, p. 26.
MARRIAGE FOR MILLIONS True-life stories save doomed marriages. 3-49, p. 26.
SHOW TO HELP BLIND Audience educated toward the blind. 3-49, p. 27.
SPOTLIGHT ON SALEM Program interviews Oregon legislators. 3-49, p. 27.
AUTHOR MEETS CRITIC 1000 new books obtained for hospitalized veterans. 3-49, p. 27.
LITTLE SONGS ON BIG SUBJECTS Receives sixth award for advancing democratic idea. 3-49, p. 28.
CLUB 1300 WFBK collects \$45,000 in 2-week polio fund drive. 4-49, p. 11.
THE MAGIC BOOK School listening series features historical drama. 4-49, p. 16.
MR. HEARTBEAT Heart Association drive uses jingle contest. 4-49, p. 20.
INTERVIEW SERIES Employee's problems subject of talk. 4-49, p. 21.
WNAX WINS AWARD American Legion national radio citation. 4-49, p. 27.
CHILD'S WORLD Children offer opinions on all subjects. 5-49, p. 4.
THIS IS GREATER LAWRENCE Winner of annual Billboard award. 5-49, p. 18.
BARGAIN BROADCAST Day's best buys offered listeners. 5-49, p. 22.
PUBLIC UTILITIES HEARING Station gets initial broadcast. 5-49, p. 23.
POLICE BOYS CLUB CAMPAIGN WOL gets credit for sparking campaign. 5-49, p. 23.
BLOOD DONOR APPEAL One hundred calls in first half hour. 5-49, p. 23.
PLAN FOR BETTER LIVING State service helps farm families. 5-49, p. 24.
THE DOCTOR LOOKS AT V. D. Screen stars dramatize social problem. 5-49, p. 24.
EDUCATIONAL PROGRAMS Produced by WEW and Board of Education. 5-49, p. 25.
CAREER CLINIC Guest speaker discusses professions. 5-49, p. 25.
IT'S HAPPENING AT THE ZOO Director of Zoo explains workings. 5-49, p. 26.
CANCER DRIVE Station pulls \$16,000 in 13 hours. 6-49, p. 14.
THE ALBERMARLE CLASSROOM OF THE AIR Schools compete on quiz program. 6-49, p. 21.

STATION GETS SAFETY AWARD WWJ receives Alfred P. Sloan award for Highway safety plus National Safety Council Award. 6-49, p. 24.
JUKE BOX SATURDAY NIGHT Combatting juvenile delinquency. 6-49, p. 25.
T. N. T. SHOW Campaign against luxury taxes. 6-49, p. 26.
LIFE IN ISRAEL Descriptions of political and cultural life. 7-49, p. 19.
HEY BOB SHOW KRNT wins National Safety Council Award for local program. 7-49, p. 25.
SHOWS DEVOTED TO CALIFORNIA Local station plugs own region. 7-49, p. 25.
BULLDOG EDITION Station gives U. S. E. S. bulletins. 7-49, p. 29.
KNOW YOUR SCHOOLS School questions answered by panel. 8-49, p. 26.
BETSY KING Eight-year-old D. J. has hour show. 8-49, p. 27.
STUDIO SCHOOLHOUSE SERIES In-school listening shows win awards. 8-49, p. 28.
THEY CAN COME BACK Anti-alcoholism show wins award. 8-49, p. 29.
IT PAYS TO PLAY SAFE Prizes awarded to courteous motorists. 8-49, p. 30.
ORDERS OF THE DAY Student traffic patrol briefed. 8-49, p. 32.
STATION WORKS FOR SLUM CLEARANCE Planning committee and station discuss local problem. 9-49, p. 14.
THIS IS HARTFORD Station promotes local employment. 9-49, p. 21.
INTERVIEW Station broadcasts opening of liquor store. 9-49, p. 22.
STATION AIDS POLIO VICTIMS Newscaster obtains two iron lungs. 9-49, p. 24.
SPORTCAST BRINGS AID 150-call response to Red Barber appeal. 9-49, p. 24.
WANTED AND MISSING PERSONS Televiewer nabs bad check artist. 9-49, p. 25.
FORESTS AFLAME Fire prevention series wins citation. 9-49, p. 25.



QUIZ

JUST FOR YOU Deejay calls homemakers—plays favorite songs. 1-49, p. 29.
BRING HOME THE BACON Contestants try for "meaty" prizes. 3-49, p. 20.
I'LL BUY YOUR DINNER Winning contestant gets free meal. 3-49, p. 20.
TUNE-O Radio quiz uses special card. 3-49, p. 22.
TRY AND GET IT Show uses gimmick to boost rating. 4-49, p. 9.
FIND THAT FORD Commercials worked into song clues. 5-49, p. 14.
GUESS WHO Listeners guess prominent citizen's voice. 6-49, p. 9.
FOUNTAIN OF FACTS Switch show pits panel against experts. 6-49, p. 21.
NAME THAT TUNE Correct answer gives chance at mystery tune. 7-49, p. 20.
PHONO-QUIZ Emcee gives clues to contest tunes. 8-49, p. 14.
SPORTS FORUM. Local sportsmen serve as board of experts. 8-49, p. 22.
MEET YOUR MATCH Super Brain Twister pays \$5,000. 8-49, p. 29.
YOU CAN'T LOSE Each contestant gets prize. 8-49, p. 30.

LUNCHEON AT THE SHERATON Questions based on news stories. 8-49, p. 30.
SPORTS FORUM Visiting sports celebrities make up quiz panel. 8-49, p. 31.
MUSIC OF THE STARS Listeners identify song fragments. 8-49, p. 31.
FREE FOR ALL Contestant solves employment problem. 9-49, p. 23.
IT'S IN THE BOTTLE Quiz show plugs milk firm. 10-49, p. 22.
RECALLIT AND WIN Recalling old songs pays listeners prizes. 11-49, p. 14.
SING 'N' WIN Sponsor makes yearly appearance on show. 12-49, p. 6.

SAFETY

LISTEN AND LIVE Police reports give safety tips. 3-49, p. 23.



SPORTS

SHAEFFER FOOTBALL BROADCASTS 22,000 letters follow seven announcements. 1-49, p. 30.
SKI REPORT Station gives skiing conditions. 2-49, p. 21.
BILL BRUNDIGE SHOW Two-way phone conversations with players in training camps. 5-49, p. 25.
KILOWATT KUTIES Station promotes own girl's basketball team. 6-49, p. 6.
TODAY'S RACES Transcribed races broadcast for afternoon workers. 6-49, p. 12.
YEAR-ROUND SPORTS More than 100 play-by-plays offered. 6-49, p. 20.
BILL CAMPBELL Recorded telephone interviews highlight show. 6-49, p. 24.
BASEBALL GAMES Dairy sponsors Eastern League play-by-play. 7-49, p. 18.
WONDERLAND SPORTS AND NEWS REVIEW Local expert gives sports commentary. 7-49, p. 19.
A DAY AT THE RACES Broadcast direct from track. 7-49, p. 20.
HEY BOB SHOW Station forms knothole gang. 9-49, p. 21.
HIGH SCHOOL FOOTBALL WKDN play-by-play is community promotion. 12-49, p. 2.

TEEN-AGE

YOUTH LOOKS AT THE NEWS American-English kids compare notes. 8-49, p. 21.
SUMMER EDITION Soft drink show slanted to special age level. 9-49, p. 20.

TELEVISION

MAGAZINE OF THE WEEK Test proves sales impact of TV fashions. 7-49, p. 25.

VARIETY

GROUCHY GUS Gloomy announcer sells used cars. 1-49, p. 8.
GOOD MORNING NEIGHBOR Friendly show tells local and county information. 1-49, p. 24.
LEROY MILLER CLUB Wake-up show usually sold out. 2-49, p. 4.

MORNING IN MARYLAND Brothers draw large response. 4-49, p. 10.
RECORD RACK DeeJay plugs listeners original melodies. 5-49, p. 22.
MORNING IN MARYLAND Brother disc jocks snowball request into promotion stunt. 7-49, p. 4.
START THE DAY WITH A SMILE Man-wife write singing commercials. 7-49, p. 5.
POOLE'S PARADISE Gags plug network shows. 7-49, p. 10.
BERT PEARL'S HAPPY GANG Show has appeal in two countries. 7-49, p. 12.
THE SPOTLIGHT SHOW Nightclub scene of broadcast. 8-49, p. 21.
EDDIE HILL SHOW Five-weekly hill-billy variety lineup. 8-49, p. 22.
THE EDDIE NEWMAN SHOW Disc-jockey baby-sits for listeners. 8-49, p. 26.
BREAKFAST IN HOLLYWOOD Participates in historic celebration. 8-49, p. 26.
LAUNDRY PICK-UP TIME Features give-aways of laundry service. 8-49, p. 28.
PAPPY'S PARTY Small businesses gain benefits through disc show. 9-49, p. 10.
950 CLUB Appeal to teen-agers sells variety of products. 9-49, p. 12.
THE HARMONY RANGERS A. M. emcee turns singing cowboy. 9-49, p. 19.
DISTRICT MATINEE 90-minute music and baseball results honors birthdays and other occasions. 9-49, p. 19.
THAT SANDMAN Comedian platter-spinner in two hour slot. 9-49, p. 19.
EDDIE NEWMAN SHOW Stay-up show spins people instead of records. 10-49, p. 16.
ART BROWN SHOW Singing canary feature of three and one-half hour wake-up show. 10-49, p. 24.
SCHUNEMAN'S RED ROOSTER Ayem show plugs department store specials. 11-49, p. 4.
FRED BENNETT SHOW Wacky wake-up show features skits. 11-49, p. 9.

WOMEN

BUD GUEST SHOW Women's show draws steady audience. 1-49, p. 25.
BRIDE OF THE WEEK Lucky bride-to-be gets cash prize. 2-49, p. 6.
PEARL BAUM SAYS Commentator discusses everyday events. 2-49, p. 16.
THIS IS YOUR DAY Folksy weather warning. 2-49, p. 20.
POLLY DAFFRON SHOW Woman commentator describes foreign families. 3-49, p. 20.
LET'S HEAR NOW Newspaper editor discusses personalities. 3-49, p. 23.
DOMESTIC DIARY Show boosts sales for local merchants. 4-49, p. 15.
LUNCHEON WITH BAB LINCOLN AT THE MAYFLOWER Fashion feature. 4-49, p. 16.
GET MORE OUT OF LIFE Housekeeping hints sell sewing books. 4-49, p. 16.
KITCHEN KAPERS Studio game livens women's A. M. show. 5-49, p. 2.
SIBLYE TOWER CLOCK TIME Gets eighteenth annual renewal. 5-49, p. 19.
BUY IT BAKED Promotion stresses bakery quality. 6-49, p. 5.
CLUB CALENDAR Day's social events chronicled. 6-49, p. 15.
THE WOMEN'S VOICE Beauty, charm, home decoration advice. 7-49, p. 2.
THE KITCHEN OF THE AIR Female star draws on rich background. 7-49, p. 8.
HOUSEWIVES PROTECTIVE LEAGUE and **SUNRISE SALUTE** Panel-backed program protects homemakers' interests. 9-49, p. 16.
HOMEMAKER'S EXCHANGE Phoned-in problems get phoned-in answers. 9-49, p. 19.
WHAT'S COOKING Community social news and events. 9-49, p. 19.
CHEF MILANI SELLS FOOD Recipe show promotes foods and markets. 11-49, p. 2.
COOKING SCHOOL OF THE AIR Local foods cooked in studio kitchen. 11-49, p. 10.

Daily Salute

(Continued from page 15)

Parish Schoolboard which has Plaquemine as its county seat wanted to float a bond issue, "Town Day" was used as a medium of direct contact. When the Denham Springs High School burned down, the "Town Day" program was used by various organizations from that area, to appeal for contributions of books and various aids to re-establish the school.

The Zachary Rotary Club used "Town Day" as the only medium to contact the people and offer them free a supply of D-D-T. Over 600 Zachary residents called on the appointed day for their supply.

Perhaps one of the most entertaining groups of guests ever to appear on the show were the young 4-H representatives who took a great deal of pride in standing in front of the WAFB microphone to tell of their triumphs and various projects. One young fellow, about ten years of age, in a soft-spoken southern French drawl, who had grown chickens as his project, informed the radio audience, "It pays. I tell you, it pays. I banked \$80 this year alone by raising those hens."

C. O. Dupuy, Secretary of the Plaquemine Chamber of Commerce, has personally conducted numerous outstanding guests to the WAFB Studios to appear on the "Town Day" programs. Earlier this year when the Cub Scouts conducted their annual Fathers' Day Races in Plaquemine, the young Scouts were guests on the "Town Day" program to incite interest in the event, and the WAFB microphones were on hand to give a detailed account of the races on the day they were held.

A recent "Town Day" guest from Plaquemine was comely Miss Willie Dupont, Sugar Queen of Iberville Parish who will represent her county at the annual Sugar Cane Festival in New Iberia, Louisiana, where it is held annually.

Simultaneous with the fabulous Mardi Gras Festival in New Orleans, is the celebration held on a smaller, but just as detailed scale, in New Roads. For months prior to this event, the citizens of this rustic village construct floats, create themes and make preparations for "Fat

Tuesday." "Town Day" was used to advertise this event, and on Mardi Gras Day, the WAFB microphones were on the scene to broadcast word pictures of the parade and the exciting moments when the King and Queen of Carnival were unveiled. Some of the events were broadcast direct, while others were wire recorded for re-play on the "Town Day" program.

The Denham Springs Glee Club spent three months preparing a special Christmas Program which was aired during the Denham Springs "Town Day" program before the holiday. More recently, Denham Springs used the "Town Day" program to build up interest in the Teen-Age Canteen which is in the process of organization.

Miss Jo Ann Elliott, who represented Louisiana in this year's Junior Miss America Contest, and who was one of the ten finalists, is from Gonzales. She appeared on the Gonzales "Town Day" show to give the people of her home town a resume of the events surrounding a national beauty contest.

The five towns that are on the "Town Day" programs have one and all made numerous contributions that show their interest in the program, and during the 16 months it has been a regular part of WAFB's schedule, there has hardly been one issue of the weekly papers printed that has not carried a story centering around "Town Day" or other WAFB activities, usually on the front page.

The station is always pleased to welcome visitors from these towns and courtesy announcements advertising Parish fairs and other local events are always included on the schedule.

Excellent public relations and station-sponsor coordination were in the foundation of the program, and therefore, it has been a creditable result. Those who participate before the microphones—Byron Davidson and Harvey Hyland and the "Town Day" guests, and the people behind the scenes—salesman Dick Gregory, Station Manager T. E. Gibbens and Program Director Max Fetty, the editors of the weekly papers, members of the rural civic organizations and the citizens in general, have all contributed enormously to the outstanding success of WAFB's "Town Day."

YEAR-END INDEX



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

APPLIANCES

FEBRUARY

Sponsor: Gadget of the Month Club
Station: KFVB, KTSL, Los Angeles, Cal.
Program: Gadget Jury
Department: Special Article, p. 14

MARCH

Sponsor: Blackstone Washing Machine Corp.
Station: WOR, New York, N. Y.
Program: Blackstone Magic Detective
Department: Airing the New, p. 22

JUNE

Sponsor: Jefferson Radio & Electric Co.
Station: WRRF, Washington, N. C.
Program: Guess Who
Department: Special Article, p. 9

Sponsor: General Electric Supply
Station: KRNT, Des Moines, Iowa
Program: Year Round Sports
Department: Airing the New, p. 20

Sponsor: Beltone Co.
Station: WCBS, New York, N. Y.
Program: Starlight Salute—Participating
Department: Johnny on the Spot, p. 22

JULY

Sponsor: Beltone Co.
Station: WMAQ, Chicago, Ill.
Program: Early Bird
Department: Johnny on the Spot, p. 29

AUGUST

Sponsor: Cribben & Sexton—Universal Gas Range
Station: WIND, Chicago, Ill.
Program: Spots
Department: Johnny on the Spot, p. 23



SEPTEMBER

Sponsor: Philco Refrig. and Haynes Furniture Co.
Station: WLOW, Norfolk, Va.
Program: Weekend in Washington
Department: Special Article, p. 2

Sponsor: Polk Appliances and Square Deal Furniture Co.
Station: WKDN, Camden, N. J.
Program: Polka Patch
Department: Contest, p. 26

ASSOCIATIONS

JUNE

Sponsor: Junior League
Station: WPDQ, Jacksonville, Fla.
Program: Playtime Express
Department: Special Article, p. 4

JULY

Sponsor: Homebuilders Association of Allegheny County
Station: WCAE, Pittsburgh, Pa.
Program: Your Home
Department: Airing the New, p. 20

AUGUST

Sponsor: District Division, AAA
Station: WWDG, Washington, D. C.
Program: Orders of the Day
Department: Special Article, p. 32



AUTOMOTIVE

JANUARY

Sponsor: Lawrence Byers Motor Co.
Station: WCOV, Montgomery, Ala.
Program: Grouchy Gus
Department: Special Article, p. 8

MARCH

Sponsor: Greater Detroit Plymouth Dealers Assoc.
Station: WWJ, Detroit, Mich.
Program: Listen and Live
Department: Airing the New, p. 23

Sponsor: Chrysler Corporation
Station: WJR, Detroit, Mich.
Program: One Hour of Entertainment
Department: Proof of the Pudding, p. 28

APRIL

Sponsor: Quality Chevrolet Co.
Station: WMAP, Monroe, N. C.
Program: This Day
Department: Special Article, p. 5

MAY

Sponsor: B. F. Goodrich Co.
Station: KDYL, Salt Lake City, Utah
Program: Sports
Department: Special Article, p. 11

Sponsor: J. C. Lewis Motor Co.
Station: WSAV, Savannah, Ga.
Program: Find that Ford
Department: Special Article, p. 14

Sponsor: Marcus Motors, Inc.
Station: KOA, Denver, Colo.
Program: Who's in Denver
Department: Airing the New, p. 24

Sponsor: The Kaiser-Frazer Corp.
Station: KNX, Los Angeles, Cal.
Program: Spots
Department: Johnny on the Spot, p. 28

JULY

Sponsor: Local Dealers
Station: WSNY, Schenectady, N. Y.
Program: Classified Used Car Column of the Air
Department: Airing the New, p. 19

Sponsor: Bakke Motor Co.
Station: KGVO, Missoula, Mont.
Program: The Cosmopolitan
Department: Airing the New, p. 19

Sponsor: Central Chevrolet Co.
Station: KNX, Los Angeles, Cal.
Program: Stars in the Morning—Segment
Department: Johnny on the Spot, p. 29

Sponsor: Chrysler Corp.
Station: WMAQ, Chicago, Ill.
Program: Spots
Department: Johnny on the Spot, p. 29

Sponsor: Hudson Motor Car Co.
Station: WMAQ, Chicago, Ill.
Program: Spots
Department: Johnny on the Spot, p. 29

AUGUST

Sponsor: Grimes Motor Co.
Station: WSFA, Montgomery, Ala.
Program: Sports Forum
Department: Contests, p. 31

DECEMBER

Sponsor: Sweat Motor Co.
Station: WALD, Waltersboro, S. C.
Program: Neighborhood News
Department: Special Article, p. 12.



BAKERY

MARCH

Sponsor: Adams Baking Co.
Station: WPAY, Portsmouth, Ohio
Program: 1400 Club
Department: Special Article, p. 18

MAY

Sponsor: Kilpatrick's Bakery
Station: KQW, San Francisco, Cal.
Program: Kilpatrick's Stamp Man
Department: Airing the New, p. 24

JUNE

Sponsor: Bakers of America—Illinois Bakers Assoc.
Station: WMBD, Peoria, Ill.
Program: Buy It Baked
Department: Special Article, p. 5

DECEMBER, 1949

JULY

Sponsor: Gentle's Baking Co.
Station: WNAC, Boston, Mass.
Program: Talent Quest
Department: Airing the New, p. 19

AUGUST

Sponsor: Interstate Bakeries, Inc.—Weber's Bread
Station: Various
Program: Cisco Kid Show
Department: Special Article, p. 16

Sponsor: Arnold Bakers Co.
Station: WNBC, New York, N. Y.
Program: Spots
Department: Johnny on the Spot, p. 23

Sponsor: Langendorf Baking Co.
Station: KROW, Oakland, Cal.
Program: Spots
Department: Johnny on the Spot, p. 23

SEPTEMBER

Sponsor: Holsum Bakery Co.
Station: WKNA, Charleston, W. Va.
Program: Cisco Kid Show
Department: Showmanship in Action, p. 21

OCTOBER

Sponsor: Arnold Bakers, Inc.
Station: WMCA, New York, N. Y.
Program: Spots
Department: Johnny on the Spot, p. 15



BANKING

JANUARY

Sponsor: First Federal Savings and Loan Association of Detroit
Station: WJR, Detroit, Mich.
Program: Bud Guest Show
Department: Airing the New, p. 25

FEBRUARY

Sponsor: Suffolk First Federal Savings and Loan Association
Station: WCOP, WCOP-FM, Boston, Mass.
Program: I Can Hear It Now
Department: Airing the New, p. 20

JUNE

Sponsor: Alamo National Bank
Station: WOAI, San Antonio, Tex.
Program: Roving Banker
Department: Special Article, p. 10

AUGUST

Sponsor: Coast Federal Savings and Loan Assn.
Station: KNX, Los Angeles, Cal.
Program: Spots
Department: Johnny on the Spot, p. 23

BEVERAGES

JANUARY

Sponsor: White Rock Corp.
Station: WCOP, WCOP-FM, Boston, Mass.
Program: Spots
Department: Johnny on the Spot, p. 19

Sponsor: Dr. Pepper
Station: KLIF, Dallas, Tex.
Program: Simulated Baseball Broadcast
Department: Johnny on the Spot, p. 19

FEBRUARY

Sponsor: Regal Amber Brewing Co.
Station: KNBC, San Francisco, Cal.
Program: Light and Mellow
Department: Special Article, p. 8

APRIL

Sponsor: Cliquot Club Distributors and Kramer Beverage Co.
Station: WMID, Atlantic City, N. J.
Program: House Party Time
Department: Airing the New, p. 17

Sponsor: F. & M. Shaefer Brewing Co.
Station: WHDH, Boston, Mass.
Program: Spots
Department: Johnny on the Spot, p. 26

MAY

Sponsor: Pittsburgh Brewing Corp.
Station: KDKA, Pittsburgh, Pa.
Program: Memory Time
Department: Special Article, p. 16

Sponsor: Spatola Wines
Station: WFIL, Philadelphia, Pa.
Program: Musical Cocktail
Department: Airing the New, p. 25

JUNE

Sponsor: Glucstite Brewing Co.
Station: WIND, Chicago, Ill.
Program: Jazz Show
Department: Airing the New, p. 21

Sponsor: Peter Fox Brewing Co.
Station: WMAQ, Chicago, Ill.
Program: Spots
Department: Johnny on the Spot, p. 22



Sponsor: Pepsi-Cola Co.
Station: WCBS, New York, N. Y.
Program: Jack Sterling—participating
Department: Johnny on the Spot, p. 22

Sponsor: Cott Beverage Co.
Station: WELI, New Haven, Conn.
Program: Juke Box Saturday Night
Department: Showmanship in Action, p. 25

SEPTEMBER

Sponsor: Royal Crown Cola
Station: WLOW, Norfolk, Va.
Program: Summer Edition
Department: Showmanship in Action, p. 20

OCTOBER

Sponsor: Sick's Seattle Brewing and Malting Co.
Station: Various
Program: Spots
Department: Johnny on the Spot, p. 15

DECEMBER

Sponsor: American Brewing Company
Station: WTPS, New Orleans, La.
Program: Music of New Orleans
Department: Special Article, p. 14.

BUS COMPANIES

FEBRUARY

Sponsor: Greyhound Lines
Station: CKRC, Winnipeg and CFCN, Calgary, Canada
Program: Highways of Melody
Department: Proof of the Pudding, p. 27

OCTOBER

Sponsor: Cooperating Local Industry
Station: WAND, Canton, Ohio
Program: Christmas Package
Department: Special Article, p. 14

BUSINESS ASSOCIATIONS

CAMERAS

FEBRUARY

Sponsor: DeJur and Amsco Corp.
Station: WNEW, New York, N. Y.
Program: The Milkman's Matinee—segment
Department: Contests, p. 22

AUGUST

Sponsor: Bell & Howell Co.
Station: Various
Program: Hollywood Heritage
Department: Special Article, p. 8

CARPET CLEANERS

SEPTEMBER

Sponsor: J. & J. W. Williams, Inc.
Station: WQXR, New York, N. Y.
Program: Spots
Department: Johnny on the Spot, p. 27



CLOTHING

FEBRUARY

Sponsor: Howard Clothes, Inc.
Station: WCBS, New York, N. Y.
Program: News
Department: Airing the New, p. 20

Sponsor: Adam Hat Co.
Station: WMGM, New York, N. Y.
Program: Lanny & Ginger Grey—segment
Department: Johnny on the Spot, p. 28

MARCH

Sponsor: Pacific Mills, Inc.
Station: WLAW, Lawrence, Mass.
Program: This Is Greater Lawrence
Department: Special Article, p. 4

Sponsor: Morris Sachs & Co.
Station: WENR, Chicago, Ill.
Program: Morris Sachs Amateur Hour
Department: Special Article, p. 8

Sponsor: Lowell & Bradfield, Furriers
Station: KTLA, Hollywood, Cal.
Program: Magazine of the Week—segment
Department: Special Article, p. 25

APRIL

Sponsor: Marclay, Inc.
Station: KYW, Philadelphia, Pa.
Program: Home Forum
Department: Contests, p. 20

DAIRY PRODUCTS

Sponsor: Handmacher-Vogel
Station: WNBT, New York, N. Y.
Program: Spots
Department: Johnny on the Spot, p. 25

Sponsor: Charles A. Eaton Co.
Station: WNBT, New York, N. Y.
Program: Spots
Department: Johnny on the Spot, p. 25

MAY

Sponsor: Pacific Mills
Station: WLAW, Lawrence, Mass.
Program: This Is Greater Lawrence
Department: Proof of the Pudding, p. 18

JUNE

Sponsor: Marclay, Inc.
Station: KYW, Philadelphia, Pa.
Program: Music Box
Department: Proof of the Pudding, p. 16

Sponsor: Melville Shoe Corp.
Station: KYW, Philadelphia, Pa.
Program: Musical Clock—segment
Department: Proof of the Pudding, p. 16

Sponsor: Union Outfitting Co.
Station: WHAM, Rochester, N. Y.
Program: You Can Be a Star
Department: Proof of the Pudding, p. 17

AUGUST

Sponsor: National Shoe, Inc., and Robert Hall
Clothes
Station: WINS, New York, N. Y.
Program: The Three Corner Club
Department: Special Article, p. 2

NOVEMBER

Sponsor: Robert Hall Clothes
Station: WINS, New York, N. Y.
Program: Don Goddard Newscast
Department: Special Article, p. 6

CONTAINER COMPANY

AUGUST

Sponsor: Pacific Can Co.
Station: KROW, Oakland, Cal.
Program: Spots
Department: Johnny on the Spot, p. 23

COSMETICS

JUNE

Sponsor: Helena Rubinstein
Station: WQXR, New York, N. Y.
Program: Composers Varieties
Department: Proof of the Pudding, p. 16

Sponsor: Proctor & Gamble—Shasta Shampoo
Station: WMAQ, Chicago, Ill.
Program: The Hometowners—segment
Department: Johnny on the Spot, p. 22



JANUARY

Sponsor: National Dairy Products
Station: ABC Network
Program: Dorothy Dix Program
Department: Airing the New, p. 25

JUNE

Sponsor: Ricciardi Co., Inc.
Station: WQXR, New York, N. Y.
Program: Luncheon Concert
Department: Proof of the Pudding, p. 17

JULY

Sponsor: Bryant & Chapman Dairy
Station: WONS, Hartford, Conn.
Program: Baseball Games
Department: Airing the New, p. 18

SEPTEMBER

Sponsor: Bowey's, Inc., Dari-Rich Toppings
Station: WCOP, Boston, Mass.
Program: Dinner Winner
Department: Airing the New, p. 18

OCTOBER

Sponsor: Zeuger Milk Co.
Station: WPGH, Pittsburgh, Pa.
Program: It's In the Bottle
Department: Special Article, p. 22



DEPARTMENT STORES

JANUARY

Sponsor: Joske's of Texas
Station: KTSA, San Antonio, Tex.
Program: Farm and Ranch Reporter; Good Morning Show; For the Ladies
Department: Special Article, p. 20

Sponsor: Maison Blanche
Station: WWL, New Orleans, La.
Program: Tomorrow's Citizens
Department: Airing the New, p. 25

MARCH

Sponsor: ZCMI Department Store
Station: KSL, Salt Lake City, Utah
Program: Story Princess
Department: Special Article, p. 16

Sponsor: Goldblatt's Department Store
Station: WGN, Chicago, Ill.
Program: Let's Have Fun
Department: Contests, p. 24

Sponsor: Lit Brothers Department Store
Station: WFIL, Philadelphia, Pa.
Program: The Magic Lady Supper Club
Department: Proof of the Pudding, p. 28

APRIL

Sponsor: Delaware Park Shopping Center
Station: WBEN, WEBR, Buffalo, N. Y.
Program: Spots
Department: Special Article, p. 2

Sponsor: The Hecht Co.
Station: WGAY, Silver Springs, Md.
Program: Community Reporter
Department: Special Article, p. 12

Sponsor: Jelleff's
Station: WOL, Washington, D. C.
Program: Luncheon with Bab Lincoln at the May-
flower
Department: Airing the New, p. 16

MAY

Sponsor: Sibley-Lindsay-Curr & Co.
Station: WHAM, Rochester, N. Y.
Program: Sibley Tower Clock Time
Department: Proof of the Pudding, p. 19

Sponsor: N. Snellenburg & Co.
Station: KYW, Philadelphia, Pa.
Program: Jump-Jump of Holiday House
Department: Proof of the Pudding

JULY

Sponsor: Lit Brothers Department Store
Station: WFIL, Philadelphia, Pa.
Program: Magic Lady
Department: Proof of the Pudding, p. 26

SEPTEMBER

Sponsor: Gordon's Department Store
Station: WGN, Chicago, Ill.
Program: Dress Up Quiz
Department: Contests, p. 26

OCTOBER

Sponsor: O. J. Morrison's Department Store
Station: WHAR, Clarksburg, W. Va.
Program: Santa Claus Show
Department: Special Article, p. 2

Sponsor: Emery Bird Thayer Co.
Station: WDAF, Kansas City, Mo.
Program: The Christmas Adventures of Cuddles
and Tucky
Department: Special Article, p. 8

NOVEMBER

Sponsor: McCurdy & Co.
Station: WHAM, Rochester, N. Y.
Program: Little Symphony
Department: Special Article, p. 3

Sponsor: Schuneman's Department Store
Station: WDGY, Minneapolis-St. Paul, Minn.
Program: Schuneman's Red Rooster
Department: Special Article, p. 4

DRUG PRODUCTS

FEBRUARY

Sponsor: Rexall Drug Co.
Station: Various Canadian
Program: Spots
Department: Johnny on the Spot, p. 28

MARCH

Sponsor: Groves Laboratory Products
Station: KSO, Salt Lake City, Utah
Program: At the Crossroads
Department: Special Article, p. 17

JUNE

Sponsor: Savon Drug Co.
Station: KNX, Los Angeles, Cal.
Program: Spots
Department: Johnny on the Spot, p. 22

Sponsor: J. B. Roerig & Co., Inc.
Station: WCBS, New York, N. Y.
Program: Hits and Misses—participating
Department: Johnny on the Spot, p. 22

Sponsor: Proctor & Gamble
Station: WMAQ, Chicago, Ill.
Program: Spots
Department: Johnny on the Spot, p. 23

JULY

Sponsor: The Owl Rexall Stores
Station: KMPC, Los Angeles, Cal.
Program: The Women's Voice
Department: Special Articles, p. 2.



Sponsor: McKesson & Robbins
Station: KNX, Los Angeles, Cal.
Program: Spots
Department: Johnny on the Spot, p. 29

SEPTEMBER

Sponsor: Murine Co.
Station: WQXR, New York, N. Y.
Program: Spots
Department: Johnny on the Spot, p. 27

OCTOBER

Sponsor: Participating National Mfgs.
Station: WPEN, Philadelphia, Pa.
Program: Eddie Newman Show
Department: Special Article, p. 16

Sponsor: Block Drug Firm
Station: Network & Various
Program: Burns & Allen and Spots
Department: Special Article, p. 18

NOVEMBER

Sponsor: Participating
Station: WPEN, Philadelphia, Pa.
Program: Fred Bennett Show
Department: Special Article, p. 9

FARM EQUIPMENT

JANUARY

Sponsor: Black's Poultry Co.
Station: WDSC, Dillon, S. C.
Program: Spots
Department: Special Article, p. 12

JUNE

Sponsor: Participating
Station: WCOP, Boston
Program: Home and Garden News
Department: Special Article, p. 8

NOVEMBER

Sponsor: Participating
Station: KFXJ, Grand Junction, Colo.
Program: Western Slope Farm and Ranch Hour
Department: Special Article, p. 18



FLORISTS

JULY

Sponsor: Allied Florists Association of Illinois
 Station: WMAQ, Chicago, Ill.
 Program: Spot
 Department: Johnny on the Spot, p. 29

FOOD

JANUARY

Sponsor: Norfolk Independent Food Dealers Assn.
 Station: WLOW, Norfolk, Va.
 Program: Swap Shop
 Department: Special Article, p. 14

Sponsor: Sattler's Food Fair
 Station: Five Buffalo, N. Y.
 Program: Food Fair Opening
 Department: Special Article, p. 16

FEBRUARY

Sponsor: Bensdorp Importers, Inc.
 Station: WCOP, WCOP-FM, Boston, Mass.
 Program: Young Timers Club
 Department: Airing the New, p. 21

MARCH

Sponsor: Participating
 Station: WMGM, New York, N. Y.
 Program: Breakfast at the Brass Rail
 Department: Special Article, p. 12

Sponsor: Tantleff Beef Co.
 Station: WNJR, Newark, N. J.
 Program: Bring Home the Bacon
 Department: Airing the New, p. 20

Sponsor: National Biscuit Co.—Shredded Wheat
 Station: WGN, Chicago, Ill.
 Program: Straight Arrow
 Department: Airing the New, p. 21

Sponsor: The Vacuum Foods Corp.
 Station: WCAE, Pittsburgh, Pa.
 Program: This Is Bing Crosby
 Department: Airing the New, p. 22

Sponsor: International Milling Co.
 Station: KDKA, Pittsburgh, Pa.
 Program: The Eddie Arnold Show
 Department: Airing the New, p. 22

MAY

Sponsor: Participating
 Station: WIP, Philadelphia, Pa.
 Program: Kitchen Kapers
 Department: Special Article, p. 2

JUNE

Sponsor: Peter Eckrich & Sons, Inc.
 Station: WJEF, Grand Rapids, Mich.
 Program: Firefighters
 Department: Special Article, p. 2

Sponsor: Participating
 Station: KMPC, Los Angeles, Cal.
 Program: Chef Milani
 Department: Proof of the Pudding, p. 17

Sponsor: White Rose Tea Co.
 Station: WNEW, New York, N. Y.
 Program: The White Rose Tea Party
 Department: Airing the New, p. 20

Sponsor: United Fruit Co.
 Station: WQXR, New York, N. Y.
 Program: Luncheon Concert; Music for the Theater
 Department: Airing the New, p. 21

Sponsor: Hunt Foods, Inc.
 Station: WCBS, New York, N. Y.
 Program: Housewives Protective League
 Department: Johnny on the Spot, p. 22

Sponsor: Ward Baking Co.
 Station: WMAQ, Chicago, Ill.
 Program: Spots
 Department: Johnny on the Spot, p. 23

Sponsor: W. F. McLaughlin & Co.
 Station: WMAQ, Chicago, Ill.
 Program: Spots
 Department: Johnny on the Spot, p. 22

JULY

Sponsor: Participating National Advertisers
 Station: WFBS, Indianapolis, Ind.
 Program: Kitchen of the Air
 Department: Special Article, p. 8

Sponsor: Local and National Advertisers
 Station: WHTN, Huntington, W. Va.
 Program: Morning Recess
 Department: Proof of the Pudding, p. 26

Sponsor: Armour & Co.
 Station: WMAQ, Chicago, Ill.
 Program: Town & Farm—segment
 Department: Johnny on the Spot, p. 29

Sponsor: The Kellogg Co.
 Station: KNX, Los Angeles, Cal.
 Program: Spots
 Department: Johnny on the Spot, p. 29



AUGUST

Sponsor: Omega Flour Co.
 Station: WMPS, Memphis, Tenn.
 Program: Eddie Hill Show
 Department: Airing the New, p. 22

SEPTEMBER

Sponsor: Campbell's Soup Co.
 Station: WPAY, Portsmouth, Ohio, and Network
 Program: Club 15 and Edward R. Murrow
 Department: Proof of the Pudding, p. 23

Sponsor: Fisher Flour & Mills Co.
Station: KOMO, Seattle, Wash.
Program: Newscasts
Department: Contests, p. 26

Sponsor: Peter Paul, Inc.
Station: WNBC, New York, N. Y.
Program: Kenneth Banghart
Department: Contests, p. 26

NOVEMBER

Sponsor: American Beauty Macaroni; Dolly Adams
Brand Syrup
Station: KMPC, Los Angeles, Cal.
Program: Chef Milani
Department: Special Article, p. 2

Sponsor: Cooperative
Station: WCPA, Bethlehem, Pa.
Program: Cooking School of the Air
Department: Special Article, p. 10

Sponsor: Strietmann Biscuit Co.
Station: WTAR, Norfolk, Va.
Program: Strietmann Street Man
Department: Special Article, p. 12

Sponsor: Blanton Company and Ward Baking Co.
Station: KWK, St. Louis, Mo.
Program: Recallit and Win
Department: Special Article, p. 14

FURNITURE

JANUARY

Sponsor: Knoxville Furniture Dealers Association
Station: WNOX, Knoxville, Tenn.
Program: Sunday Down South
Department: Special Article, p. 4

Sponsor: Henson's Furniture Co.
Station: WCOH, Newnan, Ga.
Program: J. D. J. Time
Department: Special Article, p. 6

Sponsor: Gross Brothers
Station: KROW, Oakland, Cal.
Program: Down in Vernon's Alley
Department: Airing the New, p. 24

FEBRUARY

Sponsor: Michael J. Sullivan Furniture Co.
Station: WLAW, Lawrence, Mass.
Program: Bride of the Week
Department: Special Article, p. 6

MAY

Sponsor: Star Furniture Co.
Station: KEX, Portland, Ore.
Program: Stars of Tomorrow
Department: Special Article, p. 4

DECEMBER

Sponsor: Little Potts Furniture Store
Station: WFBR, Baltimore, Maryland.
Program: Sing 'n' Win
Department: Special Article, p. 6



GROCERY

FEBRUARY

Sponsor: Wyoming Trading Post Piggly-Wiggly Store
Station: KFBC, Cheyenne, Wyo.
Program: The Mystery Man
Department: Contests, p. 23

JUNE

Sponsor: The A. & P. Tea Co.
Station: WCBS, New York, N. Y.
Program: Margaret Arlen Program—participating
Department: Johnny on the Spot, p. 22

JULY

Sponsor: The Kroger Co.
Station: KMOX, St. Louis, Mo.
Program: Editor's Daughter; Hearts in Harmony; Linda's First Love
Department: Proof of the Pudding, p. 26

AUGUST

Sponsor: Brentwood Country Mart
Station: Various
Program: Participations
Department: Johnny on the Spot, p. 23

NOVEMBER

Sponsor: Economy Stores, Inc.
Station: WLOW, Norfolk, Va.
Program: Vacation in Bermuda
Department: Special Article, p. 16

HARDWARE

MAY

Sponsor: The Modgelin Co.
Station: KNX, Los Angeles, Cal.
Program: Housewives Protective League—participating
Department: Contests, p. 27

JULY

Sponsor: Richards & Associates
Station: WMAQ, Chicago, Ill.
Program: Early Bird
Department: Johnny on the Spot, p. 29

AUGUST

Sponsor: Scott Hardware Co.
Station: WCCM, Lowell, Mass.
Program: Phono-Quiz
Department: Special Article, p. 14



INSURANCE

AUGUST

Sponsor: Prudential Insurance Co.
Station: Various
Program: Spots and Chain Breaks
Department: Johnny on the Spot, p. 23

NOVEMBER

Sponsor: Metropolitan Life Insurance Co.
Station: WINS, New York, N. Y.
Program: Don Goddard Newscast
Department: Special Article, p. 6

JEWELERS

FEBRUARY

Sponsor: Ronson Art Metal Works, Inc.
 Station: WGN, Chicago, Ill.
 Program: Like Music
 Department: Airing the New, p. 21

APRIL

Sponsor: B. B. Pen Co.
 Station: WNBT, New York, N. Y.
 Program: Spots
 Department: Johnny on the Spot, p. 25

JUNE

Sponsor: Longines-Wittnauer Watch Co.
 Station: WQXR, New York, N. Y.
 Program: Baseball Spots
 Department: Johnny on the Spot, p. 22

JULY

Sponsor: Tourneau Watches
 Station: WQXR, New York, N. Y.
 Program: The Diamond Horseshoe
 Department: Proof of the Pudding, p. 26

OCTOBER

Sponsor: Embassy Co.
 Station: WMCA, New York, N. Y.
 Program: Mr. and Mrs. Music—segment
 Department: Johnny on the Spot, p. 15

LAUNDRIES

MAY

Sponsor: Automatic Laundry Association
 Station: KMPC, Los Angeles, Cal.
 Program: Lois January Show
 Department: Airing the New, p. 25

AUGUST

Sponsor: Chicago Laundry Owners' Association
 Station: WBBM, Chicago, Ill.
 Program: Laundry Pick-up Time
 Department: Proof of the Pudding, p. 28



MOTION PICTURES

APRIL

Sponsor: Metro-Goldwyn-Mayer
 Station: WMGM, New York, N. Y.
 Program: MGM Theater of the Air, and Other
 Hollywood Features
 Department: Airing the New, p. 17

AUGUST

Sponsor: Republic Films
 Station: WINS, New York, N. Y.
 Program: Spots
 Department: Johnny on the Spot, p. 23

MORTUARY

APRIL

Sponsor: Joseph William Taylor Memorial Mortuary
 Station: KDYL, Salt Lake City, Utah
 Program: Golden Melodies
 Department: Special Article, p. 6

PAINT

APRIL

Sponsor: Stallworth Pine Products Co.
 Station: WABB, Mobile, Ala.
 Program: Try and Get It
 Department: Special Article, p. 9

PARTICIPATION

JANUARY

Sponsor: National
 Station: Columbia Pacific Network
 Program: Meet the Missus
 Department: Special Article, p. 2.



FEBRUARY

Sponsor: Local and National
 Station: WFIL, Philadelphia, Pa.
 Program: LeRoy Miller Club
 Department: Special Article, p. 4

Sponsor: Local
 Station: WHBS, Huntsville, Ala.
 Program: The Magic Word
 Department: Special Article, p. 12

Sponsor: Local and National
 Station: WCSC, Charleston, S. C.
 Program: Pearl Baum Says
 Department: Special Article, p. 16

MARCH

Sponsor: Local
 Station: KILO, Grand Forks, N. D.
 Program: Biographical Brain Testers
 Department: Special Article, p. 6

Sponsor: Local
 Station: KITE, San Antonio, Tex.
 Program: Sixty Silver Minutes
 Department: Contests, p. 25

APRIL

Sponsor: Local
 Station: WJEF, Grand Rapids, Mich.
 Program: Your Date with Music
 Department: Special Article, p. 4

Sponsor: Local
 Station: WTAR, Norfolk, Va.
 Program: Chuck Wagon Serenade
 Department: Special Article, p. 8

Sponsor: Local
 Station: WCSI, WCSI-FM, Columbus, Ohio
 Program: Platters for Your Pleasure
 Department: Special Article, p. 14

Sponsor: Local
 Station: KFXJ, Grand Junction, Colo.
 Program: Domestic Diary
 Department: Special Article, p. 15

MAY

Sponsor: Local
Station: WHAV, Haverhill, Mass.
Program: Platter Playhouse
Department: Special Article, p. 15

Sponsor: Local and National
Station: KMPC, Los Angeles, Cal.
Program: Bargain Broadcast
Department: Johnny on the Spot, p. 28

JULY

Sponsor: National
Station: WMGM, New York, N. Y.
Program: Start the Day with a Smile
Department: Special Article, p. 5

Sponsor: Local
Station: WTOB, Winston Salem, N. C.
Program: The Platter Shop
Department: Special Article, p. 7

Sponsor: Local
Station: WPWA, Chester, Pa.
Program: Judge Rhythm
Department: Special Article, p. 9

AUGUST

Sponsor: Local
Station: KATE, Albert Lea, Minn.
Program: Bandwagon
Department: Special Article, p. 4

Sponsor: Local and National
Station: WPEN, Philadelphia, Pa.
Program: The Ed Hurst Show
Department: Special Article, p. 12

SEPTEMBER

Sponsor: Local
Station: WAFB, Baton Rouge, La.
Program: Pappy's Party
Department: Special Article, p. 10

Sponsor: Local and National
Station: WPEN, Philadelphia, Pa.
Program: 950 Club
Department: Special Article, p. 12

Sponsor: Local and National
Station: KNX, Los Angeles, Cal.
Program: Housewives Protective League and Sunrise Salute
Department: Special Article, p. 16

DECEMBER

Sponsor: Local
Station: WKDN, Camden, N. J.
Program: Local Football Play-by-play
Department: Special Article, p. 2.

DECEMBER

Sponsor: Local
Station: WAFB, Baton Rouge, Louisiana
Program: Town Day
Department: Special Article, p. 4.

DECEMBER

Sponsor: Local and national
Station: WTOP, AM and FM, Washington, D. C.
Program: Factfinder
Department: Special Article, p. 8.

PHARMACEUTICAL

AUGUST

Sponsor: Continental Pharmaceutical Corp.
Station: WNBC, New York, N. Y.
Program: Inside the Doctor's Office
Department: Airing the New, p. 22

SEPTEMBER

Sponsor: Blanding & Blanding, Inc.
Station: WEAN, Providence, R. I.
Program: Doctor's Orders
Department: Special Article, p. 6



POWER AND LIGHT

JANUARY

Sponsor: Public Service Co. of Indiana
Station: WCSI-FM, Columbus, Ind.
Program: Spot
Department: Johnny on the Spot, p. 19

AUGUST

Sponsor: Consolidated Edison Co.
Station: WINS, New York, N. Y.
Program: Spot
Department: Johnny on the Spot, p. 23

OCTOBER

Sponsor: Consolidated Edison Co.
Station: WMCA, New York, N. Y.
Program: Spot
Department: Johnny on the Spot, p. 15

PUBLISHERS

JANUARY

Sponsor: Crowell-Collier Publishing Co.
Station: WMAQ, Chicago, Ill.
Program: Spot
Department: Johnny on the Spot, p. 19

Sponsor: P. J. Kennedy & Sons
Station: WFIL-TV, Philadelphia, Pa.
Program: Spot
Department: Johnny on the Spot, p. 19



APRIL

Sponsor: Greystone Press
Station: KYW, Philadelphia, Pa.
Program: Do It Yourself Club
Department: Airing the New, p. 16

Sponsor: William Wise Publishing Co.
Station: KYW, Philadelphia, Pa.
Program: Get More Out of Life
Department: Airing the New, p. 16

JUNE

Sponsor: Daily Racing Form
 Station: WMGM, New York, N. Y.
 Program: Today's Races
 Department: Special Article, p. 12

AUGUST

Sponsor: Curtis Circulation Co.
 Station: KROW, Oakland, Cal.
 Program: Spots
 Department: Johnny on the Spot, p. 23

Sponsor: New York Times Co.
 Station: WQXR, New York, N. Y.
 Program: Symphony Hall; Hour of Musical Heritage
 Department: Proof of the Pudding, p. 29

Sponsor: Washington Daily News—Scripps-Howard Newspapers
 Station: WOL, Washington, D. C.
 Program: Spelling Bee
 Department: Contests, p. 31

SEPTEMBER

Sponsor: Doubleday & Co.
 Station: WQXR, New York, N. Y.
 Program: Morning Melodies
 Department: Johnny on the Spot, p. 27

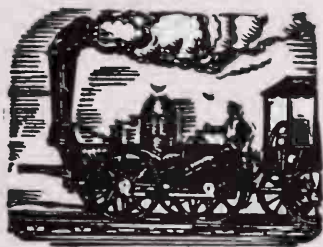
RACING ASSOCIATION**JUNE**

Sponsor: Westchester Racing Association
 Station: WCBS, New York, N. Y.
 Program: Jack Sterling Show
 Department: Johnny on the Spot, p. 22

JULY

Sponsor: Revere Racing Association
 Station: WLAW, Lawrence, Mass.
 Program: Wonderland Sports and News Reviews
 Department: Airing the New, p. 19

Sponsor: Hollywood Turf Club
 Station: KNX, Los Angeles, Cal.
 Program: Spots
 Department: Johnny on the Spot, p. 29

**RAILROADS****OCTOBER**

Sponsor: Boston & Maine Railroad
 Station: WEEI, Boston, Mass.
 Program: Uncle Elmer's Song Circle and Jean Wilkins Organ Recital
 Department: Special Article, p. 7

RECORDING COMPANIES**FEBRUARY**

Sponsor: RCA-Victor and Mercury Records
 Station: WBT, Charlotte, N. C.
 Program: Midnight Dancing Party
 Department: Proof of the Pudding, p. 27

MAY

Sponsor: RCA-Victor
 Station: WQXR, New York, N. Y.
 Program: The Showcase
 Department: Proof of the Pudding, p. 19

AUGUST

Sponsor: Porter's Music Store
 Station: WIMA, Lima, Ohio
 Program: Porter's Saturday Matinee
 Department: Special Article, p. 6

**REFINERIES****MARCH**

Sponsor: Phillips Petroleum
 Station: WCCO, Minneapolis, Minn.
 Program: Phillips Talent Parade
 Department: Contests, p. 25

APRIL

Sponsor: Sinclair Refining Co.
 Station: WGN, Chicago, Ill.
 Program: This Is the Story
 Department: Special Article, p. 26

MAY

Sponsor: Shell Oil Co.
 Station: WMT, Cedar Rapids, Iowa
 Program: Vacation Contest
 Department: Contests, p. 27

JUNE

Sponsor: Shell Oil Co.
 Station: WTOP, Washington, D. C.
 Program: City Desk
 Department: Showmanship in Action, p. 25

SEPTEMBER

Sponsor: Craig Oil Co.
 Station: KNX, Los Angeles, Cal.
 Program: Housewives Protective League and Sunrise Salute
 Department: Proof of the Pudding, p. 23

SCHOOLS AND COLLEGES**JUNE**

Sponsor: Patricia Stevens Modelling School
 Station: WFIL, Philadelphia, Pa.
 Program: Dear Joe
 Department: Airing the New, p. 20

JULY

Sponsor: Boston University
 Station: WBMS, Boston, Mass.
 Program: Choosing a College Education
 Department: Airing the New, p. 18

SHOES**SEPTEMBER**

Sponsor: Angelo Benedetti Shoe Store
 Station: WHAV, Haverhill, Mass.
 Program: Ten-minute Musical Unit and Spots
 Department: Special Article, p. 9

SOAP COMPANIES

JULY

Sponsor: Canada—Colgate-Palmolive Peet Co.;
United States—Cooperative
Station: CBC and MBS
Program: Bert Pearl and His Happy Gang
Department: Special Article, p. 12

Sponsor: Lever Brothers Co.—Surf
Station: KNX, Los Angeles, Cal.
Program: Housewives Protective League—Sunrise
Salute—segment
Department: Johnny on the Spot, p. 29

AUGUST

Sponsor: Iowa Soap Co.
Station: WMAQ, Chicago, Ill.
Program: Spots
Department: Johnny on the Spot, p. 23

Sponsor: Lever Brothers Co.—Lifebuoy Soap
Station: WMAQ, Chicago, Ill.
Program: Spots
Department: Johnny on the Spot, p. 23

Sponsor: Colgate-Palmolive Peet Co.
Station: KNX, Los Angeles, Cal.
Program: Spot
Department: Proof of the Pudding, p. 29

SPECIALTY SHOPS

SEPTEMBER

Sponsor: Grad's Specialty Shop, Inc.
Station: WHAV, Haverhill, Mass.
Program: Spot Campaign
Department: Special Article, p. 5

SPORTING GOODS

SEPTEMBER

Sponsor: Earl Denny's Sport Center and Others
Station: WISN, Milwaukee, Wis.
Program: Sportingly Yours
Department: Contest, p. 25

STATION PROMOTION

FEBRUARY

Sponsor: WTAR—American Association of University Women
Station: WTAR, Norfolk, Va.
Program: Magic in Musicland
Department: Special Article, p. 2

MARCH

Sponsor: WJEF, Grand Rapids, Mich.
Program: What's New
Department: Special Article, p. 14

Sponsor: KOA, Denver, Colo.
Program: The Nickel Saver
Department: Airing the New, p. 20

Sponsor: KMOX, St. Louis, Mo.
Program: Lee Adams Show
Department: Airing the New, p. 20

APRIL

Sponsor: WFBR, Baltimore, Md.
Program: Morning in Maryland
Department: Special Article, p. 9

Sponsor: WCKY, Cincinnati, Ohio
Program: Make Believe Ballroom
Department: Showmanship in Action, p. 23

MAY

Sponsor: American Broadcasting Co.
Program: Child's World
Department: Special Article, p. 4

Sponsor: KPRO, KPRO-FM, Riverside, Cal.
Program: 1440 Club
Department: Special Article, p. 12

JUNE

Sponsor: WGKV, Charleston, W. Va.
Program: WGKV Kilowatt Kuties
Department: Special Article, p. 6

Sponsor: WPWA, Chester, Pa.
Program: Cancer Drive
Department: Special Article, p. 14

Sponsor: KGVO, Missoula, Mont.
Program: Club Calendar
Department: Special Article, p. 15

Sponsor: WEBR, Buffalo, N. Y.
Program: T. N. T. Show
Department: Showmanship in Action, p. 26

JULY

Sponsor: WFBR, Baltimore, Md.
Program: Morning in Maryland
Department: Special Article, p. 4

Sponsor: Mutual Broadcasting System
Program: Poole's Paradise
Department: Special Article, p. 10

Sponsor: KYW, Philadelphia, Pa.
Program: Spot Campaign
Department: Special Article, p. 15

Sponsor: WMGM, New York, N. Y.
Program: WMGM Sports Shows
Department: Showmanship in Action, p. 24

Sponsor: KLZ, Denver, Colo.
Program: Colorado Speaks
Department: Proof of the Pudding, p. 27

AUGUST

Sponsor: WFIL, Philadelphia, Pa.
Program: Spots
Department: Showmanship in Action, p. 27

Sponsor: WNEW, New York, N. Y.
Program: Spots
Department: Special Article, p. 32

SEPTEMBER

Sponsor: WDSU, New Orleans, La.
Program: Dick Bruce Show
Department: Showmanship in Action, p. 20

OCTOBER

Sponsor: WPAM, Pottsville, Pa.
Program: Tone Portraits
Department: Special Article, p. 7

Sponsor: KRNT, Des Moines, Iowa
Program: Betty Wells Christmas for the Needy
Project
Department: Special Article, p. 12

Sponsor: WPAY, Portsmouth, Ohio
Program: Santa Claus Letter Box
Department: Special Article, p. 15

NOVEMBER

Sponsor: WHHM, Memphis, Tenn.
Program: 1340 Club
Department: Special Article, p. 8

STATIONERY


SEPTEMBER

Sponsor: Celco Corp.
Station: KOIN, KGW, KXO, Los Angeles, Cal.
Program: News and Spots
Department: Johnny on the Spot, p. 27

TRAVEL

SEPTEMBER

Sponsor: The Region of Sicily in Palermo, Italy
Station: WQXR, New York, N. Y.
Program: Spots
Department: Johnny on the Spot, p. 27



Radio Showmanship's

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- ZANY DEEJAY SPEAKS HIS PIECE
- LOCAL ADVERTISING PROBLEMS

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