Stand by . . .

For station announcement!

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

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

We will strive to continue to merit this confidence and esteem, and with the hope that the New Year may be for all of us a year of continued progress, we extend this message to our advertisers . . . THANKS . . . AND THANKS . . . AND A VERY MERRY CHRISTMAS . . .
A Magazine for Radio Advertisers

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

Your Business at a Glance

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

<table>
<thead>
<tr>
<th>Business</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department Stores</td>
<td>414</td>
</tr>
<tr>
<td>Electrical Appliances</td>
<td>404</td>
</tr>
<tr>
<td>Hardware Dealers</td>
<td>108</td>
</tr>
<tr>
<td>Home Furnishings</td>
<td>412</td>
</tr>
<tr>
<td>Luggage</td>
<td>406</td>
</tr>
<tr>
<td>Merchants’ Associations</td>
<td>416</td>
</tr>
<tr>
<td>Mortuaries</td>
<td>413</td>
</tr>
<tr>
<td>Sporting Goods</td>
<td>408</td>
</tr>
</tbody>
</table>

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

Sponsor—Station Index

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>STATION</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walter H. Allen Co.</td>
<td>WFAA, Dallas, Tex., others</td>
<td>408</td>
</tr>
<tr>
<td>Bozeman Cashway Hardware &amp; Lumber Co.</td>
<td>KXLQ, Bozeman, Mont.</td>
<td>408</td>
</tr>
<tr>
<td>Crystal Furniture Co.</td>
<td>KVNU, Logan, Utah</td>
<td>412</td>
</tr>
<tr>
<td>Elizabeth City Merchants’ Association</td>
<td>WCNC, Elizabeth City, N. C.</td>
<td>416</td>
</tr>
<tr>
<td>Entz &amp; Rucker Hardware Co.</td>
<td>KJH, Los Angeles, Calif.</td>
<td>408</td>
</tr>
<tr>
<td>The Fair</td>
<td>KNL, Fort Worth, Tex.</td>
<td>414</td>
</tr>
<tr>
<td>Foster’s Hardware &amp; Sporting Goods Store</td>
<td>WCAR, Pontiac, Mich.</td>
<td>108</td>
</tr>
<tr>
<td>Louis Hansen’s Sons</td>
<td>WOG, Davenport, la.</td>
<td>108</td>
</tr>
<tr>
<td>Kempton’s</td>
<td>WSYR, Syracuse, N, Y.</td>
<td>106</td>
</tr>
<tr>
<td>Tom P. McDermott, Inc.</td>
<td>KOMA, Oklahoma City, Okla., others</td>
<td>401</td>
</tr>
<tr>
<td>Moore’s of Ohio</td>
<td>WHKC, Columbus, O., others</td>
<td>408</td>
</tr>
<tr>
<td>Peavey Hardware Store</td>
<td>WKN, Portsmouth, N. H.</td>
<td>408</td>
</tr>
<tr>
<td>Power-Townsend Co.</td>
<td>KXJ, Helena, Mont.</td>
<td>108</td>
</tr>
<tr>
<td>Sailer Morgan Co.</td>
<td>WAOV, Vincennes, Ind.</td>
<td>108</td>
</tr>
<tr>
<td>Sherwin Williams Co.</td>
<td>WHBC, Canton, O.</td>
<td>108</td>
</tr>
<tr>
<td>Simon Hardware Co.</td>
<td>KROW, Oakland, Calif.</td>
<td>108</td>
</tr>
<tr>
<td>Teague Hardware Co.</td>
<td>WSFA, Montgomery, Ala.</td>
<td>408</td>
</tr>
<tr>
<td>Utter-McKinley Mortuaries</td>
<td>Variied, Los Angeles, Calif.</td>
<td>413</td>
</tr>
<tr>
<td>Westphal’s Paint &amp; Hardware Co.</td>
<td>WMT, Manitowoc, Wis.</td>
<td>108</td>
</tr>
</tbody>
</table>

Read your RADIO SHOWMANSHIP!
CONTENTS

DECEMBER, 1947 Vol. 8, No. 12

How to build commercials that sell 400
WILLIAM E. WRIGHT—The head of Wright Radio Productions, Chicago, Ill., presents pointers on how to slant copy to produce results, with special mention of the vocabulary of the advertising man.

Appliance distributor ups dealer sales and traffic 404
Tom P. McDermott, Inc.—Oklahoma distributor of household appliances sponsors transcribed series on regional basis on behalf of 300 Oklahoma dealers on a 52-week schedule, with KOMA, Oklahoma City, and KTUL, Tulsa, the outlets. Agency is the Gibbons Advertising Agency, Inc., Tulsa.

Specialty stores benefit with specialty programs 406
Kempton's—Format worked out by WSYR, Syracuse, N.Y., for luggage store suggests basic approach to broadcast medium for other types of specialty stores.

How hardware dealers get people to buy what they sell 408
An RS Analysis—Radio campaign based on departmental approach, with application of the beamed technique, is beneficial to entire store is the consensus of dealer opinion. Article is based on a variety of successful campaigns in large and small markets, with interpretation by Marie Ford.

Short term campaign is out 412
Crystal Furniture Company—Because of outstanding results with the medium, this furniture store diverts ad budget 80 per cent to radio, with KVNU, Logan, Ut. the outlet.

Spot announcements logical for mortuaries 413
P. O. Narveson—Radio schedule for Utter-McKinley Mortuaries, Los Angeles, Calif., follows service pattern, with daytime announcements most effective, says ad-man Narveson, of the Associated Advertising Agency.

Teen-age show ups sub-deb sales 414
The Fair—While dress department sales lag, junior and misses wearing apparel shows consistent increase, with Louis R. Sarazan, controller, giving radio major credit. Series is aired over KXOL, Fort Worth, Tex.

Merchants sponsor booster campaign 416
Elizabeth City Merchants' Association—A 26-day campaign cooperatively sponsored by 40 Elizabeth City, N.C., merchants over WCNC checks trend to shop in nearby larger communities.

Idea File 418
Directory—Summaries by types of programs of all broadcast campaigns reviewed in Radio Showmanship during 1947.

Year End Index 424
Business Directory—A quick index by business field of what others have accomplished through radio during the course of 1947 as reported in Radio Showmanship.

SUBSCRIPTION RATES: United States and possessions, $5.00 one year; Canada, $5.50. Single Copies—50 cents. Canada—55 cents.
How to Build Commercial

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

by WILLIAM E. WRIGHT, Wright Radio Productions, Chicago

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

Leads as attention getters

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

1. Use an obvious truth with a twist that arouses curiosity: “Some people consider the giraffe an odd animal, but being a giraffe has its advantages . . .”

2. A leading question that starts the listener “yessing” you, a well-known salesman’s technique: “Have you ever sat out on your front porch during a soft, summer rain?”

3. A humorous lead that arouses an emotional glow of mutual appreciation “In the spring, one of the most overworked liquids in America is the mercury in your thermometer. It’s up one day and down the next!”

4. Arouse curiosity: “Here’s a surprising fact.”

5. Flatter the listener: “Mister—YOU know quality when you see it . . .”

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

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

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

applicable. "So what?" or "Let's hear more!"
Beware of long leads. When your lead has accomplished its purpose it has no more reason for existence. Don't drag it out and waste words.

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

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

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

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

Whatever salespoints you select, present them with an emotional slant. Paint word pictures of the product or service in action. Give the listener the vicarious experience of enjoying the benefits you have to offer. This is more important in radio advertising than in any other medium, for radio advertising is direct salesmanship!

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

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

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

OTHER COMMERCIAL FORMATS
The straight commercial is the basic form for all radio commercials, and the one used by about 95 per cent of all
retail advertisers. It has the advantage of low production cost, and its very lack of gilt and tinsel gives it a down-to-earth, sincere quality that contributes to its effectiveness.

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

Dual announcer commercials

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

Transcribed, dramatized commercials

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

Singing commercials

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

Comedy commercials

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

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

Left-handed commercials

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

Miscellaneous forms occasionally used

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

Retailers seldom run into mail-pull copy with the exception of occasional contest and premium offers. The primary thing to remember about contest copy is that the prizes must be sold. It’s not enough to just describe them, even as in ordinary product copy. If the prizes are cash, your problem is tougher in a way because people want money for what it will buy—not for itself. Therefore, you have to sell them the things they can buy with the prize money.
Shoot your big guns on the first prize, for therein lies the big appeal. Don’t ring in the boxtops and other requirements for entering until after you have completely sold the prizes. Then give them the contest requirements as simply as possible. Repeat the most important rules and the mailing address. Then plug the “hurry” angle, or closing date, and end up with the mailing address again. There, in brief, you have the salient points of successful contest mail-pull copy.

Words to Frame Commercial Thought

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

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

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

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

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

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

Cast of Characters
Sponsor: Tom P. McDermott, Inc.
Agency: Gibbons Advertising Agency, Inc., Tulsa
Stations: KOMA, Oklahoma City; KTUL, Tulsa
Producer: Frederic W. Ziv Company

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

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

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

Basic plans carefully made

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

It wasn’t an idea thought up and sold in a few hours. Actually, the basic plans for the campaign were made almost a year ago. McDermott’s and its advertising agency, Gibbons Advertising Agency, Inc., Tulsa, made a careful analysis of the Oklahoma market, chose a station combination which would give aid to the greatest number of McDermott dealers, “roughed up” the merchandising ideas and dealer-promotion tie-ins and evaluated the pros and cons of radio advertising as the mainstem for the over-all advertising and merchandising program. All that was needed to get the campaign under way was the right program. When the right program came along, McDermott’s was pre-
pared to become a regional radio advertiser, with two-station coverage (KOMA, 50,000-watt CBS outlet in Oklahoma City, and KTUL, 5000-watt CBS outlet in Tulsa).

**Right program completes last detail**

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

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

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

**Merchandising with dealer tie-ins**

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

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

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

*For a detailed analysis of how dealers boost radio-appliance sales with radio, see RADIO SHOWMANSHIP, October, 1947, p. 347. That every type of dealer in all parts of the country can use the medium to increase the effectiveness of selling methods is pointed up in this survey in which 1,306 retailers are represented.*
A SPECIALTY STORE with a certain type of merchandise to sell should have, for best results, a specialty radio show that immediately identifies itself with the type of store it represents.

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

Tailor made to suit needs

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

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

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

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

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

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

Simple format with gimmicks

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

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

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

Local angles developed

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

Finally, Kempton's has offered, via Travel-Time, free travel guides which were published by Oshkosh Trunks & Luggage. These guides which include information on such subjects as tipping, reservations, packing and trip planning were offered during the height of the travel season and some 300 were requested.

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

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

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

DECEMBER, 1947
WILL RADIO BE a profitable advertising medium? What type of program will be effective? To whom shall the commercial message be directed? What specific goals need be established for a broadcast campaign? These and many other questions arise to confound the hardware dealer who contemplates an advertising campaign on the airwaves.

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

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

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

WHOLESALEERS ACHIEVE SUCCESS

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

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

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

RETAIL DEALERS ON THE AIR

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

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

Another example comes from the Sher-
People to Buy What They Sell

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

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

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

Programs for specific departments

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

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

In Davenport, Iowa, the Louis Hanssen’s Sons Hardware Company used a Dr. Fixit program on WOC devoted to tips on household repairs, hobbies, etc., with a direct tie-in with departmental merchandise. To promote its Hobby Shop, Entz & Rucker Hardware Company, Los Angeles, California, used a Hubby’s Hobby program on KHJ. A different hobby got the spotlight each week.

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

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

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

Garden programs to promote a garden department, a hunting and fishing program to promote those departments, a hobby show to promote a hobby department make the advertising venture that much more effective since the tie-in increases sponsor identification and the
program itself is an indirect commercial for the advertiser.

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

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

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

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

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

Gimmicks increase sponsor identification

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

The Simon Hardware Company, for example, featured one announcer for over 14 years, and in that time listeners who heard the voice of the Fishin' Fool came to identify the voice with Simon's.

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

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

Consistent schedule important

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

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

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

RADIO SHOWMANSHIP
Other evidence comes from Foster’s Hardware & Sporting Goods Store. “Consistency pays in almost all advertising, but this is especially true in radio,” Mr. Foster said.

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

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

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

What about commercials?

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

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

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

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

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

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

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

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

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

Radio a selling force

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

Radio most productive

When Mr. Ferrin took over the operation of the store four years ago, he divided his advertising budget almost equally between newspaper and other media. Personal tests and inquiries soon brought out the fact that the money spent on radio was getting the best results. He gradually gave more and more of his budget to radio, until now 80 per cent of his advertising dollar is spent with the broadcast medium. Two programs are being sponsored currently by the Crystal Furniture Company over KVNU. One is Cedric Foster, a 15-minute Mutual cooperative news commentary aired locally at 12:45. The other is the Burl Ives-Philco show aired at 7:30 every Friday night. Commercials for the shows are prepared by KVNU and the advertising agency furnishing the Philco ads. Dramatized commercials have proven very effective.

Consistent schedule does it

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

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

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

Most funeral directors in advertising on the air turn to hymn music, doleful classics or other types of programs that, at the best, remind listeners of sorrow and death.

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

Utter-McKinley, Los Angeles, California, also believes that any advertising done should be directed at the living, not the dying. In its belief it is backed by rather convincing statistics. These statistics show that well over 80 per cent of all funerals are paid for by survivors.

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

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

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

Actually it's a real service to the average person to give him these simple, vital facts. This is true because the average American is uninformed on matters of funerals and funeral costs. This is understandable. In the first place, the average citizen doesn't like to think of dying. He always figures it may happen to the other fellow, but never to himself. Then, too, the experience of making arrangements actually occurs only every 15 years in the average family. Is it any wonder, there-
fore, that most of us know very little about what to do or how much to pay if faced with this emergency?

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

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

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

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

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

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

Says Louis R. Sarazan, controller of The Fair: "About a month after the program started, our Junior Department, which had been limping along all year, started showing an increase in sales. Within a couple of weeks, it was ahead of the previous year, and during May, June, July, August, September and October it consistently showed increases of from 40 per cent to 150 per cent."

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Merchandising support

Two merchandising angles were developed to stimulate interest in the campaign. Listeners were urged to enter a WCNC letter contest in which the best four letters on “Why I Should Shop in Elizabeth City” would receive $50, $25, $15, and $10, respectively.

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

Promotional assistance

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

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

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

the advantages of shopping in Elizabeth City.

Commercials drive home the story

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

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

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

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

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

**OTHER CAMPAIGNS ALSO SUCCESSFUL**

Back issues of *Radio Showmanship Magazine* reveal other examples of merchants' associations who have made successful use of the broadcast medium, not only with the shop-at-home theme, but also for such objectives as to introduce a new shopping area, to solve special problems, to supplement existing campaigns and to support seasonal promotions.

**Shop-at-home theme**

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

**Introduce a new shopping area**

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

**To solve special problems**

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

**To supplement existing campaigns**

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

OAKLAND SALUTE Radio and its advertisers reach and serve smaller markets within the daytime primary listening area with special broadcasts beamed to these communities. This one is on WTTL, Waterloo, 7-47, p. 241.

BROOKSIDE EDITION Personal items for residents of Brookside area, broadcast over KOME, Tulsa, Okla., for Brookside merchants. 11-47, p. 384.

AMATEUR SHOWS

RATH TALENT REVUE For youngsters up to 16 years of age. A Saturday morning, 30-minute feature, the show has been sponsored for over five years on KRNT, Des Moines, Ia., by the Rath Packing Co. 11-47, p. 32.

YOUTHFUL AMATEURS A successful Saturday morning feature for American Cleaners, San Diego, Calif. Radio advertising is the backbone of this sponsor’s business. 5-47, p. 34.

MUSICAL AWARDS Sunday afternoon feature for musicians under 21, sponsored by Henry Birks & Son, Edmonton, Alberta, on a 26-week schedule over CJCA. 4-47, p. 132.

BUDDA’S AMATEUR HOUR Fourteen years on the air, same sponsor, same station. Aired for Marin-Dell Milk Co., it’s on KFRC, San Francisco, California. 4-47, p. 136.

YOUNG ARTISTS SERIES Amateur talent over WDAY, Fargo, N. D., for the J. M. Wylie Piano Co. 5-47, p. 177.

CRUSADER KIDS ON THE AIR Amateurs compete for cash prizes. Sponsored by Knight Brothers Paper Co., series is aired over WIOD, Miami, Fla. 6-47, p. 219.

CAREER FOR YOUTH Auditions and concerts for Southern Wisconsin musicians, with musical scholarships for winners. Sponsored by the J. J. Smith Jewelry Stores, it is broadcast over WCLO, Janesville, Wis. 8-47, p. 285.

SACHS AMATEUR HOUR Amateur show now in its fourth year, top prize is in radio advertising budget of $156,000 annually for the Morris B. Sachs Clothing Store, Chicago, Ill. 10-47, p. 331.


AUDIENCE PARTICIPATION (Juvenile)

THEATRE-RADIO CLUB Saturday morning kid show with merchandising tie-ins galore draws 1,200 youngsters each week. Sponsored by the Holsum Bread Co., the program is heard over KKKO, Everett, Wash. 10-47, p. 356.

PUNCH AND JUDY FUN CLUB All contestants receive prizes, win or lose in this Saturday morning theatre party broadcast over WSW, Savannah, Ga., for the Punch & Judy Shop, children’s wear. 3-47, p. 105.

CLUB 580 Teen-age stunts for audience participation on the CKEY, Toronto, Ont., feature. Swing music and gimmicks, too. 4-47, p. 131.

DIZZY TROUB SHOW Sporting goods equipment as prizes for correct answers to sports questions pitched by the baseball hero on this WXYZ, Detroit, Mich., series. 7-47, p. 244.

YOUNG AMERICAN’S CLUB Quiz section on this juvenile series allows for audience participation. It’s aired on WAYS, Charlotte, N. C. 11-47, p. 390.

(Audit)

WINDOW SHOPPING TIME In a new twist to the man-on-the-street format, Johnstown, Pa., shoppers select an item from the Taylor’s Apparel Store display window, tell WARD listeners why the item appeals to them. In return, each gets a merchandise certificate good for the item which she selected. 10-47, p. 357.

FOOD STORE QUIZ Grocery store customers receive cash and grocery products for correct answers to simple listener- sent questions. Aired over KXOK, St. Louis, Mo., the series is sponsored by Forbes Coffee Co. 1-47, p. 30.

TREASURE HUNT Participants are given clues to five grocery items, receive boxes of groceries for a successful TREASURE HUNT. Programs originate from any one of the 75 Thorofare Streamlined Supermarkets, are broadcast over WWSW, Pittsburgh, Pa. 2-47, p. 62.

WHAT’S COOKIN’ A man-on-the-street show with plenty of commercial hooks for Nebraska Consolidated Mills. Broadcast over KFAB, Omaha, Neb. 2-47, p. 63.

PERSONAL APPEARANCE A style expert selects one person from the studio audience to be analyzed, fashionwise, before a jury of four, also selected from the audience. Prentis Clothes sponsors it over WNEW, New York City. 3-47, p. 99.

KEITH FRUIT EXPRESS A 40-pound basket of fruit and vegetables for the listener sending in the best house- hold hint of the day, compliments of the sponsor, Ben E. Keith Co., fruit and vegetable wholesalers. 4-47, p. 130.

NUMBER PLEASE Listeners add up the numbers given in each commercial. Those who come up with the correct totals receive merchandise awards. Series is aired over WMBD, Peoria, Ill. 4-47, p. 142.


WHAT DO YOU KNOW Those whose ticket stubs are drawn from a box face a barrage of questions, with cash for correct answers. It is sponsored by Armond Furniture Co. over WFPG, Atlantic City, N. J. 6-47, p. 206.

QUIZPARTNERS, INC. Contestants selected from studio audience pair off, with cash prizes for correctly answered questions. 6-47, p. 208.


THE MAN SAYS YES A radio version of the old parlour game, animal-vegetable-mineral, is broadcast over KMPC, Los Angeles, Calif. 7-47, p. 245.

HEN PARTY Interviews with newcomers to Savannah, Ga., with drawings for A-1 merchandise prizes. Sponsored by the Welcome Hostess Service, it’s aired over WSAV. 8-47, p. 285.

HAVE YOU GOT IT? Merchandise awards for interviewees who can produce a specified item on this WHRC, Canton, O., series. 9-47, p. 318.

TUCKER TALKING Man-on-the-street quiz show over WPAY, Portsmouth, O., for two sponsors. Questions are confined to the local scene. 11-47, p. 386.

WERE YOU LISTENING? Half-hour of rapid questions about local and network programs, with prizes donated by sponsors. Aired over WOI, San Antonio, Tex. 11-47, p. 387.

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


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


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

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

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

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

CINNAMON BEAR Telephone give-away show with a holiday theme. 10-47, p. 352.

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

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

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

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


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

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

FACSIMILE FM SOLVES A SALES PROBLEM Fourth Street Area Merchants Association, Cincinnati, O., signs a 30-month contract for 90 minutes of Sunday evening time. 9-47, p. 338.

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

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

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

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

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

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

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

FASHIONS FASHION PARADE Music and style notes to appeal to women. Sponsored by this WSO'C, Chicago, I. N., program is the J. B. Ivey & Co., women's wear. 2-47, p. 51.

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

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

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

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

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

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

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


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

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

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

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

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

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

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

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

FOLLOWING PROFITS ARE TRANSCRIBED Transmission library and program department in combination represent big commercial potential for better, more saleable shows. 2-47, p. 42.

DECEMBER, 1947

419
CREATIVE SELLING A NECESSITY
Creation of new radio accounts and appropriations vital to growth of medium. 4-47, p. 127.

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

BREYER'S CALLING A five-point plan for juvenile entertainment presented by Dorothy A. Kemble, director of continuity acceptance, Mutual Broadcasting System. 5-47, p. 300.

BASE JUVENILE SALES APPEAL ON SOUND ENTERTAINMENT
A five-point plan for juvenile entertainment presented by Dorothy A. Kemble, director of continuity acceptance, Mutual Broadcasting System. 5-47, p. 300.

EFFECTIVE TELEVISION PROGRAMS APPEAL TO MAJOR INTERESTS
Successful programs reflect local color. 5-47, p. 190.

HISTORICAL SALUTE TO WESTERN MONTANA
Stories enacted by Oldtimers, aired over KGVO, Missoula, Mont., for Youngen's Shoe Shop. 1-47, p. 28.

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

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

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

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

ENGLISH ECHOES

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

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

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

HOME DECORATING
BACKGROUND FOR LIVING
Commentary on home furnishing, building and decorating. Sponsored by RKO Pictures, Los Angeles, Calif., furniture store over KNX. 4-47, p. 118.

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

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

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

HERE'S THE PAYOFF!
Human interest yarns as a five-minute feature, presented by Old Seville Restaurant. 4-47, p. 100.

HOWDY CLUB
Oldtimers meet Austin, Tex., newcomers in an ad-lib show sponsored by Old Seville Restaurant and Austin Knitwear Co. 3-47, p. 100.

DAILY ALMANAC
Tidbits of history and news made in years gone by, with weather reports, calendar statistics, et al. doubles hosting; 275; 1-47, Portland, Me. Series is aired over WGAN. 4-47, p. 126.

THIS IS THE STORY

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

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

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

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

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

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

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

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

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

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

QUIZOVER
Quiz show on a national level to stimulate a school and individual prizes on the grammar school level. Aired over KMOX, St. Louis, Mo. 12-47, p. 53.

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

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

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

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

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

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

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

YOUNG STARS
Classic folk stories enacted by pupils of the Davis School of Speech, over WHHM, Memphis, Tenn. 6-47, p. 203.
GOLD'S BIRTHDAY CLUB Children register their birth dates with Gold & Co., Lincoln, Neb., get birthday greetings on the air and a birthday party invitation. Aired over KFOR. 6-47, p. 204.

LITTLE RED SCHOOLHOUSE Autocallations of one-room school days aired over WNOE, New Orleans, La., for Kaufman's Department Store. Each broadcast dedicated to a local teacher. 6-47, p. 286.

LONE RANGER Sponsored by Granton & Co., men's wear, over CKOC, Hamilton, Ont., to promote its boys' wear department. 6-47, p. 187.

BASE JUVENILE SALES APPEAL ON SOUND ENTERTAINMENT A five-point plan for juvenile entertainment. 9-47, p. 317.

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

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

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

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

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

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

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

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

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

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


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

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

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

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

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

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


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

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

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

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

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

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

(Concluded next issue)

YEAR-END INDEX

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

AUTOMOBILES—AUTO SUPPLIES

FEBRUARY
Sponsor: Western Auto Supply Co.
Station: NBC 26-station hook-up
Program: Circle Arrow Show
Department: Special Article, p. 41

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

DECEMBER, 1947

Department: Proof O' the Pudding, p. 102

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

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

Department: Proof O' the Pudding, p. 102

Department: Proof O' the Pudding, p. 135

Department: Proof O' the Pudding, p. 135

Department: Proof O' the Pudding, p. 135

421
MAY
Sponsor: Joe Fisher, Distributor
Station: KXL, Portland, Ore.
Program: Spot announcements
Department: Johnny on the Spot, p. 175

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

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

FEBRUARY
Sponsor: Varied
Station: WOR, New York City
Program: Pure Food Hour
Department: Special Article, p. 46

MARCH
Sponsor: Helms Bakery
Station: Varied
Program: Spot announcements
Department: Special Article, p. 98

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

JULY
Sponsor: Varied...a successful technique in the theatre.
Station: Varied
Department: Special Article, p. 234

CLOTHIERS
MARCH
Sponsor: Prentis Clothes
Station: WNEW, New York City
Program: Personal Appearance
Department: Airing the New, p. 99

SEPTEMBER
Sponsor: Ed Mellon Co.
Station: WBT, Charlotte, N. C.
Program: Varied
Department: Special Article, p. 287

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

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

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

Sponsor: Adolph Milk Farms
Station: KFRC, San Francisco, Calif.
Program: Budda’s Amateur Hour
Department: Proof O’ the Pudding, p. 136

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

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

JUNE
Sponsor: Varied
Program: Varied for six accounts
Department: Special Article, p. 190

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

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

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

Sponsor: Armstrong Department Store
Station: WMT, Cedar Rapids, Ia.
Program: Varied
Department: Special Article, p. 164

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

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

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

Sponsor: Condon’s Department Store
Station: WMT, Portland, Me.
Program: Hollywood Headlines
Department: Special Article, p. 82

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

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

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

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

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

Sponsor: Sears Farm Store
Station: WKS, Kansas City, Mo.
Program: Farm Show
Department: Proof O’ the Pudding, p. 138

DECEMBER, 1947
JUNE
Sponsor: LaSalle & Koch
Station: WTOP, Toledo, O.
Program: Homemakers' Center
Department: Special Article, p. 188

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

Sponsor: Winkelman's Department Store
Station: KFIR, Lincoln, Nebr.
Program: Gold's Birthday Club
Department: Airing the New, p. 202

Sponsor: Gold's Birthday Club
Station: WJZ, Pittsburgh, Pa.
Program: Showmanship in Action, p. 204

Sponsor: People's Store
Station: WJZ, Pittsburgh, Pa.
Program: People's Music
Department: Proof O' the Pudding, p. 212

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

APRIL
Sponsor: Renfro Reall Stores
Station: KCKO, Fort Worth, Tex.
Program: Renfro Reall Show
Department: Showman tips, p. 141

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

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

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

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

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

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

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

ELECTRICAL APPLIANCES
JUNE
Sponsor: S. Calif. Radio & Electrical Appliance Ass'n.
NOVEMBER
Sponsor: Van's Modern Appliances
Station: WRKN, Warren, O.
Program: Trading Post
Department: Special Article, p. 205

AUGUST
Sponsor: Shoemaker Appliance Co.
Station: KFNF, Shenandoah, Ia.
Program: Spot announcements
Department: Special Article, p. 305

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

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

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

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

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

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

APRIL
Sponsor: Sears Farm Store
Station: WKY, Oklahoma City, Okla.
Program: Farm Show
Department: Proof O' the Pudding, p. 118

Sponsor: Wight Hatchery
Station: WPAY, Portsmouth, O.
Program: Morning Headlines
Department: Proof O' the Pudding, p. 118

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

AUGUST
Sponsor: Northrup, King & Co.
Station: WCCO, Minneapolis, Minn., others
Program: CBS Morning News Round-Up, others
Department: Special Article, p. 227

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

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

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

DECEMBER, 1947
JULY
Sponsor: Schiller Flower Shops
Station: WAIT, Chicag., Ill.
Program: Your Musical Corsage
Department: Special Article, p. 230

GARDEN SUPPLIES

JANUARY
Station: Varied
Program: Varied
Department: Special Article, p. 16
Sponsor: Northrup, King & Co.
Station: WCCO, Minneapolis, Minn., others
Program: CBS Morning News Round-Up, others
Department: Special Article, p. 257

GASOLINES
JUNE
Sponsor: Colonial Beacon Oil Co.
Station: WGAM, Portland, Me.
Program: Your Esso Reporter
Department: Proof O’ the Pudding, p. 214

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

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

GROCERY PRODUCTS

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

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

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

GROCERY STORES

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

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

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

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

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

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

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

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

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

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

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

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

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

HARDWARE DEALERS

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

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

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

HOME FURNISHINGS

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

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

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

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

RADIO SHOWMANSHIP
JEWELERS

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

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

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

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

APRIL
Sponsor: Birks-Ellis-Ryrie
Station: CKEY, Toronto, Ont.
Program: Club 380
Department: Showmanship in Action, p. 131

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

JULY
Sponsor: A. Graves & Steuwer
Station: WHHM, Memphis, Tenn.
Program: Memphis Forum
Department: Airing the New, p. 243

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

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

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

LAUNDRIES—DRY CLEANERS

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

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

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

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

NOVEMBER
Sponsor: Special article on spot announcements
Department: Special Article, p. 372
MANUFACTURERS
MAY
Sponsor: Kaylan Cutlery Co.
Station: WFBL, Syracuse, N. Y.
Program: Historical Showcase
Department: Special Article, p. 158
Sponsor: Trilon Record Mfg. Co.
Station: KROW, San Francisco-Oakland, Calif.
Program: Tunes and Tales from Trilon
Department: Showmanship in Action, p. 172

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

NOVEMBER
Sponsor: Reinhart, Inc.
Program: LeRoy Miller Club
Department: Proof O' the Pudding, p. 392

MEAT PRODUCTS
JANUARY
Sponsor: Esskay Quality Meats
Station: WFSR, Baltimore, Md.
Program: Fun to Cook
Department: Special Article, p. 12
Station: KRNT, Des Moines, Ia.
Program: Rath Talent Revue
Department: Showmanship in Action, p. 32

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

MEN'S WEAR
MAY
Sponsor: Rowles Men's Stores
Station: KXLo, Bozeman, Mont.
Program: Reviews and Previews
Department: Showmanship in Action, p. 172
Sponsor: Baer Brothers & Prodie
Station: WIND, Chicago, Ill.
Program: Champions on Parade
Department: Showmanship in Action, p. 172
Sponsor: Clarke's Good Clothes
Station: KTUL, Tulsa, Okla.
Program: Sports Answer Man
Department: Showmantips, p. 177

JULY
Sponsor: Rose & Sons
Station: WRBN, Warren, O.
Program: Sports
Department: Special Article, p. 232
Sponsor: Clayton Clothiers
Station: WXYZ, Detroit, Mich.
Program: Dizzy Trout Show
Department: Showmanship in Action, p. 244

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

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

NOVEMBER
Sponsor: Jacob Reeds Sons
Program: Schoolboy Sports Show
Department: Showmanship in Action, p. 386

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

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

OCTOBER
Sponsor: Fourth Street Area Merchants' Ass'n.
Station: WLWA, Cincinnati, O.
Program: Evening Symphony
Department: Special Article, p. 338
Sponsor: Downtown Business Men's Ass'n.
Station: KMPC, Los Angeles, Calif.
Program: Cloudchaser, Betty & Bob
Department: Special Article, p. 334

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

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

MILLING
FEBRUARY
Sponsor: Dailey Mills, Olean, N. Y.
Station: Varied
Program: News and spot announcements
Department: Special Article, p. 52
Sponsor: Nebraska Consolidated Mills
Station: KPAB, Omaha, Nebr.
Program: What's Cookin'?
Department: Showmanship in Action, p. 63

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

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

AUGUST
Station: Varied
Program: Spot announcements
Department: Johnny on the Spot, p. 280

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

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

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

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

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

RESTAURANTS

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

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

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

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

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

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

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

SHOES

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

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

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

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

Sponsor: Mary Jane Shoe Stores  
Program: Mary Jane Jammore  
Department: Showmanship, p. 142

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

SEPTEMBER  
Sponsor: Scoot Shoe Store  
Station: KPAB, Laredo, Tex.  
Program: Meet the Press  
Department: Special Article, p. 272

SEPTMBER  
Sponsor: C & B Bootery  
Station: KFNF, Shenandoah, la.  
Program: News  
Department: Proof O' the Pudding, p. 316

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

TRANSPORTATION

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

WOMEN'S WEAR

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

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

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

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

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

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

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

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

NOVEMBER  
Sponsor: Millions Fifth Street Store  
Station: KMPC, Los Angeles, Calif.  
Program: The Woman's Voice  
Department: Airing the New, p. 384
Our large staff will enable us to give you better service—faster than ever before.

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

- WRITE
- WIRE
- PHONE US TODAY

get this successful formula for a "personality" type program!

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

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

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

**WE'RE ADDING**

- A transcribed program availability list to enable you to tell at a glance what new programs you can sponsor. It won't be just a list but a full meaty report on type of program, listener appeal, length and cost.

- A regular television section so you can keep up with Radio's little brother.

- Pictures—Pictures—Pictures. Picture stories of successful radio advertising promotion. We're not only going to tell you how to make more money by radio advertising, we're going to show you.

**WATCH FOR** Radio Showmanship's **NEW LOOK** **NEXT MONTH**