

Shopping for Shows?—Here's the Best in Recorded Broadcasting!

**NBC COMPLETE PACKAGE SHOWS
READY TO BROADCAST
EASY TO SELL!**



LET'S TAKE A LOOK IN YOUR MIRROR WITH STELLA UNGER

A vital, spontaneous, timely series aimed at the busy, wide-awake woman of today. Helpful suggestions on gaining and keeping charm and poise under trying conditions, with particular emphasis on woman's job in wartime, how she can make the most of her present wardrobe, how to get along happily without many household products not now available, and similar subjects. Doing a fine job for advertisers selling varied products to women in today's market.

156 Five-Minute Programs—3-a-week for 52 weeks

FLYING FOR FREEDOM

A vivid saga of daring and courage of United Nations' fighting men—told through the lives of an American, a Canadian, an Englishman, and an Australian in training to become flying officers, and during their combat operations—ferrying bombers, raids over enemy territory and supporting ground troops in theatres of war. Authentic, thrill-packed, inspiring and timely. Especially suited to use by wartime advertisers and firms presently engaged in war production.

26 Half-Hour Dramas



TIME OUT FOR FUN AND MUSIC



Series I—With Allen Prescott, M.C., Felix Knight, and Ted Steele's Novatones (26)

Series II—With Ted Steele and Grace Albert (26)

Sprightly quarter-hours filled with amusing banter and bright, gay music. Both series—26 programs each—feature an original theme and a build-up by the artists for the commercials by local announcer. Successfully used by a wide variety of sponsors. For one or two broadcasts weekly.

Here's a page-full of perfect shows—*proven* in popularity, tested as sales-producers. 5-minute, 15-minute, or half-hour recorded programs—with music or without, comment or comedy, drama or down-to-earth talks... every one of them timely and thrilling! Pick the programs suited to your station's needs.

NEW!

The Name You Will Remember

Theme: the world's No. 1 subject—people! Hard-hitting, intensely interesting personality sketches by William Lang about people in the news—ranging from Madame Chiang Kai-shek to Arturo Toscanini, from Marshal Simeon Timoshenko to J. Edgar Hoover.

Perfect title for tie-in with sponsor's name and business. Arranged for a 3-a-week broadcast in five-minute periods. All-inclusive merchandising and publicity plan, with complete material for sales program. Scoring spectacular success as local "live" show. The title alone should clinch the sale!

Addition *THE NAME YOU WILL REMEMBER* for your hard-to-sell prospects!



William Lang

BETTY AND BOB

The story of "ordinary folk who lead extra-ordinary lives"—tops in serial drama, with a record of proved selling power. Superbly cast with Arlene Francis as "Betty", Carl Frank as "Bob" and Milton Cross announcing, against a rich setting of full orchestral theme music by Allen Roth. Complete promotion and publicity material.



390 quarter-hour episodes for 5-a-week broadcasts.
Minimum contract: 65 episodes

Get full details about these dollar-bringing shows today!

Other NBC Recorded Features:

HOLLYWOOD HEADLINERS—with Stella Unger

Intimate inside stories about Hollywood stars (156 5-min. pgms.)

GETTING THE MOST OUT OF LIFE TODAY—with Wm. L. Stidger

Down-to-earth philosophy that helps meet today's problems (117 5-min. pgms.)

WHO'S NEWS—Informal chats with headline personalities (39 5-min. pgms.)

5-MINUTE MYSTERIES—Clues and solution complete in each episode (63 pgms.)

WRITE FOR AUDITIONS, RATES AND AVAILABILITY

NBC Radio Recording Division
NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, NEW YORK • Merchandise Mart, CHICAGO
Trans-Lux Bldg., WASHINGTON, D. C. • Sunset & Vine, HOLLYWOOD, CAL.

See also Advertisement on Page 211