

**THAT'S RIGHT!**

# Quiz Kids



This may be news to you—but the happy fact is that the famous Quiz Kids program may be sponsored by *you in your territory!* (Of course, the great national show goes merrily on . . . in its tenth year for the same sponsor.)

It's as simple as A-B-C! Local Quiz Kid shows are easily produced with letterperfect scripts and complete promotion kits produced by the network Quiz Kids staff. All you have to do is choose the children and the emcee!

If you'd care to know how these local Quiz Kids programs are doing, just look over the record below. And then get in touch with us. The cost is extremely modest.

## AVAILABLE FOR LOCAL SPONSORSHIP!

### **THESE ARE RESULTS!**

**NEW YORK CITY, (WNBC)** Savings Bank Association of Greater New York.  
Highest rating in its time slot in competition with 9 other stations.

**EAU CLAIRE, WISCONSIN, (WEAU)** A. F. Schwahn Sausage Company.  
60.9% of all listeners at end of first month.

**BATON ROUGE, LA., (WJBO)** Jack's Cookie Company  
Highest rating in its time slot in competition with Baton Rouge station and New Orleans stations.

**ROCHESTER, MINN., (KROC)** Good Foods, Inc. (Sippy Peanut Butter).  
In face of nation-wide decline in peanut butter sales, Sippy sales increased 6 per cent in Rochester area.

**ELKHART, INDIANA, (WTRC)** 1st National Bank  
Ending second year for same sponsor.

**WICHITA, KAN., (KANS)** Henry Clothing.  
Sponsor well pleased and theater from which show originates reports big box office increase on those nights.

**LITTLE ROCK, ARK., (KARK)** Colonial Baking Company.  
Following highly successful series last year with top rating in its time slot renewed this year under same sponsorship.

**LAUREL, MISS., (WAML)** Carter-Heide Dept. Store.  
Same sponsor completing second year.

**SYRACUSE, NEW YORK, (WSYR)** Banking Association of Greater New York.  
Started after same sponsor's success in New York City

**SAN DIEGO, CALIFORNIA,** Dairy Mart Farms.  
Sponsor very happy with program and show assured a long life.

**LOUIS G. COWAN, INC.**

8 South Michigan Avenue  
Chicago, Illinois

485 Madison Avenue  
New York, New York