

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



S *howmanship*

JANUARY 1943

25c
30c IN CANADA

IN THIS ISSUE



Introducing:
RADIO!



32 TESTED PROGRAMS FOR BUSINESSMEN

MORE THAN A MAGAZINE

A SERVICE



YOUR BUSINESS AT A GLANCE

A quick index to what others in your business field accomplish through radio. Articles and services in *Radio Showmanship* are classified by businesses here.

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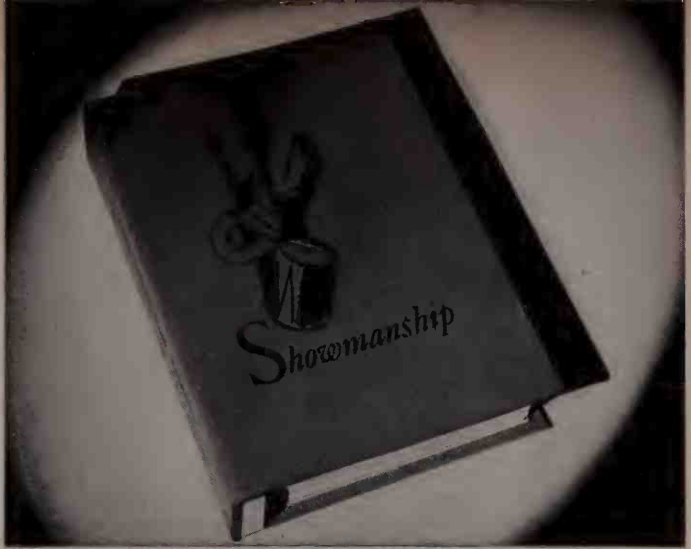
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You Don't Have to Pull Them Out of the Hat



THEY'RE ALL HERE!

1001 Radio Programs

- For men who buy local radio time.
- Every show available for immediate use.
- Classified for handy reference.
- Most complete listing ever compiled.

the new
RADIO SHOWBOOK

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RADIO SHOWMANSHIP

1004 Marquette

MINNEAPOLIS, MINN.

TIME MARCHES ON!



ONCE MORE that venerable gentleman with the scythe has passed into *limbo*. Wars come, wars go. He marches on relentlessly, letting the scythe fall where it may. But the point is, *he marches on!* And the business that stays in step with him, marches on, too!

For the big and little fellows who make up our system of free enterprise, *business as usual* is out! It should be! First to feel the sharp edge of Father Time's scythe is the business that waits for *normalcy*, the one that carries with it the moss of last year's enterprise.

As conditions change, as conditions do, advertisers in step with the times, see new uses for promotional programs, even though many of them no longer have anything to sell to the public, all of them are curtailed. Advertising maintains contact with customers and prospects, it lays the groundwork for postwar advertising, and it helps the war effort through dissemination of useful information and data.

Since advertising is in itself a glowing symbol of economic freedom, these many and diverse messages given to the public help strengthen the desire for liberty and freedom. Certainly, unless we resign ourselves to a state of economic chaos, permanent in nature, that symbol must be kept alive by the advertiser who projects his courage beyond present day conditions and sells the public on post-war prosperity.

Radio is a ready tool, particularly adapted to this type of advertising. It has the intimacy of personal contact, and the mass appeal of all other mediums combined, plus mass acceptability. Too, radio promises to be less seriously affected by the war than other media. It is the No. 1 source of entertainment, and as people turn more and more to radio for both its *escape* value and for its informational content, radio will increase in importance as the low cost selling media.

The Editors

OUR business was established in Omaha, Nebr., in the year 1856. It is the oldest and largest real estate organization in the state of Nebraska, and covers city real estate, brokerage sales, appraisals, city property management, mortgage loans, farm management, farm sales, and insurance. We employ an average of over 50 persons in our organization, and our total real estate sales in 1941 were in excess of \$2,500,000.

About five or six years ago we started our first radio advertising over WOW, using 60- and 100-word spot announcements two days a week. The time was sandwiched in between a noon *Newcast*, and a *Man-on-the-Street* program, both of which were extremely popular locally.

To a large extent these spots were used to acquaint the public with the fact that we had an active sales organization and needed listings. Various types of copy were used, but we found that the most effective, from a standpoint of producing listings, was a snappy recital of a case history of a listing we had taken a few days before the daily announcement. Usually, of course, these case histories pointed up how a sale was effected within a few days after listing.

From the beginning, the ALLEN & REYNOLDS Co. of Omaha, has handled

our radio account, and Robert Savage, a vice-president, points out a few things about our approach to copy.

"Very seldom will you find a piece of BYRON REED copy in which a claim is made that is not immediately backed up with factual proof. If we say BYRON REED gets action, we back up that statement with an *actual example* taken from their files. We emphasize the fact that

BYRON REED has a large sales force, and quite frequently we tell how many salesmen are working for BYRON REED, and how many trunk line telephones it takes to handle its business.

"We constantly repeat the word *action* until it has become closely associated with the name BYRON REED, but we also back up that statement with

facts. To put a catch word of that kind across, you can't simply *claim* to get action, you have to *prove* it. And here is one way to prove it: one Sunday we bought a one-minute announcement on WOW just following a popular dance orchestra, and preceding the *Chicago Round Table*. We used it to describe a house for sale, one that was open for inspection during the afternoon. The announcement went on the air at 1:29 P.M., and by 5:00 that afternoon, the house was sold. The people who bought



Buyers and Sellers Spot Real Estate Bargains by Radio Writes
Linn P. Campbell, President of the Byron Reed Co., Inc., Omaha

it heard the radio announcement, and immediately went out to go through the house. It was a \$4,500 sale!"

Mr. Savage is right in what he says about *action*. By pounding that one word in nearly every radio announcement for listings, we convince our radio public that the BYRON REED CO., INC., is a high-powered selling organization.

Here is a bird's-eye view of our radio advertising: from time to time we have taken other spot announcements on WOW morning programs in mid-week, Sunday afternoon and evening, but we have consistently carried through our time on the original noon spot. Due to the popularity of the preceding and following programs, it is the most effective time we could use.

About a year after our initial venture in radio, we prepared a series of transcriptions, all devoted to insurance. Three years ago we started sponsoring a Sunday afternoon *Sportscast* program over KOWH, with three spot announcements during a 15- to 20-minute period, and continued with this program until this spring, when we changed to spot announcements which immediately precede and follow network programs with large audiences.

About a year ago we took some early morning time on KMA, Shenandoah, Ia., devoted entirely to advertising farms for sale and advertising for listings. This program established our name pretty well in western Iowa, and southern Nebraska, and we feel that the money was well invested. Following the campaign over KMA we took three or four months'

time on KFAB, Lincoln, also devoted to farm programs, and at approximately the same time, carried a program of spot announcements over WJAG, Norfolk, devoted to farm listings.

At the present time we have two spot announcements per week over WOW, two on the Sunday afternoon program on KOWH, and two per week on KBON, Omaha. Practically all of this time is



● On its toes is the BYRON REED Sales Department. Sales in 1941 were in excess of \$2,500,000.

used in an effort to obtain listings of city property.

There is no question in our minds but that we have received excellent results from our radio advertising in our drive to secure listings of properties. Sometimes we will receive from 10 to 12 calls asking us to come out and inspect a property, immediately after our spot announcement is on the air. In addition to this, we have, we believe, done a great job in establishing our name as a household word in the real estate world in this part of the country. Despite the fact that we are the oldest real estate house in the Mid-West, we know, of course, that there are thousands of people, both in Omaha and in the surrounding territory, who have never heard of

the name BYRON REED until they hear it on the radio.

Nowadays, when one of our Farm Service men, who travel in four states, calls on a farmer, he finds that in most cases the name BYRON REED is familiar to the farmer, for he has heard it on the air.

While many real estate firms have used radio for various purposes, we are certainly one of the most consistent users of radio time. And consistency is what produces the effect the advertiser wants to achieve.

While elaborate programs sell some types of merchandising, we have found that spot announcements are the best for our field. In using them, it is important to select time which immediately follows and precedes large audience shows to get maximum return. And above all, the advertiser should decide what he wants to achieve through his radio time.

There are several phases of the real estate business that can be benefited by radio advertising, and the best evidence of our opinion on the subject is the fact that we are today spending more money on radio than we have at any time since we started our initial campaign.



At the ripe age of 15, Linn Perry Campbell started with the Byron Reed Co., Inc., Omaha, Nebr., as an office boy. Not one to change horses in mid-stream, he has been with

the company ever since, is now president of the company. Modestly, he disavows any outstanding ability other than that of picking outstanding junior executives who do all the work. A man of few words, he admits to four hobbies, namely, (1) family, wife and two daughters; (2) his business; (3) his friends; and (4) hunting and fishing. Further, affiant sayeth not.



D

SOME time around the turn of the century, most stores in small towns began boasting about the telephone. In those horse and buggy days, big corporations drove men hard. Thirty miles a day spent in calling on the trade was considered good traveling since stores were scarce. Frequently only eight or ten calls could be made in one entire day.

It was then that the subject of this article found the knack of long distance selling, and those early sales made by telephone are responsible for this story. Twenty years later he developed the famous Salando properties in Florida, and again he remembered the old party line days. As a result, he bought one hour radio programs and built this business into a \$2,000,000 project.

Then came the Florida crash, and he went down with the rest of them. Twelve years later, he came to Hickory, No. Car. He had exactly \$20 and enough medicine to bring \$72. Once more radio came to the rescue.

On February 10, 1941, *Through Peaceful Valley with the Old Judge* opened with a 6:00 A.M. quarter-hour spot on WHKY. The next day, there were three \$1 orders in the mail for MOUNTAIN HERB PRODUCTS, INC. Daily, long before daylight, the *Old Judge* drove 28 miles to do his fifteen-minute job. When his tax returns were made ten months later, he reported the sale of 29,953 bottles of medicine. Nineteen months after the first broadcast, sales passed the 50,000 bottle mark.

The program consists of plain old fire-side chats with patter and poetry, for the *Old Judge* has always been a writer of

Sugar Pill: RADIO!

Demand, Sales Take Care of Themselves Says
Haithecox, President of Mountain Herb Products, Inc.

homespun poems and philosophies. He locks up his two dollar words before he goes to the studio, and then he "*sits right down thar and we talk it over . . . right thar by the bend of the river in Peaceful Valley.*" He sympathizes with Martha *cookin'* supper over a hot stove, and with Pa after a hard day in the harvest field. He makes love to *Saray*, just as how she'd like her beau to do it.

For forty years as a commercial salesman I have heard the old cry, *create the demand and we'll stock your merchandise.* Now here's the unusual part of the story; I personally manufacture, sell and deliver my products to jobbers and retailers within this relatively limited coverage, and 92 per cent of the retail stores and 100 per cent of the jobbers sell it! Radio accomplished that miracle in a period of 18 months. Out of these sales I have made 32 refunds of one dollar each, because I religiously back my guarantee.

A million dollar corporation sent its president to see the *Old Judge* recently because it wanted the *Old Judge* and his BLUE MOUNTAIN MEDICINE for national distribution. As negotiations got underway, the executive wanted to modernize the business, make new tests, change the commercials and packages, and have the *Old Judge's* scripts written, corrected and approved by experts. The *Old Judge* believed that satisfactory tests had already been made; that Catawba County was an average county with average people who had bought almost a bottle of MOUNTAIN HERB PRODUCTS, INC. per capita. And there the matter dropped, but MOUNTAIN HERB is enlarging its sales area.

Transcriptions are to originate at WHKY for two other stations, WAIR, Winston Salem, and WSTP, Salisbury, No. Car. Other outlets will be added as fast as conditions permit. The *Old Judge* has one ambition: to complete a network between the Potomac and Mississippi Rivers, for here live the peaceful valley folks who understand the message that he brings them.

While much of the radio advertising dollar for the drug industry is directed at nationally advertised products distributed for sale direct to the consumer, there is also a vast potential source of radio advertising for the local station. What network radio has done for nationally advertised products, the local radio can do for hundreds of non-advertised individual labels for department stores, chain drug stores, and even in some cases, for large individual retail drug stores.

Into two things does James Franklin Haithecox put his entire soul: selling is one, the other is fishing. As a horse-and-buggy salesman at the turn of the century, he carried with him a bunch of requisitions for game fish from the United States Department of Fisheries. His purpose: to interest people living in the vicinity of good breeding lakes and streams in stocking these waters. He was the first salesman in western North Carolina to use an automobile commercially.



A Tale of It

With Never a Bad Year, St
Itself for the Nelson Bros

ON election day in 1932 a brand new company rented the building that had been occupied by the Republican campaign headquarters on Broadway in Chicago, Ill., scraped Hoover's picture off the window, opened a furniture store called NELSON BROS., and bought some radio time.

Since that day the company has never been without a radio program, and there's never been a bad year in all the depression years that NELSON BROS. has been growing. A man named Abe Blinder is president of NELSON BROS., and he believes in radio advertising. The early trickle of money that came into the store was turned back into more radio time. That vote of confidence for radio paid dividends. The company now has four stores, and in addition to time on WJJD, it uses three other radio stations to get its advertising message to the people.

Does NELSON BROS. radio advertising pay? Well, their outlet store where they peddle their trade-ins, odd-numbers and loose ends did a gross last year of \$150,000. Radio pays so well that as far as customers over a 200-mile radius are concerned NELSON BROS. is *The Furniture Store That Advertises By Radio*. And not only does the store merchandise on the air, but it merchandises radio itself.

There's a radio antenna tower atop the store's modern, three-story building. Radio towers are on the windows, on the letterhead, and in the trademark. Inside the store, walls are decorated

with gigantic blow-ups of the radio stars who have been featured in NELSON BROS. programs.

"We discovered that customers coming in for the first time are a



ature Sales

Radio is Half Selling Radio
e Store, Chicago, Illinois

bit nervous; they visualize the store from the vantage points of their loudspeakers," Mr. Blinder explains. "But when they see their radio friends, life-size on the wall, they're at home immediately. That helps the salesmen tremendously."

Mr. Blinder handles all the advertising himself, and was dogmatic in his early determination that hard, confident use of radio would build a business during years when other businesses were drawing in their horns, or dying off completely.

At that time NELSON BROS. used all the small stations in Chicago. The programs were recordings, and the commercials, from the very first, sold specific merchandise at a specific price. Later, when larger stations began spreading the NELSON BROS. message from Gulf to Canada, Mr. Blinder turned to human interest programs to appeal to everyone from boiler-maker to bank president. The man-on-the-street had always been one of the store's best pullers, until the Federal Communications Commission outlawed some shows of that kind for the duration of the war.

"We figured out a way to get around the war problem, though, by turning our man-on-the-street program into a service-man-on-the-street," Mr. Blinder says. "We broadcast from United Service Organization headquarters, where we interview soldiers, sailors, marines, and their parents.

"For a regular man-on-the-street show, we adopted the FCC policy of safety in numbers, and we go to some large

crowd, such as that in a theatre, where we hand-pick persons from the crowd to come down and broadcast. Of course we never let a person on the air if he seems particularly anxious to get on."

NELSON BROS. believes with one-track conviction in concentrating the radio copy around the one thing, or few things, that the customer needs.

"The stations we use allow us four price mentions," Mr. Blinder explains. "So, we've selected bedroom, living room, rugs, and three-room outfits as those things the customer is most likely to care about. Our policy is to mention the lowest price bracket we have in the store for each of these numbers."

These low-price items are not loss-leaders, Mr. Blinder insists. "We make a profit on them. They're values at the prices, with the mark-up a bit lower than it would normally be, but not low enough to lose money for the store.

"The customer is not forcefully traded up from those numbers. If he wants them, that's what he gets.

"A customer is often embarrassed to ask for *the suite you advertised*," according to Mr. Blinder. "The NELSON BROS. salesmen are instructed to show them the advertised number first. It is always near the elevator, and it always bears a placard: *As Advertised—Marvelous Bargain, at*"

"That placard has a double purpose," Mr. Blinder points out. "First, it starts the customer off with the item that was talked about on the radio, and it helps maintain that customer-radio-NELSON BROS. link that we want.

"Secondly, it stimulates the salesmen to go ahead with a positive sales talk, describing *why* it is the *marvelous bargain* that it is.

"The salesmen stick with that item until it is sold, until the sale is lost, or until the customer specifically asks to be shown something else. When our sales records show that the pieces we've been advertising aren't moving as fast as they should, we go into a huddle with our salesmen, and again warn them against

the dangers of working too hard at trade-ups."

NELSON BROS. has never advertised a low-price, low-profit item. Mr. Blinder feels that with only four price mentions allowed him, he can't afford to waste one of them on an item such as an end table or a lamp that isn't going to make the store any profit.

Although NELSON BROS. has shipped furniture to Palestine and China, and does some business as far north as the Canadian line, as far south as the Gulf, the concentration comes from that area within the 200-mile radius best served by the Chicago stations. Both Milwaukee, Wis., and Peoria fall within that radius, and the NELSON BROS. store in each of these two cities also benefit from the Chicago radio shows. The local papers in Milwaukee and Peoria are used to augment the radio appeal in those two cities, and occasionally the radio programs are mentioned in that advertising.

Mr. Blinder has a five-point radio policy which has been building sales constantly year after year.

- (1) For any number, select and mention the lowest price on your floors.
- (2) Cling to programs that attract the largest numbers of persons.
- (3) In your commercials, plug the same story of consumer wants until you're sure it has gone home.
- (4) Don't waste radio time, salesmen's time, and store traffic facilities by advertising items that draw crowds of non-profit buyers. It's better to make money from 100 customers than lose money on a 10,000-a-day traffic.
- (5) Don't allow your salesmen to trade up obviously and forcefully. By advertising low prices you may earn a trade-up, loss-leader reputation among your competition, but by selling honestly, you'll earn a reputation for fairness among customers. And they'll come back time and again in response to the same type of advertising.

Listening

Sell With Entertainment

Roger W. Clipp, General

RADIO listeners demand a price for listening. The asking price of the average listener is simply a program of good entertainment. The price the ad-



Besides being vice-president, general manager and director of WFIL, Roger William Clipp is a member of the Board of Directors of Philadelphia's far-famed Poor Richard Club, is chairman of

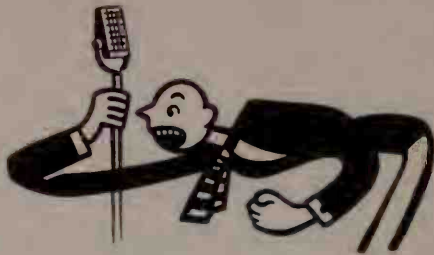
NAB's Research Committee, and a director of the City Business Club. Currently he pounds the key one night a week in WFIL's Navy Code School, with other members of the station's technical and secretarial staff, to teach Navy enlistees the ABC's of code sending, receiving and typing.

Along the way he has collected such trophies as Hon. Col. of the 111th Infantry of the Pennsylvania National Guard, and has been made a life member of the Philadelphia Radio Service Men's Association.

Deadly at badminton are radio-man Clipp and his lady. Staff members claim that the best parties and shindigs are always at the Clipp home. Two very attractive children, Betty who is 14 and Sammy who is ten, round out the family picture.

r A Price?

Cash is the Advice of
WFIL, Philadelphia, Pa.



vertiser must pay, therefore, presupposes programs of good music, drama, comedy, variety, and news. The consistent broadcasting of good entertainment designed to appeal to the masses seldom fails to produce sales results commensurate to the advertiser's efforts to satisfy the masses.

Some radio advertisers substitute cash for entertainment and actually "buy" the audience with cash like buying votes. I refer to the usual cash award program, full of cash hand-outs, but empty of entertainment. Cash award programs draw a transitory audience of dial-twisters, who twist the dials with one hand and cleave to the telephone with the other hand, eternally hoping (usually in vain) to be awarded a cash prize by the studio announcer.

Sure, an advertiser can build a HOOPER or CROSSLEY rating as high as the Heavy-side layer, by "buying" an audience with cash, but this is an expensive purchase of advertising. Let some other advertiser offer the listener a dollar more, or stop the flow of cash entirely, and listening stops. The audience vanishes as quickly as it was acquired. Moreover, the listener's mind is so absorbed by the lure of cash—and otherwise disinterested in the program because of the absence of worthwhile entertainment, that brand names and product names are soon forgotten. Under these circumstances the radio campaign has failed in one of its prime purposes; namely, to make an indelible product impression upon the minds of the listening public.

Results from cash award programs are not much unlike reactions experienced by some newspapers which stimulate circulation by giving away flat irons, clocks, insurance policies, and a variety of other premiums to subscribers who will buy a year's subscription. Usually the same subscribers expect a premium each following year and if they don't receive it, are often offended and subsequently drop their patronage of that particular newspaper. The results are not dissimilar to results experienced by radio stations with sample-dispensing women's programs which are devoid of entertainment. The same habitual sample-snatchers attend most radio women's club meetings for hand-outs. However, stop the flow of free samples, audience interest dwindles, and the good will the advertiser thought he was building among the audience is no more. The loyalty of the audience is unshakeable only as long as entertainment prevails.

Sample, prizes, premiums, and cash awards, *per se* neither build loyal audiences nor permanent good will for the advertiser. The basic ingredient of the successful and economical commercial radio program is outstanding or unusual entertainment. The advertiser who makes certain his radio programs contain the basic ingredient, regardless of cost, will spend less per listener by selling more of the advertised product per dollar expended.

In the end, it is more economical to *sell* with entertainment than to *buy* with cash.



● Sportscaster Perce Le Sueur gets Jack Dempsey into *The Personality Parade* aired over CKOC for BOND CLOTHES.

Sporting

Al Thurston, Manager of the
Doffs His Van Kirk Beaver

IT all started back in the early part of 1941 when Jim Cartmell, then manager of the BOND CLOTHES SHOP, Hamilton, Ont., went into cahoots with CKOC to outline some kind of a purely local radio campaign that would sell BOND CLOTHES and VAN KIRK hats. The hat, a VAN KIRK of course, was tossed into the radio ring with a weekly quarter-hour show on Saturday, at 1:00 P.M.

Results speak for themselves. This summer season, VAN KIRK hats at the BOND CLOTHES SHOP sold 75 per cent more than the previous year. Radio can take a great deal of credit; BOND sales are on the *up-and-up*, and direct sales have resulted over and over again from the broadcasts.

Basis of *The Personality Parade* is music integrated with sport news of a purely local nature. *Personality* dance bands with current *pop* tunes are the musical feature, and a different band is spotlighted each week. As the *piece de resistance*, Hamilton's great in current sport are highlighted on each program in a special five-minute thumb-nail resume of their activities. Not forgotten is the part that each contributes to the Hamilton sport season. Tie-ins commercially always stress the sport angle, and from the sporty angle of a VAN KIRK hat to sport trousers a la BOND, there is never a dearth of snappy commercial copy to make for good listening and better sales.

In the year and a half that the show has been on the air, it has had only one lay-off. When store manager Jim Cartmell was called to the Royal Navy a certain amount of reorganization took place, but one month later we were back on CKOC with *The Personality Parade*. The present series puts even more emphasis on the *help the amateur sportsman* angle. In fact, when we resumed our radio show, I myself took to the air for the first time in my life to outline our idea in this way: "I know that the *Junior and Intermediate teams just don't get the releases the pro boys do. Therefore, fellahs, Junior and Intermediate team managers, let me know what's doing with the clubs, and we'll let Hamilton know what you're doing through the sports page of The Personality Parade.*"

We have definite proof that this policy is successful with our customers. I remember one man who was sitting in the barber

g Suits Men

clothes Shop, Hamilton, Ont.
at Selling Power of Radio



shop one Saturday at 1:00 P.M. and heard the show while getting a shave. Shortly afterwards he walked into our shop and said, "I need a new suit!" The order was taken, and the chap remarked: "I like your spirit, plugging local sport and spending your money to give the boys a break. If your clothes are half as good as they're advertised on that show, you've got a permanent customer!"

Special promotions have been consistently carried out, and one of the most successful was when Jack Dempsey came to Hamilton to referee a big sports event at the Stadium. Of course *The Personality Parade* that day paid special tribute to Dempsey, and Dempsey was interviewed by his old friend, CKOC's sports authority Perce Le Sueur. Later the two of them visited the BOND SHOP and when Jack went out he sported a smart new VAN KIRK hat. Incidentally, the favorable publicity was exploited by VAN KIRK throughout its stores in the Peninsula, with the Hamilton store getting the lion's share of the credit.

While activities of this kind may be high spots in a series of broadcasts, and add showmanship to what is really a very simple format, it is our stress on local amateur sports that really makes the show a success. Those who participate in these activities are grateful to us for our interest, and we also earn the good will of those who follow the local sports scene. They, in turn, express their gratitude to us in dollars and cents terms which are as tangible as the sports activities we air for them.

And it is just this angle that is going to be instrumental in keeping the show on a clicking standard; clicking with the CKOC audience, and clicking the cash tallies on BOND CLOTHES and VAN KIRK hats.

● Something new was added when fisticuffer Dempsey paid a visit to the BOND CLOTHES SHOP: a VAN KIRK hat!

Not behind the 8-ball in his radio sports show is store manager Al Thurston, who battled mike fright to tell a CKOC audience his views on



*sports. Rugged looking and in his prime, sports enthusiast Thurston has played plenty of ball, is still playing ball with Hamilton athletes by giving them a break in *The Personality Parade*. While the radio program is little more than one and a half years old, his interest in amateur sport extends back over his entire lifetime. Not one to sit on the sidelines, he has handled numerous ball clubs, knows the world of sports from A to Z. A veteran in the game of business, store manager Thurston took on his present assignment in August, concentrates his energies on upping the sales scores for Van Kirk Hats and Bond Clothes.*

After All It's a Woman's World

SO TOMORROW at 12:00 NOON

OPEN
MONDAY
NIGHT
TIL 9

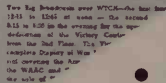
THE NEW "Fine Shops"

Rossman's 2nd Floor
ANSWERS A
GROWING DEMAND

It's Minneapolis'
New, Large, Modern
Women's Sportswear Center



**RADIO
BROADCAST**
From
THE VICTORY CENTER
12:15 Monday Noon WTCV



Two Ed Broadbent over WTCV-Air Star
12:15 to 12:45 at noon - the second
8:15 to 1:00 pm the evening for the ap-
pearance of the Victory Center
from the 2nd Floor. The "Per-
ceptive Display at War"
will continue the Air
the WAAC and
the role of "

Featuring-

- Sweaters
- Blouses
- Shirts
- Socks
- Casual Dresses
- Ski and Skating Togs
- War Workers Clothes

After weeks of feverish building, painting and
decorating—the last hammer ring has sounded
—the last one being placed... and a com-
plete new women's sportswear center is ready
for your approval. Set even more important,
it is brimming with exciting new sportswear
fashions from the leading designers and manu-
facturers in America. So 12:15 to 1:00 pm
shopping center — many exciting surprises
await your visit for the grand opening Mon-
day 12:15 to 1:00 pm.

How to Attend
Ramp
Go



Women's

Women's Wear Become
8,000 Women in Open

WARTIME creates new prob-
lems for the retailer and
it creates new consumer de-
mands which the merchandiser
must meet. And, of course, new
conditions necessitate the use
of new merchandising methods.
At the same time, wartime pre-
sents the merchandiser with
certain duties and obligations
which he must perform for his
community if his firm is to con-
tinue to enjoy its place in the
sun.

Certainly, a very important

● In its newspaper advertisement, left,
ROSSMAN'S plugged its radio broad-
cast, below. Shown interviewing a Lieu-
tenant of the WAACs, is WTCV's pro-
gram director, Robert De Haven.

For Victory

Center Via Radio, Attracts
Rossman's, Inc., Minneapolis

obligation which all must assume is to promote the sale of War Bonds and Stamps. To do that, ROSSMAN'S CLOTHING STORE set up on the second floor a *Victory Center*. In it there is a complete display of war information covering the Army, the Navy, the Marines, the WAAC, and the WAVE. The entire center is dedicated to the sale of War Bonds and Stamps, and to the stepping up of the enlistment rate for the Minneapolis area.

While through the *Victory Center* we hope to fulfill our wartime obligations, we also had to solve merchandising problems born out of the same conditions. With women urgently needed in defense plants, and in other occupations formerly occupied by men, the demand is no longer for the frivolous type of dress. Women today want and must have war workers clothes, they need more sweaters, blouses, skirts and slacks.

ROSSMAN'S answer to that situation was its *Pine Shops*, a modern sportswear center for women. Here on one floor were all the clothes that the woman of today wants and needs. When the last hammer ring had sounded, the last new fixture put in place, we were ready to invite the public to look over the new quarters.

It was at this point that radio came into the picture. Frankly, radio hadn't figured much in our past advertising expenditure. But here was a set of new wartime conditions, and we agreed to give new merchandising methods a fair trial for the occasion.

For our grand opening, we took to WTCN, Minneapolis, Minn., and results from these special broadcasts were so satisfactory that radio may well become a permanent part of our regular advertising policy.

For our grand opening, we decided upon two broadcasts from the *Victory Center*, one at 12:15 P.M., and another at 8:15 P.M. We wanted as many people as possible to hear about the new *Pine Shops*; we wanted as many as possible to come to the store to see for themselves. On the Sunday preceding our opening, we ran a three-quarter page advertisement in the *Tribune and Star Journal*. And the eye-catcher for the ad was a large box which gave our entire WTCN set-up for the special broadcasts to be aired the next day.

Our half-hour noon broadcast featured interviews with representatives of various branches of the armed service, with WTCN's Director of Women's Activities Ann Ginn as mistress of ceremonies. Between interviews, orders for War Bonds were taken from those listening over the radio, and purchases were dedicated to any branch of the service. Via WTCN the purchaser received the thanks of a representative of that branch. Without any previous plugging of this phase of the broadcast, \$2,000 worth of War Bonds were sold that noon from the *Victory Center*.

Victory Center broadcasts that evening featured the swearing in of a Minneapolis WAAC. Families of two other WAACs stationed at Fort Des Moines, Ia., carried on telephone conversations with them, and for the benefit of WTCN listeners, mistress of ceremonies Ann Ginn listened in with head phones to interpret the conversations.

Reckoning came at the end of the day. More than 8,000 women who had come to the store had been given a rose each. Thousands more who had heard the broadcasts from ROSSMAN'S would come into the store in the next few weeks to see the new sections. Without question, radio was an important factor in putting over the story of the new *Pine Shops* to the people of Minneapolis and the surrounding territory.



YOURS FOR THE ASKING

Address: Radio Showmanship Magazine, 1004 Marquette, Minneapolis, Minn. Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No. (Sept., '40, p. 32).
Automobiles (Used)—Heartbeats in Sport Headlines (Apr., '42, p. 140).
Auto Supplies—Jack, the Tire Expert (May, '41, p. 135).
Bakeries—Musical Arithmetic (Feb., '41, p. 72).
Bakeries—Southern Plantation (Sept., '41, p. 289).
Beverages—Pigskin Prevue (Ju., '41, p. 222).
Building Materials—Homers at Home (Feb., '41, p. 58).
Chambers of Commerce—Clifton on the Air (Jan., '42, p. 19).
Chiropractic—The Good Health Program (Mar.-Apr., '41, pp. 110, 112).
Civic Agencies—Americans All (Nov., '42, p. 395).
Dairy Products—Junior Town (Dec., '41, p. 136).
Dairy Products—Kiddie Quiz (Ju., '41, p. 214).
Dairy Products—Young American's Club (Nov., '40, p. 110).
Dairy Products—Wealth on Wheels (Nov., '41, p. 361).
Dairy Products—Book Exchange (Mar., '42, p. 96).
Department Stores—Hardytime (Sept., '40, p. 35).
Department Stores—The Pollard Program (Aug., '41, p. 238).
Department Stores—Woman's Hour (June, '41, p. 178).
Department Stores—Down Santa Claus Lane (Oct., '41, p. 326).
Department Stores—Billie the Brownie (Oct., '41, p. 318).
Department Stores—The Waker-Uppers (Dec., '41, p. 379).
Department Stores—Chimney Express (Oct., '42, p. 336).
Department Stores—B & M Messenger (Dec., '42, p. 412).
Dry Goods—Patterns in Melody (Dec., '42, p. 423).
Drug Stores—Five Years Ago Today (Dec., '40, p. 146).
Farm Supplies—Feed Lot Question Box (Nov., '41, p. 359).
Farm Supplies—Our City Cousins (Aug., '42, p. 277).
Finance—Jumping Frog Jubilee (Aug., '41, p. 253).
Finance—Saga of Savannah (June, '41, p. 187).
Finance—Something to Think About (Aug., '41, p. 245).
Finance—Spelling for Defense (Mar., '42, p. 97).
Flowers—An Orchid to You (Sept., '40, p. 35).
Fuel—Smoke Rings (Dec., '40, p. 126).
Furs—Cocktail Hour (Aug., '41, p. 258).
Furs—Hello Gorgeous (Jan., '42, p. 32).
Gasoline—Home Town Editor (Oct., '40, pp. 73, 74).
Gasoline—PDQ Quiz Court (Dec., '40, p. 134).
Gasoline—Your Safety Scout (Apr., '42, p. 130).
Gasoline—Dunkel Football Forecast (Ju., '42, p. 247).
Groceries—Food Stamp Quiz (Sept., '40, p. 33).
Groceries—Matrimonial Market Basket (Dec., '40, p. 154).
Groceries—Mystery Melody (Sept., '41, p. 290).
Groceries—Mystree Tunes (June, '41, p. 163).
Groceries (Wholesale)—Hoxie Fruit Reporter (Jan., '41, p. 34).
Groceries (Wholesale)—Market Melodies (Oct., '40, pp. 73, 74).
Groceries (Wholesale)—Women's Newsreel of the Air (Oct., '40, p. 63).
Groceries (Wholesale)—Kitchen of the Air (Jan., '42, p. 25).
Groceries (Wholesale)—Golden Light Money Man (Apr., '42, p. 133).
Hardware Stores—Dr. Fixit (Nov., '41, p. 360).
Jewelers—The Man Behind the Music (May, '42, p. 157).

Laundries—Rock-a-bye Lady (Feb., '41, p. 47).
Manufacturers—Army-Navy "E" Award (Nov., '42, p. 389).
Men's Wear—Hats Off (June, '41, pp. 178, 183).
Men's Wear—Press Box Quarterback (Ju., '42, p. 246).
Music Stores—Kiddies' Revue (Oct., '41, p. 306).
Newspapers—Do You Know the News (Apr., '42, p. 131).
Optometry—Good Morning, Neighbors (Jan., '41, p. 35).
Participating—Cues for Christmas (Oct., '42, p. 348).
Public Utilities—Light on the West (Nov., '42, p. 390).
Shoes—Campus Reporters (Aug., '41, p. 251).
Shoes—Mr. Fixer (June, '41, p. 148).
Shoes—Tick-Tock Story Time (June, '42, p. 207).
Sporting Goods—Alley Dust (June, '41, p. 177).
Sustaining—Calling All Camps (Oct., '41, p. 310).
Taxi Cabs—California Story Teller (Apr., '42, p. 132).
Women's Wear—Melodies and Fashions (Nov., '40, p. 112).

SAMPLE TRANSCRIPTIONS

Adventures with Admiral Byrd (June, '42, p. 212).
The American Challenge (June, '42, p. 187).
Ann of the Airlines (June, '42, p. 212).
Betty and Bob (Oct., '40, p. 53).
Captains of Industry (Sept., '41, p. 284).
Christmas Carol (Oct., '42, p. 347).
Cinnamon Bear (Oct., '41, p. 315).
Dearest Mother (Nov., '41, p. 354).
Doctors Courageous (Ju., '42, p. 230).
Dr. Mac (Aug., '42, p. 276).
The Enemy Within (Jan., '41, p. 18).
Eye-Witness News (Dec., '42, pp. 410, 428).
The Face of the War (Feb., '42, p. 50).
Federal Agent (Nov., '42, p. 384).
Five Minute Mysteries (May, '42, p. 170).
Flying for Freedom (Aug., '42, p. 278).
Forbidden Diary (May, '42, p. 173).
Fun With Music (June, '41, p. 162).
Getting the Most Out of Life Today (Ju., '41, p. 196).
I Am An American (Feb., '42, p. 64; June, '42, p. 187).
Imperial Leader (May, '42, p. 175).
In His Steps (Aug., '42, p. 272).
The Johnson Family (June, '42, p. 192).
Let's Take a Look in Your Mirror (June, '42, p. 204).
Little by Little House (May, '41, p. 128).
Mama Bloom's Brood (Aug., '41, p. 248).
Mystery Club (Nov., '42, p. 385).
One for the Book (June, '42, p. 213).
Radio Theatre of Famous Classics (Apr., '42, p. 135).
Santa's Magic Christmas Tree (Oct., '42, p. 344).
Secret Agent K-7 (Sept., '40, p. 35).
Songs of Cheer and Comfort (June, '42, p. 213).
Sonny Tabor (May, '41, p. 140).
Sons of Freedom (Jan., '43, p. 33).
Sunday Players (Dec., '41, p. 388).
Stella Unger (Feb., '41, p. 56).
Streamlined Fairy Tales (Mar.-Apr., '41, p. 90; June, '42, p. 186; Oct., '42, p. 344; Dec., '42, p. 425).
This is America (June, '42, p. 211).
This Thing Called Love (May, '42, p. 155).
This Will Happen (Dec., '41, p. 398).
Touchdown Tips (Ju., '41, p. 218; Ju., '42, p. 230).
True Detective Mysteries (Dec., '42, p. 419).
Twilight Tales (Dec., '41, p. 382).
You Can't Do Business With Hitler (Dec., '42, p. 422).
Voices of Yesterday (Mar., '42, p. 88).
Who's News (Feb., '42, p. 64).



AIRING THE NEW

New radio programs worth reading about. No result figures as yet.

Amusements

BACK PAGE AND TOURIST NEWS

When ice and snow blanket the Midwest, civilians cast longing glances at travel brochures from warmer climes. Shop windows in January feature light weight flannels, bathing suits and sun hats. Those who can make the break, pack golf clubs, tennis rackets, shorts and halters. Mecca for many of them is the Rio Grande Valley.

To help these wintertime playtimers keep up with the news in the home town, participating sponsors on the KGBS daily show present items of interest and importance from the home state and the home town. Listed in each script are the names of states from which that day's broadcast is made up. *Example:* "Today we have news from Louisiana, North Dakota, Montana, etc."

So that those on civilian furlough will relax to the utmost, all war and Washington news are eliminated entirely on this feature. Strictly *Back Page and Tourist News*, the newscast is made up entirely from ASSOCIATED PRESS items and features domestic news exclusively. Daily, the Harlingen, Tex., show is introduced with the statement that "*BP&T news makes no attempt to cover the war situation.*"

With the feature reserved for firms catering to tourist trade, promotion is also taken into the tourists' hang-outs. Placarded are all tourist camps, and into the box of every registrant at all Valley hotels goes an invitation to tune in.

AIR FAX: First Broadcast: November 1, 1941.

Broadcast Schedule: Daily, 4:00-4:15 P.M.

Preceded By: Music.

Followed By: Music.

Sponsor: Snow White Laundry, Brownsville; Harlingen Municipal Golf Course; Palm Tavern, San Benito; L. W. Pratt, Real Estate, San Benito; Plaza Hotels, San Antonio, Corpus Christi and Dallas; Manhattan Cafe, Harlingen; Valley Amusement Center, Harlingen, Pearl Brewery, San Antonio.

Station: KGBS, Harlingen, Tex.

Power: 250 watts.

Population: 59,668.

COMMENT: Too frequently overlooked is the lighter side of the news. Especially in tourist centers, copy of this kind makes for good listening, and good listening adds up to increased sales for each and every sponsor.

Finance

SWEET LAND OF LIBERTY Patriotism is the order of the day, and making its patriotic gesture over WFIL is the LAND TITLE AND TRUST Co., Philadelphia, Pa. Primed with psychological ammunition for the home front is the inspirational half-hour of *Sweet Land of Liberty*.

Woven together by emcee Jason Johnson on the weekly Sunday civilian pepper-upper are four features. In *Riding the Rumors*, current whispering campaigns are dramatized and exposed. Feature No. 2: *Sixty Seconds Around the Clock*. Tabulated is the distribution of War Bond sums in vital materials. In the third act, the curtain rises on a typical American who gives his opinions on questions of current events: *Mr. America Speaks*. Climaxing the efforts of LAND TITLE AND TRUST to present the most effective use for the public's dollars are vivid flashes from the fighting front: *Battle Stations*.

Showmanstunt: to arouse further interest in its program, sponsor places "rumor boxes" at bank entrances, exposes on the air rumors collected from those boxed. Available for each broadcast are 50 tickets from employees and company executives.

AIR FAX: Program closes with a brief quotation with a background of hymnal music.

First Broadcast: October 18, 1942.

Broadcast Schedule: Sunday, 1:30-2:00 P.M.

Sponsor: Land Title & Trust Co.

Station: WFIL, Philadelphia, Pa.

Power: 1,000 watts.
Population: 2,081,602.
Agency: Steward Jordan Agency.

COMMENT: While *showmanship* defies definition, it is one of the main ingredients for successful radio advertising. If, as experts maintain, *showmanship* is giving listeners that which interests them, here is a program format which ties in with current and top civilian interests. Especially good are the *rumor boxes* which get listeners actively interested in the problem.

Jewelry

GEMS OF MELODY Times are changing and old things give way to the new. Fortunes are in a state of flux, and not even King Solomon himself could predict the direction from which sales are most apt to come. But because radio knows no class lines, reaches all types of people, the SELLE JEWELRY Co. picked radio as its advertising medium, took to the airwaves for the first time in seven years. Its exclusive outlet: KSD, St. Louis, Mo.

No shot-in-the-dark for sponsor Oliver Selle was *Gems of Melody*. War workers too busy to read newspaper advertisements carefully *do* listen to radio. Newcomers engaged in defense work fall back on radio as an old friend in a new environment. For these reasons, radio was no uncut diamond for SELLE JEWELRY. To reach the hidden customers that are a part of radio's great family, SELLE stresses American cut diamonds, other merchandise of similar quality.

AIR FAX: Quality recordings of popular musical comedy hits, and favorites in semi-classical and light operatic music carry the commercial tune of quality merchandise in this weekly offering.

First Broadcast: October 18, 1942.
Broadcast Schedule: Sunday, 3:45-4:00 P.M.
Preceded By: The Army Hour.
Followed By: Symphony.
Sponsor: Selle Jewelry Co.
Station: KSD, St. Louis, Mo.
Power: 5,000 (d).
Population: 1,141,593.

COMMENT: With all surveys indicating a listening audience that is greater than ever before, radio is indeed a straight-

to-the-mark arrow for attracting attention and pinning down sales. And for reaching the greatest possible number of radio's hidden customers, music is one of the most simple and least expensive avenues down which to travel.

Manufacturer

FAMILY PARTY Because CORNING GLASS WORKS, Corning, N. Y., wants to maintain and stimulate workers' morale, intensify their natural pride in their achievements, it has a weekly family get-together over WHCU,



Ithaca, N. Y. Talent at the *Family Party* is selected from CORNING GLASS employees. Not scheduled for the purpose of promoting CORNING GLASS, the program has one intent and purpose, *namely*, to give entertainment and recreation to employees.

Music and comedy is cooked up by talented employees, with former CBS and Mutual emcee Bob Smith keeping the entertainment dish hot. With the assistance of WHCU program director Joe Short, emcee Smith holds auditions at the plant.

AIR FAX: Corning employees, their families and friends are offered free tickets to the broadcasts. Script includes plugs for War Bonds and Stamps, other drives in the national defense picture.

First Broadcast: August 20, 1942.
Broadcast Schedule: Sunday, 2:30-3:00 P.M.
Preceded By: *Those We Love*.
Followed By: Music.
Sponsor: Corning Glass Works.
Station: WHCU, Ithaca, N. Y.
Power: 1,000 watts.
Population: 21,147.
Agency: Batten, Barton, Durstine & Osborne.

COMMENT: Typical of the broad public spirit that develops as the country's all-out war effort grows is sponsorship of programs of this kind by manufacturers who at the moment have nothing to sell direct to the consumer. Such a series performs a definite public service which the consumer will later remember.

Merchant's Associations

FULTON LEWIS, JR. That radio audiences can't get too much of a good thing is the experience of three KFRC sponsors who bankroll the MUTUAL network news commentator, *Fulton Lewis, Jr.*, in San Francisco, Cal. When news commentator Lewis skims off the "top of the news from the nation's Capitol" he does so in the interest of LANGENDORF BAKERIES, makers of LANGENDORF BREAD, ITALIAN-SWISS COLONY WINES, and the NORTHERN CALIFORNIA ASSOCIATION OF FEDERAL INSURED BUILDING & LOAN AND SAVINGS & LOAN BANKS.

Broadcast on KFRC twice daily, LANGENDORF BAKERIES sponsors the 4:00 P.M. live show. When the news is rebroadcast at 9:30 P.M. for the convenience of West Coast listeners, the ITALIAN-SWISS COLONY WINES sponsors the Tuesday-Thursday offerings. Monday, Wednesday and Friday broadcasts are presented by the NORTHERN CALIFORNIA ASSOCIATION OF FEDERAL INSURED BUILDING & SAVING & LOAN BANKS.

AIR FAX: Langendorf sponsorship of the afternoon broadcasts began February 9, continued until the end of the year. Italian-Swiss Colony Wine contract runs until February 4, 1943.

Broadcast Schedule: Monday through Friday, 4:00-4:15 P.M.; 9:30-9:45 P.M.

Preceded By: 4:00 P.M.: *Housewives' Protective League*; 9:30 P.M.: Monday, Wednesday, Friday, *Cal Tinney*; Tuesday and Thursday, *The California Story Teller*.

Followed By: 4:00 P.M.: *The Johnson Family*; 9:30 P.M.: *Dance Orchestra*.

Sponsor: Langendorf Bakeries; Italian-Swiss Colony Wines; Northern California Association of Federal Insured Building & Loan and Savings & Loan Banks.

Station: KFRC, San Francisco, Cal.

Power: 5,000 watts.

Population: 637,212.

Agency: Ruthrauff & Ryan, for Langendorf; Leon Livingston Advertising, for Italian Swiss, and Ass'n of Federal Savings & Loan.

Producer: Mutual Network.

COMMENT: With most of the key news events originating from Washington, D. C., news broadcasts from the nation's capitol find eager, responsive audiences. Here is a name personality tailor-made for the regional sponsor. Cooperative sponsorship brings the cost within the budget of almost any advertiser.

Newspapers

SILVER AND GOLD Even though war news crowds much copy with a local angle out of the daily press, pictures and stories on those who have lived in wedded bliss for twenty-five or more years still warrant space. In Rochester, N. Y., the *Democrat and Chronicle* go established procedure one better.

"When you and I were young, *Magie*" might well be the theme song of the weekly WHEC show. Those with "silver threads among the gold" celebrating twenty-fifth and fiftieth wedding anniversaries are saluted by fellow citizens. Checked before each broadcast are the names of silver and golden wedding anniversary celebrants. Musical favorites in waltz tempo bring back memories of earlier days to round out the program.

Working hand-in-glove with its WHEC radio announcers, the *Democrat and Chronicle* give the program *Hilite Column* mention. Special mention in the *Democrat* includes the names of those who are to be saluted.

AIR FAX: Featured are the muted strings of the WHEC staff orchestra.

First Broadcast: February 1, 1939.

Broadcast Schedule: Tuesday, 6:45-7:00 P.M.

Preceded By: Frazier Hunt.

Followed By: Amos and Andy.

Sponsor: Democrat and Chronicle.

Station: WHEC, Rochester, N. Y.

Power: 1,000 watts (d).

Population: 437,027.

COMMENT: Strong in human interest value is a program of this kind. Not to be overlooked is the interest created locally in local events of this nature. Appropriate music also widens the circle of listener appeal.



Paint Supplies

THE HOME FRONT John Doe and his family are having to move fast these days to keep up with the times. There are lots of questions relating to the war that need good answers, but with many issues confused, it is hard to get *Yes* or *No* answers.

Putting out the helpful hand to the Charleston, W. Va., *Home Front* is the SHERWIN WILLIAMS PAINT CO., in the interests of its product, CHEMCO. Questions arising out of the war are answered either over WCHS or by mail. While the show was intended for once a week airing, the volume of questions on soldiers pay allotments, gas rationing, rent control, enlisting information, *et al* was so great that SHERWIN WILLIAMS upped its schedule.

All answers are checked to include the latest correct information. Questions which stump scriptioner Bill Adams and officials are worked on until a positive answer is tracked down. Government agencies cooperate to insure accuracy in all replies.



AIR FAX: *First Broadcast:* September 24, 1942.
Broadcast Schedule: Thursday, 8:30-8:45 P.M.; Sunday, 9:00-9:15 P.M.

Preceded By: Thursday, *I Am An American*; Sunday, *News*.

Followed By: Thursday, *Dinning Sisters*; Sunday, *Academy Award*.

Sponsor: Sherwin Williams Paint Co.

Station: WCHS, Charleston, W. Va.

Power: 5,000 watts.

Population: 80,996.

COMMENT: While sponsorship of such programs is of real public service, accuracy in each and every reply is a first essential. Too, if listener interest is to be maintained, questions aired must be of such a universal nature that they will appeal to all.

Restaurants

LAMPLIGHTER When the missus gets into her best bib-&-tucker, gets set for an evening out, she has to know "what's what" along the main stem if she's going to paint the town red. In Los Angeles, Cal., *Daily News* columnist T. E. Yerxa gives night-spot bound listeners the low-down on life after dark.

Over KHJ he gives a weekly forecast on new night spot entertainment, comments on food and liquid refreshments,

passes out the gossip on frequenters of specific night spots. Into the quarter-hour go two musical selections by current performers in one of the nighteries. Plugs for some twenty eateries are worked into the 15-minute stint. In a *Daily News* column similar to the KHJ show, a tag-line plugs the air-show.

AIR FAX: *First Broadcast:* August 30, 1939.

Broadcast Schedule: Monday, 10:45-11:00 P.M.

Preceded By: Continuous Newsreel.

Followed By: Music.

Sponsor: Daily News.

Station: KHJ, Los Angeles, Cal.

Power: 5,000 watts.

Population: 1,497,074.

COMMENT: Network success of such a night-spot chronicler as Walter Winchell can be duplicated locally in other metropolitan centers. Interest in such gossip items is not confined solely to frequenters of such night spots. In this case, newspaper and radio work hand-in-hand in creating a new and larger clientele for restauranteers.

Laundries

PRINE'S SOCIAL REGISTER Instead of hanging out the Monday morning wash, *milady* can listen to the latest local social news, thanks to the PRINE DRY CLEANERS & LAUNDRY Co., Iliion, N. Y. Schools, churches and clubs in and around Utica, N. Y., hear their activities chronicled twice weekly over WIBX.

When the program was ushered in on WIBX, a direct mail campaign was directed at schools, churches and clubs. Since then items have come in such volume that *no reminder* campaign is necessary.

AIR FAX: Emcee of the ten-minute offering is Betty Cushing Griffin.

First Broadcast: 1940.

Broadcast Schedule: Monday, Thursday, 10:45-10:55 A.M.

Preceded By: Brush Creek Follies.

Followed By: Socony News.

Sponsor: Prine Cleaners and Dyers, Iliion, N. Y.

Station: WIBX, Utica, N. Y.

Power: 250 watts.

Population: 114,412.

COMMENT: Programs of this kind are especially adapted to the sponsor with a limited budget, work equally well in smaller communities and in metropolitan centers.



SPECIAL PROMOTION

Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

Manufacturers

SCHOLARSHIP-BOND CONTEST Something more than money value accrues to Stark County buyers of Series E War Saving Bonds; something in addition to patriotism is achieved, and something more than the creation of a savings backlog is realized.

Beginning on September 29, and continuing for 35 weeks, every buyer of a Series E Bond has the opportunity to help 20 high school seniors compete in a \$13,200 college scholarship contest.

Financed by business and industrial firms anxious to speed the sale of War Bonds, contest feature is a quiz conducted by members of Western Reserve University from the studios of WHBC, Canton, O.

Contestants are asked an equal number of questions, and the order in which competitors are quizzed is determined by lot immediately before each program. Each question correctly answered nets 25,000 points, or any part thereof for partially answered questions.

Every person in Stark County who purchases "E" Defense Bonds during the contest period from September 29 to May 25, 1943, has the right to vote for any contestant on the program. One vote goes for each dollar of bonds purchased. Ballots are furnished all Stark County agencies selling "E" Defense Bonds, and the purchaser may vote at the time and place of his purchase.

Contestant who acquires the largest total of points from (1), the radio contest and (2), from bond purchaser voters, walks off with the \$4,000 scholarship to be used in any college or university in the United States. Other prizes include

\$3,000, \$2,000 and \$1,000 scholarships, with \$200 in War Bonds for each of the 16 runners-up.

Wartime gesture to the 18 and 19 year olds: prize money will be held by the committee for acceptance for a period of five years. Then, in case any prize winner by reason of military service, war work, or similiar activity, is unable to accept the prize, the committee will hold the prize until six months after contestant's discharge from the armed services.

All seniors attending high school in Stark County were eligible to enter the qualifying examinations given in September. The 20 top ranking scholars who came through with colors flying were the ones to face the microphone in the weekly series of tests.

In addition to the Tuesday night WHBC broadcasts, each program is recorded. Transcriptions are put on the air the next day to give participants, others who missed the original broadcast, a chance to hear the program.

AIR FAX: *First Broadcast: September 29, 1942.*

Broadcast Schedule: Tuesday, 8:00-8:30 P.M.

Sponsor: Alliance Machine Co.; Bonnot Co.; Canton Clearing House Association; Climalene Co.; Diebold Safe & Lock Co.; Hercules Motor Co.; Hygienic Products Co.; Luntz Iron & Steel Co.; Republic Stamping & Enameling Co.; Timken Roller Bearing Co.; Union Metal Manufacturing Co., Canton, O.; Hoover Co., North Canton, O.; Morgan Engineering Co., Alliance, O.; Massillon Steel Casting Co. and Tyson Roller Bearing Co., Massillon, O.

Station: WHBC, Canton, O.

Power: 250 watts.

Population: 108,401.

COMMENT: While students share in the rich prizes, Uncle Sam is also a winner in this public service feature. A series of this kind helps bring local pride to its full flower in a patriotic manner that is in tune with the times.



SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote listener interest in their radio programs.



They Stop, Look

● Above . . . Flowers to Savannah's Own sons and daughters in the armed forces are a weekly feature over WSAV, Savannah, Ga. Sponsor PAUL'S FLOWER SHOP ties-in the broadcast with a window display of photographs of those honored. (For story, see *Airing the New*, November, '42, p. 383.)

● Left . . . A potato peeling contest between a *Go-Getter*, left, and an Army k.p., whom she has brought back as her objective, adds spice to the WOR show. (For story, see *Showmanship in Action*, p. 26.)

● *Right . . . Here's the easiest way in the world to win money. (For story, see Showmanship in Action, p. 27.)*



● *Below . . . Youngsters line the street for the first broadcast of Juvenile Jamboree. (For story, see Proof O' the Pudding, p. 31.)*



and Listen!

● *Above . . . Hal Burns and Oscar Davis wowed 'em in Birmingham, Ala., to the tune of 16,347 paying customers. Radio to the core, promotion other than air, included only 42 inches in local papers. Radio was concentrated on WBRC, with supplemental time on other stations. Used were 40 five-minute WBRC periods, a sprinkling of announcements, and tie-ins with the Hal Burns-American snuff program. All program talent was WBRC-NBC.*

● *Right . . . Four happy winners display their market basket prizes. (For story, see Showmanship in Action, p. 28.)*





SHOWMANSHIP IN ACTION

Promotions and merchandising stunts that will lift a program out of the ordinary.

Beverages

GO GET IT Scavenger hunts took the nation by storm not so many years ago, provided entertainment seekers with myriad nights of entertainment. Offshoot of this extra-parlor activity is the show heard over WOR, New York City, for KRUEGER BEER & ALE, INC.

Contestants appear two hours before airtime at the WOR playhouse to draw their assignments, have 120 minutes in which to bring back designated animate or inanimate objects. *Example:* one *Go-Getter* had to bring back an Army k.p., later had to engage him in a potato peeling contest when *Go Get It* hit the airwaves. Another enterprising *Go-Getter* had to bring back two roller-skaters on wheels. Object for one was to find, bring back to prove it, a woman who was not afraid of mice. Before in-search-of-treasure contestants streak out of the WOR playhouse, each is given an explanation of technical and legal complications.

On the air, *Go-Getters* are introduced, tell their stories, stand by while their objectives are exhibited. Each *Go-Getter* gets five simoleons for his trouble, stands in line for the grand prize of 25 bucks as determined by an audience-jury.

What the KRUEGER BREWING CO. was after, it got. KRUEGER workers in the Newark plant wore teaser buttons with the words *Go Get It* to provoke questions from friends. Postal cards plugging the show were distributed to employees for mailing to friends. Salesmen and distributors got a pictorial brochure on the

show. Retailers were recipients of leaflets and miniatures of the brochure. *Result:* jam-packed audiences, more would-be contestants than the show can handle.

AIR FAX: *First Broadcast:* February 4, 1942.

Broadcast Schedule: Wednesday, 8:15-8:45 P.M.

Preceded By: News.

Followed By: Music.

Sponsor: Krueger Beer & Ale, Inc.

Station: WOR, New York City.

Power: 50,000 watts.

Agency: Compton Advertising, Inc.

COMMENT: A show which employs showmanship in every phase of its development is headed for sure-fire success with capital letters. An audience-participation program which gives listeners and participants their moneys worth in entertainment is almost certain to pay out for its sponsor in increased sales. (For pic, see *Showmanscoops*, p. 24.)

Department Store

CIVILIAN SOLDIER Not the only man who fights is the man who carries the gun, goes over the top at the zero hour. Also up for special citations for work performed in and above the line of duty, is the *Civilian Soldier*. While the men and women who man the 24-hour defense plant shifts may not be in line for Congressional Medals, the MULLETT-KELLY Co., Salt Lake City, Utah, is pinning verbal medals on war workers over KDYL.

Concerned with two questions and their all-important answers is the program beamed at the war workers of the intermountain west. To the question of *Why Democracy is Worth Fighting For*, sponsor MULLETT-KELLY presents a dramatized answer. What America means is symbolized in dynamic dramatizations of the American freedoms. To the question of *What is Being Done to Protect Democracy* goes a concrete, very real answer; *Civilian Soldiers* pass in review.

Featured on the first program was a remote control broadcast from the rim of the world's largest open-cut copper mine, at Bingham, Utah. Second was a salute to the largest work clothing factory in the intermountain west. Others

behind the civilian lines who rated citations include sugar beet farmers, sugar beet factory workers, railroad round-house men, many others.

After each citation-by-remote, MULLETT-KELLY's president, E. W. Kelly goes on the air, presents a ten-foot American flag to a *Civilian Soldier* representative as a lasting reminder to the honored group of its services in preserving the American way of life.

AIR FAX: Special promotions: advance notices to all employees of the featured companies, newspaper advertising and window displays. Theme song for Mullett-Kelly and its current program: *Arms For the Love of America*. Special eventer Ed Letson handles the remote-control portion of the show, with announcers Allan Moll and Russell Stewart taking over at the studio. Scripter and producer: Alvin G. Pack.
First Broadcast: October 22, 1942.
Broadcast Schedule: Thursday, 9:30-9:45 P.M.
Preceded By: News.
Followed By: The Mayor Reports.
Sponsor: Mullett-Kelly Co.
Station: KDYL, Salt Lake City, Utah.
Power: 5,000 watts.
Population: 145,267.

COMMENT: As a means of keeping what might be the forgotten man in fighting trim, broadcasts of this kind are hard to beat. Flag presentation ceremony here provides an extra dash of *showmanship* which will give workers for years to come a visible reminder of the sponsor's gesture of good will.

Drug Products

WORDS IN THE NEWS
Listeners discover them; KFH dissects them; CAREY LABORATORIES, INC., makers of MEDISALT TOOTH POWDER, Hutchinson, Ka., pays up to 20 smackers for them. Simple as A-B-C is the *Words in the News* set-up for Wichita, Ka., listeners. Listeners who send in *Words in the News*, studio guests who correctly define them, win fun, fame and fortune.

Each week a different, unrehearsed group of guests in the KFH studio tussle with listener-sent words. One listener sent in a clipping from a newspaper story in the Lincoln, Nebr., *Evening Telegraph*. Underlined was the word

circumspect. For underscoring the one word, sending it in with a MEDISALT carton, listener raked in six simoleons. Studio guest rated the same amount for correctly defining the word. A \$20 wad of wealth goes to sender and definer of the jack-pot of them all, *The Word of the Week*. Another feature of the weekly half-hour show: the *Tongue-Twister*. In clover is the listener who sends in, has accepted for broadcasting, a frequently mispronounced word.

Capacity studio audiences spur contestants on in the tussle with price-tagged words, cheer each winner of silver certificates. Counter displays, tickets to broadcasts, newspaper ads, etc., keep the words coming.

AIR FAX: Sagacious sorcerer of syllables Eddie McKean emcees the show which originates in the KFH studio, is remoted to KTUL, Tulsa, Okla.; KOMA, Oklahoma City, Okla.; WIBW, Topeka, Ka. Platters are also sent to KOIL, Omaha, Nebr., and KFAB, Lincoln, Nebr.
First Broadcast: June 17, 1942.
Broadcast Schedule: Wednesday, 8:30-9:00 P.M.
Preceded By: Junior Miss.
Followed By: Tonight with Clem Sawyer.
Sponsor: Carey Laboratories, Inc., Hutchinson, Ka.
Station: KFH, Wichita, Ka.
Power: 5,000 watts.
Population: 183,000.
Agency: Blair, MacPhail, Inc., St. Louis, Mo.



COMMENT: While *experts* have largely taken over the network quiz program, the local sponsor has had splendid results with panels made up of the average man and woman. When proof-of-purchase is required with listener contributions, mail pull will largely be determined by with what ease the contestant may make an entry.

Simplicity of the contest here insures mass appeal. (For pic, see *Showmanscoops*, p. 25.)

Home Furnishings

MELODY MAKERS Tin pan alley is going to have to take a back seat to Seattle, Wash., if SCHOFENFELD's, one of the Northwest's oldest home furnishing stores, can keep local interest and enthusiasm tuned up. Feature of each half-hour weekly



Power: 5,000 watts.
Population: 453,637.

COMMENT: While a show as pretentious as this may not be for the sponsor with a limited budget who has not tasted the fruits of radio advertising, it has real possibilities for those who know and appreciate through experience, the value of *showmanship* in radio productions.

Newspaper

FUN WITH FOOD With market prices spinning upwards, it's no fun for the family shopper to stretch the grocery budget to include the variety the same amount purchased before. On the up-and-up, however, is the chance for Philadelphia, Pa., housewives to stagger home with a free-for-nothing market basket of food.

Are there more vitamins in the white or green part of celery? Housewives, cooks, and would-be culinary experts are called out of the kitchen into the WFIL studios to answer questions of this type. Sponsored by the Philadelphia *Record* to increase attention paid to *Record* food page advertisers, the show pulls six contestants from the studio audience to answer questions about food and its preparation.

To contestants who answer correctly two out of three questions go market-baskets jam-packed with *vittles* sufficient for a full course Sunday dinner. To listeners who submit questions used on the show go market bags heaped with nationally advertised products.

Merchandising tie-ins used to weave the products into the warp and woof of the show include quiz questions on nationally advertised products found on the *Record* food pages. Into the basket-prizes go *Record* advertised products. Included on each broadcast: one special prize awarded for answering a question concerning the *Record* women's page.

Special promotions used to sell the show to the public: *Record* feature stories on its Sunday radio page, its Thursday women's page, and its Friday food page. Courtesy announcements on WFIL also plug the show.

broadcast is a *Song of the Week* written by a local composer. Tune-makers vie for prizes ranging from \$25 to a final grand prize of \$500 in Victory Bonds.

For listeners who want to see the wheels go round, learn how hit tunes are written, the KJR show presents audible examples. Played is a simple melody to which rhythm is added, then harmony and finally the bridge. Local maestro Bob Harvey directs the 15-piece musical ensemble. Novel feature of the show's format: instead of the usual masculine emcee, Marge Barry sets the pace, keeps the show humming.

Strictly institutional in nature are the SCHOENFELD commercials. Slant is at householders of the Northwest.

AIR FAX: First Broadcast: November 3, 1942.
Broadcast Schedule: Wednesday, 9:00-9:30 P.M.
Preceded By: Manhattan at Midnight.
Followed By: News.
Sponsor: Schoenfeld's.
Station: KJR, Seattle, Wash.

AIR FAX: Guest stars of national prominence also do a five-minute stretch on each program. *Example:* Gene Sheldon did some fast work with his banjo; Eric Brotherson presented his famous *Russian Composers Song*.

First Broadcast: September 10, 1942.

Broadcast Schedule: Thursday, 1:05-1:30 P.M.

Preceded By: News.

Followed By: Music.

Sponsor: Philadelphia Record.

Station: WFIL, Philadelphia, Pa.

Power: 1,000 watts.

Population: 2,081,602.

COMMENT: Prize awards here give the broadcast a hard to resist appeal to housewives out for a bit of fun in the early afternoon. High pressure promotion creates initial interest, the aptness of the prize sustains it. (For pic, see *Showmanscoops*, p. 25.)

Restaurants

MATINEE WHAM While Sunday morning may be a time for late sleeping, Sunday afternoon is a horse of a different color. Then the hep cats, and the jitterbugs, as well as those disposed toward more sedate entertainment, are ready to cut a rug or two. Likewise, Sunday afternoon is a horse of a different color for the night club operator whose business is on the outskirts of town.

While the Sunday afternoon pleasure seeker and the operator on city's edge may be poles apart, radio got them together in Minneapolis, Minn. With an established audience built up over a period of 20 weeks of broadcasting, *Matinee Wham* was no guinea pig for the TURF CLUB when it took on sponsorship.

Answer to sponsor Norm Garvey's problem of *packing them in* is a spicy dish concocted of dialogue, comedy and music. *Aperitif: Dollars or Dinners*. On-the-spot contestants identify a tune-ful earful served up by Vic Lessine's sultans of swing. Those who call the right ditty get a crisp one dollar bill for their trouble. Those from whom a blank

is drawn do a stunt. Since stuntsters win a TURF CLUB Sunday dinner for their efforts, contestants win coming and going.

With the pattern cut to fit the times, show also includes a special weekly *Victory* tribute to Twin Cities defense plants who receive the Navy "E" Award.

Since *Matinee Wham* is immediately followed by the regular TURF CLUB floor show, sponsor gives Twin City vocalists a look-in. Both amateur and professional has a chance to compete over a series of five weeks for a floor show spot with pay. At the end of each five-week run, contest begins all over again. Listener response as indicated by letters sent in after each contest determines the vocalist contest winners.

Although the only commercial for the TURF CLUB comes at the half-way point in the hour-long show, increased business keeps waiters and entertainers humping during what would ordinarily be the Sunday afternoon lull. On the up-and-up, too, is the show's listening rating, which went in three months from a Hooper rating of 5.7 to 17.9. *Emcee:* John Salisbury.

AIR FAX: *First Broadcast:* 1940.

Broadcast Schedule: Sunday, 4:05-5:00 P.M.

Preceded By: News.

Followed By: News.

Sponsor: Turf Club.

Station: WMIN, St. Paul, Minn.

Power: 250 watts.

Population: 488,687.

COMMENT: Sponsors who give the fans a reason for coming in are seldom disappointed. Plenty of fanfare, lots of showmanship, keep clients coming back time and again. While the sponsor must, of course, get full credit and his just reward for his sponsorship, a *good show* is still the best way of harvesting good will.

Essential in broadcasts of this kind is a *personality* emcee to pace the show. With such a set-up, audiences will automatically snow-ball up into sizeable numbers over a period of time.





PROOF O' THE PUDDING

Results based on sales, mails, surveys, long runs and the growth of the business itself.

Bakeries

1450 CLUB Cooks rolled up their sleeves, really settled down to work when the **STORCK BAKING Co.**, Parkersburg, W. Va., announced a picnic for members of the *1450 Club* heard daily over WPAR. Squeezed were 5,600 lemons which went into 700 gallons of lemonade. There was ice cream to freeze and cakes to bake for the 4,500 people who gathered at City Park.

Sponsors reason for making preparations sufficient to feed the multitude: early last January, when the show was only a few months old, a party was held in a local auditorium on a cold, blustery winter day. More than 1,200 people turned out for ice cream, coffee and **STORCK BAKING Co.** cakes. To an 87-year-old woman went a prize for being the oldest member present. Other prizes: to the woman coming the farthest, and the one with the most children.

October 1, 1941, saw the show's premiere. By Christmas, over 2,500 people had written in for membership cards. Here was a ready-made audience, and

STORCK BAKING Co. came on the scene to bankroll the program. Membership by month's end in July: 10,000! The show had yet to celebrate its first birthday.

Each new mem-



ber receives a free gift package of two dollars worth of baked goods. Ten are given away during the course of each broadcast. While mail averages around 50 letters a day, a special contest between the announcer and *Miss 1450* to see who can get the most new members in a specified time sends membership entry cards zooming. Commercials are made up from letters written by pleased club members.

AIR FAX: Spark plug of the show is *Miss 1450*, alias Paula Carr, who ad libs the program. Her gavel calls the meeting to order, and first business of the day is to welcome new members. Non-members are told of the benefits of belonging to the *1450 Club*, are urged to join. Four gift boxes of merchandise are given in jigtime, and about ten minutes after the show is underway, a popular musical selection is played. Ten minutes later, after *Miss 1450* has dished up the recipe of the day, other timely items, a hymn is played. Ten gift-aways space out the program.

First Broadcast: October 1, 1941.

Broadcast Schedule: Monday through Saturday, 2:45-3:15 P.M.

Preceded By: War Commentary.

Followed By: Lucky Bell Contest.

Sponsor: Storck Baking Co.

Station: WPAR, Parkersburg, W. Va.

Power: 250 watts.

Population: 31,000.

COMMENT: That an outstandingly successful show of this kind may be evolved on a small station as well as

on a larger one is indicated by the tremendous drawing power of this program. Particularly useful to sponsors whose products appeal to women is a mail-puller of this kind. A recent survey indicates that regardless of income, age and educational background, women are the greatest writers of fan mail. Most of them write either to enter a contest or in response to an offer.



Beverages

INTERNATIONAL CLUB Not so many years ago Orson Welles played Martian boogey-man to radio listeners. Using a mythical setting to a more constructive purpose, **BERGHOF BREWING CORP.**, Fort Wayne, Ind., now plays host to its *International Club* clientele.

Letters flood the **WOWO** mail bags.

Telephone calls keep switchboard operators on the hump. Purpose behind mail and calls: individuals want to know the location of *International Club*.

A recent survey of the public patronizing taverns (the restricted market of greatest concern to the sponsor) revealed that INTERNATIONAL CLUB BEER was going great guns. Of those questioned, 80 per cent had heard the radio program, were fluent in their comments on it.

AIR FAX: A different orchestra is featured each night on this one-hour recorded and transcribed musical show. Personal interviews with orchestra leaders and vocalists appearing at Fort Wayne theatres add zest to the show. Emcee Paul Roberts now plays up a band popularity contest. Weekly winner is featured on the Saturday night recordings.

First Broadcast: November 17, 1941.

Broadcast Schedule: Monday through Saturday, 12:00-1:00 P.M.

Preceded By: Music.

Followed By: News.

Sponsor: Berghoff Brewing Corp.

Station: WOWO, Fort Wayne, Ind.

Power: 50,000 watts.

Population: 117,246.

Agency: L. W. Ramsey.

COMMENT: Growing in popularity with sponsors are the midnight and later programs. Sponsor here gets the benefit of featured orchestras (transcribed) in a full hour show at a minimum expense.

Dairies

JUVENILE JAMBOREE For four long years, youngsters in Danville, Ill., its surrounding territory, some 2,500 strong, have strutted their stuff in the weekly WDAN studio show, with nary a prize offered, seldom a request for talent. Came the fall of 1942, and the WILSON MILK Co., Indianapolis, Ind., decided once more to get on the bandwagon for its seasonal campaign.

WILSON gathered its flock together, moved its bag and baggage to the stage of the PALACE THEATRE. To the amateur show it added cartoons, comedies and shorts, dressed up the program to one an hour and a half long. Then it threw a label party, and for the small fry of Danville it was a free-for-all. *Admission:* a label from a can of WILSON's milk, plus one copper tax. Turned in at the first performance were 1,044 labels, an equal

number of Indian heads. The second week, when labels were out, 600 children and adults shelled out 11 and 22 cents, respectively.

When the Salvage Campaign got rolling, youngsters combed attics, basements, garages, and vacant lots to round up the ten pounds of scrap which was the price of admission for that performance.

AIR FAX: Curtain goes up with some 25 to 35 children's voices, divided into four part harmony, the low voices on the middle C pitch, singing *Hello*. Each part holds the tune for the full chord, when it is then taken up by the next higher in rhythmic progression. Show has its own theme song, includes in its format the *Salute to the Flag* and the *National Anthem*. Between theme song and *The Star Spangled Banner*: ten star spangled amateur performers. Top age limit for performers is 16 summers, and performers as young as four years have helped put the show over.

Current sponsor previously had a 55-week run with the show, and it has also been under the wings of two local bakeries. Middle commercial is generally in drama form, with two or four youngsters putting on the four-minute skit.

First Broadcast: December, 1938.

Broadcast Schedule: Saturday, 10:00-11:30 A.M.

Preceded By: News.

Followed By: Market Reports.

Sponsor: Wilson Milk Co., Indianapolis, Ind.

Station: WDAN, Danville, Ill.

Power: 250 watts.

Population: 36,765.

COMMENT: Behind the Saturday morning kid show is a long record of commercial successes. Where there is ample talent available, to put on a show of this kind is a relatively simple trick. (For pic, see *Showmanscoops*, p. 25.)

Drugs

SUNRISE EDITION During World War I anxious citizens listened for the harsh calls of the *Extra* boys, rushed out to get the latest shred of war news. Today, radio keeps them posted on what transpires from one hour to the next. When the family scrambles out of bed, the radio is apt to be snapped on before breakfast is on the table.

Two years ago, the RAMOS DRUG Co., Nevada's largest independent drug store, took on sponsorship of KOH's *Sunrise Edition*, recently signed on the dotted line for a third year. First news of the day is this fifteen-minute UNITED PRESS newscast presented by newscaster Bill Thompson.

That getting there first, being first with a sales message pays dividends was the conclusion of Wm. Ramos, owner of the RAMOS DRUG Co. *Example:* featured was a one-week special on a huge quantity of face cream that RAMOS DRUGS hadn't been able to move in a year's time. When the seven days were up, the stock was completely sold out!



Sponsor's only direct offer made on the program: a *V For Victory* windshield sticker. More than 6,000 were given out. *Hook:* recipients had to call at the store to get them.

That the program also can serve as a public relations medium came to light in a "joke" campaign. RAMOS DRUG Co. was losing spoons as souvenirs to customers. In a semi-humorous vein, sponsor offered to exchange spoons for forks. Many took the offer up, but what was more important, RAMOS DRUG got its point across, stopped the run on its spoons.

AIR FAX: *Broadcast Schedule:* Daily, 7:15-7:30 A.M.
First Broadcast: 1940.
Preceded By: Local transcription.
Followed By: Reveille Roundup.
Sponsor: Ramos Drug Co.
Station: KOH, Reno, Nev.
Power: 1,000 watts.
Population: 18,529.

COMMENT: Inexpensive give-aways offer a splendid check on listener appeal, can be used to create new store traffic. Through such devices, listeners come to associate the news broadcast with the specific sponsor. *Result:* more business for the sponsor.

Too, as the rooster's audience grows, sponsor here gets its sales message across

to an increasingly large number of potential customers. Because for defense workers without number, *daytime* is now *night-time* and *night-time* is *daytime*, sponsorship of midnight or later, and up-with-the-sun programs is in tune with the times.

Laundries

WORLD NEWS Under ordinary circumstances, the CITY LAUNDRY & DRY CLEANING Co., Akron, O., dishes up the news, doesn't make it. But in these extraordinary times anything can happen and did for the sponsors of WJW six o'clock edition of the news.

Up a stump for laundry workers was CITY LAUNDRY. Newspaper ads failed to solve the problem in a town where defense plants were getting priorities on every person available for employment. No Johnny-Come-Lately to radio, CITY LAUNDRY had found that its six-times-weekly newscasts produced customers galore. Now it had a new assignment for radio: to produce laundry workers.

On its Saturday night broadcast, listeners heard a call for women workers. Bright and early Monday morning, 90 girls put in appearances at CITY LAUNDRY. Repeat of the single announcement a fortnight later produced another 60 willing workers.

AIR FAX: *World News* is broadcast six times a week, sponsored on alternate days by City Laundry and Bond Clothing Co. Listeners get the cream of *United Press* and *International News Service* wires, and WJW's local news bureau offerings.
First Broadcast: April 9, 1942.
Broadcast Schedule: Monday through Saturday, 6:00-6:15 P.M.
Preceded By: Sports.
Followed By: Monday, Wednesday, Friday, *March of Victory*; Tuesday, Thursday, Friday, *Musical Variety*.
Sponsor: City Laundry & Dry Cleaning Co.; Bond Clothing Co.
Station: WJW, Akron, O.
Power: 250 watts.
Population: 255,040.

COMMENT: Versatility is the name for radio. With workers for civilian needs more and more at a premium, it may well be that radio will add another bow to its arrow, assist sponsors in tapping a reservoir of workers who might not be reached through any other medium.

WHAT THE PROGRAM DID FOR ME



This is the businessman's own department. RADIO SHOW-MANSHIP invites radio advertisers to exchange results and reactions to radio programs for their mutual benefit.

Beverages

SONS OF FREEDOM "We have been sponsoring *Sons of Freedom* on six stations in our operating territories. The response was immediate and gratifying. Letters and comments from our dealers, employees and radio audience were most enthusiastic.

"We think it not only a stimulating program because of its inspirational quality but it also carries prestige for our company. The production is network caliber; the voices, scripts and showmanship are all that could be desired."

A. E. STROUSE
Director of Public Relations
Gunther Brewing Co.
Baltimore, Md.

AIR FAX: A salute to 65 famous *Sons of Freedom* from 1636 to World War II is featured angle on this transcribed series of five-minute episodes. Each episode is in the form of a toast. Background music is played by a full orchestra. Show was aired simultaneously on WBAL, Baltimore; WTBO, Cumberland; WBOC, Salisbury; WJEJ, Hagerstown; WRC, Washington, D. C.; and WBLK, Clarksburg, W. Va.
First Broadcast: July 4, 1942.

Broadcast Schedule: Monday through Friday, 7:34-7:40 P.M.

Preceded By: News.

Followed By: Behind the War News.

Sponsor: Gunther Brewing Co., Baltimore, Md.

Station: WTBO, Cumberland, Md.

Power: 250 watts.

Population: 39,483.

Agency: H. E. Hudgins Co.

Transcription Co.: Rockhill Radio, Inc.

COMMENT: Timely programs help the advertiser to fulfill his wartime obligation. Inspirational programs of this kind enhance the dignity and prestige of sponsor's name, service and product, may be used for better public relations in almost any business. Five minute transcribed programs of this kind may also be combined with music and live talent to make up a longer show.

Dairy Products

BENNIE WALKER'S TILLAMOOK KITCHEN "We have advertised since 1918 and have always enjoyed wonderful consumer demand for our product. We are offering a recipe booklet to those who mail a request for it, and a rotary cheese grater to anyone who sends us 25 cents plus a rind of TILLAMOOK cheese.

"Last year we sent out over 31,000 copies of the booklet, *Keynotes to Meal Planning*, which means over a hundred letters a day for every business day."

CARL HABERLACH
Secretary-Manager
Tillamook County Creamery Ass'n
Tillamook, Ore.

AIR FAX: Each year, the 17 farmed-owned factories of this cooperative make ten million pounds of cheese and butter, and each year, a low-cost, hard-working program, *Bennie Walker's Tillamook Kitchen*, does most of the selling. Regular as clock-work, listeners to KPO, KFI, KMJ, KGW, KOMO, and KHQ hear this Friday morning program. *Format:* two people talk about recipes, and cheese. Plugs are an easy continuation of the free-and-easy patter of rotund, food-loving Bennie Walker.

Sales, profits and premiums are Tillamook's checks. In the case of premiums, a sales slip or a trademarked cutting from a cheese rind are mailed in as proof-of-purchase. Over 10,000 recipe requests were received in one campaign. Response to cheese grinder offer: 10,000.

First Broadcast: 1936.

Broadcast Schedule: Friday, 9:00-9:15 A.M.

Sponsor: Tillamook County Creamery Ass'n., Tillamook, Ore.

COMMENT: That one 15-minute program a week can be an effective and economical basis for an advertising campaign is indicated by the remarkable success of this program. In its favor here is the natural correlation between program and its commercial content. Sales, profits and premiums go hand-in-hand on this program. That such demand is no flash-in-the-pan is proved by the fact that the same formula has been TILLAMOOK *Kitchen Tested* for seven years!



JOHNNY ON THE SPOT

News, reviews and tips on spot announcements in this column.

SPOTS LIGHT BIRTHDAY CANDLES

Neither the black sleeve guards nor the station agent's cap fooled anyone as to the youth of the St. Paul & Duluth railroad's representative at North Redwood, Minn., in 1883. The shoebrush mustache hadn't sprouted, but his name was Dick Sears and he was a youth of 19.

That was long before the day of parcel post, and it was not an unusual occurrence for a shipment of huge gold watches to arrive at the station. The company which shipped the timepieces had apparently hoped to establish business relations with a local jeweler. Instead, it established a connection with Richard W. Sears. He took the lot at \$12 each, distributed them among other agents along the line with the understanding that if they could sell them for \$16 each, they might keep \$2, remit \$14 to Sears.

Three years later he quit his agent-telegrapher's job, moved to Chicago to work his new-found commercial gold mine as the R. W. SEARS WATCH Co. Watchmaker in the organization was one A. C. Roebuck, and so well did the two men hit it off that in 1893 they formed the business organization of SEARS, ROEBUCK & Co. It grew into the mammoth mail order business which the world now knows.

Early in the company's history it began selling direct to customers on the strength of advertising. Today, advertis-

ing is still an important factor in its business and in many of the branch stores of SEARS, ROEBUCK & Co., radio advertising goes hand-in-glove with mail order and retail activities. When plans were made for the annual Birthday Sale in its eight Los Angeles (Cal.) County stores, SEARS-ROEBUCK used a total of 115 station break announcements in a three-day campaign over 13 stations!

ARE YOU THERE?

Hot on the heels of the *Readers Digest* blast on radio's "plug-uglies" comes a new H. S. GOODMAN transcribed series of programmed 1-minute station break announcements. Just as a 15-minute program has a limited commercial, so these 1-minute *Georgie Jessel* spots entertain for 30 or 35 seconds, are followed by a short commercial. Spot innovation features Georgie Jessel telephone calls to his mother.

In the series are 20 1-minute spots with open ends to be sold on a syndicated basis to clients throughout the country. Also available are custom-built spots with Georgie Jessel doing the complete transcription, including sponsor's commercial. Sample wackie ting-a-ling patter:



"Hello . . . yes, this is Georgie Jessel . . . oh, hello Mamma . . . how do you feel? . . . Did you get your X-ray pictures from the doctor? . . . You did . . . how are they? . . . They don't look like you at all. . . . I see. . . . Mamma, I'm glad you called. . . . I was browsing around an art shop today and I picked up an original Whistler's Mother. I say I'm bringing you Whistler's Mother for the front room. She'll have to sleep with Anna. . . . Willie has the front room. . . . I figured you'd say that. . . . Look, Mom, hold the line a minute . . . a friend of mine wants to talk

to you. . . ."

BREAD BIZ

Six spot announcements weekly over a period of four years keep Asheville, N. C., bread eaters calling for QUALITY BREAD. Three morning and three evening periods are used on WWNC. While the WWNC continuity department prepares the copy, the QUALITY BREAD manager telephones a daily special to the station.



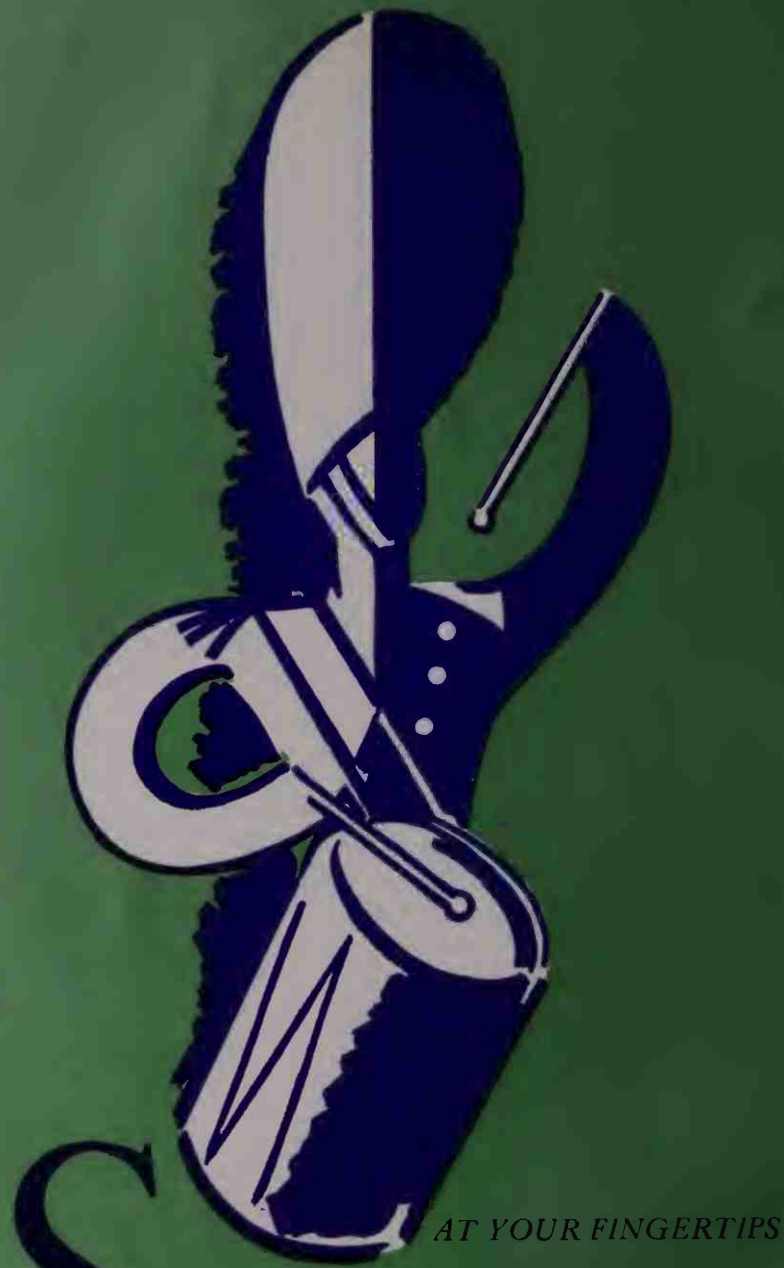
NEXT MONTH

MAURY NEE, advertising director of the P. J. NEE FURNITURE Co., Washington, D. C., tells the amazing story of how diverting the bulk of the advertising budget to radio made a sponsor's dream come true.

WALTER M. JOHNSON, president of the THORNTON LAUNDRY & DRY CLEANING Co., Youngstown, Ohio, gives radio a big pat on the back. While audiences know the show as *Lucky Listeners*, the luck isn't all on one side.

MORTON OBSTFELD, general manager of the SERVICE OPTICAL Co., Des Moines, Ia., points out that sponsors who offer personal services in the personalized way that is radio's reap additional profits.

Plus Tested Programs and Promotions You Can Use in Your Own Business!



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