

1001

RADIO PROGRAMS

Syndicated Transcribed Script and Live Show DIRECTORY

the new ★

RADIO SHOWBOOK



*Indexed by
Producer*



*Indexed by
Time Unit*



*Indexed by
Audience Appeal*



*Indexed by
Subject Matter*



*Indexed by
Potential Sponsors*



*Indexed
Alphabetically*

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printed on heavy book paper

Here is a great reservoir of program ideas. These are shows of yesterday, of today and tomorrow; they are actually produced, readily available.

Here is the most complete listing ever assembled. Up-to-the-minute current releases and sponsor-tested shows that are still doing a selling job are indexed and cross-indexed. At your finger tips are programs to meet the requirements of any sponsor.

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Your Business at a Glance

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

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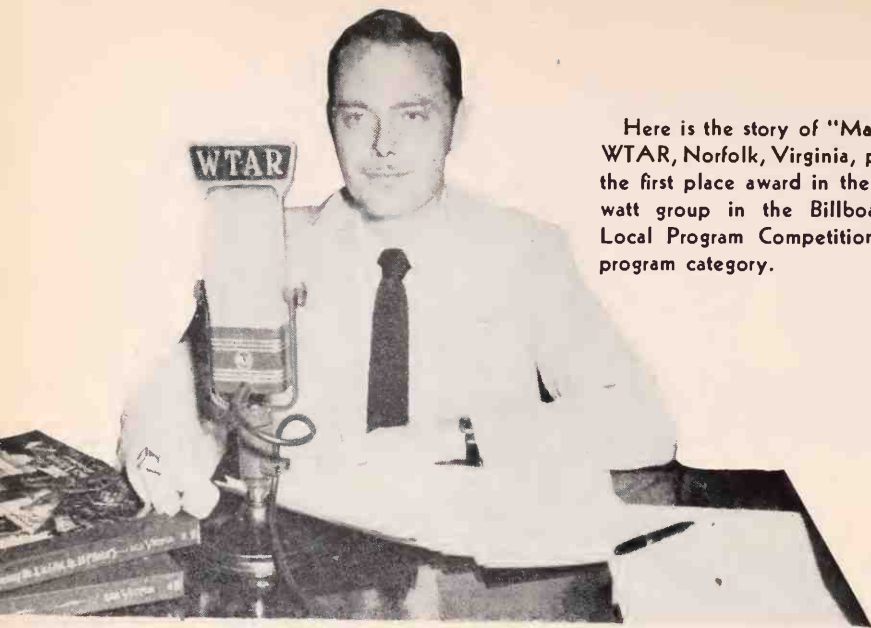
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SUBSCRIPTION RATES; United States and possessions \$5.00
 one year Canada \$5.50 Single Copies—50 cents Canada—55 cents.



Fred Paul, announcer for "Magic in Musicland"

Here is the story of "Magic in Musicland," WTAR, Norfolk, Virginia, program which won the first place award in the 5,000 to 20,000-watt group in the Billboard's First Annual Local Program Competition in the children's program category.

FIRST PLACE

AIR FAX: Ingeniously written classical music show wins first-place award in Billboard's First Annual Local Competition in children's show class.

First Broadcast: February 7, 1948

Broadcast Schedule: Saturday, 5:30 P.M.

Station: WTAR Norfolk, Virginia

Preceded by: "Catholic Hour"

Followed by: "King Cole Trio"

Power: 5,000 watts

Population: 144,330

Classical music made easy listening for children was the basic principle used in the formulation of "Magic in Musicland" and it was a combination of cleverly-scripted commentary along with good music that won for this show first place award in the Billboard Competition.

Broadcast over WTAR at 5:30 on Saturday afternoons, the series ran for

thirteen weeks without commercial sponsorship. The entire series was conducted as a project of the American Association of University Women at Newport News with Agnes Nolan, a graduate in radio and music from Columbia, and a member of that organization, preparing all the scripts. It was narrated by a WTAR staff announcer, Fred Paul.

A typical program takes an outstanding, easy-to-listen-to piece of classical music. The William Tell overture is an example of the kind of work somewhat familiar to most children. Engagingly and in simple, colorful language, the announcer proceeds to tell the story of William Tell against a background of Rossini's beautiful musical interpretation of the Swiss incident. Language used by the narrator is imagina-

tive and appealing to the fantasy-loving minds of young boys and girls and the author has capitalized on that almost universal quality. New stories of mystery and magic and music woven together like a great tapestry with figures of kings and princesses and magicians in the foreground are what the young, inventive mind desires and the author makes sure that is what they receive as the program progresses.

Educationally, the program uses the device of relating the unknown to the already known. The narrator takes his audience through terrain with which their geography and history lessons have made them familiar. He appeals to their love of adventure and romance and courage. And in the case of William Tell, he points a moral—the injustice of a Swiss tyrant.

Meanwhile, children are hearing the

for example, the question posed was: What musical instrument did Rossini use to represent the long Alpine horn—the horn that played the cowboy yodel? Was it a trumpet, a violin, an English horn, a piano? Along with the answer, listeners were asked to send a short letter each telling his age and grade at school, his favorite story book and what he liked best in music. Any questions that listeners had would get an answer from the program directors. Eventually, all members admitted to the Musicland Club were permitted to enter a contest, the prize for the winner to be an album of records.

Judging from the response in favorable fan mail which the program received, the program had excellent reception and was certainly deserving of the award it received in the Billboard competition. The

CHILD'S SHOW

music which tells the story via a harmonious combination of woodwinds and reeds and strings and the changes in tone and depth and melody take on meaning for them as they listen. Association between music and the drama behind the music takes hold of the listener.

Program is appealing to all age groups, for parents as well as children can get a lot out of listening to this kind of production.

To encourage further the interest of boys and girls in classical music, the American Association of University Women at Newport News started an innovation for listeners, called the "Musicland Club." To join, prospective members had to answer a question which pertained to the music presented on the program. When the William Tell Overture was presented,

show serves a two-fold purpose, for it is educational as well as entertaining. It serves up in very palatable form what many children are afraid is a bad-tasting medicine. They are pleasantly surprised at the flavor it adds to their lives and parents are pleased because their children are getting a classical background in music and begging for more.

So favorable has that response been that plans are being made to put the show on a commercial basis and the station is talking to a few potential sponsors now.

Success of the show demonstrates that children can be interested in better music simply by utilizing the stories of opera and other musical compositions with recorded musical illustrations along with a spark of imagination to give fire to the whole production.

LEROY MILLER



LEROY MILLER

AIR FAX: LeRoy Miller sells himself and products via a unique early morning musical clock format.

First Broadcast: 1937

Broadcast Schedule: Daily, 7 to 8:45 A. M.

Station: WFIL, Philadelphia, Pa.

Sponsor: Cooperating

Power: 5,000 watts

Population: 1,931,334

Take one of the most successful radio entertainers in the business and offer his program for sponsorship on a participation basis whereby a number of advertisers can capitalize on his salesmanship. Together, you'll have the two most important ingredients for the recipe which has made Philadelphia station WFIL's "LeRoy Miller Club" one of the most outstanding local radio shows from the standpoint of both sponsor and listener.

LeRoy Miller is the personality who puts his show at the head of the list as far as early morning radio menus go. LeRoy Miller is the dynamic personality who has been giving radio listeners an hour and a

A-1 SALESMAN

half of his top-rate brand of humor every morning. And they beg for more. Currently he mixes his especially potent formula from 7 to 8:45 A. M. and most of the time WFIL has to say, "Sorry, sold out," to would-be sponsors.

What makes the "LeRoy Miller Club" so different from other morning mixtures? The simple answer is the antics of LeRoy Miller.

He starts off with the usual musical clock, disc jockey routine. Then he injects his personality—the one that has spelled 13 successful years for him in Philadelphia. He does his own commercials for the most part, lightly, seriously, in a dialect, or in whatever manner he feels will sell the best and the most. Most sponsors request his personal treatment. Amid dosings of time signals and flavorings of recorded music, Miller tosses in general chatter on weather, the news, and sports tallies. He always manages to plug a worthy cause or two each day.

What can Miller sell? Just about everything. Among his current sponsors—buying five, ten, and 15-minute slices of his show—are firms selling patent medicines, clothing, automobile sales and service, food



Schools, clubs, church groups and civic organizations frequently call Miller to their gatherings. Here, he is honored by students of the H. L. Reber High School, Vineland, N. J.

products, eye-glasses, pork products, razors, butter, cold remedies, and home appliances.

For the record, portions of the program are sponsored by: Block Drug Company, American Home Products, Breakstone Butter, Gem Safety Razors, Realemon, Ritter Food Products, Nittinger Ford Company, Groves Laboratories, Bond Clothes, Roberts Pork Products, Vic Hendler (home appliances), and Commonwealth Opticians.

Sponsors feel that Miller has done an outstanding job in promoting their various types of merchandise. L. E. Benson, with the Vic Hendler firm, says that many people have come to them to purchase appliances and identified themselves as members of the "LeRoy Miller Club." Hendler also has used Miller as emcee at a \$1,000 give-away in a movie house.

Silas Lakin, manager of Bond Stores, Inc., Philadelphia outlet, reports that his firm has been using radio for two decades. The Philadelphia store has sponsored a portion of the Miller show since it opened in 1937.

"From time to time we have promoted

various types of merchandise through the medium of the LeRoy Miller Show with very gratifying results," Lakin reports. "Benefits were so numerous that we have continued with Mr. Miller up to the present date."

Lakin adds that conclusive tests have proved that "Mr. Miller was doing a job for us."

And therein lies the partial secret of Miller's success. He builds his own audience off the air. Years ago he started conducting "Evening in Hollywood" benefit shows for civic and welfare groups in the Philadelphia area. Schools, industries, and clubs frequently call upon him to serve as master of ceremonies for special functions. Miller also sparks the Saturday morning "Breakfast at the Click" program for Parkway Bread over WFIL. Hundreds of local women pack the famous restaurant each week to see and participate in the show, which recently celebrated its first anniversary.

Miller's formula, in fact, clicks everywhere. On his air show he never forgets to

(Continued on Page 29)

Prizes Go To Bride of the Week

AIR FAX: Bride of the week show sells home furnishings to large New England area.

First Broadcast: December 6, 1948

Broadcast Schedule: Monday through Friday, 12:45 P. M.

Sponsor: Michael J. Sullivan Furniture Company

Station: WLAW Lawrence, Massachusetts

Power: 50,000 watts

Population: 84,323

Preceded by: Jack Stevens, news commentator

Followed by: "The Music Box"

The familiar refrain of "something old, something new" has taken on a new and profitable meaning for the Michael J. Sullivan Furniture Company, sponsors of the "Bride of the Week" show over station WLAW and WLAW-FM in Lawrence, Massachusetts.

The largest furniture establishment in the thirty-four communities which comprise Essex county, the sponsor has found this type of program the ideal medium for his merchandise. This kind of sponsorship is most effective for the furniture business because most brides-to-be have the feeling that the success of any marriage depends in a large part upon the well-organized, happy, and comfortable home. The furniture company's services include every kind of facility for the homemaker with the exception of advising the bride how to toast bread without burning it.

No attempt is ever made to effect immediate sales. Rather, the trend of the program moves toward the institutional variety. With a business background of sixty-one years and a reputation for fair and honest public dealings, the sponsor makes sure that everything in the show must conform to good taste. Commercials stress the conversational tone that might very well draw its delivery line along the

pattern of a man telling his wife about something he saw at the Sullivan store.

The Sullivan Company does not direct its advertising only to residents of Lawrence, where its store is located; rather, it aims to reach brides-to-be in all parts of Essex county, which means thorough coverage of a large territory with their advertising outlay.

Broadcasting daily, Monday through Friday at 12:45 P. M., has been proved to be the most effective period for the show, judging from results so far. A sponsored news commentator, Jack Stevens, who broadcasts from the Boston studios of the station, precedes the show at 12:30, and it is followed by "The Music Box" a program of recorded music which also enjoys wide appeal.

Universal appeal the "Bride of the Week" program offers to its listeners is based on the fact that although the old bridal adage of "something old, something new" may not date all the way back to the first days of man, it does impose a kind of sentimental influence on romantic brides who feel that observance of the belief makes for a happy start in married life.

With this idea and definite visions of the part physical surroundings play to make the marriage picture a rosy everafter, Sullivan Brothers has produced a program which is of immeasurable advantage to listener and sponsor alike.

Capitalizing on this theme, Hugh Webster Babb, who handles the reins as master of ceremonies, designed the show, produces it, and gives every phase his personal supervision.

Always sticking to the principle that the spirit of the broadcast must be in keeping with the reputation and dignity of the sponsor, the format planned by Babb includes the reading of poetry touching upon

Marilyn D. Leaver, Lawrence, Massachusetts, first to be chosen as "Bride of the Week" in the WLAW series sponsored by Michael J. Sullivan Company, furniture establishment. With her is Hugh Webster Babb, master of ceremonies. Winner is shown with \$125 in gifts awarded each week on the program

life and the home, backed by recorded music and comment upon the types of merchandise available at the sponsor's establishment. Further boosting sales is achieved by moving microphones from WLAW each Friday right down to the Sullivan store and broadcasting the bridal-tinted tales right from the store itself. This gets a good-sized audience entrenched right at the scene of the happy-homemaking campaign.

Promotion before the debut of the show consisted of a series of spot announcements directing their cupid-minded darts at brides-to-be, their relatives and friends. The fact that the "Bride of the Week" would be chosen by letters mailed to WLAW was emphasized. As a follow-up, station-sponsored advertisements were published in the local newspapers.

Promotion plus an award of \$125.00 each week to the lucky bride hit the center of the target for the new program. The future wives, their friends and relatives didn't let the grass grow under their feet in the race for the thrill of being chosen.

Emcee Hugh Babb interviews the winning bride, getting all the details regarding her wedding plans, the name of her bridegroom, best man, bridesmaids and others participating in the nuptials. Where she is getting married, facts about her honeymoon plans, home or apartment, and the extent of her trousseau are also discussed. She is then presented with her array of gifts, a hope chest topping the assortment each week. As master of ceremonies, Babb displays a particularly effective adaptability to this type of program as he combines his deep bass voice, excellent diction, and knowledge of poetry into a harmonious combination.

Radio is not new in the advertising



schedule of the Michael J. Sullivan Company. This firm was one of the first to sponsor programs on WLAW shortly after it went on the air for the first time in December, 1937. At that time, the Sullivan Furniture Company sponsored a sidewalk participation show in which prizes were awarded for correct answers to a series of questions.

During the past few years, the firm has concentrated its advertising expenditures on newspaper advertising, centering principally in publishing daily ads of size in local papers. The apparent success of their previous radio advertising policies was indicated when the overture to the firm to sponsor "Bride of the Week" was favored with a quick and enthusiastic response. So now "something old, something new" began getting an additional dressing-up as a result of the program.

On the air for the first time on December 6, 1948, the program is now broadcast over WLAW-FM, 50,000 and 20,000 watt stations respectively. Although the Sullivan Company is located at 225 Essex Street in Lawrence with display windows surpassing those of any other establishment in length, it does not direct its selling

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M. E. Harlan, "Light and Mellow" advertising agent; William Baker, president of Regal Amber Brewing Company; Herbert H. Kirschner, senior vice-president of Advertising Association of the West with Vancouver Trophy

LIGHT AND MELLOW WINS TROPHY

AIR FAX: "Light and Mellow" a theme, a selling philosophy, and a way of life.
First Broadcast: April, 1942
Broadcast Schedule: Tuesday, 7 to 7:30 P. M.
Station: KNBC San Francisco, California
Sponsor: Regal Amber Brewing Company
Power: 50,000 watts
Population: 634,530

"Light and Mellow," that's the name of a radio show—but it's even more than that. It's the theme of the show—it's the selling philosophy of the commercials—it's the tempo of the musical selections. In fact, it's almost a way of life.

Better than all that, "Light and Mellow" is superlative showmanship—and that's

not just the producer or the advertising agent talking.

"Light and Mellow" is a proven example of what can be done with a simple, basic formula and a little showmanship. It's proof that a prize winner is on top of the heap not necessarily because it is something new, but because it pleases.

"Light and Mellow" is a prize winner. The Advertising Association of the West has honored the show by giving it the Vancouver Trophy. That trophy signifies that "Light and Mellow" did the best job of radio advertising in eleven western states, and western Canada.

The half-hour program is sponsored over KNBC, San Francisco, at 7 P. M. on Tuesdays by the Regal Amber Brewing Company of San Francisco.

Like their program, Regal Amber's product is known as "Light and Mellow." The program has made the people of Northern California conscious that "Light and Mellow" means Regal Pale Beer. Regal Amber's President, William P. Baker, says, "There isn't any doubt about sales resulting directly from our show."

That, of course, is the desired result of the show—but it's a result that was gained not by accident, but by careful planning and study.

At the outset both Regal Amber and the company's advertising agent—M. E. Harlan—held the conviction that the number one beer market is in the home. Both believed in radio as the medium which will reach the most homes with the right kind of selling message.

With that in mind, Regal Amber first sponsored Herb Caen, a San Francisco newspaper columnist, in 1939. That program ran on KPO, NBC's fifty-thousand-watt station in San Francisco, from 1939 until 1942, when the columnist entered the armed forces. Herb Caen's show was supported by a series of transcribed musical spots on several San Francisco stations.

After the Herb Caen program went off the air—in April, 1942—"Light and Mellow" went on the air in its present spot on KPO (now KNBC). The program was heavily promoted at the beginning by the National Broadcasting Company, because it coincided with the opening of the NBC's new million-dollar Radio City in San Francisco.

"Light and Mellow" is now occasionally plugged in one column, five-inch ads on newspaper radio pages. Other than that, the only plugging is done by the artists of the show, in personal appearances.

Regal Amber is a heavy user of outdoor advertising, as well as other media, but the success of the "Light and Mellow" slogan is directly traceable to the "Light and Mellow" show. However, the company also supports it with a heavy schedule of station break announcements over fifty radio stations.

"Light and Mellow" is the brain-child of M. E. Harlan, head of the San Francisco advertising agency which bears his name. When the show was built in 1942, it was felt that Regal Amber needed a program with a wide general appeal—one which would appeal to all ages. It was felt that

"Light and Mellow" cast around microphone. Left to right: Hal Wolf, Whistling John Schuler, Lois Hartzell, Armand Girard



it must make enjoyable listening for the entire family.

That thinking led, naturally, to a musical format—but not an ordinary one. That's where the "light and mellow" comes in—for that's the description of the type of show that was wanted. That finally set the theme for the program—and gave the show its name.

The show was molded, at the direction of Mr. Harlan, to the "Light and Mellow" label of Caryl Coleman, who was the first producer of the show. Coleman has since been succeeded by Sam Dickson, top-flight KNBC producer.

Harlan still keeps his hand in the production of the show. He dictates all matters of policy on construction and production. He works with the producer in all rehearsals and okays all continuity and programming.

Any changes that have been made in the show have been designed to keep the show moving—a change of emcees, augmentation of the orchestra, the addition of new talent and an occasional guest star. These things have been done only to achieve variety—not to change the show—or the theme of "Light and Mellow." Much of the show's success is directly traceable to the featured star—"his mellow majesty: Armand Girard." Girard's deep baritone voice is as much at home with a pop novelty tune as with a ballad. It lends itself as well to his now famous "Light and Mellow" commercial as to a melodic classical song.

Lois Hartzell is another featured "Light and Mellow" star. Her fine soprano voice is a perfect contrast to Armand Girard's baritone. She is a "Light and Mellow" discovery—and her voice has captivated even the most critical. Lois Hartzell is now a regular performer with the San Francisco Opera Company.

In addition to these two top stars the show has used a long list of other talented voices. Peggy Lane, who once held a featured spot on "Light and Mellow," was picked from the cast for the lead in the national company of "Oklahoma!" Claramae Turner, who preceded Peggy Lane as the featured singer, is now one of the stars of the Metropolitan Opera Company.

Another artist who is featured on "Light and Mellow" at present is "Whistling John" Schuler. His whistling version of popular songs is one of the high spots of each week's show as far as the audience is concerned.

"Light and Mellow" has brought many new hit tunes onto the air. Glen Hurlburt, the brilliant blind composer, was on the cast of the show for more than a year. He composed many songs for "Light and Mellow"—and these are now among his most popular novelty tunes.

"Light and Mellow" is blessed with two master craftsmen on the production side—Sam Dickson and Tony Freeman. Dickson is a radio veteran whose sparkling copy and innate sense of showmanship is an institution in Western Radio. Tony Freeman is the musical director—and his work need only be heard to be appreciated.

The choice of music for "Light and Mellow" is one of the most painstaking parts of the production. It's picked for its appeal, for appeal is the watchword of the show. All types are used—classical, popular, and novelty. But they are not used for their popularity or their classical status alone. Popular music must be melodic and in keeping with the mood of the show. Classical music must be melodic, too—and lend itself to popular arrangement.

That's why the best arranging talent in KNBC's musical staff is pressed into service for "Light and Mellow." Grieg McRitchie and his Satin Swing has just the right touch for popular appeal—and none of the syrupy sameness of many arrangers. Each week the program features a concert arrangement for piano of a popular number—done in the superb fashion of the orchestra's pianist, Frank Denke.

"Light and Mellow," too, is the voice of Hal Wolf, KNBC's assistant program manager, who is the show's announcer. That's just another case where careful selection maintains the "Light and Mellow" theme.

That formula is followed, too, in the commercial message of the sponsor. The advertising agency, with the approval of its client, the Regal Amber Brewing Company, keeps a rigid limit on the length of

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Postal Card Pastime Cheers Crippled Children

The summer pastime of mailing vacation postal cards has evolved into a twofold promotion stunt at WFBR, Baltimore, Md. During the recent summer vacation period emcee Henry Hickman asked his listeners to send him picture cards from wherever they vacationed. Cards have come in from every one of the 48 states, and many picturesque places outside the borders of the United States.

In addition to being a good reminder of "Club 1300" while the listeners enjoyed their vacations the cards will provide many happy hours for the kiddies in Baltimore's Happy Hills Convalescent Home for Crippled Children. The seven thousand

odd picture postal cards were presented to the home after a complete survey was presented to "Club 1300" listeners.

A breakdown of the cards shows that "Club 1300" listeners preferred places north of the Mason-Dixon line by a slim majority of 83. The majority of listeners did not stray far afield: 814 Marylanders vacationed within their state; 627 went to New Jersey; 415 in New York state; 376 in Pennsylvania and 347 in Virginia. The most popular vacation spots were: Atlantic City, 370; Ocean City, 323 and Betterton, Maryland, 201. Cards from the seashore totaled 1,919; from the mountains, 988;

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Children of Happy Hills, convalescent home, find amusement in the thousands of postal cards received by WFBR, Baltimore, Maryland

Realizing that to increase spot sales in the Huntsville area, local clients would have to be given something tangible, something they could not only hear but also feel, WHBS in Huntsville, Alabama, has inaugurated a new program called "The Magic Word."

The idea is that somewhere inside each of the commercial messages a "magic word" is spoken. That word could be "price," it could be "money." Definite clues are given and the listener is challenged to identify the day's "magic word." Here is an ingenious way of getting the prospective customer to pay careful attention to just what the advertiser has to say. No switching off dials by bored listeners when the commercial message is given. Instead, it is at this point when they drop everything to listen alertly to the clue which may mean their getting a nice amount in money awards.

AIR FAX: Local give-away program employs a unique feature to increase spot sales among retail accounts.

First Broadcast: November 8, 1948

Broadcast Schedule: Monday through Friday, 11:30 to 12:30 A. M. and 2:30 to 3:00 P. M.

Station: WHBS Huntsville, Alabama

Sponsor: Ten cooperating, non-competing firms

Power: 250 watts

Population: 45,000

In charging for the program, the one-time spot card rate is billed plus fifty cents. With ten firms acting as participating sponsors this fifty cents from each makes up the five dollars awarded the winning contestant each day. If there is no winning contestant, the prize is increased by five dollars the next day. Of course, the sponsors are still limited to their fifty cent outlay and need not make any further expenditures for the show.

Every attempt is made to throw the credit for the program to the firms participating in it. Every participating company receives a placard to place in his window stating that he has entry blanks inside for those interested in the program.

That feature is another outstanding

Program

advantage to the sponsors of the show. A supply of application blanks is left in each of the local stores. This form is labeled: "Register me for the Magic Word Program." It calls for the person's name, telephone number, date the application was filed and at which store the application blank was received. Another application blank was made up later when the station realized that the first form excluded those possible contestants who were without telephones. The second blank was similar to the original one but called for a direct attempt to name the "magic word." The applicant would fill in the line which said: "I believe the "magic word" is" That form would then be signed, dated, and sent to the station with a note at the bottom as to where the application blank was received. Radio listeners get their opportunity in a different way. Three phone calls are made at the half-hour morning period of the show and three phone calls are made during the half-hour afternoon period. Each listener called is asked if he or she can identify the "magic word." The first person doing so wins the money in the jackpot.

Three times on the morning program which is broadcast from 11:30 to 12:00 and three times on the afternoon program from 2:30 to 3:00, all 10 firms participating in sponsorship are identified. All listeners are encouraged to pick up their blanks from the sponsoring firms. Use of these blanks gives the sponsor a great amount of store traffic which is something he can see and feel is the result of his radio advertising. The fact that the "magic word" is contained in every sponsor's message assures the client that regardless of all else, he knows he is buying a spot announcement each day that will be listened to very closely.

Sponsors, who are Fowler and Chaney Clothing, Twickenham Pharmacy, Uptain's Footwear, Mason Furniture, Giles

Ups SPOT Sales

Coal Company, Radio and Appliance, Hill-Davis Supply Company, Bryson Studios, Lewter Hardware and Star Markets, have all expressed satisfaction with the program. One sponsor in particular, Twickenham Pharmacy, maintains that it was due to this program that his Christmas business was at a record high—far above

supplied application blanks to more than three winners.

Direct contact between sponsors and winning contestants is one more advantage achieved by the format of the "magic word" show. In the event of winners, the check to the winning contestant is presented not by the radio station but by the

One of the winners on "The Magic Word" program over WHBS, Huntsville, Alabama. Checks are presented to persons identifying the magic word by the sponsor who supplied the application blank for the show. Ample publicity is thus given the sponsor, as The Huntsville Times carries pictures of the different firms as they present checks to contest winners. The "magic word" is contained in every sponsor's message on the program



anything he did last year or the year before. The program does not permit competing firms to participate.

Through the WHBS newspaper affiliation with the Huntsville Times, ample publicity can be given to the program. At least one picture is printed from each of the different firms as they present checks to contest winners. So far in the experience of the program, no sponsor has hogged the winning list in supplying application blanks. First winner was from one firm, the second from another firm, the third from still another and so on. Only one firm up to the present time has

firm who supplied the application blank. Originally, all clues were forwarded to the firms participating in the program and not given on the air. However, as one client, Uptain's Footwear, pointed out, personnel would be busily engaged in fitting a pair of shoes on a customer prior to a sale when the telephone would ring and he would be called to give out the clue on the "magic word." Since this tended to prevent rather than boost the number of sales, a new system was inaugurated. Clues were given out on the air and listeners were told they could double back

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GADGET JURY

AIRS ON KFWB

AIR FAX: Gadget Jury discusses new products on Los Angeles program.

Broadcast Schedule: Half-hour Sunday afternoon

Station: KFWB, KTSL, Los Angeles, Calif.

Sponsor: Gadget-of-the-Month Club

Power: 5,000 watts (KFWB)

Population: 2,904,596

Every Sunday afternoon two men and two women gather around a table in the conference room of the Gadget-of-the-Month Club building in Hollywood, California. Presiding over this forum of the "Gadget Jury" is Mr. Don L. Davis, coordinator of the Gadget-of-the-Month Club. Their decisions on submissions of new products for home and personal use, broadcast over radio station KFWB and over the Don Lee television station KTSL, may make or break the hearts and pocket-books of the hundreds of inventors who

Don L. Davis of "Gadget Jury" show. He is coordinator of Gadget Industry of America



besiege the building every month in an attempt to get their inventions accepted for manufacture and distribution.

Inventors usually cool their heels for hours, days or even years in the ante-rooms of big business, often without getting a hearing. They wear out tons of shoe leather. This half-hour broadcast once a week does away with that. It is the quickest and easiest way in which an inventor can get consideration for his brain child. He tells what his invention is and does. The members of the jury, a typical man and typical woman consumer, a manufacturer and an expert on marketing and merchandising, tell him—and thousands of listeners—what they think of it. If they like it, and if it stands up under exhaustive tests, then a manufacturer gets a sample order of 15,000, which are mailed to a carefully selected cross-section of members of the Gadget-of-the-Month Club as one of their monthly gadgets. If eight out of ten of those 15,000 critical but receptive consumers are enthusiastic about the gadget, then the manufacturer gets a minimum order of 100,000 units and the inventor is on his way to a small fortune.

The mail man never passes the Gadget-of-the-Month Club building. He usually leaves from eight to a dozen packages with postmarks from all parts of the world. Some are manufactured products, others the only models in existence, others merely blueprints or ideas. But all are sure of strict scrutiny and a hearty approval if they have merit. Their inventors then are summoned before the gadget jury radio program. If their gadgets are photogenic, especially with moving parts, they are selected for the television program jury the following week. And many strange objects find their way up to Mount Lee high above Hollywood on Wednesday nights for the 8:30 program.

Don L. Davis, moderator of the "Gadget Jury," is considered the foremost authority in the country on the merchandising of new products. He's an advertising man from Chicago who saw the possibilities of selling the ingenious new products of the fertile American inventive mind by first getting them into the hands of the consumers, then relying on their enthusiastic word of mouth advertising. For the first time in merchandising history he has succeeded in selling new products, sight unseen, to hundreds of thousands of Americans, making them pay in advance for articles he won't describe or tell them about, and then when they expect to be thoroughly swindled they turn out to be his best salesmen.

These otherwise-sane citizens skeptically but cheerfully send their dollar bills in advance for six gadgets. They are merely promised that they will receive one a month for six months, that the gadgets will be brand new, patented, handy, ingenious, practical articles for the home or personal use, which cannot be bought anywhere else, and that the combined retail value of the six gadgets will far exceed one dollar or their money will be refunded. So they fall for one of the oldest gimmicks of advertising—"double your money's worth, or your money back"—but instead of denouncing themselves afterward they are so delighted that they constitute themselves a tremendous membership committee to enroll their friends and relatives in the Club.

The story of how the Gadget-of-the-Month Club is able to lose money on its members, yet make fortunes for the manufacturers behind it, began with an idea in the brain of a little Iowa farm girl in 1942. Mary Lou Moffitt was in charge of advertising for a company which could not sell its appliances because consumers had never seen or handled them.

Miss Moffitt reasoned that if it were possible to get new products into the hands of enough consumers to create word-of-mouth advertising—the most sincere and persuasive kind—they could be introduced and sold more successfully and economically. She tried to convince her own firm to try it. They refused. However, she did sell them on grouping with 22 other manufacturers of new products to finance the



Mary Lou Moffitt, president and founder of Gadget-of-the-Month Club, demonstrates gadget which opens cans and bottles, cracks nuts, juices fruit and has a dozen other uses.

idea. So they formed the Gadget-of-the-Month Club—a huge international sampling organization to introduce one new product each month. The cost of a Trial Membership was set at \$1.00, for six months, and the Annual Membership at \$5.00, for 12 gadgets, some of which were to be larger and more valuable than those sent to trial members.

One of the original purposes of the 23 manufacturers was to market their own products exclusively, but the thing soon got out of hand. In fact, it ran away with itself. The GMC was launched in the spring of 1947 with a modest advertising appropriation in science magazines and direct mail pieces. While the general consuming public was slow to catch on the inventors were not. Soon it seemed that every mechanical genius in the country had heard about the Gadget-of-the-Month Club and wanted—not to join it primarily—but to sell his gadget to it. Every day's mail brought new inventions—some of them crude—or the only sample in existence—many of them were more ingenious or easier to market than some of the products of the 23 manufacturers, with the result that they now supply only 11 per cent

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Pearl Baum Says

AIR FAX: Lively morning commentary by woman with varied career proves successful formula for national and local sponsors

First Broadcast: September, 1947

Broadcast Schedule: Monday through Friday, 10:15 to 10:30 A. M.

Sponsor: Cooperating

Station: WCSC Charleston, South Carolina

Power: 5,000 watts

Population: 71,275

Preceded by: News of the Movies

Followed by: Arthur Godfrey

Right kind of personality on the right kind of program usually makes a sure-fire hit for any sponsor. Using that formula, a group of cooperating sponsors, mostly national product manufacturers, have placed on the air a show featuring Mrs. Pearl Baum, one of the most versatile and gifted members of station WCSC in Charleston, South Carolina.

Written and presented by Mrs. Baum, the program's effectiveness is measured by the wide scope it covers. Because conversation between Mrs. Baum and the program announcer includes every con-

ceivable topic from how to stop junior from sucking his thumb, through recipes, housing, raising of children, parties, character traits, advice of all kinds, household hints, appeals for CARE, TB and Red Cross funds, to world affairs, the kind and number of listeners is unlimited.

Cooperating sponsors have found that Mrs. Baum's type of advertising has brought customers flocking into their stores, or on the national scale, begging for their name products. Success of her apparently magic sales talk has sold sponsors on radio as an advertising medium.

Called "Pearl Baum Says," the show features commercials woven right into the script. The plan is for the subject under discussion to build right up to the commercial, so that it doesn't sound like advertising, but rather like a part of the general, casual conversation. Participations are approximately 150 words. They are sold at a flat rate.

One of the biggest advantages for the original sponsors of the WCSC show was the little outlay needed for advance publicity for the show. Mrs. Baum's previous

experience and reputation for lively, amusing material of universal appeal made big promotion stunts unnecessary. The only publicity given the show was a comment once or twice in the *Dialetter*, an advertisement written by the station about its schedule of programs. Director of Women's Programs for this station, Mrs. Baum pens a Sunday radio column in the local *News* and *Courier*. In a sense, this was additional publicity for the new show. The program in its present form went into production in September of 1947. Immediate sponsorship was obtained.

Beginning at 10:15 A. M., Mrs. Baum and her assisting announcer talk for fifteen minutes in light or casual style or seriously and with authority when the subject so demands. Always, Mrs. Baum's statements are succinct and pertinent to the events of the day.

Mondays, Wednesdays and Fridays are the broadcast periods devoted to the participating sponsors, who are mostly national. Avoset, Fleischmann's Yeast, Tintex Dye, and a local sponsor, Houghton Appliance Company, furnish the advertising for those three days. Until they bought time on the Pearl Baum show Houghton Appliance Company had not been happy, did not feel they were getting their maximum in advertising efficiency with radio results. Since the inception of the program, however, they have had a definite increase in sales.

Avoset representatives have written to WCSC, commending the program for its excellent air checks and script material. In a letter to WCSC from McCann-Erickson, Inc., representatives for Avoset, they say ". . . the air check and the scripts of the first Avoset participation on your station have arrived and we have checked them carefully. We think the air check was fine and the script material was excellently done. If future broadcasts for Avoset on your station are as good as these, we shall certainly be pleased. Will you please compliment the writers on the fine job they are doing . . ."

Tintex had used WCSC time for a number of previous years with a series of

spasmodic announcements campaigns. The new show, they have found, is 'the ideal medium for winning over doubtful listeners to their product. Tintex sponsors have written to Mrs. Baum and said ". . . As you know, sponsors and agencies sometimes do a great deal of complaining and it is, therefore, only fair that with the good job you have done, we should let you know about it . . . We are very happy about the announcements you have been making for Tintex and know if there are any doubtful listeners you will surely win them over . . ."

Format for the Tuesday and Thursday shows varies to some extent. These days are sold to one of the South's most prominent and reputable jewelry firms, James Allen and Company. The Tuesday show differs in that Mrs. Baum, instead of talking over various subjects, reads plays, stories, poetry, letters, essays, and other appropriate material. Her choice of reading matter is made in connection with the day, week or season of the year. On Thursdays, Mrs. Baum interviews some outstanding person in Charleston. Since she has had requests from New York and Washington for interviews, she does occasionally interview some celebrities who come to Charleston on some other day if necessary. James Allen and Company has used radio for approximately ten years, attempting a number of program ideas, chiefly classical music in the evening hours, but they have found Mrs. Baum's formula more resultful than any other feature.

Sponsors of almost any product could be well-satisfied with a show of this type. Mrs. Baum's past experience as a teacher, librarian, secretary, writer of fiction, and translator, have given her a wide background—a background which enables her to speak authoritatively and convincingly on any topic. Part of her education was received abroad in England and France and she has also taught at the University of Porto Rico. With that kind of diverse, action-packed career behind her, Mrs. Baum can talk about just anything to just about anyone. So the program gets

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SHOWMANSCOOPS

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



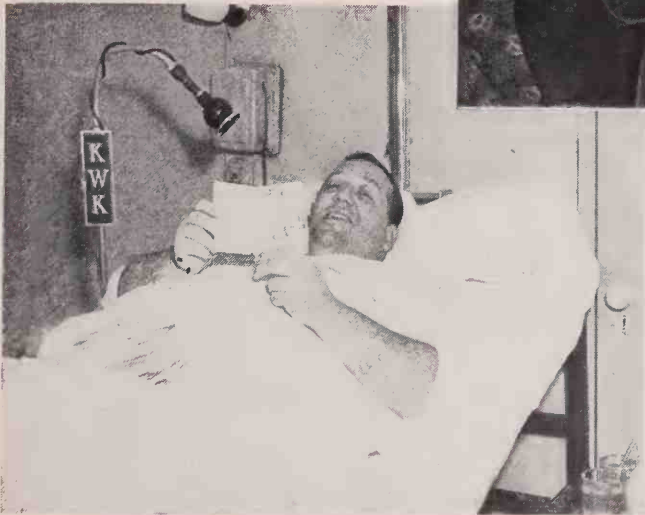
Dutch Isensee, owner of the Sports Shop in Red Bluff, California, was so impressed with the holiday singing of the Spartans Male Quintet at the Red Bluff High School, that he sponsored a special series of Christmas programs for these boys on station KBLF.

In the front row are Isensee and Miss Donna Phipps. Grouped around the microphone from left to right are Sylvester Flores, Danny Osborn, Edwin Bossie, Eugene Hinkle and Fred Hayes.

Every morning at 8:45 on WADC Akron, Ohio, good-natured Uncle John (Simpson) opens his big Date Book and congratulates all the listeners who are celebrating birthdays or anniversaries. Yeagers, Akron department store, sponsors the feature.

Uncle John enjoys heavy mail response and admits that most people still like that "human touch" and want to hear their names on the air.

Eleven - year - old George Krimm, McKeesport, Pennsylvania, with his dog, Pal, and his invalid mother. George received the dog from the Western Pennsylvania Humane Society of Pittsburgh as a result of a letter he wrote them. Since he had to spend his after-school time with his mother, he wanted a dog to play with. He heard about the dog on "The Animal World" sponsored by Chrysler dealers in conjunction with the society.



This is Ed Wilson, KWK staffer in St. Louis, Missouri, who is shown recovering from a recurring back injury at St. Luke's Hospital in St. Louis. Wilson broadcast two shows daily while flat on his back for a period of several weeks. The photo shows Wilson during a broadcast, reading one of the numerous cards sent by his listeners wishing him a speedy recovery.



AIRING THE NEW

"Baby Talk" New Show

Jerry Lee, program and production manager of WOAI San Antonio, Texas, has announced a new program, "Baby Talk," scheduled for the 8:45 A. M. time slot on Saturdays. Designed to appeal to women and children, the show has a novel twist—100 per cent masculine discussion of tiny tots.

Lee and Perry Dickey, both practiced ad libbers, bandy informal remarks about small fry, with a serious hint on child care wrapped up in each package. Format of the program includes bright sayings of children, helpful hints and a daily story about children. Musical interludes feature lullabys and nursery rhymes with Melvin Winters, WOAI musical director, at the piano and organ. Theme song is "Baby Face."

Listeners are invited to send in bright sayings of their own children for use on the program. The show precedes the Mary Lee Taylor program.

Howard Clothes Sponsors News

Howard Clothes, Inc., assumed sponsorship of the 11 to 11:10 P. M. news program over WCBS, New York, on Monday, Wednesday and Friday, starting January 31. Peck Advertising Agency, Inc., handles the Howard Clothes account.

The 11 P. M. WCBS news period, aired every night with George Bryan as reporter, is sponsored on Sunday, Tuesday and Thursday by White Rock Corporation with Kenyon & Eckhardt the agency. The Olsen Company, through Moore & Hamm, sponsors the program on Saturday.

WOAI Airs Women's Program

WOAI San Antonio, has originated a new type of program beamed to the ladies. It's a fifteen-minute airtel called "This Is Your Day," broadcast Monday through Saturday at 8:15 in the morning.

Program features a daily weather forecast by WOAI's weather authority, Henry Howell, who cautions his listeners about protecting their children and gardens against cold waves and suggests suitable menus for the prevailing temperature.

Plus on the program is a "Today in Memory" anecdote scripted by Assistant Program Director Perry Dickey and read by Announcer Bill McReynolds. Format includes three transcribed musical numbers on each program.

A typical excerpt from Private Weather Eye Howell's daily report follows:

"That cold front we were telling you about yesterday blew past San Antonio at midnight and brought down chilly weather . . . so bundle up the kiddies against catching the sniffles . . . you ladies in the hill country, out on farms and ranches, take warning, too, because your chances for a freeze will be almost 100 per cent . . . and with cold weather setting in, you can think of hog-killing time . . . tonight will be a good night to surprise old Mully-Grumbles with a winter supper . . . oysters or Mexican food . . ."

The program is a joint production of Dickey and Jerry Lee, WOAI program and production manager.

"I Can Hear It Now"

First complete airing in Boston of "I Can Hear It Now" with Ed Murrow narrating was via WCOP and WCOP-FM on December 27. The 9 to 10 P. M. program was broadcast under sponsorship of the Suffolk First Federal Savings and Loan Association.

WCOP special events man Ken Mayer introduced the program, and closed it with the "Prayer for Peace" by Captain Dick Diespecker of the Canadian Army, which Mayer first presented on the air on Empire Day, 1945, over the world-wide facilities of the BBC. Mayer was then an officer in the Royal Canadian Air Force.

"Like Music" on WGN

A five-minute musical digest titled "Like Music" premiered as a feature on WGN Chicago's Sunday schedule on January 9. The program, starring Johnny Desmond, will be presented in the 6:55 to 7 P. M., CST, time period immediately following the "Mayor of the Town" series. Desmond's song styling will be backgrounded on this new series by the special arrangements of the Tony Mottola Trio, well-known instrumentalists.

New series will feature special medley arrangements of the "top tunes of the week" and choice of these tunes will be based on listener-voting. The program is being presented in behalf of the lighter accessory products manufactured by the Ronson Art Metal Works, Inc. This presentation is in addition to the firm's sponsorship of the "Twenty Questions" feature on WGN-Mutual's Saturday evening schedule.

Bensdorp Importers, Inc. Buys Kids' Show on WCOP

Bensdorp Importers, Inc., have signed for the Saturday morning "Young Timers Club" on WCOP and WCOP-FM Boston, as a promotion medium for Bensdorp chocolate products.

Program airs 9 to 9:30 A. M. Saturdays presenting records and announcing kids' birthdays. "Club" members wear pins and have membership cards and contests. Terry Cowling is the emcee, and Jan Mitchell does the script. Twenty-six week sponsorship started January 1.

For Baby Sitters Only

"Baby Sitter's Serenade" is a new nightly half hour program which recently made its debut over KABC San Antonio. Featuring Wes Hamilton and Barclay Russell, two new fathers in the roles of alternating emcees, the show is aimed at the baby sitter who is still on the job late in the evening. It presents helpful hints on taking care of the youngster, recordings and a few gags concerning babies and their parents.

New Bing Crosby Show

"This Is Bing Crosby," the newest Bing Crosby musical variety show, premiered over WJR Detroit, at 8:15 A. M., January 3.

The transcribed series is heard Monday through Friday, 8:15 to 8:30 A. M., replacing a portion of the Warren Michael Kelly "Music Hall" program.

Appearing with Bing is his traditional announcing mate, Ken Carpenter. Format of the show includes witty bantering between Bing and Ken with the incomparable Bing doing a few vocals. Bing will also introduce selected recordings of other musical stars.

Program is sponsored by the Vacuum Foods Corporation through the Doherty, Clifford and Shenfield Agency of New York.

"Ski Report" Debuts on WCOP

"Ski Report," program which debuted on WCOP and WCOP-FM Boston, on January 6, features Pat Harty, Ski Editor of the *Boston Globe*, giving last-minute snow conditions to ski enthusiasts and getting ski legs in shape with the latest news about the sport. Harty will also give the romantic history of skiing, the latest activities in the field of collegiate competition, and will interview outstanding ski personalities on the show.

The "Ski Report" airs every Thursday over WCOP and WCOP-FM from 11:20 to 11:35 P. M.

Unusual Farmer's Show

WTAR Norfolk, Virginia, has scheduled a new program entitled "The Farmer's Choice" for Tuesdays, Thursdays and Saturdays from 6:35 to 6:50 A. M. One farmer in the surrounding area selects the music which is heard on each show, and he is credited with the script.

Garden Hint Program

Weekly program on KABC San Antonio, Texas, is "Over the Garden Wall," a program of garden news and hints plus news of the activities of twenty-two local garden clubs. Betty Bradford handles the show, and interviews soil and other gardening experts on the subject of local gardening problems.



CONTESTS

Art Ford Sponsors Contest

Art Ford, who conducts the "Milkman's Matinee" on WNEW New York, daily from midnight to 6 A. M., is sponsoring a photography contest for the best shots taken after dark. The contest is being run in cooperation with the DeJur-Amsco Corporation.

Subject of the Art Ford-DeJur contest is "Our Town at Night," and is open to all amateurs within the listening area of WNEW. Subject matter is limited to night pictures in the village or city in which the listener lives. Entries are to be judged by a committee of camera experts, including editors and professional photographers. These include: Jacob Deschin, *New York Times*; Norris Harkness, *New York Sun*; Hy Gardner, columnist for *Parade Magazine*; John Hugelmeyer, professional photographer, and Art Ford.

Awards to go to the winners are: first prize, a DeJur 8mm. Fade-Matic movie camera, loaded with film; second prize, a DeJur 8mm. projector; third through tenth prizes, DeJur Dual Professional Lifetime exposure meters.

Ford himself is a camera enthusiast whose work has a professional rating. During his spare time he specializes in taking pictures of New York City at night.

The contest opened on January 8 and closed February 1.

Your Favorite Program?

A series of "Favorite Program" contests is being tried on radio station WHB, Kansas City, Missouri, to test listenership and promote WHB programs. Listeners submit names of WHB presentations they like best and the reasons why. Prizes are awarded for each entry.

Contest About Be-bop

Preliminary results of the inquiry into the nature and origin of the species "be-bop" being made on Leonard Feather's "Jazz at Its Best" program over WMGM, New York, have turned up an abundance of be-bop bons mots, ranging from wildly affectionate to violently adverse. From these and others sent in by listeners, Benny Goodman, who is sponsoring the contest, will select the best for an award of a solid gold watch. Runner-up will win an evening for two at a city nightclub, while ten others will get albums.

The answers in favor of be-bop far outweigh the nays thus far, but among the more choice definitions submitted were the following:

"Be-bop is the brain child of the sales departments of the headache powder companies."

"Be-bop: An effort to play harmonious music without harmony."

"I think be-bop is the highest level of music attained by man so far. Be-bop to me is the first sign of maturity coming (sic) from the child of music."

Jeanne Gray Begins Annual Contest

Jeanne Gray's annual contest to discover the outstanding woman of the year is now being conducted on "The Woman's Voice" program, broadcast each week-day at 12:30 P. M. on KMPC Los Angeles.

Last year's winner, Frances Langford, received the Woman's Voice Award—a specially designed bronze trophy—for her work with hospitalized veterans; the 1948 winner will also receive a similar award.

Listeners are asked to send in the name of the woman they feel exemplifies the motto "Seek Honor Through Service." The twelve leading candidates are revealed at the end of four weeks and listeners are then requested to vote for their favorite to determine the final winner. The winning contestant and recipient of the "Woman's Voice Award" for 1948 will be revealed this month.



Some publicity man thought it a good idea to have Don Bell of KRNT Des Moines lie on the studio floor, dump 7,200 entries in Don's "Name-the-Puppy" contest on him, encourage the prize pup to plant a moist smack in the disc jockey's face and take the picture. (Winner also got a \$300 electric range and this valuable souvenir photo)

Pen Pal Contest

KVOO Tulsa, Oklahoma, has completed a Pen Pal Contest to promote their Saturday morning feature, "Children's World." The contest was created to encourage interest in the Pen Pal section of the show. Based on the sentence idea of "I Want a Pen Pal Because . . ." The program's director, Renee Frisco, has already arranged over 1,400 exchanges of addresses.

Giveaway on KFBC

KFBC Cheyenne, Wyoming, has a giveaway show called the "Mystery Man." Heard from 9:15 to 9:45 A. M., it features a jackpot of prizes which are given to lucky winner who identifies the "Mystery Man." Show is sponsored by Wyoming Trading Post Piggly-Wiggly Store. It originates from there each day (Monday through Saturday). On Saturdays a local student is honored by the store as the boy or girl of the week.

Mystery Contest on WJHP

Daily mystery contest is WJHP Jacksonville's new promotion scheme. Every morning a clue is given to some program which is heard during the week over WJHP. Clues consist of recorded excerpts from the programs. Contestants who guess the program titles win. Unsuccessful contestants receive consolation prizes . . . promotion letters telling about the "mystery" program.

"Open House" Features New Gimmick

New gimmick has been added to "Open House" on WTAG, Worcester, Mass. Called "The Story Behind the Song," it invites listeners to submit letters telling of some incident in their lives which has helped to make a particular song their favorite. Two of the most interesting letters submitted each week are read on the air, with the song played as background for the story.



SHOWMANSHIP IN ACTION

Showmanship Stars in Anniversary Party

Showmanship utilized to the nth degree paid off in the largest "studio" audience in the history of the Kentucky, West Virginia, Ohio tri-state area for station WSAZ's Silver Anniversary radio broadcast. The special Anniversary Jubilee celebration was

the program was already tuned to the station. All newspaper advertising was given the distinctive touch by the consistent use of large swash call letters with the line: "Most of the listeners most of the time" immediately beneath it and a cut of an American Broadcasting Company microphone and the message "Dial 930" bracketing it. Taxi and car cards were also used, telling the message of "Twenty-five years on the air."

The week preceding the show, WSAZ also used the following ways of telling its story: switchboard operators answered all calls with "WSAZ, your Silver Anniversary station . . ."; all station identifications were given with Anniversary tie-ins; chain break and minute announcements concerning the various contests, plus institutional announcements, were given daily.



Anniversary party for station WSAZ marking silver anniversary radio broadcast

aired before the largest crowd in the thirty-six-year log of Huntington's City Auditorium.

An idea of the buildup prior to the broadcast and of the station's pulling power is indicated by the fact that every person phoned during the give-away segment of

The Huntington City Auditorium displayed a huge, thirty-foot "Jubilee" sign over its entrance which was floodlighted the evening of the show. The interior was decorated with "shield" placards finished in blue and silver with sparkling center lines. The backdrop of the stage was further

decorated with three-foot call letters, spotlighted, and "25 Years" also done in blue and silver with the sparkling center motifs.

As added features, good luck pocket-pennies were passed out before the show and balloons, with the message of the anniversary imprinted on them, were suspended above the audience. As the climaxing feature of the program, 2,000 balloons were released. After the scramble ceased, the master of ceremonies started it again by informing the audience that over one hundred of the balloons had notes inside, redeemable at the stage for silver dollars in lots of ten, five, and one.

The segments on the show featured a telephone-audience identification contest, contestants vying for over \$1,500 in cash and prize awards given by the station and cooperating Huntington stores and business firms. Also segmented on the show was an Old Time Fiddler's Contest, a Barber Shop Quartet Contest, and a young listener's "Favorite Program" contest, plus the music from the Huntington Male Chorus and the Howard Jennings Orchestra. The show was laid out so that it would appeal to all classes of listeners and participants. In addition, give-aways, souvenirs, and prizes spiced every event.

The fact that the show rested on an all-local talent basis indicates that the 3,500 people present were not attracted by some outside name personality.

Station WSAZ was granted its first license on October 16, 1923. Twenty-five years later that date was utilized as the kickoff date for the Anniversary celebration. The month intervening up to November 13, the night of the climactic show, was given over to contestant polls, tie-in programs, and station teas handled by the Women's Program director.

KRNT Airs Phone Award of \$2,000 to Winner

Air presentation and acceptance of a \$2,000 check award was accomplished via telephone-recorded ceremony recently by KRNT.

When Bob Borkowski, winner of the

KRNT-sponsored fan poll to determine the most popular Des Moines Bruin player, could not come to Des Moines to claim his prize, KRNT Sports Director made the official presentation by long-distance telephone call to Borkowski in Dayton, Ohio. The ceremony was recorded and broadcast on Couppee's sports show.

Bruins' business manager John Holland accepted the \$2,000 check and mailed it to Borkowski.

Contest Offers Chance To Run Disc Jockey Show on WPTR

Teen-age disc jockey contest is being aired five nights a week over WPTR, Albany, N. Y. Moderated by Martin Ross, WPTR disc jockey, programs each week feature two teen-age contestants who compete for listeners' letter votes.

Weekly winners meet during the 13th week of the program in competition for the title of "WPTR Capital District Teen-Age Disc Jockey." Prizes awarded the final winner include assorted gifts, a scroll, and an opportunity to do a regularly scheduled WPTR disc show.

WPEN Pulls Give-Away Switch To Celebrate Birthday

December Program Schedules hinted of a surprise—something "startlingly new to radio." Then, to celebrate its first birthday under Sun Ray Drug Co. management, WPEN began mailing to agencies and advertisers a birthday cake (one to each) with a greeting card inside that sprang the real surprise: On December 13, the anniversary of Sun Ray's taking over, "Time is on the House!" The station, which is virtually sold out, will broadcast all commercials at no charge to its clients! It's the station's way of expressing appreciation of patronage during the year, and an added plug that the staff is always willing to try a new twist to further promote both programs and products.



PROOF O' THE PUDDING

Commercials Bring Dress Sale Volume

Two commercial announcements over Station WGN in Chicago, Illinois, brought big results for sponsor Hirsch Clothing Company. No other advertising or promotion was used. Yet a week's supply of dresses were sold out on one day.

So effective was the announcement of a sale of ladies' dresses on this 50,000 watt at 6:15 P. M., one Monday evening over John Nesbitt's 15 minute "Passing Parade" that by 9:30 the next morning, dozens of women were crowded around the front of the shop. In five minutes, a crowd of potential buyers were milling around the third floor dress shop asking for the "radio dress." By 9:45 signs were posted on street doors reading, "Sorry, Half-hour Wait." Store employees were used as auxiliary police to line up buyers waiting outside the store.

An entire stock of sale dresses was sold out in one day—and the sale was to have lasted one week. By closing time hundreds of women had responded—and an additional 250 dresses not included in the group for sale had been sold.

Radio advertising of feminine apparel put on the air at the most strategic time has produced the ultimate in desirable results or a typical sponsor of such merchandise—the Hirsch Clothing Company.

Mail Pulled on Show

Success of the Early Bird program on station WMAQ in Chicago has been demonstrated by the 3,838 pieces of mail pulled by the show during a recent five-week

period. An offer of a \$1 C.O.D. package of merchandise by the L. & M. Company of St. Louis, Missouri, turned the trick. According to Hal Smith, promotion manager of the station, the sponsor uses one one-minute announcement on the program which is broadcast six days a week at 5:45 A. M., C. S. T. Ed Allen is featured as emcee of the show.

Station Finds Relatives

KYOK in St. Louis provided an admirable service by locating the relative of an aged patient. When an infirm woman was brought to St. Louis County Hospital in critical condition, staff authorities learned she lived alone in a two-room shack in St. Louis County, and that she had two relatives living in St. Louis whose addresses were not known.

Hospital authorities asked KYOK to locate those relatives. Bruce Barrington, KYOK New Director, broadcast the information and names supplied by the hospital on his 5:30 P. M. newscast. Within five minutes after the program was off the air, one of the woman's relatives called Barrington, who referred the man to the doctor at the hospital.

Friends Brought Together

Two World War II buddies who hadn't seen each other in five years were brought together again by an announcement on John Trent's Housewives' Protective League on WCCO in Minneapolis. Trent saluted Lyle Spencer, a local grocery store owner. Barney Swartzhoff, who operates a lunch room in Brookings, South Dakota, 200 miles distant, heard the program and telephoned Spencer.

Firm Renews 12th Time

Constant effectiveness of Esso Standard Oil Company's newscasts over Westinghouse station KYW in Philadelphia is evidenced by the firm's renewal of its yearly contract for the twelfth time. Program schedule for the old company, makers of Esso and other products, features news broadcasts titled "Your Esso

Reporter" aired across-the-board at 7:15 A. M., 12:45, 6, and 11 P. M. There are all together 24 five-minute news broadcasts. Contract was placed through Marschalk and Pratt.

Club Renews Show

Fine musical selections plus news of the automobile world is the successful radio advertising formula used by the Keystone Automobile Club Casualty Company for the past nine years.

"Musical Milestones," broadcast over station KYW at 7:30 P. M. each Friday has been renewed for 13 weeks. Advertising one of the fastest growing automobile clubs in the East, the program features music introduced by Robert Benson and automobile news by Alwyn Bach.

Contract for the show was placed through Gray and Rogers in Philadelphia.

Watch Company Renews

Gains received from fourteen years of radio advertising over station KYW in Philadelphia has the Bulova Watch Company renewing its series of weekly announcements. Scheduled are a series of 21 announcements per week. The 52 week renewal order was made through the Biow Company.

Demand Recalls Show

Popular demand has brought back to the air "Midnight Dancing Party," a disc show with Kurt Webster as emcee. Broadcast over station WBT Charlotte, North Carolina, the platters will be served each Saturday night from 10:30 to midnight.

There was only one answer to the deluge of letters and calls that swamped WBT when the show left the air six months ago. Now Webster, who placed sixth in this year's annual *Billboard* Disc Jockey Poll, despite the fact that the "Dancing Party" had lost its glass slippers for a time, will be back his platter-chatter to brighten the nighttime airways.

In the 10:30 to 11 period, Webster will spin R. C. A. Victor recordings for the

Southern Radio Corporation, Victor's Carolina Distributors. The 11:30 to midnight segment will be devoted to playing discs for the Oriole Corporation, North Carolina distributors of Mercury recordings.

"Highways of Melody" Pulls 500 Letters a Week

Enthusiastic listener acceptance of a local library show is evidenced clearly by the mail response to "Highways of Melody," aired in Winnipeg over CKRC and in Calgary on CFCN. Mail pull increases as high as 1500 per station per week for this Greyhound show as travel season approaches.

It is the third big season for the Greyhound program. Many a transcribed package had been auditioned, but none seemed to tie in with bus travel. The "tailored" script finally chosen has been renewed twice, and ratings prove its continuing popularity.

Music on the show is based on the hit tunes of show business, with name vocalists as guest stars. Featured is a four-minute Travel Topic on towns and cities of Western Canada and vacation havens in Canada and the United States. Highlight of the show is a contest giveaway of a round trip bus ticket from the winner's home town to any point in Western Canada.

1,000 Broadcasts

It was 1000 broadcasts on December 6 for the "Music Off the Record" program over WDRG, Hartford. Show is emceed by Chief Announcer Russell Naughton, and is one of the best-liked features on the WDRG afternoon schedule. It's a disc jockey show with comments by Naughton, who writes a record review column for the *Hartford Courant*.

Duquesne Brewing Renews

Duquesne Brewing Company, through Walker & Downing, have renewed their contract for the Duquesne Show, musical variety show broadcast every Friday night on KDKA, Pittsburgh, at 7:30. Bernie Armstrong and his orchestra, Rita McIntyre, vocalist, and a guest artist are featured each week.



JOHNNY ON THE SPOT

WGN Spot Contracts Build Sales Volume

Spot business on WGN Chicago for the last two months includes a large number of contracts. Procter & Gamble Company renewed their weekly station break announcement for fifty-two weeks beginning January 2. H. W. Kastor & Sons handled the contract.

Beltone Hearing Aid Company, through Ruthrauff & Ryan, Inc., renewed its three weekly participating announcements in "Art Baker's Notebook" Monday through Friday for 13 weeks beginning December 6.

Ted Bates, Inc., renewed six station break announcements for fifty-two weeks beginning December 12 for Brown & Williamson Tobacco Corporation.

Durkee Famous Foods, Inc., through C. Wendel & Company, contracted for participations in the "Vicki Stevens" show, Monday through Friday for thirteen weeks from December 10.

Emerson Drug Company is promoting Bromo Seltzer through a renewal of seven weekly station break announcements for fifty-two weeks from December 27.

Renewal of three weekly station break announcements for twenty-six weeks from January 4 was contracted for by Ronson Art Metal Works, Inc., through Cecil & Presbrey, Inc. Renewal of a daily participating spot for Continental Baking Company was signed through Ted Bates, Inc.

A year-long contract for Crowell-Collier Publishing Company for two weekly participating announcements in "Art Baker's Notebook" and three weekly announcements in "Baker's Spotlight" was signed for through Kudner Agency, Inc.

Renewals and New Spot Campaigns at WCOP

Renewals of 52-week spot schedules for Colgate Palmolive Peet and the R. J. Reynolds Tobacco Company (Camel cigarettes) are among latest items of business at WCOP and WCOP-FM, Boston. Special campaigns have also been placed for Waitt & Bond, Inc., makers of Blackstone Cigars, and renewed for Birds' Eye Products, division of General Foods, Inc. New spot campaigns started by local sponsors include Strazzula Brothers, of the Diamond Brand Products, and Irene Rich cosmetics. The Albany Carpet Company has recently increased its announcement schedule.

Participation in the Mildred Bailey program has been resumed for 52-week period by Standard Brands' Chase and Sanborn Coffee, and Lynden Chicken, division of the Washington Co-op Farmers Association.

Five Spot Deals Closed on WCBS

Spot business on WCBS includes five contracts signed recently. Sponsors buying station breaks are Trans World Airlines, Kraft Food Company, Groves Laboratories, William H. Wise & Company, and Beaumont Company for 4-Way Cold Tablets.

Announcements for Knickerbocker Federal Savings and Loan Association, New York, will be heard on Galen Drake's "Housewives' Protective League" and "Starlight Salute" programs.

Rexall Drug Spots

Rexall Drug Company, Toronto, started spot announcements and musical programs on varying schedules on 21 Canadian stations recently. Agency for the company is Ronalds Advertising Company, Toronto.

Spots for Adam Hats

Adam Hat Company has been running a daily one-minute announcement for a period of eight weeks on the Lanny and Ginger Grey show on WMGM New York. Program is aired 8 to 8:30 A.M. Monday through Saturday. Madison Advertising Company placed the account.

BRIDE OF WEEK

(Continued from Page 7)

program only to the immediate vicinity.

Rather, the Michael J. Sullivan Company has planned its "Bride of the Week" radio show as a huge display window featuring all the advantages the enterprise has to offer to every prospective buyer in the thirty-four cities and towns which form Essex County.

LEROY MILLER

(Continued from Page 5)

call "Junior," who is the entertainer's mythical offspring. Sound effects go wild each morning when Miller tries to get the youngster out of bed, down to breakfast, and off to school without serious injury to self, mother, or house. Miller can also imitate just about any big-time comedian in the business and he capitalizes on his talent to make their voices turn up in the most unexpected places and at the funniest times.

For an extra bit of outside entertainment, Miller puts his beaming face and fast-action laugh provoking patter before the local television audience. He is seen on *The Philadelphia Inquirer's* new "Features for Women" telecast aired by WFIL-TV each Thursday evening.

LeRoy Miller began his radio career in high school and went on to a couple of years of experience with smaller stations where he held "big jobs for little pay." Since he started as staff announcer with a 15-minute sustaining show 13 years ago his Philadelphia story has been brief, but successful. With sparkle, wit, and humor, LeRoy Miller has sold not only himself but, more important, his sponsors' products to the Philadelphia radio audience.

POSTAL CARD

(Continued from page 11)

from the cities, desert, etc., 918. The most popular place outside the borders of the U. S. was Canada. The nearest to the farthest places abroad are as follows: Bermuda, Newfoundland, Mexico, Cuba, Balboa (Panama), Colombia (South America), England, Ireland, Alaska, France, Germany, Italy, Brazil (South America),

Honolulu (Hawaii) and Brisbane (Australia). A total of approximately seven thousand cards were mailed to Henry Hickman, but two thousand cards were postmarked in Baltimore; they were not figured in the breakdown survey.

Henry Hickman is an astute emcee who recognizes stunts that entertain his large audience when ideas could easily be overlooked. The postal card idea popped up during an interview with a lady from the studio audience three years ago. In the midst of their conversation the lady remarked that she was going on her vacation. "Fine," said Hickman, "hope you'll have a grand time and don't forget to drop me a card." That summer over one thousand cards were mailed to him, so during the ensuing summers he has developed the stunt to help keep "Club 1300" on the minds of his listeners while they vacation. It is one of many ideas which make "Club 1300" a down-to-earth show that maintains a very close relationship with the listener. Three hundred women come to WFBR's studios to participate or watch "Club 1300" six days of every week from one to one-fifty-five in the afternoon. Ticket requests are filed three months in advance. Because of the tremendous popular demand Hickman makes one short announcement about every three months that tickets are available. Last December one announcement that tickets were available brought in enough requests to fill the studio of 300 capacity for five months.

Because "Club 1300" listeners are habitually writing to Henry for tickets it may not be unusual for a vacationer to remember to send him a card from as far away as Brisbane, Australia. But, one fact is certain: Hickman knows what appeals to his audience and the postal card habit is universally popular, so that is probably the reason for the success of "Club 1300's" vacation postal card stunt.

SPOT SALES

(Continued from Page 13)

and check these clues with the participating firms.

Considering the fact that WHBS is only a 250-watt station, the sponsors, by way of

the commercial aspects of the program plus the application blanks to catch store traffic, are getting their money's worth in advertising. They are combining their variety of products, advertising them in an inexpensive manner, and reaching an extensive area of potential buyers.

Popularity of the show is indicated by the fan mail the program receives. Daily an average of 150 letters on the "Magic Word" series arrives at the station. Once on a Friday the announcer made the mistake of stating: "We will see you tomorrow for another 'Magic Word' program." Since the show is broadcast only Monday through Friday, this was an error. But on Saturday WHBS received 172 telephone calls asking about the show.

Additional indication of the tremendous appeal of the show maintains is how important it has become in the everyday lives of its listeners. During the holiday season, many persons phoned and asked if they might take an additional supply of application blanks with them on their trips and send their guesses in from wherever they might be. When they had returned from their holiday trips, many of these persons called the station immediately, asking for all the information they had missed.

Even for the person who does not have a telephone, the program is an excellent advertising bet. Inasmuch as the judge never has any access to the application blanks, and the person without a telephone who fills out the blank at the store is the only one knowing the correct answer to the "magic word" the system has worked out very successfully for those contestants. The judge for the radio show listens on an extension to every telephone call. When the announcer asks for the identity of the "magic word," the judge replies "yes" or "no" so that not only the announcer can hear it, but also the person being called.

In case of applications from the person without a telephone, the judge listens in on an inter-communication system and the announcer waits for his all-important buzz. General trend of the conversation following would be: "Mrs. Jones who re-

ceived her application blank at Smith's Grocery says she believes the magic word is 'down'." The announcer then says: "In a moment we will hear from our judge as to whether or not this answer is correct." Then on signal he says: "There is the buzzer which signifies that our judge is ready with a decision."

The announcer then picks up the telephone extension and receives the information as to whether or not the answer is correct and passes the information on to the listening audience. Through this system of using the buzzer on the air, the program manages to maintain a suspense angle. Obviously the announcer does not know if the guess he is reading is correct and neither does the listening audience. It all hinges on the buzz and the word from the judge. This factor alone has been an important contribution to the continuing popularity of the show.

Several thousand batches of application blanks have been made up for the program . . . and one of the station's biggest jobs is keeping participating firms supplied with these blanks—another indication of how widespread is interest in this give-away show.

Preceding the "Magic Word" program in the morning is "Welcome Travelers" on the ABC network and following is "Baukage Speaking" also over ABC. Preceding in the afternoon is "Happy Wilson," a program over a state-wide network which features hillbilly music, and following the program is "Kay Kyser" over ABC. The diversity of these shows assures a varied listening group and is of advantage to the local sponsorship.

Morning and afternoon periods for broadcasting were especially chosen by the station because a "shot in the arm" to boost their Hooper ratings was needed. Consequently the program was divided into the two half-hours rather than one complete hour. According to WHBS station manager Richard Warner, this plan has worked out very well for the station.

For sponsor, station, and listener alike, this unique take-off on the local give-away program has paid off in every way.

LIGHT AND MELLOW (Continued from Page 10)

the commercial copy This time is never longer than two minutes—and that, bear in mind, is for a full half-hour show. Strangely enough, that two minutes of copy seems even shorter to the listener.

The commercial formula is unique—and it's a formula that is popular with the audience. People both in the studio and in their homes look forward to the commercial. It hardly need be pointed out that a commercial message which is that popular is popular with the sponsor because of the results it pulls.

The commercial itself follows the same tradition as the rest of the show. It, too, is "Light and Mellow."

Actually, it's hard to tell where the commercial message really begins. Armand Girard might begin, for instance, by singing a few bars of "Every Day I Love You Just a Little Bit More." Then a smooth transition into the commercial by humming a bit of the tune, followed by a deep booming.

"M-m-m-m-mellow! That's what you'll say about the mellow flavor of Regal Pale. Every day I go for you just a little bit more. There's the fragrance of autumn leaves in it, and sunshine in its sparkle. But man, just try it on these brisk evenings of early winter. Just try it when you don't want to go to a lot of fuss about fixing dinner. A sparkling bottle of Regal Pale, and a fresh, sweet, cracked crab. A little lemon and a little mayonnaise on the crab, and I guess you'll have to have a finger bowl so you can really dig in. And for refreshment, and zest, and to bring a mellow glow to a winter evening, that tall, cool, sparkling glass of light and mellow Regal Pale. Yes, sir . . ."

And then Armand Girard sings a few more bars of "Every Day I Love You Just a Little Bit More."

It takes a fine piece of co-ordination to bring the orchestra and Girard out together at the end of the commercial—since the orchestra plays in the background all during the message. But the shortness—and the mellowness—of the commercial

copy is what pleases the listeners—and it *does* sell beer.

And that, believe it or not, is just about all the commercial there is—except for brief identification at the beginning and end. The sponsor's name and product, too, are mentioned in the continuity occasionally—but not too obviously. In any case, the entire length of the commercial is always less than two minutes.

It's obvious that "Light and Mellow" is the result of the efforts of a considerable team—all the way from Harlan, the originator, to the musicians who provide the music for the show. The cast and staff consists of nearly thirty persons—and every one of them is a strict adherent to the "Light and Mellow" byword.

It's obvious, too, why "Light and Mellow" was chosen to be the recipient of the first annual Vancouver Trophy.

The competition for the Vancouver award was open to advertisers, agencies, and radio stations in the eleven western states and Western Canada. Judging was based on commercial excellence, creative originality, information imparted, the effectiveness of the selling message and listenability. The award indicates that both the advertising profession and the listening public want and appreciate good commercial entertainment. As President Baker of Regal Amber puts it:

"This award proves we're on the right track."

The Vancouver Trophy itself is unique. It's made in the form of a totem pole on a square base. It's intricately carved out of black skidagata slate. The carving was done under water by Haida Indians of the Queen Charlotte Islands in British Columbia.

The trophy will remain in the possession of the Regal Amber Brewing Company for one year. A miniature of the trophy is the permanent property of the company. The Vancouver Trophy will be awarded again next summer, and annually thereafter, by the Advertising Association of the West for the best commercial radio program.

GADGET JURY

(Continued from Page 15)

of the gadgets mailed to club members.

And so, for two years postmen have been delivering little cartons containing, among other things:

1. Automatic dispensers for contents of collapsible tubes, such as toothpaste and shaving cream, which stands erect in a medicine cabinet.

2. Letter openers which also are postal scales, accurate up to six cents.

3. Hose couplings which require only a half-turn of the wrist instead of laborious meshing of threads and lengthy twisting.

4. Cold cream dispensing jars which eject cream through a quarter-inch tube by a twist of the jar top, then drags the surplus cream back down inside.

5. Trays for bobby pins which permit the user to pick up a pin and pry it open against the tray, using only one hand.

6. Metal discs which prevent heated liquids from boiling over.

7. Combination nutcrackers, juicers and squeezers.

8. Extra speedy whippers for liquid drinks which operates on the principle of homogenization.

9. Cigaret holder which fits on little finger of motorist's hand.

10. Wire spoon holder which fits on edge of hot skillets and pans.

11. Catsup dispenser which operates on buttonhook principle.

12. Mousetrap which drowns mice.

13. Rubber fly swatter with spring action which always retains flat shape.

14. Vibrationless razor with magnetic blades.

If the Club member wants additional numbers of gadgets, perhaps to give to friends, the answer is no. Only one sample is available on each membership. They can't be bought in volume or at retail anywhere.

Members of the Club, delighted with their pigs-in-a-poke, have flooded the organization with their letters of praise. They are begged to express their frank opinions of their gadgets. Few ever express disappointment. After their trial membership of six months expires they are offered

the chance to prolong it by one month for each new member they enroll. One member sent in 44 new names, and \$44.00, to go with them, another \$35.00. Some invent gadgets of their own, and submit those to the Club. Others tip off the Club on new products they run across.

The Club feels that its appeal is based on better-than-average intelligence. Only smart people, it reasons, are interested in finding easy ways of doing household chores or other work. Only stupid people like hard manual labor, or to do things the hard way. And its rolls hold the names of many famous folk, as well as the merely smart ones. There are Lana Turner, Joan Crawford, Hedda Hopper and Louella Parsons, Red Skelton, Wayne Morris, Van Johnson, and Kent Cooper, general manager of the Associated Press. Doctors and dentists are high in percentage, occupation-wise. Their keen minds and friendly human approach to life force them to be interested in new, ingenious, labor-saving products.

PEARL BAUM

(Continued from Page 17)

listeners from every field and occupation—housewives and career people alike like to listen to what "Pearl Baum Says."

Another advantage for the show is the fact that it is preceded by News of the Movies, a popular morning show, and followed by the Arthur Godfrey program, which has a good-sized audience of humor-minded fans.

Aside from her teaching job in Porto Rico, Mrs. Baum spent a good deal of her time there in doing extensive radio work. In January, 1947, she came to WCSC as creator and director of a program called "How to Do It" designed for the benefit of Charleston homemakers. In September of that year, she became Director of Women's Programs and the station's Musical Director.

All this and heaven too seems to describe not only the varied career of Mrs. Baum, but also the appreciation of a group of sponsors who are seeing material results with Mrs. Baum's recipe for radio advertising.

1001

RADIO PROGRAMS

★
★

Syndicated Transcribed Script and Live Show DIRECTORY

the new ★

RADIO SHOWBOOK



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Producer*



*Indexed by
Time Unit*



*Indexed by
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*Indexed by
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*Indexed by
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