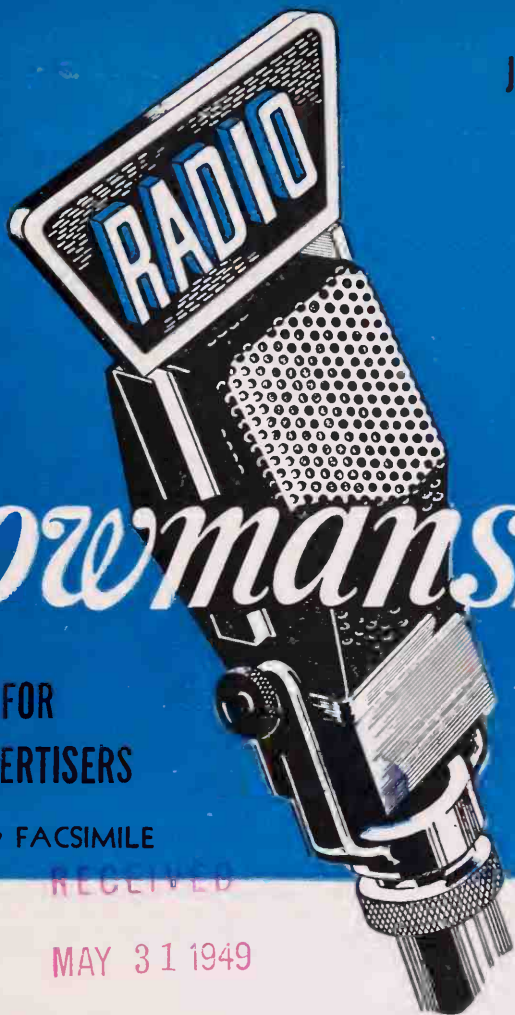


JUNE 1949



S Showmanship

PROGRAMMING FOR
BROADCASTERS • ADVERTISERS

50c

55c IN CANADA

AM • FM • TELEVISION • FACSIMILE

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IN THIS ISSUE

Firefighters Show on WJEF ★ Playtime Express Thrills Florida Kids ★ Huge Bakery Promotion Runs on WMBD ★ Kilowatt Kuties ★ Garden Advice Aired on WCOP ★ Radio Dealer Happy With "Guess Who" ★ Sponsor Stars on Own Program ★ WMGM Airs "Today's Races" ★ WPWA Helps Cancer Drive ★ Show Lists Social Events

Your Business at a Glance

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

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Auto Dealer	16	Electric Company	20
Baking Company	5, 23	Food Company	17, 20, 21, 22
Bank	10	Garden Supplies	8, 17
Beauty Culture	16, 20	Hearing Aid Company	22
Beverage Company	25, 29	Oil Company	25
Brewing Company	22	Publisher	12, 23
Clothing	16	Racing Association	22
Detergents	22	Radio Company	9
Drug Company	22	Watch Company	22

Sponsor—Station Index

<i>Sponsor</i>	PAGE
Alamo National Bank	5
American Beauty Macaroni	17
Bakers of America	5
Beltone Hearing Aid Company	22
Best Foods, Inc.	22
Chicagoland Home Show	22
Chiquita Banana	21
Cott Beverage Company	25
Daily Racing Form	12
Dolly Adams Brand Syrups	17
General Electric Supply	20
Great Atlantic and Pacific Tea Company	22
Greystone Press	23
Helena Rubenstein, Inc.	16
Hunt Foods	22
J. B. Roerig Company, Inc.	22
J. E. French Company	20
Jefferson Radio and Electric Company	9
Linco Products Company	23
Longine Watch Company	22
Marelay, Inc.	16
Melville Shoe Corporation	16
Mrs. Schlorers, Inc.	28
Patricia Stevens Modeling School	20
Pepsi-Cola Company	22
Pellissier Dairy Farms	17
Peter Ekrieh & Sons, Inc.	2
Peter Fox Brewing Company	22
Proctor & Gamble Company	22, 23
Regina Wines	29
Ricciardi Co., Inc.	17
Rit Products	23
Save-On Drug Company	22
Shell Oil Dealers	25
Union Outfitting Company	17
Ward Baking Company	23
Westchester Racing Association	22
W. F. McLaughlin and Company	23
White Rose Tea Company	20
Wilkie Buick	16
Wilson and Company, Inc.	17
Wolffington Motor Company	16
WOAI, San Antonio, Texas	5
KMPC, Los Angeles, Calif.	17
WMBD, Peoria, Ill.	5
WCBS, New York, N. Y.	22
WMAQ, Chicago, Ill.	22
WMAQ, Chicago, Ill.	22
WQXR, New York, N. Y.	21
WELI, New Haven, Conn.	25
WMGM, New York, N. Y.	12
KMPC, Los Angeles, Calif.	17
KRNT, Des Moines, Iowa	20
WCBS, New York, N. Y.	22
WMAQ, Chicago, Ill.	23
WQXR, New York, N. Y.	16
WCBS, New York, N. Y.	22
WCBS, New York, N. Y.	22
KGO, San Francisco, Calif.	20
WRRF, Washington, N. C.	9
WMAQ, Chicago, Ill.	23
WQXR, New York, N. Y.	22
KYW, Philadelphia, Pa.	16
KYW, Philadelphia, Pa.	16
KYW, Philadelphia, Pa.	28
WFIL, Philadelphia, Pa.	20
WCBS, New York, N. Y.	22
KMPC, Los Angeles, Calif.	17
WJEF, Grand Rapids, Mich.	2
WMAQ, Chicago, Ill.	22
WMAQ, Chicago, Ill.	22, 23
KLAC, Hollywood, Calif.	29
WQXR, New York, N. Y.	17
WMAQ, Chicago, Ill.	23
KNN, Los Angeles, Calif.	22
WTOP, Washington, D. C.	25
WHAM, Rochester, N. Y.	17
WMAQ, Chicago, Ill.	23
WCBS, New York, N. Y.	22
WMAQ, Chicago, Ill.	23
WNEW, New York, N. Y.	20
KYW, Philadelphia, Pa.	16
KMPC, Los Angeles, Calif.	17
KYW, Philadelphia, Pa.	16

S Showmanship



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MAY 31 1949

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CONTENTS

JUNE 1949

Vol. 10, No. 6

EDITORIAL

ADVISORY BOARD

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man Publications, publishers of
Radio Showmanship

Firefighters Show on WJEF	2
Playtime Express Thrills Florida Kids	4
Huge Bakery Promotion Runs on WMBD	5
Kilowatt Kuties	6
Garden Advice Aired on WCOP	8
Radio Dealer Happy With "Guess Who"	9
Sponsor Stars on Own Program	10
WMGM Airs "Today's Races"	12
WPWA Helps Cancer Drive	14
Show Airs List of Social Events	15
Proof of the Pudding	16
Showmanscoops	18
Airing the New	20
Johnny on the Spot	22
Showmanship in Action	24
Contests	28

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Scene of show depicts from left to right: city manager Frank H. Goebel, fire chief Frank H. Burns, assistant fire chief Russell Palmer. emcee Bruce Grant

FIREFIGHTERS

"This is the sort of Fire Prevention Program we've been looking for for twenty years!" exclaimed Fire Chief Frank H. Burns of the Grand Rapids Fire Department, when radio station WJEF decided to go "all out" on a year-round fire prevention program plan.

Good as this fire prevention broadcast is, it does even more than teach listeners how to avoid this hazard—it entertains, and it sells its sponsor's product. The show is sponsored Monday through Friday at 5:15 P. M. by Peter Eckrich & Sons, Inc., makers of Fine Frankfurts, Luncheon Meats and Roasted Sausage. The program itself is a transcribed package entitled "Firefighters." Its entertainment value makes it a Grand Rapids favorite all week, and on Saturday a plus value is added by station WJEF.

AIR FAX: Sponsor's weekly promotion increases popularity and effectiveness of sponsor's daily show.

Broadcast Schedule: Monday through Friday, 5:15 P. M., Saturday, 10 A. M.

Sponsor: Peter Eckrich & Sons, Inc.

Station: WJEF Grand Rapids, Michigan

Power: 250 watts

Population: 164,300

Every Saturday morning at ten o'clock WJEF produces a live half-hour show in the dormitory of the city's Fire House Number One. Children are invited to Fire House One to be the guests of the Grand Rapids Fire Department! Fire-

men's beds are pushed back, chairs are moved in, WJEF remote equipment is set up, and the show is on the air.

Children adore the atmosphere, and they pour in week after week to take part in the festivities. There are several parts to the morning's program, and each is a device sure to delight the heart of any child.

A Fire Prevention Quiz is staged, and it pays off in prizes that range from miniature fire trucks to a ride in the Fire Chief's own bright red car. Following the radio show comes a free movie shown right in the firemen's dormitory. After the movie, firemen put on a practical demonstration of the fire-fighting equipment while the boys and girls enjoy a free treat of candy and ice cream.

Bruce Grant, WJEF chief announcer, is master-of-ceremonies, and production of

WJEF's planned weekly entertainment is a valuable addition to the daily transcriptions presented by Eckrich & Sons. "Firefighters" keeps Eckrich's name before the public all week, and especially before the juvenile crowd. The moppets like the program, and they like the frankfurters and tasty meats its sponsor makes. When the big climax arrives at the end of every week, when they visit the fire station dormitory, and when they take part in a radio show, see a movie, and eat ice cream—the sponsor and the station become dear to their hearts.

Saturday's weekly entertainment which WJEF runs accomplishes at least three important things: it sells plenty of the sponsor's product, it teaches fire prevention facts to children, and it does a great entertainment job.

This tie-in between WJEF and Peter

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SHOW ON WJEF

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the big party is handled by Don Richardson, WJEF Chief of Continuity.

Important personalities in the show are Chief Frank H. Burns and his Assistant Chief Russell Palmer. They make up an impressive part of the cast, since the younger set look up to them, and are effectively impressed by the message they present.

Eckrich & Sons is a telling example of the way happy results can be achieved when sponsor and station work together to do a better job. For the sponsor it has meant increased sales and a happy association. For WJEF it has meant a satisfied and grateful sponsor.

Two other groups like it too—the children and the Fire Department!

Bruce Grant (in fire hat) gets all wet in one of the many lively stunts which heighten show's appeal for youngsters. Don Richardson (with ear phones) is writer-producer of Firefighters Club



PLAYTIME EXPRESS

THRILLS FLORIDA KIDS

Proving the success of live dramatic shows presented for children, a Junior League project in Jacksonville, Florida, has successfully run five seasons on station

AIR FAX: "Playtime Express" completes five years as popular series of weekly dramatizations for children.

First Broadcast: September, 1944

Broadcast Schedule: Saturday, 10:15 to 10:30 A. M.

Sponsor: Junior League

Station: WPDQ Jacksonville, Florida

Power: 5,000 watts

Population: 173,000

WPDQ. It's a year-after-year favorite with the city's children—and with good reason. Its weekly presentations are planned to give them a maximum of enjoyment.

Under the direction of WPDQ Woman's Director, Dorothy Horsfall, "Playtime Express" gives the junior set music, drama, and a chance to participate on the air. On the air each Saturday during the school year, it is aired fifteen minutes, beginning at 10:15 A. M.

Opening with the announcer's "Here comes the Playtime Express," the show begins with the theme, "Twinkle, Twinkle, Little Star," and the sound of a train. Then comes the dramatised portion.

Auditions are held periodically for adults and children to give real talent an opportunity. This increases interest among the audience and is an inspiration to those who want a chance to go on the air.

The offering has been presented for five years by the station in cooperation with the Junior League of Jacksonville. It is part of the Junior League national pro-

(Continued on Page 31)

From left to right picture shows Morton Leff, juvenile lead; Alva Stein, character part player; Harley Sykes and Joy Harder, who play male leads; Vivian Star, who acts juvenile through teen-age parts; and Dorothy Horsfall, director of the program





WMBD announcer Robert Carlton interviews Paul Zickgraff (left), general chairman of the Peoria promotion, and Thelma E. Dallas, secretary of the Illinois Bakers Association

Huge Bakery Promotion Run on WMBD

Baking industry history was made in Peoria recently when an aggressive group of local bakers, assisted by members of the staff of the Bakers of America Program, staged what probably is the most effective and intensive nine-day bakery promotion ever carried on in any locality.

Two months before the test campaign was to begin, representatives from the baking industry asked WMBD to outline an over-all promotion campaign for "Buy It Baked" in Peoria.

Members of the sales, promotion and merchandising staffs of WMBD put their heads together and came up with an outline for a campaign that included not only radio, but other media as well.

The primary goal of the bakery promotion was to "position" both the baker and his products in the eyes of the people of Peoria and encourage consumers to "Buy It Baked."

Radio played a major part in the nine-day publicity campaign. The bakers purchased seven 10-minute programs and eighteen 35-word announcements on WMBD, Peoria's CBS station.

In addition, WMBD's campaign outline suggested that all allied industries tie-in with "Buy It Baked" and donate portions of their radio time to the over-all campaign. Five WMBD advertisers cooperated in the campaign. One whole-

(Continued on Page 29)



Ramona Bolin

KILOWATT UTIES

Biggest promotion during the winter season for WGKV Charleston, West Virginia, is a girls' basketball team called WGKV Kilowatt Kuties.

On the surface, this type of promotion seems far afield from radio but in Charleston and vicinity the Kilowatt Kuties play an important role in the lives of sports fans, young and old. They play both boys' and girls' rules and with the help of WGKV have built a four-team league into a twelve-team one.

It all began when WGKV decided to capitalize on the postwar popularity of basketball throughout the nation and in the Charleston area in particular. Station officials made an investigation as to the possibility of using this medium as a station promotion.

Much available talent was found in the community. The boys and young men seemed pretty well taken care of in the church and civic leagues, but talent on the distaff side was going begging.

In 1947, WGKV decided to organize a girls' team and exert what influence it could towards reorganizing a league which was almost about to fall apart. Investigators found intense interest among prospective players and considerable enthusiasm among the prospective fans, especially the younger set, both boys and girls.

So, with a comparatively small financial outlay, the Charleston Girls' Recrea-

tion League took shape. A team representing WGKV was put out on the floor, under the leadership of Juanita Barker of the promotion department at the station.

Results of the seasons of play on the basketball floor have been many and varied for the station, the team and the fans.

The payoff of all this effort and modest expense has been a lot of fun for the girls.



Doris Pritt, named Best All-Around Player of 1949



Team from left to right: Mena Joseph, Jean Snyder, Phyllis Hertel, Deleris Fike, Mary Ella Tredway, Ramona Bolin, Bernice Fike, Betty Rywant, Doris Pritt, Thermal Aleshire, Juanita Barker

It has meant plenty of excitement for great numbers of basketball rooters. And it has given WGKV much favorable publicity—the kind of publicity that has made many new friends and larger audiences for the Charleston station.

Newspapers and Charleston and neighboring cities have been most generous in their space allotments in reporting the games. *The Charleston Gazette* and *Charleston Daily Mail* totaling over 150,000 circulation each, were the most liberal supporters. About two hundred inches of running accounts and pictures were published during this last season alone.

Meanwhile, WGKV plugged the Kilowatt Kuties, giving them special air time including interviews and promotion spot announcements.

Juanita Barker, of the station promotion department, who started the team off originally, is a forward on the team. She

was also coach. In 1948 she was made president of the growing league which now boasted a maximum twelve teams.

Early in the first season, Joe Farris, WGKV's resourceful sportscaster, hung the obvious moniker of Kilowatt Kuties on the group and immediately the name caught fire. The girls were all dressed up in kelly green and white satin for the first game.

In 1947 the team held a record of half and half on the winning basis, but received national attention by Carl Watson, then in NBC's station relations department. Watson relayed pictures of the WKGV Kilowatt Kuties and letters to all NBC stations in the United States stating, "This is one of the most unusual publicity stunts I have ever heard."

During the second season of basketball play for the team, everyone thought the

(Continued on Page 31)

GARDEN ADVICE

AIRED ON WCOP

A WCOP Boston program is attracting a wide listening group in that area.

George Graves, horticultural authority whose "Home and Garden News" is aired over WCOP from 6:50 to 7 A. M., Monday through Friday, is an author, lecturer and nationally known expert in the fields of horticulture and floriculture.

Popularity of his program is evidenced by its four years of continuous broadcasting. Home-owners and home-makers listen carefully, for George Graves deals with every problem that could possibly baffle the home gardener.

Home gardeners get to hear all the information and advice they need. The wonderful part about the show is that gardening advice and instructions are presented in the kind of language the home gardener can easily understand.

Sponsorship is participating. Recent sponsors offer products of the variety that tie in perfectly with the nature of the program. Recent sponsors include the Perry Seed Company, manufacturers of garden supplies, the American Agricultural Chemical Company, and the Doughten Seed Company.

Format of the show has George Graves spend much of the program time answering questions sent in by listeners as to how to combat plant diseases and how to grow better greens and shrubs.

He also tells the home gardener and home owner when to plant, how to landscape and how to control insect pests.

Graves ties in his program with local garden clubs and horticultural groups by announcing their shows, coming events and activities.

"Home and Garden News" is a highly personalized presentation featuring a complete script prepared in advance by George Graves.

AIR FAX: Gardening advice from authority has four-year broadcasting record.

Broadcast Schedule: Monday through Friday, 6:50 to 7 A. M.

Sponsor: Participating

Station: WCOP, Boston, Massachusetts

Power: 5,000 watts

Population: 2,350,514

He is well qualified to speak on horticultural subjects, with thirty years of experience in all fields of horticulture from commercial nurseries, landscaping, general consulting, to private collections which amounted to small botanic gardens.

George Graves is the official answer man of the Massachusetts Horticultural Society and author of numerous horticultural publications, among them a book titled, "Trees, Shrubs and Vines for Northeastern United States."

George Graves' "Home and Garden News" appeals to that universal quality—the desire of the home-owner to keep his surroundings attractive. By capitalizing on that human element he has built a steady, constant listening audience that has kept tuned to his show over a period of years. And the products his sponsors offer are the kind that home-making audiences not only want, but also need, to buy.



Don Pierce, announcer for the WRRF "Guess Who" show, makes phone call on this new give-away show

Radio Dealer Happy With 'Guess Who'

Throughout 1947 WRRF Washington, North Carolina, was reluctant to go in on the popular audience getters . . . the Give-Away Programs. Early in 1948 the program department came up with the first of many programs that was to prove beyond doubt that a station could offer a worthwhile program to listen to, although a large percentage of the potential audience would not actually participate in it. Such was the "Guess Who" program. Program is built around the "Mystery Voice," a recording of a voice belonging to a prominent resident of this community. There's a musical selection at the beginning of the program, followed by a commercial and then the Mystery Voice. After the voice has been played the listening audience is invited to call on 403 or 404 and "Guess Who." The announcer

AIR FAX: "Guess Who" features recordings of the voices of prominent residents of Washington, North Carolina. The listening audience is invited to call the station and "Guess Who." Cash prizes are awarded. Don Pierce is the announcer.

First Broadcast: April, 1948

Broadcast Schedule: Tuesday and Thursday, 11:15 to 11:30 A. M.

Sponsor: Jefferson Radio and Electric Company, Washington, North Carolina

Station: WRRF Washington, North Carolina

Power: 5,000 watts

Preceded by: "Organ Reveries"

answers all phone calls on the air and music is used for background.

(Continued on Page 27)

WMGM Airs

'Today's Races'



Fred Capossela, WMGM turf sportscaster, is the man who sparks the "Today's Races" broadcasts, heard Monday through Saturday from 6:30 to 7:00 P. M.

With "Today's Races," which is a delayed transcribed account of races run during the day as announced by the New York State Racing Association's announcer, Fred Capossela, the program's sponsor, *Daily Racing Form* hopes to provide for its radio audience some of the color and thrills involved in racing, aside from the results. The sponsor views the show as a public service for fans unable to

attend. At the same time, however, the favorable reaction to the program is furthering interest in the sport. And that is where the *Daily Racing Form* reaps the benefits. For increased interest means rising circulation. And that spells success in any publisher's language.

Daily Racing Form is a turf newspaper which is attempting to use this new radio show over WMGM New York to do for

racing as a sport what has already been done for baseball as a sport.

Program schedule began April 1, the opening day at Jamaica with a 6:30 to 7 broadcast. A phenomenal memory and perfect eyesight are the happy combination that makes for the letter perfect, rapid-fire accounts by Fred Capossela, the announcer who recently inaugurated the new Monday through Saturday half-hour broadcasts.

"CAPPY" NEVER ERRS

"Cappy" does his priming in the ten-minute interval from the time the horses enter to the moment they lunge from the starting gate. With binoculars in one hand and a program in the other, he memorizes the jockey's colors and the names of the horses they ride. Sometimes that's a comparatively easy job, as in the races where there are only four horses running. And at other times, it's more difficult. That's when there are twenty entries in a single race.

But though he calls seven or eight races a day, six days a week, this official announcer for the New York Racing Associations seldom makes a mistake. He is one of the few announcers who faithfully and meticulously reels off every horse in the field each time around.

Continuously, Capossela's personality gives thrills to an already thrilling show. For his WMGM accounts, "Cappy" adds to the spot-calling of the race-track's public address system a description of the scene and the details of the horses on the home stretch. He has the public address system switched off for both of these, for he stops calling for the track spectators after the horses come charging down past the eighth pole.

COMPLETE DESCRIPTION

"Those at the track," he explains, "can see the horses come bobbing and winging down the stretch. They are in full sight of the stands."

So there is really a complete description of the races for all fans. Capossela also provides the oral charts which the *Daily Racing Form* supplies in written form and the enjoyment of the broadcasts is further

enhanced by the listener's possession of the printed charts.

Supplementing this program of transcribed race descriptions starting with the familiar "They're off," to the mutuel prices on each of the placed horses, are daily interviews with outstanding personalities in the turf world. Interviews will be beamed at a track executive one day, a famed racing official another day, a jockey, trainer or newspaper man the following day.

Early in the series, the sponsor tested the listening audience on response to the new type of show. Test was an offer, made in the third week of broadcasting, of a primer on "How To Read Charts and Past Performances." Mail pull was quite high on this offer.

AIR FAX: Turf newspaper brings transcribed account of races to New York racing fans.

First Broadcast: April 1, 1949

Broadcast Schedule: Monday through Saturday, 6:30 to 7 P. M.

Sponsor: "Daily Racing Form"

Station: WMGM, New York, New York

Power: 50,000 watts

Population: 11,690,520

Most of other mail received regarding the show has been laudatory for both program and sponsor. In fact, *Daily Racing Form* uses no other radio promotion for this particular product. The turf newspaper itself has been published by Triangle Publications since 1894. Offices are at 343 W. 26th Street, New York 1, N. Y.

Daily Racing Form is the official publication of the National Association of State Racing Commissioners, the Incorporated Canadian Racing Associations and the Mexican Jockey Club.

Years ago, the publication used radio as a hypo for building circulation, but now they are operating under a different premise and stressing the public service angle with the "Today's Races" series. Indirectly, of course, the good will that is

(Continued on Page 32)



This is how Bill Naley, Bob Johnson, and "Smiling Al" Constantine (in foreground) and "Bashful Barney" Bernard and Rusty Keefer looked at end of twelve-hour, 45-minute cancer marathon show

WPWA HELPS CANCER DRIVE

When WPWA in Chester, Pennsylvania, went on the air April 16, continuous appeals for contributions and telephone pledges went out for almost 13 hours. On the air from 6 A. M. to 6:55 P. M., the 1,000 watt, independent day-time station pulled in almost \$16,000 by the end of the day, with contributions still coming in the following Monday and Tuesday. The total represented more than one-half the quota set for the entire Delaware county.

The idea for the show came from Lou Poller, owner of WPWA, and within four days all advance publicity was out, a schedule of speakers throughout the day

was lined up, and the show was ready to roll.

The program opened at 6 A. M. with WPWA's Bill Baley and the four Western Aces handling the music straight through till 6:45 P. M., and Robert Johnson, program director, acting as master of ceremonies. Staff announcers Ray Milderic, Jim Reeves, Paul Warren, and Stan Alexander did the personal interviews on a round robin schedule, and acknowledgements of all contributions were aired. A continuous appeal for contributions, from prominent public and private officials, stars of the sports, radio and theatre

(Continued on Page 30)

SHOW AIRS LIST OF SOCIAL EVENTS

There is a radio program that has almost become an institution at KGVO, Missoula, Montana. For the past twelve or thirteen years the show has been aired consistently, and almost always under sponsorship. It's the kind of show that boasts a simple format—but performs an invaluable service for listeners in the area. If all the mail and telephone calls received on this five-minute program were laid end-to-end they would go a long way.

"Club Calendar" is the name of the show and it is aired five times weekly. Broadcast time is 11:25 each day. Format calls for the announcer opening the show with a brief description of what is to follow.

What does follow are notes on social events of the day in Western Montana. That includes fraternal meetings, auxiliary functions and a complete schedule of other social gatherings in Missoula and vicinity. Organization members in the area consider "Club Calendar" their daily "note pad" of the air. After the brief explanatory resume, the announcer turns the show over to the "Club Calendar" reporter who lists specific meetings and events.

Announcements are received both through the mail and over the telephone. Notices come from points up to a hundred miles from Missoula. No charge it made for giving the information but KGVO alters and edits any announcements to fit the time period allotted. Usually, up to fifteen announcements may be broadcast during any one show.

The continuity writer who pens the show (Pat Scott) also telephones all hospitals in the city to compile a daily list of births and names of new arrivals are announced at the end of the program.

Regular mail reminders go out to social secretaries and club scribes, telling them of the free service KGVO offers them.

"Club Calendar" has become an important factor in the lives of local KGVO listeners. Here is a daily reminder for their social and organization meeting schedules. And club officers find this a wonderful medium for getting members to meetings at the right time as well as at the right place. Value of the show is well indicated by the mail pull it receives. In addition to telephone calls, the show pulls in an average monthly mail count which runs into the hundreds.

AIR FAX: Public service show gives schedule of social, organization events to local listeners.

Broadcast Schedule: Monday through Friday, 11:25 A. M.

Station: KGVO, Missoula, Montana

Power: 5,000 watts

Population: 18,449

Preceded by: "The Inside Story"

Followed by: "Calling All Women"

Previously, the program was sponsored by Hotel Florence, the city's largest hotel. It served as an excellent vehicle to plug the hotel's social facilities, catering service, cocktail rooms, meeting rooms, stage and music facilities. Right now, the program is unsponsored and is presented by KGVO as a public service feature. It is important because it gives the kind of information its listeners need and want.

The show is preceded by "The Inside Story," daily BMI script show, followed

(Continued on Page 23)



PROOF O' THE PUDDING

Radio Men Get Awards

Highlight of the second annual Radio Day at Syracuse University was the awarding of three citations to outstanding alumni of the radio department.

Marty Glickman, WMGM New York, sportscaster was cited for his sports programming endeavors. Simon Goldman, vice-president and manager of WJTN Jamestown, New York, received a citation in the field of radio station management. In the field of radio and television sales, John Warren, sales manager of WNBC and WNBT New York, was cited.

Citations were made by an awards committee from a field of about 500 radio alumni.

Latin Music Aired

Pru Devon, conductor of "Nights in Latin America," has earned an additional broadcast period on her program of authentic music of the Latin American countries.

Heard over WQXR New York, at 10:05 Friday evenings for the past two years, the new schedule will bring the show to the air Mondays and Fridays from 10:05 to 10:30 P. M.

An innovation on Pru Devon's program will be her singing of the program's theme song and an occasional solo. Strumming her guitar as accompaniment, Pru Devon weaves interesting tales about the famous collection of recordings used on the show. All recordings were made in Latin America by native musicians.

Beauty Course Sales Rise

Helena Rubinstein's Wonder School, which tested selling its Beauty Course on WQXR New York with a short-term contract for a fifteen minute musical program six mornings weekly, found the radio medium so effective that sponsorship will be continued on a long-time basis.

Direct returns were so favorable during the four weeks' test on "Composers Varieties" that a contract was signed on a continuous basis. The show will be broadcast for Helena Rubinstein, Inc., on Mondays through Saturdays from 9:45 to 10 A. M. Contract was handled through Advertising House.

WQXR's music quiz, "Much Ado About Music," aired on Tuesdays from 7:30 to 8 P. M., is also sponsored by Helena Rubinstein, Inc. The evening program promotes cosmetics and perfumes.

KYW Contract Renewals

Sponsors of several KYW Philadelphia programs are indicating their satisfaction with sales results by contract renewals.

Automobile business continues brisk as Wilkie Buick and Wolfington Motor Company renew their news programs on the Westinghouse station for another year. Agency on both

these accounts was Joseph Lowenthal, Philadelphia.

Marclay, Inc., makers of Marclay Nylons, have renewed their half-hour Sunday evening program for thirteen weeks. Aired from 10:30 to 11 P. M., "Music Box" features recorded musical favorites. Contract was placed through Ralph Hart, Philadelphia.

Melville Shoe Corporation of New York, for Thom McAn Shoes, has renewed for 52 weeks their three-a-week quarter-hour series on the KYW "Musical Clock" which features Stuart Wayne. Contract was placed through Neff-Rogow, Inc.



Roosevelt on Network

Expanded from a three individual ABC station release, the weekly commentary broadcasts of James Roosevelt are starting network, airing simultaneously from 8:45 to 9 P. M. over KECA Los Angeles, KMPC Bakersfield, California, KGO San Francisco, KJR Seattle, and KGA Spokane.

Ice Cream Company Renews

Beginning its sixth consecutive year of sponsorship on WQXR New York, Ricciardi Company, Inc., maker of Ricciardi ice cream, returns to the air with sponsorship of "Luncheon Concert," the vehicle which it has used for four of its five years on the air, plus a fifteen-minute nighttime program, "Let's Celebrate," broadcast twice-weekly.

"Luncheon Concerts" will carry Ricciardi commercials on Tuesdays, Thursdays and Saturdays from 12:30 to 12:45 P. M. "Let's Celebrate" will be aired Mondays and Fridays from 9:30 to 9:45 P. M.

Ricciardi Company, Inc., began its sponsorship of the fifteen-minute segment of "Luncheon Concert" across the board as its first program on WQXR five years ago. This year, instead of across-the-board sponsorship, Ricciardi will advertise on the midday show three times weekly and launch into evening time with "Let's Celebrate," which is a musical calendar recalling important events in the lives of great composers.

Award for WVET Promotion

Outstanding advertising in 1948 has won a Certificate of Honorable Mention for WVET Rochester, New York.

The Rochester Ad Club has announced the result of a contest it conducted for the best promotional advertising campaign during 1948. WVET prepared a brochure of its advertising, most of which had been placed originally in radio trade papers, and submitted it to the judges, the advertising department of Syracuse University. WVET was the only radio station entered which received an aw. rd.

Food Show Time Increased

A program that has been aired over KMPC Los Angeles since last December has proved its popularity with a mail pull of 10,000 pieces during that period.

With two new sponsors added to the "Chef Milani" program, the broadcast expands to a half-hour show, Monday through Friday, from 9:30 to 10 A. M.

New sponsors are Dolly Adams Brand Syrups through the Charles Ross agency, and Pellissier Dairy Farms, makers of Yami Yogurt, through the William H. Kester Agency. Current sponsors are Wilson and Company, Inc., and American Beauty Macaroni.

Chef Milani's program is based on the theme of "A Dinner for Four, A Dollar No More" with the chef outlining a menu that can be prepared for this cost in addition to his offering his personally tested recipes for the housewife.

Talent Package Renewed



Sponsor satisfaction with a weekly talent hunt package show has been demonstrated by a 26-week renewal for the program.

"You Can Be a Star," sponsored by the Union Outfitting Company, is broadcast over WHAM Rochester, New York. Emceed by Mort Nusbaum, the series now includes a road show unit with personal appearances scheduled for upper New York state.

Home-Garden Show on Five Years

Favorable listening reaction to a show beamed at home-owners and garden enthusiasts has resulted in five years of continuous broadcasting for George Graves, horticultural expert. His show, "Home and Garden News," aired on WCOP Boston, is heard from 6:50 to 7 each morning, Monday through Saturday.



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.



Mother's Day interview over WRR, Dallas shows Mr. and Mrs. Charles Ray and brood of twelve children. Holding microphone is Carol Weaver, emcee of "Carol Goes Calling" over WRR



Film music composer Frank Skinner is guest on the Larry Cotton show on WKY in Oklahoma City. Left to right: Frank Skinner, Ken Wright, WKY organist, and Larry Cotton

Bud Baldwin, emcee of WHIO "The Song Shop," and W. E. Wolaver, advertising manager of the Gallagher Drug Company, show sponsors, attempt to count 15,000 beans in token of Gallagher's 15,000 broadcasts during past ten years

Over 8,000 Iowans jammed the KRNT Theater in Des Moines recently for two originations of the ABC network show, "G.E. House Party" with Art Linkletter



The 500th radio script of the WFBR "Keeping Well" dramas was celebrated with a review broadcast by Dr. Huntington Williams, commissioner of the city health department of Baltimore. Pictured from left to right are Dr. Huntington Williams; W. B. Hanauer, WFBR program director; and Dr. M. Alexander Novey, director of the bureau of child hygiene, who plays the central character on the show



AIRING THE NEW

KGO Features "Melody Lane"

"Melody Lane," new half-hour musical program heard over KGO San Francisco at 10:15 P. M., is sponsored by the J. E. French Company of San Francisco.

Program will highlight semi-classical and pop concert selections by such orchestras as those of David Rose and Andre Kostelanetz. Included in the transcribed and recorded musical fare will be occasional operatic arias as well as selections from musical comedies.

Sunday Production Offers Musical Variety

A new production technique of combining current hit recordings with choice numbers from Broadway show albums and Hollywood sound-tracks plus unusual dramatic recordings is being utilized in a new program, "The White Rose Tea Party," over WNEW New York.

Sponsored by the White Rose Tea Company, the program is heard every Sunday from 1:35 to 2 P. M. Every show features a different Broadway hit, comedian, name vocalist and top band.

Modeling School Sponsors Record Show

A new record show, "Dear Joe," is being sponsored by The Patricia Stevens Modeling School over WFIL Philadelphia on Wednesdays from 10:30 to 11 P. M. Emcee on the show is Joe Novenson, WFIL staff announcer.

▮ A 13-week contract has been signed for the show. The Meyerhoff Agency is national representative for the sponsor.

WDRS Schedules

Music Broadcasts

Two new musical shows have been scheduled on the Sunday, WDRS Hartford list of programs.

"Showtime," featuring favorites from Broadway musicals, will be on for a half-hour at 12 noon, and "Music Hall," highlighting popular concert favorites, will be aired from 1:30 to 2 P. M.

KRNT Signs for Sport Package

Purchase of one of the Middlewest's largest sports packages has been made with the signing of the General Electric Supply contract to sponsor broadcasts of all sports events the year-round on KRNT Des Moines, Iowa.



Left to right: Al Couppee, Glenn Clark

The package includes more than 100 action broadcasts of baseball, football, basketball, track and other major Iowa sports events. Handling the sale was Bill Hippee, KRNT sales representative. Agency account executive is Floyd Mellen of the Allen & Reynolds Agency of Omaha.

Play-by-play sportcaster will be KRNT sports director Al Couppee.

Husband and Wife on WCCO

A "Mr. and Mrs." combination is the feature of the new "Melody Matinee" program broadcast over WCCO Minneapolis, Minnesota.

Earl Steele, formerly on the CBS announcing staffs in New York, St. Louis and California, is emceeing the new show which is aired five afternoons weekly.

Sally Foster, his wife, a Decca recording star, is also appearing on WCCO. Her schedule includes two half-hour sponsored audience shows on Saturday nights and her own sponsored 15-minute show each morning, Monday through Friday.

Quiz Format Gets Turnabout

"Fountain of Facts," a quiz show with a novel format, is the latest offering over KYW Philadelphia, Tuesday evenings at 7:30 P. M.

Taking over the format of "Information Please" in reverse, the new show pits expert Alfred Moray against a panel of three. The panel asks questions of Moray who, without rehearsal, gives extemporaneous answers about science, art, music, religion and current events.

Members of the panel include Clarence Fuhrman, KYW music director, Donald Baird, assistant education director, and W. B. McGill, advertising manager of Westinghouse Radio Stations, Inc.

Listeners are invited to submit questions on any subject; for each query used, the writer receives two dollars. A \$25 United States Security Bond goes to the writer of any question Moray fails to answer.

•

Chiquita Banana Returns on WQXR

Chiquita Banana has returned to WQXR New York in six fifteen-minute programs a week with the United Fruit Company sponsoring "Luncheon Concert" on Mondays, Wednesdays and Fridays from 12:45 to 1 P. M. and "Music for the Theatre," Tuesdays, Thursdays and Saturdays from 5:15 to 5:30 P. M.

•

"Today's the Day" Gives Music and Facts

"Today's the Day," a new program of musical moments and pertinent facts is making its bow on the broadcast schedule of WGN Chicago.

Five mornings a week, Monday through Friday, from 8:45 to 9 A. M., CDST, Holland Engle will air time and temperature information. The show will also include briefs relating to each day in the pages of history and announcements of special information about the significance of the day in current national and Midwest calendars.

Musical recordings of current tunes will also be featured.

•

Disc Show Specializes in Be-Bop

A new series of Negro disc programs is being sponsored by Gluckstite, Chicago malt beer concern, over WIND Chicago, Monday through Friday, from 8:45 to 9 P. M.

Featuring Nick Brooks, vocalist, as emcee, the show will specialize in be-bop and jazz music.

Editor Does WLAW Newscasts



George A. Gagan airs his morning show

George A. Gagan, managing editor of the Lowell, Massachusetts *Sunday Telegram*, starts off as news reporter and commentator on WLAW's new daily show, "Top O' The Morning." Program is scheduled for a fifteen minute newscast and commentary every morning, Monday through Saturday, at 7:15.

In addition to the news show, the editor has, in the past, been featured as a sport-caster.

•

WGAI Presents Quiz for Students

WGAI Elizabeth City, North Carolina, is airing a new show, "The Albermarle Classroom of the Air" on a forty-five minute schedule, six times a week. Format calls for two students from each high school to compete in a quiz for individual standing and for school standing. At the completion of the twelve weeks' series, winners will receive savings bonds and cups as awards.



JOHNNY ON THE SPOT

Spot Contracts Signed

"The Hometowners," a five-a-week musical program heard on WMAQ Chicago, won a participating sponsor recently when a spot business order was received from the Proctor & Gamble Company. The order was for five one-minute participation announcements weekly for 52 weeks on the program which is aired Monday through Friday, 6:30 P. M. Product will be Shasta shampoo, through Compton Advertising, Inc. Starting May 16, Drene is to be advertised, through Dancer-Fitzgerald-Sample, Inc., for the duration of the contract.

Peter Fox Brewing Company, through H. W. Kastor and Sons, ordered two station breaks weekly for thirteen weeks, over WMAQ.

Other WMAQ business included the contract for six station breaks for the Chicagoland Home Show. Agency was K. E. Shepard. Best Foods, Inc. (Shinola shoe polish), through Benton and Bowles, Inc., ordered a one-minute announcement weekly for six weeks.

WCBS List Spot Contracts

WCBS New York announces several new contracts for spot announcements.

Pepsi-Cola Company purchased three participations for each week, Monday, Wednesday and Friday on the WCBS Jack Sterling program, which is aired from 6 to 7:45 A. M. The Agency was Biow and Company.

Westchester Racing Association, for Belmont Race Track, also purchased three participations for each week, starting immediately, on the Jack Sterling show on

the same three days. Al Paul Lefton is the agency.

Hunt Foods, Inc., for canned peaches, contracted for six announcements weekly, Monday through Saturday, in the Housewives Protective League Program through Young & Rubicam, Inc.

The Great Atlantic & Pacific Tea Company for Ann Page Products, renewed its Tuesday, Thursday and Saturday participations in the 8:30 to 9 A. M. Margaret Arlen program.

J. B. Roerig & Company, Inc., for Amion Tooth Powder, purchased three participations weekly, Monday, Wednesday and Friday, in the "Hits and Misses" program, 5:30 to 6 P. M. Contract was placed through Stanton B. Fisher, Inc.

Beltone Hearing Aid Company, through Ruthrauff & Ryan, Inc., purchased Monday, Wednesday and Friday participations in the "Starlight Salute" show, heard from 11:30 P. M. to midnight.

Drug Company on KNX

The Save-On Drug Company, Los Angeles, through Brusacher, Wheeler & Staff Agency, will sponsor a series of six weekly spot announcements on KNX Los Angeles for a 52-week period.

Spots Start with Baseball

Longines is inaugurating a spot announcement campaign on WQXR New York with the opening of the baseball season. Spots will carry information on the New York Yankees baseball games plus the day's batteries.

These announcements are to continue until the close of the baseball season and will be broadcast only on home game days. Longines, which is listed as the official watch of the New York Yankees, was represented by Victor Bennett, Inc.

Announcement of the WQXR spot campaign will be listed in the official program of the Yankees at the Stadium.

Spot Business Noted by WMAQ

New spot announcement contracts have been announced by WMAQ Chicago.

Greystone Press Corporation, through H. B. Humphrey agency, has purchased the 11:15 to 11:30 spot Sundays on the "Do It Yourself" show for a thirteen-week period.

Ward Baking Company, through J. Walter Thompson, has renewed their schedule of five station breaks each week for fifty-two weeks.

W. F. McLaughlin & Company (coffee),

through Earl Ludgin & Company, have signed for a renewal of two station breaks weekly for five weeks. Also through Earl Ludgin & Company, Rit Products has signed for three one-minute announcements each week for eight weeks.

Proctor & Gamble, for Drene, has contracted for one-minute announcement weekly for twenty weeks through Compton Advertising, Inc.

Linco Products Company has signed for one station break weekly for fifty-two weeks, through Schwimmer & Scott, Inc.

SPONSOR STARS

(Continued from Page 11)

with this objective. A typical example follows:

"Some of you folks who haven't been with us regularly since "The Roving Banker" programs were begun back in January may be wondering why this type of program is being presented by the Alamo National Bank . . . why a city bank sponsors a program about farming and ranching . . . Here's the story . . . The folks down at Alamo National Bank realize that agriculture and livestock production are the backbone of our country's economy . . . that directly or indirectly we all have an interest in farming and ranching . . . the Alamo National provides these Saturday morning programs in the hope that they can bring entertainment and service features to their friends and customers throughout the Southwest . . . the people who have made the Alamo National the great banking institution that it is."

The kind of work Jones and Shomette are doing on the program is well illustrated by their recent visit to the 1949 convention of the Texas and Southwestern Cattle Raisers Association in Houston, Texas. They brought back recorded interviews with officers of the association and here's the way Shomette wove them into the program:

"Day behind yesterday down in Houston we put our rusty but trusty old wire

recorder to work to bring home an account of the annual cowmen's get-together—the Cattle Raisers' Convention. After the final convention session was dismissed and the records closed on the '49 meeting, we cornered the freshly re-elected association president and two of his vice-presidents for an off-the-cuff account of the convention . . . we began with Bryant Edwards, association president . . ."

The Roving Banker and his side-kick recently completed a series of six broadcasts on native pasture grasses during which Dave Foster, manager of the Soil Conservation Service Grass Nursery in San Antonio, discussed the characteristics and relative values of grasses, how to re-establish them, and other informative facts.

Now they are preparing a new series on brush eradication, which in turn will be followed by still other features designed to be of service to farm and ranch listeners throughout the vast area reached by WOAI's airwaves.

SOCIAL EVENTS LISTED

(Continued from Page 15)

by "Calling All Women," local female show.

"Club Calendar" is the bulletin of activities in western Montana. It is a public service that keeps listeners tuned in to KGVO.



SHOWMANSHIP IN ACTION

"Musical Clock" Spotlights Career Girls in Audience

Career girl listeners are getting into the radio limelight with the new feature on the KYW Philadelphia "Musical Clock," which features Stuart Wayne.

Each morning at 7:25 A. M. Wayne chooses the "Career Girl of the Day," devoting five minutes to a girl who has written to the station. Her name, her place of business, hobbies and special interests are described. Each salute is completed with the playing of the girl's favorite record.

This new feature follows upon the success of another program within a program—"Tunes for Tiny Tots"—which has been an 8:50 A. M. feature of "Musical Clock" for more than two years.

Recorded Talks on Sportscast

Recorded telephone interviews are the latest innovation being used by Bill Campbell to highlight his nightly sports program over WCAU Philadelphia.

During his trip to the Florida baseball camps, Campbell phoned reports to WCAU for recording and airing the same night.

Joseph T. Connolly, WCAU program director, reports that the quality of the telephone recordings is good. A tone warning, or beep, which is heard throughout the recording, as demanded by law on any recorded phone conversations does not mar the clarity of the presentation.

Success of the Campbell telephone interviews has started WCAU studying the possibilities of having its sportscaster interview prominent personalities in var-

ious parts of the nation several times a month, depending on the immediate news value of the interview.

Man of Many Talents Is Star of Wake-Up Show

Fred Bennett is the jack of all voices—the wake-up disc jockey—over WPEN Philadelphia. When Fred Bennett starts his show each Monday through Saturday at 7:05 A. M., it isn't a case of getting up with the chickens, but with ducks, "Singing Ducks . . ." and they are only the beginning.

This wake-up show is something unique in Philadelphia. The script is penned by Bennett with a pacing that weaves music and short skits in and out of the continuity.

Bennett came to WPEN via KTSA San Antonio, Texas, bringing with him a ten-year collection of impersonations and characterizations. His fabrications include H. Kalt von Borem, famous news commentator; Frederique Benet, the poor man's Jean Sablon; and Sudsy Waters, a satirical soap opera character.

In addition, this wake-up man brings to life each morning great episodes from history via his "barbed wire" recorder. Format innovations also bring listeners elevator races and the presentation of his singing ducks under the training and direction of Professor Muchmore.

Bennett's subtle humor and wit have sponsors clamoring at his radio door. He is a veteran radio performer who has a string of radio show successes tucked under his belt.

WWJ Gets Safety Awards

Two awards have been given WWJ Detroit for its outstanding public service work in the field of safety during 1948.

The Alfred P. Sloan Radio Award for Highway Safety and the National Safety Council's Public Interest Award were received by WWJ. In 1948, the Detroit station devoted more than 326 hours to safety programs and carried some 19,000 spot and special announcements in addition.

Decal Promotion by WPEN

WPEN Philadelphia has come through with extra promotional activity in the form of an attractive decalomania.

These decalcomanias are affixed to several thousand 78 R.P.M. record players recently purchased by the Record Dealers Association of Philadelphia. WPEN and the Record Dealers Association of Philadelphia have maintained a cooperative tie-up for the past four years.



KMOX Offers Clients Merchandising Plan

A new idea in merchandising cooperation with clients is being distributed to seven hundred grocery and meat market outlets, who serve millions of customers each month in the Greater St. Louis area by KMOX.



KMOX merchandising display easel

The point of service sales builder consists of a display easel eighteen inches high and twelve inches wide. On the top half is a framed removable poster in attractive colors promoting KMOX personalities and programs. Beneath this is printed "Take a Number Please" and under this peg are consecutively numbered cards which will carry copy such as facsimile of advertisers package, contest

rules and so on. Cards and posters will be changed each month.

In addition a display board with the caption, "Number Now Being Served," is hung behind the food counter and the card of the current customer is hung on a peg, indicating the next to be served.

Displays are attractively prepared in vivid colors. Most important, the numbered card held by the customer has strong product reminder value.

The new sales builder was designed by KMOX and Adolphe Zuznak, advertising manager of Tom Boy Stores, a local food chain.



Station, Sponsor Aid Teen-Agers

A new approach to juvenile delinquency is being combined with good programming in New Haven, Connecticut, where WELI and the Cott Beverage Company put their heads together and came up with weekly "Juke Box Saturday Night" parties.

"Juke Box Saturday Night" is an established disc jockey program aired from 9 P. M. to 12 midnight which enjoys great popularity with swing fans and particularly teen-agers. Recently Cott Beverages, the sponsor, invited listeners to their plant one Saturday night to sip soft drinks while they enjoyed the show.

Requests for admission cards poured in by the hundreds . . . with the result that Cotts decided to make this broadcast party a weekly feature.



Shell Oil Asks Dealer's Help

To make sure dealers talk about "City Desk," WTOP Washington, D. C., is mailing a series of twelve cards to Shell gas and oil dealers in that area who sponsor the show.

Each card urges the dealer to "check the water, wipe the windshield, and tell 'em about 'City Desk'." The program is heard Monday through Saturday at 6:40 P. M.

WCAU Executive Is Moderator

Joseph L. Tinney, vice-president and assistant general manager of WCAU Philadelphia was moderator recently at a panel discussion on advertising at a meeting of the Junior Advertising Club of Philadelphia in the Poor Richard Club.

Jerome B. Gray, a senior partner in Gray & Rogers, was one of the panel speakers. James B. Dwyer, head of Special Accounts Department at Gray & Rogers and president of the Junior Advertising Club, also participated.



Left to right: Joseph Tinney, James P. Dwyer, Jerome B. Gray

Campaign Against Luxury Taxes

Disc jockey George Walker of WEBR Buffalo is campaigning on the side of the budgeting housewife. He has launched a drive aimed at eliminating taxes on cosmetics, pocketbooks, compacts and other so-called luxury articles, which women consider necessities.

Walker's "T. N. T." show aired Monday through Saturday from 7 to 10 A. M. is the vehicle for this campaign. The WEBR platter spinner has invited all disc jockeys throughout the country to join in his drive for the ladies.

Watch Offer Nets Big Mail Pull

An offer of a hundred Frank Buck sundial watches to the first hundred children who wrote in and asked for them netted 2600 cards and letters for eight-year-old Betsy King, who conducts her own hour-long "Let's Have Fun" show Saturday mornings over WCOP Boston.

Tremendous mail pull, which flooded in over a period of only five days, resulted from a one-time announcement on a recent broadcast.

Betsy's show features recorded music, stories and chatter for the juvenile set and is heard every Sunday from 9 to 10 A. M.

"Eddie Newman Show" Promotion Stunts

Believing that a zany show deserves zany promotion, WPEN Philadelphia has created several clever promotional stunts for its "Eddie Newman Show."

Topping the list of antics introducing the program, WPEN has fashioned an imitation record disc the size of a half-dollar and a quick spin of the disc gives a resume of the program. As night-spot patrons leave various clubs in and around Philadelphia, hat check girls hand them a disc, saying, "Thank you sir, and here's a tip for you."

Another promotional stunt is the "funny money" that has been issued to all Sun Ray Drug Stores in Philadelphia in one cent and ten cent denominations. Customers are unknowingly teaming up with WPEN by circulating this "funny money" which they are receiving with their change, over the entire city.

With such sure-fire promotion, WPEN feels sure the "Eddie Newman Show" can't miss.

Disc Jockey Earns Award

Ray Dorey, platter spinner for WBZ Boston and recording artist, has received the first annual Radio and Television Best Sunroc Disc Jockey Award for his "engaging contribution to Boston's radio entertainment."

The award carries with it an all-expense-paid trip for Dorey to the Kentucky Derby as a guest of Orville C. Morrison.

RADIO DEALER HAPPY (Continued from Page 9)

The program was originally sponsored by Colonial Frozen Foods of Washington and became an immediate success. When this business changed hands the station was deluged on all sides with offers from potential sponsors.

With the consumer market just ahead, it was decided to sell the program to Jefferson Radio and Electric Company, Philco dealer in Washington. This was done to test the genuine selling power of a program that was designed primarily for participation by the local audience. At the same time the program should be of interest to the out of town listener, since Washington is the shopping center in this area. Also, the people used as "mystery voice" are usually known equally well outside of town.

The program did sell in a unique and effective manner. During the early days of the program it was decided that a \$2 give-away per day should prove a good inducement for phone calls. This was done so that the people who wanted to "Guess Who" would do so because they wanted to join in the fun, not alone because of the prize involved. Phone calls rose constantly until a new high was reached on March 22. Don Pierce, the announcer, talked to 51 people . . . 51 different phone calls in less than nine minutes!

On checking with the telephone office, the station learned that this was just a small percentage of the attempted phone calls. Traffic during this time period, 11:15 to 11:30 A. M., Tuesdays and Thursdays was so great that the local office complained that they were unable to take care of the routine calls during that time period. Merrill Daniels, salesman and promotion manager of WRRF, recently visited the local telephone switchboard during the program. At 11:18 there were four or five calls on the board . . . at 11:19 the whole

board sprang to life. Everyone knew that the "Mystery Voice" had been played and the audience could now call.

Program averages 44 phone calls per day in less than nine minutes. The value of the program is emphasized when the awards are low. The phone calls are just as consistent when the awards are low as when they are high. "Mystery Voices" are played one time each day until identified, the \$2.00 being added each day the voice is unidentified. The highest single award to date has been \$20.00 cash. When the award reached this high, the sponsor added merchandise to make the total \$58.50. Other high awards have been \$10.00, \$12.00 and \$16.00. The people used on the program are quite pleased with the honors bestowed upon them. They are sworn to secrecy and very seldom has news of the "Mystery Voice" leaked out. Although, when a voice gets "hot," both station personnel and sponsor are asked for hints. Hints are never given. Both male and female voices have been used.

The sponsor, W. B. Jefferson of the Jefferson Radio and Electric Company, has said, "I'm pleased and proud of the "Guess Who" program. It has served to build good will for our business in the community and we can point to many sales in and out of town that have been the direct result of the program. "Guess Who" has so firmly established the name of our business to the audience offered by WRRF that often people call on us for items we don't carry. This is because when they think of anything electrical they think of Jefferson. What more could any advertiser want?"

The program has been advertised on the air, display cards and in the newspapers. WRRF found that to keep them "Guessing Who" will increase the audience and sell too, both in town and out of town.





CONTESTS

Movie-Radio Tie-In Used

Eileen O'Connell's "For Children Only" program aired over WMGM New York, has inaugurated a "Wizard of Oz" contest in connection with the revival of the MGM film.

Mothers, fathers and offspring are all eligible to compete by submitting drawings of the wizard. Three winners will be announced at the completion of the competition. Prizes of passes to the Mayfair Brandt Theatre and albums of the "Wizard of Oz" music, played by Joel Herron and his orchestra, will be awarded.

Audience Writes Commercials

Listeners to Ruth Welles' "Home Forum" broadcast over KYW Philadelphia are being invited to write their own commercials these days. Novel gimmick is conducted by Mrs. Schlorer's Inc., makers of mayonaise and other food products.

Weekly contest offers prizes in the amount of \$25, \$15, and \$10 for the best three commercials submitted. Grand prize to be awarded at the completion of the contest is \$100.

Copy on behalf of Mrs. Schlorer's is limited to 100 words.

"Name My Puppy" Competition

In a current "Name My Puppy" contest, WOL Washington, D. C., via a panel of four, is offering four registered pedigreed cocker spaniels to listeners who submit the best names for pets. Sparking the promotion are Washington personalities Art Brown, John Ball, Mike Hunnicutt and Bob Knight. The promotion scheme itself involves friendly competition among

the personalities. Contest requires no boxtops and makes no other restrictions.

Each of the four men is conducting his contest in a manner he figures will draw maximum response. All of the quartet are making personal appearances in Washington with their dogs, in theatres and in various local gathering places.

Fashions for Housewives

Housewives throughout the country were eligible for selection as the "Spring Fashion Queen" on "Queen for a Day" aired over WGN Chicago.

"Queen for a Day" listeners were asked to submit the name of some housewife—mother, mother-in-law, sister, or even neighbor—for the "Spring Fashion Queen" contest.

Winner is to receive a complete spring wardrobe, including clothing and accessories valued at \$1,200. Semi-finalists are to receive a three-piece silk gabardine ensemble.

WNAX Contest Winner Gets Trip

A Sioux City, Iowa, high school senior is looking forward to a ten-day trip to Washington, D. C., and New York as the all-expense-paid guest of WNAX Yankton-Sioux City.

He is Bill Kruse, who has been awarded first place in WNAX's third annual Spring Workshop, a forum competition in which about 80 other high school students from Minnesota, Iowa and South Dakota participated.

The Workshop, held at Leeds High School in Sioux City, was the climax of weekly forum discussions broadcast this winter over WNAX, featuring four students from a different high school in that area on each show.

At the all-day Workshop these students, along with their teachers, spent a period in the classrooms discussing "Are We Americans Losing Our Basic Freedoms?" with Leeds High School pupils. Then one representative from each school participated in a round robin competition

from which four finalists were chosen for a panel discussion on the same subject aired over WNAX.

WDET Sponsors Slogan Contest

Detroit's WDET will award nine radios in the slogan contest it is currently sponsoring.

The UAW-CIO station wants listeners to contribute an ear-rousing station identification sentence. To the lucky and inventive first-prize winner goes a \$240 AM-FM console radio-phonograph combination.

Second, third and fourth awards are \$80 AM-FM table model radios. The next five winners will receive \$60 table model radios.

Song Writers Get Chance

Two East coast radio stations are offering amateur song writers a chance to plug their products via the airwaves.

"Top Tune Time," broadcast every week over WDAS Philadelphia and WFPG Atlantic City, selects four songs each week for airing. Listeners are requested to vote on the offerings by mail. Winners reap cash awards.

The show is owned by Edward French, New Jersey real estate man.

BAKERY PROMOTION

saler donated 17 of his announcements on WMBD, and the Central Illinois Light Company used eight announcements and two 100-word commercials to publicize the campaign.

A feature of the bakers' 10-minute programs was the announcement of a contest for the best recipes illustrating new uses of baker's bread.

Prizes included a lady's wrist watch, portable radio, \$35.00 gift certificate as a leading department store, and an automatic electric coffee maker.

WMBD also promoted "Buy It Baked" on its "Man on the Street," "Tiny Tot Party Time," and "Breakfast Party" shows giving away freshly baked pies and cakes daily to contestants on the programs.

Beauty Competition

WWDC Washington, D. C. is circulating news release that it will once again sponsor the Miss Greater Washington contest for 1949. Promotion piece on the sponsorship gives rules for the competition and some information on what the winner will receive if she is elected Miss America.

Fishing May Hook Prize

A new line in contests is being taken with the fishing derby being sponsored by WCRO Johnstown, Pennsylvania.

Program offers over \$2,000 in prizes for listeners who turn in the biggest trout or bass. Special emphasis is being directed toward improving relations between land owners and those who fish in inland waters.

Joe Schaefer, WCRO sportcaster, conducts the show, which is aired Monday and Thursday evenings.

Wine Recipes Requested

Al Jarvis' "Make-Believe Ballroom" offers a new contest for listeners to the KLAC Hollywood show, sponsored by Regina Wines.

Gimmick used calls for listeners submitting recipes using wines. Fifty persons sending in the best recipes will receive all kinds of prizes, ranging from washing machines to champagne.

(Continued from Page 5)

The climax to "Peoria Buy It Baked Week" was a stage show featuring home economists Gertrude Austin and Ruth Clarke of the American Institute of Baking. The WMBD Breakfast Party broadcast supplied the entertainment.

Results of the campaign show that Peoria baker's business increased from one per cent to 27 per cent during the promotion with one baker reporting that at one time during the campaign it was necessary for him to employ more help to serve the increased flow of customers.

Representatives of the baking industry were well-pleased with the campaign and believed that many of the things accomplished, from an industrial viewpoint, were of far greater significance than immediate sales results.

CANCER DRIVE

(Continued from Page 14)

worlds, spurred phone calls throughout the day.

Tied in with the radio appeals for funds was a door-to-door canvass made in Chester and neighboring communities, preceding an intensive house-to-house solicitation in Delaware County. Chester stores joined with a display of posters and banners carrying the slogan, "You Have a Date with Humanity," and urging contributions from customers. The terrific telephone response during the twelve hour, forty-five minute broadcast was partially explained by the policy of announcing all contributions. Majority of pledges were of one, two, and five dollars, with a noticeable tendency of listeners to make pledges in memory of relatives who had died of cancer.

Advance publicity on the program came primarily via teaser spots Wednesday, Thursday, and Friday preceding the show. Spots were made by all staff announcers and reminded listeners to "Tune to WPWA . . . All Day . . . Saturday." Contributors who phoned in Saturday were asked to call friends and tell them of the program. Increased intensity of phone calls as the day progressed testified that they were doing so. More than \$6,000 was tallied shortly after noon, with a sudden deluge late in the afternoon from persons who explained they had been working most of the day.

Cooperation and encouragement from virtually all local organizations was 100 per cent. Other local stations pitched in with what proved to be one of the most gratifying features of the unique program. Stations WFIL, WFIL-TV, WIP, and WJMJ, Philadelphia; WNAR, Norristown; WEAP and WSAN, Allentown; and WW-BZ, Vineland, N. J., either sent stars of their own shows to actively participate or prepared transcribed messages from them.

The program included personal appearances by radio, television, and recording stars such as Jessie Rogers, Sally Starr, Dick Thomas, Pete Taylor, The Sleepy Hollow Ranch Gang, Deacon Wayne, and Jack Day; former lightweight champion, Lew Jenkins; and Derry Falli-

gant, MGM recording artist. Also on the program were telephone interviews with Melvyn Douglas, Ray Bolger, John Caradine, Senator Francis J. Meyers, and Colonel J. Harry Le Brum.

Telegrams from nationally-known personalities in the entertainment world poured in during the day-long show. Congratulations and appeals were received from Betty Garrett, Art Mooney, Sophie Tucker, Blue Barron, Martha Graham, Olsen and Johnson, Gracie Fields, Billy Eckstine, and a host of others.

The show was the first of its kind to be presented by any independent radio station. By comparison with the recent 16 hour network television cancer show conducted by Milton Berle, WPWA's nearly 13 hour program has been estimated to be proportionately almost five times as effective. Approximately \$200,000 in network time was devoted to the Berle show, and one million dollars in pledges and contributions were received, making a ratio of five to one. The WPWA local show represented about \$700 in time, and drew in \$16,000, for a ratio of 23 to one.

With more than 50 per cent of the pledges in right after the broadcasts, officials of the Delaware County unit of the American Cancer Society said that 95 per cent of the pledges were expected to be collected. (Newspaper columnist Ed Sullivan estimated a collection of 20 to 30 per cent from the Berle show.)

So successful was the drive that the American Cancer Society will pass on the format of the show to radio stations throughout the nation, in an effort to spur the drive against cancer.

End result of the cancer marathon was to pile up the largest advance contribution in any previous local cancer drive, and to convince residents of the region that an independent station can be an integral part of its life. Nor was the all day show a one-time shot. A five-minute follow-up program is being broadcast daily over the station, giving the latest figures on the local drive, information about local cancer centers, and the newest releases on results in cancer research.

That showmanship goes far in putting over any venture, and especially one on radio, has been proven many times. An unusual brand of showmanship earned

marvelous results for a small community station recently when it cancelled all commercial commitments in order to devote the entire day's program to the local cancer drive.

KILOWATT KUTIES

(Continued from Page 7)

Beginning a third season in 1949, the WGKV Kilowatt Kuties really developed into a basketball team. One of the most valuable additions to the group was a tall, six-foot-tall forward named Ramona Bolin. With this additional basketball talent, the team finished the regular season in a first place position, losing only one game in eleven starts. In the regular tournament playoff the Kuties received the runners-up trophy and each girl received individual medals.

Eleven regular games were played all together but the Kilowatt Kuties were asked to play exhibition games in neighboring cities, Huntington, Madison, East Bank, Belle and Clarksburg.

Much importance was placed on several games which were played before 3,500 screaming fans in the local Morris Harvey college field house. These were preliminaries to the regular varsity college games.

In addition to the regularly scheduled games in which girls' rules are used, the Kilowatt Kuties branched out and entered a State Tournament in Clarksburg, West Virginia, playing men's rules. They made an excellent showing, were cited for outstanding showmanship, and placed a guard, Jean Snyder, on the All-State Team. Jean Snyder also won the foul shooting contest with an eight out of ten record.

The fun, the thrill, the excitement of a good sport are all brought to the fore by the promotion that WGKV has developed.

For the WGKV Kilowatt Kuties are more than just an outstanding basketball team. Not only are they given extensive basketball training, but also they are groomed from the standpoint of representing WGKV.

Any girl is eligible to try out for the team, but aside from basketball ability the

girls are chosen with regard to personality, attractiveness and character.

Basketball schedule for the team features a little promotion itself. WGKV highlights a photo of the girls holding a basketball stamped with the station letters.

Good sports and good promotion combined are earning good publicity and public good-will for a radio station that deserves it. For with their Kilowatt Kuties, WGKV has come up with an original play that's bound to land in the basket.

PLAYTIME EXPRESS

(Continued from Page 4)

gram of better programs on the air for children. The League committee assist in procuring scripts from their national Radio Department, handling studio sound effects, and so forth.

Dorothy Horsfall directs the show, plans the music, and generally handles the whole picture. The entire show is presented by amateurs under her supervision and direction. This season a male student at a local school of theology was the announcer. A radio student, he received valuable training through this work. Two women students majoring in literature and drama at the local junior college participated, gaining valuable help as they plan to go into radio upon completion of their schooling.

Others participating are busy business men, home makers, grammar and high school students. The group handles sound effects. They cut tape recordings, play them back, and learn where the individuals may improve. The control operator handles music and sound recordings. All members work in Little Theatre, and other such groups, and find that their participation has helped them as well as "Playtime Express."

Rehearsals of the program are held

Friday afternoons and Saturday mornings until air time. Planned to suit "children from six to sixty" the show presents many true stories, scripts based on incidents from good books for children, and a variety of other offerings.

Promotion for the airing includes radio spots and League interest in the form of book marks, distributed to 25,000 school children through the schools. This year the station used train cut-outs as book marks. They were designed by a local friend and paid for by a local department store.

These bookmarks are excellent interest awakers, and they have a large potential audience to attract to "Playtime Express." With 25,000 children to listen to the Satur-

day morning broadcasts, the show finds a satisfying and satisfied collection of listeners. Its Saturday morning hour makes it easily accessible to its youthful audience, and the nature of the show has made it a city favorite for the past five years.

Though the show is not commercially sponsored, there have been numerous requests from local concerns to let them back it. However, the station has preferred to cooperate with the Junior League in sponsorship of the dramatic series. Both WPDQ and the League have found it a successful vehicle for the forwarding of worthwhile ideals in dramatizations for children. Now, after five years of popular broadcasts, the joint sponsors look forward to continued travels of the "Playtime Express."

TODAY'S RACES

(Continued from Page 13)

developed and the interest in racing that is bound to be aroused adds up to greater sales for the newspaper.

Fred Capossela keeps adding WMGM listeners to his audience. His voice may be more familiar than his name to local turf patrons. For years he has been the "man behind the mike" at the New York tracks, describing the running of every race. In addition to his local assignment, Capossela is the official announcer at Hialeah Park and Tropical Park. Formerly turf editor of *The New York Post*, the racing announcer is an inspector for the New York State Racing Commission.

On May 6, WMGM's "Today's Races" moves on from Jamaica to Belmont Park for the second lap of the New York turf season. Until June 11, Capossela will call the races at Belmont Park and on June 13 his broadcasts will come from Aqueduct.

Transcriptions for broadcasts are made via the Ampex recorder. At the track, the Ampex recorder picks up all the calls of Capossela as he describes the races, tells how much the winners paid and conducts

his interesting interviews with the celebrities on hand.

Capossela, with the Ampex recorder beside him, announces the races from the vantage point in the special WMGM booth located at the finish line high above the track.

It takes a combination of many things to make a successful radio show . . . a show that gets the results the sponsor is after.

The natural color and thrill of the sport of racing is one ingredient in the tasteful dish WMGM is whipping up for listeners via "Today's Races." Fred Capossela's topnotch personality spices the program format which is highly appetizing itself. There is the natural tie-in between the type of program presented and the product the sponsor is offering. No ingredient has been omitted—which accounts for the success of the formula.

All the time, however, *Daily Racing Form* is selling good sportsmanship to listeners to "Today's Races." They are selling it via an exciting, different kind of radio show. They are providing a public service for fans who cannot attend and they are building a new circle of fans. They are also selling *Daily Racing Form*.

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