

JULY 1949

S Showmanship



PROGRAMMING FOR
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WOMAN'S SHOW WINS AWARDS

AIR FAX: Personality interviews, advice on beauty, charm, home decoration, are featured on show aimed at feminine audience.

First Broadcast: July 14, 1947

Broadcast Schedule: Monday through Friday, 12:30 to 12:45 P. M.

Sponsor: Owl-Rexall

Station: KMPC Los Angeles, California

Power: 50,000 watts

Population: 2,904,596

Preceded by: "Women Are Wonderful"

Followed by: Newscast

In two short years, a young woman in Hollywood, California has created a radio program, which not only keeps a large, faithful audience tuned its way every day, but also has won for itself several citations of recognition from national as well as local groups.

That young woman is Jeanne Gray. The program with which she has worked radio wonders is her original show titled "The Woman's Voice."

Initially, the program was aired over KMPC Los Angeles under the sponsorship of a local department store. Now Owl-Rexall Stores sponsor the show and they are more than pleased with the results that have been accomplished. For women customers are important ones, and it is the feminine audience at which Jeanne Gray's show is directed.

"The Woman's Voice" aims its advertising and listener interest guns at the

women of Southern California who are finding out, in great numbers each day, how pleasant a chore it is to tune in to "The Woman's Voice" Monday through Friday from 12:30 to 12:45 P. M.

Main feature of Jeanne Gray's broadcasts is the outstanding women she introduces to her listeners three times weekly. These personalities are prominent figures in professional, civic or social spheres throughout the country. Some of the leading feminine personalities to be heard during the broadcasts of "The Woman's Voice" are: actress Frances Langford; vocalist Jo Stafford; social and civic leader Mrs. Leiland Atherton Irish; nationally known milliner de Villar; Los Angeles Advertising Women president Mary Elizabeth AtLee; writer-lecturer Maude Merrick Boston and Mrs. Alfred Wallenstein.

Female interest in the masculine picture is not ignored on the show. Jeanne Gray always remembers to introduce the male counterparts of these personalities. She has, in the past, introduced such leading men as philanthropist Atwater Kent who recently died; author Charles Marquis Warren; actor Francis Lederer; former Union Pacific railroad head William Jeffers; and wheel chair photographer Bert Kopperl.

In addition to the presentation of such luminaries, Jeanne offers instructive material on home decoration, charm, personality, beauty, and a special department "For Women Only" in which she discusses their questions, gives advice and answers

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Jeanne Gray (left) receives the coveted Frances Holmes Achievement award as the outstanding woman in Southern California advertising, from radio emcee Ralph Edwards and actress Agnes Moorehead

Jeanne Gray, herself, the woman who originated and built up "The Woman's Voice" show

William Jeffers, former president of the Union Pacific Railroad, drops in for a visit on Jeanne Gray's program





Crist Brothers, "Creampuff" (left) and Jim, launch kite and 115 balloons in big prize contest which brought to a close the mystery of the ball of string the two had been saving for three months

Promotion Stunt

Snowballs On WFBR

AIR FAX: Two brothers snowball odd request into important promotion stunt.

Station: WFBR Baltimore, Maryland

Power: 5,000 watts

Population: 859,100

"Morning in Maryland," like many musical clock programs, is a small three-ring circus six mornings a week.

In this case the circus is being maneuvered by the Crist brothers of WFBR Baltimore, Maryland, who are sparking the fun on their early morning disc show.

Time and time again, the Crist brothers have demonstrated that they are not unwilling to play along with their listener's gags.

That was the way the String Contest (RADIO SHOWMANSHIP, April, 1949) and Big Kite and Balloon Ascension got its start last December. The gag began when a listener heard Jim Crist say that his brother Phil saved things—in fact, he even saved string.

All of a sudden pieces of string, in all lengths and of all varieties, began showing up in the morning mail. And to prove that Jim spoke the truth about him, Phil started a ball of string and it grew and

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START THE DAY WITH A SMILE

AIR FAX: Couple write their own commercial jingles to put across sponsors' messages.

First Broadcast: September 13, 1938

Broadcast Schedule: Monday through Saturday, 8 to 8:30 A. M.

Sponsor: Participating

Station: WMGM New York, New York

Power: 50,000 watts

Population: 11,690,520

Preceded by: Record show

Followed by: Newscast

Starting the day with a smile is what is done by the wide listening group who switch their radio dials to Station WMGM New York every morning, Monday through Saturday from 8 to 8:30 A. M. Starting the day with a smile is also what is done by the sponsors who are boosting sales via that WMGM morning show.

"Start the Day with a Smile" is the name of the show that is producing such favorable reactions for listener and sponsor. And Lanny and Ginger Grey form the talented team whose ingenuity has made the show a top-rater with the business groups who are looking for just the right medium to sell their merchandise.

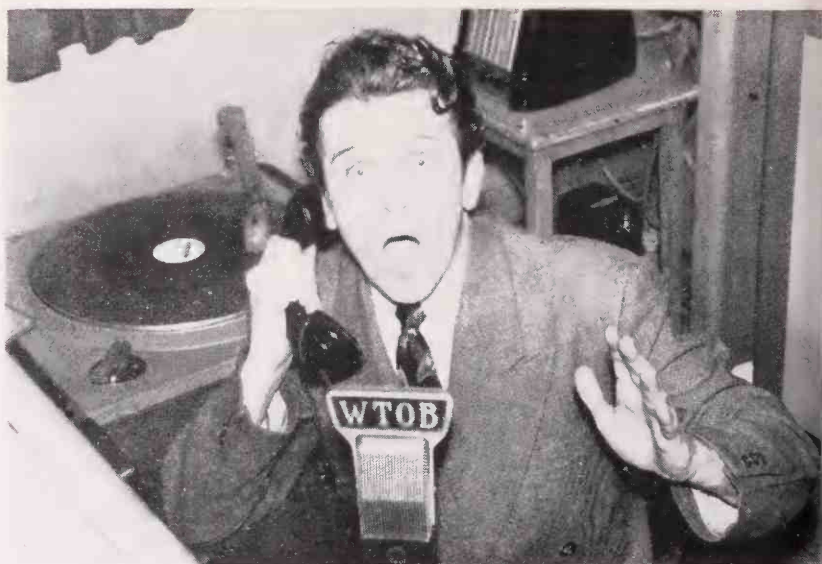
Lanny and Ginger Grey give time, temperature and weather in song form. Musical interludes are interwoven with light chatter. When Lanny and Ginger Grey started their "Start the Day with a Smile" show in September, 1948, there was an equal balance between recorded and live songs.

As the show grew older, more singing by the Greys was requested. Gradually, the amount of time given to live songs was

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Lanny and Ginger Grey, singing commercial team who conduct "Start the Day with A Smile" show over WMGM, work out a few rhymes





Russ Reardon, WTOB disc jockey, is caught with his tongue tied, so listener gets chance have favorite tune played on this non-request platter show

Mistakes Pay Off

What could have been a four-bell boner has snowballed into a sales-promoting, attention-getter via the maneuvers of an ingenious disc jockey.

Out of necessity, Russ Reardon, record spinner on "The Platter Shop" aired over WTOB Winston-Salem, North Carolina, created the "Catch Your Announcer's Mistake" gimmick. Now, the new feature is broadcast with much deliberation and pre-selecting of "mistake material." Since this program consists commercially almost entirely of spot announcements, copywriters have locked heads to produce some amazing mistakes for listeners to catch.

But it's all worth it when it comes to boosting sales for those sponsors. The twelve participating sponsors who are currently purchasing spot and commercial time on "The Platter Shop" can testify to

that. For the new gimmick is the kind that keeps the listeners' ears close to the radio from the moment the show starts until it is switched off the air.

Idea is for each listener to keep alert to the messages Reardon reads for the shopper's convenience. First listener who phones the disc jockey and identifies his announcing mistake has the privilege of getting his or her favorite tune played on "The Platter Shop," which is ordinarily a non-request show featuring popular discs.

To maintain peak interest throughout the program, only five of the twelve announcements are scheduled as having a mistake written in. But enthusiasm for the gimmick has zoomed so high that listeners are constantly on the phone. Reardon gets corrections of alleged mistakes on time signals, information he offers



Reardon presents Ava Gardner with copies of hot jazz collectors item discs, while wife, Doris, looks on from the background

For Alert Fans

AIR FAX: Unusual disc show features planned musical sequence as well as gimmick based on announcer's errors.

First Broadcast: June, 1947

Broadcast Schedule: Monday through Saturday, 8:15 to 9:30 A. M.

Sponsor: Participating

Station: WTOB Winston-Salem, North Carolina

Power: 1,000 watts

Population: 109,833

Preceded by: Fulton Lewis, Jr.

Followed by: Poole's Paradise

on some recording artist, weather data and temperature. Pay-off one day was the listeners who phoned late in the afternoon, correcting another announcer on straight-read commercial copy!

Listeners have learned by this time that they have to be with Russ at the beginning

of the program at 8:15 A. M. and never leave him until the final notes of "Wild Oats" (Billy Butterfield's recording) announce the end of the seventy minutes of entertainment and music. The show is aired daily except Sunday.

Sponsors in Winston-Salem currently buying spot and commercial time on "The Platter Shop" and who are more than pleased with the sales results this disc show brings include Bocock-Stroud Company, which has a complete record department, is authorized agent for Magnavox, carries complete sporting goods, photographic supplies and an exclusive line of household small ware; Bell Bakeries, Inc., John Miller Paint Company; Robert E. Lee Hotel; Modern Tire and Appliance Company; Efirds' Department Store; Jefferson Standard Life.

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Homemakers Show Offers Planning Tips

AIR FAX: Homemaking program sells food products successfully via background of program star.

First Broadcast: January, 1934

Broadcast Schedule: January through Friday, 8:45 to 9 A. M.

Sponsor: Participating

Station: WFBM Indianapolis, Indiana

Power: 5,000 watts

Population: 455,357

Whether it's lard or lettuce, Mrs. Rose Lee Farrell sells groceries by the carload to the wide audience who listen to her program over WFBM Indianapolis, Indiana.

Hoosier housewives who are fans of this home planner take her tips on best buys seriously. That in itself is the best indication of how effective "Kitchen of the Air" has proved.

Ever since Mrs. Farrell started cooking on WFBM's 5000 watts in January, 1934, her "Kitchen of the Air" has been serving a lot of loyal listeners. It has also brought in the kind of sales results that keeps sponsors coming back for more. Lines from these letters demonstrate Mrs. Farrell's popularity with local homemakers. "I just can't get my work done in the morning until your program is over. I love everything you say and tell . . ." "I use many of the products you recommend . . ." "I listen to you every day and my son, little three-and-one-half-year-old Jimmy, listens too. If I almost forget to turn you on, he reminds me of it."

These are only a few of the letters testifying to the interest in "Kitchen of the Air."

Aired from 8:45 to 9 A. M. each morning, Monday through Friday the show hits the spot as far as advantageous listening times are concerned. In most cases, the children have just gone off to school and the homemaker has not started any heavy morning chores. She is ready for advice on marketing, budgeting and food preparation. And that is what Mrs. Farrell provides.

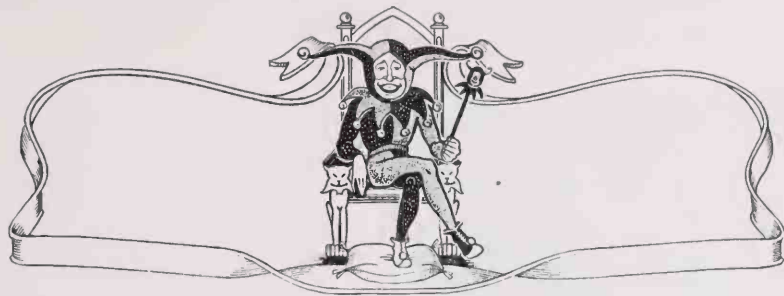
Commercial messages on the "Kitchen of the Air" are not limited to a specified number of words or minutes. They are woven into the body of the program. Often they ARE the body of the program.

Mrs. Farrell analyzes everything she advertises, whips up new ways of using the products and then tips off her air audience. Her enthusiasm for her sponsors' merchandise has been so successfully contagious that food manufacturers and their agencies have kept her plugging for them for fifteen productive years.

Participating sponsors on the show have included companies selling wax, chocolate, cleanser, bread, frozen foods, margarine, kitchen cabinets, wall paper, crackers, cleaning fluid and lard.

Right now, "Kitchen of the Air" is sponsored by NBC Milk Bone three times weekly, Duff's Mixes five times each week, Roman Cleanser twice weekly, and *Ladies Home Journal* five times each week. Participations are available to a maximum of six sponsors daily, five, three, or two days a week.

Format of the show calls for Mrs. Far-
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Judge Rhythm holds court

BE-BOP HELPS VARIED SPONSORS

AIR FAX: Program of be-bop music is sparked by personality of emcee with wide experience in jazz field.

Broadcast Schedule: Monday through Friday, 2:05 to 3 P. M.; Saturday, 1:05 to 2:45 P. M.

Sponsor: Participating

Station: WPWA Chester, Pennsylvania

Power: 1,000 watts

Population: 59,285

Jive fans are getting their radio hour's worth of the stuff they love to hear with a disc show being aired currently over WPWA Chester, Pennsylvania.

"Dig it man, dig it. Let's have some more sauce, boss. Get frantic-like"

Every afternoon at 2:05 peculiar lingo just like that comes out of Studio C and over the airwaves of this Eastern Pennsylvania station.

For that is the hour when Judge Rhythm holds court for the be-bop fans. For fifty-five solid minutes Monday through Friday, and for two hours Saturday after-

noon, the Judge turns red hot discs and makes the be-bop chatter.

Interspersed with the jive talk are lively commercials which are hitting their mark with local audiences. Participating sponsors include dentists and optometrists. They vary from television dealers to clothing stores. All these advertisers have found the show effective—even though the wares and services they are offering are so varied. Time schedule of the Judge's program is good. Apparently, it hits the kind of audience at whom these sponsors are beaming their sales messages.

"The Judge" himself is WPWA staff announcer George Kent. Young, uninhibited and possessed of a rich Southern drawl, "Judge" Kent punctuates recordings with personal comments. A jazz fiend from way back, the Judge frequently stops a record which is too slow to suit the pace, buries it with some cryptic comment and plays what he considers a more appropriate bit of madness for his listeners. Even top vocalists Dinah Shore and Jo Stafford

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GAGS BUILD



Bob Poole, left, and Milton Caniff, star cartoonist, examine winning sketch in contest Poole conducted, asking listeners to submit their impressions of him. Caniff was judge in contest

AIR FAX: Diverse combination of entertainment is offered by program star with unusual personality.

First Broadcast: August 31, 1948

Broadcast Schedule: Monday through Friday, 9:30 to 9:55 A. M.; Monday through Saturday, 3 to 3:30 P. M.

Station: MBS, New York, New York

Preceded by: "Tell Your Neighbor"

Anything is likely to happen on the Bob Poole show and loyal listeners have found that it usually does.

Broadcast over the Mutual Broadcasting System, the show itself is titled "Poole's Paradise." This zany emcee sends out over MBS airwaves all varieties of entertainment from poetry to sewing hints. Bob Poole offers a highly seasoned radio platter of humor, recordings, sound effects, oddi-

ties in the news, household hints, cooking and fashions. It sounds like a strange combination, but the number of fans Poole has piled up indicates how much they like the dish. The number of extra helpings they request appears infinite.

Poole's ingenious mixing of radio amusements began at WNOE in New Orleans. He took his first fling with a program titled "Poole's Paradise." The show was aired each weekday and the star flavored it with his unusual personality.

During Mutual's hunt for talent early in 1948, his name, program and achievement came to the attention of the MBS program department in New York. Given an audition network airing from New Orleans, he received the okay to bring his program to the web on August 31, 1948.

Today, Bob Poole is heard Monday through Friday, from 9:30 to 9:55 A. M.,

NETWORK SHOW

Picture shows Shirley Hoffman, winner of Poole's contest, Bob Poole, and Carter C. Peterson, of station WCCP, Savannah, Ga.



and Monday through Saturday from 3 to 3:30 P. M.

An important feature of the Poole format for broadcasts is the interviewing of leading Mutual commercial program artists. In his own style, Poole has helped these programs immeasurably. In each instance, the big name star has complimented Bob for the easy manner in which he has plugged the commercial show. Even though the Poole show is sustaining, this plugging of commercial programs is indirectly helping those shows merchandise their sponsors' offerings and that makes Bob Poole a valuable asset to the network.

An example of the unusual on the Bob Poole show is what happened when he made an offhand remark to listeners recently. "If you'd like to see my picture," he said, "I'd like to have your idea as to just what I look like."

From every nook and cranny in the nation came drawings, sketches, cartoons. Likenesses were executed on slick paper, on wrapping paper, on napkins, and on writing paper. In the wind-up of the "contest" things took on snowball-like momentum. Finally, Poole called in one of the nation's leading cartoonists to judge the results. Milton Caniff, the personality who does the Steve Canyon comic strip selected the art work of Miss Shirley Hoffman of Savannah, Georgia.

Carter C. Peterson of station WCCP Savannah, Georgia, presented the winner with her prize.

Bob Poole is another one of those small-townners who is making good in the big city. He comes from Stoneville, North Carolina which has a population of six hundred.

(Continued on page 31)

Show Has Appeal

AIR FAX: Show filled with laughs and music fills sponsors' bill in Canada as well as United States.

First Broadcast: Canada, 1937; United States, March 15, 1948

Broadcast Schedule: Monday through Friday, 1:15 to 1:45 P. M.

Sponsor: Canada, Colgate-Palmolive-Peet; United States, cooperative

Station: Canada, CBC; United States, MBS

Some like it sweet . . . some like it hot . . . but all like the way Bert Pearl and his performers sing and play on "The Happy Gang" program aired over the Mutual Broadcasting System Monday through Friday from 1:15 to 1:45 P. M. Sponsors, listeners and the "Happy Gang" cast all get peak pleasure from this show.

This is the story of a radio program so infectious, good-humored and entertaining that listeners themselves tagged it with "The Happy Gang" title.

People listened in such numbers and with such interest that it achieved top sponsor identification. And all because Bert Pearl, its star, knew that the quickest way to the heart of an audience is through a good, spirited musical show—with comedy. And audience reaction to his five weekly half-hours of music, song and comedy has proven how right he was.

Program originated in June 1937 in Canada. The MBS network in the U. S. was added in 1938. Everyone listened to the show. Fans include people in the rural areas in as great proportion as those in urban districts. Housewives listen and children of all ages lend an ear. Even businessmen, clergymen, executives, professionals find time in a busy day to relax and listen to Bert Pearl.

Cooperative sponsorship backs the show in the United States. Local station cuts in at certain determined spots in the half hour show to air the commercials of the

"Happy Gang" gathers round microphone to give out with some of that good, old nostalgic entertainment which have made them top radio stars for more than a decade

Bert Pearl, "Happy Gang" emcee, goes through zany antics at the typewriter, as he ploughs through piles of fan mail sent in by happy listeners



In Two Countries

local advertiser sponsoring the program in the city.

In Canada these breaks contain Colgate-Palmolive-Peet commercials. This company sponsors the show in Canada. Colgate-Palmolive-Peet has sponsored the show since 1939 and sponsorship has been continuous since then.

Among the products this sponsor promoted was Princess Soap Flakes. This merchandise was launched and marketed solely through this program . . . no newspaper, magazine or other media were used. The Princess responded by becoming a top-seller in the field, so much so that, in September, 1945, the advertising was withdrawn due to inability to keep up with consumer and dealer demand.

Immediately the sponsor substituted a cosmetic line, Cashmere Bouquet, which proceeded to get the same results achieved by the Princess product. The cosmetic line got equal sales results and beautified

the sponsor's own sales charts.

In the southeast United States, a local advertiser found his success story just beginning. Foremost Dairies was that sponsor. After advertising via "The Happy Gang" they found through surveys taken in six cities that the show rated first in five out of six markets.

Within twenty-four hours after "The Happy Gang" became available as a Mutual co-op, the Lauer Furniture Company signed to sponsor it over WVET Rochester, New York.

In both the United States and Canada, commercials are presented in a manner directed at achieving direct sales results.

Colgate-Palmolive-Peet chose the show for several good advertising reasons. First of all, the company felt at the beginning of its sponsorship that a simple, fluid, light-gags-and-good bounce music routine would be a welcome relief to the housewife who likes to relax after lunch and doesn't want

Blaine Mathe, "Happy Gang" violinist, goes into musical action at one of broadcasts

Crowds gather before CBC Studios where main attraction for the day is performance of "Happy Gang" with all its fun, music and peak laughs



to hear involved, complicated dramatic shows or serious programs. Sponsors in the United States felt the same way. They were interested in a show that provided light, fast-paced comedy, plenty of good tunes, good instrumentalists which all made for easy listening. This, they reasoned was a good midway show.

A short time in broadcasting in Canada gave "The Happy Gang" show a high rating by Elliott Haynes—(Canada's equivalent to the U. S. Hooper rating) and so sponsorship continued with that top billing keeping a steady pace.

The lunch-time schedule was chosen, because it, too, had demonstrated its effectiveness. When Colgate picked up sponsorship the show had been heard in its present time segment of 1:15 to 1:45 P. M. each weekday afternoon. Already it had built up a high rating, drew large quantities of fan mail and had a regular loyal audience. It was adding more listeners all the time.

INTESTMENT SURE

Naturally, a company could invest with the assurance of a regular set audience and with the promise of a constantly growing increase in listeners.

Several promotion stunts have been used to spark sales for show sponsors. In Canada during World War II the gang decided on a book of war tunes. Receiving a \$1,000 advance from the publishers, they donated this and all subsequent royalties for the Canadian Navy League.

A contest to select a name for Bert Pearl's dog (entries to be judged by "The Happy Gang") was run. Prizes weren't gigantic, but they aroused great interest. First prize was \$500 and total cash prizes were \$1,000. The contest pulled thousands of toothpaste cartons. As a final gimmick, the retailer who sold the carton of paste to the first prize winner was given \$100.

Other exploitative devices included a "Happy Gang" book of comic songs and a book describing in detail the various members of the crew.

Actual format for the show includes music and chatter. Bert Pearl opens the show with a billboard announcement. Then

the whole group goes into a lively tune. At various spots in the show, each instrumentalist is starred in a tune.

Pearl himself sings. Novelty tunes played and sung by the whole group are spotlighted. A serious musical spot is set for midway in the show when organist Kathleen Stokes and violinist Blain Mathe play a classical selection.

LISTENERS SUBMIT GAGS

"Joke Box," a daily feature is just what the name indicates—listener-submitted gags of the day are told.

It's not unusual for the whole gang to laugh furiously, and genuinely, too, at a comedy routine of a gang-member because, until the routine is aired, the rest have not heard it. They work it out alone at Pearl's orders. He feels they should react the way the audience does. He feels the laughter should be real, not assumed.

When it was first aired, "The Happy Gang" became an immediate sensation because of the nostalgic atmosphere about it. People listened, chuckled and passed the word along to their friends. They liked the show because it reminded them of the good old days when the world was an uncomplicated place to live in and people could afford to be happy, when music was something to set the foot to tapping and the only reason to tell a joke was to make the audience laugh.

GANG ENTHUSIASTIC

In developing the idea for "The Happy Gang" Bert Pearl gathered together a group of kindred spirits who could play music sweet or hot, long-hair or popular, who could tell a good story, sing a sentimental song and who knew, most of all, how to enjoy themselves with an enthusiasm that reached out of the radio and into the homes and hearts of listeners.

"The Happy Gang" cast consists of eight men and a girl.

Kathleen Stokes is an internationally known organist, who has starred in theaters as well as radio. Eddie Allen is vocalist and accordion player on the show.

(Continued on page 25)

KYW PROMOTES NEW TOWERS

A twin tower model display, the placing of ads in 75 newspapers, special events appearances by station talent and a concentrated spot announcement campaign are the newest additions to the stepped-up campaign to promote their new twin towers, better signal reception and added coverage area by KYW Philadelphia.

Westinghouse outlet set up a series of special event appearances for staff personnel with the displaying of a miniature model of KYW's transmitter site complete with new towers.

Large window display in Philadelphia's Snellenburg's department store played up towers and appearance of Ruth Welles, director of women's programs, at the store. Mrs. Welles originated one of her programs from the Devon Horse Show at Devon, Pa.; she also broadcast recently from the Germantown Week Fair.

Stuart Wayne, conductor of the KYW "Musical Clock," made a personal appearance at Lit Brothers Department store. Further personal appearances are scheduled for station talent.

To graphically display station's new installation, KYW has built a miniature scale model of the transmitter site, complete with towers and flashing lights. Four feet in width and three feet high, the model is equipped with a back-drop which describes features of new antenna system.

Coincidentally, KYW has inserted ads in 75 newspapers throughout eastern Pennsylvania, Delaware and New Jersey,

plugging station's new antenna and better resultant reception.

In their current spot campaign station is employing novel approach to spreading the story of their signal's accomplishments. One sequence of announcements has been made especially for KYW by Bob Hope in which he plugs the new twin towers and asks for twin Swan soap wrappers for the youngsters in Europe.

Another sequence of live announcements points to historical localities in the area where programs are heard more clearly. Example reads:

"KYW's new towers bring better programs to a wider area! From Orwigsburg and Hawk Mountain to Kennett Square and Longwood Gardens. From Bordertown and Clara Barton's first school, to York, once the nation's capital!"

Hard-hitting promotion campaign began several weeks ago when KYW mounted a seven-and-a-half-foot microphone atop a Willys Overland Jeepster and sent it on a 2500-mile tour of 78 Esso Service Stations.

Follow-up has included distribution to the trade and agencies of a brochure entitled: "McCall's Pattern." Significance of piece lies in similarity of name of KYW Sales Manager and Pattern Corporation.

Currently the station also has tied in with local appearance of Ringling Brothers Circus, one feature which is a dancing clown who carries a KYW card-board microphone with a sign plugging station's new towers.



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.

Highlight of "The Young American Club" sponsored by Foremost Dairies, Inc. over WOAI San Antonio is presentation of orchid to "Mother of the Week," selected on basis of best letter written by members. Shown is first mother to get award, Mrs. Robert Lee Moffett with son Robert Jr. Also pictured are Dick Perry, show emcee and Mrs. Elma Wylie, Foremost's representative



Pictured is emcee J. J. Cannon of "Wake Up Shake Up Show" aired over CKBI, Prince Albert, Canada, in promotion stunt to boost cancer drive. Cannon washed store windows of ten businessmen who promised him five dollars each after he threatened to do anything for a \$25 donation to the fund



Bill Riley of "Hey Bob Show" on KRNT Des Moines, plays host to four Midwest basketball stars. Athletes saluted include from left to right: Bill Evans, Drake University; John Pritchard, Drake University; Jim McIntyre, Minnesota University; and Gene Ollrich, Drake University. Riley, who is five feet, four inches tall, boosted his height a few inches with the aid of a studio chair



Diana Hickox is the two-year-old daughter of Richard Hickox, emcee on "Yawn Patrol," morning feature on WLAW Lawrence, Massachusetts. She is now a definite part of the show because if Dad doesn't keep listeners informed as to how she is doing, he hears about the oversight quickly.



Mrs. Lura Arnold is congratulated by Colonel Elliott White Springs, president of The Springs Cotton Mills of Lancaster, South Carolina, after she won the "pyramid of prizes" on the John Reed King "Give and Take" show at opening of Spring's Recreation Park at Lancaster. Left to right are John Reed King, Mrs. Arnold and Colonel Springs



AIRING THE NEW

Western Singer Changes His Tune

Cliff Warren has made his bow over WOAI San Antonio, in a quarter-hour program, "Songs You All Remember."



Cliff Warren makes bow in new WOAI San Antonio show

On his new program, which is aired Monday through Friday at 11:15 A. M., Cliff will offer standard "pop" tunes, a departure from the hillbilly and western programs on which he has been featured. He will, however, include one western classic on each program, giving forth with his famous yodel.

Music is by the WOAI staff orchestra under Melvin Winters with Manuel Medelin, violin and clarinet; Marcus Morales, bass viol; and Dick Ketner, guitar. Announcer is Jack Foster.

Help for Students

High school students who have doubts about the college careers they should select are getting some help via a new program being aired over WBMS Boston.

In cooperation with Boston University, WBMS is airing a series of six weekly broadcasts titled "Choosing a College Education." They are planned to help youngsters understand what factors are involved in choosing a college education. Format calls for two high school students from Boston area investigating a different field or profession each week.

Faculty members of Boston University and representatives of the University's School and College Relations Department answer students' queries each week on the show.

WMAL Audience Show Gets Variety Format

"It's All Yours," a new audience participation show being aired over WMAL Washington, features emcee Gil Hodges plus a variety of games, quizzes and stunts.

Scheduled for Thursday at 10 P. M., the show will highlight the "Mystery Voice," a feature planned to give the listening audience a chance to win prizes. Idea is to have audience participants sound off in "gripe and compliment" quiz, identify musical selections by means of sound effects and compete in diverse stunts for awards.

WONS Airls Baseball

In Hartford, Connecticut, WONS has started broadcasting all baseball games of the Eastern League.

Scheduled for airing Monday through Friday, home contests as well as those on the road will be heard over the Hartford station. Jim Morris, head coach at Kingswood School, Hartford, will do the play-by-play descriptions.

Sponsoring the show are Bryant and Chapman Dairy and General Ice Cream Corporation for the home games, and Hartford-Connecticut Trust Company for the road broadcasts.

Israel Life Described

Detailed descriptions of the political and cultural life of Israel are being given listeners via a new series of weekly half-hour programs scheduled by WVOM Brookline, Massachusetts.

"Life in Israel," title of the program, puts the spotlight on Dr. Alexander Brin, a member of the National Advisory Board of Educators and publisher of *The Jewish Advocate*.

Songs and stories will be the format used to explain the Israeli institutions, new literature and new composition.

WSNY Announces Two New Series

Two new program series have been announced by WSNY Schenectady.

For automobile dealers, WSNY is offering a series of shows titled "Classified Used Car Column of the Air," to be aired Monday through Saturday from 7:05 to 7:15 A. M. Description of each car with all necessary information about it is given by used car dealers who give list of one or more autos for sale over the air.

Esso dealers of Schenectady and the immediate area have purchased an initial broadcast schedule for 448 broadcasts.

KGVO Adds New Shows

Several new programs are being aired by KGVO Missoula, Montana.

Gold Medal Dairies is taking over a new series of talent programs limited to youngsters fifteen years or younger. The show is heard every Saturday afternoon at 1:30 P. M. Marion Dixon is emcee.

A new program called "The Cosmopolitan" is being aired each Saturday afternoon at 1:30 P. M. sponsored by the Bakke Motor Company, Lincoln-Mercury dealers of Missoula. Program features popular recorded music with format built around idea of a night club floor show.

A new full half-hour show, highlighting the new RCA Victor 45 R.P.M. records and changer, is being presented by the Missoula Furniture Mart.

Right Category Wins Prize

"Is it animal, vegetable, or mineral?" hails the return of Bob Shannon and the "Man Says Yes" program on KMPC Los Angeles. This audience participation show, to be aired Monday through Friday from one to 1:30 P. M., is based on questions in the category of animal, mineral or vegetable and features Bob Shannon as emcee quizzing studio audience and telephone contestants.

Valuable daily prizes will be awarded in addition to grand prizes scheduled at various intervals. The program has returned to the air under the sponsorship of Klever Kook Flavoured Flour for a 52-week period.

"Talent Quest" Debuts on WNAC

"Talent Quest" program, starring thirteen-year-old Emelie Marie of Medford as songstress of ceremonies, has made its official debut over WNAC Boston. This is a new ten-week series sponsored by Gentle's Baking Company to be aired from 9:45 to 10 A. M. each Saturday.

Each week the radio audience selects the top performer from the talent appearing by voting for their favorite. The best entertainer at the end of six weeks will be awarded a full year scholarship to the Phil Saltman School to study in that department of music which his teacher recommends as the best suited to his talents.

"Talent Quest" producers are interested in talented teenagers in junior high school or high school to appear on the new Saturday morning series. Auditions follow the show each week at ten o'clock.

Sports Review Bows on WLAW

Harvey Chester will be featured as commentator on the new program, "Wonderland Sports and News Review" which made its bow on WLAW Lawrence, Massachusetts under sponsorship of the Revere Racing Association. The program will be heard Monday through Friday, from 12:55 to 1 P. M.

Sports—Music Show Debuts

"A Day at the Races," a combined sports and musical program, is making its debut over WNAC and the Yankee Network, Boston, directly from Suffolk Downs and Yankee studios. Program will be aired each day from 2:30 to 5 P. M. and will continue through October.

Program spotlight will be turned on the call of two races daily plus the feature race on Wednesday and Saturday from Suffolk Downs, Narragansett and Rockingham during the turf season.

Babe Rubenstein will give the call of the two races on Saturday and will also relay results and prices of all races up to 5 P. M. after they are posted.

Gus Saunders will interview celebrities, owners and jockies while Winifred Pike will be in the Paddock Club each day to give the woman's angle. From Yankee studios Ken Rapieff will add the latest news plus baseball scores and play recordings of popular hit tunes.

Program Helps Home Buyer

To help the individual home buyer in purchasing his house, the Homebuilders Association of Allegheny County is sponsoring a series of weekly broadcasts titled "Your Home." The new show will be heard each Sunday at 12:45 P. M. over WCAE, Pittsburgh, Pennsylvania.

First third of each program will be devoted to questions submitted by the audience on construction, decorating, landscaping problems. Second portion of the show will feature a guest speaker who will discuss the best time to build, what type of home in which to invest. For the final five minutes a "Housing Guide" highlighting several home buys will be presented.

Members of the Homebuilders Association are conducting the series.

Mr. and Mrs. Team Returns

Detroit's only Mr. and Mrs. radio team is returning to the airwaves over WJBK each Monday, Wednesday and Friday from 10:05 to 10:30 A. M.

Tony Weitzel, widely-known columnist

and his wife, Dorothy, are presenting a streamlined version of their informal chatter, gossip and interviews three mornings each week. They are covering town gossip, a poignant daily true story, reviews of stage and screen, plus interviews with top celebrities.

The Mr. and Mrs. team was inaugurated in 1946 with a daily broadcast of luncheon chatter which emanated from Detroit's Book-Cadillac Hotel.

Three Record Shows Bow on WFIL

"Your Symphony," one of three new programs of recorded music scheduled by WFIL Philadelphia, is being aired each Thursday from 9 to 9:30 P. M. The program will be devoted to serious music recorded by the Philadelphia Orchestra.

A weekly half-hour program of familiar tunes is being aired at 2 P. M. each Sunday under the title, "Do You Remember?" Emphasis will be on nostalgic compositions suited to Sunday relaxation.

"Console Moods," the third new show, is set for Thursdays from 10:30 to 11 P. M. Organ music will be featured.

WCKY Quiz Features Mystery Tune

Cincinnati's oldest telephone quiz giveaways, WCKY's "Quiz Man" programs, are being dropped for a new package show, "Name that Tune," a mystery song telephone quizzer to be aired every weekday from 9:05 to 10 A. M.

Listeners will be awarded money prizes for answering the name of tune being played when they are called. If the answer is correct, the participant will have a chance to identify the mystery tune which carries the "jackpot award" of at least \$100. Two dollars are added each time the mystery tune title is missed.

Serious Music Starred

WFIL Philadelphia has scheduled a new program of classical recorded music, featuring serious music on RCA-Victor records. The show will be aired nightly from 11:30 to midnight, under the title, "Music When You Want It."



Scene of "Music of the Stars" program shows left to right, Paul Murphy, emcee; James T. Mahoney, program director; Burl Ives; Peggy Hall, assistant emcee

WLAW Launches Contest for Mystery Song

A new Mystery Song Contest has been launched by WLAW Lawrence, Massachusetts, in which prizes valued at \$400 will be awarded each week to a contestant.

Starring Paul Murphy, nationally known magazine feature writer as master of ceremonies, assisted by Peggy Hall, title of the program is "Music of the Stars." It will feature interviews with top stars of stage,

screen and radio who visit Boston. Among first headliners to be aired are Burl Ives, Sophie Tucker, Arthur Treacher and Frankie Carle.

Transcribed music will also be part of the format. The contest angle highlights a few bars of a well-known song to be played during each broadcast. Listeners will be asked to identify the tune and mail in their answers.

Broadcast schedule for the show is every Monday evening from 9 to 9:30

Series Debuts on WSTC

A new series of informative radio programs, featuring one of the nation's outstanding personalities each week, is making its debut over WSTC Stamford, Connecticut.

Scheduled for 7 P. M. every Wednesday, the show, titled "Americans, Speak Up!" is sponsored by the Stamford Clearing House Association. Bill Slater is to be master of ceremonies

Series has been designed by America's Future, Inc., to allow free-thinking and

free-talking on problems affecting the American way of life.

"Story Land" on WWNI

"Storyland" is the new show for children being featured on the program schedule of WWNI Wabash, Indiana.

Highlight of the program is a "Surprise Night" for the youngsters, along with one night on which the children themselves participate. Boys and girls submit poems and stories for that participation show.



CONTESTS

KRNT Contest Stars "Sad-Lot" Husbands

Disc jockey Don Bell of KRNT Des Moines, Iowa, recently completed another one of his promotions—a "Husbands Are a Sorry Lot" contest.

He adopted the idea from the frequent

despairing situations in which Dagwood Bumstead finds himself. Contest judge was Chic Young, widely-known cartoonist of the "Blondie" comic strip. Climax of the gimmick was a telephone recording of Young's announcement of the winner.

Lasting two weeks, the cleverest-letter feature drew hundreds of entries daily from over 130 Iowa cities and towns. Winner was Gerald Roberts, a Des Moines hosiery mill knitter.

Awards included a two-weeks' vacation for two at Brown's Geneva Beach Resort, Alexandria, Minnesota; round-trip fare; \$100 in cash; \$65 in fishing equipment; an original strip of Chic Young's; and a special Young-autographed card with a sketch of the whole "Blondie" family.



Winner of "Sad-Lot" Husbands contests registers dismay as he re-enacts scene typical of Dagwood Bumstead comic strip which inspired idea for the competition

Letters Earn U. S. Bonds

WLAC Nashville, Tennessee, has come up with a new show aimed directly at the interests of the working men and women of America.

Listeners are asked to send in letters on

"Why I Like America." United States Savings Bonds amounting to \$3,600 will be awarded to top letters.

Program is heard six times weekly at 7:15 A. M.—rise and shine hour for majority of American workers.

Father's Day Fun

To help small fry pay proper honor to the head of the house on Father's Day this year, WGN Chicago began a series of telephone calls on each day's broadcast of its "Let's Have Fun" program. Rewards went to tots with the best answer to quiz man Hank Grant's query, "What do you like best about your dad?"

Any child between ages of four and thirteen was eligible to be called. Grant repeated over the air the answers to the question made to him over the telephone and all answers were recorded. A panel of three judges selected the winning reply from those recorded during the entire Father's Day contest. A big jackpot of merchandise went to the winner. In addition, each child telephoned received a gift for Dad.

Awards Given in Spelling Bee

Spelling bees are stepping out of the

classroom and into the radio studio in California. And the move has been a profitable one for those who know how to juggle the alphabet.

A \$600 scholarship and a gold wrist watch were awarded recently to the winner in the second annual Central Valleys Spelling Bee. The award was made by McClatchy stations and newspapers in California. Stations KFBK Sacramento, KMJ Fresno, KBEE Modesto, KWG Stockton and KERN Bakersfield took part in the event.

Store Promotion Launched

To promote its newest store at Burlingame, Lucky Stores, Oakland, California (supermarkets) are launching an extensive spot campaign over KSMO and KVSM San Mateo, California. Agency is Botsford, Constantine & Gardner.

WOMAN'S SHOW *(Continued from page 2)*

other personal information requested. This kind of feminine interchange is particularly dear to the hearts of her listeners and it is the constant playing on that female quality which keeps her list of fans multiplying.

As a testimonial to Jeanne's success with "The Woman's Voice," she was selected by the Los Angeles Advertising Women as the outstanding woman in advertising fields for 1947. Along with that selection she was presented with the cherished Frances Holmes award.

In the publication field, she received Honorable Mention from Billboard Magazine for a leading woman's program among all 50,000 watt stations in the nation.

Radio Best magazine tabbed her the outstanding femme commentator in the Southern California area. One of Jeanne Gray's initial awards was her selection by the National Retail Dry Goods Association in conjunction with the National Association of Broadcasters, as having the leading woman's program—sponsored by a department store—in the United States.

Other memorable stops in her career include the commendation received from the Department of Agriculture for her "Budget for Four" and her appointment by the Women's Division of the Los Angeles Chamber of Commerce as radio chairman.

To the merchandising of "The Woman's Voice," Jeanne Gray, as well as KMPC, has devoted much effort. Jeanne feels her listeners are her first responsibility and quickly acknowledges all mail from them. She set up the "Woman of the Year" award. Listeners were requested to select the woman they believed was outstanding in the nation during that year. It was then asked that contestants whose names were submitted be voted upon. In 1947, the winner was Frances Langford for her work in veterans' hospitals while in 1948 Irene Dunne was chosen for her many civic and charitable activities.

Jeanne has also established a year-round practice of selecting women who have risen above the usual standards of achievement and presents them with a "Woman's Voice" certificate of appreciation.



SHOWMANSHIP IN ACTION

WNOC Breaks Out in Radishes

This story might be labeled "Never underestimate the power of radio."

It all started with an innocent remark on a daily street broadcast several days ago over WNOC, Norwich, Connecticut. While talking to a local gardener during the program, WNOC's program director, Bob Silverberg, asked whether the man grew any radishes on his farm, because, he remarked jokingly, "Radishes are the only things to grow."

Next day, during the street show two little girls came up to the mike and presented Bob with a bunch of radishes.

During the next morning's get-up show, the "Morning Eyewash," Bob reported the incident and suggested that, because the radishes were so delicious, anybody who wanted to visit the early morning program would have to bring a bunch of radishes as the price of admittance.

Following morning there was a parade of visitors from 6:45 to 8 A. M. When the crowd thinned out, Bob peered out from behind the radish greens to count ten bunches of the vegetable delights, and also a two pound salami, a bowl, a spoon, a salt shaker, and a jar of sour cream.

There was an immediate phone call from a listener who volunteered to bring down a "bromo."

WMGM Sports Shows Feature Unusual Promotion Gimmick

WMGM New York, has conjured up something new to get their leading shows into the public eye. It's a personal type of advertising and it is bound to result

in increased sales as well as a greater listening audience.

One-hundred-thousand shirt-band ads on three WMGM sports commentaries have been distributed to laundries in metropolitan New York.

Printed in blue on pink, the bands call attention to the pre-game "Warm-up Time," sponsored by Truval Shirts, Chase National Bank, Piel's Beer and Buddy Lee Clothes; "Sports Extra," the post-game round-up presented by Fitch Shampoo, *The New York World-Telegram*, Kool Cigarettes and Buddy Lee Clothes; and "Today's Baseball," the re-creation of the day's big games by Bert Lee and Marty Glickman, sponsored by *The New York World-Telegram* and Nedick's Inc.

WQXR Mails Promotion Piece of Musical Quotations

"Of Minds and Music and Profits Too" is the title of an unusual sales promotion being mailed by WQXR New York, to advertisers and advertising agency executives.

This latest sales promotion piece is a reprint of series of words of wisdom about music, sixteen in all, which appeared in the press as individual advertisements. Each page is illustrated with a pen and ink stylized sketch of the personality whose quotation is used. The book is a recapitulation of the theme of the ad campaign begun in April, 1948.

Words of wisdom used in the WQXR ads came from the writings of Longfellow, William Cullen Bryant, Browning, Goethe, Plato, Shelley, Tennyson, Pepys, Emerson, Thomas Moore. Also represented are John Milton, Sir Thomas Browne, Joseph Addison, James Beattie, Carlyle, William Cowper.

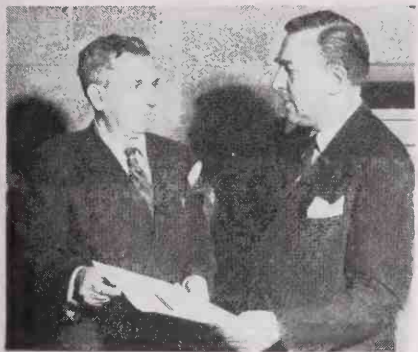
WOL Starts Unique Act

WOL Washington, musical director, organist Charles Keaton, has been set for a new five-a-week series of half-hour shows on which he will be featured playing organ, piano and celeste.

Keaton is noted for his unique arrangements of popular tunes using all three instruments simultaneously.

Safety Program Cited

Bob Dillon, vice-president of the Cowles Broadcasting Company and manager of KRNT Des Moines, Iowa, recently accepted the station's National Safety Council Award, presented on behalf of the Council by Ralph Branton, president of the Des Moines Safety Council.



Bob Dillon receives award given by Ralph Branton

KRNT won the honor as the result of its intensive 1948 traffic safety campaign and particularly for its "Hey Bob Show," a weekly fun-filled safety program for children. "Hey Bob Shows" are audience participation broadcasts attended every Saturday by nearly two thousand youngsters.

KGO Presents Shows Devoted to California

Introducing a colorful quarter-hour kaleidoscope of San Francisco and Northern California past and present, Ken Carnahan, critic for KGO San Francisco, is presenting a new series of weekly programs devoted to stories of California.

Scheduled to be heard on Monday evenings at 9:15 P. M., the show, with title to be announced, will feature bi-weekly appearances of outstanding literary personalities from the San Francisco-Oakland Bay area. Introduced by Carnahan, guests will relate their own favorite stories of California history and local color,

SHOW HAS APPEAL

(Continued from page 14)

A boy soprano, he turned into something more comfortable—a light baritone.

Clarinet and sax player as well as singer is Cliff McKay. Cliff has played with the Toronto Symphony, conducted his own band in Bermuda and Quebec. Jimmy Namaro does his bit with the xylophone and piano. He was soloist with the Chicago World's Fair Orchestra. A whirlwind keyboard genius, he also conducts his own orchestra. Bob Gimby is featured on the trumpet.

On the violin, Blain Mathe is featured while the bass fiddle, Joe Niosi takes all bows. George Temple attends to all production details and devotes his full time to supervising matters in the control room during "The Happy Gang" broadcasts.

Winding up the list of performers is Hugh Bartlett, the show's versatile announcer and "keeper of the Joke-Pot." Hugh selects and stages Joke-Pot stories. The dizzy voices he uses and the hilarious hats he wears are a surprise for the rest of the gang right up until program time, in keeping with the Bert Pearl policy of never letting one performer know what the other is doing until airtime.

"The Happy Gang" has made friends for itself during its radio career. It has also made friends and customers for its sponsors. In the words of Samuel H. Feldman, agency representative for the Lauer Furniture Company in Rochester, who sponsored the show over WVET Rochester, New York: ". . . I can tell you now the results were excellent. Lauer's have made a lot of friends and have sold lots of furniture on the strength of this radio advertising . . ."

For Foremost Dairies, Mary R. Miller has written: ". . . I will be more than pleased to recommend 'The Happy Gang' to anyone looking for an outstanding one-half hour musical variety show. 'Happy Gang' sponsors will find themselves featuring a show that's sure to bring favorable comment, friends, contacts and best of all—Increased Sales!"



PROOF O' THE PUDDING

Tourneau Sponsorship Continues

Effectiveness of their radio advertising was indicated when Tourneau Watches began their fifth year of sponsorship on WQZR New York with the signing of a 52-week contract.

Contract, handled through Merwin J. Chasen Advertising Agency, is for one 25-minute night-time program each week. Tourneau will sponsor "The Diamond Horseshoe" on Wednesdays from 10:05 to 10:30 P. M. featuring recorded highlights from the world's great operas.

In past years, Tourneau has also sponsored a program of operatic music and introduced "Preview of the Opera" which featured highlights of the operas to be presented that week at the Metropolitan Opera House. This format continued throughout the opera season and the program became "The Diamond Horseshoe" during the remainder of the year. The same procedure will be followed with the present contract.

Show Gets More Sponsors

Good programming makes for good sales results and that in turn adds up to increased sponsorship. Such is the case with "Morning Recess" which started as a half-hour, six-times-weekly show over WHTN Huntington, West Virginia and has graduated to a full hour with several sponsors.

"Morning Recess" is aired from local Cake Box cafe. Sponsors include Cake Box, Kirby Vacuum Cleaners and General Foods.

"Magic Lady" Renewed

Lit Brothers Department Store has renewed sponsorship of the "Magic Lady" program on WFIL Philadelphia, for another 52 weeks, it has been announced by John E. Surrick, sales manager of *The Philadelphia Inquirer* station. Show is aired Monday through Friday from 6 to 6:15 P. M.

Signing of the contract indicates the advertiser's satisfaction with the show for it keeps in effect a sponsorship which has been continuous since 1943. The program, written and produced by "Skipper" Dawes, has been a children's favorite since it went on the air.

Agency for the account was Al Paul Lefton.

Grocery Chain Renewal

A Midwest grocery chain has demonstrated its satisfaction with radio advertising via daytime serials by signing a 52-week renewal contract for three contiguous quarter hour strips over KMOX St. Louis.

The Kroger Company, one of the largest grocery chains in the country, operating more than 350 stores and super-markets in the midwest area, are now going into their fourteenth consecutive year on KMOX with three popular transcribed shows.

These are "Editor's Daughter," 2:30 to 2:45 P. M.; "Hearts in Harmony," 2:45 to 3 P. M.; and "Linda's First Love," 3 to 3:15 P. M. Shows are all aired Monday through Friday.

Agency for the account was The Ralph H. Jones Company, Cincinnati, Ohio.

KDKA Renewal Made

Success of "Songs You Love to Hear," KDKA Pittsburgh program, has been indicated by another 52 weeks renewal by its sponsor, The Campbell & Woods Company. Show spotlights vocalists Johnny Kirby and Barbara Lee Owens; pianist Russ Merritt; organist Johnny Mitchell; and announcer Paul Shannon. Renewal was placed through Wiltman & Callahan.

Nine Years for News Show

Format for a news program which has proved successful is "Colorado Speaks," a roundup of editorial opinion aired by KLZ Denver.

Summarizing the editorial viewpoint in Denver and in the state, the program is now in its ninth year of continuous broadcasting.

Mike Michaelson writes the fifteen-minute show. Sheldon Peterson, KLZ's news director, produces the program.



PROMOTION STUNT

(Continued from page 4)

On "Morning in Maryland" the Crist brothers talked about the accumulation and displayed the ball of string in the studio. Four months of winding produced a ball somewhat more than two feet in diameter.

Just to demonstrate that a gag could work two ways, Phil and Jim refused to tell curious listeners what they were going to do with the ball. To all listeners, the answer was, "We'll let you know what we're going to do when we're ready."

For a couple of months, they wondered, too! Then Phil, who is quite a kite expert, decided to go-fly-a-kite with the ball of string. It was decided that the person who caught the kite would get a prize. But a minor problem arose in the course of the planning. Would the wind blow for such a gala occasion?

That could be remedied by having helium balloons handy to pull it up. Then it was decided that if they flew the kite and lots of balloons, more people would have a chance to get prizes.

While the Big Kite and Balloon Ascension was jelling the Crist brothers thought it might be a good idea to run a mystery contest to tell their listeners what they were going to do with the ball of string.

From this thought came a mystery statement. A sentence of twelve words was set up to run for two weeks on their

six-days-a-week "Morning in Maryland." Each day their audience was given a word with some letters missing. Contestants were asked to complete the word and mail it in to the Crist brothers promptly. Two winners a day were selected on the basis of correctness and earliest postmark.

Two weeks of that folderol produced quite a bunch of mail—there were 6,009 answers for final totals.

And at the end of the two weeks, the sentence turned out to be: "Creampuff decided string should venture, wild blue yonder . . . arranged gigantic kite ascension."

After the String Contest was over, the Crist brothers spent another week telling everybody about the thirty-eight prizes they had lined up for the Big Kite and Balloon Ascension. There were, among other things, theater passes, Tootsie Rolls, a bicycle, tricycle and record player. Included in the weird combination of awards was also an electric razor, table radio, portable radio, nylon stockings, kitchenware, ladies' slips, and a doll's layette. Prizes were to be awarded according to the number of the tag captured from the kite and balloons.

All together, 115 balloons were launched by the brothers and three quarters of the tags were sent back to the station to claim prizes.

When the appointed Saturday dawned it was sunlit and windless. Nevertheless, the balloons and the kite soared into the wild blue yonder, while brother Jim described the event on a special half hour program—from the roof of WFBR's studios.

Twenty-two of the tags were recovered that day, but the kite has vanished into oblivion with its first prize tag still attached. It is likely that some of the tags will never be returned. The Crist brothers said that if a kite lands in your backyard, the tag can be sent back to WFBR, where the two enterprising programmers may be able to dig up a consolation prize for the finder. Meanwhile, the Crist boys and their train of listeners had a great deal of lively fun with a gag that started with an innocent piece of string.

START THE DAY WITH A SMILE

(Continued from page 5)

increased so that now practically all musical entertainment is done by the Greys and only an occasional record is aired. Now there is more music and less chatter than was scheduled at the inception of the show.

Unique feature of the Lanny and Ginger Grey program is the quality of their jingle-writing commercials. The show has participating sponsorship, each sponsor's message delivered with a special twist.

Pepsi-Cola commercial message is of the group singing variety, directed as a reminder to listeners. Little Grey Gift Shop advertising spotlights a singing commercial written and sung by Lanny and Ginger Grey. This particular sponsor's message is half-institutional, half sales in approach.

For Cuticura Products there is a dramatic piece with a sales talk. This aims at direct sales. Lanny and Ginger write the manuscript for the Empire Goldbuying Service.

Buddy Lee Clothes boosts sales by using the singing commercial approach. In this case, again, the message is written and delivered by Lanny and Ginger Grey. This announcement also uses the direct sales appeal.

A retail outlet, Buddy Lee Clothes has chosen this particular show to plug their wares because Lanny and Ginger Grey have demonstrated that they can sell their sponsors' merchandise.

They have chosen this morning show because it is scheduled for a time which assures Buddy Lee Clothes that they will hit a new audience group.

Buddy Lee Clothes, now located in Brooklyn, was established twenty years ago and is the only store under that trade name, though its organizers have since gone into the manufacturing end of the men's clothing business. They started using radio five years ago. WMGM (WHN at that time) had heavy sports coverage. Then, as now, the Brooklyn Dodgers ball games were carried. Since many of the

Brooklyn Dodger baseball club members were customers and since many of the customers were sports enthusiasts, Buddy Lee Clothes took spots preceding the games.

This sponsor has used and still uses newspapers, outdoor signs and direct mail media to spark sales. But Buddy Lee Clothes has found radio advertising an effective selling device. They have carried spot announcements before, during, and after sports commentaries on WMGM, "Warm-Up Time," "Sports Extra," "Sports Final," and "Today's Baseball." These have proved advantageous time schedules because they hit a desirable listening group. Male listeners to those shows are excellent potential prospects for Buddy Lee Clothes.

With the Lanny and Ginger Grey show, Buddy Lee Clothes are aiming for a new audience group—the early morning listeners who tune in their dials as they take their breakfasts or drive their autos into town.

Another reason Buddy Lee Clothes has chosen this show is that the firm is able to take advantage of the special dividend offered as a by-product of the unusual contract with Lanny and Ginger Grey, who are one of the foremost jingle-producing teams in the country. Station WMGM supplies, at no additional charge to the sponsor, a special commercial jingle for use on the Greys' program.

Not only do the Grey commercials please sponsors. Also, Lanny and Ginger Grey have good continuity to and from commercials. Their music and chatter keep audiences tuned in to the "Start the Day with a Smile" show. It's their clever format that keeps their listening circle growing. And the greater the listening group, the larger the potential number of sales.

Lanny and Ginger Grey's show is preceded by a morning record show and followed by a news broadcast. Their program set-up is superior in every way for putting across their sponsors' messages to achieve increased sales records. Continued sponsorship of "Start the Day with a Smile" indicates just how steadily those sales records are climbing.



JOHNNY ON THE SPOT

WMAQ Reports Spot Business

The 52-week renewal by Armour and Company of four 30-minute periods of the "Town and Farm" program paced business for WMAQ Chicago recently.

Renewal is for the Monday through Friday segments of the show which is aired from Monday to Saturday at 6:15 to 6:45 A. M. Foote, Cone and Belding is the agency.

Spot business for station WMAQ also included a renewal order from Richards and Associates (Pliofilm merchandise) for live one-minute announcements on the Early Bird program for thirteen weeks. Program is broadcast six times weekly at 5:45 A. M.

Through Presba, Fellers and Presba, the Beltone Hearing Aid Company contracted for six one-minute announcements weekly on the Early Bird program for six weeks.

Four station breaks and four one-minute announcements weekly for four weeks were ordered by the Chrysler Corporation, Dodge Division. Ruthrauff and Ryan, Inc., is the agency. Another automobile manufacturer, the Hudson Motor Car Company, through Batten, Barton, Durstine and Osborn, Inc., contracted for three station breaks weekly for two weeks.

Three station breaks weekly for 52 weeks were ordered by the Allied Florists Association of Illinois through Ruthrauff and Ryan, Inc.

Year's Contract Signed

Over KNX Los Angeles, Lever Brothers Company, for Surf, is sponsoring a six-

times-weekly participation in the KNX "Housewives Protective League-Sunrise Salute" programs, featuring Knox Manning. The 52-week order was placed by Day, Day & Tarlton, New York.

KNX Announcements

Hollywood Turf Club is sponsoring a two-weeks' series of twenty spot announcements and station breaks on KNX Los Angeles for the opening of the racing season at Santa Anita. Order was placed by the Weinberg Advertising Company.

McKesson and Robbins, through Benton and Bowles, New York, is sponsoring a nine-weeks series of spot announcements over KNX for Tartan Sun Tan Lotion.

For Pep Cereal, the Kellogg Company is sponsoring a six-weeks' series of spot announcements on KNX. Kenyon and Eckhardt, Inc., New York, is the account agency.

Spots Summon Workers

WIP Philadelphia, in cooperation with the Pennsylvania State Employment Service, is now airing spot announcements on the "Bulldog Edition" program, Monday through Friday, at 7:15 P. M.

Announcements, calling for needed farm workers in the Pennsylvania areas, afford listeners day-by-day information as to the State's need for types of farmhands and the time to report to work.

Information is telephoned daily to John Facenda, "Bulldog Edition" newscaster, who incorporates them in his program of news headlines of the day.

Auto Firm Places Order

Central Chevrolet Company, Los Angeles, is sponsoring a series of two weekly participations on the KNX Los Angeles "Stars in the Morning" program featuring Ralph Story.

The thirteen-week order was placed through Hunter Advertising Agency, Los Angeles.

MISTAKES PAY OFF

(Continued from page 7)

Additional Winston-Salem sponsors of the show are Blue Bird Tire Company; Reznick's Jewelry and Music Company; Ecker's Jewelry Store; and Ecker's Drug Store. RCA Victor also advertises via "The Platter Shop."

Typical dialogue in "Catch Your Announcer's Mistake" gimmick goes like this:

"Hutchins' Drug Store, 826 West Fourth Street in Winston-Salem is now offering a special sale price on Helena Rubenstein Face Powder. For a limited time only, they are authorized to sell two boxes for the price of one. Ladies, don't miss this grand opportunity to double your supply of Helena Rubenstein Face Powder for the price of one box. Remember, it's Hutchins' Drug Store, 827 West Fourth Street for better values . . ."

At this point the phone jumps off the hook with listeners anxious to be the first to "Catch Your Announcer's Mistake." The phone is answered on the air with the announcer correcting his mistake, taking the listener's name, request for selection, and then going back to the music.

Another error slanted for listeners might sound like this:

"Look, ladies, it's new! It's the new look for Bell, the freshest, most delicious bread in town. Yes, Bell's in a new wrapper of red, white and blue—buy it—try it! You'll be delighted too . . . when you visit your grocer, buy Bell in that bright new wrapper of red, white and black."

It isn't only the recently-innovated gimmick that makes the Russ Reardon show so popular with local audiences and with the sponsors, in particular. The Reardon personality and plan for easy listening keeps dials turned to WTOB. Once within two hours after Reardon mentioned his liking the work the Benny Goodman band did on "Undercurrent Blues," a retail record outlet in Winston-Salem reported selling 115 copies. The firm was one of the participating sponsors, Reznick's Jewelry and Music Company.

The Reardon format is unique. Most local disc jockey shows offer little else besides spots, ad libs, time signals and music. "The Platter Shop," on the other hand, attracts large audiences on its entertainment value alone. Russ Reardon incorporates a "stream-of-musical-consciousness" type programming. Here is a sample of music montage by the WTOB platter spinner:

Establish "Tony's Place" (Artie Wayne of Capitol) and let run for one chorus, fade rapidly out and into "Two Silhouettes" (Dinah Shore on Columbia) for one line of that song, fading then into "At the Candlelight Cafe" (Dinah Shore on Columbia) for half a chorus, then return to the final chorus of "Tony's Place," climaxing this mood with a full spinning of "Romance in the Dark" (Mary Ann McCall on Columbia).

Listeners get their kicks too from a stream-of-musical-consciousness-programming of "Wabash Cannonball" (Kay Starr on Capitol) into "Mountain Dew" (Grandpaw Jones on King). Here, the instrumentation and rhythm is similar, but the cap is cueing into the last half-time chorus of "Wabash Cannonball" for that knocked out steam whistle ending. Here, Reardon whips into an enthusiastic commercial reading and then piles into Tony Pastor's "Chowder Social."

Russ Reardon's sign-on summarizes his whole plan of musical action. He starts off with, "The ear is pleased and the heart replies to fashions in melody—music in the most popular mood on record, "The Platter Shop."

First broadcast of this show was back in June, 1947. Russ Reardon took over in January, 1948, to build this into a top-rated program in the region.

Reardon initiated his stream-of-consciousness idea when he first started working at WTOB. During his service as an announcer, he received national publicity in *Metronome* magazine for his work as a

disc jockey during the "New Rise 'n' Shine" program which was heard daily. The *Metronome* article described Reardon's theory using his own explanation. Said Russ, "Search for manifestations on discs of that 'silly old saw' the art of art is to conceal art, then playing disc examples of the 'haves' and 'have nots' and offering limited comment beamed to 'persuade the will and convince the intellect.'

"Or employ a stream-of-musical-consciousness, starting off the program with a platter by the Diz, then with decreasing tempo run through discs by the Bird, Gene Ammons, new Goodman, middle-era Herman, Ella, T-Bone—and at this point, insert my own somewhat feeble efforts at interpreting the blues on the piano. Inversely, ascending in tempo with similar artists that jump the program to a screeching finale. The selection of records and my limited comment are spontaneous as the program progresses; I try to 'feel' it."

That, apparently, is the secret formula—the one that makes "The Platter Shop" the success it is.

Russ Reardon himself is now Program Director at the Winston-Salem station. He was born and brought up in San Francisco where he attended Santa Clara University. He was active in a number of dramatic productions and has had an extensive musical background. Russ played the piano professionally for a number of years, playing with many nationally known side men from name band orchestras.

This WTOB star performer manages to catch all the name-band talent and otherwise that come into Winston-Salem for one night stands. When motion picture actress Ava Gardner visited her home in Smithfield, North Carolina, dropping through Winston-Salem to visit her sister, Russ was on hand to present Ava with copies of a hot jazz collector's item discs that he had in his private jazz library. He had found out that Miss Gardner was a jazzophile, and maintained he couldn't let her leave Winston without something jazz-wise to fill out her collection.

During five years in the United States Army as ski trooper and parachutist, Reardon also developed and produced a

number of talent programs for the Armed Forces.

Now, he spends his radio time in great part, seeking out the listeners with nimble fingers and sharp ears who can "Catch Your Announcer's Mistake." Between that gimmick and the unique quality of his presentation of records, Reardon keeps everyone busy—and most important—profitably so. A little bit of ingenuity goes a long way. Listeners to and sponsors of "The Platter Shop" have discovered the truth of that statement via Russ Reardon's program.

GAGS BUILD

(Continued from page 11)

Personality, wit and humor have brought "Poole's Paradise" into the radio limelight and seem destined to keep the show right there.

HOMEMAKERS SHOW

(Continued from page 8)

rell broadcasting right from the model kitchen in her own apartment. She makes her appeal directly to the women who must operate their homes on budgets. She not only tells them how to serve better and tastier food—she also tells them how to serve it for less.

Mrs. Farrell never recommends a recipe over the air which she personally has not tested previously. She also invites listeners to send her their \$64 cooking problem questions. This advisory service set up by Mrs. Farrell and her staff of trained assistants is bringing an ever-increasing number of inquiries. Mixed in with the menu magic on the "Kitchen of the Air" are Mrs. Farrell's always interesting observations on timely topics.

A background which includes teaching, planning and managing home service departments for the William H. Block Com-

pany, Banner-Whitehill Furniture Company, and the Indianapolis Power and Light Company has brought Mrs. Farrell in contact with thousands of Indiana clubwomen, church groups, educators and housewives. It has also given her a state-wide following.

It has also given her a more than nodding acquaintance with retail and wholesale food dealers. Many a manufacturer has found a participation on her program to be the entree to the grocery trade he needed

to introduce a new product . . . to set up wider distribution for his merchandise.

On January 30 of this year, Mrs. Farrell celebrated her fifteenth anniversary with her own radio program in Indianapolis. During that time, she has built up a group of listeners who keep their ears tuned for her homemaking advice and promptly act on it. She has kept a steady group of sponsors for her show because they know she can sell their products. And that is all the sponsor wants.

BE-BOP HELPS SPONSORS

(Continued from page 9)

have been known to incur the Judge's wrath for not putting enough "oomph" into their singing. "It don't bounce, man, it don't bounce," is the way he puts it.

Sitting on the bench in Judge Rhythm's court, Kent loses himself in his work. Out of court, he'll tell you he's been associated with jazz most of his life and counts many of today's jazz masters among his personal friends.

Raised and educated in Georgia, Louisiana, Florida and Tennessee, Kent found himself in the heart of jazzland. His interest in the world of jazz frequently drew him into the back streets of Birmingham and New Orleans. There he saw and heard true jazz played in frenzied, uninhibited style by kids who played for love, not pay.

In his travels through the history of jazz, Kent became acquainted with jazz exponents such as Louie Armstrong, Barney Bigard, Earl "Father" Hines, Jack Teagarden, Cozy and Nat Cole and Gene Krupa.

He was in on the beginning of the career of "Sir" Charles Thompson, composer, arranger and pianist. Thompson, one of the foremost exponents of jazz, has been ranked alongside Duke Ellington for his contributions to the field of music. Kent has had several combo units, with himself handling the drums.

His \$2600 collection of jazz, which included classics by Bix Beiderbecke, Jelly Roll Morton, King Oliver and the Chicago

Wolverines (Eddie Condon, Gene Krupa, Pee Wee Hunt) was lost in a fire at home in Charleston in 1942.

As a radio announcer, Kent broke into the field at Charleston, West Virginia, where he originated "Fall City Midnight Dancing Party" over WGKV Charleston. He has announced several United States Treasury shows and did the announcing chores on one of Charlie Spivak's first radio broadcasts in 1940. Just recently, Kent had a reunion with Spivak when the orchestra leader was in Chester on a personal appearance tour. Their "reunion" ended with a half-hour tape-recorded interview about "the old days."

Conducting a show similar to Judge Rhythm's Court on an Atlanta, Georgia radio station, Kent built such a faithful audience and brought such excellent results to his sponsors that one of them presented him with a letter of citation and a substantial cash bonus. During the life of the show, Kent attained the highest Hooper rating in the area for that hour, and, incidentally, acquired the nickname of "Judge Rhythm."

Now on WPWA in Chester, Kent is rapidly building his program into one of the most-listened-to disc shows in the Philadelphia-Chester area.

His wide experience in the sphere of jazz makes him a natural for this show. His poise and personality are steadily building a wide following for his program and the groups who are sponsoring it.

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