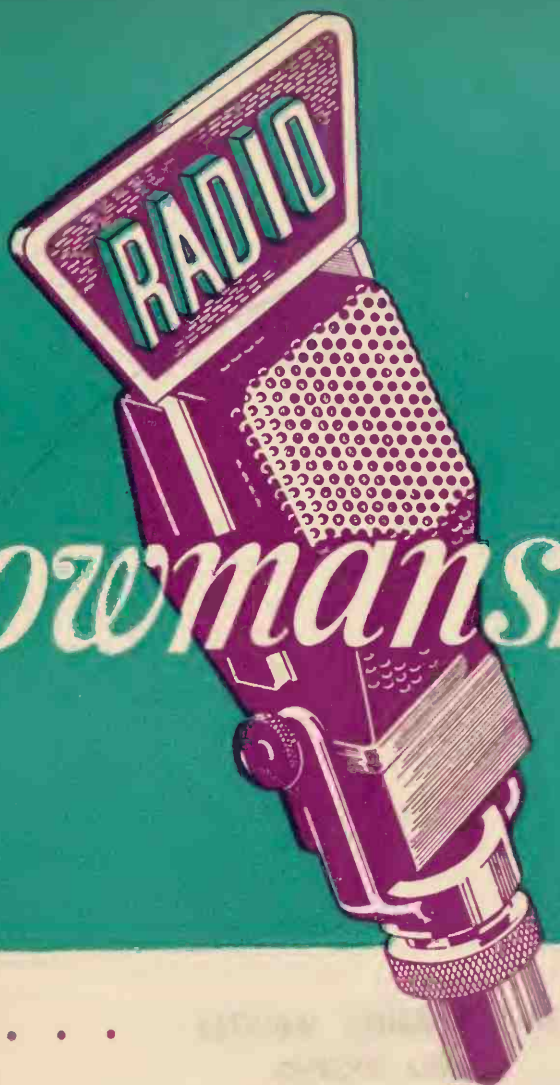


S Showmanship



JANUARY 1947

25c
30c IN CANADA

Don't Miss . . .

- A Department Store Discovers Radio p. 6**
C. E. Chappell & Sons, Syracuse, N.Y.
- Good Will Insurance . . . p. 9**
Mutual Benefit Health & Accident Ass'n.
- Fabulous is the Word . . p. 10**
New York Jewelry Co., Washington, D. C.

PLUS REVIEWS OF CAMPAIGNS FOR

- ★ *Eckerd's Drug Stores*
- ★ *Esskay Quality Meats*
- ★ *Forbes Coffee Co.*
- ★ *Lucky Stores*
- ★ *Michigan Bulb Co.*
- ★ *Rath Packing Co.*
- ★ *Sattler Department Store*
- ★ *Sun-Up Ice Cream Co.*
- ★ *David Spencer, Ltd.*

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YOUR BUSINESS AT A GLANCE

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in Your Business Field Accomplish
Through Broadcast Advertising.

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are classified by
businesses here.*

JANUARY

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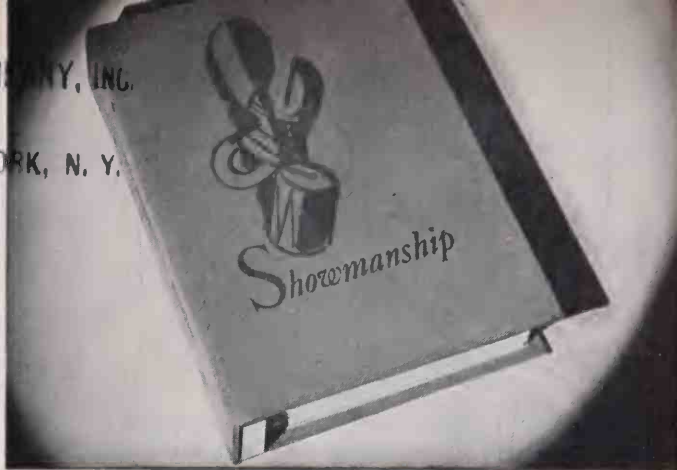
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The Open Mike

Two Minute Interviews With Radio Station Commercial Managers

"The Advertiser's Stake in Local Radio"

An Interview with L. A. Blust, Jr., Commercial Manager, KTUL, Tulsa, Okla.



L. A. BLUST, JR.

His five years as store manager for Firestone Tire & Rubber Company gave him an insight into the advertiser's problems that stands him in good stead as commercial manager for KTUL, Tulsa, Okla. A native Oklahoman, Bud is active in civic affairs, is currently chairman of three civic groups, also maintains active membership in several clubs. His pride and joy: one son, L. A. Blust, III, age four years. He counts woodworking and sound recording among his hobbies, with swimming and bowling to keep him fit.

Q. *What effect did the war have on broadcast advertising techniques?*

A. Due to shortages of merchandise, many advertisers turned to institutional advertising. They soon discovered that radio was a fine medium for creating good will and for developing a personality for a store or company. This wartime discovery is being utilized today in addition to regular merchandising programs.

Q. *What current trends in the use of radio advertising do you consider most significant?*

A. The realization by most advertisers that in order to produce results, their radio campaigns must be carefully planned, properly executed and thoroughly merchandised. Also, the realization that only by staying on the air over a long period of time can they expect to reap the greatest benefit.

Q. *What factors do you consider most important in the evaluation of the success of a radio campaign?*

A. Did it accomplish the things for which it was intended. In other words, did it (1) sell merchandise, (2) create good will, (3) establish a reputation, or (4) perform a public service?

Q. *Do you think that advertisers will continue to get proper service and results from radio?*

A. I not only think that advertisers will continue to get proper service and results from radio, I think the quality of service will improve and that results will increase, now that experienced personnel has returned from the armed services. We rate our local and regional advertisers as our most valuable asset and we will continue to give them our best.

A Department Store



Discovers Radio!

*Promotion for Specific Departments, Not Item Merchandising
The Successful Spot Sales Formula for C. E. Chappell & Sons*

by STEPHEN M. WEBB, Spitz & Webb, Adv., Syracuse, N. Y.

C. E. CHAPPELL & SONS, Syracuse, N. Y. department store, discovered radio advertising in 1941. That is to say, they discovered then for the first time how effective radio can be for a department store when properly used. CHAPPELL's had been in and out of radio plenty before that; in with misgivings and out with dissatisfaction. Use of radio had been confined chiefly to occasional spot announcement schedules bought on a hit-or-miss basis, without any conviction that radio might ever become a major store advertising media. Results were just fair; never dramatic enough to produce any change in store thinking about radio.

GREAT OAKS

FOR the fall season of 1941, CHAPPELL's wanted a special promotion to get its annual *Back-To-School* campaign off to a rousing start. Due to space limitations, CHAPPELL's teen-age clothing department was somewhat smaller than those of competing department stores in Syracuse, and building traffic for it was a problem. No amount of conventional newspaper advertising, it was felt, could do the desired job. George Hume, then CHAPPELL's advertising manager, and Lillian Leffert, then his assistant and now advertising manager herself, suggested that radio might be the answer. And for the first

time in CHAPPELL's experience, radio did the job magnificently.

A half-hour a day, Monday through Friday, for two weeks, was purchased on Station WOLF. Ten popular girl students, one from each Syracuse high school, were invited to participate in the programs, one on each of the ten broadcasts which were made direct from the *Talk O' The Teens Shop* in the CHAPPELL store. Program format was based on an on-the-spot discussion of teen-age clothes between the girl guest of the day and WOLF's women's program director.

EACH program was promoted intensively. Tie-in newspaper advertisements and spot announcements featured each guest, the ads using her picture and prominently mentioning the name of her school. Each girl's fellow-students, and anyone else who might be interested, were invited to attend their friend's broadcast in the store, or to tune in the program if they couldn't be present in person.

Actually, the major purpose of the whole scheme was to bring the girls to the store, and in this it was extremely successful. The department was jammed for every one of the ten broadcasts. Hundreds of girls probably saw it for the first time and immediate and repeat sales zoomed to new high levels. Radio audience fig-

ures, being comparatively unimportant, were not checked.

WOLF was selected for a variety of reasons. It was the only local station able to clear the required time at the same hour each day. Since maximum audience was not required, WOLF's 250-watts was adequate, and its low time cost attractive. Furthermore, due to its policy of catering to popular music fans, the station was considered to have an unusually high percentage of teen-age listeners.

ON WITH A VENGEANCE

PARTLY due to the success of this program, CHAPPELL's immediately thereafter contracted for one of the most unusual radio packages of which this writer has ever heard. In prewar years the New York State Fair was held each year in Syracuse. This was a very large exposition and attracted hundreds of thousands of visitors from all over the state, and particularly, of course, from the Syracuse trading-area. In 1941, WAGE had made extensive plans for broadcasts of all major State Fair events. A special all-glass studio was constructed in the heart of the Fair Grounds. All possible broadcasts of regular local shows were originated from this studio, and continuous live non-broadcast entertainment was provided there when the station carried network programs. Remote coverage was arranged for broadcasts of all major Fair events.

CHAPPELL's contracted for blanket sponsorship of these broadcasts during the entire nine-day Fair period. In all, CHAPPELL's sponsored 137 quarter-hours of on-the-spot broadcasts, featuring everything from pie-judging to horse and auto races to interviews with freaks on the Midway. In addition to the radio audience, an estimated 250,000 people heard the broadcasts via a public address system at the Fair Grounds outdoor studio.

FROM the very first day, CHAPPELL's got results. Out-of-town Fair visitors flocked to CHAPPELL's. From a wide radius around Syracuse came mail orders for merchandise featured on the Fair broadcasts. CHAPPELL's opened many new charge accounts throughout its trading area. Equally important, letters and

phone calls thanking CHAPPELL's for making the State Fair broadcasts possible indicated the building of a tremendous amount of good will for the store.

DEPARTMENT NOT ITEMS SOLD

Virtually every CHAPPELL department had been featured on one or more of the Fair broadcasts, and if the store management needed any additional urging to go into radio advertising permanently, it was supplied by enthusiastic store buyers who besieged the advertising department for more. No program which seemed 100 per cent suitable was available at the time on any Syracuse station, so for the time being, CHAPPELL's returned to spot announcements. But now these spot announcements were bought on a new basis. Key to it was buying each block of spots for promotion of a particular department, rather than for specific items in that department.

The Appliance Department, for instance, might use three to five spots each day on a particular station for a 60- or 90-day period. Some might feature radios, some refrigerators, some washers, but all of them promoted CHAPPELL's Appliance Department as the ideal place to purchase *all* appliances. Another spot schedule might feature the fur department, another housewares, etc. Specific merchandise was ordinarily included but chief emphasis was always placed on selling the *department* as the perfect place to buy that particular type of merchandise. These spot announcement schedules were successful and have been continued steadily ever since, although the wartime merchandise scarcity caused some reduction in the number used.

PROGRAMS TO SELL STORE

MEANWHILE, the search went on for a program that could *sell* the entire store the way the spot announcement schedules were selling individual departments. CHAPPELL's had for some time used the slogan *The Department Store of Famous Brands*, and in the spring of 1942, achieved a near-perfect tie-in with this slogan by sponsoring the well-known transcribed program *The Name You Will Remember*. This was a five-minute pro-

gram, originally three times a week, on WSYR. Mid-morning time was used, adjacent to network.

After two months on the air, CHAPPELL's made a careful listening survey among their charge customers, and discovered that 10 per cent of them were already hearing the program regularly. Encouraged by this showing, CHAPPELL's increased the frequency to five days per week. On this basis *The Name You Will Remember* continued approximately a year. Listening was aggressively promoted in newspaper advertising, both in individual station ads and in CHAPPELL's own newspaper space, throughout the run of the program.

DURING most of the life of this program commercials were devoted largely to promoting War Bond sales, and the show received an award from the Advertising Club of Syracuse for the outstanding local radio program stimulating Bond sales.

CHAPPELL's major radio program today is a 15-minute, 5-day-a-week news program, heard at noon on WAGE. This program has been sponsored by CHAPPELL's continuously since July, 1943. It features Glenn Williams, a very popular newscaster, and despite the fact that all four Syracuse radio stations are programmed with news at noon, the program has consistently enjoyed very high ratings. The last available Hooper city survey gives it 10.0.

AT the time this program was purchased, it was anticipated that wartime conditions would make merchandise extremely short in most lines. Our original intention was to use the program almost entirely for institutional purposes, War Bond drives, and other wartime campaigns. It was discovered, however, that certain departments actually continued to obtain reasonably adequate stocks and the program has gradually been shifted in emphasis until today, while it still continues to sell the CHAPPELL store as an institution; it also does an excellent merchandise selling job. As in spot announcements, merchandise commercials sell the department as a whole as well as the specific items.

Program format calls for a brief introduction only, and goes directly into news. Two commercials are used, the first after about three minutes of news and the second after about seven minutes. The first commercial runs from 45-seconds to 1-minute; the second from 30- to 45-seconds. While the same newscaster, Glenn Williams, has done the program from the start, several voices have been used for the commercials. Only recently, after over a year of using a woman announcer, a man's voice has been substituted. We have been unable to discern any marked difference in total audience or sales response due to this change in announcers, even though the shift from man to woman requires a distinct alteration in the tone of the commercials. An attempt was made to keep them on a fairly intimate woman-to-woman basis with the woman announcer, while with the man they are somewhat more impersonal.

WHAT'S THE SCORE?

PUBLIC service aspects of the program are still emphasized. Radio promotions were unquestionably a large factor in CHAPPELL's having been the first Syracuse department store to surpass its quota in every War Bond drive. Recognized local charities and other civic drives know they can always count on CHAPPELL's to devote a generous portion of its commercial time to a worthy cause.

In addition to the noon news program on WAGE, CHAPPELL's is currently using spot announcement schedules on WSYR and WOLF. In general, these spot schedules feature departments other than those currently being promoted on the news program, although in the case of major store promotions they may coincide.

It took considerable time, and there was a good deal of trial and error involved, but CHAPPELL's has proved to its satisfaction that radio, properly used, can fill an important role in department store advertising. It's not a miracle medium, and a certain amount of thought and intelligence is necessary in its application. But with adequate regard for radio's special abilities and special limitations, it can honestly earn its share of the promotional dollar.

▶▶ No novice in the field of sales and advertising is H. C. Carden. Associated with Mutual Benefit over a period of 16 years, he has devoted most of that time to agency work, promotion, sales and advertising, with the title of Director of Agencies and Chairman of the Radio Committee.

Good Will Insurance

National Radio Sales Effort Merchandised Intensively by Local Managers Achieves Results for Health and Accident Association

by H. C. CARDEN

RADIO took its place in our selling structure in 1944. Though we were, and still are, the largest exclusive health and accident company in the world, we believed that the time had come when the Home Office should supplement the selling efforts of our local offices with a prestige-building national background advertising program.

Our selling has always been more or less a *localized* effort, controlled and operated by the local manager in his particular territory. MUTUAL BENEFIT HEALTH AND ACCIDENT ASSOCIATION has offices in all principal U. S. cities and is licensed to operate in all 48 states, District of Columbia, Hawaii, Alaska and Canada. Thus, we felt that our structure lent itself naturally to a national radio sales effort which could be merchandised intensively by our local managers for highly productive results.

Freedom of Opportunity was presented over the MUTUAL network as a public service program, dramatizing the lives of outstanding American men and women in all walks of life. Our objective quickly proved to be a successful one. We found an immediate response from all over the United States, with volumes of letters from civic leaders, cultural and educational institutions and prominent public figures everywhere. Our *Freedom of Op-*

portunity programs fitted perfectly into the tenor of the times during the war years. By 1946, we felt that the post-war period could be best served by an expansion of the program into something more directly and personally inspirational.

While this expansion of our program was in preparation over the summer of 1946 we sponsored *Mystery is My Hobby*, realizing that mystery programs were very popular and that summer listening audiences appreciate a light, entertaining type of show. Now we are ready with our new program built to meet our specific objectives and featuring Gabriel Heatter.

Mr. Heatter is a radio personality who needs no introduction, although never before has he presented a dramatic half-hour network show. Our new program, *Gabriel Heatter Brings You a Brighter Tomorrow*, consists of inspirational profiles and editorials by Mr. Heatter, supported by a complete dramatic cast and a full orchestra.

Here are stories of people who wouldn't give up in face of overwhelming odds. Stories of plain and humble people in all walks of life who fought for their dreams, who believed in something big and fine.

It is an inspirational program, planned to show each and every listener what great freedom of opportunity exists for Americans. It points the way to a fuller enjoyment of life, to a brighter tomorrow; a feeling of security and peace of mind which ties in with the services we sell.

Fabulous is the Word

For Mr. Tash!



Mr. Tash, the manager
in person



... and the New York Jewelry Store.

*New York Jewelry Company Discovers Gold in Spot Announcements,
In Five Years Becomes a Major Washington D. C. Radio Advertiser*

by *SIDNEY C. PETERS, Jr.*

THERE is a legend in Washington, D. C., to the effect that the name, *Mr. Tash*, is heard on the air more frequently than any other person, including *Harry S. Truman*.

This legend, moreover, is abundantly supported by concrete evidence; for in the last five years the NEW YORK JEWELRY COMPANY has enjoyed growth and expansion, established its own optical factory, and recently moved into larger quarters in a three-story building to meet the continuing demands of new business.

The success of the firm is all the more phenomenal, considering that its advertising was practically *nil* when, in 1941, the first contract was signed with WWDC. Since then, the firm's advertising expenditures have been confined almost entirely to radio, and the NEW YORK JEWELRY COMPANY has become one of the largest buyers of radio time in the nation's capital.

WHEN Leon A. Tashof, manager of the store, entered radio, his store was comparatively unknown. Before the plunge was made he went over the local situation with Al Charles, account executive for KAL, EHRLICH AND MERRICK, who has

handled the account from the beginning. As a result of the study two facts became apparent: (1) no other jewelry firm in the city was making extensive use of radio at the moment, and (2) NEW YORK JEWELRY COMPANY had something to sell that people needed: complete eyeglass service for as low as \$9.75.

THESE advantages were promptly exploited. Four 5-minute quiz periods daily on WWDC began bringing more customers, and, as volume increased, Tashof cast more dollars upon the air waves; and as these returned he cast more again. Soon the firm was using spot announcements and continued to put most of its radio dollars into spots rather than programs, a policy that has been continued to the present.

"We would rather present a sales talk to 100 people six times a day than to reach 1,000 people only once," said Al Charles explaining the preference for a heavy spot schedule. "Repetition sells the message."

Surveys also guided the store in time-buying. Customers were periodically polled to find how they became acquainted with the store, and if radio were the answer, what time the announcement was heard. Station programming was also studied. On WWDC, a news and music independent, spots were bought before and after newscasts, where possible, in order to reach a *plus* audience. Non-network stations were favored for lower unit cost and greater flexibility.

MR. Tash, the manager of the NEW YORK JEWELRY COMPANY, can probably claim to be one of the best known sponsors in radio, for his name is included in every piece of copy. Ever since the account went on the radio, the copy has been written by one person, Al Charles, and each spot has included a punch-line usually introduced by the phrase, "*And now a message from Mr. Tash, the manager,*" and followed by slogans such as "*Always remember, famous names unite at the New York Jewelry Company,*" "*If you'll take a chance on romance, I'll take a chance on you; come in and open an account,*"

"*Ask for me, Mr. Tash, and I'll see you get the most for your cash,*" or "*Credit in a flash, says Mr. Tash.*"

Since announcers sometimes have off days transcriptions were utilized beginning in 1941, with the best radio voices in Washington and New York doing the job. Though various departments of the store are featured, about one-third of the announcements are still given to selling eyeglasses and optical repair service, which has always produced results. Repetition has played a part in copy policy as well, and effective copy has been used with such frequency that customers entering the store have been able to quote commercials word for word.

RESULTS GALORE

Indicative of his success in radio is the growth of Mr. Tash's advertising expenditures. At the end of the first year, he was buying 18 spots daily with a budget approaching \$20,000 a year. Six months later, 46 spots a day were carried by WWDC, WINX and WOL. Within two years, the eyeglass department had increased to the point where an independent optical factory had to be established. At present, WWDC alone carries as much as 22 spots a day for NEW YORK JEWELRY, and it is quite possible that the firm is one of the nation's largest radio users in the jewelry trade. In 1945, WWDC signed Mr. Tash in the biggest local contract ever made in Washington radio.

SUCH aggressive use of radio naturally affected the local scene, for competitors soon found their volume dented; many became radio conscious and have become regular users of the medium. Mr. Tash also reports that other merchants frequently consult him about his results before undertaking radio.

"Frequency and consistency are the secrets of this client's results," account executive Charles says. "An advertiser must go into radio in a big way if he is to expect big results."

As for Mr. Tash, himself, he beams a shrewd smile. He knows that through radio, his name and his store are in the minds of about 95 per cent of the citizens of the Nation's Capital.

All In Fun But It U



Home sweet home for ESSKAY QUALITY PRODUCTS.

THE WILLIAM SCHLUDERBERG - T. J. KURDLE COMPANY, makers of ESSKAY QUALITY MEATS, is one of the best known names in meat on the Atlantic Seaboard, and one of the oldest users of radio advertising in the country. Alert to the possibilities of radio, it presented the name Esskay on the air for the first time over 20 years ago in an educational 15-minute program designed to instruct housewives in the proper use of meats. Since that time, it has run the gamut of spot and program promotion.

In 1943, WFBR presented a tailor-made program which was enthusiastically received by the client and appraised as the spearhead program for Esskay's radio campaign. That was the popular *It's Fun to Cook* program, aired daily 12:45-1:00 p.m., Monday through Friday, which has been the leading mail-puller on Baltimore's WFBR for over three years.

It's Fun to Cook, with personable Martha Ross Temple and announcer, Jack Day, features Martha's daily *Taste-Teaser Recipe* and the *Cook's Quiz*. Martha and Jack cook a meal on the air, simulated

with accurate sound effects; the nearest thing to actual cooking you've ever heard!

The keynote of the program may be characterized by its light spirit and fun-inspiring atmosphere; "*It's fun to cook and it's fun to listen!*"

Designed to help the housewife with meal planning and to show that cooking can be fun, the program so completely justified the original expectations held for it that the sponsor, at the demand of the listening audience, increased its schedule from three times per week to five.

True and false statements asked on the *Cook's Quiz* are presented briefly but slowly to enable the housewife to copy them down if she so desires. Prizes for the three top winners consist of cook books; three copies of *The Joy of Cooking* by Irma S. Rombauer are mailed out daily. An additional ten runners-up receive movie passes. Statistics show that *It's Fun to Cook* has given away over 2,200 cook books in the past three years and over 16,000 winners have enjoyed a free show on Martha. The mail count for the past three-year period is well over the

Meat Sales

With 3 Year Mail Count Over 100,000 Mark, WFBR Cooking Series Pulls 1,000 Pieces Weekly for Esskay Quality Meats, Baltimore

by GUY GRIFFEN, WFBR sales promotion manager



Chief cook, Martha Ross Temple, and bottle-washer, Jack Day, whip up a tasty dish for ESSKAY QUALITY MEATS and WFBR listeners.

100,000 mark, with an average response of almost 1,000 pieces per week.

As a special merchandising characteristic, the sponsor mails a promotion booklet, *Getting Acquainted With Esskay*, to all winners of books and prizes. ESSKAY plans to give a market basket containing a selection of choice meats to the three daily winners through their neighborhood ESSKAY dealer as soon as the current meat situation reaches normalcy.

There is no formal commercial in the ESSKAY program. Instead, the commercial is woven informally but skillfully by Martha Ross Temple in her daily recipe. By spotlighting a particular kind or cut of meat in the dish of the day, the sponsor can actually direct the consumer demand toward that type of meat. For example, at one time, scrapple was not universally liked. Then Martha gave recipes on the many tasty ways in which scrapple

might be prepared. One of these recipes was *Scrapple-Apple*. A success story was received in a day or so from a lady listener who said, "I never used scrapple before as no one in my family liked it. But I tried your recipe today for *Scrapple-Apple* and it was enjoyed by all."

Many listeners in writing to Martha to express their appreciation, say they listen to her daily recipe and then prepare her suggestion for dinner that very night.

The popularity of Martha's personality and the program can best be exemplified by quoting an excerpt from one of her listeners who said, "Each time I hear your radio program, I decide that I haven't time to play the *Cook's Quiz*. Then I decide that I will just play it by myself; that I won't send in my answers. Then *this happens!*" And she sends in the answers! It's this type of listener loyalty that has built sponsor goodwill.

Big Scoop for Sun-Up

*Sun-Up Introduces Its Product to Houston Dealers and Consumers
With More Radio Than All Other Local Ice Cream Firms Combined*

by ANNE HUNEKE, The Giezendanner Company, Houston, Texas

WHEN KXYZ puts on its four-hour Saturday afternoon musical show, *Best By Request* for SUN-UP ICE CREAM, Capital 6151 is the busiest telephone number in Houston, Tex. Hundreds of Houstonians keep the line busy, calling in requests for their favorite musical numbers, or asking for songs to be dedicated to friends and relatives. The show goes on the air at 1:00

p.m., bringing Houstonians music interspersed with news flashes and sports summaries.

During the football season when all Texans were eagerly following the games of their favorite teams, the program shifted time to be on the air for two hours immediately preceding and two hours following the game broadcast. In this way, *Best By Request* reached a vast audience at the best possible time.

GOOD SALESMANSHIP

Best By Request is more than a popular local program. It's also an example of high quality radio salesmanship. Not only has it sold SUN-UP to the dealers and the public; it has also convinced the sponsor of the outstanding value of radio advertising.

When W. E. Thomason, president and owner of the SUN-UP ICE CREAM Co., an-



nounced that his firm was taking over sponsorship of *Best By Request*, SUN-UP acquired more radio time in Houston than all other local ice cream companies combined. For some time, SUN-UP had been using several outstanding programs, including the *Dick Tracy* broadcast. Now, in taking over the sponsorship of *Best By Request*, its radio time totals 285 minutes per week. It is all part of the biggest promotion and advertising campaign ever undertaken by a Houston ice cream manufacturer.

SUN-UP is a new ice cream, and the entire advertising campaign is planned to introduce it to the right people. THE GIEZENDANNER COMPANY, advertising agency for SUN-UP, huddled with Mr. Thomason and decided to sell the dealer first, and through him, the public. *Best By Request* proved itself the ideal type of show for such a selling job.

BOW TO DEALERS

ON each program, SUN-UP honors its dealers by making them part of the show. When the announcer breaks in between two top-notch numbers to tell the audience about one of the neighborhood spots where they can enjoy SUN-UP ICE CREAM, he is selling his wares to the people who count. And it's not just a routine commercial; SUN-UP stresses the human interest angle. When a dealer's son married, part of the program was dedicated to the newlyweds. This is advertising that makes the dealer better known to his customers, and it builds up good will for SUN-UP among both actual and prospective dealers.

There are other angles used in this wooing of the dealer. Every Tuesday, cards go out to all SUN-UP dealers asking for their requests and dedications for the next program. On each show, at least 12 dealers are given commercial spots, and these 12 are notified before the broadcast that their stores will be advertised.

In addition to this, a news sheet, the SUN-UP SCOOP, goes out every month to all actual and prospective dealers, plugging the show and SUN-UP for ice cream and giving a big play to human interest stories about the dealers. It's an all-

around promotion job that works in conjunction with *Best By Request*.

LISTENERS LIKE IT

BROADCAST for eight weeks as a sustaining program, *Best By Request* doubled its listening audience in that time. When SUN-UP took over the sponsorship, the show already boasted the highest Hooper rating ever recorded in Houston for a local program. Mail requests come in by the thousands during the week before broadcast time, and while the show is on the air, telephone calls, telegrams and special delivery letters continue to arrive.

KXYZ provides a staff of five to produce the show, with Bob Blase as emcee and news announcer, while Lee Hetrick



handles the sportscasts. In addition, the hundreds of incoming calls make it necessary to hire a special telephone operator. It keeps two men busy throughout the broadcast, answering and sorting requests. So far, each one has been acknowledged and if the sponsor has anything to say about it, things will continue just that way.

Commercial announcements on *Best By Request* are at a minimum, and are gagged a bit to fit in the light-hearted spirit of the show. The success of this policy is reflected in the tremendous audience response to the program.

Anytime is Blossom Time

*Simple, Direct Copy Combined With Station-Built Local Program
Sells Millions of Bulbs for the Michigan Bulb Co., Grand Rapids*

TODAY, thousands of Americans who formerly envied the colorful gardens of wealthy people, have beautiful gardens of their own. This change in the American scene can be credited both to radio and to the efforts of a Grand Rapids man who decided that it was time everyone had the opportunity to grow beautiful tulips and gladiolas.

Everyone who has ever worked in radio knows that there are broadcasting successes by the dozen. As a matter of fact, one reason why radio sometimes disappoints the new-to-radio advertiser is because he forgets that most radio successes

are not entirely accidental. They are the result of trial and error, persistence and the use of acute judgment.

STAND-OUT IN THE FIELD

The story of the MICHIGAN BULB COMPANY is a radio success story. In a few words, it's the story of the sale of millions of tulip bulbs to the gardening public of America through the use of the air waves. But radio is only half the answer. It took the foresight and pioneering instincts of Forrest Laug, president of the MICHIGAN BULB COMPANY, to initiate this success. It took a brand new idea in an old estab-



● Tulip time in its full glory.

lished nursery business to make the MICHIGAN BULB COMPANY a stand-out in the field.

For many years Mr. Laug had been an amateur gardener of sorts. In the fall, Mr. Laug would purchase his tulip bulbs from one of the well-known seed dealers or from a local nurseryman. One day when he was visiting a tulip bulb grower, he commented on the beauty of a field of tulips in full flower.

"I WISH I could get flowers like those," he said, "but those big, old bulbs I have been buying wear out in a year or two, and I just can't get blooms like yours."

"These tulips aren't produced by big, old bulbs," answered his friend. "As a matter of fact, those flowers were produced by young, first-year growth tulip bulbs that we don't usually sell to the public at all. We plant them ourselves, market the flowers, and sell the bulbs next year or the year after."

AN IDEA IS BORN

On the way back to town Mr. Laug's big idea flashed in his mind. He would sell the American gardener young bulbs that were just *starting* a lifetime of flowering!

The following spring gave birth to the MICHIGAN BULB COMPANY, Grand Rapids, Mich. In spite of the fact that Mr. Laug's first love has always been tulips, the test was made with the sale of gladiola bulbets. Gardening experts have always prided themselves on the excellent results they can achieve from the small size of gladiola bulbs, but until the time the MICHIGAN BULB COMPANY started selling them on a large scale, the general public was not acquainted with them. This meant a long, hard job of pioneering, but Forrest Laug had the courage and foresight to see it through.

RADIO TELLS THE STORY

HE bought his first radio program on a well-known radio station. He used copy that was simple and direct. He told the audience that the bulbs he was selling were a size that had always been kept off the market, but that they were now avail-

able and at a price that they would welcome.

Gladiola bulbets caught on! After the initial test Mr. Laug retained the Chicago advertising agency of O'NEIL, LARSON & McMAHON. Further tests were utilized. The big question of course was could the American public be educated in the use of gladiola bulbets? Time was purchased on radio station after radio station and in every instance the copy proved effective.

Most of the programs used were shows developed by the station itself. For example, the MICHIGAN BULB COMPANY purchased a quarter-hour daily program on WJJD, Chicago, Ill. The time it purchased was a quarter-hour on the *Supper-time Frolics* with Randy Blake as announcer. Results were gratifying. The schedule was increased and two quarter-hours were used per night.

Then early morning time was tested on a 50,000 watt station. This too, was a successful move. Today, the MICHIGAN BULB COMPANY uses shows featuring American folk music, news programs, and transcribed shows of popular music to sell gladiola and tulip bulbs. The one type of show that has failed is the so-called *jive* program. It seems that the type of listener who likes boogie isn't the kind of person who likes to grow flowers.

STILL TESTING

THE MICHIGAN BULB COMPANY has retained an open mind. It still tests. It still will listen to ideas brought to it by the planners in radio. Although its ideas concerning the way flower bulbs can be sold to America have pretty well crystallized, it feels that there may be an even better answer than the one it has hit upon.

Much in the same way that it has added other nursery items to its line of garden favorites that include perennials, pansies and chrysanthemums, it is looking forward to the day when new methods such as television will still further develop its business. Forrest Laug can see how easy it will be to interest gardeners when you can show them the results they can expect to get in their own plots of ground!

Says It Of Flowers

*With Beauty to Sell, Niklas & Son, Florists, Portland, Ore.
Maintains Heavy Schedule of Spot Announcements for 12 Years*

by ROSCOE W. SEGAR, Roscoe W. Segar Adv. Agcy.

THE success story of NIKLAS & SON, FLORISTS' radio advertising lacks all the glamour of big names, swing bands and kleig lights; the Hollywood pattern. The story can be told in few words.

In the first year of our association with the firm, Hans Niklas, widely known and admired among the florists of the United States, had his own personal program on the air. He talked intimately of flowers and their uses, and of things pertaining to his flower shop. It was a popular program with a large audience but it became an increasing chore for a very busy florist so it was dropped. Undoubtedly, however, the program gave us the pattern and inspiration since employed on the air here in Portland, Ore.

THEN, approximately 12 years ago, we started using 35- to 50-word announcements, editorializing on beautiful flowers, their quality, uses and styling. A constant program of radio announcements on local key stations (note the word announcement; no singing commercials), day by day, over many years. Our organization never repeats an announcement under 60 days, and then seldom.

EDITORIALIZED APPEAL

We had beauty to sell, and the thrill and lift that always attends the receiving and using of flowers for any occasion. We make the most of the subject and theme with the background and added appeal lent to each flower, bouquet and

arrangement by NIKLAS & SON, FLORISTS' love for flowers and artistry in styling them to fit the particular occasion.

We spoke of editorializing, of constant use of new announcements, few and infrequent repeats. There might be dissension on the part of Mr. Webster, were he with us, regarding the use of the word *editorializing*, but there could be no complaint of its use as indicative of the amount of writing and editing involved in pointedly giving our message in a few words. It's work!

SUCCESSFUL PATTERN

AFTER all, the success of any advertising program is the *selling* it does. The big name radio shows evoke comment, but the announcement bobbing up at time intervals throughout the day is seldom mentioned unless it offends the public, or includes some error. But radio announcements pay, profitably, as in this case.

To pay out, radio announcements need all of the conscientious effort we have indicated; careful writing, timing and attention to current happenings and seasons. This, plus the best possible spots between the best available programs on the best stations, is the pattern.

The success attending NIKLAS & SON, FLORISTS' radio advertising program can be summed up in few words; attention to details, plus consistency. The years of telling of beautiful flowers and artistry has aged the florist's cash register beyond its years.

Victor Spencer, Jr., presents gifts to participants in a SPENCER'S fashion parade for teen-agers during a *Swingtime at Spencer's* performance. Guest orchestra is on the stand and Ron Robertson, youthful emcee, stands at the right.



Swingtime

. . . On the Airways

Exclusive For Youth Weekly Broadcasts Prove Potent Factor In Focusing Teen Age Attention on David Spencer, Ltd., Vancouver

DAVID SPENCER LIMITED, Vancouver, B.C. department store, has scored a merchandising bull's-eye in reaching the teen-age trade with a radio-stage show called *Swingtime at Spencer's*, which is aired each Saturday morning from the store's sixth floor dining room.

The show gets rolling at 10 o'clock when Ron Robertson, young varsity graduate and emcee, begins his pep routine and build-up for the 10:30 broadcast over CKWX. Since the series began September 28, 1946, Reo Thompson, of the CKWX program department, has built each broadcast in close liaison with Robertson and Victor Spencer, Jr., who supervises for the sponsor.

Each broadcast of *Swingtime at Spencer's* features one of the city's most popular swing bands in a personal appearance. The program begins with a standard theme, followed by the theme of the orchestra itself and a roaring identification from the crowd.

RON Robertson, a member of the store's sales promotion staff, keeps in close contact with schools and teen-age organizations throughout the week and gives a rapid-fire report on their activities as a feature of the broadcast.

The spotlight is also flashed on the

Athlete of the Week, who appears as a guest and is presented with a suitable award. Brief quiz contests between orchestra numbers offer recordings as prizes.

During the off-the-air portion of the *Swingtime* show there's a youthful fashion parade, which draws the audience's attention to the *Swingtime at Spencer's Specials*, on sale immediately following the performance.

SPENCER'S has cleared the large store dining room to provide a suitable location for the shows, and capacity audiences of approximately 600 have been on hand from the first performance. Now admittance is limited to those who secure tickets at the store during the week.

BRIEF and to-the-point commercials slanted primarily to the younger generation have proven a potent factor in focusing teen-age attention on SPENCER'S and establishing it as Vancouver's shopping center for the younger crowd.

The program is a companion-piece to the other radio shows which DAVID SPENCER LIMITED also broadcasts over CKWX. *Public Opinion*, the weekly program which appeals chiefly to the adult group, and *The Family Hour* have long been popular favorites with radio audiences.

Singles for Posterity

Radio Sells Quality of Service and Merchandise, Supplements Bargain Hunter Newspaper Appeal for Sattler's, Buffalo, N. Y.

by R. H. McPHERSON, WGR director of publicity and promotion

AT precisely 9:30 a.m., Thursday, October 17, 1946, midst a drizzling rain, the cornerstone of the \$2,000,000 SATTLER DEPARTMENT STORE addition, in Buffalo, N. Y., was set in place with appropriate ceremonies. This, in itself, is an everyday occurrence in the post-war building program.

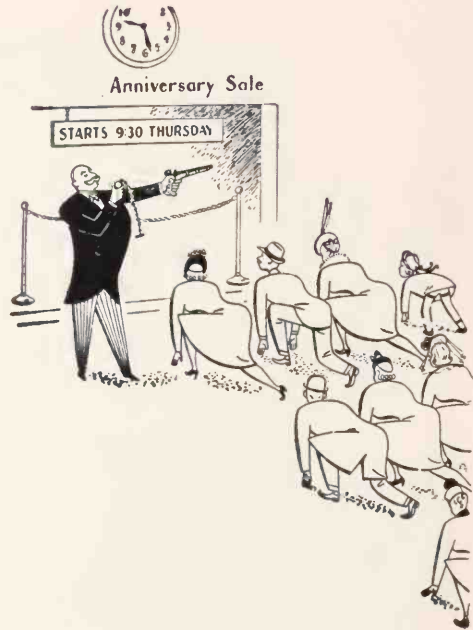
However, the laying of this particular cornerstone complimented and commemorated radio for posterity. Among the articles placed in the stone were six transcriptions describing the development and successful application of singing announcements which SATTLER's pioneered in the retail field. Further saluting radio was the inclusion of Ralph Hubbell, WGR sportscaster, as radio's only speaker on the occasion. His remarks concerned the progress of sports locally, nationally and internationally with the manuscript included in the cornerstone objects.

SATTLER's, to the best of its knowledge, originated and has consistently used *singles* in the retail field since the summer of 1940 when first was heard the now-familiar "998 Broadway, Go There Today!"

The development of this jingle form announcement carries a colorful history which is typical of the phenomenal successes credited to radio.

QUALITY AND SERVICE

SATTLER's has a country-wide reputation for success as a newspaper advertiser, appealing to the thrifty buyer. Its style is



not uncommon, but extremely successful. When it turned to radio, the reasoning of store executives led them to go after the other-than-bargain-hunter buying public; to sell them on the completeness of stocks, the quality of merchandise, the friendly shopping atmosphere and the value received.

It was with this thought in mind that they briefly outlined the idea they had for spot announcements and literally turned every advertising agency in Buffalo loose on the account. Ideas were submitted, all of them good, but BALDWIN & STRACHAN, INC., had gone to New York City and secured a sample audition with

specially composed music and duet singing from an up-and-coming musical team, Lanny and Ginger Grey. This tuneful combination, coupled with a catchy jingle written by SATTLER's publicity director, Robert S. Cornelius, immediately caught the public's fancy and unlike many others, has continued to gain acceptance rather than wear-out its welcome. Evidence of its popularity is borne out by the fact that a letter or postcard dropped in a mail-box anywhere in Western New York, Northwestern Pennsylvania or Northern Ohio simply addressed "998 Broadway" is correctly delivered without delay!

MELODY LINGERS ON

STILL using the same melody, periodically a new series of 12 to 14 jingles are made up, featuring such nationally prominent artists as the "Slam" Stewart quintet and the Air Lanes Trio coupled with Lanny and Ginger Grey. The jingles are topical and cleverly presented such as one of the current series which goes like this:

- LANNY:** Every time you shop at Sattler's
You'll see friends of yours galore—
- GINGER:** For everyone in Buffalo
Just loves that friendly store!
- BOTH:** Why, that's where Little Abner
Met up with Daisy Mae,
And Skeezix shops with Nina
At 9-9-8 Broadway!
- ANN:** Yes, from every walk of life and from
every part of Western New York come
the folks who make up Sattler's vast
army of customers. Everybody likes a
bargain and that's one reason everybody
likes this big friendly store!
So follow the lead of thrifty thousands
and make your bargain headquarters at
998 Broadway—it's just good common
sense!
- BOTH:** Shop and save at Sattler's
9-9-8 Broadway . . .
In Buffalo—
9-9-8 Broadway . . .
Go there today!

While SATTLER's has never used these spots with an eye toward immediately noticeable business, it has enjoyed one experience which proved to be extremely successful promotion. It featured fur storage on one jingle for one week which resulted in more than doubling the previous year's business (a radio exclusive). The previous year had been considered

exceptionally good. For the most part though, the topics are generally institutional. They have also used one of the present series built around the new store addition.

NETWORK CALIBRE

In short, the showmanship, the finesse, the planning and production which go into a SATTLER spot are comparable with the biggest network production. As so ably said by Mr. Cornelius, "We attempt to condense into 30-seconds or one-minute all the ability and showmanship put into a major network half-hour production, and results point to the fact that we do a pretty good job of it, if mail response and customer response is any yardstick. We would be lost today without our radio spots!"

PERHAPS one of the finest tributes ever paid to a commercial singing announcement is the musical recognition created by "*Opus 9-9-8*." This is a symphonic arrangement based on the theme of the SATTLER *single* written especially for the Buffalo Philharmonic Orchestra by concertmaster Max Miller and performed under the baton of the distinguished conductor William Steinberg, at one of last season's concerts providing the biggest audience demonstration of appreciation by the symphony-goers in years. The same "*Opus 9-9-8*" was again performed by the Buffalo Civic Orchestra under direction of Jan Walanek at an outdoor concert this past summer, again receiving a rousing ovation.

CREDIT WHERE DUE

IT would be unfair to overlook the important part played by the ROIZEN ADVERTISING AGENCY who have handled this account for the past year, in a review of SATTLER's radio experience. To Manus Roizen, president and account executive in charge, is due a tremendous amount of credit for his wise counsel and untiring effort to maintain and improve the standard of SATTLER *singles*.

It has been through careful selection of spot broadcast time on all Buffalo and Niagara Falls radio stations and a willingness to follow-through which has attributed to complete success.



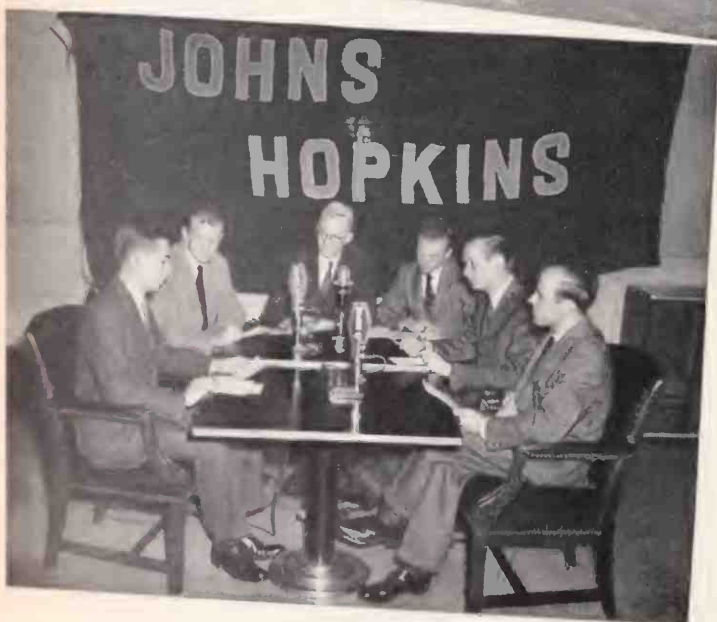
SHOWMANSCOOPS

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



● (Above) . . . It's magic in market when a local radio station and newspaper pool resources cooperative promotions. (For story see *Showmanship In Action*, p. 3.)

SCHOOL KEEPS



● (Below) . . . Four undergraduates and one graduate student discuss international atomic control on the first of a series of weekly *Student Forum* broadcasts inaugurated by Johns Hopkins University and WFBR, Baltimore, Md. Left to right: James H. Langrall; Roland English; moderator, Elliot Coleman, chairman of Hopkins English Writing Department; James E. Grill, graduate student; Edward Padgett and Chippington Cunningham. (For story, see *Airing the New*, p. 28.)

It's a battle of wits when contestants appear on the platform of CKOC's *Little Red School House*. (For story, see *Showmanship In Action*, p. 29.)



BATTLES OF WITS

What creates store traffic in three St. Louis area food stores is the *Food Store Quiz*, with Bob Hille as quizmaster. (For story, see *Showmanship In Action*, p. 30.)



Excitement during the spelling bee portion of the half-hour *Rath Talent Revue* on KRNT. At right is program director, Chuck Miller, who conducts the talent program. (For story, see *Showmanship In Action*, p. 32.)



Which EVER WAY the Wind Blow

"RADIO SHOWMANSHIP is written in a clear, concise manner which reflects a great knowledge of the subject of broadcast advertising. Because of this it is a storehouse of things which are important to those who are in any way connected with radio."
Roger W. Clipp, WFIL, Philadelphia, Pa.

"RADIO SHOWMANSHIP has done a great job toward selling radio as an advertising medium to advertisers throughout the country."
Eugene S. Tanner, WSIX, Nashville, Tenn.

"Your magazine is of as great value now as it always has been. You are assured a permanent subscriber."
Dwight J. Merriam, WKBN, Youngstown, O.

"Please convey to all the staff congratulations on an excellent magazine, and enter my subscription."
Jack Brooks, CFCF, Montreal, Que.

"If you have binders for a year's accrual of RADIO SHOWMANSHIP, please send us one. These are magazines to cherish."
Rocenna Fahrney, WFMD, Frederick, Md.

"I read RADIO SHOWMANSHIP before going into the Navy. Now that I am back, I find myself hurrying to it for ideas. It has a lot of good information in every issue."
Len Nasman, WFMJ, Youngstown, O.

"Quite by accident there came to my notice a copy of RADIO SHOWMANSHIP. Congratulations! It is the meatiest radio publication I have seen."
C. F. Marden, 2 UW, Sydney, Australia

"I feel that material you incorporate into each issue of RADIO SHOWMANSHIP will be of great value to our sales staff in program planning. Please enter our subscription to your publication."
H. A. Johnson, WIBA, Madison, Wis.



The above excerpts of letters from readers in the radio industry . . . managers, commercial managers, program directors, et al., are typical of many expressions of interest in and enthusiasm for Radio Showmanship Magazine.

. the reader's RIGHT!

"RADIO SHOWMANSHIP, to my mind, is without doubt the finest periodical for both the radio industry and the prospective buyer of radio time. Our salesmen have taken to it like ducks to water."
G. C. Blackwell, WBLK, Clarksburg, W. Va.

"RADIO SHOWMANSHIP is the handiest book for sales promotion we've found yet. Keep up the good work."
Doug Billmeyer, KEX, Portland, Ore.

"Let me compliment you on your splendid magazine."
Morgan Sexton, KROS, Clinton, Ia.

"I am so favorably impressed with your magazine that in order to have a chance to read it myself before it is borrowed or purloined by other members of the staff, I would like a subscription sent to my home."
Al Warner, KGfJ, Los Angeles, Calif.

"We have found RADIO SHOWMANSHIP a gold mine of ideas, and really feel that it is one magazine that has a place in every radio station's promotional department."
F. J. Gerletti, KVOA, Tucson, Ariz.

Thank You for Telling Us . . .



There is but one straight road to success and that is MERIT. The man who is most successful is the man who is the most USEFUL. That goes for magazines, too! RADIO SHOWMANSHIP appreciates its opportunity for service, and it lives up to that trust through accurate and comprehensive coverage of every aspect of local and regional commercial programming.

That's why advertising pays dividends when you advertise in RADIO SHOWMANSHIP, radio's established magazine in the field of commercial programming.

We don't claim to have the largest circulation of any trade paper in the field, and if it's *lookers* you want for your advertisement, then you'll place your space with the magazine which claims the largest circulation. But remember this . . . circulation alone is no basis for space buying. If no one buys, it's still a waste of money.

If it's BUYERS you want, it's good business

sense to place your space in a magazine which reaches a select, prestige group of loyal readers. On that basis, space in RADIO SHOWMANSHIP gets you the *most* for the *least*. That's why you can be sure of results when you advertise your product or service in RADIO SHOWMANSHIP.

We'll furnish all the statistics you want . . . but you've read the story!



**RADIO SHOWMANSHIP
MAGAZINE**
1004 Marquette
Minneapolis 2, Minn.



AIRING THE NEW

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

Department Stores

YOUR NEXT DOOR NEIGHBOR To the housewife in need of a friendly tip, or a helpful suggestion, *Your Next Door Neighbor* is indeed a friend in need. That's the role that MARTING's plays to WPAY, Portsmouth, O., listeners on a five-a-week schedule. What gets milady's ear is a combination of household hints, recipes for modern and economical food preparation, news of women in the news and a local club column. Visiting celebrities also make guest appearances.

When WPAY came up with a Hooper mid-winter 1945 program rating for 8:00 a.m.-10:00 a.m. of 35.4, and a Conlan rating for the same period of 43.5, MARTING's were quick to see the good will potential among such a sizeable chunk of the listening audience. On January 29 MARTING's put its John Henry to the contract.

Commercials stress specific merchandise, with merchandise from particular departments featured throughout each quarter-hour. *Example:* three commercials on one broadcast to plug the luggage department. While mention was made of specific items, prices were not included and the general approach was institutional.

Current schedule for MARTING's also includes a Saturday morning broadcast at 11:00 a.m. of the 15-minute transcribed feature, *Calling All Girls*.

AIRFAX: First Broadcast: September 21, 1942.

Broadcast Schedule: Monday through Friday, 9:30-9:45 a.m.

Sponsor: Marting's.

Station: WPAY, Portsmouth, O.

Power: 250 watts.

Population: 53,304.

COMMENT: Since audiences tend to listen to a particular station over a period of time, the over-all listener ratings generally have more significance than ratings for individual offerings.

Drug Stores

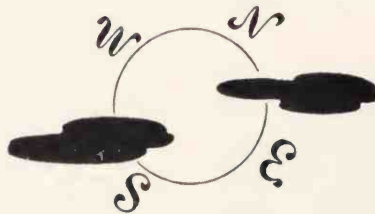
WORLD NEWS REPORT Back in 1898, J. Milton Eckerd opened his first drug store in Erie, Pa. Today, ECKERD's has a total of 35 stores located in Ohio, Pennsylvania, New York, Indiana, Tennessee, Delaware and the two Carolinas. What has built its business and its reputation is a long-adhered-to policy of reasonable drug prices.

Value is also an important factor in ECKERD's advertising schedules, and in Charlotte, N.C., ECKERD's gives WAYS listeners their money's worth in a noon-time *World News Report*, six times weekly.

Each broadcast includes three 100-word commercials, each cut to fit a definite pattern. During week days, each newscast includes two cosmetic commercials and one drug commercial. Offered on week-ends is one drug and two *special-value* commercials. Typical lead-in to a *special-value* commercial: "*Spending is saving when you buy the outstanding week-end values at Eckerd's*

Drug Stores." Listed were 12 items, with price saving mention for each.

Typical of the prestige-building drug commercials: "In the Middle Ages, druggists were very jealous of their right to make medicines and often quarreled with doctors over this matter. Today, doctors and pharmacists work hand-in-hand for your well-being. When you are ill, see your doctor and if he prescribes for you, take that prescription to a reliable pharmacist. Eckerd's pharmacists are graduate, licensed pharmacists, trained to compound your doctor's prescriptions with the greatest of care, with the freshest and purest of drugs available. For all your drug needs, be sure to visit Eckerd's . . . Creators of Reasonable Drug Prices."



Commercial includes street addresses of two Columbia store locations.

AIRFAX: *First Broadcast:* October 18, 1945.
Broadcast Schedule: Monday through Saturday, 12:30-12:45 p.m.
Preceded By: Glamour Manor.
Followed By: Light Crust Doughboys.
Sponsor: Eckerd's Drug Stores.
Station: WAYS, Charlotte 2, N. C.
Power: 5,000 watts.
Population: 100,899.

COMMENT: Neither commercial copy nor program content can be by-guess-and-by-gosh for success with the broadcast medium. It takes planning on both counts to produce results. Shotgun tactics *may* produce response, but it's *more certain* when the sponsor takes a definite bead on his target.

Finance

FINANCIAL NEWSCAST Time was when Wall Street was a thoroughfare travelled only by the financially elite. To Joe Doakes, it was a dead end street full of pitfalls for the uninitiated. Not so today, when there's a broader base for the nation's financial structure. And Joe Doakes is as interested as the next man in market quotations and the latest stock reports from the New York Stock Exchange.

To help him follow the market, the J. A. HOGLE & COMPANY, Los Angeles, Calif., presents a five-minute *Financial Newscast* five times weekly over KMPC. Series is strictly institutional in intent and purpose.

AIRFAX: Series is conducted by Vance Graham.
First Broadcast: October 21, 1946.
Broadcast Schedule: Monday through Friday, 1:00-1:05 p.m.
Preceded By: Bill Hay Reads the Bible.
Followed By: Today in History.
Sponsor: J. A. Hogle & Co.
Station: KMPC, Los Angeles, Calif.
Power: 10,000 watts.
Population: 1,805,687.
Agency: Darwin H. Clark Agency.

COMMENT: A program of this type, strictly institutional in nature, can contribute immeasurably to public confidence in business in general, its sponsor in particular. It's a pattern for personalizing finance and economics which has proved successful for banks and other institutions who serve as custodians of the almighty dollar for Joe Doakes and family.

Paint Supplies

CANDLELIGHT AND SILVER During the war good paint was almost impossible to find in Savannah, Ga. Frequently, however, poorly made paint and paint substitutes were offered as first line merchandise. Reputable paint dealers of the city realized that the sale and use of these unreliable paints would give a permanent black eye to the industry and sought a means of combatting the situation.

At the suggestion of WSAV, these dealers, comprising the SAVANNAH PAINT AND VARNISH CLUB, pledged themselves to sell only paints whose quality and value they could honestly recommend. An emblem was adopted for display in the windows of all member stores.

Simultaneously they began to tell the public about the club and what it stood for, began to point out the club emblem as a guide to buying good paints.

Vehicle chosen was *Candlelight and Silver*, a 15-minute Sunday evening program over WSAV. Sponsored jointly by the club members and paid for on the same basis, commercials were limited to selling the basic idea that only good paints could justify expenditure for them and that paint dealers who displayed the club emblem were pledged to sell only good paints made by reputable manufacturers. Club members were listed on each program.

AIRFAX: A mood show featuring music in the light classic, musical comedy vein woven into a continuity designed to create an atmosphere of quiet, graceful living.
First Broadcast: January 4, 1945.
Broadcast Schedule: Sunday, 6:45-7:00 p.m.
Preceded By: A. P. News.
Followed By: Jack Benny.
Sponsor: Savannah Paint and Varnish Club.
Station: WSAV, Savannah, Ga.
Power: 250 watts.

COMMENT: Now in its second year, *Candlelight and Silver* has the firm approval and backing of each member of the SAVANNAH PAINT AND VARNISH CLUB. Members have found that the program and the idea behind it are a definite sales tool, that many paint purchases can be directly traced to this unusual form of cooperative selling.

Cooperative ventures of this kind have proved equally equally successful in a wide variety of business fields.

Shoe Repairs

SALUTE TO WESTERN MONTANA While the people of Missoula, Mont. were old friends and customers of the *Shoe Doctor* at YOUNGREN'S SHOE SHOP, YOUNGREN'S felt its contact with out-of-town customers needed a bit of doctoring. A broadcast series, *Salute to Western Montana*, aired over KGVO was just what the doctor ordered.

Working on the theory that people like to hear the names of their home towns over the air, YOUNGREN'S selected a five-minute program which features the history and background of various communities in the area. Idea behind the series is to cover the history of all the towns in that section of Western Montana, with emphasis on local color. Material is taken from guide books and histories, and when possible, verified facts on more recent history are secured from Chambers of Commerce or local businessmen.

Short, unobtrusive commercials stress the advantage of mailing shoes for repair to YOUNGREN'S SHOE SHOP. Opening credit lines help establish a feeling of friendliness between the sponsor and the town saluted on the program. *Example: "To his loyal friends in and around, the Shoe Doctor sends a very special greeting this morning and invites them to bring or mail shoes to Youngren's for shoe reshaping and repairs, mending, resoling or changes in heel heights."*



AIRFAX: Appropriate theme music: *Home on the Range*.

Broadcast Schedule: Friday, 8:25-8:30 p.m.

Sponsor: Youngren's Shoe Shop.

Station: KGVO, Missoula, Mont.

Population: 18,512.

COMMENT: For widening the trading area at minimum cost, it's hard to beat *radio*.

Sustaining

STUDENT FORUM To give college students a chance to be heard in a serious discussion of world problems, and to encourage a feeling of responsibility among this group toward and for the problems, WFBR, Baltimore, Md., in cooperation with Johns Hopkins University, airs a weekly *Student Forum*.



Each week the program is presented by students from various departments at Homewood Campus, with most of the departments represented in the 13-week series. Participants are chosen by members of the faculty in each department, but each student panel selects its own topic for discussion. No written scripts are used, but an outline form insures the progressive development of a general theme. Moderator of the series is Elliott Coleman, chairman of the English Writing Department at Johns Hopkins.

AIRFAX: Broadcasts originate from the WFBR studios, and college students are invited to attend.

First Broadcast: November 6, 1946.

Broadcast Schedule: Wednesday, 7:00-7:30 p.m.

Station: WFBR, Baltimore, Md.

Power: 5,000 watts.

Population: 1,207,000.

COMMENT: The attitudes and thoughts of the college student of today foreshadow the actions of tomorrow's civic leaders. For today's listener, programs of this type are a strong indication that the future is in good hands. (For pic, see *Showmanscoops*, p. 22.)



SHOWMANSHIP IN ACTION

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

Dairies

LITTLE RED SCHOOL HOUSE There's plenty of excitement at the *Little Red School House* when youthful scholars appear on the CKOC studio platform for a battle of wits. Two teams, composed of four contestants each, take turns answering questions on a wide variety of subjects which range from popular music to current events. Ten points are allowed for each correct answer. Teams are volunteer groups from local schools.

And it pays to be right. Members of the winning team receive \$2.00 each, plus the privilege of returning the following week to compete against another team. Losing team contestants receive \$1.00 each.

Series is sponsored by the HAMILTON CO-OPERATIVE CREAMERIES as a replacement for *Songs of Yesteryears*, a successful series of programs aired for several years over CKOC on a twice-weekly dinner hour schedule. With milk subsidies lifted, CKOC advised a new approach to the market, suggested an appeal to the adult audience through the younger generation. What also influenced the HAMILTON CO-OPERATIVE CREAMERIES: the fact that a similar type of program had been used with outstanding success by a similar account on CKRC, Winnipeg.

To assure a good crowd for the premier broadcast, tickets were distributed through various channels. Since the initial show, tickets are placed each week at the Co-Op's *Milk Bar*.

Point-of-sale display cards at the *Milk Bar* remind customers of the series. Tune-

in reminders are included on a three months' supply of bottle caps, and space in the *Hamilton Spectator* was also used to build audiences.

Commercial copy is streamlined to fit the quiz pattern of the show.

AIRFAX: Series is emceed by Julian Garson, with Frank Kirton as producer.

First Broadcast: October 19, 1946.

Broadcast Schedule: Saturday, 8:00-8:30 p.m.

Preceded By: Juke Box.

Followed By: Share the Wealth.

Sponsor: Hamilton Co-Operative Creameries.

Station: CKOC, Hamilton, Ont.

Power: 5,000 watts.

Population: 155,547.

COMMENT: The advertiser who gets behind the community will find that the community gets behind him. Programs of this type build up intense local interest and appeal to a wide range of listeners. (For pic, see *Showmanscoops*, p. 23.)

Department Stores

INVITATION TO COLLEGE A quiz show with a different angle is *Invitation to College* sponsored by the KAUFMAN-STRAUS CO., Louisville, Ky., over WINN. Instead of the usual cash or gift give-aways, high school seniors in the Kentuckiana area and seniors enrolled in high schools in Jefferson, Clark and Floyd counties are eligible to compete for a four-year scholarship to the University of Louisville.

Format features a quiz contest on American history, with Ed Kallay as quizmaster. Eight students compete on each of 13 programs broadcast every Tuesday night at 7:30 p.m. from the Law Building at the University of Louisville before a studio audience. Winner of each show appears in the finals. The winner on that broadcast is guaranteed a first year college scholarship, and consecutive renewals for the next three years are dependent upon the student's maintenance of an average grade of B or better in the selected curriculum.

Program was conducted over a 13-week period with a repetition of the 13-week cycle dependent upon public interest. To each contestant who fails to win, KAUFMAN-STRAUS presents two dollar merchandise certificates. Winner of each

broadcast receives a \$10.00 merchandise certificate and is eligible to compete in the final quizdown.

No commercials of any kind are used during the broadcasts. Only method of recognition for sponsorship are brief announcements such as, "This program is sponsored by Kaufman-Straus Co. as a public service to Kentuckiana and to its men and women of tomorrow."

To insure the success of the series which first went on the air September 17, 1946, plans were made the previous April when KAUFMAN-STRAUS invited 23 leading educators to attend an introductory dinner. Details of procedure were worked out with the school principals and superintendents, and a sample broadcast was conducted, with the educators as contestants.

Participation from competing schools was in direct ratio to the number of high school seniors in each school, with 120 participants required for each 13-week series. Students who fail to win on one broadcast are excluded from further competition to give opportunity to a greater number of potential winners. The schools themselves set up a basis of student selection.

Each broadcast requires two judges, with a point system set up for correct answers to questions. To forestall the possibility of a tie for first place, the format allows for an elimination contest to be conducted after the program goes off the air.

Newspapers, direct mail and radio are used by KAUFMAN-STRAUS to publicize the series, and display cards are available to the schools. Calling cards are available to contestants to pass out among friends. Tickets for the broadcasts are available through the store, with contestants getting first call on the ducats.

(In Philadelphia, Pa., the series was sponsored over KYW by FOOD FAIR MARKETS, INC. *Schedule*: Sunday, 4:30 p.m. on a 26-week schedule. What was at stake was a Temple University scholarship. News commentator Alan Scott acted as quizmaster. Contestants were selected on the basis of a 100-word essay on the subject, "I Would Like to Go to College Because . . ." with civic leaders and educa-

tors on the board of judges. Series was broadcast from the KYW auditorium.)

AIRFAX: First Broadcast: September 17, 1946.
Broadcast Schedule: Tuesday, 7:30-8:00 p.m.
Preceded By: Leaders of Tomorrow.
Followed By: Ave Maria Hour.
Sponsor: Kaufman-Straus Co.
Station: WINN, Louisville, Ky.
Power: 250 watts.
Population: 319,077.

COMMENT: Sponsored or sustaining, it's still public service, and sponsorship of a series of this type offers the advertiser a splendid opportunity to create good will.

Grocery Products

FOOD STORE QUIZ Housewives in St. Louis, Mo., don't get a chance to see themselves as others see them, but they do have a chance to hear themselves as others hear them. They also have a chance to get a little cash on the side to help pay for the groceries purchased on the morning shopping expedition. All it takes is an on-the-nose answer to a simple question asked on the *Food Store Quiz* broadcast over KXOK.

On Thursday and Friday of each week, the *Food Store Quizmaster* Bob Hille conducts the programs from one of three food stores in the St. Louis area. Programs are by wire recording and are broadcast Monday, Wednesday and Friday of the following week at 12:30 p.m.

During each program, shoppers are asked questions, and correct answers pay-off to the tune of five smackers and a pound of FORBES COFFEE. The shopper unable to give the correct answer but who participates on the program receives a pound of FORBES COFFEE for her pains.

Listeners may also participate by sending questions to the *Food Store Quiz*, with special rewards to those whose questions are used.

One week preceding each broadcast, a display card is placed in the stores, giving program information. During the broadcast, an *on-the-air* display card is placed outside the store's entrance.

AIRFAX: First Broadcast: October 21, 1946.
Broadcast Schedule: M-W-F, 12:30-12:45 p.m.
Preceded By: Music.
Followed By: News.

Sponsor: Fort's Coffee Co.
Station: KXOK, St. Louis, Mo.
Power: 5,000 watts.
Population: 1,557,479.

COMMENT: Program here serves a two-fold purpose. It creates dealer good will because it is designed to stimulate store traffic for the grocer. It also is a splendid way to influence consumer preference. (For pic, see *Showmanscoops*, p. 23.)

Grocery Stores

WIFE SAVER When the LUCKY STORES, California supermarket grocery chain, took on sponsorship of the transcribed feature, *Wife Saver*, over KQW, San Francisco, Calif., it wanted to be sure that the 3:00 p.m., five-a-week strip was reaching the proper audience geographically. Questions before the house: would the program reach every community in which LUCKY STORES operates, and would the show draw listenership?

To get the answer to the \$64 question, LUCKY STORES came up with a radio-premium offer game. The offer: one pair of "sheer nylon stockings" in return for 20 LADY LEE labels and one dollar, to be sent to the LUCKY STORES in care of the station.

Among the chilling questions which faced the sponsor, the station and the agency, BOTSFORD, CONSTANTINE & GARDNER before the offer was broadcast: (1) would women, in order to get a pair of nylons, make LADY LEE buying and LUCKY STORE shopping a habit? After all, LUCKY STORES are cash-and-carry institutions, and customers could hardly carry home 20 cans of goods in only one or two trips to their neighborhood LUCKY STORE. Secondly, by the time the LUCKY STORE nylon offer was made, the wildest scramble for nylons was over. Would the premium draw? And thirdly, current trend in food buying is toward hand-to-mouth purchases rather than toward the cupboard stocking of the war years.

With crossed fingers, the offer was made through daily commercials between October 8 and November 8. Results pleased everyone. Replies came from every one of the communities where LUCKY

STORES operate. The offer did promote the popularity of LADY LEE canned goods, the LUCKY STORE private brand. And 159 women wanted that pair of nylons enough to save 20 LADY LEE labels and send in their dollars.

AIRFAX: In control of the premium offer, at Lucky Stores was Don Murphy, sales manager of the chain.

Broadcast Schedule: Monday through Friday, 3:00-3:15 p.m.

Sponsor: Lucky Stores.

Station: KQW, San Francisco, Calif.

Power: 5,000 watts.

Agency: Botsford, Constantine & Gardner.

COMMENT: Varied and sundry are the uses to which the premium offer may be put, and with shortages on the run, competition coming to the forefront, it's a device that is certain to once more come into its own.

Home Furnishings

YOUR FRIENDLY NEIGHBOR Down in Beckley, W. Va., the NIXON FURNITURE COMPANY was interested in radio. It wanted a program that could be used for the home stores in Beckley, and that could later be expanded to include store locations in Welch and Logan. This kind of an assignment isn't handed out every day to a 250-watt station, but it didn't stump WWNR nor its manager, Robert D. Buchanan.

After commercial and production men came out of the huddle, the play that was called was *Your Friendly Neighbor*, featuring Roy Lee Harmon. A hillbilly dispenser of happiness, *Neighbor* Harmon, his poems and stories are as much a part of the area as its mountains and its coal mines. His friendly, neighborly voice and his statewide reputation as poet laureate of the state was exactly what NIXON's wanted. *Your Friendly Neighbor* went on the air 8:55 a.m. weekdays; 12:45 p.m. Sunday.

So well pleased with the series was NIXON's that when Christmas rolled around, NIXON's wasn't at a loss to know what would make a welcome Yuletide remembrance for valued customers. To 500 of them



went a copy of *Hillbilly Ballads* by *Your Friendly Neighbor*, Roy Lee Harmon. On the inside cover was a message from Nixon's, "specialists in comfortable living and comfortable homes." Third cover gave time-and-station data about the WWR program, with the invitation to "watch for starting dates on your own local station." Fourth cover included biographical data about the author.

Promotion for the radio series includes tune-in reminders in NIXON's regular newspaper display advertising. Commercials are ad-libbed, play up the NIXON slogan, "Feather Your Nest With a Little Down." Other NIXON radio offerings include *Melody Time*, a daily series, and *G. E. House Party*, Monday through Friday.

AIRFAX: A relative newcomer to radio, philosopher-poet Harmon now has nine weekly programs over WWR. In addition to his poetry programs, he is featured on two *Rod and Gun Review* programs, sponsored by Keatley Brothers, Sporting Goods.

First Broadcast: September, 1946.

Broadcast Schedule: Weekdays, 8:55 a.m., Sunday, 12:45 p.m.

Sponsor: Nixon Furniture Co.

Station: WWR, Beckley, W. Va.

COMMENT: Can 250-watters support good live talent? Here's one that does! And what's more, the sponsor is taking full advantage of the opportunity.

Meats

RATH TALENT REVUE For youngsters up to 16 years of age in and around Des Moines, Ia., 11:00 a.m. Saturday has become a tradition. It's also *must* listening for fond friends and relatives tuned to KRNT. For the past five years, the RATH PACKING Co., Waterloo, has sponsored a 30-minute *Rath Talent Revue*, with six youngsters featured on each broadcast.

Contestants previously auditioned present specialty numbers, routined to provide variety in type of entertainment from number to number. Dancer, singer, dramatic readers or instrumentalist, there's a place for each.

Each contestant appearing on the program receives \$1.00 in U.S. Savings Stamps. To the winner goes an additional \$5.00 in Savings Stamps, with the opportunity to appear in competition with

11 other weekly winners in the semi-final contest every twelfth week of the series. Five winners are chosen at that time from the 11 contestants to compete on the final week's show for the 13-week period. Grand prize for the winner is a \$50.00 U.S. Savings Bond.

To provide for studio audience participation, the series includes a *Spell-A-While* game in which winners also receive Savings Stamps.

Boys and girls in the audience form a big circle around the microphone. When the music starts, they march until the music stops. The boy or girl directly in front of the microphone is given the chance to spell a word, and if it is spelled correctly, the contestant receives an



award of a 25-cent U.S. Savings Stamp. Words are chosen on the basis of the child's grade level in school. When the word is misspelled, volunteers are given the chance to spell it correctly. Game fills about ten minutes of the 30-minute show.

During the five years the program has been on the air, the RATH PACKING COMPANY has used the institutional approach, since the meat situation eliminated the direct selling technique. These good will messages are directed particularly toward the housewife and to parents. Commercials, one-minute by the clock, are read at mid-point and at the end. Hints for quick-to-prepare Saturday suppers and for Sunday dinners are included in the copy.

Featured mention at various times in Mary Little's radio column in the Des Moines *Register and Tribune* is part of the promotion for the series. Other *promotions*: promotion pieces mailed by the program department to music in-

structors throughout central Iowa, inviting the teachers to encourage pupils to audition for the program; air plugs and street car cards. In addition, outstanding contestants make guest appearances on KRNT personality and live talent programs.

AIRFAX: Program director, Chuck Miller, *emcees* the show, interviews each contestant briefly, sets the pace for the half-hour talent show. Auditioning and rehearsing is handled by Daisy Mae Gaylord, staff organist, who also accompanies contestants when necessary. All contestants audition at least a week in advance and rehearse a half-hour before program time.

First Broadcast: 1941.

Broadcast Schedule: Saturday, 11:00-11:30 a.m.

Preceded By: Hymn Time.

Followed By: Women's Club of the Air.

Sponsor: Rath Packing Co., Waterloo, Ia.

Station: KRNT, Des Moines, Ia.

Power: 5,000 watts.

Population: 167,048.

COMMENT: For both sponsor and station, a program of this type represents excellent public relations in that it intimately identifies both with community life and the development of local talent. (For pic, see *Showmanscoops*, p. 23.)

Newspapers

QUIZDOWNS In St. Louis, Mo., there are *Quizdowns* in the air, with attention focused on KMOX and the St. Louis *Globe Democrat*. Functioning with the blessings of the St. Louis Board of Education, the weekly half-hour *Quizdown* brings together public and private schools of the city in team competition for school and individual prizes. Counted among the list of participating grammar schools: over 100 schools.

Basic idea, presently being employed in nine other major cities, includes the formation of grammar school teams from fourth, fifth and sixth grades. In St. Louis, participants go before *Quizmaster* Howard Dorsey each Saturday morning for the cutting of a transcription before a live studio audience, with the show broadcast the same day at 4:30 p.m.

Questions related to classroom activity are submitted by the classmates of the participating teams. Teachers check the

questions for conformity with current classroom curricular, and questions may only be submitted by children of a comparable grade level with that of the performers. Students whose questions are used on the broadcasts receive prizes.

What co-promoters, KMOX and the *Globe Democrat* had to report: after a mere three weeks of promotional effort, teams were booked solid for the entire school year. Additional listener stimulant: informal *Quizdowns* held throughout the area as the various schools prepare for their air turns.

AIRFAX: **First Broadcast:** October 12, 1946.

Broadcast Schedule: Saturday, 4:30-5:00 p.m.

Station: KMOX, St. Louis, Mo.

Power: 50,000 watts.

Population: 1,557,479.

COMMENT: A list of over 100 participating schools emphasizes the value of cooperative promotions.

Restaurants

'ROUND THE TOWN As wounded veterans still in the service hospitals of the nation well know, the cost of freedom comes high, but in Lawrence, Mass., WLAW listeners aren't allowed to forget the man for whom the flags waved yesterday. In Arthur Flynn's meanderings *'Round the Town*, he makes a weekly call upon a service hospital.

A veteran still under treatment is selected each week and after a brief review of his war record, listeners are asked to participate in a post-card shower for him. MALONEY'S RESTAURANT, sponsor of the series, makes the cards available to patrons without cost, also pays the postage. First veteran saluted on the series received 500 cards.

AIRFAX: Between 50 and 100 individuals are mentioned by name by sports reporter and fightcaster Flynn in his weekly quarter-hour stint.

Broadcast Schedule: Wednesday, 8:15-8:30 p.m.

Sponsor: Maloney's Restaurant.

Station: WLAW, Lawrence, Mass.

COMMENT: New twist here to the common garden variety of gossip program makes it good public service, is most certainly a listener stimulant.





JOHNNY ON THE SPOT

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

TO FULL FLOWER

Back in the fall of 1938, FRANK J. BAKER & Sons, Utica, N. Y. florists, sampled radio for the first time. It's choice was a participating program, with one announcement a week for a 13-week period, on WIBX. The seed planted with that one announcement soon blossomed into three weekly spot announcements, Class A time. Today it's a sturdy plant nurtured by three Class A time spot announcements, plus three spot announcements on the WIBX daytime schedule, all on a weekly basis the year around. And for the past three years the schedule has been bearing fruit for FRANK J. BAKER & Sons.

Says Charles Baker: "We have found that by tying our radio copy in with our newspaper advertising and basing that on suggested uses for flowers, our results have been most satisfactory. This is particularly true when we wish to move seasonal merchandise, such as tulip bulbs which have a very short selling season during the fall months. By concentrating both newspaper and radio on such items, we can create a demand which disposes of this stock within the required time. We find that to be true, also, at other seasons of the year, such as Christmas, Valentine's Day and Easter.

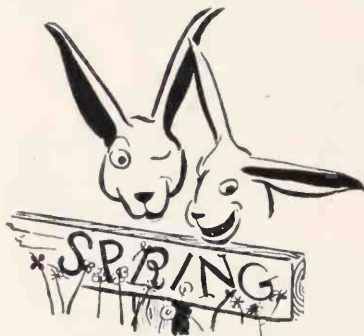
"It is in our mind to expand our use of radio within the near future, because we feel it is an excellent medium for florists' use."

The BAKER account is handled in its

entirety by DEVEREUX & COMPANY, Utica advertising agency, with John T. Farquhar as account executive.

Spot announcements range between 35 and 50 words, with the copy changed each day. *Example:*

Sunday listeners at 2:30 p.m. heard this message: "Birthdays are coming . . . and anniversaries . . . and other events. Of course you'll want to say congratulations beautifully . . . with Baker Flowers!" Monday, at 2:15 p.m., the 50-word spot announcement stressed beauty for the home: "Remember fall . . . with its lush reds and bright browns? Baker's caught it in all its glory . . . reflects it in beautiful floral centerpieces to brighten your home." Tuesday's lead in to the 7:30 p.m. commercial: "Going to a dance? Your first step should be flowers! Are you pinning your hopes on a good first impression? Then pin a Baker corsage on the lady of the evening!"



Quite another appeal was used in the 10:45 a.m. station break for Wednesday: "A beautiful moment makes a beautiful memory . . . and when a bride knows

her wedding flowers will be from Baker's . . . she knows her wedding will be one to remember. Large wedding or small . . . budget wedding or "price-no-object" . . . Baker's will make it a moment to cherish." The stork flapped his wings on Thursday, with this station break announcement at 7:30 p.m.: "Perhaps it's a bouncing boy . . . or a smiling baby girl . . . in any event, say "Welcome" in a way the new arrival can understand . . . and in a way the mother will never forget . . . with Baker Flowers." Friday's announcement, aired at 7:30 p.m., stressed flowers for special occasions, i.e., "One of fall's most colorful contributions is the Chrysanthemum! Let Chrysanthemums cheer at the game . . . say "Get Well Soon" . . . or "Congratulations."

Price mention is included in the copy.



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DAILEY SCHEDULE DOES IT Phenomenal results from broadcast advertising achieved by **DAILEY MILLS**, Olean, N.Y., are described by *Harry G. Lampman*, general sales manager.

WITH BENEFIT TO CULTURE From a one-time sponsorship of a single symphonic broadcast to sponsorship of the entire Fort Wayne Philharmonic Symphony Orchestra season is the story of **WOLF & DESSAUER**, Fort Wayne, Ind.

CONSISTENCY PLUS Program begun 13 years ago for **TRULL FUNERAL HOMES**, Toronto, Ont., has become Canada's best-known hymn broadcast. With what benefit to sponsor is told by *William R. Orr*, president, **WILLIAM R. ORR & COMPANY**, Toronto advertising agency.



Other pertinent articles on selling merchandise through radio.

AND STILL GOING STRONG *

70-80 MONTHS

KDYL • Salt Lake City
KOA • Denver
KROW • San Francisco-Oakland
WFIL • Philadelphia
WTCN • Minneapolis

60-70 MONTHS

KGHF • Pueblo, Colo.
KOTN • Pine Bluff, Ark.
WOC • Davenport, Ia.
WSTV • Steubenville, O

50-60 MONTHS

CKOC • Hamilton, Ont.
KIDO • Boise, Idaho
WACO • Waco, Tex

40-50 MONTHS

KPRO • Riverside, Calif.
WSAM • Saginaw, Mich.

30-40 MONTHS

CKRM • Regina, Sask.
CKWX • Vancouver, B C
WFBR • Baltimore, Md.
WWRN • Warren, O.

20-30 MONTHS

KFAB • Omaha-Lincoln, Nebr.
KFRO • Longview, Tex.
KGY • Olympia, Wash.
KLO • Ogden, Utah
KVFD • Fort Dodge, Ia.
WDNC • Durham, N. C.
WEAU • Eau Claire, Wis.
WEBC • Duluth, Minn.
WHLB • Virginia, Minn.
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*As of January, 1946

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1004 MARQUETTE

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