

S Showmanship



MAY 1947

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YOUR BUSINESS AT A GLANCE

★ A Quick Index to What Others
in Your Business Field Accomplish
Through Broadcast Advertising.

*Articles and services in
Radio Showmanship
are classified by
businesses here.*

MAY

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A Magazine for Radio Advertisers

Programming is the life blood of radio. • Editorially, and through its advertising pages, RADIO SHOWMANSHIP Magazine presents in stories, pictures and advertising, reasons and arguments that aid in selling merchandise through radio. Every issue carries a host of selling ideas and it is a monthly compilation of the latest trends in radio programming.

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EDITORIAL OFFICE • 1004 Marquette, Minneapolis 2, Minn. Telephone BRidgeport 0181 Marie Ford, Manager. (Business, editorial and general office.)

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READERS WRITE

To the Editor:

Your readers might be interested in a slightly unusual twist which is working very well for us in connection with basketball broadcasts.

When it became apparent several months ago that KANA would not immediately become a network affiliate, it was necessary to come up with an idea for evening programming that would hold the listener's attention. It was that problem and its solution which really put the ball into play.

What was evolved was by no means new: a request program, 7:45-10:30 p.m. But it started swelling the mail count, and by the end of the first month there was an increase of almost 500 per cent.

In fact, the program became so popular that complaints were received because it was interrupted two nights a week to broadcast the play-by-play description of high school basketball games. When these complaints were aired on the early

MARTIN BLOCK
IS COMING TO
WARNER BROS. **KFWB**



morning *Hi Neighbor* program, there was a deluge of protests from listeners interested in the basketball game.

As a result, KANA decided to give its listeners what they wanted . . . sports and more sports. However, with the handicap of a small and new staff, the broadcast of every game was a great undertaking.

Anaconda high school authorities were approached, and they were willing to allow their students to put on the broadcasts. After auditions, two seniors were chosen to act as play-by-play announcers, and remote equipment was loaned to the school.

As out-of-town games came along and line charges mounted, it became necessary to obtain sponsors for the games. These were sold on a participating basis, with a maximum of eight participants on each game. All promotional work relative to the series mentions the fact that the games are made possible by the business men of Anaconda.

Oh yes, the *Request Program* is still going great guns, too.

Don Jones, Manager

KANA, Anaconda, Mont.

To the Editor:

We are making an analysis of our magazine subscriptions, and of course, yours is one to which we definitely want to continue to subscribe. We have found *RADIO SHOWMANSHIP* a gold mine of ideas, and really feel that it is the one magazine that has a place in every radio station's promotional department.

We should also like to order two magazine file binders.

F. J. Gerletti

Sales Promotion Manager

KVOA, Tucson, Arizona

EDITOR'S NOTE: *RADIO SHOWMANSHIP* has but one editorial purpose, namely, to provide information which will contribute to the effective use of broadcasting advertising. Not gossip! Not blah! Just documentary evidence of radio advertising success. Our thanks to reader Gerletti others, whose comments indicate that in some measure, this objective is reached.

Coordinate and Merchandise Radio With All Other Media

*With beamed technique as basis for its radio schedule,
Maas Brothers, Tampa, Fla. department store, effectively
reaches diversified audience with 15 programs, supplemented
by 12 spot announcements on regular weekly schedule*

by PHYLLIS WEBB SOEHL, manager, radio advertising division

"**M**as Brothers of Florida, in downtown Tampa, Central Florida's largest department store," a member of the ALLIED PURCHASING CORPORATION, stuck a test toe in the unknown waters of radio 'way back in 1930, with flash announcements for special events. In 1942, the water seemed a little warmer, and this store ducked in a little more for 13 Christmas programs. In March, 1943, it got ready for a real swim by contracting for three 15-minute periods a week, for a woman-appeal program, *Notes To Music*. In early 1945, the waters were found inviting enough for a thorough-going swim, and MAAS BROTHERS plunged into radio as one of the largest users of this advertising medium in the retail field in Florida.

At this same time, working in conjunction with ALLIED's radio and television director, Walt Dennis of New York, MAAS BROTHERS originated its own radio advertising division with headquarters in the store, and stepped up its programs to 12 a week. At this writing, it has 15 programs and 12 spot announcements on a regular weekly schedule. These are supplemented during special events by additional spot announcements.

Notes To Music, regarded as the pres-

entative program for the store, is broadcast Monday through Friday, over two local stations simultaneously; that is, it originates from WFLA, and is broadcast by remote control from WDAE. Using the ALLIED formula of beamed technique, this program, heard from 10:15 to 10:30 a.m., is designed to reach the homemaker while she's "doing up the housework" for the morning, and before she leaves for town.

It consists, usually, of three transcribed popular or semi-classical tunes, about two minutes of commercial, and a story of interest to women, generally on the humorous side. It strives to keep abreast of civic endeavors, giving publicity to the coming events of worthy civic enterprises. Quite often, visiting celebrities are interviewed, and the whole tone is an informal, over-the-fence approach.

Commercially, *Notes To Music* usually talks about current fashion trends, spot-lighting promotion items, and endeavors to keep the local woman informed as to what she should look for when she goes to buy. This program promotes only fashion departments, ready-to-wear, cosmetics, handbags, shoes, millinery. That it pulls is evidenced by checked sales, listener mail and telephone calls.

Again, using the beamed technique, MAAS BROTHERS also sponsors an NBC network program, *News From Coast To Coast*, heard from 8:00 to 8:15 a.m., Monday through Saturday over WFLA. This program was selected at this specific time because the store wanted to reach both men and women and the commercial appeal is to homemakers. Only "hard lines" are featured; furniture, home furnishings, housewares and the like. Two commercials are used; one at the beginning of the news, 150 words, one near the end, 120 words. Both commercials always aim at the same department. Here again, "hard lines" buyers can show by their sales sheets definite and on-the-day results.

Bow to teen-agers

In an endeavor to woo the teen-ager, a potential adult permanent customer, MAAS BROTHERS also sponsors a half-hour show, *Melody Matinee*, on Wednesday, 5:30 to 6:00 p.m., over WDAE. This show is strictly for the youngsters, though adults are also among the listeners. For this program, a regular boy and girl announcer, known as "Jack Dale" and "June Clarke," are chosen by contest toward the end of each school year. They carry on as the heart of the show, bantering with each other in typical teen-age fashion, while other youngsters follow through as news reporters for the local junior and high schools; as members of a fashion board, and as guests stars.

The format allows for six or seven musical selections; live talent from the local schools; two two-minute commercials; five news reporters averaging about one-and-a-half minutes each, and a discussion by the girls' fashion board, which, with the buyer of the Debuteen Shop at MAAS BROTHERS, talks about wearing apparel from the Deb Shop.

Leaders of youth groups in Tampa think highly enough of this program to support it with their good words and by calling in news of their special events which they want all youngsters to know about. Debuteen Shop prestige and sales have soared, too, as a result of this endeavor, which has taken on the character of an extra-curricular activity for students.



Rural audience recognized

Youngest in the MAAS BROTHERS' group of programs is one known as *Specially For You*, a zany little affair heard Tuesday, Thursday and Saturday from 7:00 to 7:15 a.m., over WFLA. Tried out as a test, this program, beamed to the early-rising budget shopper and rural customer, never has known a cold day. It pulled from its very first airing, returning its cost many times over. The policy is to use merchandise not advertised in any other way, and thus the sales sheets show to the penny just how much came home to roost. Two staff announcers chew up the scripts of *Specially For You*, kidding during the commercials, but not at the merchandise, thus coating the pill with a humor that makes it slip down easily. The format is simple: three transcribed light tunes, averaging about seven minutes; three minutes of news, which wind up with a "kicker" in ridiculous vein and four minutes of commercial, between musical selections. This would be too much commercial emphasis if it weren't for the fact that it is lightened with ad-lib remarks and by sound effects that tie-in with the commercial. Example: a big splash in a pool, when friend husband dons a new pair of MAAS BROTHERS swim trunks. Certainly results are most gratifying. For example, by virtue of this program, a buyer who had a \$400-day

Phyllis Webb Soehl

Using the store name, "Joan Murray," she does the *Notes to Music* commentary, is also manager of the Maas Brothers radio advertising division.

Almost without talent or production costs, this cast, with all-out store cooperation and WDAE assistance, received second prize in the nation for programs by retail stores in the "large volume" classification, for its *Melody Matinee* for teen-agers.



last year, chalked up a \$1300-day this year. Not bad.

The spot announcements, except for one 4:00 p.m. Sunday spot on WFLA, are broadcast over WTSP and WSUN in St. Petersburg, where MAAS BROTHERS expects to open another store in late 1947.

In all cases, in its radio endeavor, MAAS BROTHERS makes use of the beamed technique; that is, it first selects the audience to be reached, then buys time and programs best suited to that purpose. The follow-through confines each program to a specific division in the store so that the effort is not spread too thin to do a job. Skipping from department to department during a week is a hit-and-miss proposition, and this store finds that emphasis on one department for a week at least is better planning and brings better results.

Just as newspaper advertising plans are drawn up in advance, so is radio time allocated in advance, and each buyer receives a copy of these plans, so that she may merchandise as carefully for radio as she does for newspaper. All script-writing for MAAS BROTHERS is done by the store's own radio advertising division, which consists of the manager and one assistant, and deadlines are strictly observed, with time allowed for possible revision and for buyers' okays. Copies of scripts featuring "name" merchandise are also sent to manufacturers, which, in

turn, helps the buyers and the store as a whole.

At the last convention of the NRDGA in New York, MAAS BROTHERS' *Notes To Music* was awarded a certificate of merit, and *Melody Matinee* was awarded second prize in the nation for programs by retail stores in the "large volume" classification. The citation particularly stressed the fine cooperation in production of *Melody Matinee* which the store receives from the WDAE staff. Operating almost entirely without talent costs or other monies to splurge in production, both the store and WDAE have been able to do a consistent pulling job with this program since its origination two years ago. Each store was allowed to enter two programs in the contest.

In all of its radio activity, with the exception of *Specially For You*, MAAS BROTHERS coordinates its radio advertising with newspaper advertising, window displays and fashion shows, thus presenting a solid front to the consumer and getting across the impact of an idea through all of its advertising media. But it's still true that what people hear, they remember, and when MAAS BROTHERS keeps saying over and over, through radio, "*Maas Brothers of Florida, in downtown Tampa—Central Florida's largest department store*"—it becomes a slogan that sticks. Ask a native. She's convinced!

Search for Best Approach to Build Trade Name Leads to News Sponsorship

Swander Baking Company, with 3 South Dakota bakery plants, triples in size in 10 years of radio in combination with other advertising media

by ROBERT J. DEAN, president, KOTA, Rapid City, So. Dak.

OUT HERE, where most folks think the West is, we have a success story which would do justice to a city several times the size of ours. It centers around the SWANDER BAKING COMPANY which operates three good-sized bakery plants in South Dakota. The main and largest of these is located at Rapid City. The next, in size, is at Huron and the smallest plant is at Deadwood. H. E. Swander, founder of the business, began here in 1892, with only a small bake shop. Gradually he expanded his business until it became advisable to incorporate. Today, SWANDER's is a large, well financed firm in which all of the stock, except a few scattered, outstanding shares, is owned by the SWANDER family. Presently, the business is managed by the younger son of the founder, Charles A. Swander.

First served

All of the SWANDER family have been extensive advertisers. From the beginning of the firm, large sums were set aside for publicity. They made a good product and did not believe in keeping it a secret. Both in newspapers and on the air they told the story of "LONGBOY, the flavor-



rich, rye-baked loaf." More about the LONGBOY trademark later. KOTA, then known as KOBH, came to the Black Hills in 1936, and SWANDER's were its first customer. Mr. Swander had used the radio station at Huron which, incidentally, was built and operated by the same people who had set up the new station in Rapid City.

E. H. Swander, older brother of the present manager of the bakeries, had used a wide variety of programs in an effort to find the ONE idea which would best fit the plans he had for developing the trade name, LONGBOY, and the accompanying trademark, a little Indian boy with a big, healthy smile on his face. We originated

the character, "Laughing Water," sister of the little chieftan. She told stories of Indian and American folklore to children in the KOBH area, from 5:15 to 5:45 p.m., daily for two years.

Varied program appeals

The QUALITY BAKERS OF AMERICA offered to their members a service in which Mr. Swander became interested, and in 1938 he changed to the *Speed Gibson Show*. This transcribed campaign was successful for two years and, with its clue hunt maps, membership cards and badges, it did a nice business until the idea wore out. At that time, QUALITY BAKERS suggested *Toby's Corn Tussle News*, a transcribed comic series, which stayed on the air for a year. Following that we had the *Salesman Sam* series which enlisted grocers to talk to customers, but we had a hard time getting these men to actually appear when we wanted them, and the idea folded.

By that time, the war was in progress and everybody was interested in our fortunes in that regard. News was at its all-time peak, and Mr. Swander had been looking at our *Noonday News* which was aired at 12:15 p.m. across the board. The rate was high, and he had never before tried news. Finally, we convinced him that with a food product universally used by every type of listener, the noon hour was most appropriate. At that time the Keystone Broadcasting System, which ran a few syndicated transcribed shows on KOBH, had a Hooper rating made on the station. The time from 12:00 to 1:00 p.m. showed a 41.6 rating in Rapid City. We had known that the noon hour was one of the best listening times on practically all western stations, and we have since learned that more people are available for a newscast at that hour; so E. H. Swander signed his fourth contract with the Black Hills Broadcast Company. It was for a year of our *Noonday News*. Today the SWANDER BAKING COMPANY is in its eleventh year on KOTA—its fourth on *Noonday News*.

Business tripled in 10 years

At long last Mr. Swander has found what seems to work best here for his prod-

uct. Everybody listens to and talks about the *Noonday News*. Swander's has tripled their business in these past ten years and, naturally, KOTA comes in for its share of the credit. The mere fact that SWANDER'S have stuck with us during these ten and a half years means that they value radio. But this is not the whole story.

During these years the war brought added business, with the Army bases built in the area, and the Rapid City Army Airbase was the means of KOTA's getting a power increase. The commanders of this base spearheaded a movement among the four other Army installations in the area, which action resulted in the sending of a recommendation from Secretary of War Henry L. Stimson to the FCC, asking that KOTA be increased to 5,000 watts, as an aid to air navigation and Army morale. The presence of these bases was, likewise, a reason for the expansion of the SWANDER BAKING COMPANY. In 1945, with added power, KOTA became a CBS affiliate and, one thing added to another, this worked toward the common good of both KOTA and its bakery client.

Today, SWANDER'S not only operate three large plants; they ship bread, rolls and pastry products from all of their plants, out over a 200-mile radius, and have uniformed bread-truck drivers who serve every city and hamlet within eighty miles of the plants. The daily "bake" in Rapid City alone is in excess of 12,000 loaves and, during the war when the RCAAB had 10,000 men, this average was 40 per cent higher. In March, 1947, the officials of the Air Forces announced that the airbase is to be reactivated, and that 4,000 troops are scheduled to arrive from Alaska and Grand Island, Neb. This will make necessary a 30 per cent boost in the bread supply from SWANDER'S.

Wide listener range

SWANDER'S have 85 employees at the Rapid City and Deadwood plants. Thirty-five more are employed at the Huron plant. KOTA covers, but does not claim, a listening audience as far east as Huron. It does very definitely cover an audience on its eastern fringe, and these listeners ask for SWANDER'S LONGBOY bread from the

grocers who are supplied by the Huron plant.

The Indian boy trademark was the brainchild of E. H. Swander, the deceased brother of Charles A. Swander, the company's present manager. He first sketched the idea on paper and had Frank Dier, local cartoonist and artist, put the finishing touches on it. The little chieftan has never become articulate, but whenever the word "LONGBOY" is used on the air, his smiling, healthy countenance appears in the mind's eye of everyone.

25% of ad-budget to radio

SWANDER'S use newspaper, billboard, novelty and radio advertising, and spend about \$20,000 a year for advertising. Radio comes in for about a quarter of this amount. The company plans on spending 2¼ per cent of their volume on advertising. None of the \$5,000 spent at the Huron branch is charged to radio advertising.

Noonday News is a 15-minute newscast, three-quarters of which is made up of news of international, national and statewide level, with the other quarter devoted to local news. This local news is scattered through the other bulletins. News from Wyoming, Montana, Nebraska and North Dakota is used, in addition to news of our own state. This is because KOTA's latest audience study shows wide listener appeal in all of these states and SWANDER'S sell bread in nearly all of them. Two men handle the newscast; one reads the commercial credits and the other, the news. We use only two credits in the quarter-hour. One of these is given immediately after the "headlines" portion of the news, and the other comes at a logical break in the news, between the national and local items. Each day a "recap" of weather, temperature, and road conditions is given as the last item. The final announcement simply invites listeners to be with us the next day at the same time. The newscast is followed immediately by the UNITED PRESS feature, *Under the Capitol Dome*, which is sponsored by the FAIRMONT CREAMERIES. These two noonday news services seem to please "a whale of a lot of people" in the KOTA area of listening coverage!

COGNIZANT OF TELEVISION as a most promising salesman because of the added wonder of *sight* in the home as well as the already accepted *sound*, retail stores and allied industries interested in women's fashions have turned hopefully to this new means of communication. Like radio, it has the same intimate quality of reaching into the homes of potential buyers, but unlike radio the eye is served as well as the ear. In an industry such as fashions, which is largely dependent upon eye appeal for its success, it is difficult to stimulate the desire to buy when so much is left to the listener's imagination. A well-turned phrase may tempt the appetite, or a catchy jingle may be remembered when buying wash-day powder, but the dress or hat that sells is usually the one that catches the eye.

Since the war's end, stations and advertisers alike have undertaken to experiment fashion-wise in this new medium. Shows range anywhere from brief commercials as a part of a show, to programs built upon the subject of fashions and running anywhere from five minutes to fifteen.

Despite the unequalled opportunity for the display and demonstration of merchandise, at present *entertainment must be the keynote*. Since at the moment, telecasting, with the exception of sports and special events, is mainly confined to the evening hours and therefore viewed by the family as a whole, a program on women's fashions is going to need humor and variety to compete with shows of more general interest and shows designed solely to entertain.

When the daytime hours come into general use for planned programming, the show of pure fashion interest will undoubtedly find its level here. Viewed by a predominantly feminine audience, the entertainment value will be able to give way somewhat to a more factual program on trends in the fashion world, shopping suggestions and guidance in the basic principles of good costuming. Short, daily shopping service shows, ideally suited to retail stores, will probably be popular

Television Eye for Fashions

Entertainment will continue to be keynote, despite unequalled opportunity for display and demonstration of fashion merchandise

by HILDEGARDE REIGL, member, television department,
Young & Rubicam, Inc., New York City

with the housewives. In such a show, women's wear would undoubtedly share the screen with men and children's wear, household furnishings and other consumer items.

Programs may be the straight display of milady's fashions as predicted by *Vogue* or shown in the salons of Paris; or they may become instructive, teaching the viewer any number of things—how to overcome shortcomings of face or figure, how to be versatile on a limited budget, how to judge a garment, or how to design and make it, personally. Whatever the programs, as they become daily features, competition will of course again put the emphasis on the need for the entertaining, the unique in fashion display.

As a rule, a showing as known in the fashion circles is too static to be very interesting televiewing. It lacks the movement believed to be so essential in holding the viewers' attention. So it appears writers will play an important part, for they will be called upon to set scenes and contrive incidents to show the costume in use and to lead logically to the discussion of its fine points. This may be accomplished by off-camera commentary or by dialogue between the models themselves. In television, sound is a subtle supplement to sight and acts like the printed paragraph to highlight detail, point out versatility and to complete the "sell" with any necessary information. The director, in addition to his sense of

dramatic values, will need to have a comprehensive grasp of fashion.

In present day television, color, extremely important to style, is reduced to terms of black and white. Since all colors are transformed into this monochromatic scheme, care must be used in planning ensembles. There must be a sharp contrast in values between accessories and garment as well as between model and background. Backdrops must be simple to avoid losing the most important thing—the dress to be shown. Prints and stripes are favorites because of their contrast and interest within themselves. The beauty of color is undeniable and will probably come into the television home in due course.

In the program that goes beyond the mere showing of clothes, the model is usually set in the locale in which her costume would most likely be worn and she is shown with all the accessories as well. This will give retailers a chance to display other merchandise aside from the usual accessories associated with women's fashions. Luggage, for instance, to go along with the suit that travels. A piece of furniture in the background or any number of articles used as hand props.

What can be done with fashions is still undergoing the "proof of the pudding . . ." stage, as is all of television as both an entertaining and advertising medium, but it certainly is safe to predict that it has an eye for fashion.



Three-Point Plan f

1. *Know Your Customers*
2. *Reach Greatest Possible Number*
3. *Use Language They Understand*

by MEL G. GRINSPAN, advertising manager, Sam Shainberg Dry Goods Company, Memphis, Tenn., operating the Black & White Stores

IN THE LATE THIRTIES, when radio was 'rastlin' with retailers to prove that it could produce desirable day-by-day sales, it was fighting for adequate local schedules to demonstrate its conviction. But despite the toe-hold it had gained, it was impressing very few independent merchants, much less chain store operations.

So it wasn't entirely without surprise that in 1938 the BLACK & WHITE STORES almost completely abandoned other advertising media and gently placed most of their promotional eggs in one advertising basket to build their sales of family ready-to-wear and house furnishings. As it turned out, the eggs hatched into one of the biggest messes of sales-results seen in these or other parts.

Least expensive mass medium

The BLACK & WHITE STORES, comprising a chain of junior department stores located for the most part in smaller cities in Tennessee, Mississippi and Arkansas, turned to radio for one very good reason: *it was the least expensive mass medium which allowed the greatest flexibility.* There was no long-range planning involved, no testing, no if's, and's or but's—there *was* merchandise to be sold and it had to be sold at a reasonable turnover at a minimum cost. (Most companies were in this same position in 1938.) So radio was handed the headache!

Today, 15 radio stations in ten cities are carrying B & W messages—a good testimonial to the company's decision ten years ago.

No lengthy analysis of the sales results was made when radio first began to produce for the stores. The types of customer which patronized the BLACK & WHITE STORES came in increasing numbers, they asked for the item advertised, they were satisfied and they came back. The results spoke for themselves.

Yet the reasons for this success story are mirrored in the surveys and analyses for which great sums have been spent recently. And in 1938 or 1947, the answer is the same: (1) *know your customers.* (2) *reach the greatest number of them you can with your messages* and (3) *tell them in a manner which they understand.*

Spots and programs in combination

Spot announcements represented the total effort when radio advertising was begun. A short time later, a hill-billy program was started featuring Buck Turner and his BLACK & WHITE STORE Buckaroos. This program, aired 6:30 to 7:00 a.m., Monday through Friday, is still one of the most popular early morning features in B & W's trade areas. Buck Turner has become somewhat of an institution and by his personal appearance throughout the tri-state area, he not only answers the demands of his loyal listeners, but also helps merchandise his program.

From here, it was a matter of scheduling spots to meet seasonal business needs, and special promotions or sales-events.

As the company expanded with the addition of new stores, the same basic pat-

Merchandising by Radio

Black & White Stores, 3-state junior department store chain, decides 10 years ago to divert most of ad-budget to radio, now has schedules on 15 stations in 10 cities, still finds radio least expensive mass medium with maximum flexibility

tern was followed. Although some of the locations did not have radio stations, the towns were close enough to each other so that one store could benefit from the advertising of another.

Tie-up with new stations

When radio stations do open up in those towns where there are BLACK & WHITE STORES, the local citizens are in for a real treat. In 1946, for example, when WCMA first went on the air in Corinth, Miss., the local BLACK & WHITE STORE celebrated with *WCMA Days*, three days of values advertised only on the new station. Appropriate store decorations backed up the promotion and windows featured radio material of interest to passerby. This same tie-up effort has been made in several other locations. All have met with outstanding success.

In towns where there is only one station, the problems of audience selection, time selections and broadcast frequency are reduced to simple terms. The whole town is a B & W customer. Therefore, the answer lies again in selecting those times which will reach the greatest audience with programming that will maintain its interest. This format is spiced with season-varied spot announcement schedules.

For the most part, programs are built on transcriptions with the introduction of some phase of audience participation. In some instances, requests for music are solicited, either by telephone or through the mails. Telephone quizzes are conducted in others. Where conditions are favorable, hill-billy talent contests are conducted. Or, if local programming allows,

network cooperative news programs are used. In all cases, every effort is made to merchandise the programs by inviting listeners into the stores for contest-applications, prizes, etc.

Because of the extent to which radio is used, the company has found it profitable to produce its own one-minute and chain-break transcriptions. These spots, produced in conjunction with KUTTNER AND KUTTNER, Chicago, Ill., our agency, are in two forms: *jingles* and *dramatized situations*. Merchandising problems make it necessary that these transcriptions be institutional in nature except in instances where chain-wide special promotions are held, and specific items can be sold, in which event special spots are cut.

De-centralized schedules

Most of the copy used on all stations is prepared by and sent from the home office in Memphis. However, the managers of each store have complete jurisdiction over the scheduling of the copy and can add or subtract to suit their own needs. Where additional copy is required, the managers work with the continuity departments of their local stations.

As in 1938, the BLACK & WHITE STORES today strive to sell more merchandise at lower costs—even more so to maintain war-years volumes. Today, although our goals are tempered by closer controls, continuing research and experimentation, radio is still in the driver's seat and continues to receive most of our appropriation. For us, radio is still the least expensive media which allows us the greatest flexibility.

If Series Fits Purpose, Pre-Tested Program Best Sponsor Opportunity

Success of theory indicated by experience of Kaylan Cutlery in series now aired over WFBL, Syracuse, and built for listener appeal and good will by Fellows-Bogardus Adv. Agcy.

by BYRON F. FELLOWS, JR.

HE CAME TO SYRACUSE
DRIVING A STAGECOACH...
HE STAYED TO BE MAYOR...

LISTEN...
TO THE EXCITING STORY
OF JASON WOODRUFF ON THE
HISTORICAL SHOWCASE
OVER
STATION **WFBL**
TODAY! 1:30 TO 1:45 P.M.

Hear... **MAYOR
FRANK J.
COSTELLO**

PAY TRIBUTE TO THE EARLY
PIONEERS WHO MADE OUR
TOWN ONE OF AMERICA'S FINEST!

Sponsored by **KAYLAN CUTLERY Co.**

TWO QUESTIONS confront every advertising agency or radio station when planning a new show. Is it best to:

- (1) *Build a show for a specific sponsor*
- (2) *To build a show and then find a sponsor.*

In Syracuse, N.Y., in 1944, FELLOWS-BOGARDUS ADVERTISING AGENCY decided to build a show for a specific sponsor.

Public service paramount

THE MERCHANTS NATIONAL BANK & TRUST COMPANY, a local financial institution, was the account. It had already acquired the reputation of being quick to take advantage of new developments and of being "on its toes" in public relations. So the point we wanted to bring to the attention of the public was the fact that it was also one of the oldest banks in Syracuse and that its aim and first consideration was to be of public service. So the stage was set for a radio program to be known as the *Historical Showcase*.

Many hours were spent at the local Historical Society looking over old manu-

● Newspaper advertisements were used to build up audiences for the radio series.

scripts, newspapers and letters, and the deeper in the files we went, the more interested we became.

Every student of history knew of the land of Hiawatha and that it was literally built on salt; but very few knew the human interest stories that went into the building of this community.

We learned of a man who saw Syracuse for the first time from the driver's seat of a stage coach and who stayed to be mayor. We learned of the famous visitors to our town: Abraham Lincoln, Charles Dickens, Jenny Lind and many others. All stories were teeming with human interest. There were Indian legends, and stories of adventure and of courage in the early building of this community. The material was literally endless.

The first *Historical Showcase* was straight narrative with background music, genuine recordings of Onondaga Indian music and folk songs of early America, supplying the mood.

Merchandising tests listener interest

To merchandise this program, stories were made available for all who wrote in, and prior to each broadcast letters were sent to institutions or individuals that in any way had a connection with the program to follow.

Historical Showcase was on the air for about a year. Letters of approval came from many of the city's leading personalities, and there were many requests from the history teachers in the local schools for copies of each broadcast.

However, at the end of that year, in order to absorb former employees returning from service and at the same time retain those who had been hired during the war years, the bank decided to curtail its advertising budget.

When it was made known that this program was available, new sponsors were ready to immediately pick up the reins. But first we decided to determine the results, by following the second question: *To rebuild the program and then fit the sponsor to it.*

Rebuilt without benefit of sponsor

RADIO station WFBL was selected as the outlet. With the station's assistance all

programs were dramatized and we incorporated into each show a tie-up by a local dignitary to add topical interest to the theme of the particular story. Among these personalities were the mayor, the superintendent of schools, the chancellor of Syracuse university, the chief of police, the editor of a newspaper, a well-known lawyer, a doctor and many others. Their appearance helped tremendously in building public interest.

Transcriptions of these broadcasts were made available to the public school system and re-run each week at auditorium assemblies.

Again stories were made available on request. And as before, letters were sent out to persons or institutions to be mentioned on the next broadcast.

The show was an outstanding success from the beginning. Several radio stations in the state asked permission to follow the same style of program and our agency developed a similar show through station WIBX in Utica.

New sponsor finds series valuable

THE sponsor chosen in Syracuse was the KAYLAN CUTLERY COMPANY, a national concern. It was riding the crest of a "seller's market" and it was our idea to capitalize for it on the dignity and public service that *Historical Showcase* would give it, and to establish its product as "quality" merchandise. The many unsolicited letters in praise of the program and its value to the community, has proven its merits as a good will medium.

And so, on the basis of the experience we have gained during these more than 20 months of *Historical Showcase* (we have approached the question from both sides) we have decided that the best way to satisfy both sponsor and radio audience, is to prepare the program in advance and then find the sponsor who will fit that program.



Entertainment Gimmicks Make Musical Clock Series Effective Sales Medium

With basic idea that direct selling is never done, musical clock series for Sibley Lindsay & Curr Company, Rochester, N. Y., sets 15 year old record of entertainment combined with selling

SIBLEY LINDSAY AND CURR COMPANY, Rochester, N. Y., has been active in radio on WHAM for the past 15 years.

During that time, a formula or technique has been developed that is in its most efficient form at the present time. Keystone of the format is the basic idea that direct selling is never done. The *Sibley Tower Clock Program* entertains as it presents its sales message, and the entertaining is ingeniously developed from a thousand and one angles. For example, Louise Wilson, SIBLEY's commentator, surprised her audience one day by presenting Siwash, the Marine's mascot duck from Guadalcanal. The duck suffered either from battle fatigue or simple "mike" fright and refused to utter more than a mournful "quack"; but the change of pace in program routine caused considerable comment among *Tower Clock* listeners.

Cast of *Tower Clock Time* features, aside from Miss Wilson, Dean Harris, WHAM chief announcer, who figures prominently in dialogue and Syl Novelli, whose piano specialties offer a musical change of pace. For certain dramatic scripts, the regular cast is augmented by as many as four professional actors.

Human interest angle stressed

THE human interest angle in production is stressed at all times. A *What's In A*



LOUISE WILSON

She's the voice of Sibley's *Tower Clock*.

Name series, recorded in New York, presented interviews with such names of the fashion world as G. Howard Hodge, Vera Maxwell, Emily Wilkens, Jo Copeland, Alvin Handmacher and Donald Norris. The interviews brought out the story behind great labels in women's wear and presented an intimate insight into the operation of the greatest institutions that make the most famous fashions in the world.

One of the *What's In A Name* broadcasts told the story of Rochester's Hickok belt and buckle company. Script dramatized the story of the firm's history, traditions and incidents in the life of the firm's founder, S. Rae Hickok. The entire plant

stopped production for 15 minutes to hear the radio salute.

Tangible proof of listenership

IF tangible proof of listenership is needed, a few case histories will decide the issue. On December 16, 1946, *Tower Clock* presented a program titled *Christmas Begins In The Kitchen*. Theme of the story was gifts available that were appropriate to kitchen duties, such as cocktail aprons, mother and daughter aprons, men's chef outfits and house dresses. By closing time the day of the broadcast, the store was completely sold out of every item mentioned on the air.

On January 17, 1947, household hardware was given four minutes of air time. Items as ungraceful as padlocks, small tools, wood screws and doorknobs were discussed. A sellout didn't occur because of tremendous supplies of such small items as nuts and bolts but the hardware department was literally mobbed for the rest of that day.

Pianos, out of stock during the war, were mentioned for seven minutes on January 27. Fourteen pianos were sold immediately; two of which were ordered by phone, sight unseen, from small communities near Rochester.

Selling made entertaining

ANOTHER example of the variety of techniques used to make selling entertaining was a series, prepared by Miss Wilson, titled *First Ladies of Fashion*. The individual stories of the ten best dressed women in the world were presented in dramatic form and included a personal message on good grooming and dressing from each of the famous women.

Among other special promotions featured recently were: *Beauty Treatments For Your Home*, *Lessons In Loveliness*, *Here Comes The Bride*, *Hot Weather Hospitality* and *Hearts Are Turning Home Again*, a series dramatizing the return of the serviceman to his home and what could be done to make the old home more beautiful.

TOWER CLOCK TIME also plays a major part in Rochester's civic life. Whenever Community Chest, Red Cross, Civic Music Week, Christmas Seals or any other worth-

while civic institution conducts a campaign, SIBLEY's radio voice is always a contributor of valuable radio promotion.

Rochester's telephone book lists six residents named Louise Wilson. One of the Louise Wilsons happens to be the assistant manager of LOEWS ROCHESTER THEATRE. When the *Jolson Story* was featured at LOEWS ROCHESTER, SIBLEY's had a tie-in as exclusive dealers of special Jolson Phonograph Albums. A radio promotion featured Miss Wilson of SIBLEY's interviewing Miss Wilson of LOEWS. As a result of the radio promotion, SIBLEY's sold out a supply of 200 Jolson Albums within eight hours and had to reorder to meet constant demands of customers.

Originality in dramatizations

ON March 7, WHAM paid tribute to SIBLEY's on completion on 15 consecutive years of broadcasting. To get away from the stereotype programs that do a chronological review of the parade of years, WHAM prepared a 15-minute script entitled *Fifteenth Birthday*, that opened with a six-year-old girl visiting SIBLEY's Santa, just as every other Rochester child does. As the drama progressed and the little girl grew up, events in her life were brought into the script that pictured her getting her grammar school graduation dress, her first party dress, first formal and eventually, after meeting a Marine Corporal at the USO, getting her trousseau at the age of 21. Each event in her life was tied back to SIBLEY's and thus the store's 15 years of radio were neatly accounted for.

Broad listener coverage

WHAM is a 50,000-watt station operating on a clear channel. The rural area served is therefore very large. That is the reason why SIBLEY's, a store with a great amount of mail order business, selected WHAM to carry its message to outlying areas, 43 counties in the primary area.

Broadcast time is 9:45 a.m. At that time the housewife is just relaxing a bit after the hustle and bustle of getting Mary and Johnny off to school. As she continues her daily household tasks, *Tower Clock Time* is there to entertain her and offer shopping advice to assist her in making up a list for a trip downtown later in the day.

Spots Versus Programs?

Both serve specific purpose, but Home Furnishing Company, Kalamazoo, Mich., puts emphasis on programs

"MY MORNING NEWSCAST OVER WKZO tripled our out-of-town sales," says R. A. McKinney, general manager of the HOME FURNISHING COMPANY, Kalamazoo, Mich. Starting with its first broadcast September 11, 1931, the HOME's 16 years of constant radio sponsorship has included newscasts, live and transcribed shows, remotes from County Fairs, the *Messiah* at the Christmas season and many special events broadcasts.

Recently, the *Bing Crosby* show was added to its schedule, and Mr. McKinney states, "After starting the *Bing Crosby* show in October, 1946, we found that the demand for radios immediately after each broadcast was tremendous."

Prior to the war, the HOME FURNISHING COMPANY sponsored a six-day-a-week morning newscast, and in a short time it was found that out-of-town sales tripled. With the advent of war, with gasoline rationing, there was a change in out-of-town buying, and the 15-minute newscast was substituted with three five-minute news periods per day. This schedule was continued throughout the war years.

Each year, before the coming of summer and the County Fairs, Mr. McKin-

ney arranges for coverage of the Allegan, Ionia, Hastings and Centerville County Fairs in Michigan, and many others. Usually, the program is an interview-type originating in the fair grandstands. Other summer special event broadcasts: a program from a rural ox roast; the Blue Gill Festival in Marcellus, and the departure of local underprivileged boys for a major league baseball game in Detroit. The latter is sponsored by the HOME as a service to the community.

A Kalamazoo institution for 46 years, the HOME FURNISHING COMPANY retails furniture, household furnishings, women's apparel, draperies, floor coverings and furs. On the subject of spot announcements versus radio programs, Mr. McKinney states that spot announcements are sure-fire for making stocks move rapidly, while 15-minute programs bring customers into the store. On time preference, his experience gives him a long-time preference for the morning newscast, with the early evening news running a close second.

For the past three years, Christmas eve has seen the broadcast of Handel's famous *Messiah* brought to the community by the HOME FURNISHING COMPANY, with only institutional copy used for sponsor identification.

PHILCO *Radio Time* with Bing Crosby is the newest addition to the HOME's long list of sponsored shows coming each Thursday night at 7:30.

● Special events aren't overlooked. With the Home Furnishing Company as host, Willis Dunbar, program director, interviews at a fair.



Institutional and Sales Approaches Combined

Merchandise sold a revelation to Crown Drug Company, Kansas City

HOW ONE PROGRAM, used by the same sponsor for over five years, can be adapted to changing needs and purposes, is illustrated by the experience of the CROWN DRUG COMPANY, Kansas City, Mo., and its sponsorship of a 30-minute KOME combination of the latest news and the top tunes of the day for early morning listening at 7:30 a.m.

When the series was first aired in behalf of the 16 CROWN DRUG STORES in Tulsa, Okla., the commercial continuity was entirely institutional in nature, and it was designed to sell the CROWN DRUG COMPANY service and its coverage in the Tulsa market, where it operates both suburban and downtown stores.

Begins item merchandising

When the newsprint shortage put a serious crimp in display advertising three years ago, the firm began an experiment in item merchandising, with specific price mention. According to H. P. Bickley, vice president of the CROWN DRUG COMPANY, the amount of merchandise that can be sold consistently on this type of program has been a revelation.

"As a matter of fact, today we carry six 15-minute newscasts over KCMO in the Kansas City market where we operate," says Mr. Bickley. "It sells specific merchandise, and we are getting results."

This isn't to imply that the institutional value of a broadcast series is being ignored by Crown Drug. The opening commercial is simon-pure institutional copy. At the ten-minute break, six items are featured with selling copy and price mention. Another six-item unit is presented at the 20-minute break and the

closing announcement is again institutional.

Monday through Thursday the featured items are at every-day prices, with the Friday and Saturday items specially price sale items carried only on the radio series. However, these broadcast specials are backed up with store promotion. The featured items are posted on each store window and on the drug wrapping counter as "*Radio Specials*."

"We have done an unusually good job on these items," is the comment of Mr. Bickley.

For the effectiveness of the pull of these radio items, CROWN DRUG's vice president credits the program itself, and the promotion used in connection with it.

"We feel that the program has one of the best listening audiences in this market today. This is due in part to the support we have had from KOME and in part to the fact that we have consistently supported the series during these years with constant newspaper advertising," states Mr. Bickley. "The program is featured at all times on our CROWN windows, and it is also carried in our weekly newspaper advertisements."

In looking back over its five years of sponsorship, CROWN DRUG is eminently satisfied. Says Mr. Bickley: "We are thoroughly convinced that this program has done a lot for us in maintaining good will and also in maintaining volume through actually selling merchandise. In our considered opinion, the proper radio program, over a good radio station, properly merchandised and supported, can do both an institutional and a merchandising job."

Radio Schedule Expands Store Trading Area

Harvey's, Nashville, Tenn., jumps from quarter-million dollar annual business to \$8,000,000 with aggressive merchandising

FRED HARVEY is not a man who does things in a small way.

When he bought the **LEBECK BROTHERS DEPARTMENT STORE**, Nashville, Tenn., the business was drifting along as it had for 70 years with a modest quarter-million dollar business a year.

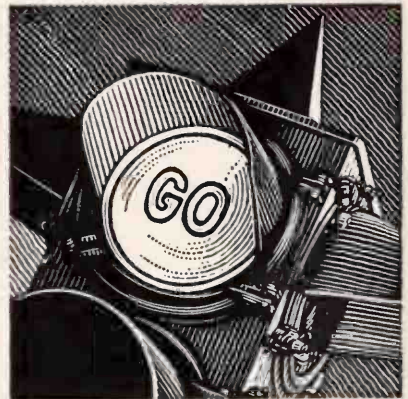
Harvey took one look at the situation, then set the wheels in motion. Startled Nashville watched the new **HARVEY'S** become not just a place to shop, but a three-ring circus. **HARVEY'S** annual sales jumped to \$8,000,000.

Escalators, the first in the mid-south, went into **HARVEY'S**. The store was redesigned along modernistic lines and **HARVEY'S** buyers began scouring the country for hard-to-get items.

Fred Harvey had spent 16 years in the department store business. He knew the value of hard-hitting advertising. Thus, while some of the old line merchants watched in awe, he appropriated a giant budget for radio, newspapers and billboards.

Because he was after bigger game than local business **HARVEY** bought time on **WSM** where 50,000 watts on a clear channel beamed his sales message into a several-state area. Always quick to react to a good investment, **HARVEY** saw results from his advertising. **NOBLE DURY & ASSOCIATES**, Harvey's radio agency, was given the go-ahead and soon all four Nashville stations carried **HARVEY'S** announcements.

At **WSM**, the schedule was increased from a few spots to a total of 15 quarter-hour shows and 14 one-minute announcements each week.



Listener's Digest, created especially for **HARVEY'S** by Jack Harris, then assistant to Harry Stone, station manager, is now conducted five mornings a week by Ernie Keller. A departmentalized quarter-hour of excerpts from leading magazines, local news and club meetings announcements, *Listener's Digest* has a steady mid-south following.

Melody in the Morning, a disc-jockey show, is an early morning feature Monday through Saturday, and the transcribed *Barry Wood Show* is used four afternoons a week.

The **WSM** promotion department placed car-cards in Nashville busses to call the **HARVEY'S** shows to the attention of 6,000,000 monthly riders. Plugs were placed on **WSM** billboards within a 100-mile radius of Nashville. And the day **HARVEY'S** started its new escalators running, **WSM** was on hand to do a special broadcast from the store.

"*Harvey's Has It*" is the slogan of the store—but it might well be the theme of its radio advertising campaign.

Select Programs for Specific Audience for Best Results

Two-program schedule, morning and night, effective combination for Armstrong Department Store, Cedar Rapids, Ia., with 12 years of radio to its credit

FULTON LEWIS, JR.



DOROTHY ARNOLD



IN 1935, the ARMSTRONG DEPARTMENT STORE, Cedar Rapids, Ia., embarked on a new advertising campaign. Augmenting newspaper space and mailing lists, the store tried radio for the first time. That was 12 years ago, and the extensive programming done by ARMSTRONG'S today, is a far cry from the spot announcements used in 1935.

Because it reaches the industrial populace of Cedar Rapids and the adjacent farm families, WMT has carried all of the store's radio advertising since the infancy of the store's radio campaign.

Varying its programs for both male and female listeners, ARMSTRONG'S shows are aimed at the entire family. At 7:45 a.m., Monday through Saturday, WMT airs the *Armstrong Breakfast Club*. Written by Margaretta Ellis, the store's radio director, the show is emceed by Dorothy Arnold, ARMSTRONG'S commentator on women's fashions and children's wear.

However, the emphasis on this show is *not* on commercials, but rather on public service; weather reports, time signals, temperature checks, comments on community activities for social agencies, and salutes to outstanding events and celebrations in Eastern Iowa, in combination with several recorded or transcribed popular tunes, and comments on the latest fashions. Thus, this 15-minute program builds good will and prestige with an established format that has built a large audience.

In addition to the morning show, the store presents *Fulton Lewis, Jr.* at 10:15 p.m., Monday through Friday, to reach the masculine audience. Commercial cut-ins are principally on men's wear and styles.

With two programs, each directed to a specialized audience, ARMSTRONG'S has established a progressive radio policy.

How "Commercial" Need A Program Be?

Merchandising restraint effective for W & J Sloane, quality home furnishings store, San Francisco, whose radio series began five years ago as a 13-week experiment

"**H**OW LONG DO YOU THINK you can write about San Francisco?" W. E. S. Griswold, Jr., president of W. & J. SLOANE, asked Samuel Dickson, radio writer for NBC in San Francisco.

Dickson crossed his fingers and replied: "Thirteen weeks, perhaps."

That was more than 208 weeks ago . . . and the SLOANE program, *This Is Your Home*, which relates stories of old San Francisco, is still going strong; going on its fifth year of continuous presentation over KPO.

In its four years, *This Is Your Home* has become a child prodigy in San Francisco radio. It recently received the "Award for Distinctive Merit" for outstanding retail radio programs for 1946, from the jury of judges in a nationwide radio contest, sponsored by the National Retail Dry Goods Association. In addition, Mr. Dickson is having a book published based on the material used on the broadcasts and in the 30 chapters in the book he has drawn upon more than 300 radio scripts.

It was on the 100th anniversary of W. & J. SLOANE, early in 1943, that Dickson first suggested writing a show of this type for SLOANE.

SLOANE first began using radio late in 1942, with a 15-minute show presenting lives of famous men in furniture . . . Chippendale, Sheraton, etc., but the historic aspects of the show far exceeded its entertainment value.

Inasmuch as SLOANE is a home furnish-

ings firm, Dickson suggested that a radio show be written with "home" as the paramount theme.

Thereupon Dickson was assigned to write a show with "San Franciscana" as the program backbone, and NBC announcer, Budd Heyde, was assigned to narrate the script.

When the first 13 weeks of presenting the show were completed, SLOANE realized that they had found a radio show which suited their store; which would mirror the SLOANE tradition of quality home furnishings.

Ten-thirty each Sunday morning was selected as the time of presentation of this half-hour show, as SLOANE wanted to reach all the family . . . at home.

The purpose of the commercials on *This Is Your Home* are twofold: firstly, to present the store in its proper perspective; secondly, to merchandise home furnishings. The commercials are in harmony with the store . . . never blatant, never overly commercial. Much of the fan mail is devoted to comments concerning the reserved, pleasant manner of SLOANE radio merchandising.

Subject matter for the opening and closing commercials, which coordinate with current newspaper advertising, is sent to Dickson, who weaves the merchandising theme into the story for that particular day.

Among the civic-minded programs in which *This Is Your Home* has partici-

(Continued on page 178)

Sponsors Cooperate to Improve Radio Standards

With 90% of its minimum budget exceeded 2 weeks before air time, WELM finds sponsors anxious to improve radio standards

NEW 250-watt stations hits the air operating in the black!"

It may sound like a far-fetched headline, but it's a very likely possibility for WELM, Elmira, N. Y., which exceeded 90 per cent of its minimum budget two weeks before airtime.

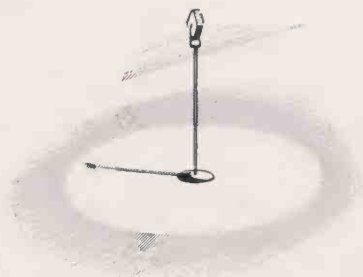
How a station in a city with a population of 47,000, which already had a well established radio station, accomplished his objective, is a story of interest to radio station personnel and to radio advertisers.

Shoulders responsibility

At the outset, the management announced its intention to shoulder the responsibility of the broadcaster in maintaining that (1) every interested civic group should have access to Class A or B airtime, (2) radio commercialization has been excessive, (3) in the public interest, emphasis must be on programs rather than spot announcements, and (4) a good locally produced program, with local talent, can more than hold its own against any network show.

To bear out these statements, civic groups were offered both time and assistance in planning radio programs, on the basis that only well planned and produced programs achieve the results their producers desire.

This spirit of cooperation and assistance was astonishing, to say the least, to a local union who had previously had to buy time to the tune of national Class A rates for a quarter-hour for non-political broadcasts. This in a community where



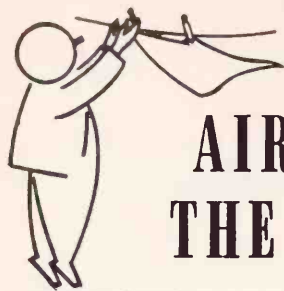
the organization in question represented 30 per cent of the population!

With civic groups behind them, J. Robert Meachem, owner-manager, and Preston L. Taplin, production manager, told advertisers that radio could do a much better job than it has been doing, and the team set out to prove its words.

High commercial standards

No punches were pulled. Advertisers were told that the length of commercial copy would be shorter than what the same dollar would buy elsewhere, and furthermore all copy must have the seal of approval of the WELM continuity department. In addition, no middle commercials were acceptable. No more than eight one-minute announcements were acceptable on any half hour. It added up to the fact that the WELM published rate card showed maximum commercial time allowances as much less than that allowed by the National Association of Broadcasters, and in some cases, it was 30 per cent less.

Still working in the behalf of WELM
(Continued on page 178)



AIRING THE NEW

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

Department Stores

MILE HIGH FARMER For many years, SEARS ROEBUCK & Co., Denver, Colo., has been interested in 4-H Club work and the development of agriculture in the state. One evidence of this interest is the Sears Foundation, which each year grants several scholarships to agricultural colleges throughout the nation.

Most recent evidence of this interest is its sponsorship of KOA's *Mile High Farmer*, a service and information program for farmers and stockmen. A KOA sustainer since October, 1944, sponsorship of the series offered SEARS another opportunity for service. In addition, it represented a means of reaching the farm audience in the interests of the various lines of farm machinery, equipment and other SEARS merchandise.

Part of the service is last-minute weather reports, livestock market summaries and estimated receipts. Interviews with agricultural specialists and with ranchers are a part of the format. Featuring KOA agricultural director, Hal Renollet, the program also includes details on the activities of the 4-H Clubs and Future Farmers of America.

SEARS district manager, Wade Hampton, signed the 52-week contract which was arranged by KOA account executive Duncan McColl.

AIRFAX: *Broadcast Schedule:* Monday through Saturday, 6:00-6:30 a.m.

Preceded By: Varied.

Followed By: Participation Program.

Sponsor: Sears Roebuck & Co.

Station: KOA, Denver, Colo.

Power: 50,000 watts.

Population: 450,000.

COMMENT: Here's another example of service in the public interest. That the sponsor, in such cases, anticipates sale as the result of such service doesn't detract one whit from the value of the service nor from the credit due the sponsor for his gesture.

Department Store

TIMELY TOPICS To make WALB, Albany Georgia, listeners conscious of ROSENBERG'S DEPARTMENT STORE, its separate departments and store services, as the one store for all their needs, ROSENBERG'S presents a daily series of *Timely Topics*.

Local news and special features of interest to women obtained from press wires are combined with *Timely Topic* about store merchandise. Local news is provided from the daily paper news room (paper gets credit), with additional local items from listeners and other sources.

A different store department is featured each day. Opening commercial is a departmental institutional, with the closing commercial featuring store institutional copy. Middle commercial is strictly merchandising copy about an item or related items in the particular department promoted that day. Rotation plan for departments is designed to create the effect of a complete store-wide campaign which avoids the pitfalls of a stereotyped form of advertisement.

Occasional interviews with local personalities are featured on the program. On such occasions, the person interviewed receives a gift from the sponsor. Presentation of the gift becomes a conversational commercial.

AIRFAX: *First Broadcast:* October 1, 1945.

Broadcast Schedule: Monday through Friday, 1:30-1:45 p.m.

Preceded By: Long Ago and Far Away.

Followed By: Singing Strings.

Sponsor: Rosenberg's Department Store.

Station: WALB, Albany, Ga.

Power: 1,000 watts.

Population: 23,380.

COMMENT: Here's a variation on the "beamed" technique which should prove effective in smaller markets where the sales volume for individual departments does not justify a program devoted entirely to one unit of store operations

uch a program creates the effect of a store-wide campaign, and at the same time it can be designed to reflect the particular character of the store.

Department Stores

SPORTS PARADE There's more to the *Sports Parade* broadcast over WJR, Detroit, Mich., than beating the drums for hot sports news. The latest returns in the national and local sports fields, rewritten from news wires and press services, plus local sources, is an important part of the package, but it's only one part of the format.

Chalk-talks, an editorial feature offering educational facts about sports; *A High School Corner*, a brief news story or tribute to some athlete, team or coach in the area; a feature story of an inspirational nature, designed to appeal to all listeners, and a sports question of a provocative nature which is answered on the following broadcast, keep the *Sports Parade* moving along.

Two commercials, in addition to opening and closing credit lines, carry the sales story for the J. L. HUDSON COMPANY.

WJR sports director, Don Wattrick, does the quarter-hour series aired at 6:30 p.m., three times weekly. In addition, he does a Monday through Friday *Sports Brief* at 5:30 p.m. After hockey and basketball games, listeners hear him in *Capsule Resumes* at 11:15 p.m., with the Sunday airing of this feature at 11:30 p.m. He also airs play-by-play action of the University of Michigan gridiron matches.

AIRFAX: *Broadcast Schedule:* M-W-F, 6:30-6:45 p.m.

Sponsor: J. L. Hudson Co.

Station: WJR, Detroit, Mich.

Power: 50,000 watts.

Population: 1,775,861.

COMMENT: Sports fans are as loyal to their favorite announcers as they are to



their favorite teams. It's the best possible reason for picking a sportscaster with an established audience. (For a detailed analysis of the J. L. HUDSON COMPANY's attitude toward radio as an advertising medium, see *RADIO SHOWMANSHIP Magazine*, August, 1945, p. 261.)

Drug Stores

SONS OF THE PIONEERS When the G. S. DRUG COMPANY, Marshalltown, Ia., set out to reach the rural listener via radio and KFJB, it selected a program that had a sure-fire appeal to that audience, name-



ly, *Sons of the Pioneers*. Series brings to the farm group good noon-time listening, plus the latest in seasonal farm-drug "buys."

Straight forward commercials, devoted entirely to farm drugs and serums, carry the sales burden for the G. S. DRUG COMPANY, "*Central Iowa's Busiest Drugstore.*" Two commercials are used on each broadcast, with the same item or items featured on both.

To promote the show, 35 promotion spots a week are used, in addition to store posters in the G. S. DRUG STORE. Program mention is also included in the sponsor's newspaper advertisements. Since the program is aired at 12:30 p.m., and the KFJB frequency is 1230 Kcs, most of the promotion spots are built around the slogan, "*12:30 at 1230.*"

AIRFAX: *First Broadcast:* October 14, 1946.

Broadcast Schedule: Monday through Friday, 12:30-12:45 p.m.

Preceded By: News.

Followed By: John J. Anthony.

Sponsor: G. S. Drug Company.

Station: KFJB, Marshalltown, Ia.

Power: 250 watts.

Population: 19,750.

Producer: Teleways Radio Productions, Inc.

COMMENT: More and more local advertisers are following the lead of the net-

work advertisers in the matter of programming. Good entertainment is coming into its own as the best possible medium for carrying the commercials, regardless of the purpose of the campaign, since good entertainment can do either a sales or an institutional job. Series here has done yeoman service for a wide variety of sponsors, both on a local and regional basis.

Manufacturing

BACKGROUND OF THE NEWS When WTCN, Minneapolis, Minn., listeners tune-in for *Background of the News*, their commentator isn't taking routine press releases and wire copy for the basis of her remarks. What Sheelah Carter has to draw from in her interpretations of the news is a background of travel, research and reporting of events in the news in many parts of the world. All this is supplemented with government work in England and advertising agency experience both in England and in the United States, as well as broadcasting experience and lecture tours.

With two daily broadcasts, she is heard over WTCN and a special network of midwest stations, with the U. S. BEDDING COMPANY as sponsor. The 12:00 (noon) broadcast is heard over WTCN and KATE, Albert Lea. The 4:00 p.m. broadcast is broadcast daily over WTCN, and is also broadcast Monday, Wednesday and Friday over WEAU, Eau Claire, Wis., and WJMC, Rice Lake. Monday through Friday the 4:00 p.m. quarter-hour is also aired over KWMO, Winona, Minn. In addition, a recording of the 4:00 p.m. broadcast is sent air express, broadcast the following morning over KOWH, Omaha, Nebr. In the smaller communities in which the broadcasts are aired, there is a dealer tie-in with KING KOIL BETTER SLEEP PRODUCTS.

AIRFAX: First Broadcast: February 3, 1947.

Broadcast Schedule: Monday through Friday, 12:00-12:15 p.m.; 4:00-4:15 p.m.

Sponsor: U. S. Bedding Company.

Station: WTCN, Minneapolis-St. Paul, Minn.

Power: 5,000 watts.

Population: 488,687.

COMMENT: While war's end eliminated some of the *immediacy* of news value,

the need for and interest in *news interpretation* is on the increase. In using such a series as the basis for spot operations, the advertiser simplifies many of the problems of broadcast advertising, with uniformity of production assured. In this case, the sponsor has the added advantage of having big-name, established talent as a special listener inducement for building local audiences in jigtime.

Men's Wear

REVIEWS AND PREVIEWS In a college town there are two topics of pretty general interest among masculine collegians, namely, sports and dance music. ROWLES MEN'S STORE, Bozeman, Mont., combines both interests in a KXLQ feature. *Reviews and Previews*.

Aired thrice weekly, the sports *Reviews* portion of the quarter-hour series features sports news of the last few days, with scores and highlights of particular events. The *Previews* segment covers the high spots of up-coming sporting events.

Mixed in equal portion on the series is a musical *Review* of a big-name band. The final musical number on each program *Previews* the band to be featured on the next program.

Commercials for ROWLES, "*The place to go for the names you know,*" feature brand name men's furnishings.

A radio advertiser on KXLQ since April, 1944, ROWLES presents another version of the series each Saturday, 6:45-7:00 p.m., as a sequel to *Touchdown Tips* which the firm sponsored during the 1946 football season.

AIRFAX: First Broadcast: July 1, 1946.

Broadcast Schedule: W-F, 12:00-12:15 p.m.; Sat., 6:45-7:00 p.m.

Preceded By: Women in the News.

Followed By: Women in White.

Sponsor: Rowles Men's Stores.

Station: KXLQ, Bozeman, Mont.

Power: 250 watts.

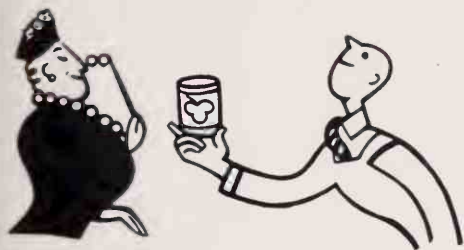
Population: 8,655.

COMMENT: Broadcasting with a specific purpose, to a specific audience at a time that audience is available just about sums up the basic essentials for a successful radio campaign. With those key pieces in place, the rest of the jig-saw is almost certain to fall into line.

Participating

SHOPPING WITH POLLY When WLAW listeners go *Shopping with Polly* they just about cover the town of Lowell, Mass. With ten cooperative sponsors, the program features the latest shopping news from a department store, a furniture store, a jeweler, a beauty salon and a flower shop, others.

While the program is comparatively new, neither its featured announcer,



Bertha Huse, nor the time of her broadcasts are strangers to WLAW listeners. For almost six years migestress Huse presented a daily shopping news program for the A. G. POLLARD COMPANY, using the personal tie-in title, *Polly Palmer*, same time, same station, same frequency. Among the first to sign on for cooperative sponsorship of the new series: the A. G. POLLARD COMPANY.

AIRFAX: Musical interludes frame the shopping news.

First Broadcast: January 1, 1947.

Broadcast Schedule: Monday through Friday, 8:45-9:00 a.m.

Sponsors: A. G. Pollard Company; A. E. O'Heir Company, furniture; Edmund L. Belley, jeweler; Vogue Beauty Salon; Simmons Upholstering Company; Alice Cote Slenderizing Company; Lawrence Slenderizing Company; Feeney's Flower Shop and Swan's, women's hat and bag shop, Lowell, Mass.

Station: WLAW, Lawrence, Mass.

Power: 50,000 watts.

COMMENT: Newspaper readership surveys indicate that one of the basic incentives for subscriptions is the attraction of local advertisements. That same appeal can be established for specific programs on the radio schedule. Certainly, an out-and-out shopping program is more effective than one disguised with a lot of window dressing, then presented in the guise of entertainment. At this particular time, due to war born shortages and scarcities, news of merchandise is of even greater interest to prospective buyers than in normal times.



SHOWMANSHIP IN ACTION

Promotions and merchandising stunts.

Grocery Stores

POLLY APPLE Just about the most popular girl in Opelika, Ala., is *Polly Apple*, and the **BIG APPLE SUPER MARKET** has had almost five years in which to test out her popularity with WJHO listeners. As far as store manager, Cecil Priddy, is concerned, *Polly Apple* is the girl for him. With the **BIG APPLE** reporting its biggest business in its history, it gives much of the credit to this radio series.

This quarter-hour feature, aired three times weekly, features a *Sugar Bowl* contest. Listeners send in their names and addresses, and all names are placed in the *Sugar Bowl*. For each name placed in the bowl, there is also a blank piece of paper. When *Mr. Appleseed* draws a slip from the bowl, it's worth a dollar's worth of groceries to the person whose name is drawn. If a blank slip comes out of the bowl, the grocery award increases in the amount of one dollar.

Polly Apple really goes to town once a month when ten or fifteen grocery items are awarded to the names drawn from the bowl, in addition to the regular *Sugar Bowl* award.

AIRFAX: *Broadcast Schedule:* M-W-F, 8:45-9:00 a.m.

Sponsor: Big Apple Super Market.

Station: WJHO, Opelika, Ala.

Power: 250 watts.

Population: 8,487.

COMMENT: A give-away which introduces the sponsor's product to the listening audience has much to recommend it, both from the standpoint of listener interest and increased product use. Gimmicks here which suggest the name of the sponsor help increase sponsor identification.

Manufacturers

TUNES AND TALES FROM TRILON What KROW, San Francisco-Oakland, Calif., listeners get from the TRILON RECORD MANUFACTURING COMPANY is a weekly package of the 12 latest TRILON releases. What TRILON gets from listeners are human interest stories, with \$10.00 awarded each week to the listener who submits the best story. The recordings and the stories, in combination, make up *Tunes and Tales from Trilon*. Four stories and the 12 recordings fill out the hour-long Sunday program that it aired at 11:30 a.m.

With 50 per cent of the TRILON advertising budget already devoted to radio, results from the broadcast medium have been such that increased use of the airwaves is contemplated.

Courtesy announcements, weekly newspaper program reminders, direct mail and general point of sale displays are a part of the promotional package to hypo audiences. Hooperating: 3.1.

Six commercials, clocked at one minute, are used on each broadcast.

AIRFAX: First Broadcast: February 15, 1947.

Sponsor: Trilon Record Mfg. Co.

Station: KROW, San Francisco-Oakland, Calif.

COMMENT: Devices which establish a feeling of personal identification with a program among individual listeners are useful both from the sales and the institutional angle. Such *gimmicks* are particularly valuable when the program itself is one with broad general appeal.

Men's Wear

CHAMPIONS ON PARADE For the sports fan, there's a ten-minute *Champions on Parade* game in progress six times weekly over WIND, Chicago, Ill. It's good listening for those who sit on the listener's bench, but its sponsor, BAER BROS. & PRODIE also make it worth the while of those who get actively into the game.

Listeners send in 100-word biographies of their favorite sports stars, naming the championship that he or his team won. These sketches are worked into a series of clues, two of which are musical. Object for listeners: to identify the champion in as few clues as possible.

Listeners whose letters are used are rewarded with a pair of tickets to the outstanding sports event of the week, and the chance to get ducats to top sporting events has contributed a great deal to the mail pull, according to Larry Kurtze, KUTTNER & KUTTNER, INC., radio director. Additional incentive to join the *Champions on Parade*: a merchandise certificate good at the West Side clothing house.

The program was designed to hold the tremendous audience of the BAER BROS. & PRODIE *Baseball Quiz* heard every day throughout the summer just before the Cub game broadcasts over WIND.

Evidence that *Champions on Parade* turned in a good batting average for its sponsor: series established the highest Hooper on the station after 6:30 p.m.; pulled three times as much mail as was anticipated and delivered its audience at a lower cost per thousand than other comparable shows.

Series has been used for institutional advertising in combination with news of special sales and bids for mail order business.

AIRFAX: Series is written by Jim McDonough, with

Larry Kurtze as producer and Linn Burton as emcee.

Broadcast Schedule: Monday through Saturday, 7:05-

7:15 p.m.

Sponsor: Baer Brothers & Prodrie.

Station: WIND, Chicago, Ill.

Power: 5,000 watts.

Population: 3,440,420.

Agency: Kuttner & Kuttner, Inc.

COMMENT: Audiences aren't born, they're made. And the advertiser who has cornered for himself a portion of the total listening audience runs the risk of losing many of these listeners if he suspends operations over a period of time. If that audience has been won through a seasonal type of broadcast, it's good sense to follow-through with another program that will appeal to this same listening group.



Women's Wear

MUSIC FOR YOU The TOWN & COUNTRY SHOP, Savannah, Ga., wanted a program which would attract the attention of women interested in a better grade of clothing. It also wanted a program *hook* which would create store traffic without detracting from the atmosphere of dignity and authenticity which its shop and merchandise created.

Music For You was the answer. A transcribed musical program built to order from the WSAV library, *Music For You* accents brightness and freshness of musical arrangement of light classics, show tunes and hit songs which have survived the test of transient popularity. Music is presented in a balanced mixture of orchestral and vocal arrangements by a master of ceremonies who combines dignity with a casual touch.

The merchandising hook is a natural outgrowth of quiet and informative and, believable commercial copy. Each Wednesday the master of ceremonies describes the TOWN & COUNTRY *Jane Engel Fashion of the Week*, a dress distinctive for style or value, or both. The audience is told that the dress will be given to the first lady who can identify it on the dress racks of the shop the following day; no strings, no limiting provisions of prior or future sales. The contest is open to everyone who wishes to enter.

AIRFAX: *First Broadcast:* March, 1947.

Broadcast Schedule: T-W-Th, 7:30-7:45 p.m.

Sponsor: Town & Country Shop.

Station: WSAV, Savannah, Georgia.

Power: 250 watts.

COMMENT: Pulling power of the program, as evidenced by store traffic, is excellent and the contest hook has succeeded in bringing the type of listener the sponsor want to reach into the shop. Which indicates that the materials for successful programs are available to any station if time and thought are devoted to reaching the right combination for the problem at hand.

How music proved to be effective for another women's wear shop is told in the February, 1947 issue, page 51.

ZIV PRODUCE QUALITY TRANSCRIBED RADIO SHOWS



EASY ACES:

America's funniest husband and wife. Three or five quarter hours per week that mean prestige and popularity for you.

That just gives you an idea. The biggest advertisers in the nation (as well as many of the smallest) are sponsoring Ziv transcribed programs—and, because other advertisers pay their pro-rata single-city rate, these big-name, big-time shows are available to you at a mere fraction of their cost.

WRITE FOR
AVAILABILITIES





PROOF O' THE PUDDING

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

Farm Supplies

OLD TIMERS There's but one answer to the question as to why the FARM SUPPLY COMPANY, Hamburg, Iowa, is going into its fifth year of consecutive sponsorship of *Old Timers* over KFNF, Shenandoah, Iowa, and owner, V. P. McNall, has it: "It gives us all the business we can handle at the present time."

Beamed at a peak noon-day farm listening audience, the series features five members of the KFNF staff in old time fiddling, solos, duets, other musical combinations for listeners who enjoy the square-dance and folk ballads.

Radio is the only advertising provided for in the FARM SUPPLY budget. Commercials in the conversational vein create the effect of a family discussion, with the current emphasis on what new and used equipment is available for immediate delivery. Such information is supplemented with information on the care of machinery and forecasts obtained from various releases on new machinery.

AIRFAX: Series is aired Monday through Saturday, 12:15-12:30 p.m.

Sponsor: Farm Supply Company.

Station: KFNF, Shenandoah, Iowa.

Power: 1,000 watts.

COMMENT: When radio alone is given the entire sales burden, there's no and-if-or-but about results. Here's additional evidence for the records that radio can consistently, over a period of years, meet just such a challenge. While consistency in itself is an important factor, it can't in itself carry the entire burden of success. It also requires the right selection of time, station, program and audience.

Women's Wear

FASHION NEWS Skirts may be long or short, waistlines high or low, but since 1941, WPAY, Portsmouth, O., listeners have got their *Fashion News* from ATLAS FASHIONS. A ten-minute program designed primarily for women, the show is broadcast by remote control from the ATLAS FASHIONS Fourth Floor Radio Booth. Object: to create a fashion conscious clientele.

Comments William Atlas, president of ATLAS FASHIONS: "We find much interest in this program and we feel that we have an important listening audience. Certain commercials run in connection with the broadcast have brought almost instantaneous results."

News of feminine fashions is sometimes given in monologue, sometimes as dialogue between Sallie Ann, ATLAS personal shopper, and various members of the firm's staff.

Not one to put all its eggs in one basket, ATLAS FASHIONS also sponsors the 6:00 p.m. news, Monday through Friday. During the fall and winter months, it adds *Furs On Parade*, a quarter-hour, transcribed show to its schedule. Other shows come and go. Among them two half-hour programs, *Cavalcade of Swim Suits*, and eight quarter-hour American Legion shows. On August 5, 1946, ATLAS took on sponsorship of *Easy Aces* on a three-a-week basis.

Three brief *Fashion News* commercials give the build-up to specific departments, with the closing announcement weighted on the institutional side. *Example:*

"Atlas Fashions were established in 1895. This is the 52nd year that Atlas' have been catering to Scioto Anns. Whether the shadow you cast is large or small, short or tall, you'll find your special size at Atlas Fashions."

AIRFAX: First Broadcast: December 26, 1941.

Broadcast Schedule: M-W-F, 10:15-10:25 a.m.

Sponsor: Atlas Fashions.

Station: WPAY, Portsmouth, O.

Power: 250 watts.

Population: 53,304.

COMMENT: Specialty shops generally have found radio a successful advertising medium. As evidenced by the consistent and concentrated schedule, sponsor here is no exception.



JOHNNY ON THE SPOT

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

AROUND THE TOWN

On the theory that every station has a listening audience, the DENVER DAIRY COUNCIL elects not to overlook any bets. What it maintains on five Denver, Colo., radio stations is a daily schedule of spot announcements. Time selection is made on the basis of periods in which Hooper ratings give the various stations the largest proportion of available listeners. Says Bob Betts, BOB BETTS ADV. AGCY.: "This plan has been followed for several years and is highly successful in propagandizing the use of milk and other dairy products."

BASICALLY SOUND

War-time restrictions hit a great many businesses, but in Portland, Ore., one DODGE-PLYMOUTH dealer fought it out his own way. When JOE FISHER, DISTRIBUTOR, couldn't get any more new cars, he went out after used ones. KXL helped him get them and sell them. When the cars on the road began to wear out, he built up his service department. KXL pitched in to help him sell service. When the help situation took a tail spin, with a premium on skilled mechanics, he turned again to KXL. Again radio came through.

Comments J. O. Fisher: "Radio has been a tremendous force in the building of good will not only in Portland but in the outlying districts. Radio has helped us carry out a policy of good will and sound merchandising which has made our company the largest of its kind in

Oregon." Firm has used radio for over four years.

SALE'S THE THING

When *sales* are the object of an advertising campaign, the spot announcement is not unlike the lowly acorn. Great oaks grew in Portsmouth O., for two sponsors as the result of spot announcement schedules over WPAY.

The FAIRTRACE SHOE STORE, out of the business district, using WPAY as its only advertising medium, ran five spot announcements to be scheduled at the discretion of the traffic department, over a three-day period. Within the week following the first announcement, FAIRTRACE gave full credit to WPAY for selling over 500 pairs of play shoes. Approximate item advertising cost: 2.9 per cent.

Equally jubilant was BLACKBURN'S MARKET AND LUNCH, New Boston, O., which used WPAY as its only advertising medium, ran six one-minute announcements. Within 36 hours, BLACKBURN'S had sold 521 watermelons at \$1.75 each. Approximate advertising cost: 1.8 per cent.

SMOKE DREAMS

Long known as the home of expert pipe craftsmanship, the HOLT PIPE SHOP, Spokane, Wash., also sends HOLT'S original pipe mixture to smokers from the Jersey shore to California. Since 1908 it has remained in the same location. But in the summer of 1946, something new was added. That was radio, and KXLY. Intent and purpose: to increase business volume during the normally quiet summer months.

What Harry J. Lee had to put in his pipe, smoke: business volume for June \$400 greater than the same month the previous year. His comment: "The only thing I did differently was to use radio exclusively to advertise my products and services." At the end of the third month, sales had increased 35 per cent, with the spot announcement schedule getting the credit for increased volume.

SHOWMANTIPS

New program ideas
briefly noted.

Department Stores

SYMPHONY OF MELODY When *Symphony of Melody* goes on the air for T. EATONS, it's more than just another locally produced show from the CKOC, Hamilton, Ont., transcription library. An NBC-Thesaurus program, *Symphony of Melody* is now in its second year, six times weekly, 6:30-7:00 p.m., and in the interests of audience promotion, it rates newspaper display advertising which features the names of guest vocalists and the titles of musical selections to be heard.

Its good listener ratings, excellent audience response and sponsor satisfaction indicates the production care which begins with the theme music and follows through to the final commercial. This same attention to detail has been consistent on a week-day basis, year after year.

Commercial copy is of the service variety and sells EATON's as the store for service, with no direct merchandising attempted. Series is in charge of a key producer, with the music that of Allan Roth.

No exception to the CKOC rule is this series from the NBC-Thesaurus library. Now in its fifth year is *The Jesters*. With *Three Quarter Time* now in its fourth commercial year, it's a close second.

PHILO VANCE While *Philo Vance* specializes in the solution of crime and murder, he's no slouch when it comes to the solution of an advertiser's sales problems. That was the feeling of the STROUSS-HIRSBERG COMPANY, Youngstown, O., and as soon as the transcribed series became available, STROUSS-HIRSBERG signed on the dotted line for 52 weeks. Commercials stress items in the Men's Department, and a tie-in is also made with the Book Department, featuring the *Philo*

Vance series by S. S. Van Dine. Pictures provided by the producer, the FREDERIC W. ZIV COMPANY, were used in connection with WFMJ dummy mikes, as the basis for window displays when the series first went on the air. Counter displays and elevator signs were also a part of the build-up. Broadcast over WFMJ Tuesday at 8:30 p.m., the series is preceded by news, followed by music.

NAMES IN THE NEWS It was back in November, 1942, that the BOSTON STORE, Salt Lake City, Utah, released its first program over KUTA in its *Names in the News* series. Comments J. Ed Snyder, president of the J. ED SNYDER ADVERTISING AGENCY: "The program, after all these months on the air, has definitely proved its value, many, many times." Series is aired three times weekly, with the emphasis on the institutional approach. When the sales approach is used, particularly for specially priced women's ready-to-wear apparel, the announcements bring immediate and tangible results.

Hotels

DRAKE PRESENTS MARY BIDDLE Interviews with theatrical celebrities, other visitors to the Quaker City, is what the DRAKE HOTEL offers WFIL, Philadelphia, Pa., listeners three times weekly, with Mary Biddle to handle the mike chore. Series originates from the Ocean Room of the DRAKE HOTEL, 11:15-11:30 p.m., M-W-F. Hotel orchestra provides musical interludes, with bits of hotel gossip and theatrical news to flavor the program. Date of first broadcast: November 25, 1946.

Jewelers

JEWELS OF ENTERTAINMENT With the GEM JEWELRY COMPANY located as it is between two of the largest theatre in Texas, it had more than a passing interest in what went on in the theatrical world. With that tie-up, *Jewels of Entertainment*, a five-minute preview of one of the motion pictures soon to be seen at a local theatre, was a natural for GEM's sponsorship over KNOW. Aired five times

weekly, Monday through Friday, at 11:40 a.m., the series is beamed at the feminine audience. Commercials center around costume jewelry, usually run about 50 words each.

Men's Wear

SPORTS ANSWER MAN Listeners in doubt about the answer to any question pertaining to sports just ask the *Sports Answer Man*, alias France Laux, whose program is transcribed in St. Louis, Mo., from questions provided by KTUL, Tulsa, Okla., listeners. Answers to questions of interest to sports fans in the area are sent to KTUL for playback.

Series is aired over four stations by transcription, with Monday-Wednesday, 6:45-7:00 p.m., the KTUL schedule. Sponsor is CLARKE'S GOOD CLOTHES, long-time KTUL client and a pioneer Tulsa radio advertiser.

Program is divided into four segments, with time allowance for a *live* one-minute resume of local highlights on sports events.

Evidence of listener interest: an offer made five times of *Radio Football Games* brought listeners on the run and thousands of the gadgets were picked up at CLARKE'S during the next few days.

Promotion in behalf of the series includes store window displays.

Morticians

CHAPEL BY THE SIDE OF THE ROAD Because it was felt that listeners would respond to a brief period of morning devotional hymn singing, the *Chapel By the Side of the Road* was placed sustaining on the CKOC, Hamilton, Ont., schedule some time ago. John Seagle and other well-known hymn singers provide the music, and a brief verse is read each day. When the MARLATT FUNERAL HOME took on sponsorship of the ten-minute feature, Monday through Friday, 9:05-9:15 a.m., the show's format remained unchanged. Only additional copy: "*brought to you each day by the J. B. Marlatt Funeral Home*" at beginning and end. No other identification is used.

**TELL
GRANDPA—TELL
JUNIOR—TELL THE FOLKS
NEXT DOOR**



**MARTIN
BLOCK** IS COMING TO
WARNER BROS.
KFWB

Music Stores

YOUNG ARTISTS SERIES Amateur talent from the WDAY, Fargo, N.D., area, doesn't wither on the vine, thanks to the J. M. WYLIE PIANO COMPANY. New to radio, the sponsor had previously relied on newspaper advertising to cover its trade area, but results at the outset were such as to chalk up another satisfied user of the broadcast medium. Present plans: to continue the series indefinitely, possibly expand the series and add more radio to the advertising budget. Series is broadcast Thursday, 5:00-5:15 p.m.

Participating

COFFEE TIME To *hypo* 9:00-10:00 a.m. listening, disc jockey Al Maffie, WFEA, Manchester, N.H., uses a record give-away as a *Coffee Time gimmick*. Each week-day morning at 9:00, except Saturday, Al slots a record give-away. He first announces the name of the band or the featured vocalist, then spins the disc. It's up to some listener to identify the platter. Beamed at newly-weds, the five-minute segment has them on their toes, and usually before the record has spun three times, the three studio telephones

are jumping. There's a radio interview with the winner, and each winner is invited to stop at the station to pick up the record.

Photographic Supplies

CANDID CAPERS A combination of polka music and tips on good photography is what SCHLECHTEN STUDIOS, Bozeman, Mont., offered KXLQ listeners on a twice weekly schedule. Candid information about picture taking was based on a weekly series of radio scripts, *Radio Camera Club*, prepared by the EASTMAN KODAK COMPANY. The service is for the exclusive use of one station in a city. Scripts are mailed each Friday. No trade names are mentioned, but when sponsored by a photographic dealer, copy can easily be changed to name specific products. Continuity is more or less prepared for a five-minute program, with time allowance for opening and closing commercials.

Sustaining

JOB CENTER OF THE AIR Back in 1943 WEEI, Boston, Mass., got into the job-finding habit with a *Help Wanted* series designed to find workers to fill vacancies left by personnel dislocated by the national emergency. After V-J Day, with conditions reversed, series was revised to assist in job placement for veterans. Format of the show remained the same; a five-minute broadcast every afternoon listing job openings, and a half-hour Sunday morning broadcast. Ex-Marine, Art King, directs the series.

Sunday broadcasts are devoted to one particular business field, with a panel of two or three employers in that field to discuss all aspects of their operations. Brass tack discussions tell the veteran what jobs are open, include such pertinent information as salaries and requirements. When representative greenhouse and nurserymen appeared on the program, over 100 veterans were placed in that field within a week.

Veterans and representatives of the Veterans Administration also appear on the program. Placed in positions to date: 1,547 veterans.

HOW COMMERCIAL?

(Continued from page 166)

pated, was one dedicated to the San Francisco Harbor Day celebration during 1946. The San Francisco Chamber of Commerce reprinted several thousand *This Is Your Home* scripts in pamphlet form, and distributed them in conjunction with Harbor Day.

Popularity of *This Is Your Home* can be judged from considerable weekly fan mail and personal well-wishers, in addition to its 5.6 Hooperating average for 1946, which is higher than any other local Sunday morning program in the Bay Area.

This Is Your Home . . . almost a San Francisco tradition . . . has played an important part in furthering the SLOANE tradition in California.

SPONSORS COOPERATE

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listeners and advertisers, the management, a la JOSKE, dreamed up several local programs specifically tailored to the needs of specific local sponsors. That these programs met the needs both of the listening audience and of the sponsor is indicated by the fact that they were sold on the basis of station credo and rate card.

All commercial copy is written with an eye to the specific needs of each individual sponsor by one of a staff of 12 writers.

A success story? Yes! A success story with a moral. Good programming and a definite plan to improve local radio has its effect. Sponsors appreciate the fact that there is room for improvement in radio copy, and that a balanced program structure reflects to the individual advantage of each advertiser. To back up that fact, WELM can point to the fact that with 90 per cent of its minimum budget sold, only four of the contracts sold were of less than 52 weeks duration.



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RADIO SHOWMANSHIP

It's the businessman's independent source of radio information . . . and radio's established publication devoted solely to the much neglected business side of radio programming. Advertising specialists, business authorities and leaders in the field of radio present their experiences each month in this handy, pocket-size monthly publication.

REACHING THE MILK MARKET VIA RADIO—Keen competitive spirit among distributors and the need of reaching specific consumer groups brings producers of dairy products to the fore as leaders in advertising on the Philadelphia, Pa., scene says veteran time salesman, Harold Simonds, WFIL, who has five dairy accounts.

BLOCK PROGRAMMING—One solution for economically sound operation by independent radio stations is block programming, says L. B. Wilson, president and general manager of WCKY, Cincinnati, Ohio. System made WCKY lowest average cost radio station for advertisers from 8:00 a.m. to 8:00 p.m.

SUPER IS EXACTLY THAT—Super Cut Rate Drug Store, Washington, D. C., installs small record department, buys spot announcements on WWDC to promote it. As business increased, so did advertising schedule, and in six years, Super has built up a record business which includes its own recording company. It now has almost seven hours a week of WWDC broadcast time.



Other pertinent articles on selling merchandise through radio.



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TATIC: Radio gives an advertiser more business because it reaches more people, more often, and at less cost than other media!