

APRIL 1949

S Showmanship



PROGRAMMING FOR
BROADCASTERS • ADVERTISERS
AM • FM • TELEVISION • FACSIMILE

50c
56c IN CANADA

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Radio Promotes Shopping Center

How radio promotion can be used in advertising the new neighborhood shopping centers which are popping up all over the United States was the problem which confronted the Delaware Park Shopping Centre in Buffalo.

Shopping centers with full-fledged advertising programs were pretty scarce when David W. Bermant, president of the Delaware Park Shopping Centre, Inc., proposed such a program to the nineteen tenants of the Centre.

Bermant offered to subsidize his tenants' opening promotional effort in the amount of 33 per cent of the cooperative program. All the program had to do was tell local residents that "Della" was coming to town with bargains, free parking, and one-stop shopping for the prospective customers who lived in the north and west parts of Buffalo.

For spot announcements heralding the opening of the store, a transcription was made. The transcribed commercial was done by two announcers and declared that "Della Park" had everything. Included in the listing were various items such as: "Buttons and bows, bon bons and bank accounts . . . Cameras and couches, cranberries and can openers. Each of the nineteen stores was included in the commercial: "A dress from Schneider is very smart . . . Filters and film at the Camera Mart."

Transcription ends with a low whistle and . . . "That Della Park sure has everything."

To tie in with the radio promotion, a real, live "Della Park" had been employed to circulate among the Centre's patrons

during the week of the opening, rewarding each shopper who recognized her with a new dollar bill. This would also be advertised in newspapers and on television and would be restricted to one dollar—give-away every five minutes.

To publicize the opening ceremonies of the shopping center, WBEN, Buffalo, had its microphone set up on a wooden platform in the center of the mart's huge parking lot.

Later in the day WEBR, also in Buffalo, sent out a mobile unit from the station's downtown studios, announcing to its listeners that it was headed for "Della Park." During fifteen minutes of driving to the Centre's North Buffalo location, the motorized radio studio played recorded music and extolled the virtues of the new shopping center.

When the unit arrived at the Centre, the WEBR announcer, equipped with a "walkie-talkie" entered each store to interview shoppers. Impromptu discussions were sending favorable comments about the nineteen Centre stores over the air.

So successful was the promotional campaign for the Centre that crowds during the first few weeks overtaxed the Centre's 450-car parking facilities and hundreds of shoppers had to park their autos in vacant lots adjacent to the mart.

It was found that the Centre was drawing customers from every section of Buffalo and even surrounding towns. This was substantiated by merchants themselves who reported they were receiving inquiries from up to one hundred miles distance.

(Continued on Page 21)

This motorized billboard created the greatest number of advertising impressions per dollar expended



The "Find Della—Win a Dollar" contest stimulated public interest in the promotion of the Delaware Park Shopping Centre. A life-size "Della Park" rewards two shoppers with new dollar bills



"Della's debut" created greater public interest than most coming-out parties





Winners of weekly "Date with Music" contest, shown at dinner with Vaughn Monroe

Your Date With Music

AIR FAX: Record show with contest gimmick turns trick for four sponsors.

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

Sponsor: Cooperating

Station: WJEF, Grand Rapids, Michigan

Power: 250 watts

Population: 164,292

A cooperatively sponsored program with a musical twist now being broadcast over WJEF Grand Rapids, Michigan, is producing chords of harmony for its four sponsors. Results of "Your Date With Music," half-hour feature heard Monday through Thursday on the CBS affiliate, are proving more than satisfactory to the four

sponsors who together pay the costs and offer the prizes on the show.

"Date With Music" theme idea serves as background for the commercial messages read throughout the show. Commercials on behalf of each sponsor are read each night. Sponsor advertising is written into the script itself tying in the services of the sponsors with the theme of the program.

An evening's entertainment for two, offered absolutely free, is the prize feature of the show. Participants must enter one of the weekly letter writing contests on the subject of the writer's favorite band or vocalist. Entrants write a fifty-word letter telling just why that particular performer is their favorite. For variety's sake, the contest varies occasionally from leading

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"This Day" newscast advertises
Monroe Chevrolet dealer

NEWS SELLS CARS

Take a small Southern town minus a daily newspaper and a foresighted businessman who saw the possibilities in radio advertising of his product, and you have the story of a good commercial show with high listening quality.

Monroe, North Carolina, is a small town of ten thousand people, situated almost on the border of North Carolina. Since there is no daily newspaper, the only real advertising medium comes to the merchants of Monroe in the form of radio station WMAP. One of the first local businessmen to sense the possibilities of a complete local dissemination of news was the town's Chevrolet dealer, H. H. Day, owner of the Quality Chevrolet Company.

"This Day," a half hour radio news program broadcast six days each week at

AIR FAX: Car dealer uses radio newscast to sell more cars and car accessories in small Southern town

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

Sponsor: Quality Chevrolet Company
Station: WMAP, Monroe, North Carolina

Power: 250 watts

Population: 10,000

6 P. M., and the Quality Chevrolet Company jointly and literally swept Monroe.

Spotlighted on the program are local news, state news, women's news, and international news in that order. Commercial messages are aired at beginning, middle,

(Continued on page 24)

MORTUARY SPONSORS MUSIC PROGRAM

Air Fax: Radio, newspaper tie-in shows results in advertising services of mortuary.

First Broadcast: Summer, 1933

Broadcast Schedule: Sunday, 9:45 A.M.

Sponsor: Joseph William Taylor Memorial Mortuary

Station: KDYL, Salt Lake City, Utah

Power: 5,000 watts

Population: 190,000

Preceded by: Church of the Air

Followed by: News



Mrs. Charles Asher Beck, sponsor of "Golden Melodies" aired on KDYL, Salt Lake City

How to advertise the services of a mortuary in a dignified yet appealing way has been solved through use of the radio medium by the Joseph William Taylor Memorial Mortuary in Salt Lake City..

After sixteen years of successful radio advertising, Mrs. Charles Beck, daughter of the founder of the Taylor Mortuary tells how she decided radio was the only solution in getting everyone in the community to know about their business.

"There was a time," Mrs. Beck says, "when everyone in the vicinity knew my father and his business. But by 1930 there were a lot of newcomers—a whole new generation was growing up in Utah—who had never heard of us."

It was difficult, at first to decide if radio was definitely the medium to advertise the mortuary. Mrs. Beck's grandfather had been appointed by Brigham Young, president of the Church of the Latter Day Saints, to establish a funeral home. Her father developed it on a commercial basis quite aside from the church affiliation developed by his father.

Mrs. Beck felt it difficult to weave the proper advertising medium into this pattern of operation. Finally, she bought a quarter hour of transcribed music on KDYL.

That initial attempt at radio advertising was followed by a different transcribed program, "Miracles of Faith," which promptly brought two letters from individuals who had listened to the program every Sunday and told the sponsors how much spiritual satisfaction they had derived.



Harold Jenson of the Sons of Utah Pioneers interviews one of his pioneer guests on the Joseph William Taylor Memorial mortuary program "Golden Melodies." His guest is 100-year-old Mrs. Anne Milne. Pioneers are interviewed on the program each week

That decided Mrs. Beck on her course of advertising action for the next sixteen years. She found it was inevitable that if the Joseph William Taylor Mortuary could bring comfort to people in their daily living, the family would come to that mortuary in the time of bereavement.

At the time the original broadcast had its inception, Mrs. Beck established one policy in her radio time buying from which she has never deviated. Taylor Mortuary programs must always either precede or follow a news broadcast.

During the period of a decade and a half through which radio has been used to advertise the services of the Taylor Mortuary, a variety of formats have been scheduled. There has been a quarter hour of Biblical readings, a fifteen-minute segment of live organ selections, dignified transcribed music.

Only program time has been used. Spot announcements were never scheduled because it was felt they could not fulfill the basic purpose of the Taylor Mortuary

viewpoint—that of bringing happiness to listeners.

In 1946, Mrs. Beck hit on the formula which she considers the best one ever devised for advertising the Taylor Mortuary. It is this series which is still in use over KDYL three years later.

That year, the show featured transcribed music. Mrs. Beck began augmenting her radio promotion with a series of small advertisements in *The Desert News* around the theme "Remember When?" Plans were underway at that time for the Utah Centennial in 1947 and this series of ads was designed as institutional copy which identified the mortuary with pioneer days. Copy was written by Harold Jenson of *The Desert News* staff.

It was here that Mrs. Beck found the all-inclusive success formula she was seeking. Her KDYL radio copy was calling attention to the Joseph William Taylor Mortuary as the pioneer mortuary.

Now all she had to do was combine her
(Continued on Page 29)



Marybell, sparkling star of
"Chuck Wagon Serenade" on
WTAR

GIRL EMCEES SHOW

Air Fax: Hillbilly disc-jockey show is sparked by spontaneous humor of nineteen-year-old girl emcee.

First Broadcast: November 28, 1948

Broadcast Schedule: Saturday, 12 noon to 12:30 P. M.

Sponsor: Participating

Station: WTAR, Norfolk, Va.

Power: 5,000 watts

Population: 144,332

Preceded by: Lora Lawton

Followed by: ESSO News

A disc jockey show with a slightly different musical beat is the four-star offering of station WTAR, Norfolk, Virginia.

"Chuck Wagon Serenade" is a hillbilly platter-spinning show which features transcribed and recorded western talent with "Marybell" as emcee.

"Marybell" is the nineteen-year-old redhead whose sparkle and personality lights up the whole show. "Marybell" grew up in a large family on a North Carolina farm. She brings to the program a spontaneous sense of humor that reacts to all situations. And she has a natural faculty for ad-libbing appropriate comment, whether it be for introducing music or interviewing such celebrities as Minnie Pearl of "Grand Old Op'ry" fame.

Commercials are on a participating basis and the show is so popular with local sponsors that at this point there are no

(Continued on Page 29)

Jackpot Show Gains

Audience Response

AIR FAX: Jackpot show with new musical identification angle sells more merchandise for home product manufacturer.

First Broadcast: June 19, 1948

Broadcast Schedule: Saturday, 1:30 P. M.

Sponsor: Stallworth Pine Products Co.

Station: WABB, Mobile, Alabama

Power: 50,000 watts

Population: 78,720

Capitalizing on the latest craze for give-away contest shows, WABB in Mobile, Alabama is airing a quiz show which is making its sponsor what might be termed jackpot happy as a result of the tremendous audience response it has received.

"Try and Get It," which made its debut on June 19, 1948, which, incidentally was the first day WABB began operations, is sponsored by the Stallworth Pine Products Company. The sponsors manufacture "Sproco"—a gum turpentine product with varied uses in the home. During its months of broadcasting, the show has been hailed as the outstanding quiz program in Mobile. And it's all because of a new gimmick devised by the originators of the show.

One innovation is identifying music by the titles played. The ingenious idea, however, is the correct answering of questions based on a dramatic scene which outlines dialogue, sound effects, and music. This is no toy for infants to play with. It is a

clever, thought-provoking game of skill and it has aroused a lot of favorable comment from thinking people.

Format of the show calls for a telephone call to be made from the stage of the theatre studio of station WABB where the show originates. Usually there is an audience of approximately two hundred people.

Telephone call is made to a listener contestant selected at random from a purposely re-arranged telephone book. Actually, there are two jackpots. One is the studio quiz jackpot for the studio audience and the other is the listener jackpot for listener contestants.

Contestants for the studio audience quiz are selected before the broadcast by means of audience applause. A contest winner finds it quite possible to reap a large harvest in gifts if he knows the right answer to the right question. One lucky winner, for example, recently hit the jackpot on the Famous Mobilian listener jackpot. Question required the listener to correctly identify a famous historical personage of the Southland by means of a dialogue and sound effects scene. Rewards received by the Mobilian who got the answer and got it right totalled \$175.00 in gifts.

Each time a jackpot is awarded, a new one is instituted the following week. Gifts distributed have included General Mills Tru-Heat Iron, a set of Roseville vases, Miller's Forge Manicuring Set, Elgin American Compact, Clopay Drapes, Lord Harwood Gold Watch band, Gold-filled Cigarette Case, and Marvlo Fabrics.

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SHOWMANSHIP

Air Fax: Announcer who starts collecting string also collects new listeners

Station: WFBR, Baltimore, Md.

Power: 5,000 watts

Population: 859,100

How a casual remark can snowball into an audience-building promotion maneuver is being proved by the experience of two Baltimore announcers who did a bit of ad-libbing over station WFBR.

It all began when Jim Crist was reading a commercial message for morning listeners on his "Morning in Maryland" show a few months ago. He happened to remark that he heard his brother, "Creampuff," scraping in the trash of the waste paper basket. Brother Jim was moved to comment that his brother "Creampuff" saved things. Said Jim sardonically, "Creampuff saves old heels, broken false teeth . . . everything, even string."

So people began to send in string and "Creampuff" started winding it. From a little walnut-sized ball it has grown into a gigantic orb four feet in circumference.

Right now "Creampuff" will not claim that every Baltimorean is vitally devoted to the cause of building his ball of string. Probably the greatest number of people are curious about what he is going to do with it when he gets tired of winding it.

Meanwhile, listenership for the two brothers' program is zooming. Of course, "Creampuff" winds string all morning while records are being played on the show "Morning in Maryland."

"Creampuff" says, "It's all string—not even any rope or old newspapers are hidden inside the ball." People just look aghast at "Creampuff's" new possession and ask him if he ever gets tired of winding it.

One morning "Creampuff" did get so tired of winding his ball of string that he made a mistake. One of WFBR's announcers volunteered to help "Creampuff" wind. When "Creampuff" came back to see how the situation was developing he

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Brother morning act on WFBR is winding up ninth week on ball of string. Jim Crist started stunt when "Creampuff" (right) was rummaging in waste basket

ON WFBR

Air Fax: Radio show performs worthwhile public service in quadrupling funds it collected for 1949 polio drive.

Station: WFBR, Baltimore, Md.

Power: 5,000 watts

Population: 859,100

Using the incentive system to guarantee results, "Club 1300," broadcast over WFBR, Baltimore, ran up more than \$45,000 in its two weeks campaign for the Infantile Paralysis Foundation this year.

Emcee Henry Hickman, by use of his "Stairway of Dimes" gimmick, quadrupled the amount raised in the 1948 drive. He used the same system which gave him national recognition in 1948.

Hickman was nominated Chairman of the March of Dimes Card Committee. A return-address coin-card for the "Club 1300" program was organized by the committee to make it easier to handle incoming contributions. This plan was

the one which had the greatest effect on the 1949 total of funds. None of the cash estimated in the "Club 1300" total of receipts was pledged; it was all silver or greenbacks put immediately into the hands of the Maryland committee.

In 1949, Hickman repeated the successful 1948 pattern of a crippled child climbing the stairway to health. Repetition was desirable, Hickman felt, because it created listener incentive and also because it gave the audience something tangible for its contributions.

Each day of the drive a cut-out of the crippled child was moved up one step, each step representing such polio aids as crutches, finger machines, wheel chairs, massage tables, deep heat lamps, resuscitation equipment and portable iron lungs.

Daily the total of contributions was estimated in terms of specific aids which help victims of polio to recover from the crippling effects of the disease.

Showing those tangible evidences of contributions—using that incentive system of carrying the crippled child up the

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Henry Hickman of WFBR's Club 1300 introduces guests to his local audience. Show packs 'em in every day



STORE PROGRAM

Air Fax: Department store institutional advertising brings merchandising success, plus 1949 NRDGA grand prize award.

First Broadcast: October 15, 1947

Broadcast Schedule: Monday through Saturday, 12 noon.

Sponsor: The Hecht Company

Station: WGAY, Silver Spring, Md.

Power: 1,000 watts

When the Hecht Company decided to open another store only six miles away from its main shop in Washington, a radio program was considered the best medium to establish in quick time the Hecht Company, Silver Spring, as a community service store. The Hecht Company in Washington had long had that reputation.

"Community Reporter" was conceived as the answer to the kind of program most desirable. During its time on the air,



Left to right: Milton Shlesinger, operating manager, The Hecht Company; Ernie Tannen, "Community Reporter;" Einar Christensen, president of Silver Spring Board of Trade; Joseph L. Brechner, general manager, station WGAY

This is the story of how radio station WGAY, Washington, D. C., and the Hecht Department Store built a daily fifteen-minute radio show into a powerful public relations medium and a merchandising success.

This is also the story of how a WGAY program "Community Reporter" came about winning the 1949 National Retail Dry Goods Association grand prize award.

has developed community feeling. Just as vital, however, is the fact that "Community Reporter" has proved a superior advertising technique.

With General Manager Joseph Brechner and Program Director Ernie Tannen already familiar with the civic, social, and women's club pattern of the area, they developed the format for the show which went on the air October 15, 1947. Since

WINS GRAND PRIZE

the inception of the show, that format has never been altered.

Attracting the largest listening audience possible was the factor always kept in mind as the format was developed. The program was designed especially to keep Montgomery and Prince Georges counties' trading area of 300,000 people completely informed of important community developments. The "Community Reporter" program planned to feature local news in the strictest interpretation of the word LOCAL

James Rotto, sales and publicity director for The Hecht Company, receiving award from Maurice Mitchell, NAB Director of Broadcast Advertising



With news as an opening feature, the program next developed a series of interviews with the counties' outstanding civic, cultural, political, and business leaders. This daily feature represented nearly every bona fide organization in the two counties. In the seventeen months the show has been on the air, 350 guests have been interviewed.

While the show was developing that community reputation for the Hecht Company, it was also boosting sales for the store.

One contributing factor to the effectiveness of radio advertising as far as the store is concerned is that there are no daily newspapers in the community. The absence

of any papers other than the Washington sheets made the WGAY show an excellent advertising medium.

Copy during the first three months of broadcasting was largely institutional, but then a policy of advertising specific items was begun.

Frequent tests on articles advertised through no other media have proved the program's selling power. Opening and closing items remain institutional in approach with a news-boy chant serving as background color. The middle commercial announcement is the only selling message.

But the local interest stirred up by the appeal of the show has created a large

(Continued on Page 31)



Air Fax: Telephone request show aimed at housewives sells more merchandise for sponsors of spot announcements.

Broadcast Schedule: Monday through Saturday, 1 to 2 P. M.

Sponsor: Participating

Station: WCSI-FM, Columbus, Ind.

Power: 31,000 watts.

Population: 11,738

Popular Afternoon Show

American housewives come in for their share of radio attention with a new afternoon telephone request show being aired over WCSI, Columbus, Indiana.

"Platters for Your Pleasure" is one of the most popular afternoon shows in Columbus both for sponsor and listener. Originally titled "Housewives Prom" the show has been given a shot of rejuvenation and sparkle which has made it number one on the town's hit parade.

Changes which sent sponsor rating of the show zooming featured making the program into a participating broadcast, selling one minute spots within the body of the show, instead of using the old fifteen minute segments.

Gamble Stores, one of the sponsors of "Platters for Your Pleasure," found that

radio promotion on the show spelled out immediate merchandising success for their products. After using spots on the platter show for only a little over a week, Gamble Stores traced the sale of four or five refrigerators directly to this show. This was the first time Gamble Stores had used radio as an advertising medium. Results of the initial tryout have demonstrated to this sponsor the far-reaching effectiveness of radio advertising.

All other sponsors who have signed up for time on the "Platters for Pleasure" show are getting the same kind of results. There is a guaranteed listening audience. That fact is evidenced by the never ending telephone calls that come into the show each day.

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SHOW BOOSTS SALES

AIR FAX: Women's show boosts sales for local stores who sponsor program.

Broadcast Schedule: Monday through Friday, 9:30 A. M.

Sponsor: Cooperating

Station: KFXJ, Grand Junction, Colo.

Power: 1,000 watts

Population: 12,479

for the homemaker. And the sponsors who are behind this show all have household wares to offer or home needs to meet. Types of businesses now using the program include a drug store, grocery store, furniture account, photographic studio, florist, and houseware firm. When "Domestic

Mrs. Henrietta Hay who conducts activities on "Domestic Diary" over KFXJ, Grand Junction, Colorado



A well-rounded program for women, which covers all the territory from fashion modes to child psychology, is also covering a lot of advertising ground for the six cooperating sponsors of the show.

Broadcast over KFXJ Grand Junction, Colorado, the show is titled "Domestic Diary." This is a switch from the original name, "Radio Neighbor," with which the program began. The feature has a five-day thirty-minute schedule, running Monday through Friday at 9:30 A. M.

Time element of the broadcast is good

"Diary" is aired the housewife is usually tuned in and when she listens to "Domestic Diary" she likes what she hears.

Feature is offered on a participating basis with a maximum of six sponsors so that copy length will not exceed the amount allowed by the N. A. B. Standards of Practice. All sponsorship on individual broadcasts is limited to non-competing firms.

Spark-plug behind the show is Mrs.

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AIRING THE NEW

New Department Store Series Features Washington Hostess

Inaugurating a new series of Monday broadcasts in February, WOL-Washington's "Luncheon with Bab Lincoln at the Mayflower" featured as special guest Mrs. George Mesta, leading diplomatic hostess in the nation's capital. Held weekly in the Mayflower Hotel's fashionable Lounge, the broadcasts are sponsored by Jelleff's, leading Washington department store.

Simultaneously Jelleff's presents a weekly fashion show in the Lounge, in connection with the WOL show.

Conducted by Bab Lincoln, well-known capital hostess, the Jelliff society show features human-interest interviews with diplomatic wives and famous professional and business women.

WOL-Mutual's Doug Mitchell announces the shows.

Book Blurbs on KYW

Two book publishers, The Greystone Press and William Wise Publishing Company, have scheduled quarter-hour programs on KYW, Philadelphia.

William Wise will sell their Sewing and Handicraft Books on Mondays, Wednesdays and Fridays from 11 to 11:15 A. M. in a transcribed program entitled "Get More Out of Life," featuring Jane Jordan with tips on sewing, decorating and general housekeeping hints.

Greystone, for Fix-It Books, will use a quarter-hour transcription, "Do It Yourself Club," with Ben Grauer, at 12:05 P. M., Saturdays.

New WBZ In-School Series

"The Magic Book," a new dramatized series of famous New England people, was heard for the first time during February as a part of the in-school listening series broadcast daily by Westinghouse Stations WBZ, WBZA and WBZ-FM in Boston.

New series features little-known facts about such well-known New England personalities as Nathan Hale, Richard E. Byrd, Oliver Wendell Holmes, Paul Revere, Norman Rockwell, Calvin Coolidge and Louisa May Alcott. Other famous Americans with a New England tie also will be included in the series.

"The Magic Book," written by WBZ-TV producer Ralph R. Giffen, is broadcast each Tuesday morning at 9:45 as a part of the "Listen and Learn" series, which has a weekly classroom audience of over 200,000 teachers and students.

Arthur Fiedler's Friday series, "Classroom Concert," is taking a "Musical Journey Around the World" during the second semester. Mr. Fiedler's first semester discussions dealt with the individual instruments making up a symphony orchestra. The "Musical Journey" will highlight music which is typical of the countries visited.

New Show on KWK

Monday, February 7, marked the inauguration of a new type of question and answer program on Station KWK, St. Louis. Designed especially for the younger set, it is called the "Tom Dailey Show" and features KWK's popular personality, Tom Dailey, as the man who knows all the answers. This show ranks high in educational value for the children of school age and proves very interesting listening for the grown-ups.

Questions are submitted by boys and girls in the age group eight to eighteen and cover any variety of subjects including sports and homework to general information. KWK airs this new program at 5:15 every Monday, Wednesday and Friday.

"Experience Speaks" on WGN

People from all walks of life will tell their own true life adventures in a new program, "Experience Speaks," on WGN Friday from 7 to 7:30 P. M.

Lanny Ross, WGN-Mutual singing star, will inaugurate the series by introducing a young double-talk specialist he discovered in New Guinea while on a duty as an Army major. His protege, Don Knotts, will do a take-off of a sports announcer in action.

As second guest, he will present Mrs. Thelma Pratt, who will tell of her reactions to the experience of discovering oil on her property just before she completed plans for offering her seven children for adoption because she was unable to support them. Aaron Weiss, an amateur escapologist, will be the third guest.

In addition to guests appearing on the programs, a forum discussion will be held each week. The first topic will be "Should a man give up his seat in the bus to a woman?"

Hendrick Booraem is producer-director of the series.

"House Party Time"

South Jersey Saturday night house parties are receiving musical salutes from WMID Atlantic City on "House Party Time," sponsored by local Clicquot Club distributors and the Kramer Beverage Co.

Listeners who inform the station of socials receive a case of Clicquot Club from Kramer. The program consists of recorded music handled by Bob Brown.

Women's News Program

A half-hour news program dedicated entirely to features of interest to women began over WDRC, Hartford, Monday, March 7, on a daily basis. The new show is entitled, "You and Your Home," and features fashions, beauty and household hints and other items of interest to the distaff side. Show time is 3:30 P. M.

MGM-WMGM Tie-In

Radio Station WMGM weekly will air six hours of features direct from Hollywood and is preparing nation-wide syndication of these programs if the project finds popular favor.

Programs slated for WMGM's potential listening audience of more than 15,000,000 people include the "MGM Theatre of the Air," a one-hour weekly adaptation of MGM pictures with MGM players starring; "Good News from Hollywood," a three-times-weekly program, featuring George Murphy in fifteen minutes on the human side of the film colony; "Hollywood, U.S.A.," a five-times-a-week fifteen minute series with Paula Stone in special occasion broadcasts and interviews from focal points in Hollywood; "Crime Doesn't Pay," a radio version of the screen series in half-hour weekly installments; "At Home with Lionel Barrymore," five fifteen-minute early morning broadcasts; and "Personalities on MGM Records," scheduled for one half-hour weekly.

Paula Stone will direct under the guidance of Ray Katz, WMGM Program Director, and the entire project is under the supervision of Les Peterson of MGM.

Commentator-Newscaster

"Come On and Hear" on WFBR Baltimore will feature Holmes Alexander, Washington columnist, and local newscaster, Lou Corbin on a Saturday news series at 10 P. M.

National outlook will be analyzed by Mr. Alexander, prominent Maryland novelist, biographer, and journalist, who currently authors a column on national and international affairs which is distributed by the McNaught Syndicate.

Lou Corbin, who daily rounds up the 6 P. M. news on WFBR, will supply the significant news in this weekend round-up, to be analyzed from the Washington vantage point by Commentator Alexander.



SHOWMANSCOOPS

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

Instead of usual birthday cake, candle in bottle is lighted by H. Tracy Balcom, Jr., president of the George Wiedemann Brewing Co., Inc., Newport, Ky. Celebration marks first anniversary of Amber Room program of tea-dancing over WKRC, Cincinnati. Others present from left to right are: Oscar Beatty, Wiedemann sales manager; H. E. Fast, WKRC manager; Edmund Strauchen of Wiedemann's advertising agency, Strauchen and McKim



The American Foundation for the Blind has honored Ethel I. Parker, commentator on the program over WLAW, "News and Notes for the Blind" for the past eight years with a certificate of outstanding merit for rehabilitating scores of blind persons with her unique psychological and training program. She is shown with Arthur Flynn and James Mahoney



Determination of Len Allen, disc jockey over KLO, Ogden, Utah, to boost contributions to polio campaign, made him offer to wash a day's dishes for any local resident who would donate \$25 check. Picture shows him carrying through grimly after that amount was contributed by H. L. Crane, a restaurant owner. As he attacks stack of dishes, Beulah Packham and Herman and Vance Crane stand by as "supervisors"



Above photo shows "The Hungry 7 in Action." Here is one of the acts of the "Search for Talent" show which visits northern Alberta, Canada towns every Saturday night. Proceeds of the three-hour program go to aid in treatment of crippled children in northern Alberta. Air time and complete broadcast facilities are contributed by CFRN in Edmonton, Canada



Don Bell, disc jockey on KRNT, Des Moines, will go along with a gag. So will the Charioteers, as evidenced above. Making a guest appearance at a Des Moines supper club, the singing quartet showed up with a giant-sized diaper and a huge safety pin. These, along with Bell, provided props for their well-known arrangement of "Chi Baba, Chi Baba" all to the delight of the audience



CONTESTS

KYW Limerick Awards

A weekly limerick contest for listeners to focus attention on the station, its personalities and towns within its coverage area is the feature of Ruth Welles' "Home Forum" aired over station KYW, Philadelphia.

Each day for four days, a line is read to listeners. Winner of the previous week's contest is announced each Wednesday. Prize is a year's supply of Mar-Clay nylon hose for the best entry.

A mythical character, Limerick Lou, is heard each day via transcription calling attention to the contest. Example of that personality plug is:

*"You all know our charming Ruth Welles
Who appears on this program and tells
All household affairs
And her sponsors' good wares
....."*

Future limericks will play up facts about KYW, the Philadelphia Westinghouse station or mention specific towns in the area.

Heartbeat Contests Means Fund and Fun

Combining public service with prize thrills for the public is what is happening with the "Mr. Heartbeat" contest being sponsored by station WGN, Chicago.

Object of the contest, being conducted in conjunction with the Chicago Heart Association's 1949 campaign for funds, is to identify the mystery man with the clues being offered.

A host of prizes now totalling approx-

imately \$10,000 in merchandise value, will go to the WGN listener who wins.

Regulations for entering the contest provide that listeners must complete the jingle rhyme and sent their entries, either with or without contribution to Mr. Heartbeat.

That jingle is:

*"A worthy cause we all agree
Dada dada dada dadee."*

Prizes included in the jackpot of awards range from a Hot Point electric dish washer with garbage disposal unit and cabinet sink to a complete set of architect's plans, drawings, specifications, and blueprints for a \$20,000 "heart house" by the Chicago architect, James Eppenstein.

WQXR's "Home Music Quiz"

A quiz program strictly for home consumption, requiring neither telephone nor studio participation, has been launched by WQXR.

"The Home Music Quiz," scheduled for Mondays, Wednesdays and Fridays from 2:45 to 3 P. M., gives the listener a chance to identify selections by postcard.

In addition, the listener is asked to submit a rhyme including the words "WQXR" and "The Best in Music." Entries correctly identifying the music will then be judged for the best rhyme and winners will receive tickets to Radio City Music Hall.

"Ideal Program" Contest

A contest featuring the theme of an "ideal program" has been initiated by John Ball, disc expert on station WOL, Washington, D. C. Washington listeners are to name the popular and semi-classical selections they would include in their version of an ideal record show.

Each day five winners will be invited to share the WOL microphone with Ball and help produce their own winning shows, using records chosen from Ball's personal collection of 15,000 discs. Record album sets will be awarded to the finalists.

Contest Winner Gets Trip to Italy

In cooperation with Pan-American Airways and RCA-Victor singing star, Perry Como, WPEN, Philadelphia, is conducting an essay contest. First Prize is a Pan-American Airways flight for two to Lake Como, Italy, with a two-week stay there as guests of the Italian government.

Details of the contest are aired each day on WPEN's record show, the "950 Club" by emcees Joe Grady and Ed Hurst, following the playing of Perry Como's record release "Far Away Places."

Local Philadelphia winners will receive a variety of prizes, including a cedar chest, a gold watch band, a wallet, a pen and pencil set, together with Perry Como record albums.

First local prize winner automatically becomes eligible for the national prize—the trip to Italy for two.

Songwriters Get Chance

Ambitious songwriters are being given a chance to submit a signature theme for use on disc jockey show "Strong's Corner" broadcast from 12:30 to 1:30 P. M. each day over WINX, Washington, D. C.

Jerry Strong, the show's platter spinner, together with Fran Warren, Barbara Belle, Buddy Johnson, and Gene Williams will judge the winners. Prize will be a silver cup, regular writer's royalty, accredited publisher's contract and a waxing of the song made by Gene Williams' orchestra to be played as sign on and off theme on the show.

Bowles Bows in Program

WDRG Hartford will inaugurate a ten weeks' interview series under the sponsorship of the Connecticut State Employees' Association on employees' problems.

Governor Chester Bowles and Bernard McCusker, executive secretary of the association, was the first to be interviewed on Saturday, March 5, at 5:55 P.M. Interviews in the series will be conducted by Jack Zaiman, Connecticut legislative and political writer.

SHOPPING CENTER

(Continued from Page 2)

Tied in also with radio advertising were the "teaser" ads run each day in both city-wide daily newspapers. Motorized billboards and two-minute television commercials also were included in the promotion.

At the conclusion of the promotion, a poll was taken to determine the effectiveness of the various media used. Some form of advertising had been seen by 99 per cent of the shoppers interviewed.

Here is a other case where carefully planned, cleverly integrated, and smoothly executed promotion techniques have put a new business on the merchandising map.

SHOW BOOSTS SALES

(Continued from Page 15)

Henrietta Hay who conducts all activities. Mrs. Hay is wife of the Chief Engineer at KFXJ and before the inception of this show she had never appeared on the radio professionally.

She has always had a keen interest in community affairs and has been closely associated with the work of the Parent-Teachers Association. As a homemaker and mother of two children, KFXJ felt her practical experience made her a competent choice for Director of Women's Programs. This, along with the fact that Mrs. Hay has a terrific microphone personality, has given "Domestic Diary" a quick push up the popularity ladder.

Anything from style news to short cuts in home-making may be the topic for discussion on Mrs. Hay's show. "Domestic Diary" slates for its program format varied entertainment. There are numerous guests who appear in interviews on the programs. These may be local personalities or visiting luminaries from out of the city.

Program is well-integrated and there is carefully selected music for additional listener appeal.

With a well-rounded program of personalities plus good music plus a sparkling woman commentator, "Domestic Diary" has secured for its six cooperating sponsors a highly listenable show at low advertising cost to them.



SHOWMANSHIP IN ACTION

WMGM Adds New Station Breaks

Something new is being added to the daily 20-hour program schedule of station WMGM, New York. New station breaks featuring voices of Metro-Goldwyn-Mayer's featured players will mark another step forward in the WMGM plan to integrate MGM stars in its revitalizing program.

Station breaks, recorded on the West coast, will star various types, lasting from 10 to 30 seconds. Among MGM personalities who will be heard are: Jimmy Durante, Red Skelton, Frank Sinatra, Deborah Kerr, Betty Garrett, Janet Leigh, George Murphy, Van Johnson, Donna Reed, Peter Lawford, Gene Kelly, Keenan Wynn, Esther Williams, Claude Jarman, Arlene Dahl, Lionel Barrymore, and Edward Arnold.

●

WIP Offers Aid in Transit Strike

When a transportation strike strangled Philadelphia traffic recently, station WIP offered free use of its broadcasting facilities to heads of 250 industrial firms and commercial organizations in Philadelphia and southern New Jersey. The offer was for the purpose of acquainting their employees as well as the public with information which would lessen the distress caused by the strike to the 300,000 persons employed by those firms.

Station special events personnel were augmented by other staffers and an information headquarters on the strike situation was set up and staffed.

Pennies Mount High in Polio Campaign

WPAY, Portsmouth, Ohio, came up with a new and profitable plan during the recent campaign for the March of Dimes.

Gimmick used, "Pennies from Benny" collected a total of 70,089 pennies, or over \$700 for the National Foundation for Infantile Paralysis.

By taking its "Jack Benny Vault" to city and county schools in the area and soliciting mail contributions for three weeks, WPAY piled up a public service record worth noting.

First shipment of 23,526 pennies was sent to Washington, D. C., in the "Benny Vault" so it could be put aboard "Benny's Wagon" when it arrived in the capital. The local Railway Express Agency provided the vault and arranged shipment.

City and county schools cooperated in the drive with pupils having contributions ready when WPAY staff members visited schools with the "Benny Vault." Highland School, Nauvoo Elementary School and Portsmouth High School collected close to \$40 each for the largest donations.

Biggest single job of soliciting was done by the "Housewives' Request" program, aired five times weekly and emceed by Bill Dawson. A total of \$365 was sent in to that show alone.

Radio promotion for a good cause turned the trick for campaign sponsors when WPAY and cooperative listeners realized the value of the product on the market.

●

Girl DeeJay Bows

Mary Coleman, 15-year-old daughter of the Mayor of Hartford, Cyril Coleman, made her debut as a disc jockey over WDRC, Hartford, Saturday, February 12. Station Manager Walter Haase set aside a 15-minute "dream" show period for Mary, who disc-jockeyed her way through four records. The girl expressed a desire in a newspaper interview to be a disc jockey, and Haase offered her the opportunity. The Mayor himself got almost as much a kick out of the developments as his daughter did.

Disc Jockey Works for Polio Funds

A Cincinnati radio disc jockey went all out to devise a scheme which would boost contributions to the 1949 polio drive. The scheme worked.

Bill Dawes, platter-server on "Make-believe Ballroom," offered over WCKY, came up with a "Dawes-for-a-Day" scheme by which he took over the household duties of the Greater Cincinnati lady able to collect the most for the March of Dimes in her neighborhood. Dawes' offer included doing the winner's housework, laundry, and even entertaining her favorite group of friends.

Dawes made sure the winner's breakfast dishes were cleaned, the kitchen floor scrubbed, and all other chores performed.

All funds collected during the competition were added to Dawes' general fund raised by getting listeners to request songs for a "dime a tune" during the polio campaign.

KXOK Farm Editor Pushes Time Change

A two-year radio campaign to nationalize Daylight-Saving Time by Charles Stookey, Farm Editor of station KXOK, St. Louis, has earned him mention in the Washington Congressional Record.

When the Daylight-Saving ordinance was first enacted in St. Louis in 1947, Stookey wrote to Congressman Melvin Price of East St. Louis, Ill., to push his project.

On Stookey's morning broadcast of "Town and Country" Congressman Price's reply was aired. Listeners were asked for their opinion regarding the time change.

Letters from all sections covered by the KXOK microphone poured into Stookey's mailbox and were forwarded to Washington. Stookey's remarks and the Congressman's reply were read before the House of Representatives.

A transcript of Stookey's broadcast was entered in the Congressional Record of Feb. 21st.

YOUR DATE

(Continued from Page 4)

orchestra to top-rated girl singer or baritone. In general, however, the format remains the same each week.

During the first thirteen weeks the program was on the air, the mail response was excellent. So enthusiastic was listener interest and sponsor satisfaction that the contract for broadcast of the show was renewed. Results had satisfied all four sponsors so that when the first thirteen-week cycle expired, all of them renewed the series for another period.

Program format itself consists of recorded and transcribed music. Included are selections by the musical performer chosen by each night's winner.

Each day's entries are judged, the winner receiving a Toni Home Permanent Kit, a tube of Toni Cream Shampoo, and a pair of Puffin Nylon stockings from Paul Stekete and Sons Department Store of Grand Rapids. All items are cooperatively supplied.

Four daily winners (Monday through Friday) are then judged again, and a weekly winner is selected. This weekly winner gets the grand award of the week: an evening's entertainment supplied by station WJEF and the four cooperating sponsors.

Weekly prize includes dinner at the Pantland Hotel Mocha Room, leading night spot of Grand Rapids, supplied by the Hotel; an orchid corsage and a boutonniere supplied by Arthur F. Crabb, Grand Rapids florist; a souvenir photograph by Bultman Studio of Grand Rapids, taken while the winning couple is at dinner in the Mocha Room; and door-to-door taxi service supplied by the Yellow Cab Company of Grand Rapids.

In addition WJEF provides tickets to the outstanding entertainment in town that week. This may vary from tickets to a first-run movie to a road show playing in town, or to a concert by a big-name orchestra.

Variation on the entertainment is typified by the accompanying photograph showing a winning couple with Vaughn Monroe at dinner in the Mocha Room.

WJEF supplied tickets to the Vaughn Monroe concert playing that night in Grand Rapids. WJEF also arranged for the winning couple to meet Vaughn Monroe at dinner and have their picture taken with him before going to the concert. The CBS Camel Caravan Show was originated in Grand Rapids that night and winners were given tickets to that show as well as to the Vaughn Monroe concert.

The program carries wide popular appeal. Almost every listener has a favorite musical star on his vocal or ensemble list and has plenty of reasons why that favorite deserves top rating. Since air time is Monday through Friday from

7 to 7:30 P. M. there is certainty that the radio will be on during this after-dinner relaxation period and that music will probably be the feature for the evening.

Because the sponsors are splitting the costs of their award outlay four ways, the expenditure is not crippling to their advertising budgets.

Within reasonable costs and, certainly, with a maximum of satisfaction to their prospective winners as well as to themselves, the sponsors of "Your Date With Music" are proving that ingenuity plus planned investment adds up to good radio advertising.

NEWS SELLS CARS (Continued from Page 5)

and closing of the show. Commercials are handled by on-the-spot tape recordings the day of the broadcast which carries the program tempo right along. There is no l. down throughout the half hour.

All of the sponsor's products are handled in this manner. New cars, used cars, service parts, and their Case line of farm equipment get the same treatment. And it has proved equally effective for every type of product. Proof of the pudding—both for sponsor and listener—is that "This Day" has just signed a contract renewal for another year.

A phone call survey made to estimate the reach of the show indicated that six out of every seven radios in Monroe that were on from the 6 to 6:30 hour of the program were tuned in to "This Day." This is additional evidence of the wide audience the program has gathered in its first year of broadcasting. The Chevrolet dealer is bound to get his message across to the car-users of the community.

Another good feature of the show is the time of broadcast. The 6 to 6:30 period is the time when most families are home and likely to be listening to the evening news. Being a day time station only, the time element forces the program to change schedules in the winter months. But the sponsor's contract calls for a 6 to 6:30 hour or else the last half hour of radio time

when it falls in an earlier category. So, winter or summer, H. H. Day and his Chevrolet advertising are going to hit that dinnertime listening group—the group which includes the entire family.

It was necessary to employ a full time reporter to gather the local news for the program. This was another factor in creating listener attention. At the inception of the show, WMAP, without hesitation, not only succeeded in selling a good commercial program thirty minutes across the board, but better still did what mattered to sponsor and sponsor success. WMAP created a highly listenable, widely appealing program.

Local news reporting has created another interest factor on the part of Monroe citizens. Everyone likes to hear what he himself has been a part of or knows about because it has happened to his neighbor. And in a town like Monroe, nearly everyone is a neighbor.

With all these very human factors, with an ingenious merchant, a variety of appeals and a consequently effective program format, Monroe citizens are getting news in the form they like. Most important of all, that Chevrolet dealer in Monroe is selling more of everything from service parts to new cars because he cashed in on radio advertising.



JOHNNY ON THE SPOT

WMAQ Gets Spot Orders

Latest items of spot business reported on WMAQ, Chicago, includes the Richards and Associates (Pliofilm products) contract for a schedule of six one-minute announcements on the "Early Bird" program. The show is aired six times weekly at 5:45 A. M.

Station WMAQ has received an order for a series of four one-minute announcements each week for ten weeks from the American Cigar and Cigarette Company (Pall Mall) through Sullivan, Caldwell and Bayles.

Chrysler Corporation, Dodge Car Division, through Ruthrauff and Ryan, Inc., has ordered 36 one-minute announcements and 24 station-breaks to be aired in a four-week period. Carleton and Hovey Company (Father John's Medicine) through the John W. Queen agency, contracted for two station breaks per week effective through April 20th.

FM Gets Year Promotion

A 52-week contract to promote FM sets and their advantages through spot announcements has been signed by the Zenith Radio Corporation of New York and station WQXR, New York.

Twenty announcements each week will be included in the station-break campaign. Sale of time was made direct.

Commercial copy will stress advantages of hearing good music via static-free radio, plus the availability of Zenith sets for use in neighborhoods having direct current.

New WCBS Business Stars Weekly Mention

New WCBS business includes purchase of six weekly participations on the Jack Sterling program by Griffin Manufacturing Company (for shoe polish) through Birmingham, Castleman, and Pierce Agency. Same account also contracted for three participations each week, Monday, Wednesday and Friday on the Housewives' Protective League program.

Conformal Footwear Co., St. Louis, Mo., renewed its Tuesday and Thursday participations for 52 weeks on the Margaret Arlen program through Guilford Advertising Agency in New York.

Menner's Packing Company, for Spanish Rice, purchased three participations each week, Monday, Wednesday and Friday, in the Housewives' Protective League program and also contracted for one announcement each week in the Margaret Arlen series.

Polly Pritz Corporation, through H. W. Fairfax Advertising Agency, purchased three participations each week, Monday, Wednesday and Friday in the Housewives' Protective League.

Contracts Signed by WNBT

Contracts for station breaks and one-minute announcements have been signed with three clients by station WNBT, New York.

BB Pen Company has contracted for a station break at 7:30 P. M. on Tuesdays for a fifty-two week period, with Foot, Cone and Belding acting as the agency.

To promote advertising of ladies' suits, Handmacher-Vogel has purchased the 7:45 station break on Mondays and Thursdays through the Zan Diamond, Inc., agency.

One minute announcements on the "Easy Does It" program every Monday are scheduled according to the 13-week contract signed by the Charles A. Eaton Company through Ford, Nichols and Todd of Boston. That Company also has scheduled one-minute commercial messages for Eaton Shoes at the close of programming on each Wednesday.

Travel Services Stressed by WQXR

One-minute announcements featured in three campaigns scattered throughout the daily schedule of station WQXR, New York, have been planned to emphasize travel services.

Region of Sicily in Palermo, the Ask Mr. Foster Travel Service, Inc., and the New York, New Haven, and Hartford Railroad have all signed for spot announcements on WQXR.

The New York, New Haven, and Hartford Railroad contract calls for scattered spot announcements to promote the new Merchants Limited train between New York and Boston. Their four-week contract was handled through St. Georges and Keys, Inc.

Travel through the island of Sicily will be promoted via one-minute spot announcements in the evening.

Ask Mr. Foster Travel Service, Inc., which has been conducting spot campaigns on WQXR for the past two years, returns with a 26-week contract handled through Willard G. Myers Advertising Agency of Philadelphia.

Shaefer Campaign Set

As part of a promotional campaign to introduce Shaefer Beer into the Boston market, a series of spot announcements has been slated for broadcast over station WHDH. The spot schedule has been purchased by the F. and M. Shaefer Brewing Company, Brooklyn, N. Y.

Bulova Renews Spots

Bulova Watch Company has placed a heavy renewal order of spot announcements with WMAQ, Chicago. Station break time spots on the Chicago station in 1949 are scheduled to total 1,456. Oliver Morton, manager of the NBC Central division national spot sales division has announced. During the next year, Bulova will use 28 station breaks weekly.

"This Is the Story" on WGN

"This Is the Story," a new series of fifteen-minute dramatic narrations featuring Ed Prentiss as the story teller, is heard over WGN Mondays through Fridays each week from 8:15 to 8:30 P. M. since Monday, February 28. It is sponsored by the Sinclair Refining Company.

"This Is the Story" relates unusual facts, anecdotes and incidents about well-known people. Barriers of time and locality are surmounted to bring far-off places and historical personalities the same impact found in today's news stories.

These dramatic narrations do not reveal the identity of the central character until the end of each program, challenging the radio listener to make his own guess about the historical facts and the person involved.

Although "This Is the Story" will present Ed Prentiss in a new role, he is no stranger to WGN listeners. In the title role on WGN-Mutual's "Captain Midnight" (heard Mondays through Fridays 5:30 to 5:45 P. M.), he is known both nationally and locally.

Record Show Adds Time

The Musical Clock, program aired over KDKA Pittsburgh which has started the day right for thousands of listeners in the Pennsylvania-Ohio-West Virginia area for the past fifteen years, becomes a sixty-five minute feature on the Pittsburgh Westinghouse station March 29.

Featuring Ed Schaughency, jovial "official getter-upper," and Rainbow Jackson, blackface comedian whose pleasures and woes are perfect foils for Ed's sharp shafts of wit, the Musical Clock had been a Monday-through-Saturday attraction from 7:10-7:45 A.M.

Beginning March 29 the program will be aired daily from 7:10, after the 7 o'clock news, until 8:15 A.M. with a five-minute break for the Esso Reporter at 8.

Ed and Rainbow have turned what was originally a standard early morning program into something which might best be described as a highly personalized and entirely irresponsible variety show.



PROOF O' THE PUDDING

Drama Series Continues

A group of non-professional radio talent have been so successful with their series of original radio dramas that they are scheduled to continue their second season of broadcasting over KEX, Portland, Oregon.

Aired Saturdays at 7 P. M., the Ken Mason Players provide all elements from production, script, casting, and sound engineering. The show is an outgrowth of the Ken Mason Workshop, a radio drama school begun in 1946. Mel Bailey, KEX program director, and Ken Finley, KEX production manager are guiding the potential radio talent in assimilating radio technique.

Former students of the acting group who have graduated into the professional ranks of entertaining are Bob Amsberry, emcee of two KEX daily shows; Dolores Pinard, Portland freelance actress; Harvey Sachs, news editor of KNBC, San Francisco, and Lorraine Sallee, San Francisco radio artist.

Decade Marked by Esso

Ten years of continuous broadcasting is the successful record of broadcasting that has been piled up by WCSC, Charleston, South Carolina, with "Your Esso Reporter." Sponsored four times daily over the 5,000-watt, the news broadcast has consumed a total broadcasting time of 1,120 hours during 13,400 programs. It is estimated that during the past decade ten million words have gone over the airwaves.

Four Dramas Renewed

Sponsor renewal of four CBS dramatic shows is good indication of advertisers' satisfaction with the job being done through these shows. Renewal was announced by William C. Gittinger, CBS Vice-President in charge of network sales.

Aired Thursdays, 9:30 to 10 P. M., "Crime Photographer" sponsored by The Toni Co., got its renewal through Foote, Cone, and Belding Agency, Chicago.

"Aunt Jenny," long-run daytime serial, is sponsored by Lever Brothers Co., Cambridge, Mass. Aired Monday through Friday, 12:15 to 12:30 P. M., agency is Ruthrauff and Ryan, Inc., New York.

General Foods Corporation, New York, sponsors "The Second Mrs. Burton" series, Monday through Friday, 2 to 2:15 P. M., through Young and Rubicam, Inc., New York. This also was renewed.

"Perry Mason" another renewal, is presented by Proctor and Gamble Company, Cincinnati, on Monday through Friday, 2:15 to 2:30 P. M. Agency is Benton and Bowles, Inc.

Service Earns Award

Public service to the community has earned the American Legion 1948 National Radio Citation for station WNAX in Yankton, South Dakota. The Legion's state executive committee recommended the award for WNAX in recognition of its "outstanding cooperation with the American Legion in the presentation of programs for the betterment of community, state, and nation."

Drew Pearson Renewed

Broadcasts by Drew Pearson heard every Sunday night have been renewed for another fifty-two weeks by the Frank H. Lee Company. Pearson, the popular news commentator, whose predictions of things to come have proven 77 per cent accurate, has been sponsored by the men's hat firm for three years.

1000th "Headline Edition"

Eighty advertisers in Taylor Grant's "Headline Edition" cooperatively sponsored show on ABC include 80 per cent who have renewed their contracts since the inception of this program since 1945.

To mark the occasion of the 1,000th airing, Mr. Grant will interview Alvin Josephy, who, as a Marine Corps combat correspondent, was a guest on the ABC program's initial broadcast in a pickup from Iwo Jima in 1945.

"Headline Edition," which has tripled its client list in four years, now ranks fifth among ABC's sixteen co-op shows. This 15-minute news program heard at 7 P. M., EST features pickups from places in the news and interviews with personalities making the headlines.

Taylor Grant, the 36-year-old newsman who writes most of the New York portions of the broadcast and handles arrangements for the rest, has been narrator-editor of the program since its inception.

He points out that "the beauty of this program from the local sponsor's point of view is what he can get for his money. Just imagine being able to sponsor a program which brings Churchill, Barkley, Warren and Taft to the microphone at a cost of from \$6 to \$240 weekly."

Greystone Renewals

Effective results of spot announcements have been indicated by Greystone Press Corporation's renewal orders for six quarter-hour spots over station WMAQ, Chicago.

Greystone, publishers of *The Practical Home Handyman* manual, placed the orders for the transcribed "Do It Yourself Club" program, Oliver Morton, manager of the NBC Central Division national spot sales department has announced. H. B. Humphrey Agency handles the account.

Spot business on WMAQ also includes a renewal order from Wyler and Company (dehydrated soups), through Ruthrauff and Ryan, Inc., for participations on the "Food Magician" show.

Miles Lab Renews for Year

Satisfaction of Miles Laboratories, Inc., with their sponsorship of "News of the World" has been demonstrated by their renewal of the show for another fifty-two week cycle. Announcement of renewal was made by Paul McCluer, manager of the NBC Central Division network sales department.

Morgan Beatty, NBC Washington commentator, is editor-in-chief of the news round-up program which is aired five times weekly at 6:15 P. M., CST. Program has origination points all over the U. S. as well as overseas.

Alka Seltzer and One-A-Day vitamins are advertised. Wade Advertising Agency handles the account.

Sportscasters Praised

WLAW sportscasters Arthur Flynn and Hugh Babb who gave the blow-by-blow and color reports of the *Lowell Sun's* Golden Gloves tournament were highly praised for their microphone work by William T. Fleming, advertising manager for the sponsoring newspaper.

In describing the tournament which was held to select the New England team for the national amateur boxing championships in New York, the two sports announcers at the Lawrence, Mass. station were commended for their smooth form and running order. Fleming said that their ring action broadcasting was the best there was.

Peter Paul Renews Churchill

Peter Paul, Inc., will continue its promotion of candy bars exclusively through radio advertising by renewing its "Nelson Churchill Views the News" program on WNAC for the next fifty-two weeks.

Consistent concentration of the advertising of Chocolate Coconut Mounds and Almond Joys on the air has proved a profitable policy. Platt-Forbes, Inc., is the agency.

Mortuary Sponsors Music

(Continued from Page 7)

radio and newspaper series—pointing the newspaper copy more directly to the radio program and at the same time letting the newspaper writer bring to the microphone the pioneers of whom he had written. Newspaper advertising, running Saturday night, always carried a line, "Hear this pioneer tell his story tomorrow on the "Golden Melodies" program on KDYL at 9:45 A. M."

Instantly, the series of radio-newspaper tie-in advertising was a hit. Jenson has brought a parade of "old-timers" to the microphone. Many of them are more than a hundred years old. Sometimes, the mortuary sends him out of town with KDYL's recording gear to the bedside of some aging person who is unable to come to the studios.

Each week, the newspaper keeps plugging the mortuary and the radio program.

KDYL airs the quarter-hour program every Sunday morning at 9:45 A. M. As dictated by Mrs. Beck's theory, "Golden Melodies" is preceded by Church of the Air, a public service religious program, and followed by a news period at 10 A. M.

Three musical numbers of mass semi-classical appeal are carried each week by the broadcast. Typical numbers on a recent broadcast were "Daybreak," "You Are Too Beautiful" and "Night and Day."

A commercial message follows the first number and is read against a soft musical background. The interview with the pioneer comes after the second number.

Commercial copy on this kind of show must be handled very carefully. Here is an example from a recent broadcast:

"What a cherished part of all of us are our memories. They play a valuable role throughout our lives. But their value, of course, lies not in living with them—for we must all live for the future—but the memories of all of us point the way to those fine days to come. The past is but a prophet of the future. How true that is with one of Utah's oldest and finest institutions."

Copy goes on from that point to give the history and reputation of the Joseph

William Taylor Memorial Mortuary and the service it has given and will continue to give.

In addition to her theory of buying program time preceding or following a newscast, Mrs. Beck has another word of advice for prospective mortuary time buyers. She explains that a writer with sensitivity must be found.

"Then when you find this writer and have told him your problem, leave him alone," she advises. "He knows your problem and he has the sensitivity to write the way such a program should be written."

KDYL and the Intermountain Broadcasting Corporation, along with Mrs. Beck, have really found a solution for one of the most difficult services to advertise—the mortuary.

Outstanding is the fact that the sponsor, in combining an effective tie-in of radio and newspaper advertising, has demonstrated an over-all conception of how much coordinated and strategically planned advertising and promotion can do even for the sponsor who has a very specialized service to sell.

Mrs. Beck has kept in her business the high ideals of community service always identified with the responsibilities of a mortuary.

Experience of this kind is sure proof that properly planned radio advertising guarantees effective results.

GIRL EMCEES SHOW

(Continued from Page 8)

availabilities. These spots are both transcribed and live, with the announcer reading the live ones.

It is "Marybell" who keeps everything going at such a rapid, audience-appealing rate. Scheduled daily, Monday through Saturday from 12 noon to 12:30 P. M., the program originated on November 28, 1948, with "Marybell" as emcee. Since then the program's popularity and appeal has steadily grown. Listeners claim that "Marybell" is just plain "fun" to have around.

"Marybell's" background is one in which music of the hillbilly type is a tradition in the family. Youngest of six—with four brothers and an older sister—"Marybell" followed in the footsteps of the others. The Dardens did not have to go outside their immediate family to organize a band. All the children and both parents play musical instruments.

For ten years the "Darden Hillbilly Band" has brought entertainment to the hillbilly music lovers of the section.

"Marybell," in between the farm chores, learned to play the fiddle, bass, banjo, guitar, and to "pick out" tunes on the piano. She and one of her brothers played for some time on the "Old Dominion Barn Dance" traveling over the state.

"Marybell" has kept her talented fingers in other radio pies. She also conducts the "Tidewater Hoedown" every Saturday afternoon from 4 to 5 P. M. This program began as a transcribed and recorded show but was open to guest talent early in February.

"Tidewater Hoedown" starting with a single act for ten minutes in the middle of the show now has the guest period enlarged to a half-hour using two hillbilly groups or a group and a single act. At the rate this show is growing it has prospects of becoming a huge jamboree with a great variety of talent every Saturday afternoon.

"Tidewater Hoedown" also offers commercial announcements on a participating basis. This program was first begun on January 8, but already it is showing results in audience response and consequent sponsor satisfaction.

Doing something you really know about has always been a rule for succeeding in any task. "Marybell" has taken her background and experience with hillbilly music and applied it to radio. Sure enough, this has meant success for her show as well as her sponsor.

JACKPOT SHOW

(Continued from Page 9)

A jackpot program of this nature is bound to get every member of the family listening in an effort to win the gifts offered. Homemakers, then, will be hearing

the message of the sponsor, the commercial message which promotes the product which is so beneficial in keeping every home in good physical condition.

"Try and Get It" is a local program, broadcast at 1:30 P. M. every Saturday. At the same time, the show is aired over WABB-FM. Considering the fact that WABB is the only station in Mobile equipped and staffed to present local broadcasts on a network level, the show has been extremely successful.

Performers and staff of "Try and Get It" consist of Anthony Leighton, program director of the station, who acts as emcee, Helen Leighton as assistant emcee and featured songstress, Jack Bitterman as announcer personality and William Ward as featured organist. Included in the format of the program is a featured vocal solo and a featured swing organ solo. This adds a diverse note to the quiz nature of the show by injection of the unadulterated musical number.

So a jackpot show on an intelligent level is reaping advantages for sponsors in greater sales and benefits for contest winners via attractive gifts.

CREAMPUFF

(Continued from Page 10)

found that the ball was egg-shaped. This new twist in the ball of twine made it necessary for "Creampuff" to undevelop that ball to where the egg-shaping announcer has started and begin all over again.

Somewhere along the line it got going again in a wobbly way and now it's not exactly a perfect circle, but the announcer keeps winding.

From a promotional standpoint, the stunt is paying off. It seems everyone is listening to "Morning in Maryland" to see what the outcome will be. That innocent ball of string is getting itself an international history. It is made of string that was mailed from a lot of cities in the United States. Some of it came from Switzerland, Japan, Germany, Belgium, South Africa, Ireland, and Sweden.

String from foreign countries came to

"Creampuff" via Baltimoreans who had told their friends and relatives abroad about the string-saving affair. In mailing Christmas packages to Baltimore, the people from abroad included, among other things, an offering of string.

Adults are not the only ones interested in helping along the "Creampuff" operation. Entire classes in school are sending in string. Some children are even sending in spools of store string. Most of the string that has been collected comes in short lengths, in all different colors and different thicknesses.

Since December 10th when the string-saving operation first began, "Creampuff" estimates he has wound string for a total of about sixty hours. Without doubt, he has also in that time created publicity for his record show which is proving invaluable to the program sponsors.

It will take "Creampuff" Crist another fifty or sixty hours of winding until he is ready to tell every one of those interested listeners who have participated in the scheme just what he is going to do with the fruit of his and their labors.

Listeners are just as interested today in the final outcome as they were when the stunt began. One woman wrote to the Crist brothers, saying, "I'm taking a trip to Florida for a few weeks . . . please don't do anything with the string until I get back."

So "Creampuff" still is winding. And while he winds, the circle of listeners who hear "Morning in Maryland" gets wider and wider. Here is an ingenious promotion plan that is paying off.

CLUB 1300

(Continued from Page 11)

stairway of health—brought response in a hurry.

During the first day of the drive for polio funds, enough money was sent in to buy 306 crutches. With each passing day the unit cost of equipment increased which reduced the number of units which the total receipts would buy. The top step on the stairway, for example, represented portable iron lungs which are valued in excess of \$600. "Club 1300's" total of

\$45,471.35 would buy 44 iron lungs.

This year the WFBR "Stairway of Dimes" officially launched the opening of the Maryland state-wide March of Dimes Campaign when State Director—former Senator from Maryland—George L. Radcliffe presented a tribute to Henry Hickman on "Club 1300."

Dr. Kenneth F. Maxcy, member of the Medical Committee of Virus Research and Epidemiology of the National Foundation, officially accepted the contributions of "Club 1300" listeners on the final day of the drive.

Henry Hickman, in building a grand total for the 1949 Infantile Paralysis Foundation, has demonstrated the power of radio in performing worthwhile public service.

STORE PROGRAM

(Continued from Page 13)

audience for "Community Reporter" and a consequent rise in sales.

Important in arousing that audience response has been the Club Bulletin Board. Announcements are made of meeting places and agendas of club meetings are broadcast to busy housewives. In a community where women's clubs abound, this type of feature is becoming an indispensable thing to women residents. Many organizations have said that "Community Reporter" is doing away with the job of recording secretary.

That Bulletin Board is only one item with a local slant that makes for so great an audience appeal. The other is the always local angle on the news.

Heard daily Monday through Saturday at 12 noon, the program concentrates on what is news to community residents.

Death of the fire station dog is considered headline-worthy. A delay in road construction was thoroughly explored with wire recorded explanations from the gang foreman. A description of a drum and bugle corps' competition, or a costume ball, was, is, and will be, newscast material for "Community Reporter."

Interviews with leading members of the vicinity is another factor making for audience response and increased listenership.

Listeners love to hear the people they know discuss the people and the events they know about and WGAY's "Community Reporter" consistently makes the most of that near universal characteristic of individuals. Names makes news, they make listeners, and they make sales.

Naturally a program which features political guests whose policies are often criticized and often gets the inside story on some item of local interest, makes the show a regular source of news for county newspapers.

Hecht Company itself has done a lot, promotion-wise, to feature "Community Reporter." At its first anniversary celebration, Ernie Tannen, the "Community Reporter" was master of ceremonies at exercises held inside the store. The hour long program was broadcast over WGAY and was televised as well. During the entire week of "Community Reporter's" anniversary, Ernie Tannen conducted his show from that same store window.

Meanwhile, Hecht Company carried advertising in the Maryland papers which featured a box reminding customers of "Community Reporter's" listening time.

At presentation ceremonies when the 1949 NRDGA award was made, "Community Reporter" was cited as being an "outstanding example of a radio program that integrated the best community interests with the finest philosophy to provide news, entertainment, and civic awareness."

AFTERNOON SHOW

(Continued from Page 14)

Format of the show itself features music and discussion that would appeal to an audience of housewives. Sweet musical selections are starred to cater to the housewives' taste in songs. Time signals and weather reports are given periodically throughout the show.

A fifteen-minute segment of the program is given over to Fran Martin, female announcer, who devotes that portion of the show exclusively to women's news.

Time the show is broadcast is another factor which builds on its appeal to housewives. "Platters for Your Pleasure"

is aired Monday through Saturday from 1 to 2 P.M. That seems to be the hour when women have finished with lunch chores and like to relax for awhile after the children have been sent back to school for the afternoon.

During the original show, "Housewives' Prom" the client checked his listeners by offering a free meal to the first person calling his number on what is known as the "quiz tune of the day." To tie in the show with the sponsor, pictures of the program were placed in the clients' show windows. Now telephone requests by housewives have been added to the format schedule.

In addition to the tremendous telephone response "Platters for Your Pleasure" gets each broadcast day, WCSI has found that the show is one of the largest mail-pullers on the station.

So successful has the show become that Program Director Ted McKay says that the station has considered running the broadcast time up to 3:30 P.M. instead of the original 2 P.M.

Emcee on the show, Dick Jewell, is another reason "Platters for Your Pleasure" is scoring sponsor success. Jewell himself has gathered quite a large listening audience since he started doing the platter show. Hailing from Wisconsin, he is 27 years old and settled in Columbus after being discharged from the Navy. Jewell had two years in radio and has quite a following among the housewives of Columbus and the outlying reaches of WCSI's signal.

Appealing music, spot announcements delivered by an emcee with personality, and a program format geared to a select audience—in this case, a group of housewives—is developing a greater market for the advertisers who are using radio to sell their merchandise.

52 More for "Jump-Jump"

N. Snellenburg and Company, Philadelphia Department Store, renews "Jump-Jump of Holiday House," quarter-hour children's program on KYW for fifty-two weeks, aired at 9:15 A. M., Saturdays.

This transcribed package is handled through Seberhagen, Inc., Philadelphia.

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