

# S Showmanship



84

OCTOBER 1941

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NO. 10 NUMBER

NATIONAL BROADCASTING COMPANY  
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IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Bakeries • Beverages • Dairies • Drug Stores • Electrical  
Appliances • Home Furnishings • Restaurants • Sporting  
Goods • Theatres • Plus Six Pages About Department Stores!



SPECIAL CHRISTMAS PROMOTIONS



MORE THAN A MAGAZINE

A SERVICE



## YOUR BUSINESS AT A GLANCE

An index, classifying by businesses the various articles and services in *Radio Showmanship*. It's the quick way to find out what others in your business field are accomplishing through radio.

### OCTOBER

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Bakeries	320, 329	Home Furnishings	326, 328
Beverages	329, 330	Music Stores	306
Dairies	322, 328, 332	Merchant's Associations	319
Department Stores	312, 314, 320, 323, 324, 325	Restaurants	325, 329, 330
Drug Stores	333	Sporting Goods	326
Electrical Appliances	332	Sustaining	310, 317
		Theatres	327, 328

### SEPTEMBER

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Automobiles	272	Groceries	275, 291
Bakeries	289	Home Furnishings	287, 292
Beverages	290, 294	Men's Wear	282, 288
Candies	278	Music Stores	284
Department Stores	295	Newspapers	292
Drug Products	287	Produce	295, 296
Drug Stores	289	Shoes	286
Electrical Appliances	291	Tobaccos	287
Finance	280	Women's Wear	282

If you don't have the September issue, order it now!

# CONTENTS

OCTOBER 1941

VOL. 2

NO. 9



### Editorial Advisory Board

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- HERBERT PETTEY  
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### Music Sales Thru the Air . . . . . 306

John W. Jenkins III

Nine straight years before capacity audiences—that's the record of Jenkin's Music Company's *Kiddies' Revue!*

### Calling All Camps . . . . . 310

Here's the story of one of the first local radio shows designed for the boys in army camps.

### Store in the Sky . . . . . 312

No more remarkable story has ever been told on these pages than the story of Burt's, the department store that radio built.

### Ten Years of Billy the Brownie . . . . . 314

Paul Hellman

How a radio show and parade have boosted the Christmas sales of Schuster's three Milwaukee department stores.

### Kid Show Extraordinary . . . . . 317

The interest in U. S. defense has become the theme for a top notch children's program.

Christmas Sugar 'n Spice . . . . .	319	Showmanship in Action . . . . .	330
An RS Air Analysis		A collection of those extra promo-	
The adventures of the Barton Twins		tions and merchandising ideas that	
are the basis for a dramatic, tran-		lift a program out of the ordinary.	
scribed quarter-hour Christmas pro-			
gram for children.			
Christmas Promotions . . . . .	323	Yours for the Asking . . . . .	331
To help you get the most out of		A listing of sample scripts and tran-	
radio in the peak retail buying		scription availabilities on programs	
months, here is a collection of suc-		reviewed in this and preceding is-	
cessful merchandising stunts and		sues.	
programs used last Christmas.			
Proof O' the Pudding . . . . .	326	What the Program Did for Me . . . . .	332
Results from radio programs, based		This is the businessman's own de-	
on sales, mails, surveys, long runs,		partment. Here, the radio advertis-	
the growth of the business itself.		ers of the nation exchange results	
		and reactions of radio programs for	
		their mutual benefit.	
Showmanscoops . . . . .	328	Trends . . . . .	333
Photographic review of merchandis-		A rating of program patterns based	
ing stunts, and the personalities be-		on a special and continuous survey	
hind them.		of outstanding, locally-sponsored	
		radio programs throughout the	
		country.	

# MERRY CHRISTMAS



It's a Little Early for  
 Christmas Greetings, But  
 Not Too Early To Audition  
**THE BEST CHRISTMAS SHOW  
 YOU'VE EVER HEARD!**

**SO EXCEPTIONAL • SO AMUSING**  
**SO INTERESTING** to Adults as well as Kiddies  
 that one Sponsor in each City will grab it.

THE TITLE: STREAMLINED FAIRY TALES  
 15 Quarter Hour Xmas Programs and 45 more  
 without XMAS "tie-in" that can follow.  
 COMPLETE BROCHURE ON REQUEST.


Produced like the ever-POPULAR CARTOON MOVIES  
 with impersonations—DRAMATIZATIONS—sound ef-  
 fects, etc. Modern versions of well known fairy tales.  
 An outstanding program—hear it and be convinced.

*Harry S. Goodman*  
 19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

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## OUR FIRST EDITORIAL

*One year passes quickly in radio. When our first editorial appeared on this page, it brought to light an important problem for radio-minded businessmen. Today, to thousands of RADIO SHOWMANSHIP readers, that problem has been completely solved!*

NCE upon a time, an ingenious business executive decided he could write better selling advertising copy with a *scissors!* He not only *cut out* some of the best advertisements he could find, but he also *cut out* a lot of wasted effort.

When radio came along, the businessman discovered he again had to sharpen his wits—for, unfortunately, you can't cut *air!*

Radio waddled through babyhood and into ripe adolescence without any visible means of exchanging knowledge and experience. Local radio advertisers became as isolated from one another as Switzerland is to a democracy.

The industry was progressing rapidly, and the faster it grew the more urgent this need became. Radio was like a full grown man still dressed in short pants.

To supply the information that was so important was the task of radio stations, business trade journals, and now RADIO SHOWMANSHIP.

As coldly analytical and impartial as the steel blades of the scissors, RADIO SHOWMANSHIP brings local radio advertisers an accurate, *independent* account of programs and promotions collected from businessmen in all types of enterprise.

RADIO SHOWMANSHIP offers a new, greater radio with its *first pair of long pants*. Through the exchange of information, RADIO SHOWMANSHIP will strive to raise the calibre of local radio presentations. Thus, it will benefit both the businessman and the radio station, for as F. C. C. chairman, Major James L. Fly, so aptly stated: "Good radio, besides being good public service is good business."

**S**OMEONE once said that children "should be seen and not heard!"

We of the JENKINS MUSIC COMPANY in Kansas City, Missouri, disagreed with that idea; and as a result, we are now in our tenth year as sponsors of one of the most successful music-sales-promotion radio shows heard anywhere in these United States.

On August 16, 1941, "The Kansas City Kiddies' Revue" celebrated its 9th birthday by twice filling our 500-seat auditorium with enthusiastic children, proud mothers, beaming fathers, interested relatives and amazed friends. *The Kiddies' Revue* has been filling that same auditorium to capacity every Saturday morning for the past nine years—and when a broadcast creates "store traffic" in such volume, it is a success!

We expect it to keep right on drawing such crowds, because our broadcast over WHB is composed of permanently popular ingredients: sprightly music, well-performed; attractive, talented children having a good time; and colorful stage spectacles, expertly produced.

*Jenkins' Kansas City Kiddies' Revue* is the outgrowth of a carefully-planned idea. Back in 1932, Donald Dwight Davis, the dynamic president of WHB, had long wanted an unusual "kid show" for his station. But it was not until Charles Lee Adams, an accomplished producer of "home talent" shows, came to Kansas City that Davis found the correct pattern for a juvenile program. Adams, as a stage-show producer, sought to adapt stage presentation technique to radio—and the *Kiddies' Revue* is the outgrowth of that idea.

Adams held the conviction that most children's programs are "written down" to youngsters, and that in the process they lost most of their appeal—both to the performers and the listeners. So the *Kansas City Kiddies' Revue* was designed to fit an adult-show pattern, yet remain within the capabilities of children. The

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The Kansas City Kiddies' Revue Christmas broadcast is usually a super-production. To accommodate the crowds it is frequently necessary to give two performances.

# MUSIC SALES

By John W. Jenkins III, Jenkins I  
Produced "Kiddies' Revue" Has Pl



## Through the Air

of Kansas City, Mo. His Smartly  
Dancing Room Only for Nine Years



youngsters sang and danced to familiar popular music instead of performing simple selections written for beginners. And the results were tremendously gratifying. The children felt that they were performing important music and imbued every minute of the show with their gay enthusiasm; the audience in the studio and on the air heard favorite popular music and found, to its amazement, that children frequently were better performers than grown-ups.

Shortly after the *Kiddies' Revue* completed its initial test period on WHB, the JENKINS MUSIC COMPANY assumed a sponsorship which has now covered a record period for such a program. And although other producers have followed in the footsteps of the program's originator, the basic pattern has never been changed. Today, as it did nine years ago, the *Kansas City Kiddies' Revue* carries its own special brand of "punch" for the listener, and our audience has increased steadily in size and loyalty. The program has been imitated elsewhere, and if imitation is flattery, then we have a right to feel flattered.

Our commercial announcements are written to do a moderate job of direct selling, but our chief aim is to sell the idea of music-for-children. We know that the difficulty of selling a piano simply by talking about its technical excellence is much greater than selling a piano to a Mother and Dad who have just seen their child win honors and applause upon the stage of our auditorium. We estimate that a large percentage of all the people who come to our store to witness a broadcast have become our customers; and of course the patronage we receive from listeners is a steadily growing part of our volume. The slogan of our show is, "When you think of things in the music line, think of JENKINS every time," and it is obvious that the slogan has done its job well.

Pictures accompanying this article illustrate the "grown-up" atmosphere of the *Kansas City Kiddies' Revue*. Our young performers are selected at weekly auditions; and of course we pay nothing to those who participate in the program. The children are delighted to appear in public, and parents are proud to help



Roy Engel of WHB, director-announcer approves the performance of two young stars.

them toward this goal. Standards of performance are high, competition is vigorous, and young musicians and dancers practice earnestly to be accepted. We know that in many a home the *Kiddies' Revue* has transformed music practice from drudgery into a zestful opportunity for achievement.

This, of course, delights teachers and parents, who are quick to take full advantage of the child's enthusiasm. Nothing could be more gratifying to teacher and parent alike than to watch a young student's growth. You see the child develop personality, stage presence, and ability to "project," along with constant improvement in technical musical skill.

Parents have told us repeatedly that they greatly appreciate the unparalleled opportunity offered by the *Kiddies' Revue*. They realize that such an opportunity to appear in public and on an actual broadcast is of priceless value and that, if it were sold on a commercial basis, the cost would be prohibitive.

One of the most powerful appeals extended to children and parents by the *Revue* is the fact that it is built as a "show" and not as a recital. The urge

to act is as old as the race, and every child has the desire to perfect himself in some art and appear before his friends and fellows. In the *Kiddies' Revue*, we give them an opportunity to act under thrilling, professional circumstances. The spotlights are there, the make-up is put on, the curtains are drawn, the stage set, just as they see it all when they attend the theatre.

Teachers of voice and of all the musical instruments maintain studios in our building, adjacent to the auditorium; but performers on the program are not limited to students of these teachers. We welcome students from all teachers everywhere at auditions. Ability to perform is our only qualification for actual appearance on a program. The dancing schools of the two Kansas Cities are eager to have their students in the *Revue*, not only because of the experience it gives the pupils, but also because a good performance is the teacher's best advertisement.

The success of each program stems from six factors:

- 1) The ability, personality and "showmanship" of the young performers.
- 2) The production "pace," by which acts are carefully spotted and expertly routinized to provide contrast and climax.
- 3) The willingness of teachers to prepare special numbers such as violin or accordion ensembles, band instrument specialties, etc.
- 4) The co-operation of dancing schools in supplying "lines" of young dancers in cute routines, properly rehearsed and cleverly costumed.
- 5) The eagerness of parents to have their children gain this valuable experience, and the willingness of parents to help stage the shows.
- 6) The "teamwork" of our entire store staff concerned with the program: the floor-walker downstairs who directs traffic to the auditorium; the elevator girls who handle the crowds; our studio receptionist who welcomes each audience in a weekly speech from the stage; our merchandise department heads who co-operate with teach-



ers in building well-balanced programs; our advertising and display people who plan stage settings and program exploitation; and the co-operation of WHB's personnel in producing and broadcasting each show.

In all my years in the music business, I have never enjoyed any experience quite so much as my relations with parents and their children who have appeared on our program. (And there have been hundreds of children in nine years!) They call me "Uncle Johnny." We remember them with appropriate gifts at Christmas-time, and our annual "birthday party" is always a joyous event, complete with refreshments and birthday cake!

Each weekly program is well-balanced with piano, accordion and violin numbers, plus song-and-dance and comedy routines. The orchestra (which remains intact from week to week except as children grow older than the 14-year age limit, or move away from town) supports the program and introduces the now-famous theme song:

*"We're Kansas City's talented Kiddies,  
Our girls are pretty, our boys are  
witty;*

*We come to you by radio, and hope to  
please you so,*

*We hope you like our songs and chat-  
ter,*

*And the dancing feet that patter . . .*

*"We are the Kiddies from Kansas City,  
Tomorrow's Stars on WHB;*

*At ten-fifteen each Saturday*

*We'll sing and dance and play*

*At the Jenkins Music Company!"*

Regularly our program runs thirty minutes. Our anniversary broadcast was a special 45-minute production, staged and broadcast, then repeated (without a broadcast) for the "overflow" audience which attended the second show. On holidays such as Hallowe'en, Thanksgiving, Christmas, Valentine's Day, we usually build special productions—and frequently have to give two performances to accommodate the crowds.

The *Kansas City Kiddies' Revue* was a radical promotion step when the JENKINS MUSIC COMPANY first assumed sponsorship nine years ago. But in those



John William Jenkins, III, author of this article, and vice-president of the J. W. Jenkins Music Company, in Kansas City, Mo., addresses the enthusiastic auditorium-and-radio audience of proud mothers, beaming fathers, interested relatives and amazed friends. Heavy-set, friendly, intense "Uncle Johnny," as he is known to children who have appeared on the program, speaks in a terse, pointed manner, handles the *Kiddies Revue* himself because he is personally interested in children and in the program which he considers one of the most enjoyable experiences of his life. Oldest of the 3rd-generation Jenkins', he has been in business for 26 years. Present incumbents of offices in the 63 year old music company which operates stores in Missouri, Kansas, Oklahoma, Arkansas, Texas and New Mexico, are all members of the second and third generation.

nine years it has come to be a solid, sure and effective advertising medium supplementing all store activity and doing its own special job in a direct and forceful way which could not be duplicated through any other medium.

# Calling All Camps

Here's the Story of One of Radio's First Programs Designed for the Boys in Military Camps. Public Shows Interest, Too

WITH thousands of men called to the colors, army camps have the spotlight of national attention focused on them. Mothers, fathers, sweethearts, brothers, sisters, wives, aunts and uncles have all become military minded. Hundreds of thousands of men now in khaki also compose a large listening public. Alert men with merchandise to promote have been quick to get on the bandwagon by playing up the military and naval theme in broadsides, direct mail and inserts, on billboards and other forms of promotion.

For the radio-minded advertiser, the question is how to capitalize on what is uppermost in the minds of the people of the nation, the welfare and progress of the armed forces. There are many answers to the question, but one that has 12 successful broadcasts to its credit already is *Calling All Camps*.

Station KFI, Los Angeles, Calif., has taken upwards of a 100,000 service men to its bosom with a half-hour weekly program prepared especially for them and broadcast each Friday at 6:30 P.M. Although a sustaining show, it is one that any sponsor might well use as a model. The show is a smashing success with men in uniform from San Diego to Paso Rables.

Features of the unique public service show include music by Claude Sweeten and the staff orchestra, a drama about the "Hard Luck Guy" of the week, a limerick contest, a salute to the Outstanding Man of the Week,

and various contests with cash prizes totaling \$50.00.

Public Relations Officers in the 18 camps included in the area have voiced their enthusiastic approval of the series as a morale builder for the men and have promised full cooperation in supplying pertinent news items concerning all phases of camp life. Designed for men in army training camps, navy training stations and Marine Corps depots, the show also attracts the general listening public because its emphasis is on human interest.

The most attractive feature of the series, as far as the men themselves are concerned, comes with the introduction of "The Girl Friend," pretty, young Nancy Marlow. As "The Girl Friend" she is heard throughout each program in humorous skits, songs and banter.

Personal contact with the outside world is what men in camp want. *Calling All Camps* gives it to them! When the "Girl Friend" offered (on the air) to answer personally all letters addressed to her by the boys in uniform, she was swamped after the first show with letters from homesick boys in need of a buddy. The idea of the "Girl Friend" feature is to help build morale. Oddly enough, not only men in the armed service are letter-writers. Dozens of ordinary males

who wanted to strike up an acquaintanceship have joined in the fun. Latest batch of letters included several from CCC workers, two from a local univer-



sity and one from a farmer. All the men were lonesome!

Two thousand men stationed at the Marine Corps base in San Diego took time off from drilling, inspection, gun cleaning, eating and sleeping to submit entries in the contest for the best original limerick of the week. It was the first time in the program's history that every enlisted man at a single camp had written to the program.

"Dear Mr. Murray: I probably won't win anything with this letter, but I'm sending it along to you anyway. It might hand you a laugh . . ." So began a letter which won for a Marine Corps private a new Philco portable radio, the prize awarded each week for the story about "The Funniest Thing Happened." A total of \$50 in cash prizes are awarded each week together with a new portable radio and cartons of cigarettes.

Station KFI pays all the bills for artists, musical arrangements and the cash prize money, with the cost of each program running in the neighborhood of \$250, which includes orchestra, actors and prizes.

*Calling All Camps* was the idea of Harrison Holliday, General Manager of KFI, who figured that the boys in service were entitled to every possible means of entertainment and recreation that radio could afford.

Future promotional plans call for personal appearances at the various camps by Miss Marlow and other members of the cast. Posters, complete with pictures of the artists and details of the contest rules are being printed and will be displayed in prominent places in military centers.

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Two huskies from Uncle Sam's Army post at San Pedro, Calif., Fort McArthur, literally show their support for one of the stars of KFI's new public service feature, "Calling All Camps." Perched up there by the Battery B standard, is pretty young Nancy Marlow, "The Girl Friend" of the more than 100,000 men in service in Southern California who make up the audience to the program.



**S**TEP into the department store that radio built—it's BURT's, up on the sixth floor of the Terminal Tower in Cleveland. And like its counterpart, the proverbial House That Jack Built, BURT's was constructed through a series of progressive ideas, mostly radio ideas. This department store was weaned on radio, continued to thrive on radio, and at the age of ten is approaching full-fledged maturity.

Here's how it all happened: In 1935 after five years of radio advertising,

garded as foolhardy. He left busy Euclid Avenue for the present Terminal Tower location. It was a comparatively remote site in an office building location. At first, BURT's occupied 4,000 square feet on the sixth floor of the building. But the store clicked immediately and began to expand to its present 78,000 square feet of floor space. This is nearly the entire sixth floor of Cleveland's Terminal Tower, and also a four-story building nearby which holds BURT's modern furniture store. This, more than anything



The office building which houses Burt's, Inc.—the Terminal Tower. Burt's occupies the entire sixth floor.



Pretty, blonde Elsi Kilbane, Burt's model, displays a fur coat, cap and muff in the ultra-modern fur shop.

Lewis O. Klivans, president and general manager of BURT's, decided that there were many possibilities for expansion of his modest jewelry store, then located on Euclid Avenue, Cleveland's main artery. His jewelry store, although small, had great potentialities. It was one of the most progressive shops in the city, maintaining popular prices and high service standards.

But expansion in the expensive Euclid Avenue location was impossible. So Klivans did something which was re-

else, demonstrates the remarkable pulling power of radio. The medium brought thousands of customers up six floors to get merchandise.

The growth of BURT's, unlike that of Jack's beanstalk, wasn't due to unforeseen miracles. Instead, it came as a direct result of skillfully planned radio promotion. Klivans' advent in radio advertising came when he started using participation spots. That was in 1931. Soon he was sponsoring a daily 15-minute program; this grew to two 30-minute

daily programs. As the radio time on station WCLE increased, the store grew; and as the store grew, more radio time was used. It proved a most profitable circle.

In September, 1936 BURT's began sponsoring its now-famous Sunday Amateur Show. In Mr. Klivans' words: "I fully appreciate what Major Bowes and others who arrange amateur shows go through. I rented the leading legitimate theater for the home of the broadcast, where it was staged just the same as any quality

About 5,000 amateurs have appeared on the show since it began. At least 500,000 people comprise the total visible audience of past amateur shows. The radio audience has been estimated at over 10,000,000 people.

When the show celebrated its Fifth Anniversary on WCLE, September 21st, it was a gala occasion with a salute from the Mutual Network, and greetings from the Cleveland mayor. The theme of the show when it opened from the stage of the Masonic Theater was a tribute to



Mendel Jones, left, and L. O. Klivans transcribe a direct, personal message in Burt's own broadcast and

transcription studio. As radio time increased, the store grew. As the store grew more radio time was used.

theatrical production. This involved reserved seats, uniformed ushers, a staff of forty people, and other production details which helped us turn out a show of near-professional caliber." BURT's outgrew this theater, and now uses a larger one which seats over 3,000 people. Nearly 2,000 persons call at the store every week to get tickets to these shows.

During the past few years, network shows have had a difficult time competing with this local show. It boasts of a remarkable record. Look at these figures:

## Store in the Sky

radio as an advertising medium which built a major business in five years.

Not that the amateur show has done all this alone. Last winter BURT's sponsored six morning shows, five evening shows, a musical program of polkas, and several nationality programs, all on WCLE. The nationality programs brought an unexpected turn to BURT's expansion. For in addition to the usual type of customer response, BURT's received many requests from listeners for records of the music played on these

nationality shows. The demand was met, and today, as a direct result, BURT's is one of the world's largest retail distributors of nationality records for the Victor Record Company.

Today Klivans is the largest individual user of local radio time in the city, possibly in all the country. The exact amount varies but the total program time has been as high as 16 hours a week, including 21 programs of every known variety, not counting spot announcements. Shrewd and always resourceful, Klivans has spent more than \$500,000 on radio time, most of it in the last five years. But it's been a most worthwhile investment, for fully one-half of BURT's dollar volume comes from radio advertising.

The radio success of BURT's is largely due to Klivans' ability to adapt his shows to the times, always keeping a step ahead of current radio trends. "When the air becomes saturated with programs of any type, it's time for me to change to another type of show," says Klivans. "A few years ago, for example, I was trying to determine what would constitute an ideal radio program. I analyzed newspapers and magazines and came to the conclusion that human interest stories had the power to command attention.

"That was just before the *Voice of Experience* became so popular. I figured that in order to present human interest in the proper manner and to hold listener interest, the story must be true and the person who broadcast it must be dependable and must know how to handle every situation. In my mind, there was only one such individual qualified, a most remarkable woman who had been very active in public life for the past twenty years.

"After many months' negotiations, she agreed, with reluctance, to handle the program. It finally went on the air and was known as the 'Guide To Happiness.' Hundreds of problems poured in, containing the most remarkable stories. What a world of wisdom, what remark-

(Continued on page 322)

# Ten Years of

Schuster's, Milwaukee Department Store  
an Exciting Radio Promotion that Attracted

**B**EGINNING the first week in November, Milwaukee mothers won't have to look at the alarm clock to know when five o'clock rolls around. That's the time the children troop in from play, march straight to the radio, settle down for their favorite program. For fifteen minutes the house will be "quiet as a mouse." *Billie the Brownie* is on the air.

I didn't go from house to house to find out if that's the way things are in Milwaukee at five o'clock, but judging from the response to this remarkable radio promotion, I'd say I'm not far wrong. In fact, SCHUSTER's *thought* enough of *Billie the Brownie*, to recently send in an order for its tenth consecu-



# ie the Brownie

p the Profits of Showmanship with  
a Young and Old. By Paul Hellman

tive year of sponsorship. Starting November 6th, the series will be broadcast every day, up to and including Christmas Eve over radio station WTMJ.

*Billie the Brownie* is more than a radio program; it's a merchandising plan built around a radio program. The big event takes place about 10 days after the beginning of the air series.

It is a spectacular parade which heralds the coming of Santa Claus to Milwaukee for both young and old. Six live reindeer, Me-Tik, an Eskimo in charge of the reindeer, and action floats mounted on four street railway flat cars are paraded through all parts of Milwaukee in celebration of Santa's arrival.

To SCHUSTER's way of thinking, the radio program and the parade sum up one of the greatest Christmas promotion stunts in the country.

SCHUSTER's believe that this program is the most widely listened to Christmas program on the air. As a matter of fact, up to a year ago, it was the only children's Christmas program on the air in Milwaukee, and it has a tremendous listening audience.

After the parade, and for the remaining weeks before Christmas, emphasis is placed on writing to Santa. SCHUSTER's receive an average of 40,000 letters each season. Almost every letter the youngsters send in tells Santa that lunch will be left for him, and that there will be "sugar for the reindeer," and a "bone for Willy Wagtail," (Billie's special dog).

To make the broadcast of Santa and Billie more real, each day, a few minutes before broadcasting time, Santa excuses himself so that he can "hurry" to the studio. There are two Brownies, (Billie's Helpers) in the toy department to lend atmosphere and to help Santa distribute the surprise packages.





Naturally, after hearing about Santa and "Billie" over WTMJ, after seeing the parade, after writing to Santa and getting a reply, it's no great trick to get the youngsters (and their parents) to go to SCHUSTER'S. They do, in vast numbers, much to SCHUSTER'S continued satisfaction.

All of which illustrates the value of showmanship in building a children's audience at Christmastime. Ten consecutive years of *Billie the Brownie* is graphic testimonial to the value of drama in appealing to children. Good, clean drama rates applause and approval from parents, PTA's—and pocketbooks.



# KID SHOW EXTRAORDINARY

## Capitalizing on the Interest in U. S. Defense, Philadelphia's Colonel Bill Has Inducted Thousands into His "Signal Corps"

ASK the average American boy what he wants to be, chances are his answer will have something to do with the army or navy. The clothes he wears, the games he plays, the books he reads are influenced by the fact that the United States is living in a state of national emergency.

Is it any wonder that a radio program that dramatizes the story of how communications are made under most difficult conditions, WFIL's *Signal Corps*, is one of the most successful children's shows on the air? Is it any wonder that *Colonel Bill* is WFIL's Ambassador of Good Will? His name is William C. Galleher, but to the boys and girls of Philadelphia he is known as *Colonel Bill*.

His current program is *Kerry Drake of the Signal Corps*, and the kids have taken to it in a way that exceeds Colonel Bill's fondest expectations. *Kerry Drake of the Signal Corps* is a serial for young and old and is unique in that it is completely devoid of blood and thunder. The episodes are stirring and fast-moving and they emphasize the importance of communications in time of national conflict.

Following the dramatization, Colonel Bill sends out a code message using the International Code. Signal Corps members have been supplied with a copy of the code and they translate the dot and dash messages, using their code cards.

Saturday afternoons, three classes, usually about two hundred and fifty boys each, receive instructions in the

studio in various methods of communications including wig-wagging, sema-phoring, blinker-signalling and radio technique. The instruction course is conducted in cooperation with members of the Army, Navy, Western Union, RCA and Bell Telephone Company.

No radio personality in Philadelphia is better known than Colonel Bill. The kids love him, and over the years he has learned the names of thousands of them. His mail-pull, day in and day out, far exceeds that of any other radio performer in Philadelphia. There are no giveaways, no prizes, no solicitations for mail, but letters from his youthful admirers pour in as an avalanche. Two secretaries spend all their time answering his letters and usually they are from ten days to two weeks behind in getting out replies.

"A strange thing about this work of dealing with children," says Colonel Bill, "you can't fool them. You either like children or you don't like them. Youngsters recognize some indefinable quality in your voice. You can't talk down to them. You can't talk at them. You have to talk with them. When I talk to children I talk to them as if I were talking to my young nieces and nephews in my own home. I like to be with youngsters, and I think my young audience knows it."

*Kerry Drake of the Signal Corps* is Colonel Bill's own idea. Colonel Bill believes that every boy should be trained to defend his country and he believes it from the bottom of his heart. He feels





Philadelphia youngsters snow him under with fan-mail. He's Colonel Bill (William C. Galleher), WFIL's ambassador of good will.

that the *Signal Corps* program will do much to teach children the importance of modern communication methods so essential on land, sea and air.

#### HOW TO USE IT

No program subject is better adapted to intensive merchandising than one of this type. Especially because the program ties in with national defense and national unity, merchandising and promotion possibilities are practically unlimited. Interest may be sustained indefinitely through corps membership, give-a-ways, group meetings, promotions from one grade to another, practical signal instructions and related activities.

**AIR FAX:** *Broadcast Schedule:* The fifteen minute show is aired three times a week. Monday, Wednesday and Friday at 4:00 P.M. (EST).

*Station:* WFIL, Philadelphia, Pa.

*Power:* 1,000 watts.

*Population:* 2,081,602.

**COMMENT:** Combine national defense with a product that appeals to boys and you have a good sales formula. In Philadelphia the children have taken

to it like ducks to water, and already WFIL's *Signal Corps* numbers thousands and is showing daily increases.

The tremendous success scored by the *Lone Ranger* is a matter of public record. In Philadelphia alone, an army of more than 52,000 boys were organized into *Lone Ranger Clubs* under the guidance of Colonel Bill. If early indications are any criterion *Signal Corps* will ultimately rival the success attained by the famous *Lone Ranger*.

A show of this kind not only capitalizes upon the defense measures now being taken for the safety of this country, but it scores a direct hit by the fact that it is built around one of the most thrilling branches of the service, the *Signal Corps*.

From the sponsor's point of view, promotional activities are unlimited. Courtesy announcements, letters to the trade, radio dealer window and counter displays, newspaper advertising, publicity, and school merchandising are all possibilities.



**ANY DAY  
NOW!**

*America's Most Powerful  
Independent Station*

**WHN  
50,000  
WATTS**

*WITH New Programs*  
**POWERED FOR RESULTS**

# The GROUCH CLUB

America's Most Celebrated Early Morning Show

With Jack Lescoulie, the original "Grouchmaster," who for years captivated West Coast audiences—now on WHN and already New York's leading show of its type.

Monday thru Saturday  
7:00—8:30 A.M.

# The FOOD FORUM

Official Program of the American Institute of Food Products

Featuring the eminent food authority, Dr. Shirley W. Wynne. Here's a women's participation show that has diversity and sparkle, as well as authority.

Monday thru Friday  
9:15—9:45 A.M.

# The AVENGER

Radio's Newest and Most Sensational Mystery Drama

A thrill-packed mystery series following the exploits of "The Avenger" as he stamps out un-American activity and crime.

Tuesdays  
9:30—10:00 P.M.

# N. Y. GIANTS PRO FOOTBALL

Exclusive WHN Broadcasts for Pabst Blue Ribbon

The third year of pro football on WHN—games both at home in the Polo Grounds and away of the world's most famous pro team—the Giants.

Eleven Games  
September to December

# FULTON LEWIS, Jr.

Washington's Ace Radio Commentator

Now broadcasting his commentaries direct from the Nation's Capital via WHN's own Washington line under sponsorship of Beech Nut Cigarettes.

Monday thru Friday  
7:45—8:00 P.M.

# FULTON OURSLER

"Without Fear or Favor"

The dynamic editor of Liberty Magazine. His weekly broadcasts are intimate revelations of happenings behind the news—broadcasts that command attention.

Mondays  
8:00—8:15 P.M.

# ENEMIES WITHIN AMERICA

With Leon G. Torrou,  
Former G-Man

Dramatic true case histories of fifth-column activities and spy rings broken up by the Federal Bureau of Investigation.

Wednesdays  
8:00—8:15 P.M.

*Plus*

These new shows, and still more to come, are being added to the already brilliant

W H N  
schedule.



**THESE WHN PROGRAM FEATURES  
WILL BE GREATER THAN EVER  
WITH FIFTY THOUSAND WATTS**

**NEWSREEL THEATRE OF THE AIR  
KID WIZARDS**

**A. L. ALEXANDER'S MEDIATION  
MUSIC TO READ BY  
GEORGE HAMILTON COMBS, Jr.**

*Participation Programs*

**BRUCE WENDELL'S MUSIC SHOP  
THE BYRON HOUR  
CINDERELLA HOUR**

*Sports Features*

**CLEM McCARTHY  
DICK FISHELL'S SPORTS REVIEW  
BERT LEE'S SPORTS FANFARE  
HOUR OF CHAMPIONS  
MARTY GLICKMAN**

**WHN 50,000 WATTS  
NEW YORK**

1540 Broadway—BRyant 9-7800 • Chicago Office: 360 North Michigan

# Christmas Sugar 'n Spice

What Can a Transcribed Christmas Program Do for Your Store?  
Here's the Answer from the Point of View of Five Sponsors



CONSTANTLY on the look-out for a complete pre-Christmas series of programs for children are advertising agencies and businessmen. (Like plum-pudding without the plums, or fruit-cake without the fruit is one that doesn't provide holiday promotional tie-ins.) At the same time, the contents of the transcribed series must satisfy both children and the guardians of the home. Parents squawk over the "blood and thunder" program presented on the air in the after-school period; children rebel when the program is too sweet. It isn't an easy bill to fill. The transcribed series must strike a happy medium.

In the past, department stores, chambers of commerce groups, bakeries, dairies, utility companies, and many others have attracted Christmas dollars through the medium of various transcribed series. In some cases the promotional activities used in connection with such a program has run into thousands of dollars. In other instances, outstanding results have been achieved with a minimum investment.

*The Cinnamon Bear* is just such a transcribed series. For sponsors from New York to California who wished to direct their appeal to the juvenile audience and indirectly influence the buying preference of parents it has already done splendid service. It is the purpose of this article to illustrate how it has been used by a variety of merchants.

LOS ANGELES, CALIF.

(*Merchant's Association*)

For the downtown merchants, the 1938 Christmas season was not successful. George W. S. Reed, president of the WESTAMERICA Co., who handles all of the promotion for the DOWNTOWN MERCHANT'S ASSOCIATION, was called upon to plan a campaign that would make the buying public "Downtown" conscious. When *The Cinnamon Bear* took over the following year, gift buying exceeded in volume that of any previous Christmas season during the preceding ten years!

Decorations for the entire downtown area were centered around the characters portrayed in the program. Child listeners readily aligned the pictures displayed with the radio program. On December 11, Ross-Federal was authorized to make a telephone coincidental survey between the hours of 4:30 and 6:00 P.M. Results? From 4:45 to 5:00 P.M., the quarter-hour occupied by *The Cinnamon Bear*, there were more children listening to KECA than to any other station in the area.

Illuminated boxes with the various characters of *The Cinnamon Bear* were suspended from cables above the trolley lines 34 feet above street level. In the center of each garland was an immense silver star, (which is the object of the search by Judy and Jimmie in their adventures with Paddy O'Cinnamon in Maybe-land).

Each of the lighting standards at the main street intersections was topped by an immense metal reproduction of a Christmas tree. A wide band on which

were lettered the words of the song of *The Cinnamon Bear* spiralled from the base of the standard to the lower branches of the tree.

Every known method for peppering up the campaign was used. On the opening day of the program over KECA, the *Downtown Shopping News* came out with a special edition with a three color front page devoted to the story of *The Cinnamon Bear*. In each successive issue of the paper was a synopsis of the story.

Advertisements in all the local papers announced the official opening of the campaign. The night the decorations were first lighted, Mayor Bowren rode through the downtown streets on a tallyho drawn by four white horses driven by Santa Claus. Paddy O'Cinnamon was an honored guest. More than 100,000 people turned out for the occasion.

Paddy O'Cinnamon rode the street car and buses as a decorative character. A caption on the street car and bus cards said: "Paddy O'Cinnamon says: 'Shop in Downtown Los Angeles where . . .'" with various reasons given for the advantage of doing so. Billboard space was used at vantage points on which Judy, Jimmie and Paddy O'Cinnamon were shown inviting the shopper to make Downtown Los Angeles their Christmas headquarters.

When the Downtown Merchants wanted to plan another campaign the following year, they turned once more to Paddy O'Cinnamon.

#### SACRAMENTO, CALIF.

(Department Store)

Admanager of WEINSTOCK-LUBIN & Co., Mrs. Marion Armstrong, first used *The Cinnamon Bear* series in 1937. By popular demand it was repeated in 1940!

"*The Cinnamon Bear* type of show is keyed to do a specified job and if it is handled properly will bring its sponsor a good return on his investment," says Leo O. Ricketts, sales manager of KFBK.

The first year the program ran, youngsters were asked to go into the sponsor's toy department and ask Santa for a free copy of *The Cinnamon Bear* song book. None were given out unless the child

was able to identify the program and tell Santa that he had been listening to it. Proof that the children were listening was the fact that 5,000 song books were given away.

Teaser announcements on the air and in the newspapers, as well as window displays, news stories and art work in the radio column, show cards in the store and tie-ins in the store's newspaper advertising were all used to promote listening interest.

#### LYNN, MASSACHUSETTS

(Bakery)

Notoriously bad months for the baking industry are November and December. But in 26 daytime broadcasts in one month, covering Thanksgiving and Christmas, *The Cinnamon Bear* pulled 751 new accounts for the CUSHMAN BAKERY. For a total cost of \$1,690, CUSHMAN's achieved an annual sales increase of \$27,974.44.

After the first week of daily, except Sunday, broadcasts over WAAB, (Boston), the sponsor received 6,000 replies in response to an announcement which stated that any child writing in would receive a free gift. The free gift was a *Cinnamon Bear* cookie, baked to a rich, golden brown, neatly wrapped in oil paper, and enclosed in an attractive carton. CUSHMAN's estimated that one-third of all the letters were from new prospects.

During only four weeks of broadcasting over WAAB, 222 bakery drivers called on 15,073 homes to deliver 21,611 cinnamon bears to 8,173 new prospect homes, 7,530 old customer homes.

#### SPOKANE, WASHINGTON

(Department Store)

Because youngsters, and their mothers, too, clamor for it, SEARS, ROEBUCK & Co., have sponsored the series over KFPY for the last four years. In the words of Glenn Waugh, Sears' advertising man-

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Santa plus Paddy O'Cinnamon have done a bang-up job for Sears, Roebuck & Co., and KFPY, Spokane, Wash., for four years.





ager, "It sold Sears, and sold it well." In the opinion of adman Waugh, a show such as *The Cinnamon Bear* can do an even better job of selling locally than the bigtime network series do for their national sponsors because "we are in complete command of the local situation, inject our local commercials to fit the local needs."

#### OTTAWA, CANADA

(Dairies)

Two weeks behind schedule in getting frozen strawberries on the local market as the result of extremely mild weather, sponsors (Ottawa Dairy) report that sales of the product were effectively boosted to an all time high level through merchandising announcements on this program, aired over CKCO. Ice cream sales also recorded a high return from broadcasts, and the sponsor is satisfied that the program did a splendid additional good-will job for the entire business.

*Cinnamon Bear* publicity engineered by Alex Steel, sales manager of the Milk Division, included such stunts as a 6-foot Cinnamon Bear who visited each school during the week preceding the program. The walking, talking bear distributed some 50,000 radiograms to the same number of boys and girls. Seventy-five thousand publicity stickers were affixed to milk bottles and were delivered on three different occasions to some 25,000 Ottawa homes. *The Cinnamon Bear* also figured prominently in the Christmas Santa Claus Parade conducted by an Ottawa department store.

To check on the exact circulation of his program, adman Steel used his 75 route men who daily call on thousands of Ottawa homes, to conduct a radio survey. Of the 15,000 housewives interviewed, almost 10,000 stated that the OTTAWA DAIRY program was being listened to every day in their home.

For a statement from adman Steel, see "What the Program Did for Me, page 332.

**AIR FAX:** This program is designed to be used by sponsors beginning with the week of Thanksgiving and continuing on a six-day per week basis, Sundays excepted, up to and including Christmas Day. However, this 26 quarter-hour series of episodes may run on a three, four, or five per week basis if an earlier starting date is used.

#### STORE IN THE SKY (Continued from page 314)

able advice the 'Guide To Happiness' gave to our listeners! Soon other programs of this type were begun, so I decided to change."

BURT's original Master of Ceremonies, whose official title is now "Public Relations Executive," is Mendel Jones. For the past two years he has arranged a "Cleveland Industries Day" for each amateur program. One of Cleveland's major industries is featured on the program each week, and employees associated with the featured industry are extended special invitations to attend the program. This policy is backed by Jones' belief that "institutional advertising is one of our best bets."

Gracious, charming Mrs. Klivans, (Frances), wife of BURT'S owner, appears on each amateur program; talks styles, other subjects of interest to wives, mothers, girl friends.



As evidence of the direct results of his wide audience range, Klivans tells of a Santa Claus announcement one Christmas season which brought 15,000 people into the store the following day. An audience survey later revealed that nearly all homes tune in on the Sunday afternoon amateur show, especially in Cleveland's suburbs and the small communities within 50 miles of Cleveland.

Today, Klivans looks back fondly on his experiences as a radio sponsor. "There are varied experiences, trials, and tribulations which go along with sponsoring radio shows. But under the laws of nature," according to Klivans, "there is a compensation for everything. I get a big kick out of my experiences, and have been rewarded with both the pleasure my radio sponsorship affords me, and the more tangible financial returns which it has brought to our store."



# CHRISTMAS PROMOTIONS

To help you get the most out of radio in the peak retail buying months, here is a collection of successful merchandising stunts used last Christmas in a variety of business fields.

## Department Stores

**THE CHRISTMAS TREE** Not all Christmas shows must be children's shows, so thought Des Moines, Ia. merchants, and radio station KSO's sales promotion manager, Wayne Welch. *The Christmas Tree*, is a 45-minute program sold on a cooperative basis to non-competitive accounts. It has been sponsored by nearly every type of advertiser in the corn-belt city, has been used continuously for five (5) long years. It returns again this year.

How Christmas is observed in other countries, Yuletide stories for children, special recipes for the festal boards, other facts about the season are dished up by emcee Marian Schissel, director of women's affairs. Mixed in is a dash of transcribed music by famous orchestras, singers, soloists.

During the second and third weeks of this four week program, listeners compete in daily contests. Letters on "Why I Like the Christmas Season," poems, and recipes are entered in competition. Each sponsor offers his own prizes.

**AIR FAX:** Aired daily for 24 programs, *The Christmas Tree* begins on Thanksgiving Day, ends on Christmas Day. 100 word commercials, daily, for each sponsor, pepped up business, kept store merchandise moving.  
**First Broadcast:** November 28, 1933.

**Broadcast Schedule:** Mondays thru Saturdays, 45 minutes, from Nov. 28 thru Dec. 25.

**Sponsor:** Merchants of all types.

**Station:** KSO, Des Moines, Ia.

**Power:** 5,000 watts.

**Population:** 167,048.

**COMMENT:** *The Christmas Tree* is a hardy perennial that is worth analyzing. Its success is primarily due to combining sponsors in one big community drive for business. Each prize offering by itself would arouse little interest among the average "contest deluged" listener. Together, they deliver a powerful impact.

## Department Stores

**THE PIED PIPER** Not a Santa Claus, but a Pied Piper served SEARS, ROEBUCK & Co., of Lawrence, Mass., over radio station WLAW last Yuletide. Credited by Sears' manager, L. B. Weaver, for a very substantial increase in business over the previous year, the Pied Piper lived up to his name, had a way with the children. Manager Weaver said that radio "was more than 75% of the advertising used, and summing up the entire toy business for the weeks involved showed a very substantial increase over last year."

The Pied Piper kept New England moppets spell-bound with thrilling dramatizations of famous fairy stories. Listeners of school age were offered membership in the Pied Piper Club, had only to write in for membership pins.

To the 3,100 Christmas minded tots who made up the bulky membership files went a written invitation from Sears to visit their store, admire the heavily stocked toy department. Pleased as punch were the sponsors when 850 definite toy sales were made to parents who accepted the invitation extended to their children to visit the store.

**AIR FAX:** Enacted by a station staff announcer who had a remarkable faculty of taking six or seven parts, the *Pied Piper* dealt primarily with the sale of toys, told fairy tales. No fairy tale was the fine results!

**Sponsor:** Sears, Roebuck & Co.

**Station:** WLAW, Lawrence, Mass.

**Power:** 5,000 watts.

**Population:** 85,068.

**COMMENT:** Santa may be a Christmas-time big-shot, but what interests kids most is what's going to be in the sock. Santa's Northpole workshop is a long way off, whereas the Pied Piper starts tooting his horns early. All this proves, among other things, that there is more than one way to create store traffic.

## Department Stores

**SANTA CLAUS CHARACTER** For 14 years, youngsters of Birmingham, Ala., have followed the radio adventures of Santa Claus under the direction of Ed Hunvald, sales manager of the **LOUIS PIZITIZ DRY GOODS COMPANY**. First under the wire in the use of radio for Christmas merchandising, adman Hunvald begins his show around the first of November, runs it through Christmas Eve.

Santa Claus starts out from his home in Icy Cape by sleigh, changes to airplane, talks to Birmingham children everyday by shortwave from different cities enroute. Five minute periods Mondays through Saturdays late in the afternoon suffices for the short wave contacts. Throngs of children meet his plane at the Birmingham airport, hundreds rush the plane for autographs, small gifts and candy.

Stay-at-homes hear the excited cries of joyful children over the air, follow the hilarious procession as Santa Claus is whisked off in a waiting automobile for a triumphal visit to each neighborhood and park. Later, Santa goes to the sponsor's toyland, remains there until Christmas, uses a nightly fifteen minute period to read Santagrams sent in by children to the sponsor.

**AIR FAX:** Santa Claus is the featured performer on this program.

**Broadcast Schedule:** Five minute broadcasts and fifteen minute periods daily are used from the first of November thru Christmas Eve.

**Sponsor:** Louis Pizitiz Dry Goods Co.

**Station:** WBRC, Birmingham, Ala.

**Power:** 5,000 watts.

**Population:** 383,157.

**COMMENT:** Twentieth century mop-pets thrill to a twentieth century Santa. For another Santa's arrival by plane, see *Showmanship in Action*, page 330, and *Showmanscoops*, page 329.



## Department Stores

**SANTA CLAUS' HELPER** SEARS, ROEBUCK & Co., with stores everywhere, utilize local radio time to increase

sales, build good-will during the Christmas season. Following is a brief resume of outstanding Sears' Christmas promotions throughout the country, which were used last year.

Among the most successful was *Santa Claus' Helper* aired over WHJB in Greensburg, Pa.; so successful, in fact, that ten days before Christmas the toy department was almost cleared out. The pleased sponsor switched to other departments, reported that following a sewing machine broadcast the cash register rang up three direct sales the following day.

Since the sponsor did not feature Santa Claus himself, a WHJB announcer pinchhitted, was known as Santa's Helper. He found out for Santa just what each child wanted for Christmas. In his tour of the wonder-laden toy department, the announcer had ample opportunity to describe many of the interesting toys displayed and quote prices; he used speaking dolls, railroads, other mechanical toys to create amusing sound effects.

Broadcast five days a week, Mondays through Fridays for three weeks before Christmas, the program attracted large numbers of children and fond parents. Santa's Helper was also SEARS' Helper. SEARS' complete stock of a mechanical train set that had been a particularly slow mover was sold out the day after it was featured on the broadcast.

In addition to the regular broadcasts, J. H. Fanney, SEARS' advertising manager, installed a Santa Claus booth. Wide eyed youngsters spoke directly to Santa Claus by means of a loud speaker installation. They were wider eyed to receive a direct reply through a pair of earphones from Santa Claus who was stationed in an adjacent room and was not visible.

**AIR FAX:** Program is a Santa's Helper show aired five days a week.

**Sponsor:** Sears, Roebuck & Co.

**Station:** WHJB, Greensburg, Pa.

**Power:** 250 watts.

**Population:** 22,133.

## Department Stores

**SEARS VARIANT NO. 2** Sponsors of a Santa Claus interview program over

KOH for the past three years, SEARS, ROEBUCK & Co., of Reno, Nevada, have built a platform in their basement toy wonderland from which the programs are aired. With audiences of from three to four hundred, Santa Claus interviews children accompanied by parents; asks questions about what they want for Christmas, probes deeper to unearth the humorous or timely.

Not one to let grass grow under its feet, SEARS' presents its first broadcast immediately after Thanksgiving, continues on a six times a week schedule until the day before Christmas. Newspaper advertisements, posters and direct mail publicize the program.

**AIR FAX:** Santa Claus' broadcasts were aired Mondays through Fridays in late afternoon. A sixth broadcast was presented Saturday mornings.

**Sponsor:** Sears, Roebuck & Co.

**Station:** KOH, Reno, Nev.

**Power:** 1,000 watts.

**Population:** 18,529.

**SEARS VARIANT NO. 3** Over WOWO-WGL, Fort Wayne, Indiana, SEARS, ROEBUCK & Co., sponsored a program called *Santa's Mail Box*, created store traffic by requiring that letters be left at the store. To children who wrote the best letters went bicycles, dolls, electric trains, enough other playthings to pull a record breaking response. Not until Christmas drew near did Santa Claus himself appear, but a mythical trip to Santa Land kept juveniles alert, and listening.

**AIR FAX:** Letters to Santa Claus from the children of Fort Wayne, Ind., were aired daily over WOWO-WGL for several weeks preceding Christmas.

**Sponsor:** Sears, Roebuck & Co.

**Station:** WOWO-WGL, Fort Wayne, Ind.

**Power:** 50,000.

**Population:** 117,246.

**SEARS VARIANT NO. 4** Santa Claus' mail bag was the variant used for SEARS in Albuquerque, New Mexico, over radio station KOB. Santa, his assistant, Merry Holiday, and an imaginary elf dug deep into their over-stuffed mail-bag every afternoon, Monday thru Saturdays at 5:30. Letters from children to Santa Claus were read in connection with a short daily dramatization featuring Santa Claus and his helpers. The elf's conversation was simulated by the use of

a 33 R.P.M. transcription run at 78 R.P.M. revolutions and translated to the audience by Merry Holiday.

**AIR FAX:** Santa Claus' Mail Bag was a simple affair during which letters from children to Santa Claus were read.

**Broadcast Schedule:** Mondays thru Saturdays, 5:30 P.M.

**Sponsor:** Sears, Roebuck & Co.

**Station:** KOB, Albuquerque, New Mex.

**Power:** 50,000 watts.

**Population:** 40,027.



**COMMENT:** To create store traffic at Christmas shopping time thru the aid of Santa Claus is an old merchandising trick that seems never to grow old. Children love to see the colorful, bewiskered old gent, to unlock the door to their air castle for him, knowing full well mamma or papa is listening, too.

Big problem, of course, is concentrating the youngster's attention on your Santa and on no one else's. For that important task, SEARS and other leading merchants have turned to radio.

And radio has done its job well. *It brings Santa to life as no other mass-medium can do!* Adaptable to any type of business featuring children's Christmas items, Santa Claus shows are inexpensive, easily produced, usually well received.

## Restaurants (Others)

**CHRISTMAS BOOK DRIVE** Into special bins at various holiday-crowded **CHILDS RESTAURANTS** in New York City were tossed 11,465 books last Christmas. Gratifying were the results to Phil Cook whose 1940 Christmas Book Drive, his third, snared 42,351 books for hospital shut-ins, and draftees in army camps in the New York State area.

Cook asked listeners to put their books into receptacles in hotels, railway terminals, and the lobby of WABC headquarters. Postal Telegraph boys picked up books, delivered them to headquarters without charge. Boy Scouts canvassed their neighborhoods, staggered out with arms full of books. Bookstores displayed placards bearing a picture of drive-sparker Cook at the microphone,

suggested to customers they "Buy a Book for Phil Cook."

**AIR FAX:** Cook emcees a morning show, *Morning Almanac*, six days a week. Childs Restaurant, one of the sponsors of the program, cashed in on his Book Drive, which Cook plugged daily.

**Broadcast Schedule:** Mondays thru Saturdays, 7:00-7:45 A.M., from Thanksgiving thru Christmas.

**Sponsor:** Participating sponsors included Liggett's Drugs, Bond Clothes, Beardsley's Codfish, and Quaker Oats, Childs Restaurants.

**Station:** WABC, New York City.

**Power:** 50,000 watts.

**Population:** 1,800,000.

**COMMENT:** Philanthropy and good business can go hand in hand. Sponsors in cities where similar book drives are already established might investigate a possible tie-up.

## Sporting Goods

**DOWN SANTA CLAUS LANE** "Puritan forefathers made it a special point to do their hardest work on Christmas day just to show their dislike for what they considered a pagan festival."

That is the sort of interesting Christmas fact that was dished up by nine sponsors in the participating program, *Down Santa Claus Lane*, over KOB, Albuquerque, N. M., last Christmas-shopping time. Appropriate Christmas music, and interesting facts about the festivity were broadcast in two 15-minute units at 9:30 A.M., and 1:15 P.M. Participating sponsors could split their announcements between the shows or could buy announcements on each one.

**AIR FAX:** **Broadcast Schedule:** 9:30 A.M., and 1:15 P.M., Mondays thru Saturdays.

**Sponsors:** B. F. Goodrich Stores, Spitzmesser's Clothing Store, Huning-Testman Electric Company, Cook's Sporting Goods, J. C. Penney Company, Manya's Gift Shop, Ridlon's Shoe Store, Keleher Leather Company and the Frazier Photography Shop.

**Station:** KOB, Albuquerque, New Mex.

**Power:** 50,000 watts.

**Population:** 40,027.

**COMMENT:** If you've never tried radio, but would like to join a Christmas promotion along with other non-competitive merchants in your town, ask your favorite local station. They'll be glad to work out the details for you. Cooperative shows like this are not expensive, are usually effective around Christmas time.

SAMPLE SCRIPT AVAILABLE.



# PROOF O' THE PUDDING

Results from radio programs, based on sales, mails, surveys, long runs, the growth of the business itself.

## Home Furnishings

**YAWN PATROL** Many a pint-volume merchant squints warily at radio, sighs, "Stuff like that is for guys like ADAM HATS." But radio, flexible as a rubber band, stretches or shrinks to the needs of *all* business. At the present time, 24 sponsors are using *Yawn Patrol* with announcements ranging from 35, 50 words to five and 15-minute periods.

In Lawrence, Mass., station WLAW started *Yawn Patrol* last October. This multi-sponsored dawn request program plays favorite tunes requested by telephone, gives a nod to friends and relatives' birthdays, anniversaries, new arrivals.

Scoped from the show: 1) First week of broadcast grossed 300 telephone calls; now, 2,000 calls weekly keep three operators hopping to prevent switchboard jam-up. High for a single program was 529 calls. From October 1 to February 15, show pulled the hair raising total of 26,027 telephone requests. 2) Advertisers must purchase six days a week for at least a month.

Except for two misses, every advertiser who has used the program has snapped up renewal at the contract's expiration. In the period of almost a year 85% of the advertisers have renewed from month to month. 3) Originally set for the period, 7:30-8:45, clamoring clients swelled the period to 7:00-8:45. At the last report, program got up earlier, now starts at 6:30 A.M. 4) *Specific instance:* Even during their slack season, when expenditure curtailments were the up-

permost consideration, SUMMERFIELDS FURNITURE Co. held fast to *Yawn Patrol*. Declared ad manager Jesse Stern, "The period is really paying out for us."

**AIR FAX:** *First Broadcast:* October, 1940.  
*Broadcast Schedule:* Monday thru Saturday, 6:30-8:45 A.M.  
*Competition:* Musical Roundup; Agricultural Market Reports; News.  
*Sponsor:* Summerfields Furniture Co. (Others.)  
*Station:* WLAW, Lawrence, Mass.  
*Power:* 5,000 watts.  
*Population:* 85,068.

**COMMENT:** 85% renewals speak for themselves!

## Theatres

**CURB CLUB** Monday through Saturday, *Curb Club* convenes in midtown Hartford (Conn.), where all comers are invited to test their skill on brain twisters, sage sayings, quips and smart cracks. So faithfully do members attend meetings that sponsors WEBSTER NEIGHBORHOOD THEATRE and SOUTH GREEN FURNITURE COMPANY are forever fending off interloping sponsors. Not in two years has *Curb Club* been without a sponsor.

WNBC emcee, Jack Lacy, parcels out the questions, shells out anywhere from a quarter to a crisp, new dollar bill depending on the value of the question. Guess 'em wrongers get consolation tickets to WEBSTER theatre.

Currently the show is running on a split sponsorship; three days devoted to each sponsor.

**AIR FAX:** *Broadcast Schedule:* Quarter-hour daily, 12:45 P.M.  
*Preceded By:* Recorded Varieties.  
*Followed By:* News.  
*Sponsor:* Split Sponsorship: Webster Neighborhood Theatre, and South Green Furniture Co.  
*Station:* WNBC, Hartford, Conn.  
*Power:* 5,000 watts.  
*Population:* 221,940.

**COMMENT:** For picture of *Curb Club* in action and its informal, smart-cracker emcee, Jack Lacy, see *Showmanscoops*, page 328. With the exception of two 100 word commercials and a short identifying commercial at the opening and close of the program Lacy puts on a blood-hound act, follows any lead or novel situation that may be encountered.



## AMERICA'S BIGGEST LITTLE RADIO SHOW!

It's a series of 260 5-minute scripts (with about 1½ minutes allowed for commercials) that is selling more merchandise and services than any other 5-minute radio show in the country! Minimum contract is for 65 episodes. Available to only one sponsor in a city.

This is not a transcribed series—but is used as a "live" program, requiring only one man and announcer for production. The copy tie-up with the title enables sponsors to give audiences "something to think about" their product and services, and drive the message home.

*Some of the sponsors include:*

### DENTYNE GUM

Station WLW.....5 times weekly.

### MERCHANTS & EMPLOYES BANK

Station KTRH.....5 times weekly.

### SINCLAIR OIL PRODUCTS

Station WFMD.....5 times weekly.  
 Station WSFA.....5 times weekly.

### HONOLULU FINANCE & THRIFT CO.

Station KGMB.....5 times weekly.

### PAUL BROTHERS OLDSMOBILE CO.

Station WINX.....3 times weekly.

### VINCENNES FEDERAL SAVINGS & LOAN

Station WOAV.....5 times weekly.

Write for sample scripts and full data, including combination rate-card order-form. If you want results from radio at low cost — investigate "SOMETHING TO THINK ABOUT!"

## SPECIAL FEATURES SYNDICATE

563 Northwestern National Bank Bldg.  
MINNEAPOLIS, MINNESOTA



# SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote their radio programs. One dollar will be paid for pictures accepted. If you wish photographs returned, please include self-addressed, stamped envelope.



Medosweet Dairies' latest Gold Medal award was received by Bert Sweeting, of the Dairy, from Doreen Hopper, conductor of the KMO-Penthouse Cooking School of the Air, now in its 24th week in Tacoma, Wash. It is conducted on the 7th floor of Fisher's Department store, Tuesdays and Fridays, from 3:15 to 3:45 P.M.

WNBC's emcee, Jack Lacy holding open house for his Curb Club in midtown Hartford, Conn. where all comers are invited to test their skill on brain twisters. (See *Proof of the Pudding*, page 327.)







Announcer Carl Mark interviews Santa Claus on his arrival at Cleveland airport. Santa was WHK announcer, Nicki Burnett. Sponsor was Cleveland's Coca Cola Bottling Co. (See *Showmanship in Action*, page 330.)



left . . . Melvin Burka and saleswoman, Princene Merendino dressed in typical '17 costumes for their personal appearance in connection with the *Memory Day* program aired over WBLK, Clarksburg, W. Va. (See *Showmanship in Action*, page 330.)

right . . . Mayor Terrell of Pocatello, Idaho cut the ribbon which admitted 5,000 people to a direct-from-the-bakery broadcast over KSEI for Eddy Bakery's big Open House.





# SHOWMANSHIP IN ACTION

Those extra promotions and merchandising stunts that lift a program out of the ordinary.

## Beverages

**SANTA CLAUS AND TWINKLE TOES** Santa Claus is coming to town! That message heard daily over WHK drew 10,000 children to the Cleveland airport last year for a holiday-minded sponsor: THE CLEVELAND COCA COLA BOTTLING Co. For two hours after the arrival of Santa Claus in a United Air Lines plane, children and parents by the thousands poured into the airport. A special detail of 20 Cleveland policemen were kept busy routing an estimated 3,500 cars.

After he was presented with a key to the city, Saint Nicholas was interviewed via a public address system, and later handed out 10,000 miniature bottles of COCA COLA. It was Santa who led a triumphant procession from the airport to midtown Cleveland.

Done in a light, humorous vein, the program featured Santa Claus and his helper, Twinkle Toes, reading letters from the kiddies. Just before Christmas the commercials were devoted to suggestions as to how COCA COLA might be used as an excellent refreshment at holiday parties. For the abnormally high sales during the season the local COCA COLA BOTTLING Co. gave all credit to the radio campaign.

**AIR FAX:** Program started a month before Christmas and was continued until Christmas Day. Mid-afternoon time, each day, Monday thru Saturday for a half hour, was the time picked by the sponsor.

**Sponsor:** Cleveland Coca Cola Bottling Co.

**Station:** WHK, Cleveland, Ohio.

**Power:** 5,000 watts.

**Population:** 1,111,449.

**COMMENT:** Not new are personal appearances of the centuries-old saint, but

for sure-fire appeal to kiddies of all ages, there's nothing better on the books, especially when Santa flies in on the latest United airliner. When a sponsor can dramatize one of these appearances sufficiently, his appeal is as large as the territory he covers. Successful sponsors find plenty in their socks on Christmas morn. (For picture, see *Showmanscoops*, page 328.)

## Restaurants

**MEMORY DAY** People thumbing thru family picture albums oh! and ah!, soon begin to laugh at the quaint costumes. From a feminine point of view, anything older than last year's hat falls into that category. When the GORE HOTEL, Clarksburg, W. Va., presents one of its series of *Memory Day* programs over WBLK, it gives its audience something to laugh about.

Idea behind the show was to present 28 years from the life of an average couple whose memories were tied up with Sunday night suppers at the old, conservative hostelry whose reputation for traditional dishes is far spread. Each broadcast represented the passage of two

years' time in the lives of the *Memory Day* couple, as well as two years in the hotel's career. Tied in with each broadcast was the changing pattern of American history. For color and background, transcribed musical



selections representing the top tunes of the various years were used.

The program was written, produced and directed by imaginative, alert WBLK saleswoman, Anne Lorentz Southern.

Special *Memory Day* supper cards were printed and attached to the menu which was built around the food described on the *Memory Day* program. Tantalizing to passers-by was the display in a special hotel window of a pair of puppets dressed in the styles of the year to be featured in the next broadcast. Twice during the run of the program

did Melvin Burka, WBLK announcer, and saleswoman Princene Merendino, don out-moded costumes and rattle thru the city in a 1920 car to make a personal appearance at the GORE HOTEL Memory Grill.

**AIR FAX:** A series of 13 *Memory Day* programs are presented.

**Broadcast Schedule:** Sunday afternoons at 1:30 P.M., for 5 minutes.

**Preceded By:** Matinee with Lytell.

**Followed By:** Radio City Music Hall.

**Station:** Gore Hotel Memory Grill.

**Station:** WBLK, Clarksburg, W. Va.

**Power:** 250 watts.

**Population:** 43,643.

**COMMENT:** Often does a would-be sponsor remark, "If the station could show me something absolutely suited to my business, I would be interested." Sponsor GORE was shown! The idea behind the show was to use the most powerful appeal the hotel had, its tradition of fine food, its conservative reputation; and to present this idea in an appealing way. As a means of introducing a sponsor to the possibilities and economy of radio advertising, the show was completely successful. *For picture, see Showmanscoops, page 328.*

# YOURS FOR THE ASKING

Address Radio Showmanship

11th at Glenwood, Minneapolis, Minn.

Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

## SAMPLE SCRIPTS AVAILABLE

**Automobiles**—Mr. Yes and No (see Sept. issue, '40, p. 32).  
**Auto Supplies**—Jack, the Tire Expert (see May issue, p. 135).  
**Bakeries**—Musical Arithmetic (see Feb. issue, p. 72).  
**Bakeries**—Southern Plantation (see September issue, '41, p. 289).  
**Beverages**—Pigskin Prevue (see July issue, p. 222).  
**Building Materials**—Homers at Home (see Feb. issue, p. 58).  
**Chiropractic**—The Good Health Program (see March-April issue, pp. 110, 112).  
**Dairy Products**—Junior Town (see Dec. issue, p. 136).  
**Dairy Products**—Kiddie Quiz (see July issue, p. 214).  
**Dairy Products**—Young American's Club (see Nov. issue, p. 110).  
**Department Stores**—Hardytime (see Sept. issue, '40, p. 35).  
**Department Stores**—The Pollard Program (see August issue, p. 238).  
**Department Stores**—Woman's Hour (see June issue, p. 178).  
**Department Stores**—Down Santa Claus Lane (see p. 326).  
**Department Stores**—Billie the Brownie (see p. 318).  
**Drug Stores**—Five Years Ago Today (see Dec. issue, p. 146).  
**Finance**—Jumping Frog Jubilee (see August issue, p. 253).  
**Finance**—Saga of Savannah (see June issue, p. 187).  
**Finance**—Something to Think About (see August issue, p. 245).  
**Flowers**—An Orchid to You (see Sept. issue, '40, p. 35).  
**Fuel**—Smoke Rings (see Dec. issue, p. 126).  
**Furs**—Cocktail Hour (see August issue, p. 258).  
**Gasoline**—Home Town Editor (see Oct. issue, '40, pp. 73, 74).  
**Gasoline**—PDQ Quiz Court (see Dec. issue, p. 134).  
**Groceries**—Food Stamp Quiz (see Sept. issue, '40, p. 33).  
**Groceries**—Matrimonial Market Basket (see Dec. issue, p. 154).

**Groceries**—Mystery Melody (see September issue, '41, p. 290).  
**Groceries**—Mystree Tunes (see June issue, p. 162).  
**Groceries (Wholesale)**—Hoxie Fruit Reporter (see Jan. issue, p. 34).  
**Groceries (Wholesale)**—Market Melodies (see Oct. issue, '40, pp. 73, 74).  
**Groceries (Wholesale)**—Women's Newsreel of the Air (see Oct. issue, '40, p. 63).  
**Laundries**—Rock-a-bye Lady (see Feb. issue, p. 47).  
**Men's Wear**—Hats Off (see June issue, pp. 178, 183).  
**Music Stores**—Kiddies' Revue (see p. 306).  
**Optometry**—Good Morning, Neighbors (see Jan. issue, p. 35).  
**Shoes**—Campus Reporters (see August issue, p. 251).  
**Shoes**—Mr. Fixer (see June issue, p. 148).  
**Sporting Goods**—Alley Dust (see June issue, p. 177).  
**Sustaining**—Calling All Camps (see p. 310).  
**Women's Wear**—Melodies and Fashions (see Nov. issue, p. 112).

## SAMPLE TRANSCRIPTIONS

Betty and Bob (see Oct. issue, '40, p. 53).  
 Captains of Industry (see September issue, '41, p. 284).  
 The Enemy Within (see Jan. issue, p. 18).  
 The Face of the War (see May issue, p. 125).  
 Fun With Music (see June issue, p. 162).  
 Getting the Most Out of Life Today (see July issue, p. 196).  
 Little by Little House (see May issue, p. 128).  
 Mama Bloom's Brood (see August issue, p. 248).  
 Pinocchio (see Sept. issue, '40, p. 11).  
 Secret Agent K-7 (see Sept. issue, '40, p. 35).  
 Sonny Tabor (see May issue, p. 140).  
 Superman (see September issue, '41, p. 271).  
 Stella Unger (see Feb. issue, p. 56).  
 Streamlined Fairy Tales (see March-April issue, p. 90).

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# WHAT THE PROGRAM DID FOR ME



This is the businessman's own department. Radio advertisers are invited to exchange results and reactions of radio programs for their mutual benefit. Address all letters to *What the Program Did for Me*, Radio Showmanship, 11th at Glenwood, Minneapolis, Minn.

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## Dairies

**CINNAMON BEAR** "Unfortunately our supply of Cinnamon Bear Bottle Stickers and Miniature Telegrams is completely exhausted and we are unable to forward any samples to you. The bottle stickers were distributed through the medium of our bottled products to approximately 13,000 of our regular customers advising them of our plans to broadcast the *Adventures of the Cinnamon Bear*. The same applies to our Miniature Telegram forms, only they were distributed directly to the school children when going home from school. The majority of the schools in Ottawa were covered at various periods.

"Upon completion of this broadcast a general survey was made and from all indications it was a great success. The children enjoyed it immensely, and so did the older folks.

"We also feel a great amount of good will was derived from this broadcast."

**A. STEEL**

*Sales Manager, Milk Division  
Ottawa Dairy Company  
Ottawa, Canada*

**AIR FAX:** *Broadcast Schedule:* Quarter hour daily except Sunday, between Thanksgiving and Christmas.  
*Sponsor:* Ottawa (Ca.) Dairy Milk.  
*Station:* CKCO, Ottawa, Ca.  
*Power:* 100 watts.

**COMMENT:** For a complete description of *The Cinnamon Bear*, see page 319.

## Electrical Appliances

**ODD QUIRKS IN THE NEWS** "This program has paid for itself in direct results from the first week. The only thing that will ever cause its discontinuance will be our inability to secure enough merchandise to serve our existing dealers.

"The program is our only medium of informing customers of some special opening, celebration, or offer that one of our dealers was having. The results obtained have convinced us that in a short period we have not only a vast listening audience, but also a responsive one.

"Our dealers are very enthusiastic about this program. Each day, two dealers receive mention at the beginning and at the conclusion of the five minute period. This identifies the product with the dealer. The dealer is not asked to apply any of his cooperative advertising allowance against the cost of this program. That cost is shared by **HOT POINT**, the manufacturer, and **INTERSTATE**, the distributor. Dealers relate any number of direct sales as a result of this program."

**CLYDE FANT**

*Manager, Appliance Department  
Interstate Electric Company  
Shreveport, La.*

**AIR FAX:** *First Broadcast:* February, 1941.  
*Broadcast Schedule:* Daily, 5 minutes.  
*Followed By:* News.  
*Sponsor:* Interstate Electric Company.  
*Station:* KWKH, Shreveport, La.  
*Power:* 50,000 watts.  
*Population:* 82,162.

**COMMENT:** Wholesalers and distributors should take a leaf from **INTERSTATE'S** book. Idea of mentioning dealer's name on each show builds consumer sales, dealer good will at one and the same time.

To many listeners a news show with a lighter touch is a welcome relief. It's easy to produce, too. The news staff of any radio station can clip enough odd quirks during the day for a very interesting short program.

# TRENDS

A rating of program patterns based on a special survey of outstanding, locally sponsored radio programs throughout the country. Let the TREND of these ratings, month to month, be your guide to better buying.

## PROGRAM RATINGS, AUGUST, 1941

Type	Rating	Last Month	1 Month Change	Last Year	1 Year Change
MUSIC	.306	.311	-.005	.350	-.044
NEWS	.225	.224	+.001	.170	+.055
QUIZ	.120	.125	-.005	.110	+.010
TALKS	.097	.035	+.012	No Rating	...
INTERVIEWS	.085	.079	+.006	No Rating	...
SPORTS	.065	.070	-.005	.080	-.015
DRAMA	.051	.053	-.002	.080	-.029
COMEDY	.051	.053	-.002	.040	+.011
TOTAL	1.000	1.000			



GROUPS	Men	1 Mo. Change	Women	1 Mo. Change	Children	1 Mo. Change
Music	.264	-.006	.336	-.014	.302	-.017
News	.281	+.011	.217	+.007	.099	-.001
Talks	.070	+.010	.136	+.016	.057	+.007
Interviews	.067	-.003	.089	+.009	.114	+.014
Quiz	.123	+.003	.111	-.009	.141	+.001
Sports	.124	-.006	.028	-.002	.046	+.006
Drama	.033	-.007	.033	-.007	.155	-.005
Comedy	.038	-.002	.050	...	.085	-.005

### THIS YEAR

One year of TRENDS has brought to light many interesting facts. 1) The spectacular rise in the rating of *news* shows. More and more good *news* programs have reached the airways, but the saturation point is still in the distant future. 2) The drop in *musical* programs starting from January 1st. 3) Second biggest rise of the year was in programs with a *comedy* appeal; indicating, perhaps, that while most people like to keep up with world events, they still seek emotional relief. 4) Smallest variation shown in *quiz* programs, except in kid quizzes which have steadily increased.

### THIS MONTH

Biggest advance of the month (bigger than any other single rise in several months) was in *talks*. It is difficult to determine what factor actually caused this rise. One thing is certain, *talks* have become much more interesting than ever before. What's more: the better *talk* programs have been confined to five minutes, or fifteen minutes with *music*. STOICK CUT RATE DRUGS include odd facts in history, beauty and household hints, weather reports—all within a fast-moving daily five minute program over station KGVO, Missoula, Mont. They call it STOICK'S RADIO ALMANAC.

# CHRISTMAS FILE

*Recommended for use around Christmas time because they are especially designed for children are the following tested radio shows and transcribed series which have been reviewed in previous issues of RADIO SHOWMANSHIP. They are listed by the title of the article that appeared in SHOWMANSHIP.*

- (1) SOMETHING VENTURED, Sept., 1940, p. 11.

Advertisers all over America (32 of them) have seized the chance to sponsor the *Adventures of Pinocchio* in transcription form. Advertisers who got the biggest results were those who recognized in *Pinocchio* a natural opportunity to employ added showmanship.

- (2) A CHRISTMAS SALES STORY, Nov., 1940, p. 102.

August last, in the Boston office of KASPER-GORDON, INC., makers and sellers of electrical transcription programs, ideaman Aaron Bloom put the finishing touches on this year's version of a successful radio promotion called *Adventures in Christmastree Grove*.

- (3) THE WFBR-READ'S TOY SCOUT PARADE, Nov., 1940, p. 107.

Last Christmas 40,000 toys marched in steady parade into Baltimore's READ DRUG stores. A plea was aired for toys, old and new. To draw juvenile response, toy Scout buttons bearing READ's name were distributed to those contributing toys.

- (4) YOUR TOWN CAN WORK FOR YOU, Dec., 1940, p. 136.

*Junior Town* has been a success. Appearing before the microphone three times weekly are boys and girls with ambitions, hobbies and experiences, which they relate in unrehearsed, impromptu interviews.

- (5) JUNIOR ROUND TABLE, Dec., 1940, p. 146.

Youngsters picked by school authorities

go on the air in an unrehearsed, friendly round table conference. They discuss anything of local or national interest. Christmas festivities certainly come in that category.

- (6) MICKEY MOUSE CLUB, Jan., 1941, p. 32.

With the accent on youth, the show invites local, jubilant juveniles to perform, sets their age limit at 10 years.

- (7) THE JUNIOR SHOWBOAT, Feb., 1941, p. 65.

Cleveland amateurs are presented as though they are a part of a professional show aboard a river steamer. Stress is on the good musical quality of the show. Christmas offers splendid possibilities for the use of familiar, well-known songs.

- (8) BREAD SALES THRU THE AIR, March-April, 1941, p. 90.

*Streamlined Fairy Tales* is unlike most programs designed for children, because it has the extra appeal of being equally as interesting to adults. A transcribed series, featuring the famous singers, the "Koralites," who offer modern versions of popular children stories.

- (9) KIDDY CLUB, March-April, p. 106.

Child entertainers are picked at random from the Saturday morning audience, do whatever they like on the show. Spontaneity of child talent turns the trick. Store broadcast would be an angle on a show of this kind to create store traffic.

- (10) KIDDIE QUIZ, July, 1941, p. 214.

A kid talent show revamped into a kid quiz. Lads and lassies squeeze into the theatre, start the afternoon in a true red-white-blue spirit by singing *My Country 'Tis of Thee*. Three boys and three girls are subjected to five rounds of carefully culled questions.

- (11) DAWSON'S SPELLING BEE, Sept., 1941, p. 286.

Listener interest is harnessed with an old-fashioned spelling bee. Avid listeners supply batches of questions.

# At Your Fingertips

## RADIO SHOWMANSHIP



MAGAZINE FILE

BINDER

Holds 18 magazines. The convenient, compact method of keeping your copies in permanent, chronological order. Order today. Use the coupon below. Only \$1.50 postpaid.

RADIO SHOWMANSHIP MAGAZINE  
ELEVENTH AT GLENWOOD AVENUE  
MINNEAPOLIS, MINNESOTA

Gentlemen:

Send me  copies of the Radio Showmanship Magazine File Binders, at \$1.50 per binder, postage paid. Check enclosed . Bill me later .

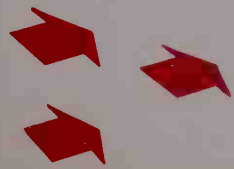
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Address .....

Company .....

Position .....

City..... State.....





WILLIAM BENTLEY COMPANY  
ST. LOUIS, MO.  
1000 BENTLEY BUILDING

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IN NEXT MONTH'S ISSUE OF

SHOWMANSHIP, "Orde Dele" Slack, President, Slack Furniture Company, St. Louis, Mo., describes how his business has tripled in volume since it first went on the air two years ago. It ranks one of the most remarkable stories in all radio's history.