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Showmanship

MARCH 1943

25c
30c IN CANADA

IN THIS ISSUE

★ Wartime Center of
Entertainment—
HOME..

35 TESTED PROGRAMS FOR BUSINESSMEN

MORE THAN A MAGAZINE A SERVICE



YOUR BUSINESS AT A GLANCE

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An NBC Recorded Program

The Name You Will Remember

with

*William
Lang*



A Show Listeners will
remember to follow—

A Show Sponsors
will remember for its results!

PEOPLE are the most interesting subject in the world. Today, more than ever, everyone wants to know about people who make the news, people who shape history, people who get things done. People who entertain, command, create—people whose activities affect the daily pattern of our lives.

THE NAME YOU WILL REMEMBER, with William Lang, is a hard-hitting, intensely interesting show about the world's No. 1 subject—People. As a "live" show, it scored a spectacular success for a wide variety of sponsors. Now, the NBC recorded series numbers among its sponsors department stores, furniture stores, laundry, creamery, brewery, auto dealer, and women's stores . . . Just remember these advantages:

- ★A title with a sure-fire tie-in for the sponsor's name and business.
- ★William Lang's hard-hitting, punchy delivery grips the listener.
- ★78 crisp personality sketches—ranging from Madame Chiang Kai-shek to Arturo Toscanini, from Marshal Simeon Timoshenko to J. Edgar Hoover.
- ★Arranged for 3-a-week broadcast in five-minute periods, each permitting approximately 1:30 for commercials.
- ★All-inclusive merchandising and publicity plan.

Ask your local station for an audition or write direct to—

NBC *Radio Recording Division*

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York, N. Y.

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AS THEY LIKE IT

SOME say that the theatre is on its last legs; that opera is a thing of the past; that symphonic music is for the few. True it is that few plays get beyond Broadway. Opera companies have shied away from "one-night stands." Only metropolitan centers can support symphonic orchestras. In these days, with rationing of gas and tires, and increased living costs, the plight of the arts must of necessity get worse before it can get better.

But are these arts dead? America's millions of radio families rise up to give an emphatic *no!* When the curtain rises, the audience sits comfortably in its own homes, spectators in a billing which ranges from high comedy, melodrama and opera to symphonic and light music. For the countless advertisers who daily give this five-star entertainment, the audience turns its applause into cash sales. Radio carries the torch for the arts!

There is no Diamond Horseshoe Circle, no peanut heaven. Liberal and conservative, native son and immigrant, bank president and stevedore, all with diverse aims, backgrounds, interests and incomes have one great common interest—*radio!* It's the activity that occupies more of their daily hours than any single thing other than work and sleep. It's the one activity they prefer over reading, movies, sports, in short, over all other forms of entertainment.

Today, the number of front seat listeners is larger than ever before. Less movie-going, night-clubbing and partying generally have seen a corresponding increase in listening, early and late. Star spangled entertainers play before a packed house in which it has never been necessary to hang out the SRO sign. Week-end listening is way up, and night time audiences show substantial increases. The reason is obvious; the increased tendency to make the home the center of wartime entertainment.

Longer broadcasting schedules, with capacity audiences, give advertisers a once-in-a-lifetime opportunity to cash in on rave notices. Give these tremendous audiences a good show, and sign your name to it—it's as simple as that. In a world of rationing and priorities, there is no rationing, no priority on good will. For the advertiser who suits action to word, increased sales in the post-war period will be ample proof that good entertainment *now* is as they liked it. Radio carries the torch!

The Editors

SKILLERN's *Entertain!* Sixty-seven per cent of the entire state of Texas (and that's some punkins) is exposed to these magic words four times each day, Monday through Friday, once on Saturday, and again on Sunday evening at 8 P.M.

SKILLERN's is an independently owned group of 30 drug stores in Dallas, Tex., which started in Lewisville in 1895 and has grown to be Texas' largest independent drug group. During the past 47 years, it has built a reputation for doing things in a big way. Its annual newspaper budget is pushing up close to \$100,000. Its new warehouse has a printing plant where display pieces are turned out, and where its own weekly house organ is published.

This, briefly, is the background of the SKILLERN DRUG CO. organization which today is blazing a wide trail in radio in the southwest with one of the most ambitious pieces of radio advertising ever

Skillern's

Family Welcome Mat Out

Ed. W. Hendrix, Vice Pre

ADVERTISING, INC. took the bull by the horns and pointed the way to greater profits for us. The plan was simple: to buy enough radio to assure a low rate; to buy enough to partially dominate all other local radio advertising, and to buy time on a station of sufficient power and caliber to compel respect.

Following this general formula, we bought 1,200 quarter hours on KRLD. These programs were to be used in a



attempted by any drug chain anywhere. It's been a matter of years now that radio station representatives have been calling on us and pointing out the advantages of this new medium. Yes, we have even dabbled with a few announcements now and then during anniversary sales, etc. But radio's effectiveness was never demonstrated to us until GRANT

year's time, and we started with two shows daily, Monday through Friday, and a third show on Monday, Wednesday, and Friday. Since it was impractical to use local talent in a multiple program operation, we decided to build recorded shows to appeal to the greatest number of drug and sundry buyers. At 8:45 daily we secured the library of *Donald Novis*

s Entertain!

How and Its Sponsor, Says
Skillern Drug Co., Dallas



● Above . . . Behind the scenes in its 30 stores is a world of activity to keep the SKILLERN radio programs continually before the public.

● Right . . . Employees at a general meeting participate in a miniature *Take It or Leave It* show. Object: to plug the SKILLERN radio offerings, create enthusiasm.

● Left . . . Window displays, counter cards, package stuffers and pennants went to each store manager with instructions for display. Payoff: steady increase in sale of advertised items.

Sings. This program continues to draw nice mail and other response from the ladies who like the ballad type of music. At 12:45 P.M. we put on a program entitled *Headliners Parade*. The show features Bing Crosby, as the main headliner, with a guest such as Dinah Shore, Merry Macs, Judy Garland, and Connie Boswell on each program. The three-a-

week show was scheduled at 5 P.M. as a straight program of popular music for the younger folks.

In October the need was felt for the dramatic type of program, so SKILLERN's bought the transcribed feature *Betty and Bob*, and scheduled it at 9:30 each morning, Monday through Friday. At this time, we expanded the 5 o'clock show to a daily feature, and set out to find the finest half-hour transcribed dramatic show we could get to fill a newly opened Sunday evening spot immediately preceding Fred Allen. We chose *Academy Award* which stars headline Hollywood talent in weekly dramatic plays. In November, we felt that we had been neglecting the male portion of the audience, so put on a *Spotlight on Sports* show at 5:45 Saturday evening, giving football scores, and sports human interest stories.

Here, then, were the vehicles for carrying SKILLERN's message to listeners throughout Texas. The next step was to put these vehicles to work most



efficiently. Our programs are streamlined to fit the *Skillern's Entertain* pattern, and each program is built around these two words. Advertising messages are kept brief, to the point, and few in number. Half of the commercial content each program is devoted to institutional advertising, and half to merchandising.

Behind the scenes in our 30 stores

there is a world of activity carried on in order to keep the radio programs continually before the public, and, what is more important to their success, before our managers and employees. It has long been our policy to hold employee's meetings at our warehouse each week. We held a special meeting to present the radio programs to the employees, with a KRLD emcee to present them. A kit of window displays, counter cards, package stuffers, and pennants were given each manager with instructions for display.

By keeping constantly in touch with store managers, we have been able to maintain the original enthusiasm. Consequently, sales of advertised items have steadily increased. After the programs had been in progress for about two months, we held another general sales meeting, and through co-operation of EVERSARP, put on a miniature *Take It or Leave It* program; SKILLERN's donated cash prizes for the contest and presented all contestants with an EVERSARP pencil. Throughout this program, the radio shows were plugged, and enthusiasm built. Weekly bulletins to each store keep

them posted in advance of the various items which will be advertised.

Now for the great question mark in any advertising campaign; what are the results? By keeping a close check on our inventory cards, we have been able to trace excellent results on many advertised items. As an experiment, we introduced a new hay fever remedy to Texans which was never featured before in any advertising of any kind in Texas. We bought ten gross to carry us through the three month season, and in six weeks had to re-order another five gross. The manufacturer reports that he received requests for the item throughout the entire state and was able to trace the sale of nearly 100 gross to the SKILLERN programs. A vitamin product which we have featured for the past six weeks shows a 600 per cent increase over a year ago. A third item advertised had averaged a three gross a month sale from January to August, 1942. From August 15 to November 15, we sold 16 gross. Cases such as these are all the proof we need that radio is doing a job.

At Christmas, we felt that we wanted to do something special in the way of an institutional *Christmas Gift* program. We secured the time from 10:30 until midnight on Christmas Eve. We then offered this time to the National Conference of Christians and Jews for a joint program of prayer for Peace on Earth, Good Will to Men. They arranged for outstanding speakers and choirs from a Jewish Temple, Protestant Churches, and Catholic Churches, with the Catholic Bishop's Christmas message included. This program was announced in newspaper ads, on our regular programs, and in all the pulpits in Dallas preceding Christmas. We have received many fine compliments on this gesture, and are planning to make it a yearly institution.

The future plans are uncertain. We do know that *Skillern's Entertain* will remain a definite part of our organization, and that expansion of activities is in the picture. Just how extensive an expansion this is depends on the availability of merchandise and the many other factors in operating a business under wartime economy.

Born in a small Texas town less than forty years ago, Edgar William Hendrix has become one of the best known men in the retail drug business in the southwest. He started for Skillern's 17 years ago as a soda jerk-er in one of their downtown stores. Working under Rae Skillern personally, drugman Hendrix ran the entire gamut of drug store positions. Two years ago, he was made vice-president and put in charge of all the merchandising and advertising for the 30 Skillern stores. During the past few years, under Mr. Skillern's direction, the stores have been streamlined and six new, modern self-serve stores have been opened. All stores feature lunch counters and deluxe fountains. Locations are mostly suburban, serving neighborhood communities with a large variety of drug and sundry merchandise.

Shoot Commercial Arrow Home

Spare the Blue Pencil to Spoil the Sales Message Writes
Publicity Director Milt Hill of WHK-WCLE, Cleveland, O.

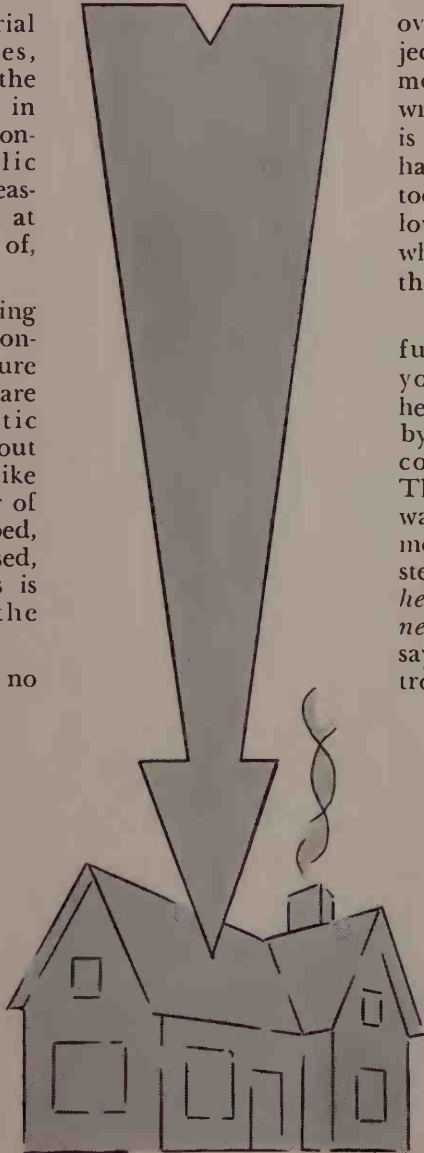
ALONG with the material scarcities, priorities, and increased taxes, the man who foots the bill in radio, our friend the sponsor, is facing a public which is becoming increasingly interested in, and at the same time critical of, radio.

Educators are studying ways to improve it, malcontents are bringing pressure to regulate it, listeners are becoming less apathetic and more insistent about what they like and dislike on the air. The number of radio stations has jumped, their power has increased, and the radio business is booming, but still the clamor goes on. Why?

Obviously there is no single answer and no panacea. But there is one thing that commercial radio and the advertising industry could well undertake to substantially reduce the number of radio's severest critics, and in consequence do a much better selling job. The widespread application of a commercial writer's guide would raise the general level of commercial radio copy,

overcome many public objections, and make copy more effective. Newspaper writers have style books. It is high time radio writers have some sort of guide, too. Let's look into the following set of rules, and see whether they might form the basis for such a guide.

First of all, and this is fundamental, don't hit your listeners over the head with a baseball bat by warning them that a commercial is coming. There's a subtle, cleverer way, widely used, but still more widely ignored. Instead of saying "*You've heard the news, now here's news from our sponsor,*" say nothing by way of introduction to the commercial. Why warn the listener to turn off his mind or the radio? Go right into your commercial right after your news while the listeners can still be placed in that category. Then they'll hear what the sponsor has to say. The same goes for any type program, music, news, drama, or what have you. The most you have to do is insert a brief pause or fade-out.



Use Logic. Make a statement and build your commercial around it in a convincing manner. Take it for granted that listeners, even though they may be of low mentality, know intuitively whether what you are saying is true or just so much ballyhoo. Examples:

Comfort is the keynote of smart dressing in the summertime. You men will enjoy life a lot more this summer in a Blank Tailors tropical worsted suit. Get ready for those torrid days ahead, etc.

When you buy where your business is appreciated, you get better service. That's why it's smart to buy your clothes at Blank Tailors. You're not hurried from one petty detail to another, you're not subjected to high-pressure sales talks, etc.

Adapt the Commercial. Make it fit the program or the product. If the program features march music, make the commercials spirited and full of pep; if the program consists of hymns, make your copy meditative and philosophical. Give it just the right slant. Examples:

MARCHING ON—with the Eilert Brewing Company! Here comes the band with a great transcribed march! Get into the parade—*increase your pep, renew your energy with some of that fine Eilert's Old German Beer. Eilert's Old German is the beer for live appetites . . . for many, it makes the plainest of meals delicious and satisfying! Can you imagine a glass of Eilert's rich, flavorful Old German brew with a braised sirloin steak and all the trimmin's? It's marvelous! But why imagine it—taste Eilert's Old German Beer—have it with your meals—see how it can make every bite doubly good!*

(Organ music in b.g.)

The **SUNDAY HOUR**—brought to you by the Jones Brothers Funeral Home. . . . The peaceful, homelike, atmosphere of the Jones Brothers Home is comforting to those who need solace in times of deep sorrow. . . . Here they have the satisfaction and consolation of knowing . . . that the services for dear, departed ones will be unfaltering . . . and appropriate. Here there are complete facilities for the conduct of services in all walks of life . . . facilities to meet individual requirements. Under the direction of Jones Brothers Funeral Home, a funeral becomes a cherished, priceless memory.

Avoid Obvious Falsehoods. One of the surest ways to reduce the value of your commercial to the zero level is to make exceedingly *tall* statements, such as might be made by a hawk or vendor at a carnival. These sentences, which even children recognize as falsehoods, have a negative effect. The listener reaction to them is indifference, contempt, or general disbelief, as expressed in the "Oh yeah?" attitude. Examples:

You have never seen a finer refrigerator . . .
You'll enjoy the flavor of this coffee more than any you've ever tried . . .
It's impossible to find a better vacuum cleaner.

Concentrate On One Product. By trying to sell a lot of things or ideas in one commercial, you may sell none of them. By plugging one thing consistently, you can do a lot of good. Emphasize the desirability of your product, and repeat its name clearly and simply. Avoid too much repetition and too many disconnected ideas. Coin phrases that stick in the mind, and develop new sales arguments.

Avoid Overworn Phrases. A good way to kill the effect of any continuity is to use words and phrases which have become hackneyed and trite. They are easily recognizable, but many writers put them in their continuity unconsciously. Examples:

Remember . . .

Here's important news . . .

This offer is good for a limited time only . . .

The supply is limited, so get your's now . . .

Take advantage of this bargain . . .

A sale like this comes only once in a lifetime . . .

Maintain the Proper Attitude. Never beg the listener to do or buy anything.

To sell in a radio commercial, one must show the listener why buying would be to his advantage. A request that he buy "as a favor" or merely as a trial sounds woefully weak. Don't say "please get one" or "won't you buy this"—say positively, "get one," or words to that effect. Tell the audience, in inoffensive language, *what to buy, where to buy it, and why*, but never when. A quick, sure way to irritate many listeners is to say "buy it this afternoon" or "get one today." Some, however, don't notice or object to the time element. It is a point of contention, and many sponsors demand it in their copy, but it would seem desirable to eliminate it.

Remember the Mixed Audience. When writing a commercial for a product used exclusively by women, address it to the women or bring that fact out early in the continuity. Do the same when writing for men or children or other consumer classifications. Imagine men, women, and children listening to



your advertisement, write it accordingly, and you can't go wrong.

Make It Easily Understandable. Use common, everyday language, avoiding long words, and technical or foreign words. The shorter the trade name, the easier it is to remember. Spell it out *only* when the audience cannot get the spelling by hearing the word pronounced. If the audience is requested to write to the program, make the address just as short and simple as possible. Examples:

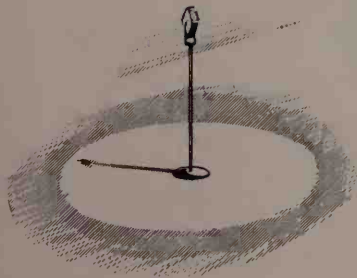
Write to Jones Brothers, Station WCLE, Cleveland . . .

Ask for De-Shon's cold tablets, spelled D-e-t-c-h-o-n's, at your druggist's.

The job of the continuity editor is to put words into an announcer's mouth that will send Mrs. Jones on the run to the corner store. Theirs is both the power of the word well chosen plus the supreme force of verbal presentation. On them rests the responsibility of transferring attention from the ear to the purse. It is upon their work that commercial radio in this country rests.

It is also against them that much of the public clamor is raised, and if radio is to continue to do the selling job that has kept the cash registers of thousands of sponsors tingling, it is their responsibility to make a real effort to raise the general level of commercial radio copy.

There are hundreds of instances constantly arising in the commercial writer's work which call for particular study and attention. As long as business buys radio time, there will be a need for more effective copy. The technique of commercial writing must be studied and deliberate; scientific, if you will. Let's make it that!



Absolutely sincere in his desire to improve radio copy is Milton Charles Hill, publicity director of radio stations WHK-WCLE, Cleveland, O. He first started getting ideas on the sub-



ject while a student in the Ohio State University School of Journalism, where in 1935, he started as a student news commentator on WOSU. He thinks, incidentally, that requirement number one for all copy writers should be actual selling experience, has himself sold everything from women's corsets, lingerie, dainties, etc., to advertising space in small newspapers. Despite his youth (he's a young punk of 26) he has for 12 years been an active writer. Hobby is photography, takes all the station's pictures with a 4x5 Speed Graphic, is continually trying to get more and better equipment. Has no children and no immediate prospects of having any, since he's unmarried. Played his first game of golf last summer after putting it off for five summers, and liked it so well he's now an addict.

No humdrum task to copywriter Hill is that of earning three squares a day pounding out radio commercials. Genesis of his thesis here: a good mad at himself for cliches, wornout persuasions, other sins which keep radio copy from being fully effective. A quick trip to the library revealed little of value, but since his dander was up, man-of-action Hill undertook a survey of his own. From interviews with sundry types of listeners, a simple set of rules evolved. Modestly, he refers to it merely as a working skeleton, hopes that others will take over, put flesh on it.

ADVERTISERS today are faced with one of the most unusual problems in the entire history of advertising. With a greater demand for most products than the manufacturer can produce, and with the buying public making more money than it has during the past two decades, the argument against advertising by some executives gains force daily.

For our part, we have increased our radio budget greatly this year, although it has been impossible to produce enough beer to satisfy the demand. Many persons have asked why. The answer, to me, is simple. There will come a time when business settles back to normal, and competition among the breweries takes on added zest. When that time does come, the beer of best quality will have an added advantage of having kept its name before the public in a manner the buying public is not apt to forget.

Frank Birchman Sullivan, *president of the American Brewing Company of New Orleans, has a dual personality that is the envy and admiration of his friends, and a source of never ending awe among business associates. Irish from head to toe, he is perhaps one of the most considerate of men in the entire South, yet he is one of the hardest bargainers you could meet in a long canvass.*

When Prohibition forced him into the army of the unemployed, he became tax collector for the state of Louisiana, and later Criminal Sheriff. Born of Irish immigrant parents in 1878, he has lived his entire life in New Orleans. He is a graduate of Spring Hill College, in Mobile, and Jesuit College in New Orleans, and in 1904 went to work for the American Brewery. Today he is president of that institution, being the second man in the 52-year-old history of the brewery to hold that position.

Laugh

Reach Every Radio Home
Frank B. Sullivan, President

Beer is a brand name product. Virtually all beers on the market today are good beers. The choice of the public, I believe, is influenced by the popularity of the name. Radio programs of high quality and diversified scope add prestige to a trade name to an extent that makes that name almost a household word. To keep the name of REGAL BEER a household word, the AMERICAN BREWING CO., New Orleans, La., in the last year, has increased its use of radio more than ten times. We now have four hours of radio every week in New Orleans alone, using every broadcasting facility in the city, and we are using a proportionate amount of time in every city and town in the surrounding territory.

Under the supervision of Mel Washburn we now have 11 live radio shows weekly in New Orleans, not to mention the spot announcements used in instances where the production of live shows is not possible. These live shows cover the entire range of entertainment. As each show has a distinctly different character we feel that we are reaching every radio home some time during the week, and in that way keeping the name of our product daily in the minds of our regular or potential customers.

Today we could sell twice as much as we can produce without the aid of any kind of advertising. In the face of that we have the biggest radio budget in our history!

Winter Dark

to Dominate Market Writes
American Brewing Company



● REGAL'S current offerings: a half-hour dramatic show on Sunday evening; a 30-minute Tuesday night quiz show with audience participation; three 15-minute musical shows weekly on WWL; three quarter-hours of music weekly; for men, one weekly sports show; a 15-minute Sunday show featuring letters from service men to the home folks, and a half-hour dramatic show, *Counter Spy*.



● *Play for Pay*, (above), a quiz show, features romantic singer Paul Sutton as emcee; WWL program director Ed Hoerner, and two girl singers. *Road to Yesterday*, (center) was the first commercial live dramatic show out of New Orleans, goes on between two network shows. Now scheduled for 450 more broadcasts, show portrays stories and legends of the Old South. *Tavern in the Town*, (below), gives 15 minutes of intimate music in the popular vein. REGAL has also sponsored the transcribed series, *Imperial Leader*, other syndicated programs.



● With REGAL it's straight radio salesmanship without merchandising tie-ins. Used to announce the first program of each new show: a single newspaper advertisement.



HE'S HERE! *The*
SHADOW

RADIO'S
MYSTERY
THRILLER

**TUNE IN TODAY
AND EVERY SUNDAY**

PRESENTED
BY YOUR 'blue coal' Dealer

RADIO'S MYSTERY THRILLER

THE
SHADOW
RETURNS



**TUNE IN TODAY
AND EVERY SUNDAY
WOOO—4:30 P. M.**

PRESENTED
BY YOUR 'blue coal' Dealer

Mystery

How an Invisible Snarl
National By-Word for

WRITERS with an eye to the dollar sign long ago discovered that mystery and detective thrillers were one sure way of keeping the wolf from the door. When radio took to spine-chillers, devotees went over *en masse* to listen to the blood curdlers. One such series is *The Shadow*.

One of the few programs which is presented over the networks, and available at the same time to local sponsors for either cutting in on the live show or for use via transcriptions, *The Shadow* may be a phantom crusader to his criminal foes, but to enterprising businessmen, he is a very visible gold brick. On the MUTUAL network, the series is now in its eleventh successive ether year. Surveys show it to be the fifteenth most popular half-hour show.

Comparatively a mild year in history was 1930, but the year had one distinction. It was the year that *The Shadow* started as a one-hour program in conjunction with STREET & SMITH's *Detective Story Magazine*. At first, *The Shadow* was just a sound effect on a crime program, but his blood-curdling laugh and snarl, "*The Shadow Knows*," soon made him a celebrity.

STREET & SMITH started a magazine named after him, the first magazine to start as a radio-born inspiration. In 1933, when Orson Welles gave *The Shadow* its first full-length characterization, both were launched as national institutions. Feted from coast to coast by *Time*, *P.M.*, *The Sunday Times*, and many other sources was *The Shadow* on its tenth anniversary. Today, the program is heard over 154 stations, with sponsors ranging from a carriage company in Hawaii, and a cleaner in Youngstown, O., to the New Zealand government to promote sale of War Bonds. As for *The Shadow's* CROSSLEY, last year it was 19.6, one of the most popular daytime air shows!

Pans Out

Visible Gold Brick and a
Sponsors is Told Here

DRY CLEANERS

Youngstown, O.

For a special 13-week run to advertise only its fur storage, the KOHLER DRY CLEANERS, FURRIERS AND LAUNDRY, INC. put its money on *The Shadow*. Three commercials on each of the transcribed programs tied-in sponsor's commercial message with its program. *Example*: "When *The Shadow* keeps an eye on crooks, you can bet they're well-watched, because he never lets 'em out of his sight. They're just as careful in this respect at KOHLER's. You can just bet that KOHLER's give your furs the same keen observation that *The Shadow* gives a desperate criminal."

BUILDERS' SUPPLIES

Durham, No. Car.

When the WEST DURHAM LUMBER Co., specialists in builders' supplies, millwork, insulation and paints, went into its second year of sponsorship of *The Shadow* over WDNC, ad-man A. L. Caldwell wasn't putting his money on a dark horse. Survey in the metropolitan area of listener preference on all programs, including network shows, showed the transcribed series to be the third-ranking program on the station.

FUEL DEALERS

Wilkes-Barre, Pa.

When the GLEN ALDEN COAL Co., took on sponsorship of the live show to plug local dealers, it offered a mystic ring fluorescent in nature. Not mystical was



the stream of dimes from listeners who took up the offer, aired over WBAX.

HOME FURNISHINGS

Nashville, Tenn.

For its first taste of WSIX advertising, the WHERRY FURNITURE Co.'s selection of a show whose name is a by-word all over the nation made WHERRY's a by-word in furniture all over the WSIX territory. While WHERRY FURNITURE never used special merchandising tie-ins with this WSIX feature taken off the MUTUAL line Sunday, 4:30-5:00 P.M., it did check through specific items of merchandise offered only on this show. Result: renewal for the next season. Commented John M. Wherry, president: "*The Shadow* did a good job for us last season, and we are more than glad to re-sign this nationally-famous network program."

ICE CREAM MANUFACTURERS

San Francisco, Cal.

For two years, the CARNATION Co., California ice cream manufacturers, sponsored the series. Writes Louis Honig, ERWIN, WASEY & Co., account executive: "In one monthly promotion running in the Bay Area only and demanding proof of purchase, we pulled over 5,000 returns on a contest to give a name to the *Ice Cream Special* of the month." Using the same station, KFRC, the same show, and the same agency, the transcribed series was then taken over by the HOLSUM BAKERY.

BAKERIES

Miami, Fla.

When BELL BREAD took on sponsorship over WQAM of the transcribed series, its campaign included bumper strips front and rear on all local taxicabs; posters on all BELL BREAD delivery trucks; window streamers in 128 grocery stores; posters on 65 news stands and 15 AMERICAN NEWS Co. trucks; 25,000 bread wrapper inserts; *The Shadow* motion picture serial (15 chapters) in eight Miami theatres; two advertisements weekly in Miami newspapers, and half minute radio plugs five times daily over WQAM, utilizing the famous *Shadow* laugh.

Once Upon A



Time

“*A*NYTHING can happen in fairy tale or rhyme
Beginning with the magic words,
Once Upon a Time.”

These were the magic words that heralded the children's radio program conducted by the Children's Department of the Denver Public Library over KOA for six years, from December, 1935, to September, 1941. Then, for 15 minutes on Saturday morning at 9:30, *anything could happen*. And such interesting things did happen! Aladdin rubbed his wonderful lamp, Robin Hood met Little John, and King Arthur and his knights became real to the boys and girls. We chose for the most part, fairy tales, myths and legends, animal stories, and selections from the best literature for children. Biographical sketches of well known authors were also given. In order to get necessary permission from publishers, we arranged our program two or three months in advance. Our list of stories and the publishers were sent by KOA to NBC who cleared the stories with the publishers.

We tried to have as much action as possible in our *Once Upon a Time* programs. We also had a varied program in order to reach children of all ages. One week we would have stories; another, a hidden book contest, with a book as a prize. We often had dramatizations of children's books, with school children forming the cast, and variety was introduced into these programs by using boys and girls who were selected not for personality, but for voice quality. One of the most successful programs we ever had was when a little girl, aged ten, told about her collection of foreign dolls.

Give Children Programs Which Reflect the Democratic Culture
Says Children's Radio Story Author, Katherine Williams Watson

There are certain elements which, in my opinion, make up a perfectly balanced program. Of course of foremost importance is the element of entertainment, but variety, the element of surprise, and a certain amount of the informational element are also important.

The main difficulty in choosing stories to tell on the radio is that of finding a story of just the right length. Sometimes the story is too long and has to be cut. This is a difficult task, for one hesitates to mutilate in any way the work of such artists as Kipling, Andersen, and others of that same literary level.

In telling these stories, the voice is everything. An over sweet voice is cloying. Too much emphasis is even more annoying. The human touch is everything. Friendly people can project personality, as well as charm, humor and sincerity.

In writing radio scripts for children, don't make the mistake of writing down to them. This is a fatal error which ex-

plains the failure of many efforts. Children spot it at once. They don't like it, and they won't listen.

The programs to which children of the elementary school level listen most are the programs sponsored by commercial firms for advertising purposes, and many times these programs are made too exciting in order to hold the child's attention.

Children listen because they love action, movement and conflict, and have not learned to be critical of the untrue picture that some radio programs portray. Since children prefer blood and thunder, let us draw it from the ideals of our democratic culture, and give them programs which reflect our way of life.

A children's script which surely belongs on the air and which just as surely is one of the hardest assignments radio can give to a writer, is the serial which endeavors to reproduce in detail not only a long and crucial epoch, but a crowded and expanding era in American history. Such a script was *Wilderness Road*, a pioneer series which ran for 267 consecutive performances, five times a week.

The writer has a right to telescope events, to select high spots, and to give play to his fancy, but although his story is fictional in its details and in its timing, it still can remain true in substance and deal with sound dramatic forces and characters. If a serial really involves genuine situations, or offers an artistic treatment of fantasy, it will by virtue of that fact, have educational values, even though it is meant for entertainment and not for teaching.

The solution to the problem of radio-
fare for children must ultimately be found in a system of cooperation between those who are expert in the use of the radio as a medium of entertainment, and those who are expert in the needs and interests of children.



Not as a radio expert, but as a librarian in response to parents' demand for better programs, did Katherine Williams Watson, head of the children's department of the Denver Public Library, take to the KOA airplanes with "Once Upon a Time." Scrawled notes from unknown children led story-teller Watson to correlate the most popular stories from her own regular broadcasts into a handbook for others in need of scripts timed and otherwise prepared for broadcasting. In her book, "Once Upon a Time" are 28 stories, the shortest timing for 2 minutes, the longest running 25 minutes. Besides many holiday stories are tales about animals, ballads, fairies, legends and history. A second section of the book contains letters to children from famous authors and illustrators, chosen as fillers to round out a short program.



YOURS FOR THE ASKING

Address: Radio Showmanship Magazine, 1004 Marquette,
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. (Sept., '40, p. 32).
Automobiles (Used)—Heartbeats in Sport Headlines (Apr., '42, p. 140).
Auto Supplies—Jack, the Tire Expert (May, '41, p. 135).
Bakeries—Musical Arithmetic (Feb., '41, p. 72).
Bakeries—Southern Plantation (Sept., '41, p. 289).
Beverages—Pigskin Prevue (Ju., '41, p. 222).
Building Materials—Homers at Home (Feb., '41, p. 58).
Chambers of Commerce—Clifton on the Air (Jan., '42, p. 19).
Chiropractic—The Good Health Program (Mar.-Apr., '41, pp. 110, 112).
Civic Agencies—Americans All (Nov., '42, p. 395).
Dairy Products—Junior Town (Dec., '41, p. 136).
Dairy Products—Kiddie Quiz (Ju., '41, p. 214).
Dairy Products—Young American's Club (Nov., '40, p. 110).
Dairy Products—Wealth on Wheels (Nov., '41, p. 361).
Dairy Products—Book Exchange (Mar., '42, p. 96).
Department Stores—Hardytime (Sept., '40, p. 35).
Department Stores—The Pollard Program (Aug., '41, p. 238).
Department Stores—Woman's Hour (June, '41, p. 178).
Department Stores—Down Santa Claus Lane (Oct., '41, p. 326).
Department Stores—Billie the Brownie (Oct., '41, p. 318).
Department Stores—The Waker-Uppers (Dec., '41, p. 379).
Department Stores—Chimney Express (Oct., '42, p. 336).
Department Stores—B & M Messenger (Dec., '42, p. 412).
Dry Goods—Patterns in Melody (Dec., '42, p. 423).
Drug Stores—Five Years Ago Today (Dec., '40, p. 146).
Farm Supplies—Feed Lot Question Box (Nov., '41, p. 359).
Farm Supplies—Our City Cousins (Aug., '42, p. 277).
Finance—Jumping Frog Jubilee (Aug., '41, p. 253).
Finance—Saga of Savannah (June, '41, p. 187).
Finance—Something to Think About (Aug., '41, p. 245).
Finance—Spelling for Defense (Mar., '42, p. 97).
Finance—We Hold These Truths (Feb., '43, p. 59).
Flowers—An Orchid to You (Sept., '40, p. 35).
Fuel—Smoke Rings (Dec., '40, p. 126).
Furs—Cocktail Hour (Aug., '41, p. 258).
Furs—Hello Gorgeous (Jan., '42, p. 32).
Gasoline—Home Town Editor (Oct., '40, pp. 73, 74).
Gasoline—PDQ Quiz Court (Dec., '40, p. 134).
Gasoline—Your Safety Scout (Apr., '42, p. 130).
Gasoline—Dunkel Football Forecast (Ju., '42, p. 247).
Groceries—Food Stamp Quiz (Sept., '40, p. 33).
Groceries—Matrimonial Market Basket (Dec., '40, p. 154).
Groceries—Mystery Melody (Sept., '41, p. 290).
Groceries—Mystree Tunes (June, '41, p. 163).
Groceries (Wholesale)—Hoxie Fruit Reporter (Jan., '41, p. 34).
Groceries (Wholesale)—Market Melodies (Oct., '40, pp. 73, 74).
Groceries (Wholesale)—Women's Newsreel of the Air (Oct., '40, p. 63).
Groceries (Wholesale)—Kitchen of the Air (Jan., '42, p. 25).
Groceries (Wholesale)—Golden Light Money Man (Apr., '42, p. 133).
Hardware Stores—Dr. Fixit (Nov., '41, p. 360).
Home Furnishings—Funny Money Man (Feb., '43, p. 62).

Jewelers—The Man Behind the Music (May, '42, p. 157).
Laundries—Rock-a-bye Lady (Feb., '41, p. 47).
Laundries—Lucky Listeners (Feb., '43, p. 44).
Manufacturers—Army-Navy "E" Award (Nov., '42, p. 389).
Manufacturers—Keep 'Em Living (Feb., '43, p. 60).
Men's Wear—Hats Off (June, '41, pp. 178, 183).
Men's Wear—Press Box Quarterback (Ju., '42, p. 246).
Music Stores—Kiddies' Revue (Oct., '41, p. 306).
Newspapers—Do You Know the News (Apr., '42, p. 131).
Optometry—Good Morning, Neighbors (Jan., '41, p. 35).
Participating—Cues for Christmas (Oct., '42, p. 348).
Public Utilities—Light on the West (Nov., '42, p. 390).
Shoes—Campus Reporters (Aug., '41, p. 251).
Shoes—Mr. Fixer (June, '41, p. 148).
Shoes—Tick-Tock Story Time (June, '42, p. 207).
Sporting Goods—Alley Dust (June, '41, p. 177).
Sustaining—Calling All Camps (Oct., '41, p. 310).
Taxi Cabs—California Story Teller (Apr., '42, p. 132).
Women's Wear—Melodies and Fashions (Nov., '40, p. 112).

SAMPLE TRANSCRIPTIONS

Academy Award (Mar., '43, p. 79).
Adventures with Admiral Byrd (June, '42, p. 212).
Ann of the Airlines (June, '42, p. 212).
Betty and Bob (Oct., '40, p. 53; Mar., '43, p. 79).
Captains of Industry (Sept., '41, p. 284; Mar., '43, p. 101).
Cinnamon Bear (Oct., '41, p. 315).
Dearest Mother (Nov., '41, p. 354).
Doctors Courageous (Ju., '42, p. 230).
Dr. Mac (Aug., '42, p. 276).
The Enemy Within (Jan., '41, p. 18; Mar., '43, p. 101).
Eye-Witness News (Dec., '42, pp. 410, 428).
Five Minute Mysteries (May, '42, p. 170).
Flying for Freedom (Aug., '42, p. 278).
Forbidden Diary (May, '42, p. 173).
Fun With Music (June, '41, p. 162).
Getting the Most Out of Life Today (Ju., '41, p. 196; Mar., '43, p. 100).
I Am An American (Feb., '42, p. 64; June, '42, p. 187).
Imperial Leader (May, '42, p. 175; Mar., '43, p. 85).
In His Steps (Aug., '42, p. 272).
Let's Take a Look in Your Mirror (June, '42, p. 204).
Little by Little House (May, '41, p. 128).
Mama Bloom's Brood (Aug., '41, p. 248).
The Name You Will Remember (Feb., '43, p. 60).
Notes of Love (Mar., '43, p. 100).
Donald Novis (Mar., '43, p. 78; p. 92).
One for the Book (June, '42, p. 213).
Radio Theatre of Famous Classics (Apr., '42, p. 135).
Santa's Magic Christmas Tree (Oct., '42, p. 344).
The Shadow (Mar., '43, p. 86).
Songs of Cheer and Comfort (June, '42, p. 213).
Sonny Tabor (May, '41, p. 140).
Sons of Freedom (Jan., '43, p. 33).
Sunday Players (Dec., '41, p. 388).
Stella Unger (Feb., '41, p. 56).
Streamlined Fairy Tales (Mar.-Apr., '41, p. 90; June, '42, p. 186; Oct., '42, p. 344; Dec., '42, p. 425).
This is America (June, '42, p. 211).
This Thing Called Love (May, '42, p. 155; Mar., '43, p. 100).
Touchdown Tips (Ju., '41, p. 218; Ju., '42, p. 230).
True Detective Mysteries (Dec., '42, p. 419).
Twilight Tales (Dec., '41, p. 382).
Voices of Yesterday (Mar., '42, p. 88).
Who's News (Feb., '42, p. 64; Mar., '43, p. 100).



AIRING THE NEW

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

Bakeries

BEND WORKS FOR VICTORY What is being done, what can be done to bring closer the day of victory and an enduring peace is a problem not for state officials alone but also for Mr. and Mrs. Citizen. With this in mind, the BEND BAKING CO., Bend, Ore., puts its advertising budget to work for Uncle Sam via the KBND airlines. *Bend Works For Victory* does just that.

Instead of being scolded or being found fault with, John Q. Public is patted on the back for what he has accomplished, reminded that his efforts in the next few months will even excel excellent past performance.

Program usually opens with a short, two or three minute pep talk by a public spirited citizen. Local talent furnishes appropriate music. Interviewed are representatives of one of the legion of organizations participating in the war effort. A roll of honor pays tribute to local war dead and meritorious deeds of local people. An appropriate poem or quotation rounds out the 15-minute offering. To avoid the plague of becoming stereotyped, order and arrangement of sponsor's peace offering varies from time to time.

Like *Yankee Doodle Dandy*, the BEND BAKING Co.'s flag waving is not on a short term basis: sponsor recently renewed its star spangled show for a second 13-week series.

AIR FAX: Patriotic talks, interviews and patriotic music keep the drums rolling on this 15-minute weekly program.

First Broadcast: September 30, 1942.

Broadcast Schedule: Wednesday, 6:45-7:00 P.M.

Preceded By: Music.

Followed By: Music.

Sponsor: Bend Baking Co.

Station: KBND, Bend, Ore.

Power: 250 watts.

Population: 13,000.

COMMENT: Business generally deserves an "E" Award for its contributions to the war effort, and institutional advertising of this kind which builds for the future will not be forgotten in post war days. Program here is one that might be adapted to any community, has a further edge on more elaborate programs in that it is inexpensive to produce.

Dairies

DONALD NOVIS SINGS In these days of rationing, the land of milk and honey seems far, far away. When the family puts its feet under the dining room table, it is more apt to think of things that aren't there, than of foods that are. To remind CKRN listeners that there is unrationed milk in abundance, *Donald Novis Sings* twice a week for NORANDA DAIRY, NORTHERN DAIRY and DALLAIRE DAIRY, Rouyn and Noranda, Quebec.

While tea and coffee may be rationed in Canada, sponsors help listeners count their blessings, remind them that milk is vital for health, therefore vital for victory. So that both French and English speaking listeners get the full impact of sponsors' message, the language of each is used on alternate broadcasts. Theme song which precedes Donald Novisinger: "Put the milk jug back on the table."

AIR FAX: There are 26 episodes in this transcribed feature.

First Broadcast: September 1, 1942.

Broadcast Schedule: Tuesday and Thursday, 6:00-6:15 P.M.

Sponsor: Noranda Dairy, Northern Dairy, and Dallaire Dairy.

Station: CKRN, Rouyn, Quebec.

Power: 250 watts.

Producer: Radio Transcription Co. of America.

COMMENT: What is one man's poison may well be another man's meat. While

wartime conditions have taken some advertisers off the air, others have a unique opportunity to put their sales messages across in a more effective way than ever before.

Department Stores

SUNDAY NEWSCASTS Taking advantage of the vast new Sunday audience created by gas rationing and travel restrictions is KERR'S DEPARTMENT STORE, Oklahoma City, Okla. To reach virtually every prospective customer in a long range campaign, KERR's took on sponsorship of each and every one of KOMA's available Sunday newscasts. For 52 weeks, KERR's will bring listeners complete Sunday news coverage via five newscasts per *Sun-diem*.

With important, far reaching events just around the corner, and with U. S. armed forces spread over the globe, ad-manager Grace Vaughter took this chunk out of KERR's advertising budget as a public service to the community.

Up-with-the-sunners get the early morning news period scheduled at 7:00 A.M. Others following at 9:00 A.M., 11:00 A.M., 12:30 P.M., and at 6:00 P.M., keep listeners posted throughout the day, in 15-minute units.

While its news broadcasts are only a small part of KERR's advertising schedule, customers expressed their enthusiasm and appreciation in such numbers that the week of January 18 saw KERR's add a 10:15 P.M. newscast seven nights per week. Store now bankrolls a total of 12 weekly news periods.

AIR FAX: Straight United Press News presented by KOMA news editor without commentary is the Kerr format in its long range institutional campaign. Transit-ads in 115 busses, newspaper advertisements and window displays in the store announced the new series.

First Broadcast: November 1, 1942.

Broadcast Schedule: Sunday, 7:00-7:15 A.M.; 9:00-9:15 A.M.; 11:00-11:15 A.M.; 12:30-12:45 P.M.; 6:00-6:15 P.M.; Daily, 10:15-10:30 P.M.

Sponsor: Kerr's Department Store.

Station: KOMA, Oklahoma City, Okla.

Power: 5,000 watts.

Population: 202,662.

COMMENT: Department stores are finding that while present changing condi-

tions tend to make item-advertising rather less important, they afford an opportunity for more long range store promotion. In this field, radio is prepared to do its greatest service for merchandisers.

Sustaining

BUFFALO CONTEST CLUB When a big-money contest comes up to tease the public's fancy, contestants mushroom up in hamlet and metropolis. Results in terms of number of entrants indicate that America is contest mad. Less pretentious contests also pull contestants far in excess of the size of contest winnings.

On the air to satisfy the public's interest in innumerable current contests is the *Buffalo Contest Club*. Given are announcements of current local and national contests. Also included in the format: prize winning hints and ideas, as well as tips on what has won in other contests. Once a month, contest followers get together for a two hour evening bull session. Dissected and discussed are current contest offerings.

Program has contests centered around new station programs and small awards are made to winners. Mail response: as many as 200 letters per contest. Tie-ins with visiting circus, ball teams, etc., net winners for best slogans, jingles, et al, passes for the featured attraction. To meet public demand, a Tuesday matinee was added to the once-a-week offering.

AIR FAX: *First Broadcast:* April, 1942.

Broadcast Schedule: Monday, 7:15-7:30 P.M.

Preceded By: Jimmie Fidler.

Followed By: News.

Station: WEBR, Buffalo, N. Y.

Power: 250 watts.

Population: 613,506.

COMMENT: Contest fans create a ready-made audience, and tie-ins with nationally advertised products reflect to the credit and prestige of the regional sponsor. Such a show is relatively inexpensive to produce. For creating store-traffic, club meetings provide an excellent hook.

Department Stores

CIVILIAN DEFENSE REPORTER Winning first honors for sponsoring the first Civilian Defense program in Washington, D. C., in connection with the recent OWI ruling allowing commercial sponsorship of government broadcasts, is the **HECHT CO. DEPARTMENT STORE**. Once a week, **HECHT** goes on the **WOL** airwaves with a quarter-hour of news beamed at Civilian Defense Volunteers.

Items about meetings, new uniforms, sector activities and achievements, and human interest items about individual volunteers provide the copy for the Wednesday evening show. *Showmanstunt*: a different sector is picked at random on each broadcast, awarded a 25 dollar cash prize with which to purchase needed equipment.

Promotions: following the first broadcast, sponsor took two full columns in the Washington *Post's* society pages to reproduce in column-format the entire first script. A double-column banner at bottom of page called attention to **THE HECHT Co., The Store of Nationally Famous Merchandise**, and its 6:45 P.M. show on **WOL**. All defense areas received mailing pieces advising them of the broadcast.

AIR FAX: Show set to run for 13 weeks features *Civilian Defense Reporter*, Martha Smith, in patter about defense activities in the capitol city. Idea originated with OCD, with chief of the radio section, Information Division, Tom Stone scripting the quarter-hour.

First Broadcast: December, 1942.

Broadcast Schedule: Wednesday, 6:45-7:00 P.M.

Preceded By: Music.

Followed By: Fulton Lewis, Jr.

Sponsor: Hecht Co., Department Store.

Station: WOL, Washington, D. C.

Power: 1,000 watts.

Population: 521,886.

Agency: Koster Advertising Agency, Inc.

COMMENT: Significant point made by Alasdair Mac Kenzie in *1,000 Facts about Radio and Department Stores*: that 80 to 90 per cent of an average department store's daily business comes from the hustle and bustle in the aisles, i.e., *traffic*. The balance of ten per cent is all that is attributable to advertising. *Ergo*:



a department store's main advertising problem is how to reach people, how to motivate them, how to make advertising more productive. Institutional advertising is one of the most effective methods of creating a buying habit; it builds reputation outside the store, *esprit de corps* within, and influences the trade.

Insurance Agencies

CITY TRAFFIC COURT Hazard to public life and property and bad risks for insurance underwriters are traffic violators of all kinds. Chief handicap for most campaigns designed to promote traffic safety is that crime and punishment are kept at arm's length by most drivers until a traffic violation brings them into court. Citizens of Fort Wayne, Ind., however, get a weekly reminder of the folly of speeding, jumping the stop sign, other traffic violations.

Weekly, **WGL** listeners are hailed into *City Traffic Court* via remote broadcasts sponsored by **LUPKE & O'BRIEN**, dealers in general insurance. Cooperative measure on the part of the city administration: only traffic violations are docketed for hearing during the Wednesday half-hour remote.

AIR FAX: Program is a unrehearsed, catch-as-catch-can pickup.

First Broadcast: May 23, 1939.

Broadcast Schedule: Wednesday, 8:30-9:00 A.M.

Preceded By: Breakfast Club.

Followed By: Sue Gibson's Notebook.

Sponsor: Lupke & O'Brien.

Station: WGL, Fort Wayne, Ind.

Power: 250 watts.

Population: 117,246.

COMMENT: Here is a show with all the elements for a successful broadcast. Local news, the spectacle of a man being forced to think out loud into a microphone, and the human desire to help the underdog will build up for a show of this kind a tremendous amount of public interest. The public service feature will earn the well-wishes of civic-minded persons throughout the community.

Sporting Goods

DOWN THE YEARS IN BASEBALL To help the **ECONOMY MART** of **OSHKOSH** (Wis.), **SPORTING GOODS**, other local sponsors of sports shows, knock sales home runs, **WOSH** put into its program schedule as a promotion to baseball, a series of seven weekly broadcasts highlighting local baseball history through the years. Taking listeners *Down the Years in Baseball*, the broadcasts began with 1865. Brought back were memories of the distant past, and facts that have become legend in the annals of Oshkosh baseball. Last broadcast brought fans up to the opening game of the Oshkosh *Giants*, introduced the 1942 squad to the disciples of Babe Ruth, other famed bat-men.

Sponsor tie-in: pitching the latest returns to listeners in *Box Score Review*, **ECONOMY MART** gave listeners a week-night five-minute sports summary of all baseball scores in all leagues with complete box score data during the entire season, at 5:55 P.M.

Also lined up with the fans was **SPOO & SON**, men's clothiers, who tossed a curved sales ball with *Highlights in the World of Sports*. Monday through Saturday, local, national and international sports news is served hot-off-the-wires from 10:15 to 10:30 P.M.

AIR FAX: Sportscaster Bob Lee emcees all three shows.

First Broadcast: April, 1942.

Broadcast Schedule: Wednesday, 7:30-8:00 P.M.

Preceded By: Treasury Star Parade.

Followed By: Music.

Station: WOSH, Oshkosh, Wis.

Power: 250 watts.

Population: 39,089.

COMMENT: Station promotional activities help sponsors, one-and-all. At the same time, this show gave listeners an entertaining earful while it pepped up local baseball enthusiasm. Sponsors in search of a sports show to use on a bob-tailed schedule might well consider format here.

Transportation

ON FOOT Pedal extremities are getting

a work-out these days, and the nation is discovering the fun of hoofing it in its own back yard. The old slogan, *See America First* gives way to *See Your Own City First*. In Philadelphia, Pa., the **PHILADELPHIA & WESTERN RAILWAY CO.**

is using **WFIL** to help cosmopolites reach the traveler's pot-o'-gold at trail's end.

Main Liner Barbara Smith and sportsman Joe Novenson give first-hand tip-offs on how to get more enjoyment *On Foot*. Traveloguers hoof it to historic Trapp Church, ancient Andora Inn (still operating almost as it was in George Washington's time), other spots of interest to the man who used to drive for pleasure but can no more.

While nearly all the places highlighted on the program are easily accessible by **P & W RAILWAY**, hikers are offered maps, urged to pile out at the end of the line, explore further *On Foot*. Hiking clubs receive both maps and directions for special tours.

AIR FAX: Special promotion used to get the public hep to the show include car cards, posters and newspaper ads.

First Broadcast: April 12, 1942.

Broadcast Schedule: Sunday, 10:15-10:30 A.M.

Preceded By: News.

Followed By: The Southernaires.

Sponsor: Philadelphia & Western Railway.

Station: WFIL, Philadelphia, Pa.

Power: 1,000 watts.

Population: 2,081,602.

COMMENT: Health is a prime essential in keeping civilian efficiency above *par*. Sponsor here not only gives the ex-motorist a helping hand, but also does its part in the national *Physical Fitness* campaign.

While long distance transportation problems are a horse of a different color, local systems might well consider such a program as a summertime hand-of-friendship gesture to a public whose vacation habits of long standing must of necessity be changed for the duration. Because such trips would not conflict with peak early morning and late afternoon rush hours, the campaign would in no way conflict with present operating schedules.





SPECIAL PROMOTION

Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

Building Supplies

WINONA BUILDERS SHOW Exceedingly rare these days are good investments; money invested in a home is one of the few *sure things* left. No general economic debacle impairs the purchased security and satisfaction of the year-in, year-out service of a good home. With this as its theme, *Winona Builders Show* has gone on the KWNO airwaves for the past three years. No coincident is the fact that during the years when the show has made its annual spring bow to prospective home owners in Winona, Minn., local building has shown a marked increase.

Even though war, priorities, building restrictions, material scarcities and the like have changed the picture, not up-a-stump were its seven sponsors last spring-tide. Appeal was directed to those who wished to rebuild or remodel rather than to those on the point of making an architectural dream come true. Beginning in April, the show was a weekly half-hour Monday evening feature at 8:00 o'clock.

Each program combined information and advice on housing, with transcribed music, selected F.H.A. 15-minute, 5-minute or 100-word announcements; interviews with sponsors, and guest speakers who ran the gamut from civic officials to *folksie* chats with those who were remodeling their homes.

Covered were all phases of home remodeling and repairing. *Skeleton of an average show:* a discussion of the War Production's Construction Conservation Order,

what it permits, what it restricts. The use of the F.H.A. Plan was followed by a commercial for FIRST NATIONAL BANK and its F.H.A. loans. Next came a discussion of permissible kinds of repairing or remodeling, i.e., roofing, home insulation, etc., which tied-in with the commercial for STANDARD LUMBER Co. In a consideration of the kind of ground most satisfactory for a home, the benefits of a fine lawn, the proper care of such a lawn and the shade trees on it, groundwork was laid for the commercial for the TREE SERVICE Co.

Other ingredients which whetted listener's appetite to clean-up, paint-up: exterior and interior painting, papering and allied matters, with a plug for OTTO HOPPE & SONS, CONTRACTING PAINTERS. Home furnishings, furniture arrangements, dishes, slip covers, other problems for the interior decorator, were solved by UNITED FURNITURE, INC. On one broadcast, UNITED FURNITURE featured its juvenile furniture, and show played-up the complete description of a child's room. Vases, pottery bowls, mirrors, other items to add a new note of interest to the home, were also plugged.

Woven into a furnace company commercial was the need for keeping the heating plant in repair, and the benefits of regular cleaning. Information on *Victory Gardens* ran down the curtain on the show. How to care for gardens and for the ready-to-harvest fruits and vegetables tied-in with the garden equipment of the R. D. CONE Co., hardware. To move fishing tackle, golf supplies, croquet and arch-



ery sets off its shelves, R. D. CONE stressed the need of civilian furloughs such as week-end fishing trips, also helped plan home entertainment to save on tires and gasoline.

Commercials for participating accounts vary in length with each program. Name mention suffices in some broadcasts. In other shows, the entire half-hour is devoted to one long commercial for one sponsor.

AIR FAX: Production and commercialization was put in the laps of KWNO's staff members, with sponsors supplying necessary facts and figures. With two voices on the program, Marjorie Mitchell carried on most of the discussions, and the announcer on the board gave the commercials.

First Broadcast: April, 1940.

Broadcast Schedule: Monday, 8:00-8:30 P.M.

Station: KWNO, Winona, Minn.

Power: 250 watts.

Population: 22,490.

COMMENT: While it is important not to over commercialize a program of this kind, any number of other types of accounts could have been included. Here, education, and the broad, cooperative philosophy is the important thing in promoting more building activity locally.

Manufacturer

KAISER STEEL MILL For the first time in its history, the sunny section of Southern California which is Fontana, heard the shrill blast of a factory whistle among its orange and walnut groves, poultry farms and vineyards. It marked the opening of the KAISER STEEL MILL in a community formerly devoted exclusively to agricultural pursuits. On the spot were KPRO announcers and their equipment to give listeners an intimate, folksy broadcast of the ceremony.

For thousands of listeners steeped in the pageantry of conventions, parades and conclaves, the blowing in of the huge, new KAISER blast furnace, Bess, topped them all for dramatic, human interest appeal.

Broadcast was the address-of-the-day by the one and only Henry J. Kaiser. Listeners, too, heard Mrs. Kaiser christen the furnace. The family picture was complete with Henry J. Kaiser, Jr. emceeing the show. On the scene, like-

wise, was the Kaiser quartette from Oregon. For an entire afternoon, KPRO listeners kept tuned to the Fontana Celebration.

AIR FAX: *First Broadcast:* December 31, 1943.

Station: KPRO, Riverside, Cal.

Power: 1,000 watts.

Population: 34,696.

COMMENT: Public relations has been an important cog in the wheels of industry since the machine age became an established fact. Today, industrialists are just beginning to take advantage of the vast audiences that radio commands, are finding the new partnership productive.

Manufacturer

ARMY-NAVY "E" AWARD What the HERCULES MOTORS CORPORATION workers in Canton, O., did wasn't easy. High-speed motors of diverse kinds and sizes, some of which had never been made before, had to be turned out. With material shortages, a little had to stretch a long way. But these home front fighters held a vital sector on the production front, and for their efforts they won the coveted Army-Navy "E" Award.

Broadcast to the nation on the coast-to-coast MUTUAL NETWORK was the formal ceremony. All of Canton, O., turned out for the gala event.

Not without reason was so much interest aroused locally in this award. As a means of building up the moral of the HERCULES workers, and of creating white-heat community interest in the award, HERCULES flooded WHBC with spot announcements for a week prior to the award.

AIR FAX: *First Broadcast:* January 11, 1943.

Broadcast Schedule: Monday, 3:00-3:30 P.M.

Sponsor: Hercules Motors Corporation.

Station: WHBC, Canton, O.

Power: 250 watts.

Population: 108,401.

COMMENT: No longer new to radio listeners are broadcasts of this kind, but their effectiveness as a morale builder among workers and civilians justify their continued use. All to the good are pre-program campaigns designed to fan flames of patriotism.



SHOWMANSHIP IN ACTION

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

Home Furnishings

GRACIOUS LIVING Homes are probably a more important factor these days than they have ever been before. Boys who have never been away from them are marching off to cantonments. Families who have taken home more or less for granted are suddenly discovering just how much it means to them. Alert to opportunities of helping the homemaker, KOOS BROTHERS, Rahway, N. J., presents as its first radio offering a three times a week commentary on interior decorating by Winefred Bradford Bloom, over WNEW.

Big problem for sponsor: how to check on results. Out were mail campaigns since the large area covered by Koos BROTHERS made it not the best bet for direct business. *Room of the Week* proved to be the answer to the riddle.

Each week a room is especially arranged, is later discussed by interior decorator Bloom on one of her broadcasts. Room is open to the public all week. On Wednesday evening Commentator Bloom herself is at the store to discuss homemaking problems with clients.

Reports sponsor Charles Koos: sales increases from distances further from the store than ever before.

AIR FAX: Informal, chatty information of general interest to housewives highlights the show. Problems of the housewife whose furniture budget is limited are discussed. No separate commercial is used. Plan is to weave the commercial into the story continuity. Prices are seldom quoted.

First Broadcast: January 12, 1942.

Broadcast Schedule: Monday, Wednesday, Friday, 1:45-2:00 P.M.

Preceded By: Music.

Followed By: Music.

Sponsor: Koos Brothers, Rahway, N. J.

Station: WNEW, New York City.

Power: 5,000 watts.

COMMENT: To present an interesting and effective radio offering is one problem. To bring customers into the store as the result of that program is a horse of a different color. Sponsor Koos has found a satisfactory solution which is definitely reflected in sales receipts.

Men's Wear

DAILY CHUCKLES Psychologists recommend a good laugh to counteract the wear and tear of every-day living. Giving CFCF listeners plenty to laugh about is GROVER'S CHAIN SHIRT SHOPS, LTD., Montreal, Can., in this five-minute fun-fest based on BRITISH UNITED PRESS oddities in the news. GROVER'S offers daily a PIONEER shirt for the best listener-sent chuckle. Listeners jot down a true story with a chuckle in it, address letter to *Pioneer's Daily Chuckles*, CFCF, Montreal. Chuckles used on the air rate a PIONEER shirt sold exclusively in Montreal at the 12 GROVER shops.

Five-minute feature is placed within a 15-minute group program devoted to spot announcements. Good results convinced adman Samuel Grover that there is more truth than poetry to the old saw, "*Laugh and the world laughs with you*": sponsor continues to renew his six-times-a-week shot after an initial one month trial.

AIR FAX: Surveys give the complete 15-minute period, including the spots, a program rating of 7.7, although no special promotions have been used to build listener interest.

First Broadcast: November 2, 1942.

Broadcast Schedule: Monday, Wednesday, Friday 5:10-5:15 P.M.; Tuesday, Thursday, Saturday, 12:55-1:00 P.M.

Sponsor: Grover's Chain Shirt Shops, Ltd.

Station: CFCF, Montreal, Can.

Power: 500 watts.

Population: 915,000.

COMMENT: Staggered schedule here enables sponsor to reach two distinct listening groups, create maximum response to

the sales message. Too, while give-aways generally, have helped build listener interest in an advertiser's offering, those which tie-in directly with sponsor's merchandise kill two birds with one stone.

Opticians

CAPTAIN CASH He calls every 60 minutes! Sixty calls every week! And the jack-pot may go up to 60 dollars a day. The biggest money man in town is *Captain Cash!* Every hour on the hour from 8:00 A.M. until 8:00 P.M. this Washington, D. C. kilocycle cashier tries to give away money for his participating sponsors.

When *Captain Cash* makes contact on the telephone, the person called has only to answer a simple question about sponsor's product to reap the jingling jack-pot. If listener fluffs his chance, the jack-pot is five dollars sweeter when the generous-with-his-money man makes his next call 60 minutes later. On-the-beam listeners are given phone instructions on collecting jack-pot money from sponsors.

Twelve times a day this action-packed, suspense building show hits the airwaves in five-minute intervals for 12 different sponsors. Each sponsor has his own program, a full hour apart from any other *Captain Cash* sponsor. Each rotates, is on the air at a different time each day. *Captain Cash* goes into his act with a commercial, then the fun begins, with telephone numbers picked at random.

Sponsors include a furniture store, a furrier, a loan company, a fashion store, a soft drink bottler, an optician, a clothing store and a hair tonic manufacturer. Cancelled were contracts for a coal company and a jewelry store. Reason: *Captain Cash* sold too much merchandise, sponsors couldn't replace it fast enough.

AIR FAX: Theme song that bows in this copyrighted show: *El Capitan*.

First Broadcast: September 22, 1942.

Broadcast Schedule: Daily, five minutes, on the hour from 8:00 A.M. to 8:00 P.M.

Station: WWDC, Washington, D. C.

Power: 250 watts.

Population: 521,886.

COMMENT: A featured article in a recent issue of RS gave the case against money shows. However, the answer to what pays out for the advertiser could easily be a money show if that money show has listener interest, offers entertainment, and has some sort of direct merchandise tie-in. Offering here certainly attracts large audiences, produces direct business for its sponsors.

Sustaining

INTERPRETATION OF THE NEWS FOR YOUNG PEOPLE If all work and no play makes Jack a dull boy, the reverse might easily be just as true. Combining both elements in a juvenile attraction, WEOA, Evansville, Ind., put on a children's quiz direct from summer playgrounds. Scheduled as a weekly quarter-hour period, the quiz broadcasts originated from a different play spot each week. Weekly winners received a prize, plus a chance to compete in finals at vacation's end.

Questions used on these stump-the-children programs were based on special news broadcasts conducted by Margaret Rosencranz for youthful listeners on a three-a-week *sked*.

AIR FAX: On the air since February 14, 1942, *Interpretations of the News for Young People* is a five-minute offering. During the school year it is required listening for the seventh and eighth grade social studies class. *Showmanstunts:* toward the end of the school year, a series of quiz programs are broadcast in which contestants selected by each class, take part.

First Broadcast: February 14, 1942.

Broadcast Schedule: Monday, Wednesday, Friday, 9:50-9:55 A.M.

Preceded By: News.

Followed By: Music.

Station: WEOA, Evansville, Ind.

Power: 250 watts.

Population: 97,062.

COMMENT: Advertisers who direct their advertising guns on the tremendously fertile juvenile market, might well give serious consideration to a program of this type. Of prime importance is an announcer who understands the psychology of the small fry, presents the news in a style sufficiently interesting to hold their attention.

WHAT THE PROGRAM DID FOR ME



This is the businessman's own department. RADIO SHOW-MANSHIP invites radio advertisers to exchange results and reactions to radio programs for their mutual benefit.

Finance

MAGAZINE OF THE AIR "The title of the half-hour variety show, *Magazine of the Air*, is self-explanatory. Its make-up follows the general format of a regular published periodical or magazine in audible form, having a table of contents, a bit of philosophy, poetry, jokes, editorials, biographies; in fact, practically everything one could find in a high class magazine. Interspersed to break up the monotony of too much dialogue and narration, musical selections are introduced as tone poems.

"This program made its debut on November 2, 1941, and ran for 26 weeks. In this series were incorporated the five-minute love stories in transcribed form titled *This Thing Called Love*; also, the five-minute philosophical transcribed discourses by Doctor Wm. L. Stidger, noted author, biographer and Boston University School of Theology faculty member.

"The series now currently running made its initial airing on November 22, 1942, and will continue for 26 weeks. This run includes the transcribed series *Notes of Love*, which was originally intended as a 15-minute program. We have adapted it for our purposes by using what is the equivalent of one *Note of Love* with its companion musical selection, which takes five minutes for its presentation. Included also in this show is the five-minute transcribed *Who's News* episodes, which are actual interviews with famous and near famous people from all parts of the world. The Doctor Stidger series, *Are You Getting the Most Out of Life Today?* is still being

used as a feature of the broadcast for **OLD COLONY CO-OPERATIVE BANK."**

GORDON SCHONFARBER

President

*Gordon Schonfarber & Associates, Inc.
Providence, R. I.*

AIR FAX: In addition to newspaper advertisements, promotion included four page leaflets suggestive of magazine format, reminding bank customers, others, to tune in for free subscriptions to the magazine in sound.

First Broadcast: November 2, 1941.

Broadcast Schedule: Sunday, 2:30-2:45 P.M.

Preceded By: *Those We Love.*

Followed By: *Symphonic Music.*

Sponsor: Old Colony Co-Operative Bank.

Station: WPRO, Providence, R. I.

Power: 5,000 watts.

Population: 253,504.

Agency: Gordon Schonfarber & Associates, Inc.

COMMENT: Ideas as good as this one don't come along every day! For years, publishers have known how to produce lively magazines that the whole family may enjoy. Now this same wholesome entertainment is published on the air, gives listeners something to look forward to from week to week just as they anticipate a favorite magazine. Wisely, sponsor here selected top-notch features.

Gasolines

BASEBALL PLAY-BY-PLAY "In its seventh consecutive year of sports broadcasting, ATLANTIC will gear its baseball broadcasting program closely to the nation's war effort. We have planned to devote the major part of our commercial messages to government announcements. The balance will be devoted to information aimed to keep the public informed of conditions in the petroleum industry and tips to help people get the greatest possible use from their automobiles, with

a minimum wear-and-tear on vehicles and tires. In this way, we will be able to make the summer season's broadcasting schedule an even greater public service than was the case in previous years.

"We feel, too, that the extended use of news reports, which will be interjected in the game broadcasts so as not to interfere with the play-by-play descriptions, will enable the listening audience to keep fully abreast of developments in the nation's prosecution of the war and the progress of the war on the home front. This should substantially increase the value of the baseball broadcasts not only to the fans themselves, but also to the stations which carry the broadcasts and the local advertisers who use the stations to carry their messages to their own community."

JOSEPH R. ROLLINS
*Advertising Manager
Atlantic Refining Co.
Philadelphia, Pa.*

AIR FAX: Broadcasts of major and minor league baseball games on 50 stations was the Atlantic schedule for 1942. Given over to game reports were more than 8,500 station hours. New feature: widespread use of news reports broadcast during game breaks so as not to interfere with play-by-play descriptions. Reports included games of three *National* and two *American* league clubs; three teams of the *International* league; six of the *Eastern* league; two of the *South Atlantic* league, and two of the *Piedmont* league.

First Broadcast: April 14, 1942.

Sponsor: Atlantic Refining Co.

Agency: N. W. Ayer & Son, Inc., Philadelphia, Pa.

COMMENT: Public service takes precedence these days even in the great American sport. Sponsors who keep commercial copy down to a minimum, give the fans entertainment which keep them glued to their radios, create inestimable good will which can and will be converted into sales dollars in the post-war days.

Men's Wear

LUCKY REGAL HOUR "Three down, fourth coming up! This month marks the beginning of the fourth year for the *Lucky Regal Hour*, Washington, D. C.'s only Sunday morning variety show heard over WOL. A telephone offer of a pair of tickets for a moonlight cruise jammed WOL's switchboard for two solid hours.

"Informality is the prescription for the success of the *Lucky Regal Hour*, plus plenty of music. Being sports minded, Pat Regal, president of the REGAL CLOTHING CO., from time to time has personally interviewed outstanding athletes on the program. Announcements of all major sports events are given without charge. Ever since the Redskins have called Washington their home, Pat Regal has awarded a 50 dollar REGAL STRATFORD suit to the Redskin player selected as the outstanding player in each home game by the Washington sports writers.

"This year, REGAL CLOTHING also sponsors *Gridiron Gossip*, a 15-minute program preceding the broadcast of pro-football games. Russ Hodges does a bit of pre-game gossip and on-the-spot interviews with members of both teams. Both at home and games away are covered."

JEFFRY A. ABEL
*Radio Director
Henry J. Kaufman Advertising
Washington, D. C.*

AIR FAX: Emcee Art Brown keeps the ball rolling, mixes fast talking with the Hammond organ and bar-room style singing. Recent addition to the show is sport commentator Russ Hodges who does a five-minute sports summary. Staff announcer Trafton Robertson opens and closes the show, is usually the *fall guy* for Brown and Hodges. Latest recordings fill in the time between organ ramblings and commercials.

First Broadcast: November 8, 1939.

Broadcast Schedule: Sunday, 10:30-11:30 A.M.

Preceded By: Bible Class.

Followed By: Church.

Sponsor: Regal Clothing Co.

Station: WOL, Washington, D. C.

Power: 1,000 watts.

Population: 521,886.

Agency: Kaufman Advts. g.

COMMENT: Consistency in program, time and station is almost a sure-fire formula for successful radio advertising. Sponsors who pick the type of show best suited to their business needs, stick to their guns, are almost certain to come out on top. (For previous story, see *Mar.-Apr., '41, p. 86.*)

Men's Wear

THE ENEMY WITHIN "In former years, (1939 *Captains of Industry*, and 1940 *Ports of Call*) we completed our own

telephone surveys, and the results, (26 per cent and 32 per cent of radio turned on at the time of broadcast respectively) were quite satisfactory. This year no survey was taken, but from remarks by customers *The Enemy Within* is at least as popular as our 1939 and 1940 shows.

"Promotions to sell *The Enemy Within* included three teaser ads (60 lines) run on each of three nights in both local newspapers; 400 line explanatory ads run in both newspapers; 1,000 direct mail letters sent to our customers; three station break spot announcements for a week before and after the show began; display window card; parcel stickers and statement stuffers.

"Each week we try to feature a different department to tie the radio copy in with our current newspaper ads and window displays."

E. R. FISHER
E. R. Fisher, Ltd.
Ottawa, Ontario

AIR FAX: Series consists of 117 episodes. Revealed in dramatic form is the true story of how the Australian Secret Service smashed a Nazi spy plot in that country. *Minimum contract:* 65 episodes.

First Broadcast: October 7, 1941.

Broadcast Schedule: Tuesday and Thursday, 7:15-7:30 P.M.

Preceded By: Amos 'n' Andy.

Followed By: Hoedown by Ogden.

Sponsor: E. R. Fisher, Ltd.

Station: CKCO, Ottawa, Ont.

Power: 1,000 watts.

Population: 182,691.

Transcription Co.: Kasper-Gordon, Inc.

COMMENT: With the United States at war on both oceans, fighting the Axis aggressors abroad and its Fifth column at home, especially timely is a series of this kind. Long ago, the movies found that there was drama in the headlines, and such stirring photoplays as *Escape* and *The Mortal Storm* are celluloid reproductions of the great conflict across the seas. In *The Enemy Within* radio follows suit.

Music Stores

SOLOVOX "We received the transcription to be used on the radio broadcast about a week ago, and immediately worked out a schedule of three times a

day with radio station WCLS. We are very happy with the results obtained so far.

"Yesterday afternoon we sold two Solovoxes and one beautiful spinet piano direct from the broadcast. As a concrete example, a young man with the war department here at Joliet, Ill., yesterday had his day off and was listening to the radio with his wife. At 11:21 A.M. they heard our broadcast. He came down to our store, saw the Solovox, went back home and got his wife. We sold them a spinet piano and Solovox and delivered them last night.

"We can cite several other instances. Since the start of the radio program it has also directly helped our piano sales and for your information, about 75 per cent of our Solovox sales are made with new pianos sold to folks who do not have a piano or taking used pianos in trade."

W. H. FOWLER
President
Fowler Piano Co., Inc.
Joliet, Ill.

AIR FAX: One minute transcriptions were heard several times daily to promote this keyboard attachment which produces the tone of the Hammond organ on the ordinary piano.

First Broadcast: November 17, 1941.

Broadcast Schedule: Daily, several times.

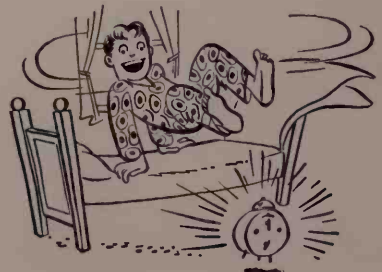
Sponsor: Fowler Piano Co., Inc.

Station: WCLS, Joliet, Ill.

Power: 250 watts.

Population: 74,868.

COMMENT: Sponsors frequently discover that radio advertising of a *specific* product carries over into other merchandise with remarkable results. Illustrated here is another of radio's aces in the hole; its wide area coverage attracts the maximum of persons interested in the sponsor's sales message.





PROOF O' THE PUDDING

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

Drug Stores

IT'S A WOMAN'S WORLD In these days of labor shortages, it begins to look as though as far as civilians are concerned, *It's A Woman's World!* Sponsors of the WICA participating show in Ashtabula, O., have known this fact of life for some time. WENTLING'S PHARMACY has built up its camera, cosmetics and prescription departments to where they account for a great portion of sponsor's business. MABELLE'S SHOP, lingerie, corsets, etc., moved to larger quarters. DOAN UPHOLSTERY SHOP is a month behind in its orders. For BOND FURNITURE, business is up beyond seasonal expectations and past experience. CHEF DIMITRI'S SPAGHETTI SHOP, Geneva, O., has found that its CHEF DIMITRI SPAGHETTI SAUCE has become a common staple of diet on Ashtabula dinner tables.

AIR FAX: Woman's taste in radio programs covers a variety of this and that, but Pauline Hopkins has partially solved the problem in *It's A Woman's World*. Believing that women are interested in other women, she combines news of outstanding women in the national scene with news of new fabrics, styles, home decoration, nutrition and Hollywood news.

First Broadcast: 1940.

Broadcast Schedule: Monday through Friday, 9:30-9:55 A.M.

Preceded By: Morning Devotional.

Followed By: News and Music.

Sponsor: Bond Furniture Co.; Doan Upholstery Shop; Mabelle's Shop; Wentling's Pharmacy, all of Ashtabula, O.; Chef Dimitri's Spaghetti Shop, Geneva, O.

Station: WICA, Ashtabula, O.

Power: 1,000 watts.

Population: 23,301.

COMMENT: As long as merchandisers have merchandise to move, the estab-

lished woman's participating program is an easy-on-the-budget shelf emptier. One important factor in the almost universal success of shows of this kind is that of *time*, since these programs are usually spotted at the best possible time to reach the greatest number of feminine listeners.

Drug Products

MANHATTAN NEWS In more leisurely days, the morning newspaper was tops with readers generally. Came the speed up of the machine age, and the star of the morning paper waned. Today, listeners catch the A.M. news via radio over coffee and toast. It was this audience that the MANHATTAN SOAP CO. wanted to reach over WCAE, Pittsburgh, Pa.

Wholesaler survey indicates sales trend of SWEETHEART SOAP up 86 per cent. Letters to dealers, blotters to key dealers, notices to wholesaler and preview announcements were a part of the build-up. Publicity in 50 publications in the Tri-State Area, advertisements in the Pittsburgh *Sun Telegraph* and mike merchandisers displayed in stores selling SWEETHEART SOAP were also used.

AIR FAX: Prepared by WCAE news editors without editorial comment from I.N.S. wires and A.P. machines is this morning news hand-out.

First Broadcast: August 21, 1939.

Broadcast Schedule: Monday through Saturday, 8:00-8:15 A.M.

Preceded By: Morning Express.

Followed By: Toast-Time Tunes.

Sponsor: Manhattan Soap Co.

Station: WCAE, Pittsburgh, Pa.

Power: 5,000 watts.

Population: 1,072,545.

Agency: Franklin Bruck Adv. Corp., New York City.

COMMENT: Plenty of promotion is the starting gun for the successful conclusion of any sales race. Today, the sponsor who picks news, seems almost certain to have put his money on a favorite.

Drug Products

OLD STANBACKER Records on the hotter side, with light chatter of the jiving, jitter-bug type emceed by WBRC's Jon

Farmer has been the STANBACK COMPANY LTD.'s formula for winning friends, influencing people since 1936. For seven long years, an average of 30 Birmingham, Ala., fans have trekked to the WBRC studio to watch jive master Farmer in action each day.

While show is used to promote STANBACK HEADACHE POWDERS, offering is no sponsor's headache. While announcer never tells listeners they must send in a STANBACK envelope to get their requests played, he infers it by always thanking listeners who do send them in. Indication that listeners can take a hint: included in individual request letters are from four to 150 empty STANBACK envelopes. Since mail count averages 50 letters a day, STANBACK's radio potion packs a wallop.

Currently, program pulls mail daily from men in service wanting songs played for mothers, sisters, wives and sweethearts. These requests rate special attention.

AIR FAX: When big time orchestras play Birmingham, orchestra leaders are invited in for a brief interview.
First Broadcast: May, 1936.

Broadcast Schedule: Daily and Sunday, 12:30-12:45 P.M.

Preceded By: M-W-F, *Music*; T-Th-S, *Checkerboard Time*; Sunday, *Let's Go America*.

Followed By: *Music*.

Sponsor: Stanback Co., Ltd.

Station: WBRC, Birmingham, Ala.

Power: 5,000 watts.

Population: 267,583.

COMMENT: Since letters containing STANBACK envelopes are always acknowledged on the air, each request number constitutes a painless-to-listeners commercial for sponsor. Note of caution: while request programs are popular, sponsors must be careful to meet all censorship restrictions.

Groceries

YOUR NEIGHBOR LADY Where does the lady of the house go when she wants to get a tip on how to remove grass stains, ink spots, other household teasers? To the *Neighbor Lady*, of course! Saving shoe leather for Yankton, So.

Dak., housewives are participating sponsors on the WNAX daily program.

Heard each morning are home-making tips and helpful household hints sent in by listeners. For the best good deed letter each day sponsors shell out one simoleon. Further come-on for the on-her-toes housewife: prize winning letters are read over the air.

When *Your Neighbor Lady* celebrated its first birthday, listeners were offered at 64-page booklet of recipes, household hints, bits of poetry and good deed letters used in the 12 month stint. Proof that *A Year With Your Neighbor Lady* was a *best buy* at two bits: distributed in jig-time were 5,000 copies.

AIR FAX: Sponsors get 100-word announcements daily. While many of them are year-around time buyers, others such as Dowd Milling, makers of Fidelity Pancake Flour, make *Your Neighbor Lady* an advertising must during the peak pancake season.

First Broadcast: August, 1941.

Broadcast Schedule: Monday through Saturday, 10:00-10:15 A.M.

Preceded By: Bachelor's Children.

Followed By: Vic and Sade.

Sponsor: Crete Mills, Lincoln Tailors, Linal Washing Powder, and Dowd Milling.

Station: WNAX, Yankton, So. Dak.

Power: 5,000 watts (d).

Population: 6,579.

COMMENT: For low-cost sponsorship, a morning participating program slanted at the home-maker is hard to beat. That such shows may build up a substantial listening audience in a relatively brief period is indicated by the response here to the booklet offer.

Jewelers

GEMS OF MELODY Eight years ago, HARRY MILLER, JEWELER landed in Bozeman, Mont., with 40 cents in his pocket and went into business. The business: serving the community with jewelry and watch repairing in a hole-in-the-wall shop. Quality watch repairing guaranteed, lead to a new and larger building. Jewelryman Miller decided to take a whirl at radio advertising.

With *Gems of Melody* his program choice, he went on the KRBM airwaves on a three-a-week *sked*, has continued

with the same offering since November 20, 1941. *The pay-off*: sponsor is now one of the leading jewelry stores in Southern Montana. With demand out running supply, HARRY MILLER, JEWELER, still bankrolls the show as an institutional offering. Commercials now deal strictly with the sale of War Bonds. Only touch of commercialism: the slogan, "If you don't know jewelry, know your jeweler."

AIR FAX: Recorded music selected for melody value is the backbone of the show.

First Broadcast: November 20, 1941.

Broadcast Schedule: Sunday, Wednesday, 9:00-9:15 P.M.; Friday, 7:15-7:30 P.M.

Preceded By: Sunday, Parker Family; Wednesday, Kay Kyser; Friday, American Legion Auxiliary.

Followed By: Sunday, Wednesday, News; Friday, Some Like It Hot.

Sponsor: Harry Miller, Jeweler.

Station: KRBM, Bozeman, Mont.

Power: 250 watts.

Population: 8,655.

COMMENT: No matter how simple, or how pretentious a program may be, consistent use of radio is almost certain to pay dividends.

Men's Wear

LOCAL NEWS In small towns where family affairs are a matter of community interest, the welfare of each and every person in the vicinity is a matter of public record. Vital statistics and the welfare of hospital patients are stock-in-trade table talk. Of such stuff is the KGNF show made of in North Platte, Nebr. To families and friends of patients in the NORTH PLATTE HOSPITAL go daily bulletins on the health of each patient. Also a part of the daily ten minute show: items about local people and places.

When ROBERT S. CONLIN & ASSOCIATES, Kansas City, Mo., made a survey, found that this program was tops in program preference throughout the KGNF territory, the HIRSCHFELD CLOTHING Co. knew that it was headed in the right direction. Since 1934, HIRSCHFELD, a men's clothing store, has had *heads* on *Local News*, can not be pried away from it.

Not a sponsored program in the usual sense of the the word, *heads* and *tails*

are sold on it. A home furniture store, an automotive firm, and a beverage company have played tail-back position.

AIR FAX: *First Broadcast:* 1934.

Broadcast Schedule: Daily.

Sponsor: Hirschfeld Clothing Co., others.

Station: KGNF, North Platte, Nebr.

Power: 1,000 watts.

Population: 12,429.

COMMENT: Programs slanted at specific community interests are almost certain to catch hold, build to larger and larger listening audiences. The sponsor who year after year rides along with such a show woos and wins what less consistent advertisers might call a fickle public.

Manufacturers

WFIL KITCHEN CLUB Members of the *WFIL Kitchen Club* gather around the kitchen stove promptly at 11:30 A.M., five times a week, for homemaking and cooking hints from Jessie Young. Hint of *what's cooking* for participating sponsors: in one day, 69 MAGIC WASHER box tops were received, 70 requests for VICTORY BAGS. *Frosting on the cake:* Jessie Young is frequently top mail puller at the station.

Throughout the program, participants receive special plugs in homemaking suggestions, shopping ideas and the like. *Showmanstunts:* newspaper advertisements, courtesy announcements, transit cards in subway cars, busses and trolleys.

AIR FAX: *First Broadcast:* June 1, 1942.

Broadcast Schedule: Monday through Friday, 11:30-11:45 A.M.

Preceded By: Breakfast at Sardi's.

Followed By: M-W-F, *Shopper at the Mike*; T-Thr, *Little Jack Little*.

Sponsor: Magic Washer; Victory Bags; Lichty's.

Station: WFIL, Philadelphia, Pa.

Power: 1,000 watts.

Population: 2,081,602.

COMMENT: For the home product advertiser, the household forum has often been the appetizer which led to increased sales through the medium of a *main dish* show the sponsor himself dishes up under his own name.



JOHNNY ON THE SPOT

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

BETSY ROSS IN MODERN DRESS

That bread can definitely be sold by means of radio, providing that a thorough study is first made of the market and the methods of getting the sponsor's message to the market, is the conviction of the MOREHOUSE BAKING Co., Lawrence, Mass. Its advertising counsellors, the W. E. LONG Co. x-rayed the field, sent a group of investigators into the area to be covered, got from housewives themselves, information on program popularity, station preferences. From these results, advertising director Philip Morehouse gave the green light on plans to spend the largest portion of the MOREHOUSE BAKING Co.'s advertising budget on radio. BETSY Ross bread was on the rise.

Spots in service periods or near news periods were selected on WLAW. All spots later than 3:30 P.M. were out, and spots close to programs of popular music had the inside track. Reasoned seasoned adman Morehouse: with young-uns usually in control of the family radio, spots close to such programs would be sure to be heard.

Announcements are staggered, with more used on Friday than on Wednesday. All are transcribed, and new series follow in quick succession. While spots are varied in nature, some are only from 30 to 50 words long, all feature *name* announcers, or well known celebrities who advocate the use of bread from a vitamin standpoint.

Because BETSY ROSS BREAD is distributed within a radius of 30 miles of Lawrence, MOREHOUSE BAKING chose radio

to get its message to the public, now directs almost its entire advertising budget to WLAW.

MERCHANT'S MERCHANDISER

Six times a day, seven times a week, MERCHANT'S BISCUIT Co. caters to the sweet tooth of KOA listeners in Denver, Col. In a straight-away selling job for its cookies and crackers, MERCHANT's uses 42 time signals per week, scattered through day and evening.

SALUTE TO THE FUTURE!

A consistent KSAL advertiser since the station went on the air in 1937 in Salina, Ka., is the MARSHALL MOTOR Co. With business for 1943 definitely curtailed and little prospect for immediate improvement, MARSHALL MOTOR gave concrete evidence of its ultimate faith in radio advertising. Signed was a non-cancellable contract for three announcements *per diem*, six days a week. Grand total: almost 1,000 announcements! Sponsor also bankrolls *The Johnson Family*, the live MUTUAL NETWORK offering available for local sponsorship.

BURMA SHAVE TRAIL

Signs of the times: the shaving cream concern that used to decorate the highways with its rhymed ads now is using spot announcements over KDKA, Pittsburgh, Pa. Radio sales messages go into Tri-State radio homes every Monday, Wednesday and Friday between 7:00 and 7:15 A.M. in a series of one-minute announcements. Station adaptation of sponsor's approach:

*Tho' the hiway's sort'a empty
Folks hear, every other day
All about a darn slick shave
While list'nin in, to KDKA
BURMA SHAVE.*

EYES RIGHT

War workers need keen vision, and they have the money to pay for this medical attention. With this in mind, DOCTORS SIMON & STAMPER, Oakland, Cal., optometrists, have started a schedule of transcribed announcements on KROW. *The hook:* from one to five times daily, sponsors message is spotted adjacent to shows of specific appeal to war workers.



NEXT MONTH

GENERAL MENU for late listeners is a *main dish* in the April issue. From WFIL, Philadelphia, Pa., comes a new point of view on the Witching Hour's potentialities for sponsors.

FRANK J. FOSTER, of FOSTER'S HARDWARE AND SPORTING GOODS, Pontiac, Mich., tells the amazing story of how radio stepped up sporting goods sales from 18 per cent of gross business to a high of 45 per cent!

LETTERS FROM HOME take on real meaning with service men in India, Australia, Iceland, the Solomons, Alaska, China, and all over the world. How five sponsors have turned these letters into excellent radio fare is told here.

Plus Tested Programs and Promotions You Can Use in Your Own Business!



AT YOUR FINGERTIPS

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