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S Showmanship



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IN THIS ISSUE



**Sales Thru
the Air in
Wartime America**

43 TESTED PROGRAMS FOR BUSINESSMEN



YOUR BUSINESS AT A GLANCE

A quick index to what others in your business field accomplish through radio. Articles and services in *Radio Showmanship* are classified by businesses here.

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KASPER-GORDON, Inc.
is proud to present

"Famous MOTHERS"
Starring
Jane Dillon
78
5-Minute
Transcribed
Programs Ready
(Allowing 1:45 for
sponsor's copy)

A New
Radio
Series
Starring

ONE OF RADIO'S MOST FAMOUS PERSONALITIES

JANE DILLON, international artist, is, within herself, a complete theatre! Her three-octave voice range enables her to vividly portray rugged masculine voices, those of boys and children, as well as feminine characters of every age!

★ ★ ★ ★ ★

MISS DILLON was formerly heard over NBC as the creator, author and star of "THE HAPPY FAMILY," in which she played every part! In "FAMOUS MOTHERS" Miss Dillon again displays this amazing talent.

In every State, and in scores of foreign countries, Jane Dillon's personal appearances met with ovations given few performers. "FAMOUS MOTHERS" is destined to be another smash hit for Miss Dillon.

★ ★ ★ ★ ★

"FAMOUS MOTHERS" is suitable for sponsorship by department stores, food products, dairies, bakers, specialty shops, soaps, furniture, et cetera. (No liquor or cigarette sponsors accepted).

Write or wire today for audition samples, and details of merchandising tie-ups. Or—ask your local radio station or advertising agency to write

KASPER-GORDON, Incorporated
142 Boylston St. Boston, Mass.

One of The Country's Largest Producers of Successful Radio Shows

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Something Old, Something New

RADIO programming is the bed rock upon which the entire foundation of the radio industry rests. To educate, to inform and to entertain is, *per se*, not enough. That education, information and entertainment must be what interests the public at a specific time, not at some past moment in time, nor yet again, at some future date. Advertisers who use radio successfully must have their fingers on this public pulse if the results are to be commensurate with their just desserts.

Not so many years ago, the daytime serial practically had the field to itself. Hard put to it was the local advertiser who wanted to compete against the hard hitting soap operas of network origin. Today, it is a different story.

"Soaps" appear to be washed up, or at least they no longer clutter up the bulk of the air lines. New program offerings have taken their places, and for the local advertiser, it is all to the good. News and music are leading the parade, and many far seeing stations are giving their entire afternoon time to just this combination. The public service offering is another king pin. What does this mean to the local advertiser?

It means that he no longer need take a back seat to bigtime operators in so far as his radio offering is concerned. Music and news are both hot, whether they come off the line or are of local origin. Service has become of prime importance, and while the national advertiser also performs valuable service, there is a tremendously fertile field of local service which the local advertiser, and the local advertiser alone, can meet.

Today, the broad picture of radio programming the country over puts emphasis on morale building programs; educational series designed to help orient the consumer to a new environment, and informational programs intended to help the public adjust to wartime living. The important point is this: each community has its own needs, its own problems in morale, has its own adjustments to make, and only the local advertiser can sense these needs and do his part in their solution. While the general framework may be the same the country over, it must be trimmed to meet the specifications of each locale.

Tomorrow the sands of Time may shift again, and the advertiser will perforce shift with them. Today, the emphasis is on war, on wartime conditions and wartime problems as they effect each individual community. Advertisers have taken on this public service responsibility, and, in assuming the burden, have contributed immeasurably to the fighting spirit that is America.

The Editors

Shopping for Shows? Here's the Best in Recorded Broadcasting!

**FOR "SPOT" ADVERTISERS . . .
NBC COMPLETE PACKAGE SHOWS
READY TO BROADCAST**

**LET'S TAKE A
LOOK IN
YOUR MIRROR**

with STELLA UNGER



Vital, spontaneous, timely series aimed at the busy woman of today. Helpful suggestions on gaining and keeping charm and poise under trying conditions, with particular emphasis on woman's job in wartime—making the most of her present wardrobe, getting along happily without many household products, etc. Now selling varied products to women in today's market.

156 Five-Minute Programs—3-a-week for 52 weeks

FLYING FOR FREEDOM

A vivid saga of daring and courage of United Nations' fighting men—told through the lives of an American, a Canadian, an Englishman, and an Australian in training to become flying officers, and during their combat operations—ferrying bombers, raids over enemy territory and supporting ground troops in theatres of war. Authentic, thrill-packed, inspiring and timely. Especially suited to use by wartime advertisers and firms presently engaged in war production.

26 Half-Hour Dramas

TIME OUT FOR FUN AND MUSIC



Series I—With Allen Prescott, M.C., Felix Knight, and Ted Steele's Novatones.

Series II—With Ted Steele and Grace Albert.

Sprightly quarter-hours filled with amusing banter and bright, gay music. Each series of 26 arranged for one or two broadcasts weekly.

Here's a page-full of perfect shows—*proven* in popularity, tested as sales-producers. 5-minute, 15-minute, or half-hour recorded programs—music or drama, comment or comedy...every one of them timely and thrilling! *Write for presentations, auditions, rates and availability!*

NEW!

THE NAME YOU WILL REMEMBER

Theme: the world's No. 1 subject—people! Hard-hitting, intensely interesting personality sketches by William Lang about people in the news—ranging from Madame Chiang Kai-shek to J. Edgar Hoover.



William Lang

Perfect title for tie-in with sponsor's name and business. All-inclusive merchandising and publicity plan. Spectacular success as local "live" show. The title alone should clinch the sale!

78 Five-Minute Programs—3-a-week for 26 weeks

BETTY AND BOB

The story of "ordinary folk who lead extra-ordinary lives"—tops in serial drama, with a record of proved selling power. Superbly cast with Arlene Francis as "Betty", Carl Frank as "Bob" and Milton Cross announcing, against a rich setting of full orchestral theme music by Allen Roth. Complete promotion and publicity material.

390 quarter-hour episodes for 5-a-week broadcasts.

Minimum contract: 65 episodes

OTHER NBC RECORDED FEATURES:

HOLLYWOOD HEADLINERS—

with Stella Unger (156 5-min. pgms.)

GETTING THE MOST OUT OF LIFE TODAY—

with Wm. L. Stidger (117 5-min. pgms.)

CARSON ROBISON AND HIS BUCKAROOS—

(117 quarter-hours)

NBC Radio Recording Division
NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, NEW YORK • Merchandise Mart, CHICAGO
Trans-Lux Bldg., WASHINGTON, D. C. • Sunset & Vine, HOLLYWOOD, CAL.

Hello Soldier! Hello Sailor!

Pick and Choose with Audience Yardstick Writes Vern C. Soash,
Savings Department Mgr. for Minnesota Federal Savings & Loan

COUNT us among the many satisfied radio users! For about six years we have used radio as one of our primary advertising mediums in St. Paul, Minn. It may be that we have been unusually successful in our choice and use of radio programs, but it is our belief that radio properly used, should always provide an effective advertising channel.

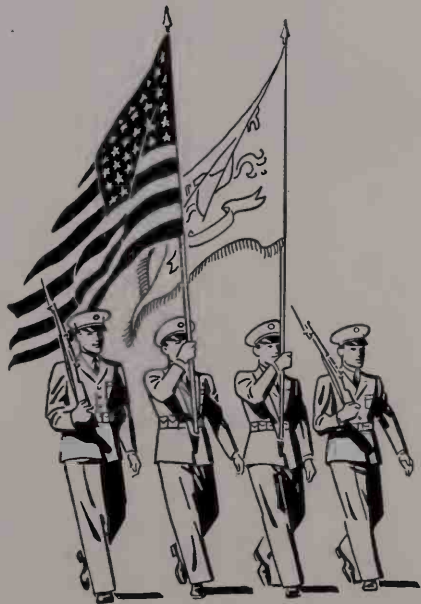
We have used radio to identify our location, to produce good will, to bring visitors into the institution, for purely institutional advertising and at times to provide a medium for actual selling copy.

Perhaps the invariable success MINNESOTA FEDERAL SAVINGS & LOAN Ass'n has enjoyed in the use of several radio programs has been due to careful analysis. "Do unto radio as you would have it do unto you," might be the maxim. When considering a program we measure it against the following standards:

1. Is it timely and appropriate to the product advertised?
2. Does it have a natural human interest appeal or meet a definite need?
3. Will it maintain the prestige and good name of the institution?
4. Will it develop good will; produce a favorable or sympathetic attitude towards us?
5. Is the time suitable for the audience desired?
6. Are competing programs too strong to warrant its consideration?
7. Can the program be continued for a reasonable period of time, at least six months and preferably twelve?
8. Will the program time be constant without interference from network affiliations?

With this yardstick in hand, about six months ago we picked up *Hello Soldier—Hello Sailor*, a thrice weekly presentation which features long distance telephone conversations between service men and their friends or relatives, with the radio audience listening in.

The national spotlight was focused on this program as a result of special commendation awarded Robert De Haven, the WTCN production manager, by *Variety* magazine through a recent survey of the United States and Canada.



On 15-minute programs each Tuesday and Thursday at 9:45 P.M., service men stationed in Twin City military centers are invited to the studio to phone their mothers or their girls any place in the U. S. Civilians aren't neglected either! For Sunday afternoon from 5:30 to 6:00, Twin-Citizens bring home news to their boys away at camp.

Scripts are tossed to the winds. In fact, the station points proudly to the fact that in over 1,000 *Hello Soldier* broadcasts, no script has ever been written, no transcription padding necessary. The boys have plenty to talk about when they can talk home, and the studio's



A northwest native is Vern Claude Soash, who was born in Iowa, lived in western Minnesota and spent his boyhood on the plains of North Dakota. Adman Soash believes he

learned to avoid trouble from being stepped on so many times by his Indian pony; modestly, he attributes any writing ability he might have to hours spent with a B-B gun, shooting mice at the slaughter house near the family farm.

His insatiable love of the out-of-doors, his interest in wild life, and the thrill he gets in reaching remote and primeval places comes from indelible boyhood experiences.

Educated at Cornell College, with three years of graduate work at Northwestern, he was bent on an educational career. Advertising courses lured him to exchange the classroom for a salesman's kit, and very soon, for a desk.

Manager of the Savings Department as well as of advertising, busy-as-a-bee Soash has won two national "firsts" in financial advertising; by working hard and long, he still finds time for enjoyment of the out-of-doors.

mail bulges with requests to take part. As fast as the studio can fill them, invitations go out to participants, and a mother in Oklahoma gets a notice well in advance that her son will call her.

Besides the guests themselves, directly responsible for this smooth-rolling show is the LUTHER WEAVER & ASSOCIATES ADVERTISING AGENCY, the telephone company girls who plug in the calls in advance, and emcee Bob De Haven. De Haven puts the guests at ease between calls and extends his own genuine interest and enthusiasm to the living room audience. Since FCC permits broadcasting only the studio end of the conversation, De Haven relays what's going on as the boy talks. A special feature of the Sunday program is reading letters from service men.

Brevity is the soul of commercials, we believe, and MINNESOTA FEDERAL injects only three on the half hour show, two on the fifteen minute program. One on each broadcast is for the purchase and protection of war bonds. We like to aid in any civic activities we can by making announcements for the State Guard, Community Chest and Red Cross. On the Tuesday and Thursday shows, plugging is done only once between the two or three calls and once in closing. Five or six calls are made on the Sunday show with two inside 30-second ads, besides the closing reminder.

For the genuine human interest it contains, we are inclined to think we like *Hello Soldier—Hello Sailor* the best of any program we have used. It touches the heart-strings, puts a lump in your throat, holds your interest through the entire half hour because of the sentimental situations that arise in every broadcast. Runner-up for honors was a children's show, *Cowboy Bill's Round Up* which enrolled some 15,000 Twin City children in our *Cowboy Bill Club*. We have also aimed for a women's audience; a radio club, *For The Ladies*, drew listeners for nearly three years.

We have found that we can pick our audience; another reason why our own experience has convinced us that with careful planning, radio is tops for financial advertising.



● *Above . . .* WTCN announcer and *Variety* award winner, Bob De Haven listens in. "How are the eats?" Mrs. E. G. Dobrick, St. Paul, Minn., asks her son at the Aberdeen (Md.) Proving Grounds. "Getting better," replies Dick. Father and girl friend wait their turns.

● *Left . . .* Happy because she has just heard her son's voice, Mrs. Mike Rongitsch, St. Paul, smiles with her son's sweetheart. Robert is with the Coast Guard at Eastham, Mass. *Variety* cited this picture as outstanding for its human interest.

● *Right . . .* "Are you still my baby?" Mrs. R. W. Jameson of Bald Eagle asks her son, Pvt. John R. Jameson, ski trooper at Tacoma, Wash. "You bet!" answers Pvt. Jameson. Dad is waiting to talk.

THE SALT LAKE KNITTING STORE can be said to be fully convinced of the efficacy of radio as a medium for increasing business. Experience, they say, is the greatest teacher; and it has certainly been so in our case. A long time ago, when radio was considered by most people as a plaything, a hobby, or an impractical toy, the SALT LAKE KNITTING STORE had a different idea of it. We were the first specialty store in this region to use radio advertising on any extensive scale, being the first time-buyer in the West. Back in the early 20's, we bought an hour of time to plug a sale, (that was in the days when radio advertising itself was almost unheard of) and it opened our eyes to what radio could do.

Ever since that time, we have been consistent radio time users. Little by little we proved the value of radio to our complete satisfaction. The scope of

A direct descendant of the early Mormon pioneers is Frank Richards Smith, manager of the Salt Lake Knitting Store, Salt Lake City. His father drove an ox-team across the plains as a boy of nine. Mr. Smith, himself, entered the Salt Lake Knitting Store organization at 13 years of age and worked up from janitor and delivery boy to manager and vice president of the company. A man of courage and vision, he has always blazed new trails by adhering to his philosophy of "taking a chance."

Asked his major principle of management, he says "The only excuse for an independent store's existence in these days is individualized service, which the small store alone can give. Furthermore, I believe, in merchandising, the best obtainable is always the cheapest, no matter what you pay for it."

As hobbies, Mr. Smith counts golfing, fishing and hunting as tops, and the harder he plays, the harder he works.

Calling All

Radio Alone
The Manage

our employment of this medium has steadily increased, through spot announcement campaigns to regular quarter-hour programs over a period of years.

One of the most effective programs we used, which I cite as an example of the type of radio promotion we favor, was a series called *The Court of Values*, which ran for over a year on Station KDYL in Salt Lake City. The approach in a commercial sense was to dramatize the merchandise; in other words, the items of apparel plugged were personified and arraigned before the mythical court, then asked to substantiate their individual claims to be good values. After 52 weeks we decided that while this idea was good, some change in format was necessary, so we adapted the idea and changed the name to *Fashion Clinic*. Merchandise was personalized as clients attending a clinic, in which *Doctor Hi Style* brought out the merits of each garment and indicated wherein its fashionability lay. This series ran for another year on KDYL. As a concrete result of these campaigns, we increased our volume by a notable percentage.

Recently KDYL inaugurated a new program for us under the title *Women at War*. While heretofore our programs have been aimed primarily at a daytime audience, we are now convinced that a much wider segment of the listening public can be reached on Class A time, and so the new series is aired Friday evenings at 8:30. The purpose of the program is not primarily to give direct selling impetus, but to do an institu-

(Continued on page 156)

n!

nal Angle, a Showman's Slant, Says
ake Knitting Store, Frank R. Smith



● Above . . . News is where you find it. KDYL Public Relations Director Myron Fox finds it in wartime activities of women. Here he interviews a woman engineer of the DENVER & RIO GRANDE WESTERN RR. for the Salt Lake Knitting Store.

● Center . . . A consistent user of KDYL for the past 10 years, the SALT LAKE KNITTING STORE now directs its major advertising appropriation to radio.

● Below . . . KDYL announcer John Woolf and Producer George Snell interview women workers. Origination: Hill Field, 20 miles from Salt Lake City.



(Continued from page 154)

tional good will job. Our firm has featured its public service angle for over 40 years, and is one of the oldest specialty stores in the intermountain country. We believe radio institutional advertising to be the most effective medium for maintaining and extending this reputation. *Women at War* canvasses the entire gamut of what women are doing to help the war effort, and included on-the-spot interviews of all types of feminine workers, from roundhouse employees to WAVES and WAACS. In this program, we dramatize the place of women in defense industries and all correlated war endeavors, including auxiliaries to the armed forces. On-the-job interviews with women workers, war bond plugs, and music that ties-in with the defense theme are the main ingredients. As a salute to their outstanding service to their country, the women interviewed on the program are given prizes. To give the program a national slant, we also present short dramatized sketches of what women the country over are doing in the war.

Already this radio program has proven of great value to us, in the way of direct increases in our volume, and in the word-of-mouth publicity gained through public channels as well as through the organizations to which we give publicity. Incidentally, we give radio a large share of credit for the amazing increase in our volume, which is 100 per cent ahead of the corresponding period last year.

Our experience with radio, is, on the whole, most pleasant; we feel that no other medium can do quite the job that it has done for us. KDYL, the station we have used exclusively, felt the pulse of our merchandising, and in my opinion, a large part of the success of our radio campaign must be attributed to this station's understanding of our merchandising problems. The principal thing, to my mind, is the judicious use of radio: to capitalize on the personal angle, the showmanship slant, that radio alone offers to advertisers.



SUMMERFIELD FURNITURE Co., Boston Mass., is without doubt, the largest users of radio time in the entire state. And there's a reason for it! We have checked the drawing power of this medium through actual sales volume, and it was on the basis of these results that SUMMERFIELD diverted 75 per cent of its advertising budget to radio.

Of course hit-or-miss radio doesn't pay out any more than other forms of advertising done in a hit-or-miss style. To achieve results, there must be a basic plan, but within that working skeleton there is plenty of room for experimentation and originality.

We have sponsored news broadcasts, and to establish these broadcasts with our sponsorship, we have had them put on from our store windows. We have also had good results with feature singers, and have bought 15-minute blocks in service periods of popular music. At present, we use 13 quarter-hour programs, and 27 spots weekly. Our most recent acquisition is a 15-minute Sunday newscast. All of them have been heard over WLAW, Lawrence, Mass.

What we are always on the look-out for are periods near network shows, and price is secondary if results are obtained for our store in Boston and our store in Lawrence.

Our first taste of the fruits of planned radio was an early morning period. At first we were a bit sceptical, since it seemed rather early. The program paid out right from the start. Later we took on an early evening spot, and this also bore fruit. Our recently added Sunday period has also clicked. The spot campaign is equally productive.

Easy Chairs 'n' Things

Direct Price Appeal to Middle Class Purchaser, Jess Stern,
Advertising Director of the Summerfield Furniture Co., Says

In building our programs, we have directed our appeal to the middle class purchaser, and to reach as many of them as possible, SUMMERFIELD tries to get time near news periods. And it doesn't take long winded commercials to sell these potential customers whom we reach over WLAW. An opening announcement of about 100 words, a middle commercial of the same length, and a very short closing message do the trick. Featured is a complete three room outfit selling for \$169. To create store traffic, listeners are urged to visit SUMMERFIELD's *Honeymoon Lane* and see homes completely furnished from the rugs on the floor to the pictures on the wall.

Our spot announcements are also strictly a price proposition directed at the middle class. Currently, to fit in with present day conditions, this campaign advocates re-upholstering of furniture as a means to make what the listener has last as long as possible.

For some time SUMMERFIELD has been really radio conscious, and we have used time on WLAW for the past five years. And this is the significant point; each year we have increased our radio budget!

What about the future? No one can give the answer to that one. At the present time, this same middle class group to whom we have always appealed, has more money in its pockets than it has had for many years. Through radio, we have established our reputation with them, and the immediate future seems encouraging enough.

Too, it would seem that with paper

shortages, newspaper advertising will have to be curtailed, and the advertiser who wants to get his message to the public will have to resort to other media. Those who will come to radio for the first time will find that the SUMMERFIELD experience is by no means unique.

Should merchandise be so seriously curtailed that the demand far exceeds the supply, advertisers who want to be in business tomorrow will also find that entertaining or educating the public via radio is excellent insurance against future solvency. With SUMMERFIELD, our appeal has been price, our aim, sales, but should wartime conditions rule out this scheme of things, there would still be a place for radio.

The lessons we have learned certainly carry over into every business field. To put them in a nutshell: the advertiser must present the type of program which will appeal to the audience he wants to reach at a time when the greatest number are listening; he should use enough time to more or less dominate in his own particular business field; through merchandising tie-ins and promotions he must identify the program with his business establishment, and above all, care and thought must be given to the commercials. It's as simple as that!





Y^oung Ameri

Hands Off
Director M

TIMES, like milady's mind, change often and sharply, especially in these uncertain days. But no matter how the world is going, once each week in Memphis, Tenn., talented midsouth boys and girls step out on the stage of WMC's Goodwyn Institute Auditorium studio. Every Saturday afternoon since 1939, *Young America Sings*. Since its first broadcast, more than 50,000 people have seen and heard the program from the studio.

For more than four years, the retail store of the SEARS, ROEBUCK & Co. has sponsored the program, and customer request for free tickets to the broadcasts from SEARS' clerks is ample proof of the success of the offering. Each week, 1,000 admission tickets are given out by request. An unestimated, but by now, astronomical number of people have heard the weekly programs. The only traces of commercialism are the three

SEARS' commercials, opening, middle and closing.

Originally known as the *WMC Talent Foundation*, and formed for the sole purpose of giving youngsters a chance to present natural talents before an audience, *Young America Sings* is still a medium for providing boys and girls with the opportunity of being heard and of offering them free musical guidance.

The single person responsible for this group training is John Hyde (Uncle Johnny) Cleghorn, director for the program since its inception in 1939.

Broadcasts consist of four choral numbers, each featuring a soloist. Frequently a trio, plus three soloists, are headlined. Especially appropriate to the present are the red, white and blue uniforms which garb the chorus.

The chorus sings a variety of songs: current hits of yesterday and today; standard favorites; light opera arias and hymns. All compositions are especially



ings!

Say Retail Mgr. C. G. Yount, and Ad
Sears, Roebuck & Co., Memphis, Tenn.



arranged for the program by staff pianist Bob Horsley, and a WMC orchestra accompanies the chorus.

Membership in *Young America Sings* is open to any boy or girl in Memphis or the midsouth who is not over 15 years of age. Auditions are held once a week at WMC studios, after school hours. An acceptable applicant may not be taken into the chorus immediately, for membership is limited, and newcomers often have to wait for vacancies.

When an applicant has been accepted, he or she is asked to report at the next rehearsal. After three or four weeks in the chorus, the new member is auditioned for a solo spot. Those who pass this test successfully win a place on the *Young America Sings* floor show which follows each half-hour Saturday broadcast. Five or six floor show solo spots get the youngster ready for a solo part in the broadcast program.

A talent fee paid each week to the *Young America Sings* ensemble accumulates a considerable amount of folding money in its coffers. But in a group of 90 members, each youngster would receive a small pay check if the money were distributed equally between them. To overcome this, the group organized itself into a co-operative, and instead of a salary, the pooled money is spent for the enjoyment of the chorus as a whole.

In this manner, the chorus is almost constantly treating itself to a picture show, the circus, a road show at the Auditorium, and other kinds of fun that a bunch of youngsters enjoy.

In addition to their own treats, the chorus is guest about twice a year at dinner parties given by SEARS, ROEBUCK & Co. At Christmas time, SEARS' presents each member of the chorus with a handsome gift, all the boys getting the same gift, and all the girls getting another.

As to the operation of the program, SEARS, ROEBUCK & Co. maintains a strictly hands-off policy. There is no attempt made to influence what songs will be sung or how, and no pressure is exerted to getting memberships in the group. On the other hand, SEARS goes much more than half-way in giving special consideration to members of the organization. During the summer months, many of the young singers are given regular jobs, and during the school term many are employed on week ends.

More than 1,200 children have been auditioned since the *WMC Talent Foundation* was established in 1939. Everyone connected with the program is proud of the opportunity it has given to thousands of youngsters to perform before the public. And without question, the community pride in the success of a radio program as pretentious as this reflects favorably on its sponsor. While lack of sufficient talent to keep such a program going has put the skids on many amateur shows, we have found that at least in our community there is talent a-plenty, and you don't have to put on an elaborate search for it. The talent comes to us, and each brings new friends and customers for our business.

... Via V-Mail!

That Radiodated V-Mail Keeps the Home Front in Line Is
The Experience of Nine Public Service Minded Sponsors

WHILE government officials make every effort to get the stories of American heroism before the news-hungry public, many tales of bravery have gone untold. One source of such copy is the scrawled notes written by the soldier boy to the folks back home. With scarcely a home untouched by the draft, the genuine drama in these letters is a boon to eager living room audiences, and sponsors have found that simplicity and low production cost are in favor of such programs.

Variations on this theme have been developed throughout the country, and they have been a public service medium for businesses ranging from meat packing to manicuring. Advertising pioneers in this fertile field claim a bumper crop. Yield experienced from these letter-reading programs: full mail bags and high-tonnage traffic. Presented here are a few of these sponsor tested offerings.

DEPARTMENT STORES *Baltimore, Md.*

Letters from service men are making up many of radio's most popular programs, but WITH has added a variation

on this not-so-old theme. When ROSENTHAL'S, INC. took a gander at program availabilities, it decided to put its money on the transcribed series, *Notes of Love*. Tied-in with famous love letters of today and yesterday are popular love ballads sung by Joey Nash. Tie-in for Baltimore listeners: gift tickets to a downtown theatre are offered to those sending in the best letter written to a sweetheart or husband away "on duty." Proof that sponsor has cast its bread upon the right waters: mail response, 35 to 50 letters daily!

One indication that *Notes of Love* combined with live letters put listeners in a buying mood: adman A. Kay pronounced "a noticeable increase of sales." Quarter-hour show is heard Monday, Wednesday and Friday at 8:15 P.M.

BEVERAGES *St. Louis, Mo.*

Interviews with service men and their families are combined with letters from members of the armed forces in the KSD program aired for the PEPSI COLA BOTTLING Co. Along with letters from and interviews with *Our Buddies*, favorites





in songs of the service men are played by KSD musical director Russ David, sung by Bill McCully. Program is aired each Sunday afternoon, 1:00-1:30 P.M., with Harold Grams playing postman and emcee.

First to sponsor *Our Buddies* was the FOOD CENTER and the JIM REMLEY SUPER STORES, whose good will gesture was a gift box of useful items to *Our Buddies* whose letters were read. *Buddy Box* contents: cigarettes, shaving cream, razor and blades, stationery, and pencil set.

TAXI CABS

New York City

Listeners who answer the *Mail Call* over WHN, receive for the asking, a digest of New York news in letter-form for forwarding to men in the U. S. armed forces in all parts of the world.

Program headlines Bryce Oliver, author and news commentator, who each week presents typical queries on New York doings in various fields. Queries are answered in the weekly 10:15 P.M. broadcasts. Material for queries and answers is gathered from actual letters from men in home camps and different war sectors to their friends and families. Writers are usually former drivers of PARMELEE taxicabs of the NATIONAL TRANSPORTATION Co. system, program's sponsor.

Each week's *Mail Call* is printed in a four-page folder with space provided for additional correspondence. PARMELEE drivers are supplied with folders for public distribution.

SUSTAINING

Beckley, W. Va.

To help build morale in the armed forces is the purpose of the WJLS five-a-week shot. Program director Peter Arnell, alias *Professor Nestor*, chats, reads poetry and a *Letter from Home*, while staff organist Fred Schultz furnishes background music.

Read is a daily letter that might be sent to any man in the service of Uncle Sam. Listeners are urged to write friends and relatives in the service. Public service feature: listeners may obtain copies of the daily letter.

HARDWARE

Prince Albert, Sask.

Passed by the Censor boasts no special promotion, no fuss and bother for its preparation. Recipe for this wartime *aperitif*: mix letters with a little dramatization, add a dash of patriotic music for color, and season with sponsor's message.

Placed between two CKBI news broadcasts, *Passed by the Censor* gives listeners letters from over-seas friends and relatives. Only string attached: letters must have passed the censor's blue pencil. To the recipient of the letter judged best on each broadcast goes a chance to make a personal recording at CKBI to send to over-seas friend.

Well pleased with the daily stacks of script offerings that pour in is backer NORTHERN HARDWARE LTD. Originally scheduled as a once-a-week shot, listener interest caused NORTHERN HARDWARE to up its schedule to twice a week.



MEAT PACKERS

Detroit, Mich.

That necessity is the mother of invention has been the experience of advertisers generally. While the man-on-the-street was a long-time sponsor's friend, wartime necessity

has seen innumerable variants on the fair-haired program of the radio world win advertising laurel wreathes.

Three hours after broadcasting censorship voided open mike programs, sports commentator Ty Tyson substituted *Man in the Service* for his WWJ vox-pop program. Letters written by men in the armed service keep Detroit, Mich., listeners posted on army life as it is lived. Out of the 40-odd letters received daily from army pen-men, read are the ten most interesting epistles.

Emcee Tyson invites listeners to submit verbatim copies of letters from men in the armed forces, receives not only contemporary letters, but also correspondence from the first World War, and even from the Civil War. JOHN MORRELL & Co., sponsors, has something to write-home about: sponsor has been heard on WWJ for five years in the interests of its EZ CUT HAM.

HOME FURNISHINGS

Wheeling, W. Va.

Soldiers far from home tend to wander in memory through events of childhood and boyhood that made up the American way of life. It is for these things that the soldier is willing to fight and to die. Those with home-folk get frequent letters chock-full of hometown news and gossip, but for those with no family connections, it is a different story.

To a member of the Wheeling, W. Va., local Selective Board who had befriended many of the local draftees, came many pleas for news from home. Since the gentleman was too busy to write himself, a *Letter from Home* was born, with WKWK playing godmother.

Listeners are requested to call the studio during the half-hour weekly show,

pledge to write a *Letter from Home*. Pen pals are requested to mail their letters at the store of the JORDAN-MARIETTA Co., dealer in wallpaper, paints and home furnishings. Posted in the sponsor's store is a list of soldier's names provided by the local Selective Service Board.

In addition to the average of 25 pledges received during the broadcast, an average of 150 letters are addressed at the store each week. *Traffic building hook*: JORDAN-MARIETTA offers to address each letter brought to the store, mail it to the original induction point to be forwarded by the army.

SUSTAINING

Greensboro, No. Car.

LETTER FROM HOME To service men in India, in Australia, Iceland, the Solomons, Alaska, China, and all over the world, there is no tonic quite like a letter from home. To impress upon Greensboro, No. Car., listeners, the importance of writing regularly to members of the armed forces, WBIG took to the airwaves with a weekly *Letter from Home* series. *Purpose*: to keep the service man's spirits high through the medium of small, white envelopes crammed with personalized news from the folks back home.

Letters from the people behind the men at the front, letters from wives, fathers, sisters, mothers and brothers are read on this weekly half hour program aired for Sunday listening. Introduced on each program is special music.

PAINT SUPPLIES

Parkersburg, W. Va.

Letters from men over-seas on the fighting fronts of the world are heard over WPAR for the W. VA. PAINT Co. A specially recorded sound effects disk opens the show. Balance of the weekly half-hour program is made up of letters and music. Listeners send letters to the station or deliver them in person to the W. VA. PAINT Co., for airing on *Letters from the Fighting Fronts*.





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—Hardytine (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).

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).
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—Clues 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 Cams (Oct., '41, p. 310).
Sustaining—King Contest Club (Mar., '43, p. 93).
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).
Air Adventures of Jimmie Allen (Apr., '43, p. 127).
Ann of the Airplanes (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; May, '43, p. 260).
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; Apr., '43, p. 136).
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).



SHOWMANSCOOPS

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

Good Deeds Club

MORE than 3,500 youngsters jampacked the PALACE THEATRE, Hamilton, Ontario, to help cut a ten-layer birthday cake for the T. EATON COMPANY, LTD., department store. Novelties, prizes, a recent motion picture comedy and a

full hour birthday show over CKOC was sponsor's way of celebrating ten consecutive years on the air, over the same station, at the same time. The *Good Deeds Club* has established a record unique in the history of Canadian broadcasting; over 80,000

members have passed through the *Good Deed* gates since its inception. (For complete details, see *R.S.*, June '42, p. 190).



● Above . . . Here's the full stage set up for the birthday show, with background, band and chorus, and musical directors Bill Ruffles and Les Sommerville on the alert.

● Below . . . Dancerettes do a smart number for the entertainment of folks at the tenth birthday party.



● Center . . . LAC Brian Coleman, of the R.C.A.F., receives a special award on the tenth anniversary show. He was the first watch winner in March, 1933. Presentation is made by funster Wilf Machin, whose various costumes kept things lively.





AIRING THE NEW

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

Amusements

NINE O'CLOCK CLUB As American as baseball, ice cream sodas or iced drinks is that standby of taverns, cafes, hotels and drive-in sandwich shops, the juke-box. To keep the nickels coming in to these places, as well as to skating rinks, beer parlors, and drug stores, the **FAIRWAY AMUSEMENT Co.**, distributors and servicers of nickelodians and reproducing machines in Northeast Mississippi, took to WCBI, Columbus.

Broadcasts consist of 30-minutes of transcribed and recorded music, four times weekly. All selections are those currently featured on machines placed by **FAIRWAY**. Individual announcements plug the location, service and merchandise of business establishments using this service. *Purpose:* a sponsor salute to dealers. Emphasis is put on specific hit tunes featured on the machines in the establishment getting the plug.

To keep the music going round and round: courtesy pre-announcements on WCBI, news stories and advertisements, plus word-of-mouth fan fare by sponsor's salesmen.

AIR FAX: A girl and boy combination announcing team handle the program in a song and patter arrangement, complete with the sound effect of dropping the nickel in the slot.

First Broadcast: January, 1943.

Broadcast Schedule: M., T., Thrs., Sat., 9:00-9:30 P.M.

Preceded By: News.

Followed By: Local Transcribed.

Sponsor: Fairway Amusement Co.

Station: WCBI, Columbus, Miss.

Power: 250 watts.

Population: 15,467.

COMMENT: Sponsor here is among the first to see the possibilities of a radio tie-up for its type of business. Certainly, the partnership is one that might well be tried in other parts of the country. In radio, distributors generally have found an excellent method of keeping retailers in the groove.

Aviation

M & C HOUSE PARTY When CKBI listeners gather 'round for the weekly half-hour *M & C House Party*, it's on the house as far as the **M & C AVIATION Co.** is concerned. Talent and production is all in the day's work for company employees, with the company orchestra and chorus getting upstage positions.

As a repair depot for Manitoba, Saskatchewan and Alberta training planes at R.C.A.F. Air Schools, **M & C AVIATION** has a dual problem of employee morale and public good will. Convinced that *M & C House Party* unties both knots is adman Gordon Smith. Company produced, the show gives employees plenty of rope. It also serves to give the public a look-see at the war job **M & C** is doing.

AIR FAX: While the program format is changed from time to time, the show has piled up a record of 52 performances.

First Broadcast: February, 1942.

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

Preceded By: News.

Followed By: News.

Sponsor: M & C Aviation Co.

Station: CKBI, Prince Albert, Sask.

Power: 1,000 watts.

Population: 12,290.

COMMENT: Top honors go to radio for its good will building attributes. For a sponsor with nothing to sell other than a good name, good entertainment is the quickest way to convince a public that the sponsor is in name and in deed, a good fellow.

Department Stores

BIGELOW'S BREVITIES **BIGELOW'S** 21-gun salvo to persons doing their part in the fight for freedom is one reason for sponsor's daily five-minute claim to

fame. Heralded with fanfare as "the biggest little program on the air," the program incorporates into 300 seconds of air time a short biographical salute to a local service man, and one chorus of a popular record.

A patriotic variety program, the 9:55 P.M. program includes information, music, commercial and a war bond plug. Salute to local soldiers, sailors, marines, nurses, WAACS and WAVES is the bargain item which sells the show to WJTN listeners, Jamestown, N. Y. To immediate families of recipients of a *Service-man's Salute* go duplicate copies of scripts. Stop-watch check on BIGELOW's commercial: 20 to 30 seconds.

AIR FAX: Program director Al Spokes emcees the show, uses a rapid-fire, punch delivery. Music ties up with the salute as much as possible. Newspaper ads and courtesy announcements got the show off to a good start.

First Broadcast: February 4, 1943.

Broadcast Schedule: Monday through Friday, 9:55-10:00 P.M.

Preceded By: Spotlight Bands.

Followed By: News Commentary.

Sponsor: Bigelow's Department Store.

Station: WJTN, Jamestown, N. Y.

Power: 250 watts.

Population: 45,155.

COMMENT: Local names make news, and people who hear relatives and friends saluted in conjunction with contributions to the war make good listeners. Good listeners take the sponsor's sales hurdle in stride.

Finance

BUSY MONEY That money is what makes the wheels go round is attested to by the lengths to which man has gone to acquire something for the old sock. Too often its significance is completely forgotten in the age-old struggle for bread and butter.

What is money? What are its uses? What is its significance to persons who work for it and live on it? No stumper for the NELSON DOUGLAS Co., investment house in Los Angeles, Cal., were these questions. To give the layman the low-down, sponsor picked San Diego businessman Ed Hope as commentator on this bi-weekly quarter-hour program

heard over KHJ, Los Angeles, and KGB, San Diego.

AIR FAX: First Broadcast: December, 1942.

Broadcast Schedule: Tuesday and Thursday, 9:15-9:30 P.M.

Preceded By: News.

Followed By: News.

Sponsor: Nelson Douglas Co.

Station: KHJ, Los Angeles, Cal.

Power: 5,000 watts.

Agency: Barton A. Stebbins.

COMMENT: Service features which rebound to sponsor's prestige are gilt edge stock which advertisers cash in on over the long pull. Here is another example of how new-to-radio accounts are finding this advertising medium an invaluable side-kick.

Finance

TODAY'S WAR COMMENTARY War affects all men, big and little, and when it upsets the financial apple cart, the little man is apt to wonder "What now?"

Since war and finance go hand in hand, the CALKINS FINANCE Co., Corvallis and Albany, Ore., selected *Today's War Commentary* as its front man over KWIL.

While no special promotions or merchandising tie-ins have been used, CALKINS FINANCE has jumped its volume of loans since program got under way. Script includes local opening, closing and middle commercial, and the UNITED PRESS daily script release.

AIR FAX: First Broadcast: January 2, 1942.

Broadcast Schedule: Daily, 12:05-12:10 P.M.

Preceded By: Hi-Noon.

Followed By: Theatre News.

Sponsor: Calkins Finance Co.

Station: KWIL, Albany, Ore.

Power: 250 watts.

Population: 7,439.

Producer: United Press.

COMMENT: Innumerable surveys point up the fact that war has made radio news sky rocket to fame and fortune. Sponsors who ride the crest of listener preference are almost certain to come out on top. When such news offerings



directly tie-in with the war, listener interest zooms upward.

Groceries

CLOSE-UP OF THE FIGHTING FRONTS
While the outcome of battles on land, sea or air is of vital importance to every man, woman and child, the force which keeps listeners demanding more and more news is a personal, down-to-earth one. Few are the families who do not have a personal stake in the outcome of these battles; the lives of their men folk hang in the balance.

To help bind the home ties, CHEMICALS, INC., makers of VANO, a liquid household cleanser, offers a *Close-Up of the Fighting Fronts*. Listeners to the weekly show are asked by commentator Deane Dickason, to send specific questions on the fighting fronts which most interest them. Answers to these queries fill in the quarter-hour.

AIR FAX: When Chemicals, Inc. took on the Sunday offering, it had a Hooperating of 11.3. It is heard over KQW, San Francisco, Cal.; KNX, Hollywood; KARM, Fresno, and KROY, Sacramento.
First Broadcast: January 24, 1943.
Broadcast Schedule: Sunday, 9:15-9:30 P.M.
Preceded By: William Winter.
Followed By: The Whistler.
Sponsor: Chemicals, Inc.
Station: KQW, KNX, KARM, KROY.
Agency: Sidney Garfinkel Advertising Agcy.

COMMENT: There's a new day coming when the world will indeed be a small place. At war's end, new markets will open up in all parts of the globe, and the people of this continent will have new pastures to explore. Of real value both for the present and for the future are broadcasts which help familiarize audiences with what were before, almost unknown sections of the world.

Hardware Stores

VICTORY GARDENER
Food is the Number One subject on the home front,

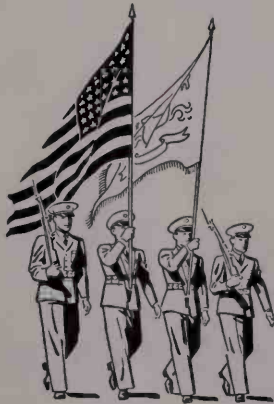
probably will be for some time to come. And one of the main methods of combatting food shortages is to bring the porch chair sitter down to earth, make him a *Victory Gardener*. Expert tillers of the soil estimate that some 18,000,000 *Victory Gardens* will be planted this spring. Many of these gardeners will have never grown their own vegetables before, won't know a seed from a seedling.

To help increase the nation's food production, give the *Victory Gardener* seeds of wisdom planned to bear fruit in bigger and better gardens, the YORK (PA.) PAINT & HARDWARE Co. took to the WSBA air lanes.

While the commercials are institutional in nature, sponsor took on the seasonal program to promote SCHELL seeds. Listeners in the ten minute series are offered 12 packet of seeds, and a book on *Victory Gardening* for one dollar.

AIR FAX: Ten minute feature is a part of the WSBA women's hour, *Don't Listen, Men*. Theme song: *Covent Garden Memories*. Bulletins available from the WSBA wire service, Q.W.I. and Department of Agricultural releases are the cold frames out of which the seedlings of wisdom are uprooted.
First Broadcast: March 1, 1943.
Broadcast Schedule: Ten minutes daily.
Preceded By: News.
Followed By: Nutrition for Victory.
Sponsor: York Paint & Hardware Co.
Station: WSBA, York, Pa.
Power: 1,000 watts.
Population: 56,712.

COMMENT: *Word of caution:* timing is of vital significance in a seasonal program of this kind. If informational seeds are planted too early in the season before listeners get spring fever, results are apt to be slow in germinating. Too, if such programs are to give maximum service, sponsor should plan to follow through the campaign with suggestions on garden care throughout the summer. Here is a sure-fire method of getting the backing of public minded citizens anxious to contribute to the war effort.



Manufacturers

EVEREADY MORNING SERENADE Morning, and music with a lift, is the CANADIAN NATIONAL CARBON Co.'s formula for a bull's eye campaign centered around the conservation of batteries. For rural and village residents, bright melody comes their way in a weekly half-hour offering at 7:30 A.M. Between tunes, CKWS listeners in Kingston, Ontario, get the correct time.

As a 52-week institutional venture for EVEREADY BATTERIES, the program also plugs CANADIAN RED CROSS, similar enterprises. To further extend its conservation appeal for radio batteries, flashlights and "B" batteries, sponsor includes a dash of news, and a sprinkling of agricultural news.

AIR FAX: First Broadcast: February 12, 1943.

Broadcast Schedule: Friday, 7:30-8:00 A.M.

Followed By: News.

Sponsor: Canadian National Carbon Co.

Station: CKWS, Kingston, Ont.

Power: 1,000 watts.

Population: 31,703.

Agency: Locke-Johnson & Co., Toronto.

COMMENT: Flexibility has long been recognized by sponsors as one of the major assets of radio advertising. A program which appeals to the desired audience is the prime factor in putting over almost any advertising message.

Manufacturers

SOLDIERS OF INDUSTRY Average factory workers, the fellows on the machine, or the girls in the office, often don't realize the importance of the job at hand. Because the work of the day is also the humdrum peace time job, the connection between job and men on battle-fronts seems remote.

To bring home to the worker that he is responsible for making goods that will win the war was the job which 12 major war plants in Rockford, Ill., set for themselves. Through dramatic episodes aired over WROK, *Soldiers of Industry* pictures the production of certain items

from machine to finished product used by fighting men.

In tribute to employees, the 30-minute worker-morale program goes on the air every Sunday at 2:00 P.M., with repeat broadcasts on the following Monday at 9:15 P.M., and Tuesday at 6:15 A.M. Presentation in triplicate assures an audience of workers on various shifts.

Developed by WROK commercial manager John J. Dixon, *Soldiers of Industry* combines news and drama. First quarter-hour is devoted to flash news of personnel activities in each plant. Factory personnel managers in each plant keep up the flow of personal items about individuals, portions of letters from former employees now in service, and results of employee bowling matches, other sports activities.



Last 15-minute portion features the dramatic tribute to workers of one of the participating plants. Main object of program:

to impress upon each worker, the importance of his job. Transcriptions are available for play-back in plants each week.

AIR FAX: Cost of series is pro-rated to each factory according to its size. All scripts are submitted to the local office of the Chicago Ordnance District for Approval.

Broadcast Schedule: Sunday, 2:00-2:30 P.M.; Monday, 9:15-9:30 P.M.; Tuesday, 6:15-6:45 P.M.

Sponsor: American Cabinet Hardware Corp.; Cotta Transmission Corp.; George D. Roper Corp.; Greenlee Bros. & Co.; Ingersoll Milling Machine Co.; Mattison Machine Works; Mechanics Universal Joint Co.; National Lock Co.; Rockford Drilling Machine Co.; Rockford Machine Tool Co.; Sundstrand Machine Tool Co., and the Woodward Governor Co.

Station: WROK, Rockford, Ill.

Power: 1,000 (d).

Population: 100,179.

COMMENT: While pre-radio personnel work was confined more or less within the plant walls, radio has given industry a new tool which cuts a deep impression not only with employees but also with entire communities. The personalized note which radio conveys is an invaluable asset to large corporations who have suffered from the charge of being impersonal. Through radio such busi-

nesses may come to life in a human, friendly manner.

Manufacturers

MARCHING ALONG TOGETHER Almost as important as holding the battle lines is the all-important problem of holding the worker in defense plants. To recruit employees, retain those now on its staff, the BAUSCH & LOMB OPTICAL CO., makers of lenses and optical equipment, went radio in a big way.

Each week a member of the B & L family tells of his job in the all-out effort of the company to maintain production records. Highlighted are professional people, others who followed entirely different lines of work before the war, whose stories are of particular interest to possible recruits, fellow employees, others *Marching Along Together*.

AIR FAX: *Piece de resistance* of the 20-minute offering: music by station staff orchestra, with guest soloists. Show is scheduled for a 26 week run.

First Broadcast: November 1, 1942.

Broadcast Schedule: Sunday, 6:10-6:30 P.M.

Sponsor: Bausch & Lomb Optical Co.

Station: WHAM, Rochester, N. Y.

Power: 50,000 watts.

Population: 437,027.

COMMENT: Advertisers with nothing to sell direct to the public are finding new uses for radio. Sponsors without number are finding radio an invaluable personnel aid and an excellent medium for garnering new employees.

Meat Products

AIR CORPS With boredom and inaction the chief enemy of the armed forces not yet over seas, public relations officers have gone out for camp talent productions in a big way. Cooperating in just such an enterprise, also giving the home folks a look-see, is the BANFIELD BROS. MEAT PACKING CO.

Monday through Saturday, for 13 weeks, an all air corps talent show goes out over the KSAL ether waves. Broadcasts originate from the air-base at Salina, Ka., are transmitted by remote control to civilian audiences. Production is supervised by public relation officers. Notices on every bulletin board at the

air base keep the base theatre filled with rookies. Newspaper publicity and air teaser announcements whet the general public's appetite.

AIR FAX: Commercials are read from the KSAL studio before and after each quarter-hour program.

First Broadcast: November 25, 1942.

Broadcast Schedule: Monday through Saturday, 7:45-8:00 P.M.

Preceded By: Farm Show.

Followed By: Variety.

Sponsor: Banfield Bros. Packing Co.

Station: KSAL, Salina, Ka.

Power: 1,000 watts.

Population: 21,073.

COMMENT: Well worth cultivating is the good will of the men in the armed forces who will be the consumers of the future. While amateur shows in some communities die a natural death for lack of adequate talent, sponsors of army programs of this kind are assured of a large number of skilled entertainers from which to draw program talent.

Newspapers

NEWS 'N' MUSIC Signs of the times have it—that soap operas for afternoon listening are washed up. Up a tree for a substitute to successfully woo the feminine audience is the sponsor who sees old faithful on the skids. No wash board blues were sung at WFIL, Philadelphia, Pa. Radio listeners are offered five solid hours of news and music every afternoon.

This spanking new all-afternoon program is designed to give most afternoon radio listeners what surveys show they want most to listen to. In simple arithmetic, it's 5 x 60 minutes of *News-n-Music*, Monday through Friday.

A cooperative venture with the *Philadelphia Evening Bulletin*, all the know-how of the *Evening Bulletin* and WFIL are going into this streamlined program. Boake Carter, H. R. Baukhage, and four shots of news from the *Evening Bulletin* news room, keep listeners posted on latest news events. A 1:30 P.M. *Cash on the Line* offering caters to the gimme trade. *Headline News on the Half Hour* mixes with Bob Crosby, Dinah Shore, Rudy Vallee, Guy Lombardo, other musical big-wigs heard via transcription in this exclusive arrangement.

AIR FAX: Newcasts are edited by ace newsmen Hal Hadley whose feature stories were read by the 625,000 *Evening Bulletin* readers.

First Broadcast: February 15, 1943.

Broadcast Schedule: Monday through Friday, 12:00 (Noon)-5:00 P.M.

Station: WFIL, Philadelphia, Pa.

Power: 1,000 watts.

Population: 2,081,602.

COMMENT: When a program change pleases the public, and builds audiences, it isn't necessary to theorize about it. A program of this kind delivers an audience to an advertiser without high talent costs, offers the advertising world its first real bonus since the **CROSSLEY** ratings made a business out of a game.

Opticians

SHOPPERS EXPRESS Gas rationing isn't going to eliminate trips to a town's main shopping center, but at the same time, shops in outlying sections are going to get the once-over from canny housewives bent on saving both silver pieces and black gold. Like the gingham dog and the calico cat, merchants on the main stem and those in Austin's (Tex.) hinterland, are side by side on the *Shoppers Express*.

With plenty of stops for its participating sponsors' sales messages, the **KNOW** quarter-hour goes on its musical way three times a week. Show has also been used as a community feature, with spots limited to a single shopping district. Train pulling away from station is the sound effect used to open and close each show.

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

Broadcast Schedule: Monday, Wednesday, Friday, 10:30-10:45 A.M.

Preceded By: Sidney Mosley.

Followed By: Yankee House Party.

Sponsor: Dr. A. Burstyn, Optometrist and Manufacturing Optician; Rosedale Drug Store; Redd Grocery & Market, others.

Station: KNOW, Austin, Tex.

Power: 250 watts.

Population: 87,930.

COMMENT: Small advertisers operating on a limited budget can reap some of the rewards from radio advertising through participating program of this kind, even though they can't afford to run their own quarter-hour.

Groceries

FOOD FOR FREEDOM What most concerns Mr. and Mrs. Citizen these days, aside from the progress of the war? Rationing is the key to the answer. When America swung over from a land of plenty to a land of scarcity, lifelong habits had to be changed. Bewildered housewives put favorite recipes on the back shelves, engage in a frantic search for substitutes which require less butter, sugar, other rationed items.

In Amarillo, Tex., **RED & WHITE STORES** stepped to the fore. Information on food rationing, victory gardening, the part food plays in the maintenance of good health and wartime menus are all a part of *Food for Freedom*. Program is heard twice weekly over **KGNC**.

When sponsor offered listeners holders for ration books, the complete stock of 1,500 were mailed out within a few days after two 30-word announcements acquainted the public with the offer. Mail came from all sections of the Panhandle.

To get the program off to a good start, a two week's build-up preceded the first of the series. Newspaper ads and station plugs created a tailor made audience.

AIR FAX: Program is arranged and presented by **KGNC** staff member Margaret King, with the full cooperation of the local Agricultural Agent.

First Broadcast: March 3, 1943.

Broadcast Schedule: Wednesday, Friday, 8:45-9:00 A.M.

Preceded By: Classified ads.

Followed By: Music.

Sponsor: Red & White Food Stores.

Station: KGNC, Amarillo, Tex.

Power: 5,000 watts (d).

Population: 51,792.

COMMENT: Service features are fast getting a monopoly on commercial broadcasting. Programs offered for the personal benefit of consumers find ready acceptance in times like these. Certainly,



a program which helps listeners get the greatest possible value out of what they have is the silver lining in the dark cloud on the food horizon.



SHOWMANSHIP IN ACTION

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

Dairies

DAIRYLEA No more avid admirer of the cowboy can be found than packs the **OLYMPIC THEATRE**, Watertown, N. Y., every Saturday at 1:30 P.M. just a jump ahead of the matinee. **WATN** radio station favorites, Gerry MacGee and his cowboys are the come-on in the half-hour kiddie talent program bankrolled by **DAIRYLEA ICE CREAM**.

Auditions are held weekly and all comers are set up to an ice cream **DIXIE**. Weekly show awards of \$3, \$2, and \$1 for three best-in-show are supplemented with certificates for one quart of any flavor **DAIRYLEA** ice cream for all entrants.

Posters in store windows, and slides advertising the program as a part of each day's theatre showing keep audiences pepped up and coming. *Showman-stunt*: an album of patriotic war heroes for 24 ice cream **DIXIE** containers. Merchants for 50 miles carrying **DAIRYLEA** products get weekly mention on the program, with commercials woven into the program itself.

While **DAIRYLEA** recognizes that governmental action may change the ice cream set-up, it feels that new products it took on would hit the kiddie market, and it wants to keep its name before the small fry for the duration.

AIR FAX: Broadcast Schedule: Saturday, 1:30-2:00 P.M.

Sponsor: Dairylea Ice Cream.

Station: WATN, Watertown, N. Y.

Power: 250 watts.

Population: 114,412.

COMMENT: Widespread public acceptance of a product through appeal to the small fry has put sponsors without number on the sales map. Dealer tie-in, here, is another all-to-the-good factor.

Department Stores

PASSING THE BUCK By a simple twist of the switch, **WSIX** listeners in Nashville, Tenn., find themselves at **Camp Campbell, Ky.**, raring to carry on with the *Old Army Game!* To every soldier who falls in line, the **H. J. GRIMES Co.**, department store, passes a box instead of the buck. For every soldier and his girl friend who gets by the **WSIX** quizz-inquisitor with a correct answer there is a surprise gift. If the contestant misses a question in this weekly half-hour quiz show, he passes the box down the line to the person next up.

Thirty questions are fired into the lines by emcee, Private Jack Barnett, and contestants try their luck at answering such questions as: "*When you start from scratch, from what do you begin?*" Audience enthusiasm doesn't start from scratch; each week **WSIX** station talent does a 45-minute show preceding the broadcast to get the quiz audience set.

Used purely for institutional advertising, the program features each week one **Camp Campbell** unsung hero. *Example:* the man behind the bugle which wakes up the army in the morning, puts it to sleep at night.

AIR FAX: First Broadcast: January, 1943.

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

Preceded By: Confidentially Yours.

Followed By: Spotlight Bands.

Sponsor: H. J. Grimes Co.

Station: **WSIX**, Nashville, Tenn.

Power: 250 watts.

Population: 167,402.

COMMENT: Sponsors have numerous wartime jobs to do, and not the least of these is that of providing entertainment for the enlisted personnel. Only in radio, does an advertiser get full credit for the editorial content of his program, and a public service feature is almost certain to build prestige for today and sales for tomorrow.

Department Stores

SEAMAN'S FUR VEST CAMPAIGN Warm and comfortable are CKWS listeners in Kingston, Ontario, when they listen to the JOSEPH ABRAMSKY & SONS, LTD. daily musical program. It's dark on the cold grey waters of the North Atlantic where a man stands watch on a merchantman, or paces the deck of a destroyer.

To help Kingston residents supply their quota of the promised 10,000 fur vests per year to be given to Allied sailors in the Seaman's Fur Vest War Project, ABRAMSKY took on sponsorship of the quarter-hour. Listeners are reminded of the old fur coat hanging in the closet, urged to send any old furs to ABRAMSKY'S OR to CKWS.

To step up donations, once a week this department store sponsor offers to send cigarettes to any serviceman designated by the donor of a coat. First cigarette offer brought in 26 coats within the hour! Listeners who contribute furs receive a receipt, which is followed by the official card of acknowledgement thanking them for their contribution for the men who go down to sea in ships.

AIR FAX: Entertainment portion of the program is provided by staff pianist Bruce Tremeeer.

First Broadcast: February 18, 1943.

Broadcast Schedule: Monday through Friday, quarter-hour.

Sponsor: Joseph Abramsky & Sons, Ltd.

Station: CKWS, Kingston, Ont.

Power: 1,000 watts.

Population: 31,703.

COMMENT: Sponsors who help fan the flames of civilian patriotism are doing no small part in the war effort. A long record of service to a community is still the best way of insuring business survival, and radio is well established as an advertising service media.

Drug Stores

UNCLE SAM "You oughta listen to me once in awhile. I listen to you." And WCHS listeners in Charleston, W. Va., do just that! The come-on: when COHEN DRUG STORES started sponsorship of this OWI transcribed program over WCHS, a college student dressed up as

Uncle Sam mixed with the crowds in downtown Charleston. Uncle Sam was everywhere; luncheons and club meetings, streets and stores. To one and all he passed out complimentary tickets to the radio show, which read: "Complimentary Ticket, courtesy of Cohen Drug Stores, WCHS, 5:00 P.M., Daily. Seat: Your own arm chair."

Clerks in the seven COHEN stores gave away pencils in assorted colors which bore news of the show. A special window display constructed in a downtown COHEN store gave time-and-station data. Blotter distributed to high school students, 1,000 strong, carried along the good word. Announcements were run in all drug bulletins and in the newspapers. Special signs and displays had a direct tie-in with Vitamin departments in all COHEN DRUG STORES.

Indication that showmanship and sales are cut from the same pattern: all COHEN DRUG STORES have observed a marked increase in their Vitamin departments, the subject of most opening and closing commercials.

AIR FAX: Produced by OWI, the transcribed series brings news of the war effort, at home and abroad, in dramatic style. Contract in Charleston is for 52 weeks. Cohen's also sponsors another daily 15-minute musical show now in its sixth year. Uncle Sam program was prepared by such well known script writers as Don Quinn of *Fibber McGee and Molly* fame, Carroll Carroll of the Bing Crosby program, and Carlton Morse of *One Man's Family*. Series as heard in Charleston was planned as a six-point campaign by promotion manager Sam Molen.

First Broadcast: February 8, 1943.

Broadcast Schedule: Monday through Friday, 5:00-5:15 P.M.

Preceded By: News.

Followed By: 10-2-4 Ranch.

Sponsor: Cohen Drugs.

Station: WCHS, Charleston, W. Va.

Power: 5,000 watts.

Population: 80,996.

COMMENT: Dozens of new and steady advertisers have come to know the power that is radio's through such programs as the *Uncle Sam* broadcasts. While many of these sponsors are in the heavy industries group, others are in categories frequently patronizing radio facilities.

Groceries

NEW MEXICO IN THE WAR What is New Mexico doing in the war effort? CHARLES ILFELD, jobbers and wholesalers

of groceries, hardware and general merchandise, wanted to know. To get the answer it turned to KOB, Albuquerque, N. M., listeners. Each week children sixteen years old or under get a chance to win a \$25 War Bond, or, as second prize, a \$15 world globe. What it takes to be in the running: an essay on the subject, *What Our Community is Doing in the War Effort*.

Each week the prize is put up for a certain specified county or groups of counties. Thirty-minute offering contains information regarding the part being played by the various communities and counties in the war effort. Program itself is composed of a historical sketch of the county or counties under consideration, and gives details regarding war work and production. Music, some of it supplied by schools, supplements the material.

No commercial copy whatever, except sponsor's name is carried on the program. To get the show off to a good start, 5,000 letters were sent to state educators. All state newspapers carried advertisements, and a full page was used in the magazine of the state educational association. Active supervisor of the program: Earl L. Moulton, president of the CHARLES ILFELD CO.

AIR FAX: *Broadcast Schedule: Friday, 7:00-7:30 P.M.*
Sponsor: Charles Ilfeld Co.
Station: KOB, Albuquerque, N. M.
Power: 1,000 watts.
Population: 35,449.

COMMENT: Where sponsor's *literarea* is sufficiently extensive to insure a constant flow of student literary efforts, a program of this kind is an excellent *entre* to the schools, and hence to the home. Local pride in war achievements also carries over to pride in the prestige and community standing of the advertiser.

Laundries

A-B-C Simple as *A-B-C* is the CHARLOTTE LAUNDRY's method of garnering new accounts in Charlotte, N. C. Since Septem-

ber, 1942, when sponsor first took to the WAYS air-lanes, all stumbling blocks to business gain have been removed.

Climax to the quarter-hour weekly offering is the drawing of three A-B-C blocks from a box, one at a time. It's child's play to get the ten buck cash award; the first person to telephone at program's close, using all three letters in his name, gets the folding money. If winner owns a cleaning or laundry ticket from the CHARLOTTE LAUNDRY, for the past week, sponsor comes clean, divvies up a \$15 bonus.

Sponsor has made it pay to be a CHARLOTTE LAUNDRY customer. Each time the fifteen simoleon bonus goes unclaimed, it is added to bonus prize money for the next week.

AIR FAX: *First Broadcast: September, 1942.*
Broadcast Schedule: Monday, 8:15-8:30 P.M.
Preceded By: Watch the World Go By.
Followed By: Bulldog Drummond.
Sponsor: Charlotte Laundry.
Station: WAYS, Charlotte, N. C.
Power: 1,000 watts.
Population: 100,089.

COMMENT: Legion are the deviations on the money show in which the listener stands a chance to profit. Certainly when such a show is used, not as a flash in the pan, but as a steady business builder over a period of time, it serves its function of getting new customers and keeping old customers.

Newspapers

BOMBARDIER QUIZ Welcome to standing room point are servicemen at the



weekly KHJ studio broadcasts of *Bombardier Quiz*, although for others, admission to the Los Angeles *Daily News* offering is by ticket only. Skipper Stu Wilson with chief aid Jim Doyle conduct the question-and-answer audience participation show in front of a big board bearing painted warships. Contestants who correctly answer listener-sent questions get to toss darts at balloons attached to battleships. A pierced balloon gives contestant credit for sinking enemy ship, nets the dart thrower War Bond or Stamps prize. Cash prizes total \$125 per show.

AIR FAX: Scheduled for 26 weeks, the show is scripted by Jim Doyle. Spot announcements, letters to war plants who provide participants in the show, direct mail invitations to men in uniform relayed through USO organizations, what audience interest, keep the studio jam-packed.

First Broadcast: October 1, 1942.

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

Preceded By: Anything for a Laugh.

Followed By: Pass in Review.

Sponsor: Los Angeles Daily News.

Station: KHJ, Los Angeles, Cal.

Power: 5,000 watts.

Population: 1,497,074.

COMMENT: Sponsors who come up with new variants on the old quiz-show pattern find that such programs still pull capacity audiences, create large audience followings. Extra element of chance here further arouses the competitive spirit, makes for additional excitement and interest.

Tobaccos

TOMMY DORSEY Hand in glove go radio performances which boost entertainers to stardom and public appearances of these celebrities. While network programs spread good fellowship into homes without number, road tours with plenty of stops are a sure way of putting the stamp of local approval on bigtime advertisers.

For the **BROWN & WILLIAMSON TOBACCO Co.**, NBC network sponsors of Tommy Dorsey's orchestra, this procedure was just the ticket in Denver, Col. Booked for a week's engagement at the R-K-O ORPHEUM, Tommy Dorsey and his orchestra played to jam-packed

houses of jive cats anxious to see in the flesh their musical hero of the air. For the stay-at-homes throughout the country, KOA made a pick up, and broadcast Tommy Dorsey's unit to the entire NBC network.

AIR FAX: One of the heavy tobacco company contributors to radio advertising expenditures, Brown & Williamson Tobacco Co. believes not only in one good program, but believes in radio so strongly that it uses two other weekly programs.

Broadcast Schedule: Wednesday, 9:30-10:00 P.M.

Sponsor: Brown & Williamson Tobacco Co.

Station: KOA, Denver, Col.

Power: 50,000 watts.

Population: 303,273.

COMMENT: While local merchants do not have available the jack-pot advertising budgets expended by national advertisers, the basic elements of showmanship and entertainment are common denominators. Certainly the local advertiser who wants to get the most for his radio advertising dollar might well take a careful gander at the methods used by bigtime advertisers.

Department Stores

LUCKY LADY Breezy store talk and a telephone call a day is the combination that rings the bell for SEARS, ROEBUCK & Co., Columbus, Ga. *Lucky Lady* whose telephone goes jingle-jangle has only to identify the WRBL program. At stake: two Annie Oaklies awarded by a local theatre for the program plug.

AIR FAX: *First Broadcast:* July 25, 1942.

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

Preceded By: Music.

Followed By: Farm and Home.

Sponsor: Sears, Roebuck & Co.

Station: WRBL, Columbus, Ga.

Power: 250 watts.

Population: 61,000.

COMMENT: It's the little things that count in programs of this type. *Lucky Lady* must know the name of the program. That one fact, spread from housewife to housewife, can result in an ever increasing audience of receptive buyers. Compare the technique, if you will, to a chain letter, or a snow-ball rolling down hill.



PROOF O' THE PUDDING

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

Groceries

THE GIFT MAN Two specific purposes were in the minds of THRIFT WAY SUPER MARKET executives and advertising counsel, when *The Gift Man* first hit the airwaves as a KSO Friday night feature. Twelve months later, Baxter Dixon, general admanager, Glenn Bortell and Fairall Advertising Agency account executive J. S. McLaren took a gander at the show's progress.

Definitely had *The Gift Man* reached his goal: extra emphasis on THRIFT WAY stores and merchandise at week's end when buying is heaviest; with *The Gift Man* ad at the time when the ad was in the home. Too, program had led many customers to increase their grocery purchases in order to get as near the five dollar gift limit as possible.

On each broadcast, *The Gift Man*

calls eight names, and each person called is awarded two tickets to a Des Moines (Ia.) theatre. In addition, if these persons have cash register receipts dated the preceding week from any THRIFT WAY SUPER MARKET, they send in a brief statement on what they like about THRIFT WAY stores. *Hook*: writer receives the amount of his cash register receipt in cash, up to five dollars. Convinced that the show has built up business for THRIFT WAY is adman Bortell. During its first few weeks, about 15 per cent of those called had THRIFT WAY register receipts, were thus eligible for the prize. Now the average is 35 per cent each week, and customers, instead of dropping receipts on the floor, take register receipts with them.

AIR FAX: Same sponsor has a quarter hour musical show three mornings a week on the same station, although *Tune Time* has no direct hook-up with *The Gift Man*.

First Broadcast: November, 1941.

Broadcast Schedule: Friday, 6:15-6:30 P.M.

Preceded By: News.

Followed By: The Lone Ranger.

Sponsor: Thrift Way Super Market.

Station: KSO, Des Moines, Ia.

Power: 5,000 watts.

Population: 167,048.

Agency: Fairall Advertising Agency.

COMMENT: Valuable are the tips on what the public likes and wants in service and merchandise which come with the testimonial letters. Sponsors who work out a plan for radio, determine in advance just what objectives they want to achieve, are almost certain to reach the goal.

The Gift Man and
Store Manager Lamb



WHAT THE PROGRAM DID FOR ME



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

Bakeries

TIME SIGNALS "Since September 15, 1940, we have been advertising over station WOL, at present using time signals, and find that since starting, our sales of BAMBY BREAD and BAMBY FA-MUS CAKES have increased 100 per cent. Statistics show that WOL carries 100 per cent of our advertising! Never before in the history of the HOLZBEIERLEIN BAKERY have we found such a successful medium of telling the public of the quality and flavor of BAMBY BREAD."

H. H. HOLZBEIERLEIN
President
Holzbeierlein & Sons, Inc.
Washington, D. C.

AIR FAX: *First Broadcast:* September 15, 1940.
Broadcast Schedule: Six daily time signals.
Sponsor: Holzbeierlein & Sons, Inc.
Station: WOL, Washington, D. C.
Power: 1,000 watts.
Population: 521,886.

COMMENT: That radio is the yeast to make bread sales rise is the experience of sponsor here. Quality products combined with consistent radio advertising turned the trick. To the doubting Thomas who asks if radio can carry the entire promotion load for an advertiser, a 100 per cent business increase is the voice of authority!

Groceries

SCRAMBLE "Scramble is sponsored by LA NUT PEANUT BUTTER on KECA, Los Angeles, Cal., Friday of each week at 7:30 P.M. Sponsor is LA NUT HOUSE, manufacturers of food products which include peanut butter, potato chips and package nut meats.

"The program started November 20,

and is broadcast on a 13-week contract, with the intention of continuing for a period of one year. Results have been favorable, with an increasing number of letters from boys and girls, ages 10 to 16, requesting application blanks for membership in the *Junior Air Reserve*.

"The *Scramble* program is being advertised in 600 local grocery outlets in the Los Angeles area by counter cards and recipe folders using LA NUT PEANUT BUTTER."

RUTH K. FREDRICKS
Production Manager
Western Advertising Agency
Los Angeles, Cal.

AIR FAX: Authentic news about the aviation industry brings aviation war heroes and nationally prominent people to the microphone each week for interview in this Blue Network live feature available for local sponsorship. Show is prepared by the National Aeronautical Association, with the approval of the U. S. Army Air Forces for the promotion of air-mindedness among youngsters. Small fry are invited to join the *Junior Air Reserve*, may organize a Flight or Squadron in their own balliwick.

First Broadcast: November 20, 1943.
Broadcast Schedule: Friday, 7:30-8:00 P.M.
Preceded By: Meet Your Navy.
Followed By: Music.
Sponsor: LA Nut House.
Station: KECA, Los Angeles, Cal.
Power: 5,000 watts.
Population: 1,497,074.
Agency: Western Advertising.
Producer: Blue Network.

COMMENT: Current as a new dollar is a program which brings youngsters and their intense enthusiasm for aviation together. Too, juvenile offerings with good merchandising angles are as hard to come by as C cards for motorists. With this combination, sponsor here may well be prepared to watch a take-off for bigger and better sales. For sponsors with products with which to stock the family pantry, the juvenile slant is often the shortest distance between two points.



SHOWMAN PATTERNS

Shows cut to fit a pattern for sponsorship are presented here.

Sustaining

REMEMBER PEARL HARBOR Fighting words to Americans from the word go is the phrase, *Remember Pearl Harbor*. In its program series devoted to the war effort, WMBD, Peoria, Ill., passes out helpful hints to listeners on how to conserve rubber, waste paper, vital metals and other war materials. Information on War Bond sales, Red Cross campaigns, government need for defense workers and announcements in behalf of the various branches of the armed service are all cut from the same pattern: to keep listeners remembering Pearl Harbor. As a further listener service, WMBD gives away Service Star window stickers. Evidence of listener appeal in the 15-minute offering: 2,000 stickers were mailed out on request in a two month's period!

PATTERN: Here is the format used in a typical broadcast. (Script is a streamlined version.)

ANN: (*With Feeling*): Remember Pearl Harbor!!

SOUND: ROLL OF DRUMS ENDING IN CRASH OF CYMBALS.

1ST MAN: (*Off Mike*): Remember Pearl Harbor!!

2ND MAN: (*M.B.G.*): Remember Pearl Harbor!!

WOMAN: (*Off Mike*): Remember Pearl Harbor!!

3RD MAN: (*B.G.*): Remember Pearl Harbor!!

MUSIC: COLUMBIA THE GEM OF THE OCEAN. UP FULL THEN FADE TO B.G. FOR:

ANN: All America will remember Pearl Harbor! . . . The man in the factory . . . the man on the street . . . the woman in the home!!! Every loyal American must help to win this war!!! What are we Peorians doing for the government of the United States of America?? Well, listen. Here's the answer!!

MUSIC: COLUMBIA THE GEM . . . UP FULL TO END.

JACK: Yes, Remember Pearl Harbor. From Maine to Mexico and ocean to ocean millions of Americans have dedicated themselves to the task of keeping that memory alive . . . and of repaying that treacherous assault in full!

FRED: Patriotic Americans the country over are clamoring to help in any way they can.

JACK: The very nature of war makes necessary a vast change in daily routine. We must rearrange our plans of living to fit the coming events. We must rearrange and expect . . . and plan to pay a larger price for the right to live in a democracy.

FRED: Peoria is only one of many cities in the United States. But Peoria . . . and Peorians . . . must work to win this war as if everything depended upon them alone.

JACK: Many Peorians are asking, "What can I do?" Some must fight, others must work to build the implements for them to fight with. But EVERYONE must do one thing . . . Buy War Bonds!

FRED: Many business firms in Peoria and Central Illinois have arranged payroll allotment plans for the employees, so that they can buy War Bonds and pay for them out of salary.

JACK: The Caterpillar Tractor Company's employees are now partners in one of the greatest sales of War Bonds in the nation!! Every man and woman working for Caterpillar has authorized the company to deduct at least two dollars from each pay check and buy War Bonds with the money.

FRED: Sayyyyyyyy . . . that's a lot of money!

JACK: You bet it is, Fred. There are fifteen thousand Caterpillar employees. I say, "Hats off to the Caterpillar employees!"

FRED: And I'll join with the rest of Peoria in saying, "Amen" to that!

MUSIC: ANY BONDS TODAY. ONE FULL CHORUS.

FRED: You've been THINKING about buying War Bonds, haven't you? It's time now to stop thinking about it . . . and actually BUY!!

JACK: And there's a way for you to make the necessary money, and help the nation's war effort as well.

FRED: I know the answer to that one! Salvage.

JACK: Right you are, Fred . . . salvaging for victory! Saving your waste paper . . . the old scraps of metal around the house. Old newspapers, for instance, are worth forty five cents a hundred pounds. So are old pulp magazines. And some of the better magazines . . . those printed on glossy paper . . . are worth seventy five cents a hundred pounds.

FRED: The children of Calvin Coolidge school recently collected and sold \$15.75 worth of old paper. That was just two weeks ago. A month and a half or so before that, the children there sold around \$26 worth.

FRED: I don't quite understand the need for waste paper, Jack. Soldiers don't shoot paper bullets.

JACK: Paper is necessary for transport. The supply of paper and cardboard boxes needed to transport bullets and other equipment is enormous. And this old waste paper will be made into new boxes and cartons. Those cartons will carry not only bullets, but food, clothing, medical supplies, and a hundred other necessary articles to our fighting men.

FRED: Ladies . . . there's a way that YOU can help! Start conserving these materials that are so vital to American defense.

JACK: And save all the scrap metals you can collect, too. Old aluminum vessels, articles of iron, copper, brass and bronze. The nation NEEDS those waste materials! It's patriotic to save them.

MUSIC: ARMS FOR THE LOVE OF AMERICA . . . ONE CHORUS.

JACK: There's a job to be done . . . a war to be won. Here in Peoria, committees have been formed to promote saving of waste paper and other materials; to conserve rubber; to increase the sale of War Bonds and Stamps; to fill the Red Cross coffers, and to bring about a more economical purchase and use of foods.

FRED: Before this war is over, we may exchange our automobiles for horses.

JACK: But if it becomes necessary for Americans to do without their automobiles, they'll get along. Listen while we tell you a few of the things YOU can do to make your tires last longer.

FRED: Slow down. Cut out high speeds. High speed increases friction, and wears tires faster.

JACK: Inflate your tires weekly to their proper pressure. It keeps the side walls from breaking down.

FRED: Don't stop short or make jack rabbit starts. They're seldom necessary and all they do is smear rubber over the road where it can't do YOU or anyone else any good.

JACK: Be more careful with your driving. Try not to run over road holes, rocks, and so forth. Don't hit the curb.

FRED: Check your wheel alignment twice a year.

JACK: Change your wheel positions every five thousand miles.

FRED: Don't speed around curves.

SOUND: BUGLE CALL . . . ASSEMBLY.

JACK: You're in the Army now . . . If you have sons in service . . . in the Army, the Navy, or the Marines, we've something for you! A sticker for your front window, to show the world that your boy is in the service.

FRED: What if you've more than one son in service?

JACK: We have them with two and with three stars, Fred, to denote one, two, or three boys wearing uniforms. And we're giving them away to all who want them.

FRED: Free???

JACK: Certainly, they're free. Mothers and fathers, listen. If you have a son, or sons, in service, WMBD wants you to have one of these service stars. If you'd like to have one, just write us a card or letter and say so. Tell us your name and address, and how many boys you have in either the Army, the Navy, or the Marine Corps. And we'll send you your service star immediately . . . all free of charge.

FRED: You'd better write for your service star right away.

JACK: That's right. And remember, whether you've a boy in service or not, there's a big job to be done . . . and you're a part of it. Do your part. Be careful with your tires; join the Red Cross; save waste paper and metals; and above all . . . buy War Bonds!!! Buy them EVERY day. Don't ever forget . . . that if we BUY enough bonds today, we won't be wearing them tomorrow. Good night.

THEME: AMERICA . . . 30 seconds.

AIR FAX: Special eventer Jack Sherman handles the program, writes the scripts, airs them with the assistance of announcer Fred Leo.

First Broadcast: December 29, 1941.

Broadcast Schedule: Monday, Wednesday, Friday, 9:15-9:30 P.M.

Preceded By: Music.

Followed By: Music.

Station: WMBD, Peoria, Ill.

Power: 5,000 watts.

Population: 105,087.

COMMENT: For its willingness to serve, and for its record of service in these critical times, radio takes a back seat to no one. In meeting these community obligations, radio helps preserve the four freedoms upon which the American way of life is based.



JOHNNY ON THE SPOT

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

VIM AND VIGOR

Warpressed right now are stores with a thousand and one departments. Merchants whose radios, rubber goods, electrical departments, et al, have been enlisted by Uncle Sam, have been hard put to compensate this loss of sales in remaining departments. Hard hit especially have been America's famous drug stores where depleted stocks have left an unfamiliar, alarming emphasis on drugs!

Wiser than most in juggling available merchandise is drugman Max P. Snyder, president of SNYDER'S — "Minnesota's Leading Cut-Rate Drug Stores," who consulted general manager Merrill Sanders and ad manager Elmer Lenseke; decided on radio to help do the war job.

To squeeze the last drop from its two least battle scarred departments, prescriptions and vitamins, SNYDER'S plunged into the largest spot campaign in the history of the Twin Cities; 117 plugs a week go over each of four Minneapolis radio stations, WCCO, WMIN, WTCN and KSTP. Spots are straight, honest, live commercials; SNYDER'S offer prescriptions "just as the doctor ordered" and makes no humbug about the vitamins brands which are advertised individually. Facts and figures back up SNYDER'S attention getters.

Prompt results reported by department heads soon after SNYDER'S first spot-shots: a more than noticeable increase in prescriptions, vitamins and good will.



NEXT MONTH

J. D. PATTERSON, wholesale distributor of GULF PRODUCTS, Pine Bluff, Ark., presents the amazing story of *One Thousand Radio Days* over KOTN.

G. G. DIFFENBACK, advertising manager of ABBOTTS DAIRIES, Philadelphia, Pa., sings the lyrics on *Milk, Women and Song*.

WALTER GUILD, vice-president of the SIDNEY GARFINKEL ADVERTISING AGENCY, San Francisco, Cal., tells how SKIPPY PEANUT BUTTER switched horses in mid stream to clear the sales hurdle between homemaker and grocers' shelves.

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

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