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JANUARY 1944

VOL. 5

No. 1



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Published by Showmanship Publications, Minneapolis 2, Minn. Subscription rate: \$2.50 a year, 25¢ a copy. Address editorial correspondence to 1004 Marquette, Minneapolis 2, Minn. Tel.: Ge. 9619.

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Radio Showbook

- Complete Listings
- Cross-Indexed

1944 REVISION

75c

RADIO SHOWMANSHIP MAGAZINE

1004 Marquette
Minneapolis 2, Minnesota

Gentlemen:

Send me my free copy of the RADIO SHOWBOOK and enter my subscription to RADIO SHOWMANSHIP for one year at \$2.50. Check enclosed . Bill me later .

I will want copies of the Radio Showbook at 75 cents per copy. Check enclosed . Bill me later .

Name

Address

City State

RADIO SHOWMANSHIP

Faint Heart Ne'er Won...

HISTORY was made when Aesop recounted the fable of the tortoise and the hare, and that famous race stands even today as an object lesson to those for whom speed is everything. But not even Aesop had a good word to say for the snail whose movements, in contrast to the tortoise, are almost imperceptible.

There's a parallel here which points a lesson for retailers who are prone to look at radio from behind self imposed barriers. True, the more adventuresome have come out of their shells to find that apprehension about this Gulliver of the advertising world was a figment of the imagination far removed from reality. But unless the snail's pace is quickened to a walk, both the retailer and the radio industry stand to suffer.

To slip from the general to the specific, let us consider an object lesson with two morals, one for the retailer and one for the radio industry. Listeners the country over have been moved to act upon the commercial messages of the thousands of advertisers, and many businesses have been built solely upon the persuasive power of the spoken word delivered via the loud speaker.

Now comes a seed company, let us say, with a product in no way connected with seeds. It has no store through which to sell this item, and sales must be measured entirely in the terms of mail order volume. What happens when that item is offered over the air is an item for Believe-it-or-not Ripley. In a single city, a not-so-large city at that, orders reach 400-a-day volume. If this were a ten cent item, there would be but little point to this story, but what retailer wouldn't like to sell 400 of one item in a single day when that item was priced for one dollar and a half!

It can be done. Radio is doing it, but for the most part it isn't doing it for retailers because retailers haven't given radio a chance. Object lesson here for the merchandiser is that he should investigate radio. He has the same chance to achieve the same results if he will stock an item in sufficient quantities and then play it for all it is worth.

Returns of this kind are apt to make radio chesty. The Jack Horner attitude in this case, however, gives cause for thought. When radio accepts the responsibility of putting on a sales campaign for a mail order client, gives time to the building up of an item which may or may not be worth the price tag, radio steps out of the *media* field and gets into the field of *merchandising*.

No radio executive should be asked to determine whether an item is worth one and a half dollars or fifteen cents. He isn't supposed to know the relative value of merchandise. *Advertising* is his field, not *merchandising*, and for the good of all, radio must leave merchandising to the merchandisers.

Woman isn't all that is fickle. The public is fickle, too, and the tremendous faith that radio has established and kept with its listeners can be seriously undermined if radio lends its good name to the sale of over-priced merchandise.

Radio and the retailer can work for a common cause. Let's keep radio an advertising media and leave the field of merchandising to the retailer whose business stands to prosper with the proper understanding and use of the advertising media whose personalized appeal is that of the human voice.

The Editors

Test Tube Findings Sold
To Public Via Radio Tube

Science

THOSE of us whose lives are devoted to scientific research owe much to radio. Our job primarily is to discover new products; devise better technologies, which will not only reduce production costs and prove commercially practicable but at the same time provide additional employment and benefit the consumer.

Food scientists in recent years have made significant contributions in the field of nutrition. They have restored processed cereals to their whole-grain values. They have fortified other foods with health giving vitamins. They have improved seeds, which in turn help provide better crops; found substitutes for imported foods no longer available and devised packages which are immune to the vigorous pressures of war transportation. Domestic packaging also has been improved despite the shortages of materials caused by military needs. Scientists have also aided in creating space-saving rations designed to sustain life under the most trying conditions.

Radio is a medium through which scientific developments are impressed on the public's consciousness. Radio provides the intimate touch with human voices and allows for imparting information in a way that is entertainingly educational.

The height of a mountain is best appreciated by contrast with a hill. The importance of radio as a means of spreading information made available through scientific research is best appreciated by recounting a few salient facts indicative of the size of listening audiences. Surveys have shown that when Jack Benny puts on his infectious grin and steps up to the microphone, some 26 million people settle down comfortably to listen to him. When lovable Kate Smith goes on the air, 23 million are tuned in.

Benny's program helps merchandise nutritious cereals, which are fortified with energy giving forces.

On her weekday program Kate sometimes offers recipe booklets embodying the latest research developments in nutrition, home economics, and culinary conveniences.

Special emphasis these days is placed on wartime problems such as restrictions, regulations, and rationing, but Kate indirectly is in a sense the mouthpiece for some of our research scientists bent on providing good foods for American housewives.

One obvious reason why the average American is eating well today, (if not quantitatively, at least qualitatively) is because radio

res Radio

by Lewis W. Waters, Vice
Pres., General Foods Corp.

has carried the message of nutritious eating into almost every home not once a week, but many times a day.

An exceptionally fine job was done by the government's nutrition program when, along with other popular media, radio helped carry the gospel of sound eating to virtually everyone in the United States.

In this country a radio is almost as much a part of standard home equipment as a kitchen stove. Today radio has an audience of one hundred million, built up by virtue of competitive enterprise, with each sponsor trying to excell the next by providing better entertainment.

When the President speaks or when Winston Churchill gives to the world an accounting of his stewardship, few are the ears that do not hear the message.

And so it is with the more important scientific findings. Over a period of a few months nearly everyone hears the news.

The American public today is so completely sold on scientific research, and its faith in the accomplishments of food scientists in particular so pronounced, there is every reason to believe millions upon millions turn a receptive ear to their messages, especially when they affect the public's health and well-being.

The average person today can learn from reliable sources what is good for him dietetically. He is more health conscious and appreciative of scientific re-

search. He knows that research has an important effect on what he eats and what he wears. He feels that the research department of any company, big or small, is motivated by a desire to do something for him the consumer. He knows that scientific research has done much and that it will do more.

Radio has sold the American public on the values of scientific research by using the right technic. Few people like to listen to a long technical dissertation, but when a national figure is the vehicle of expression, scientific findings become palatable, even tempting.

As vice president in charge of scientific relations, Lewis W. Waters symbolizes General Foods Corporation's recognition of the vital part scientific development plays today in all fields of industry.



A practical recognition of the increasing importance of a scientific approach to the basic problems of nutrition as differentiated from commercial research activities was his appointment in April, 1943, to his present position.

Footsteps made in the sands of Time leave a trail from college classroom to food corporation laboratories for scientist Waters. From teaching food analysis at his alma mater, Massachusetts Institute of Technology, to the chemical laboratories of the Campbell Soup Co. was the first step. Again in 1914 M.I.T. claimed one of its favorite sons, but the call of the business world was too strong. Since then he has done research for the United Fruit Co., the du Pont Co., Minute Tapioca Co. and the Postum Co. Since 1928 scientist Waters has been with General Food's headquarters staff.

Radio Puts Teeth In Goodwill!

Consistency Consistently
Pays, Builds Confidence

by Dr. B. W. STERN,
Dentist, Mansfield, Ohio

A GOOD will air tour paid off and continues to pay off with cash profits to DR. STERN, Mansfield, O., dentist, via the WMAN air-waves. This air tour was fashioned and created to please the listener as an expression of good will toward the people of the community. In return, it has reaped good will for its sponsor.

On November 7, 1943, DR. STERN presented his two-hundred and fiftieth consecutive Sunday air show over WMAN. The station came into being on Sunday, December 3, 1939, with a full day's schedule of local and visiting celebrities. One week later, DR. STERN, dentist, launched his first full hour air show. Since that date DR. STERN's program has been presented, rain or shine, winter and summer as a weekly feature broadcast at one o'clock. DR. STERN bases his gratifying results from the consistency of his show, and is a firm believer in sticking to the same time and day four seasons per year.

His original program was an amateur hour presenting Mansfield and Richland County talent with prize awards in cash to the amateurs receiving the largest amount of mail. Mail poured into the station following the

● Radio takes no holiday.



Not new to Dr. Bernard William Stern was the idea of a radio program. Role of radio teacher had been taken by his close friend, now managing director of the West Virginia network, Howard Chernoff. A graduate from Western Reserve University, Cleveland, O., Dr. Stern has practiced dentistry in Mansfield for the past ten years. Energetic and alert, he keeps abreast of current developments in his field, also takes a keen interest in civic affairs, sports and war work. His Woodland refuge from the hurly-burly of the business world is given the feminine touch by his attractive wife, and seven year old daughter Myrna. In picture at left, Dr. Stern, (right), gives emcee Earl Black, (left), the helping hand.

RADIO SHOWMANSHIP

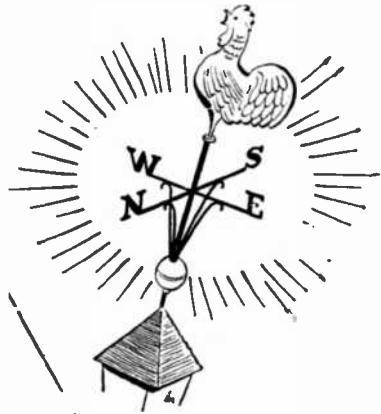
initial broadcast, reaching proportions of over 3,000 pieces per week, in spite of the modest size of the community.

The program was originally put on the air by Earl Black, WMAN musical director and announcer, and through the years he has continued as master of ceremonies. To meet changes in public interests, the program has been altered from time to time. When quiz shows became popular, the program became a half-hour amateur show. The other half-hour was spent on a studio quiz. Boxes of candy and appropriate gifts were given as prizes to the studio guests who participated in this portion of the program.

With the advent of the draft and the necessary loss of so many people to the armed forces, DR. STERN's Sunday broadcast was changed to one half-hour, heard from 1:00 to 1:30 P.M. Studio visitors are queried, and questions pay off in various cash amounts. The questions are numbered and graduated in cash value ranging from \$1 up, including a jackpot question which builds in amount each week if not answered correctly. This quiz show has now been on the air since the first of January and plays to a packed studio and a record listening audience.

While the amateur program was hitting the airwaves weekly, spectacular Christmas shows were staged and broadcast each season from WARNER BROTHERS' OHIO THEATRE with a \$100 prize going to the winner. Much of WMAN's best talent has been discovered through the channel of DR. STERN's Amateur Hour and two of his amateurs have broken into Big Time. Jane Hodges, songstress, now holds a movie contract and is a Columbia artist. Little Patty Hale, child entertainer and actress, who appeared on DR. STERN's program, made the grade in Hollywood and has appeared in many pictures. Her latest, a major role, is in *My Friend Flicka*.

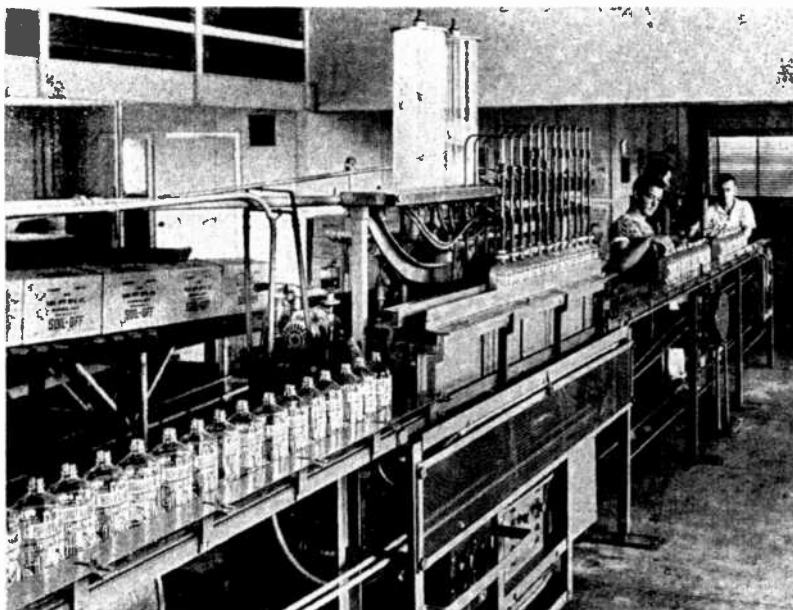
More recently DR. STERN turned over his quiz show to soldiers from Camp



Millard in Bucyrus, O., 12 miles east of Mansfield. For a full hour the boys competed for \$100 worth of prizes. It was distributed in full before the boys left the studio! All quiz questions were based on phases of Army life.

DR. STERN keeps the commercial content of his program strictly in the background, and it is rigidly in line with the ethics of his profession. Commercial publicity on his air shows is cut to the most meagre proportions, and merely states his name, address, phone number and the dental services available through his offices and experience. In general, his messages, only one to a broadcast, are devoted almost entirely to the well known facts that dental work and dental care are important to health. The copy tends to keep his listening public aware of the benefit of regular dental examinations with the dentist of their choice.

DR. STERN's record-making consistency in broadcasting points up one important factor. The repetition of an entertaining air-show can do a wealth of good for any advertiser. Consistency and persistency pay dividends as long as the sponsor and the station keep a finger on the pulse of the listening audience. The matter may be summed up in a sentence. Give the audience what it wants in your community, and your audience will give you what you want!



● Radio keeps the belt line moving on SOIL-OFF automatic bottling machines.

Radio Shines Sales Curve, Builds
National Distribution in 10 Years

Soil-Off Cleans Up

by VERA NYMAN, President,
Soil-Off Manufacturing Co.

How to bridge two entirely different periods, normal pre-war business conditions and the present war situation, is the *SOIL-OFF* success through radio advertising story.

The real story starts back in the days of the depression. Jobs were scarce and money hard to earn. With a one hundred dollar total capital we determined to market an entirely new type of paint

cleaner. For five years we constantly tested and gauged the product in the homes of thousands of women. Constantly the formula was changed and perfected. In all, calls upon over 200,000 women were made, and the product was demonstrated in two-thirds of their homes. Some 75,000 sales were actually made.

Convinced of the product's perfection,

the trade name of SOIL-OFF was selected and marketing began. A small factory was established in 1934 in Glendale, Cal.

From house-to-house campaigning SOIL-OFF found its way into department stores, and was sold through demonstrators with word-of-mouth advertising causing a slowly rising demand. With this improvement in business a 15 dollar a week appropriation was made for advertising.

Soon it became apparent the 15 dollar weekly advertising appropriation would hardly suffice to increase demands or broaden sales outlets in Southern California, or reach the sought-for grocery trade. It was at this point that radio entered the picture. In 1936, Fletcher Wiley was given the assignment of getting general distribution throughout the Los Angeles metropolitan area over KNX. For two years Wiley and KNX brought in more and more SOIL-OFF enthusiasts. Plans were completed to branch out along the Pacific Coast. Again Wiley was given the task and SOIL-OFF became his first Pacific Coast sponsor, with the COLUMBIA PACIFIC NETWORK regularly getting the SOIL-OFF message to women throughout the West.

With every increase in sales volume, a greater percentage of profits was turned towards radio advertising. Sales increases continued with every new appropriation. In February, 1941, the company purchased newscasts over KNX and the COLUMBIA PACIFIC NETWORK, utilizing the 5:45 to 6:00 P.M. spot twice weekly. Soon the advertising budget was given another huge boost. Again sales soared. SOIL-OFF became the leading paint cleaner in the 11 Western States.

During the interim, following the growth of the business volume, three factory sites had been established and outgrown, until in early 1941, SOIL-OFF moved into its own home in Glendale. Even this new factory could not keep up with the constant increases in sales that radio produced. Within the year new improvements and machinery had to be installed.

Towards the end of 1942 volume of sales had again almost doubled the previous year's record. A warehouse had been built and the factory was operating on a 16 hour-a-day basis.

Recently, and as a result of its tremendous success on the West Coast, PHILCO DISTRIBUTING Co. completed arrangements to merchandise SOIL-OFF throughout the United States. Plans are now being made to manufacture SOIL-OFF in the East to take care of the expected new business.

Adding to its regular Tuesday, Thursday, and Saturday newscast by Truman Bradley from 5:45 to 5:55 P.M., over the Pacific-Columbia net, SOIL-OFF in September, 1943, added a 15-minute commentary by Galen Drake to cover the Monday, Wednesday and Friday periods, with the program released from 5:00 to 5:15 P.M.

A success story! Yes! SOIL-OFF is big business now. It's proof of what a good product, backed by proper management and given full advertising support can do! Many thousands of dollars have been spent to tell women of the West about SOIL-OFF, and of this more than 60 per cent has been spent for radio.

Exhibit A that brains and beauty can go hand in hand is petite, blond Vera Nyman. Not one to holler uncle, she staked her future on Soil-Off, backed it up with plenty of hard work. While the road was long, woman-of-vision Nyman didn't have to go it alone. Strictly a family affair is the story of the development of Soil-Off, Glendale, Cal. While she took care of distribution and markets, the production end of the business was under the watchful management of her husband.



Honest Abe Was Right!

by DICK FOWLER, Admanager

Radio Plus Honest Selling Put
Sid's Furniture Mart on the Map



It was in 1933 that Sidney Ardman opened his furniture store in Parkersburg, W. Va. For about four years he went along enjoying a good trade, yet he was not expanding his business as he wished. Then one day Sid happened to come across a saying of Abraham Lincoln's, "*The Lord must have loved the common people because he made so many of them.*" Pursuing this thought, Sid decided that there must be enough of these common people to give him the volume of business he would like to have, and that the best way to reach these people was over radio. Consequently he bought time on WPAR. That was in 1937.

His first radio program, *The Farm and Home Hour* was a half-hour daily program made up of down-to-earth fun and music. Sometimes sponsor and station management wonder whether we made the *Farm and Home Hour* or whether the *Farm and Home Hour* made us successful. But since it is working so well both ways, neither cares.

Talent consists of the *Burroughs Family Trio*; brother, Charles, now also a regular WPAR staff announcer, and his sisters, Billie Jean and Betty. The entire community loves these Burroughs "kids." It's not only listened but also watched them grow in radio prestige in the Ohio Valley. And the *Burroughs*

Trio has carried good merchandising, that is, good advertising, right along with it. They've really sold merchandise for SID's. They talk about it. They sing about it. The listeners love it.

We think that one reason *The Farm and Home Hour* has been such a highly successful advertising medium for us is that with the simple, homey melodies sung by the *Burroughs Trio*, and the

Looking as straight at you as he does at a customer is Sid Ardman, proprietor of Sid's Furniture Mart, Parkersburg, W. Va. With him are, (left) George H. Clinton, WPAR manager, and (right) Sid's adman, "Dick" Fowler.

Welcome to chicken dinner on many a West Virginia homestead is friend-to-man Sid Ardman, sole owner and manager of Sid's Furniture Mart, Parkersburg, W. Va. Still a young man with a tremendous zest for life, he manages time for a few holes of golf, can always stop to chat with his countless friends. It's the homey touch that has endeared Sid and his store to the community, and shrewd merchandiser Sid is smart enough to capitalize on it. Store front and display windows are kept unpretentious with deliberate intent. It's the salt-of-the-earth person who shies away from radical change who is Sid's best friend!

favorable time this half-hour has on WPAR's morning schedule, we reach right into the homes of the people we either already have as customers, or want to have. For Sid has always built his business on the basis of the customer being the "right guy," no matter how unpretentious he may be; he builds his friendships on his business, and not his business on his friendships. SID'S FURNITURE MART is like the famous Banyan tree: its roots spread out in all directions, and its growth goes farther and farther into the Ohio and West Virginia hills.

Perhaps another reason for this ex-

pansion of our business in the new and used furniture field is that Sid, like Abe Lincoln, loves everybody. You'll always find Sid on the floor of our store taking care of the customers, or directing one of the sales people to go and do likewise. Sid has spent ten years on the floors of his store, the largest of its kind in our territory. He meets every customer he can, and takes care of their wants personally. Sid knows literally thousands of West Virginia and Ohio families and these families like the Banyan tree, keep growing. They know Sid and his furniture. Day after day Sid keeps in touch with these friends of his, by telling them over the air about our store, our bargains, or our new shipments. This daily appearance on the air is like a daily visit of Sid, himself, into many of these homes where our furniture has already gone, or will go this year or next.

When this radio-success-store began in 1937, Sid had 2,000 square feet of selling space. Today, we have 10,000 square feet in which to display and sell our merchandise, and 8,000 additional square feet of storage space and warehouse. Until the war made a change in our delivery service, we had three vans rolling over a territory extending 200 miles 'round and about West Virginia and Ohio river hills. We still operate three huge vans and employ two buyers at all times to evaluate and buy used furniture. Sid takes care of the buying of new furniture at the metropolitan centers.

Consistency of well planned radio advertising has proved itself in the success story of SID'S FURNITURE MART. The present record: 312 weeks, or 1,560 times on the air. Sid figures that radio, and honest selling have put his store in the top position in this part of West Virginia because his customers come into our store from a radius of 80 miles around Parkersburg, and that's exactly the radius in territory which the radio station here covers. It's more than just a coincidence, Sid knows. That's why he has just signed a new contract to sponsor the *Farm and Home Hour* for his seventh year on the air.



From \$30,000 to \$200,000 for Radio
is Bay Area Record for 18 Merchants

Retailers Forward March!

by FRANK WRIGHT, Manager, Retail Radio Bureau

IF ever there was a time when radio could play its full role as an effective force in retail merchandising, that time is now. Retail conditions are almost ideal for the full application of radio to the retail scheme.

What the retailer is forced to demand of advertising, radio can now supply more economically, more flexibly and more effectively than any other medium. As an example of lower circulation costs, the average cost per thousand actual readers of a newspaper advertisement is \$23.72. Average cost per thousand actual listeners to a radio program is \$2.92, and in many instances, consumers are reached for less than 25 cents per thousand via radio.

Since substantially less production labor is required, radio advertising entails lower production costs and less handling. Too, radio advertising may be altered or changed without waste of vital material or production expense, and the changes may be made any time before

the copy is actually broadcast. Coupled with this is the good will value of radio; as yet there is no substitute for the friendly, human voice, and radio alone can introduce this personalized note. Why is it then, that the average retailer has not taken advantage of the radio's persuasive selling force?

To answer this question and to give concrete evidence of a sincere desire to serve the retail store, KROW, KSFO, KJBS, KQW and KFRC established the SAN FRANCISCO-OAKLAND (CAL.) RETAIL RADIO BUREAU. Its primary purpose is to aid in simplifying the problems that arise from time to time in the use of retail radio broadcasting.

Here in the Bay Area, it was felt that the sale of time alone was not sufficient. Service to the retailers was to be part and parcel of the radio picture. Without service from the broadcasting industry, the average retailer cannot hope to achieve success with radio.

In San Francisco, 27 of the major re-

tailers are in the habit of spending about \$3,500,000 annually for all types of advertising and for its production. When the BUREAU was established in 1942, the entire local broadcasting industry received less than five per cent of the total annual retail advertising budget. It didn't make sense that a medium of mass communication, upon which more than 90 per cent of the people were increasingly dependent for news and entertainment should be given such minor consideration.

A survey revealed that the major retailers in Oakland and San Francisco appropriated nearly \$500,000 annually to maintain their advertising departments and to pay the salaries of experts who were *exclusively* trained in the field of *visual* advertising. Virtually none of this money was earmarked for radio administration and production. No space, equipment, personnel or time was set aside for even the slightest consideration of radio.

Among these advertising managers, few had any practical knowledge of commercial radio, and 52 per cent of them had never been in a radio studio. Fully 90 per cent top-flight retail executives evinced little or no interest in radio as a medium of advertising. They knew little or nothing about the scope of radio or its sales effectiveness as it might be applied to the promotion of retail merchandise.

On the other hand, radio executive and sales personnel were as totally unfamiliar with the retail scheme as the retailers were unfamiliar with radio. Lacking specific knowledge, time salesmen, for want of something to say, were prone to stress confusing survey figures, belittle other stations or make absurd claims for radio performance which had no direct relationship to the retail problems they were attempting to solve.

What are the advantages from our combined efforts? Our time salesmen are now better acquainted with retail problems and methods, and this entitles them to greater retail consideration. On the other hand, retailers are now evincing a serious interest in the BUREAU

activities. Local advertising agencies, who have been equally in the dark, now call upon the BUREAU for trade information and fundamental ideas which they in turn can use in obtaining and servicing a retail account.

Does all this have a dollars and cents value? Whereas only one large retailer in the entire area was maintaining a consistent radio schedule prior to the formation of the BUREAU, six of the leading retail establishments are now broadcasting on long-term commitments. Eleven other large retailers are actively exploring the possibilities of radio as a retail advertising media. Four stores have already appointed advertising agencies to aid them in their radio activities.

It can all be put down in nice round figures. Prior to the establishment of the BUREAU, 18 large retailers in this area annually spent less than \$30,000 combined for retail radio. In 1943 this same group had appropriated over \$200,000, and most of this business was on substantial, long-term contracts!

To keep the radio house in order for retail merchandisers, five radio stations pooled resources, gave their blessings to the San Francisco-Oakland Retail Radio Bureau. To head the organization they called in genial, twinkly Frank Parke Wright.



While manager Wright is modestly proud of the Bureau's accomplishments, he admits that the goal is still a long way off. Lots of water will have to run under the bridge before there's anything to get chesty about! One of the creators of the Bureau was KROW, whose pioneering experience with the H. C. Capwell Co., and with Kahn's, provided some of the groundwork.

Sports Round Table Wins Friends,
Influences Sporting Goods Buyers

Radio Hits Sales Target

by SABIN C. ABELL, President,
L. P. Wood, Inc., Burlington, Vt.

It all came about because the educational committee of the *Chittenden County Fish and Game Club*, Burlington, Vt., felt that an educational campaign for sportsmen was needed. The fall season was only a month away. How many hunters actually knew what the daily or season limits were for pheasants, partridge, woodcock, rabbits or squirrels? How about the first-year hunter? Could something be done to help him understand proper gun handling and safety factors?

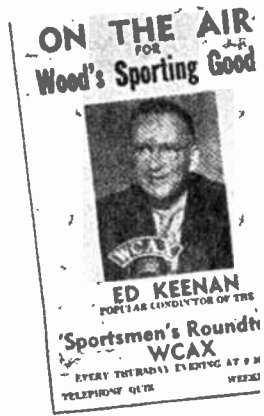
To meet this situation, WCAX set up a four weeks' schedule of weekly quarter-hour programs. That was three years ago. Before the four weeks were up, the time had been extended to 30 minutes. It's still a 30-minute Thursday evening program sponsored by L. P. Wood, Inc., sporting goods store. The story of the *Sportsmen's Round Table* was first told in the October, 1943, issue of *The Sporting Goods Dealer*. It is retold here for the benefit of those sporting goods deal-

ers who wonder why L. P. Wood, Inc. decided to sponsor a radio program.

There are three reasons why we decided to venture into radio advertising:

(1) To keep our name before the public, although many items ordinarily carried by the store no longer are available.

(2) To create good will through the use of educational entertainment.



● (Above) . . . There's more to a broadcast than meets the ear. L. P. WOOD, INC., Burlington, Vt., follows up every angle. Newspaper ads, above, tell of the program in advance. Window trims, center, catch the eye of the passer-by. Newspaper publicity, right, publicizes contest results and the program itself.



● (Below) . . . Merits of golf and tennis are probed under the Keenan guidance.

SHOWMANSHIP



(3) To contribute useful information to the sportsmen of the community.

There is no direct method in any type of advertising which permits the advertiser to count the return in dollars and cents, but we do have evidence that we are building up sales through the program and, something even more valuable, we are building good will for the future.

Guests on the show range from leading Burlington citizens to well-known farmers from the surrounding rural district. Professional man, housewife, hunter or dog lover, each has a turn before the mike. We have tried to make our program educational as well as interesting. Subjects have been as varied as there are activities and include various kinds of fishing, fly and plug casting, fly tying, bird, duck, rabbit, deer, bear and other hunting, archery, life saving, gun handling, photography, camping, cooking of game foods, quizzes and many others, including some pretty tall tales.

The program is just what its title implies, a *Sportsmen's Round Table*. No script is used. An outline of the subject is prepared as a guide to bring out certain points during the round table discussion. While sportsmen depend upon the weekly Thursday evening program to keep them informed about changes

in the game laws, and other information pertaining to outdoor life, others who have never done any hunting or fishing follow the 9:30 P.M. discussions. They enjoy its informality and learn about subjects with which they are unfamiliar.

Recently one program was devoted to life-saving and what to do in water in an emergency. Another half-hour centered on the proper handling of guns. This program brought forth such an amazing response from youngsters and others who were planning to go into the woods for the first time that we scheduled two meetings at our store, during which time free instruction was offered on the care and handling of firearms.

Another program resulted in an interesting bit of competition. We had devoted a broadcast to a discussion of archery versus golf as sports. Interest was so great that a special archery-golf match was arranged, and the golfers won by a close margin.

This summer Ed Keenan, local sportsman who conducts the program, organized a fishing contest which was directly tied-up with our program through a display of prizes in our store window, along with pictures of the broadcast and participating members. National firms and local houses gave prizes for the various types of fish.

A feature that has become popular with listeners is the weekly telephone question. A telephone number is drawn by one of the guests and the person who

answers the call is asked a question. These questions may pertain to the game laws, the names of different fish or animals, or some of their habits. These questions on subjects familiar to sportsmen are phrased in such a way as to give anyone who answers the call a chance to give the correct answer. Be it man, woman or child, no one has ever missed yet! They generally get help, and when they call at the store for their gift, they go away smiling.

Since the program is planned as a service to sportsmen, the broadcasts are not loaded with commercials. *The Sportsmen's Round Table* is now known to all sportsmen within the WCAX radius, and it has fully as many women listeners as men. When an advertiser builds up that kind of good will, he doesn't need long winded commercials!



● (Left) . . . Extremely popular with the radio public is moderator Ed Keenan. A local sportsman, he is also active in many other community enterprises, is president of the Y.M.C.A.

● (Below) . . . Conductor Ed Keenan discusses bicycle riding with this group.





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

Amusements—Your Football Prophet (Ju., '43; p. 236).
Automobiles—Mr. Yes and No. (Sept., '40; p. 32).
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).
Beverages—Gardening for Victory (June, '43; p. 200).
Building Material—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).
Circ Agencies—Americans All (Nov., '42; p. 395).
Dairy Products—Junior Town (Dec., '41; p. 136).
Dairy Products—Kiddie Quiz (Ju., '41; p. 214).
Dairy Products—Young American's Club (Nov., '40; p. 110).
Dairy Products—Wealth on Wheels (Nov., '41; p. 361).
Dairy Products—Book Exchange (Mar., '42; p. 96).
Department Stores—Hardytime (Sept., '40; p. 35).
Department Stores—The Pollard Program (Aug., '41; p. 238).
Department Stores—Woman's Hour (June, '41; p. 178).
Department Stores—Down Santa Claus Lane (Oct., '41; p. 326).
Department Stores—Billie the Brownie (Oct., '41; p. 318).
Department Stores—The Waker-Uppers (Dec., '41; p. 379).
Department Stores—Chimney Express (Oct., '42; p. 336).
Department Stores—B & M Messenger (Dec., '42; p. 412).
Department Stores—Ahead of the Headlines (Sept., '43; p. 318).
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—Spelling for Defeat (Mar., '42; p. 97).
Finance—We Hold The Truth (Feb., '43; p. 59).
Finance—Futures Unlimited (Jan., '44; p. 26).
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).
Groceries—Food Stamp Quiz (Sept., '40; p. 33).
Groceries—Matrimonial Market Basket (Dec., '40; p. 154).
Groceries—Mystery Melody (Sept., '41; p. 290).
Groceries—Mystery Tunes—(June, '41; p. 163).
Groceries (Wholesale)—Flozie Fruit Reporter (Jan., '41; p. 34).
Groceries (Wholesale)—Market Melodies (Oct., '40; pp. 73, 74).
Groceries (Wholesale)—Women's Newscast of the Air (Oct., '40; p. 63).
Groceries (Wholesale)—Kitchen of the Air (Jan., '42; p. 25).
Hardware Stores—Dr. Fixit (Nov., '41; p. 360).
Home Furnishings—Songs Our Soldiers Sing (June, '43; p. 196).
Laundries—Rock-a-bye Lady (Feb., '41; p. 47).
Laundries—Lucky Listeners (Feb., '43; p. 44).
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).
Restaurants—Dollars or Dinners (June, '43; p. 208).
Shoes—Campus Reporters (Aug., '41; p. 231).
Shoes—Mr. Fixer (June, '41; p. 148).
Shoes—Tick-Tock Story Time (June, '42; p. 207).
Sporting Goods—Alley Dust (June, '41; p. 177).
Sustaining—Calling All Camps (Oct., '41; p. 310).
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

Sam Adams, Your Home Front Quartermaster (Nov., '43; p. 393).
Adventures with Admiral Byrd (June, '42; p. 212).
Air Adventures of Jimmie Allen (Apr., '43; p. 127).
American Challenge, The (June, '43; p. 202).
Ann of the Airlines (June, '42; p. 212).
Betty and Bob (Oct., '40; p. 53; Mar., '43; p. 79).
Captains of Industry (Sept., '41; p. 284; Mar., '43; p. 101).
Cinnamon Bear (Oct., '41; p. 315; Oct., '43; p. 355; Nov., '43; p. 289).
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).
E-o-Witnes' News (Dec., '42; pp. 410, 428).
Famous Mothers (Sept., '43; p. 320).
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. 190; Mar., '43; p. 100; June, '43; p. 207).
I Am An American (Feb., '42; p. 64; June, '42; p. 187).
Impassible Leader (May, '42; p. 175; Mar., '43; p. 85).
Korn Kobblers (Nov., '43; p. 376).
Let's Learn Spanish (Sept., '43; p. 320).
Let's Take a Look in Your Mirror (June, '42; p. 204).
Little by Little House (May, '41; p. 128).
Manhunt (Jan., '44; p. 33).
Modern Romances (Nov., '43; p. 393).
The Name You Will Remember (Feb., '43; p. 60).
Notes of Love (Mar., '43; p. 100; May, '43; p. 260; June, '43; p. 212).
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).
The Shadow (Mar., '43; p. 80).
Songs of Cheer and Comfort (June, '42; p. 213).
Songs 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. 423).
This is America (June, '42; p. 211; Apr., '43; p. 136).
This Thing Called Love (May, '42; p. 155; Mar., '43; p. 100).
Time Out with Allen Prescott (Ju., '43; p. 236).
Touchdown Tips (Ju., '41; p. 218; Ju., '42; p. 230).
Through the Sports Glass (Jan., '44; p. 33).
Twilight Tales (Dec., '41; p. 382).
Voices of Yesterday (Mar., '42; p. 88).
The Weird Circle (Sept., '43; p. 321).

JANUARY, 1944

NATIONAL BROADCASTING COMPANY, INC.

GENERAL LIBRARY

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.



SHOWMANSCOOPS

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



There's Work to Be Done

● (Left) . . . Getting ready today for the *Future Unlimited* is Industrial Federal. (For story on this KOA series, see *Airing the News*, p. 26).

● (Below) . . . *Target for Tonight* hits the KFBB airwaves before a USO audience, Great Falls, Mont. Merchandise prizes (left) for winners provide the incentive. (For story, see *Showmanship in Action*, p. 29).





● (Left) . . . Farm editor and manager of *KMBC Service Farms* Phil Evans interviews prize winners in an essay contest on how best the new farm can serve rural *Heart of America*. Winners received War Bonds. Interviews originated from KMBC studios, Kansas City, Mo.

. . . Radio Goes to Town

● (Right) . . . By children for children is the WWL quarter-hour of dramatized fairy tales for juvenile listeners in New Orleans, La. It's *Buddy's Book Corner*. Boy in the corner is Buddy Rodrigue who acts as narrator on the Saturday morning show.

● (Below) . . . Returned heroes take to the air over KDYL in *Mission for Tonight*, pay tribute to their native bailivics. (See story, see *Airing the News*, p. 27).





SHOWMAN PATTERNS

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

Merchants' Associations

CITY CLEANUP CAMPAIGN Everyone can't live on *Lullaby Lane*, but anyone can make his own address attractive inside and out. Merchants in Trail, B. C., anxious to help brighten the corners got together on CJAT in a city wide *Clean-up Campaign*. Popular musical selections plus handy household hints were used on a daily half-hour staggered schedule for two weeks. Each sponsor was provided with a window card announcing his sponsorship: "*We are sponsoring Trail's Paint-up-Clean-up Campaign. Get your cleaning needs from us. For details, tune to CJAT.*" Merchants particularly reported a general quickening in the paint trade.

PATTERN: Here is a sample continuity.

ANNCR: THE CLEAN-UP CAMPAIGN OF THE KOOTENAYS!

THEME: SHINE (PIANO INTRO. . . FADE FAST FOR:)

ANNCR: There is an air of friendliness
About a home, whose cleanliness
Adds an extra touch of beauty
To a fine Spring day!
And there's a heap of truthfulness
About a painter's usefulness,
And the fact we all acknowledge—
That grime does not pay!
And that ends our verse—
Except for one more line—
Get out your paint brush,
Make this District shine!

THEME: SHINE . . . (LAST CHORUS TO END)

ANNCR: Leading merchants throughout this district co-operate to bring you this transcribed program featuring Dinah Shore, Berry Wood and the King Sisters. (Names of sponsors.)

ANNCR: These leading merchants bring you the leading popular singers of the day, PLUS handy hints on how to brighten the corner where you live. Dinah Shore sets the theme for us . . . establishing her residence at Number 10, Lullaby Lane!

RECORD: NUMBER TEN LULLABY LANE . . .

ANNCR: We can't all live on lullaby lane . . . but we can make our own address an attractive one, inside and out. Right in your own district, merchants are prepared to supply you with . . . (items). Let's get together and pre-



pare for Spring . . . when the roses are in bloom . . . and there are Magnolias, in the moonlight.

RECORD: MAGNOLIAS IN THE MOONLIGHT . . .

ANNCR: Sometimes it's well to remember our good fortune . . . to remember that it is only because of the empire's fighting sons that we have homes to go to. Coventry and Rotterdam had skies like ours . . . but their homes were lost to them. Let's get the best out of our homes . . . give them the attention they deserve. . . . The King Sisters paint a picture of a land less fortunate than ours with their song . . . MY SISTER AND I.

RECORD: MY SISTER AND I

ANNCR: One of man's greatest treasures is the power to remember . . . and one of the greatest memories any man can have . . . is the memory of his old home. In these changing days, it's a memory to cling to. Be sure that your home retains its freshness. Perhaps, somewhere, where homes are merely receiving spots for bombs and shrapnel, your house or cottage, your neatly cropped hedge or your rose bushes, are providing a memory for someone. Be sure that when the happier days return, and the boys come back again . . . they'll find a home they'll be proud of. Berry Wood has the right idea . . . singing, THIS CHANGING WORLD.

RECORD: THIS CHANGING WORLD

ANNCR: Yes . . . in this changing world . . . one thing to cling to is the love of family and home. If every woman realized what a little effort can do in making home a better place, a cleaner, neater, brighter place . . . this clean-up, paint-up campaign would be sure to succeed. How about it, ladies . . . ? Take a look around your home right now. That feminine eye for beauty of yours can find a room or two that can be beautified. . . . A beautiful home will enhance your own appearance, too. And then, as Dinah Shore suggests . . . you'd be . . . SO NICE TO COME HOME TO.

RECORD: SO NICE TO COME HOME TO.

ANNCR: The best way to tackle a paint-up, clean-up job, is to get organized before you start. Get a pencil and piece of paper and take an inventory of your home and yard. Your notes might read like this:

- 1st) Yard . . . rake lawn . . . repair broken place on fence, paint front porch.
- 2nd) Floors . . . replace kitchen linoleum. . . .
- 3rd) Shine windows . . . and wash curtains. Get set of Venetian blinds for front room. . . .

Make a list . . . even if your needs are limited. Then hold a family conference and farm the jobs out. If everyone lends a hand . . . they'll all enjoy the finished product. What's more . . . you'll have the jobs all finished, and you'll be ready to give all your time later on to the more pleasant task of looking after your garden, when the roses bloom again.

RECORD: (IN FAST) WHEN THE ROSES BLOOM AGAIN

ANNCR: Here's today's edition of helpful hints for your own household clean-up campaign! Number one!

SOUND: BUGLE CALL

ANNCR: To remove stains and

bring back the polish to your stove use half a lemon. Rub it over the top of the stove and then polish with a dry cloth. Lemon can also be used to bring back the luster on copper tubs or kettles.

SOUND: BUGLE CALL

ANNCR: When hanging fresh curtains . . . here's a handy little trick. You know how the rods sometimes catch and tear the cloth. Try tying a little bit of wax paper over the end of the rod, and it will then slide into the curtain slick as a whistle without catching or tearing!

SOUND: FANFARE

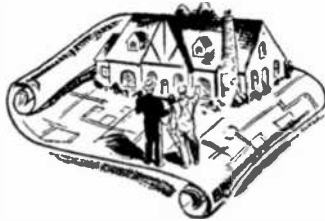
ANNCR: Do you find your silverware tarnishes rapidly? Try putting a little bit of camphor gum in your silverware drawer . . . it will stay brighter . . . longer!

And that's our army of household helpers for today. Here's Barry Wood to inspire you to greater home-brightening efforts with a song . . . **COUPLE IN THE CASTLE.**



AIRING THE NEW

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



RECORD: COUPLE IN THE CASTLE

ANNCR: Tune in Monday at 9:00 P.M. when you'll hear another in a series of broadcasts presented in the interests of a brighter, more attractive community, by (sponsor list).

THEME: LAST CHORUS 'SHINE'

AIR FAX: First Broadcast: March, 1943. Broadcast Schedule: Daily, 30-minutes, staggered schedule.

Sponsors: Lasseroff & Co., Wagstaff Hardware, Hudson's Bay, Co., Merry Lumber Co., Trail Mercantile, Tonali's Grocery, Wilmas Hardware, Trail, B. C.; Davis Store, Fruitvale; Hunter Brothers, and McTeers Hardware, Rossland; Wem's Store, Castlegar. Station: CJAT, Trail, B. C.

Power: 1,000 watts. **Population:** 12,000.

COMMENT: When it is cooperatively shared, the cost load isn't heavy. Each individual sponsor here shares in the business increase. Staggered schedules reach a diversified audience that help achieve the goal for business promotion.



Automobiles

REMEMBER WITH FLORETTA Time was when folding money on the line saw the delivery of a new family jalopy. Time was when Sunday was the cross country gad-about day. While the necessities of war have put a stop to all that, who doesn't *Remember with Floretta*, the KHJ girl of a thousand memories for Los Angeles, Cal., listeners? Three times a week nostalgic music of the good old days is brought to KHJ listeners by ART FROST, authorized DE SOTO-PLYMOUTH distributor, Glendale, Cal. Commercial hook to the musical line: automobile sales, both of new and used cars.

Memory of things past is brought into crystal clear focus through the medium of old familiar music. Listeners are asked to contribute letters recounting memories that best loved songs bring back. Letters are read in part or in full, give credit where credit is due, namely, to the listener-contributor. Path down which most listeners tread is toward the golden days of childhood.

While sponsor ART FROST took a one-year radio vacation, *Remember With Floretta* was the first step in a campaign to *keep 'em remembering*. Series is designed to build the sale of used cars today, new models in the future.

AIR FAX: The dulcet tones of Floretta, and the melodic strains of familiar music are the duo which woo the sales muse.

First Broadcast: September 6, 1943.

Broadcast Schedule: M-W-F, 4:45-5:00 P.M.

Preceded By: The Johnson Family.

Followed By: News.

Sponsor: Art Frost, Glendale, Cal.
Station: KHJ, Los Angeles, Cal.
Agency: Lockwood-Shackelford Adv. Agcy.

COMMENT: While automobile advertising was among the first to fall by the wayside at war's outbreak, this same industry was among the first to take a leaf from the pages of the first World War, stage a come-back into the channels of radio advertising.

Aviation

BOEING HOUR Up in the air as to how to recruit desperately needed war workers for its Seattle, Wash., plant was **BOEING AIRCRAFT** until it took to the air over **KOMO** with a weekly half-hour feature. While the **BOEING** flight in its radio propelled drive for workers reached the listener target, plant officers found that prospective workers weren't the only cargo **BOEING** appeals carried. Public relations soared with the human interest anecdotes about the people who build flying fortresses, and series now ranks at the top for local radio productions.

With emphasis on semi-classical music, the program features Bob Harvey and a 20-piece orchestra. Dramatic, true-to-life stories from "inside Boeing's" provide the spark that keeps the good will motors turning.

AIR FAX: Produced by **KOMO's** John Pearson, the show is written by Boeing's **KIRO** radio-trained Al Amundsen, narrated by Boeing's public relations man Bill Sandiford.

First Broadcast: Tuesday, August 17, 1943.
Broadcast: Tuesday, 9:30-10:00 P.M.
Preceded By: Salute to Youth.
Followed By: News.
Sponsor: Boeing Aircraft.
Station: **KOMO**, Seattle, Wash.
Power: 5,000 watts.
Population: 452,637.
Agency: N. W. Ayer.

COMMENT: With the influx of new workers into already crowded communities, manufacturers engaged in war work face a public relations problem that is historically unique. Unless production is to suffer, both public and employee relations must be kept tuned to the perfect pitch. With programs of this kind, one stone does for two birds.

Bakeries

HATS OFF TO MR. GROCER Not one to leave a friend in the lurch is the **HOLSUM BAKING CO.**, Springfield, O. To local grocers **HOLSUM** is a friend in need in its weekly quarter-hour feature over **WIZE**. In its musical tribute, **HOLSUM** has but one intent and purpose, namely, to plead the cause of the neighborhood grocer to the public. *Example:*

"Imagine yourself in his shoes . . . you have your hands pretty full, don't you, with food shortages, rationing and impatient customers. Anyway you look at it, it's a difficult job these days, but your grocer is doing everything he can to supply you with your share. So try to help him out. Your cooperation will help a lot."



To build consumer preference **HOLSUM** puts in a good word for its product, reminds listeners that bread is not rationed, is a victory food.

Slogan that gives listeners something by which to remember sponsor: "Don't say Bread, say Holsum." Mention in **WIZE** ads and letters to Springfield area grocers put both dealer and consumer *hep* to the musical offering.

AIR FAX: Music of popular appeal is the program's staff of life.

First Broadcast: August 15, 1943.
Broadcast Schedule: Sunday, 1:00-1:15 P.M.
Preceded By: News.
Followed By: Victory Tabernacle.
Sponsor: Holsum Baking Co.
Station: **WIZE**, Springfield, O.
Power: 250 watts.
Population: 70,662.

COMMENT: On the horns of a two-horned dilemma are most advertisers whose products are distributed through dealers. The trick is to build dealer good will and to establish consumer preference at one and the same time. Here is an inexpensive-to-produce series which does just that. Dealer helps of this kind represent a type of progressive advertising thought that food manufacturers are stressing today.

Beverages

SOLDIER SALUTE Fortunes of war may carry men in the service to any part of the globe, but, to take a leaf from the COCA COLA ad campaign, "Have a Coke" has become a universal language. Speaking in the language of the homefolks in its WIZE weekly feature is the SPRINGFIELD (O.) COCA COLA BOTTLING Co.



In its *Soldier Salute*, sponsor pays a weekly tribute to its ex-employees now in mufti. Each week the spot light brings some one Springfield fighter up stage to take his bow before the public. That the public is in its seat, anxious to break into applause is indicated by the number of station telephone calls each week before the broadcast from those who want to know who rates the kudos.

Sign-off unites home and battleground in one solid front. *Example:*

"It may be that will hear this tribute from his fellow workers at the Springfield Coca Cola Bottling Co. Carry on,! Coca Cola will be with you all the way, providing the welcome pause that refreshes everywhere, bringing you a happy remembrance of home in canteens and service clubs overseas, giving you a friendly high sign that overcomes barriers of foreign languages where ever you are."

AIR FAX: A musical salute to the soldier boy is included on each of the ten-minute features.

First Broadcast: September 19, 1943.

Broadcast Schedule: Sunday, 10:20-10:30 P.M.

Preceded By: Something to Think About.

Followed By: Music.

Sponsor: Springfield Coca Cola Bottling Co.

Station: WIZE, Springfield, Ohio.

Power: 250 watts.

Population: 70,662.

COMMENT: Hitting on all eight is a program which builds a product and does a public relations job at the same time. With a relatively simple format, sponsor here does just that. It's a program that could be adapted for almost any business. Programs with a patriotic motif perform a valuable wartime service, and advertisers find them high in mike appeal.

Dairies

SPICE BOX Made of sugar and spice, everything nice for advertisers is the WHAI daily *Spice Box*. While household suggestions, recipes, etc. give bulk to this tested recipe for winning feminine listeners, book reviews, charm and beauty tips add the dash of spice. Blended together, the various ingredients make the *Spice Box* a must for feminine listening in Greenfield, Mass. Individually, each program unit gives specific sponsors a hook for commercial messages. Book review section made a place in the sun for book publishers. For drug stores, cosmetics, others in related fields, the charm and beauty department is a natural.

Marked was the increase in the sale of Vitamin D milk when the GREENFIELD DAIRY became a *Spice Box* host.

AIR FAX: Spontaneous banter between program director Ann Erickson and the announcer keeps the program in the lighter vein.

First Broadcast: June, 1941.

Broadcast Schedule: Monday through Friday, 9:45-10:15 A.M.; Saturday, 11:00-11:30 A.M.

Preceded By: News.

Followed By: Music.

Sponsor: Fruitland; Harvey Baking Co.; Solomon Market; Shattuck Park Grocery Store; Koch Grocery; Fish's Bakery; Greenfield Dairy Co.

Station: WHAI, Greenfield, Mass.

Power: 250 watts.

Population: 15,672.

COMMENT: National advertisers without number have found the woman's participation program the best bet for mass acceptance of their products. What works for national accounts works equally well for the local sponsor whose advertising budget has a crimp in it. An established announcer, real program content and limitation of the number of parti-sponsors are what it takes for success.

Department Store

HEROES OF THE U. S. NAVY A prophet may be without honor in his own country, but heroes are made of sterner stuff. In Denver, Col., KOA listeners are on hand to give *Heroes of the U. S. Navy* a rousing welcome. First half of the 30-

minute weekly broadcast under the sponsorship of the MAY COMPANY, Denver department store, is transcribed. Presented are stories of famous U. S. Naval heroes of the past whose exploits still live in history. In the last half of the program, young Americans in this present world conflict keep company with Decatur, Jones, Perry, others of that fighting calibre.

Featured in the live broadcast are Denver boys home on leave. To clinch reality, stir the listeners' patriotic fervor, the returned hero usually appears in person. Whether or not Denver's own heroes participate in the dramatizations of their own heroic exploits, all episodes are at the boiling point in drama, suspense and action. The same general format is followed each Tuesday evening. Following the transcribed portion of the program, a line announcement on recruiting or specific help needed by the Navy is made in behalf of the U. S. Navy.

While the MAY COMPANY is the only official distributor in the Denver area for the NAVAL OFFICERS UNIFORM SERVICE, the series is presented for its institutional value. Commercials hue to the institutional line.

AIR FAX: Script for the live dramatization is written by KOA's sales and program coordinator J. Beet Mitchell, Jr. Production and direction is supervised by T. Ellsworth Stepp. Mike barrage is handled by announcer Jack Hitchcock.

First Broadcast: September 7, 1943.

Broadcast Schedule: Tuesday, 6:00-6:30 P.M.

Preceded By: News.

Followed By: Horace Heidi's Treasure Chest.

Sponsor: May Co.

Station: KOA, Denver, Col.

Power: 50,000 watts.

Population: 303,273.

COMMENT: Sponsor here helps fan the flames of national patriotism, keeps the embers of local pride glowing in a timely series with all-family appeal. Institutional offerings of this kind build up tremendous audiences in split-second time, reap a rich good will harvest.



Finance

FUTURE UNLIMITED While there's no end to things that must be done *today*, men of vision also look to the future. In Denver, Col., KOA listeners look to the *Future Unlimited* with the INDUSTRIAL FEDERAL SAVINGS & LOAN ASS'N. Facts on new inventions, news of new and helpful aids to better living, and information on the forward progress of science are interspersed between transcribed tunes of a light, familiar nature.

Commercials urge listeners to look to the future with INDUSTRIAL FEDERAL, give the reasons why financial security and INDUSTRIAL FEDERAL are synonymous. *Example:*

"More than 6,500 savers are using Industrial as the best place for their funds because they know that Industrial is safe, has never missed paying a semi-annual dividend, and pays the highest dividend possible consistent with safety. Industrial is convenient for adding to, or withdrawing from your account . . . either in person or via the mail. And last, but very important, Industrial gives savers friendly, appreciative service."

When INDUSTRIAL FEDERAL signed on the dotted line for *Future Unlimited*, the new series represented a fourth consecutive year renewal. Quarter-hour feature is heard six times weekly at 8:15 A.M. INDUSTRIAL FEDERAL points up the fact that money saved *today* will enable listeners to take advantage of the modern aids to comfortable living which the future promises.

Promotionotions: INDUSTRIAL FEDERAL uses a window display in the KOA-NBC Building lobby. Regular KOA promotion for advertisers consists of placards on the entire fleet of YELLOW TAXICABS; screen trailers in FOX-DENVER and INTERMOUNTAIN THEATRES, plus frequent courtesy announcements. Combined, the promotional efforts keep the tune-in high, increase the prestige of INDUSTRIAL FEDERAL.

COMMENT: Definitely the networks don't have a monopoly on comedy features but it's a field that hasn't been sufficiently cultivated locally. Given a well written script produced within the cost limitations of the regional advertiser, a program of this nature can do a bang-up job locally. To the credit of the series here is the small cast requirements.

Sustaining

MISSION FOR TONIGHT Destination of the *Mission for Tonight* is something that KDYL listeners, Salt Lake City, Ut., don't know until the weekly half-hour feature takes off. Under the direction of the Public Relations Office of the Salt Lake City Army Air Base, *Mission for Tonight* is an all Army show consisting of an orchestra, actors and returned air heroes. A different city in the United States is selected each week as the *Mission for Tonight*, and the program is dedicated to that particular city. Flesh and blood to the feature is the presentation of a hero returned from some battle area whose home town is the one honored on the broadcast.

Turn-out of army men anxious to see the broadcasts keeps the S.R.O. sign up in the Army Air Base service club. Series presents in dramatic form the part the air corps plays on far flung battlefields, features snappy music designed to please the martial ear.

AIR FAX: Bombardment was conceived by assistant public relations officer, ex-radioman Paul Langford.

First Broadcast: October 2, 1943.

Broadcast Schedule: Saturday, 6:00-6:30 P.M.

Preceded By: Noah Webster Says.

Followed By: Orchestra.

Station: KDYL, Salt Lake City, Ut.

Power: 5,000 watts.

Population: 238,506.



COMMENT: No little contribution to the war effort are radio offerings of this kind. With such programs radio and its advertisers build army and homefront morale. (For pic, see *Showmanscoops*, p. 21.)



SHOWMANSHIP IN ACTION

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

Department Stores

SONGS FOR HEROES For GIMBEL BROTHERS, Philadelphia, Pa., department store, it isn't enough to know *what* are the favorite songs with servicemen. It also wants to know *why*. To get the answer, GIMBEL's passes out cigarettes and candy on its thrice weekly quarter-hour series.

Featured on the evening show are request songs and melodies to please the serviceman's fancy. Songs are those favored either by servicemen, or their families and sweethearts. To the writers of the three best letters of no more than 100 words telling why a particular tune is best liked go, (1) a two-pound box of candy for wife, sister, mother or sweetheart, and (2) two cartons of cigarettes.

Built to promote GIMBEL's Young Budget Shop for Junior Misses, the show got GIMBEL's blessings and a good send-off. A window display promoted the series, and blanks were available in the Young Budget Shop for handy letter-writing.

AIR FAX: To promote its Fabric Center, Gimbel's also scheduled a *Radio Sewing Class*. Air class meets six times weekly in early afternoon, will continue for an indefinite period.

First Broadcast: October 10, 1943.

Broadcast Schedule: S-T-F, 10:15-10:30 P.M.

Sponsor: Gimbel Brothers.

Station: WIP, Philadelphia, Pa.

Power: 5,000 watts.

Population: 1,072,545.

COMMENT: Sponsor here practices one of the fundamental-for-radio-success pre-

cepts for department stores. *Departmentalized* radio, giving each program a specific job to do, has sold many a not-so-sold department store executive on the airplanes. *Institutional* efforts can be coordinated with departmentalized radio, and *showmanship* does the rest.¹

Drug Products

VICKS NEWS When Vicks bought time on KTHS, Hot Springs, Ark., the matter didn't rest there. Out went letters to dealers throughout the KTHS sales area giving details of the quarter-hour noon news on a thrice weekly schedule. Counter cards for drug store display, plus personal calls on dealers were also a part of the package.

Dealer letter was designed to build good will for VICKS VAPORUB and VICKS VA-TRO-NOL, went hand-in-glove with the radio program built to establish consumer and distributor preference. In addition to time-and-station data, letter told dealers how they could profit from the Vicks sponsorship. *Example:*

"You can get some swell added business for your store if you give Vicks Vaporub and Va-tro-nol extra display . . . keep a few packages on a good counter . . . put some in your windows . . . and then see if your sales this year on these two products don't hit a new high."

Follow-up dealer letter with counter card included suggests that dealers place the 4 1/2 x 6 inch card on the back of the cash register, under the change counter glass or in the window.

AIR FAX: Veteran mike-man and newspaper reporter Frank A. Browne doubles in brass, is the KTHS program director, also handles this show.

Broadcast Schedule: M-W-F, 12:00-12:15 P.M.

Preceded By: National Farm and Home Hour.

Followed By: Dixie Mountaineers.

Sponsor: Vicks.

Station: KTHS, Hot Springs, Ark.

Power: 10,000 watts.

Population: 21,370.

COMMENT: Radio programs give national advertisers something to write

home about and these letters to the home markets are an important part of a coordinated advertising effort. Advertisers have come to realize that the purchase of radio time is only the first step. To guarantee success in double-step time, it is important to back up a radio offering with plenty of merchandising and promotion.

Drug Stores

TARGET FOR TONIGHT Big question for the HAMILTON REXALL DRUG STORE, Great Falls, Mont.: do quiz shows pull audiences, sell merchandise? The answer comes up to a thousand strong when HAMILTON REXALL lines up the sights on its *Target for Tonight* over KFBB. Between 500 and 1,000 people jam-pack the local USO for a chance to participate in an informal pre-broadcast quiz, and a first hand gander at the 30-minute show in action.

Military quiz from the USO stage features a quiz fight-to-the-finish between two picked teams of soldiers. Each four-man team represents individual Air Force installations. Teams alternately ward off the barrage of questions. Contest between the two rival fields carries on from week to week.

As the contestant approaches the microphone, he draws a number from a sack. With numbers ranging from one to 300, the size of the numeral determines the relative difficulty of the question to be popped. A correctly answered *Incendiary* question is worth 100 points. A team that successfully handles a *Demolition* question is 200 points to the good. A *Block-buster* question is worth 300 points. *Examples:*

Incendiary Question: "In what country is Mandalay famed in song?" A.—Burma.

Demolition Question: "What war President was by profession a college president?" A.—Woodrow Wilson.

Block-buster Question: "What was the first indication Robinson Crusoe found that his island was inhabited?" A.—Footprint on the sand.

Team that drops the greatest weight of bombs, ie, successfully answers the greatest number of questions, piles up the most points, gets the honors. It isn't only a great big hand from buddies in the audience that the winners rate in *Target for Tonight*. Winners take their pick of sponsor furnished prizes. What the losers put in their pipes, smoke; free movie passes (also given to winners) and packages of cigarettes.

Catch as catch can, the show is unhearsed. To establish identity of contestants, quiz-master Le Roy Stahl directs questions in the first round to each master brain on his work in the Air Forces, his previous civilian experiences, and about his home town. When an answer connects with target, there's a loud boom. An equally loud razzberry follows a miss.

Commercial copy is cut from the institutional cloth, and while no direct merchandising appeals are made, sponsor has noticed a marked increase in soldier trade since *Target for Tonight* became the Wednesday night rendezvous for the men in uniform.

AIR FAX: Announcer George Chance aims the commercials and program announcements, makes certain each hits the listener target.

First Broadcast: August 4, 1943.

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

Preceded By: Great Moments in Music.

Followed By: News.

Sponsor: Hamilton Rexall Drug Store.

Station: KFBB, Great Falls, Mont.

Power: 5,000 watts.

Population: 29,928.

COMMENT: Proof of the radio formula that a good local show embodying a good idea well carried out will gain listener acceptance and sell merchandise are programs of this kind. Series here builds soldier morale. (For pic, see *Showmanscoops*, p. 20.)





PROOF O' THE PUDDING

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

Drug Products

JENNY LOU AND HER BUDDIES Pin-up girl for Chicago radio listeners is Jenny Lou Carson. Her buddies share the limelight, and returns from an offer made on two broadcasts convinced WAIT-CAHILL Co. that Jenny Lou was the sales-pin-up girl for its GREEN MOUNTAIN COUGH SYRUP. Jenny Lou wrote, read listeners a poem *Just for Mom*. To those who wanted the verse, she offered autographed copies. Within the next few days the pin-up girl was on the verge of writer's cramp. Received were 2,827 requests!

AIR FAX: Heard thrice weekly, the quarter-hour series for morning listening features ballads and light tunes. Jenny Lou herself introduces the songs.

First Broadcast: August, 1943.

Broadcast Schedule: T-Th-S, 9:00-9:15 A.M.

Preceded By: Breakfast Club.

Followed By: Range Riders.

Sponsor: Wait-Cahill Co.

Station: WLS, Chicago, Ill.

Power: 50,000 watts.

Population: 3,440,420.

COMMENT: Programs with a homey touch strike a responsive chord with the mass audience, have what it takes to establish a product with the general public.

Farm Products

ELECTION RETURNS Down in the deep south, the citizenry takes its elections seriously, and election returns are matters of great moment. When the HIAWATHA GIN Co., Columbus, Miss., took its first plunge into the realm of radio,

therefore, it cast its ballot in favor of *Election Returns*. From 6:00 P.M. until the WCBI sign-off, HIAWATHA GIN brought listeners the latest count on general election returns in Mississippi. With this broadcast it threw its hat into the ring, offered as its candidate for public favor a new machine installed at the gin to give farmers a better staple.

HIAWATHA GIN counted its returns from this one-time broadcast, found that in radio it had backed a winner, reported instant results to WCBI. Three bales of cotton ginned the next day marked the earliest start of the ginning season on record. Capacity operation continued throughout the season. Plans for the future include a regular radio schedule.

AIR FAX: First Broadcast: August 24, 1943.

Broadcast Schedule: August 24, 6:00 P.M. to sign-off.

Sponsor: Hiawatha Gin Co.

Station: WCBI, Columbus, Miss.

Power: 250 watts.

Population: 15,467.

COMMENT: While one-time shots may not serve the general purposes of advertising, they do offer sponsors a dramatic and forceful introduction to the radio audience. Special events of this nature are certain to have a tremendous audience.

Groceries

WOMAN'S EXCHANGE Seven weeks after the *Woman's Exchange* was launched over WJZ, New York city, emcee Alma Kitchell offered a book on nutrition. Requests from that one-time one-minute spot: 1,176! Evidence that lightning does strike twice in the same place are results from a one-time recipe book give-away offer made the following week. Received were 1,673 postcard requests. Average weekly mail pull without offers: 200. When the SOY FOOD MILLS, Chicago, set out to extend its distribution of soy bean products to the Eastern section of the country, the *Woman's Exchange* was a fair exchange. In five weekly participations SOY FOOD promotes GOLDEN WHEAT-SOY MIX, one for griddle cakes and waffles, another for muffins.

AIR FAX: Even before the *Women's Exchange* was set up on WJZ, it had existed as an American institution. In every major American community housewives had banded together in a non-profit organization to facilitate the exchange of everything from recipes, cakes and jams, to information on vacation planning. The idea of exchange with purpose and direction is the keynote to the WJZ series. A specific subject is covered each day, although only a section of each program is limited to the topic of the day. Guest experts lend authority to the exchange of ideas.

Good will builder for sponsors and program is the selection of the *Women of the Week*. To the listener who has that week contributed the most to the program goes one dozen roses. A civic recognition angle that builds listeners is the daily salute to a leading woman or woman's club in the WJZ area. Listeners themselves nominate candidates for honors.

When the program was pitched, letters to 500 women's club presidents got it off to a good start. Fanfare also included spot announcements and station breaks, ads in all New York daily newspapers, magazine ads, hotel desk displays, tune-in reminders, luncheons and window displays.

First Broadcast: June 21, 1943.

Broadcast Schedule: Monday through Friday, 1:15-1:45 P.M.

Preceded By: *Baukhage Talking.*

Followed By: Music.

Sponsor: Soy Food Mills, others.

Station: WJZ, New York city.

Power: 50,000 watts.

COMMENT: Definitely an institution is the woman's participation program. While Rome wasn't, audiences can't be built in a day, showmanship of the right kind can produce a reasonable facsimile thereof. First and foremost requirement is an established radio personality. Plenty of program promotion will do the rest. That this combination has what it takes is indicated by the amazing success of this series here.

Public Utilities

MODERN KITCHEN While the *Modern Kitchen* is the pride and joy of the little woman, who ekes out three meals *per diem*, what most interests her right now are practical, down-to-earth suggestions for saving money, getting the upper hand on ration points and coming out on top with a balanced meal. WGR's *Modern Kitchen* hostess Helen Neville serves just that in a tasty quarter-hour morning snack five times weekly.

Evidence that there are plenty of listeners to break bread with participating

sponsors were the returns from a Labor Day offer for a WGR Victory Shopping Bag for two-bits. By the following Monday, 1,092 quarters had rolled in from listeners. Response-ability represented 106 different post office districts in Western New York and Northern Pennsylvania.

Listeners have more than their own notes by which to remember hostess Neville. Twice monthly, bulletins are mailed to listeners on request. Tie-in for participating sponsors: along with menus, recipes and household short-cuts,

parti-sponsors get prominent mention. Immediate and direct is the tie-in for the NIAGARA-HUDSON POWER Co., Buffalo, N. Y. Every recipe used on the program is tested in NIAGARA-HUDSON's own kitchen, and live broadcasts from its auditorium are scheduled bi-monthly. Frequent personal appearances before local women's organizations, plus street

car and bus car cards help the mistress of the *Modern Kitchen* win new friends and followers.

Listeners know that when hostess Neville speaks, it is with the voice of authority. University training both as an under-grad and as a post-graduate taught her the dangers of the academic approach. As a widow with three small children and a budget problem she learned by first-hand experience what was needed in the *Modern Kitchen*. Part of her service to housewives includes a morning shopping tour of the Buffalo food markets.

AIR FAX: A regular WGR feature for six years, the show today is geared to war-time meal planning. Sponsorship is on a non-competitive basis, is sold not by the clock but on the basis of major and minor announcements.

First Broadcast: October 1, 1937.

Broadcast Schedule: Monday through Friday, 9:15-9:45 A.M.

Preceded By: News.

Followed By: Music.

Station: WGR, Buffalo, N. Y.

Power: 5,000 watts (d).

Population: 613,506.



COMMENT: Local advertisers can take a tip here from national advertisers. Many big time operators have found that the women's participation program is their most productive radio sales bait.

Restaurants

SCOREBOARD When the shouting and the tumult dies away, the fans want to know the answer to one question. *What's the score?* Because TINY HELLER's RESTAURANT AND COCKTAIL LOUNGE, Oakland, Cal., knows the score when it comes to keeping its name before the public, it gives KROW listeners the hi-lites of sports events in the limelight. For three long years, season after season, fans have got the scores, game hi-lites, descriptions of exciting plays, side-glances at star players and music in the sports tempo on a weekly quarter-hour schedule.

Series scores a direct hit with sports fans and since the show is tuned in direct to TINY HELLER's, the spot has become home plate for those who want to obtain score information. Football, basketball and baseball each has its innings on the show. Miked by KROW's sportscaster Hal Parkes, the *Scoreboard* has chalked up national scores for TINY HELLER for three long years.

AIR FAX: First Broadcast: 1940.
Broadcast Schedule: Saturday, 4:30-5:00 P.M.
Preceded By: Music.
Followed By: Music.
Sponsor: Tiny Heller's Restaurant.
Station: KROW, San Francisco-Oakland, Cal.
Power: 1,000 watts.

COMMENT: Here's additional proof that consistency is the right signal for advertising's quarterbacks to call for a scoring play. It's an essential if the sales ball is to be kept in play.

Wearing Apparel

GENE AUTRY SINGS When Gene Autry sings for WHEB listeners, Portsmouth, N. H., the FAMILY CLOTHING STORE carries the melody. Reason: sale of a suit

to a man who hadn't purchased one in 20 years indicated that the platters weren't spun in vain. While the recorded show was first taken on for a test period, FAMILY CLOTHING renewed after its first 13 weeks.

Commercials are in the same spirit as the recorded music. *Example:*

"It's gettin' so you can hardly step out the door to do a bit of shoppin' without lugging along a handful of ration books. But that's all right . . . this is war . . . and rationing seems a fair and square thing to do. Just nudge your noggin, though, friends . . . you'll recall one happy fact . . . clothes aren't rationed. No, sir! That means you can gallop into the Family Clothing Store, and slip a rope about whatever new duds strike your fancy . . . the Family Clothing Store can outfit your whole dog-gone family! You don't need to take along a suitcase full of cash, either. Use the simple, family budget plan . . . and pay as you get paid!"

AIR FAX: First Broadcast: April 19, 1943.
Broadcast Schedule: Saturday, 11:30-11:45 A.M.
Preceded By: Salon Music.
Followed By: Band Music.
Sponsor: Family Clothing Store.
Station: WHEB, Portsmouth, N. H.
Power: 1,000 watts.
Population: 25,000.

COMMENT: Easily produced, a program of this kind is also inexpensive. By limiting the musical variety to one particular type of music the advertiser quickly establishes himself with the particular audience group he wants to reach.



SHOWMAN VIEWS



News and views of current script and transcribed releases backed with showmantips. All are available for local sponsorship.

Sports

THROUGH THE SPORTS GLASS WITH SAM HAYES When the sports fan looks through the sports glass, he doesn't want to see dimly. What he demands is a crystal-clear reflection of sporting events that make history. The sports glass that sportscaster Sam Hayes uses is a wide angle lense with plenty of depth of focus. Prints that are etched in listeners' minds are enlargements of thrilling happenings and thrilling people in the world of sports.

Quarter-hour transcribed series presents a dramatic re-enactment of historic moments with all the excitement and sounds of the original scene. All fields of sports are covered. Vivid background information covering little known or half-forgotten facts concerning champions and stars of sports and the events dramatized is given in the breezy, authoritative style of sportscaster Sam Hayes.

AIR FAX: Currently heard on several network broadcasts weekly on the Pacific Coast and shortwaved over seas, Sam Hayes has been heard throughout the country in his NBC recorded *Touchdown Tips* each fall since 1940.

Time Unit: 15 Minutes.

Appeal: Masculine and General.

Producer: NBC Radio Recording Division.



COMMENT: Local advertisers here have the opportunity for a topnotch program to replace local sportscasters drained off by the war. It also offers a splendid continuing series to follow seasonal sports programs such as football. While such

programs are strong in masculine appeal, the feminine ear is also available. Studies show a strong all-family appeal for sports programs.

Mystery

MANHUNT "No crime has been committed . . . yet! No murder has been done . . . yet! No manhunt has begun . . . yet!" With these opening lines as fore-shadowing, listeners to the new quarter-hour transcribed series settle back for uninterrupted chills and thrills. The *Manhunt* is on, and the trail leads from *The Masked Murderer* to the *Solitary Cell*.

Each of the 78 quarter-hours is self-contained, is recorded open-end available for local and regional sponsorship. Series features Larry Haines of *Gang Busters* fame as Drew Stevens, police lab sleuth, includes a cast of topnotch network talent. That advertisers found *Manhunt* a clue to successful radio programming is indicated by the fact that the series was placed on 21 stations before the cuts were cold.

AIR FAX: Producer: Frederic W. Ziv, Inc.

COMMENT: Advertisers who keep a finger on the pulse of public reactions, gear radio programs to current interests, find that programs of this nature are increasing in audience popularity. Listener and sponsor both find the *who-dun-its* a good cure for wartime jitters.



SPECIAL PROMOTION

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

Finance

ANNIVERSARY PROGRAM When Father Time had cut a swathe 52 years wide for the **CENTRAL BANK OF OAKLAND**, President Frank N. Belgrano, Jr. determined that a birthday was the moment to stop the clock, glance back at pages of history already written. So that all might see what the moving hand of time had written, **CENTRAL BANK** turned to **KROW**, San Francisco-Oakland, Cal. Listeners heard a 30-minute broadcast from the bank direct. Event itself made history, marked the first time a bank in Northern California went on the air with a celebration to mark an anniversary.

While the history and growth of **CENTRAL BANK** was a dramatized portion of the program, service pin awards to 17 officers and employees was a super-special part of the show. President Belgrano himself awarded the badges of honor to those whose service to **CENTRAL BANK** ranged from ten to 35 years. Interviews with officers and employees, and musical selections popular during various eras of bank history gave color and authenticity to the celebration.

AIR FAX: Monday through Friday, Central Bank rings the *Bell of Freedom* from its lobby. Quarter-hour features interviews with bank patrons. Emcee both for the regular broadcasts and the special event: mikesman Scott Weakley.

First Broadcast: October 15, 1943.

Broadcast Schedule: Friday, 4:00-4:30 P.M.

Preceded By: Music.

Followed By: Music.

Sponsor: Central Bank of Oakland.

Station: KROW, San Francisco-Oakland, Cal.

Power: 1,000 watts.

COMMENT: Special events broadcasts are the exclamation points for the advertiser's regular broadcast period. In services of the kind here, a major task

is the establishment of public confidence and trust. Anniversaries provide a splendid opportunity to stress that one particular point.

Labor Unions

LABOR DAY PARADE While Labor Day is a day of rest for the man with the hoe, all those who toil, it isn't a day when labor's public relations need take a holiday. In Columbus, Miss., the **COLUMBUS TRADES COUNCIL** got in some of its best work on the very day its individual members were taking a 24-hour breather. To further its cause with the public, the **COLUMBUS TRADES COUNCIL** took to **WCBI**, presented two 30-minute broadcasts.

One broadcast covered the Labor Day Parade. For its second public bow, the **COLUMBUS TRADES COUNCIL** broadcast Labor Day addresses. Featured were state and local dignitaries in their best bibs and tuckers. Broadcasts were the first ever sponsored by the **COLUMBUS TRADES COUNCIL**, and expenses were written off from a special fund set up for promotion and advertising. Labor Day airing was the torch that set off the fuse to a regular series of institutional and promotional radio efforts.

AIR FAX: Parade broadcasts by remote control were from the downtown business district. Speeches were broadcast from the Court House auditorium.

First Broadcast: Labor Day, 1943.

Sponsor: Columbus Trades Council.

Station: WCBI, Columbus, Miss.

Power: 250 watts.

Population: 15,467.

COMMENT: Labor organizations represent one of the many groups with whom public relations represents the keystone upon which all else rests who are finding that radio is a valuable friend.

NEXT MONTH

ATHERTON PETTINGELL, president of PETTINGELL & FENTON, INC., New York city advertising agency, *Muses on the Mighty Minute*, presents the case history of one-minute spot announcements for A. S. BECK SHOES.

LOUIS HEYDEN, president of the PANTAZE DRUG STORES, Memphis, Tenn., signed on the WHBQ dotted line for 15 daily newscasts. here gives his views of the news.

M. O'NEIL CO., Akron, O., department store uses a daily radio schedule. backs up its WADC programs with plenty of promotion. It's *Tell to Sell*.

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

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per inquiry use RADIO!