



NOVEMBER 1944

25c
30c IN CANADA

What Made Atlas
Strong? (p.365)

Tillamook on the Rind . . (p.369)

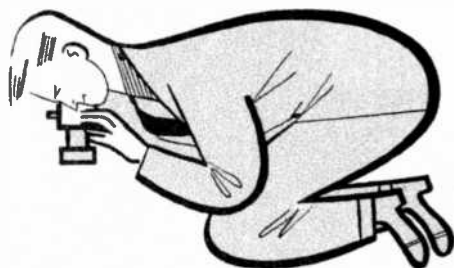
Look and Listen (p.372)

What Price "Hi"
Promotion? (p.380)

**35 TESTED PROGRAMS
FOR BUSINESSMEN**

**RADIO ADVERTISERS
IN THIS ISSUE**

- Atlas Prager Brewing Co.
- New Jersey Flour Mills
- Oklahoma Tire & Supply Co.
- Brewing Corp. of America
- Wildroot Hair Tonic
- Taylor Refining Co.
- Hanover Shoe Stores
- Oakite Products, Inc.



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.

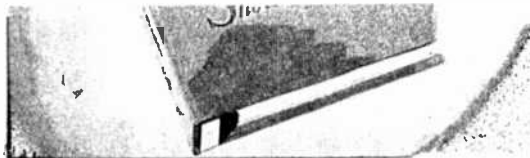
NOVEMBER

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Automobile Supplies	378	Furriers	393
Beverages	365, 384, 390	Gasolines	386
Dairy Products	369	Groceries	382, 389, 391
Department Stores	380, 393	Home Furnishings	386, 391
Drug Products	384	Men's Wear	387
Feeds	379	Milling	375
Finance	385, 388, 390	Shoes	388
Fisheries	386	Transportation	389

OCTOBER

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Bakeries	338, 347, 356	Home Furnishings	329, 357
Candies	336	Mail Order	349
Chambers of Commerce	347	Meat Products	350
Department Stores	332, 344, 348, 353, 355, 356, 357	Merchants' Associations	343, 349
Dry Goods Stores	345	Milling	338
Finance	350	Music Stores	356
Groceries	343, 348	Newspapers	352
Hardware Stores	346	Women's Wear	334, 356

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



THE BROADCASTING COMPANY, Inc.
GENERAL LIBRARY
REFELLER PLAZA, NEW YORK, N. Y.

NOVEMBER, 1944, N. Y., Vol. 5, No. 11

WHAT MADE ATLAS STRONG?—I. J. Wagner.....	365
TILLAMOOK ON THE RIND—M. W. Manly.....	369
LOOK AND LISTEN!—Thomas H. Hutchinson.....	372
BUY IT WHOLESALE!—Lawrence F. Orbe, Jr.....	375
SUPPLY IN DEMAND—D. C. Sperry.....	378
FEED FACTS AIR FED—D. D. De Forest.....	379
WHAT PRICE "HI" PROMOTION—Dorothy Hanson.....	380
NEW HORIZONS FOR GROCERS—Elisabeth J. Odames.....	382
AIRING THE NEW.....	384
SHOWMANSHIP IN ACTION.....	388
WHAT THE PROGRAM DID FOR ME.....	389
PROOF O' THE PUDDING.....	390
SHOWMANVIEWS.....	393
SHOW-MANUFACTURE.....	394

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CHANGE OF ADDRESS should be reported to Radio Showman-
ship Magazine, 1004 Marquette, Minneapolis 2, Minn., three
weeks before it is to be effective. Send old address with new.

Calling All DEPARTMENT STORES

. . . 88 of America's great department stores are currently sponsoring "CALLING ALL GIRLS." Such outstanding stores as Gimbel's in New York, Philadelphia and Milwaukee; O'Neil's of Akron; D. H. Holmes of

New Orleans; Hecht's of Washington; J. N. Adams of Buffalo; Shillito's of Cincinnati; and many others have found that they can merchandise their stores by radio if the program is right.



CALLING ALL GIRLS

is the Right Program!

When 88 stores agree on a radio show, it must be good! Top flight casting and production beamed to the teen-agers, has won enthusiastic support for "CALLING ALL GIRLS." Backed by an outstanding promotional set-up for the teen age departments, this phenomenal program has a 98% renewal history.

Now Comes

PARENTS' MAGAZINE ON THE AIR

. . . Bringing to department stores the prestige and authenticity of America's leading magazine on rearing children. Sponsorship of "PARENTS' MAGAZINE ON THE AIR" gives the local advertiser a magnificent network-caliber program, the right to be known as official headquarters for PARENTS' promotions, and a host of other pre-tested features.



Produced by

FREDERIC W. **ZIV** COMPANY

2436 READING ROAD, CINCINNATI, OHIO

NEW YORK

HOLLYWOOD

What Makes Atlas Strong?

Reminder Gimmick Augmented With Effective Radio Programs Puts Atlas Prager Brewing Company Near the Top in Chicagoland Beers



THE mighty Oak which from the little acorn grows has nothing much on the mighty sales which have grown from the little acorn of a 15-second spot announcement for the ATLAS PRAGER BREWING COMPANY, Chicago, Ill.

Yes, that's how ATLAS PRAGER's extensive advertising campaign began. With a short station-break announcement.

The device used in the announcement was a reminder trick which dicked almost immediately. At the beginning and end of each commercial, the announcer used the phrase, "Atlas Prager—*Got it?*" Atlas Prager—*Get it!*" On paper this doesn't look very startling, but the manner of delivery is an altogether different matter. The "*Get it!*" is said in a sort of falsetto.

After the announcement was on for

by I. J. WAGNER, vice president,
Olian Advertising Co., Chicago

awhile we began to hear of experiences like this:

School teachers told us that in explaining arithmetic problems to their classes, they would inadvertently say, "*Got it?*" and the entire class would shout back "*Get it!*" in the manner of the radio announcer doing the ATLAS PRAGER commercial.

A prominent lecturer was addressing a convention of some 2,000 people and he also happened to ask the rhetorical question, "*Got it?*" whereupon the entire convention boomed, "*Get it!*"

In a motion picture shown at a downtown theater, one of the cast dropped some packages from a plane and called down below, "Got it?" Nearly the entire audience responded with "Get it!"

Boys on the street playing ball would shout after hitting the ball, "Got it?" and one of the fielders would reply, "Get it!"

Getting into a taxicab on many occasions, the writer has given the driver the ATLAS PRAGER address, whereupon the driver would come back with "Atlas Prager—Got it? Atlas Prager—Get it!"

These instances were multiplied many fold. As a matter of fact, for a while the switchboard operator at the brewery would answer the telephone with "Atlas Prager—Got it?" and invariably, with a chuckle, the caller would reply, "Atlas Prager—Get it!"

● So strongly did this reminder gimmick take hold that it was soon translated into a very substantial increase in sales so that ATLAS PRAGER BEER is now right near the top in Chicago beers, where it had once been in partial obscurity. There had been no definite campaign proposed when this spot announcement was originated. The plan was merely to get as many good spots as possible and to cover practically all of the stations in Chicago, including stations with foreign programs. Even on the foreign programs, the spot was given in English and the commercial then translated into the foreign language.

After the spot had run awhile, it was included in an ATLAS PRAGER song. At the time the song was composed, there was a complete ban on recorded musical announcements so the writer looked for a group of singers who could do the Mills Brothers' type of simulating musical instruments. He found such a group in the four *Vagabonds* and ATLAS PRAGER'S song soon reached commercial hit-parade proportions. With the success of this spot, the reminder and sales value were then augmented by effective radio programs of various types.

Originally when the program called, *The World Today*, was available for local messages before and after, ATLAS

been a big part of the success of this program, too. It's on at a good listening time: from 6:05-6:15 P.M., Monday through Friday, following a 5-minute newscast. Terkel is a real discovery. He had been a radio actor around town and had done some radio writing. He happens to have as a hobby, a consuming interest in sports (particularly baseball), and a side-of-the-mouth delivery which is ideal for a sportscaster. He sounds *regular* and authoritative.

● While there are only two brief commercials in the program, there are a number of devices for reminding the public that it's an ATLAS PRAGER show. There is a feature story always introduced as the *Atlas Prager Sports Highlight*. There are sports predictions given by a mechanical sound effects contraption known as the *Atlas Prager Predictor*. There is a question box for the fans headed the *Atlas Prager Postman* and questions for the fans to try their hand at, known as the *Atlas Prager Puzzler*. The show opens with a prize-fight gong and a typical prize fight announcement: "*Ladies and gentlemen—the Atlas Prager Sports Reel.*" Race results are given, as well as the baseball scores. There are occasional interviews with sports celebrities handled in an original manner by Studs Terkel and such Damon Runyonesque characters as *Bleachers Benny*, *Hot Horse Herby* and *Longshot Sylvester*. The program has built a good and steady audience.


ATLAS PRAGER sponsors news in a 5-minute program on WBBM called *11 P.M. News Flashes*. Ken Nordine does the announcements and gives the news. Nordine, incidentally, has developed a refreshing and breezy manner with the commercials that makes easy listening and stimulates a taste for the product.

● A word about the commercials here. We cling to the theory that the beer drinker can't taste a formula, a brewing process, a blending of brews or the brewing equipment, so we don't talk about these things. We use instead, lively, lilted phrases, trick words like "*taste-
elatin'*, *thirst-abatin'* and *flavoratin'*."

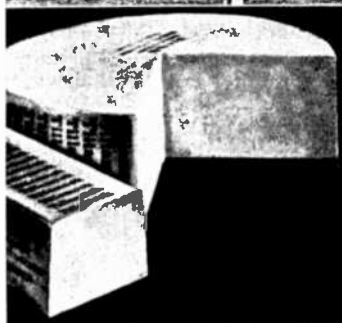
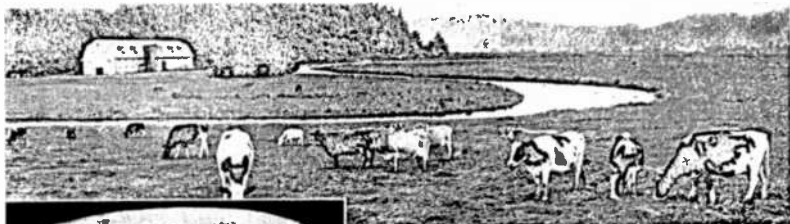
These words have caught on with the public and they repeat them when they talk about ATLAS PRAGER BEER. We use also a rising inflection at the end of our expression, "*The Best Beer in Town,*" so that the radio audience has picked up that expression too.

One principle of our radio advertising which is, of course, an elementary one, is to pounce on any good radio time the split second it becomes available. This brought maximum returns in a program recently instituted.

That program is called, *Jobs for G.I. Joe*. It is presented in full cooperation with the War Manpower Commission's United States Employment Service. On this program, three returning veterans are interviewed each week. They tell stories of their war experiences and also their qualifications as far as ability to serve prospective employers is concern-

 From the fertile brain of I. J. Wagner, vice president of the Olian Advertising Co., Chicago and St. Louis, came the Atlas Prager slogan which made radio history. Other pleasantly irritating reminder announcements perpetrated by ad-man Wagner: "Whiz—Best Nickel Candy There Is." Another is the catch phrase, "Saves Ya' Cookin', Saves Ya' Cash, Get That Broadcast Corned Beef Hash."

It was the Olian Advertising Co. which started the Waste Paper Salvage Campaign in June, 1941. What turned the trick: an experimental telephone with all spot announcements directing calls to the local telephone exchange. The idea clicked, and Olian was appointed by some 50 leading mills to handle the National Waste Paper Conservation Campaign. Olian also arranged for the broadcast of the St. Louis Symphony Orchestra as a prestige, institutional program sponsored by seven Missouri breweries over 12 stations. The agency originated the guest star tie-up between Alpen Brau (Columbia Brewing Co.) and Chase Hotel.



Tillamook... on the Rind

by M. W. MANLY, vice president, Botsford, Constantine & Gardner

Radio represents the major advertising effort of the Tillamook County Creamery Association for its Tillamook cheese. Sales, profits and premiums are the Tillamook checks, writes the vice president of Botsford, Constantine & Gardner, Portland, Ore.

Kitchen does most of the selling.

Once TILLAMOOK sold for the same price as competitive Wisconsin cheese, but with the advent of advertising and grading, a price advantage was obtained.

TILLAMOOK is the name of a town, a county, a bay, and a headland in western Oregon. It is also the name of cheese, as any western housewife will tell you, produced by the TILLAMOOK COUNTY CREAMERY ASSOCIATION.

Each year the 17 farmer-owned factories of this cooperative make about ten million pounds of cheese which sells for 9 to three million dollars. And each at a low cost, hard working radio program called *Benny Walker's Tillamook*

ed. In 25 years of TILLAMOOK's advertising history this price advantage has never been less than 1.77c. It has run as high as 4.55c.

For every dollar spent in advertising, these farmers of Western Oregon have realized a fabulous return of \$11.30. A clear profit of \$10.30!

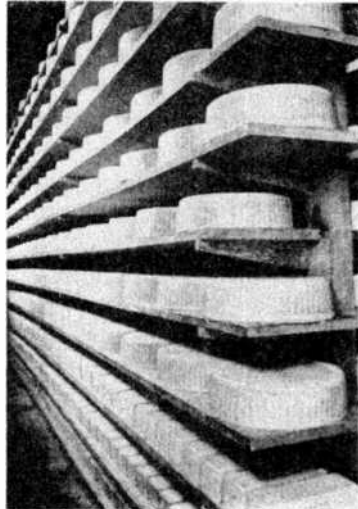
On the top floor of the NBC building in San Francisco, a stranger peeks through a studio door. "What program

is that?" he asks. "That is the *Tillamook Kitchen*," says the guide. "But," says the man, "it's just two people talking." "Well," says the guide, "it's been around here a long time, it must be doing O.K."

SALES, profits and premiums are TILLAMOOK's checks. In the case of premiums (recipes, loose-leaf binders, kitchen decorations, stamps, etc.), a sales slip or trade mark cut from a cheese rind had to be mailed in (before the war) to prove purchase. During TILLAMOOK deals the response brought to the NBC mail room a most appetizing aroma



Ad-man who baits the sales trap for TILLAMOOK cheese is M. W. Manly, vice president, BOTSFORD, CONSTANTINE & GARDNER, Portland, Ore.





THERE was romance in the story of Tillamook, a little Holland in Western America. "LOOK FOR TILLAMOOK ON THE RIND" became a guiding slogan for thousands of homekeepers in the TILLAMOOK marketing territory. Newspapers (this was before radio) were used in cities up and down the Pacific Coast, and the space advertising was supported with display pieces supplied to grocers.

The \$14,000 that was appropriated for the first year's advertising was a mere drop in the bucket compared to the expenditures of national advertisers, yet it seemed a fortune to the farmers. It required vision on the part of the directors of the association to make that appropriation.

BUT when the \$14,000 brought a satisfactory return, and it could be demonstrated that TILLAMOOK CHEESE, *advertised*, brought back into the county about \$140,000 more, net, than could have been obtained for TILLAMOOK CHEESE unadvertised (on the prices obtaining on the Wisconsin product) the TILLAMOOK COUNTY CREAMERY ASSOCIATION was committed to advertising and modern methods of merchandising, lock, stock and barrel.

A few years later when radio came into the picture TILLAMOOK became an early radio advertiser on the Pacific Coast. For several years that has been the major effort.



Look . . . and Listen!

by THOMAS H. HUTCHINSON, production manager, RKO Television Corp.

► Six basic ideas of proven visual material will provide four competing television networks with 11,680 hours of visual programs a year is the belief of the production manager of the RKO Television Corporation, New York City.

EVERYONE interested in television is justifiably thrilled over the fact that in spite of the war, there are television programs on the air in the New York area every night in the week. But it is well to remember that so far there are no competitive program services. Think of the spot program builders are going to be in when the television audience has the choice of several programs! If we are not to be caught unprepared when television receiving sets go on the market the time to gain experience in this new medium is right now.

Before the war almost 60 per cent of the radio programs in this country were musical. I do not believe that musical television programs will fill the percentage of time on the air in television that they have filled in radio. This means that we must devise some new type of entertainment if we are to maintain the television schedule that the public will demand. The similarity in audience reactions between motion pictures and television will be very close, for after all, television is a motion picture in spite of what some people may say to the

contrary. The basic subject matter used in motion pictures is drama, musical comedy, animated cartoons, news, commercial shorts, and educational features. That means that these six basic ideas are proven visual material, and in general television is going to have to program its stations with the same six basic ideas. The important thing in television is not going to be *what* we do but *how* we do it, and this becomes doubly important in view of the fact that for a long time to come the economic factor in television will force us to present our television program just as cheaply as possible.

STRONG AUDIENCE APPEAL

IN my opinion, good, solid, rehearsed entertainment is going to be the backbone of television programs. Not for a minute am I losing sight of the tremendous audience pulling power of sporting events, when we can see them as they happen. I'll admit nothing can top them for up-to-the-minute information, but unfortunately we don't have championship boxing matches every evening, and horse races, the majority of football and baseball games all occur in the daytime. Some day television may provide an audience that will require these games to be played at night be

done in the way of pick up arrangements. Every boxing match that has been televised so far from a public arena has picked up the fight in a brightly lighted ring against a background of blackness which does not tend to make a good television picture, but it only takes a small stretch of the imagination to visualize boxing contests staged for the television audience presented in properly lighted studios.

FOOTBALL PICK UP

ANOTHER sport that lends itself particularly to television is football. You have from 14 to 16 men in a close group so that the play is easily picked up by the television cameras. Passes and kick-offs obviously demand quick and careful camera action but particularly good results have been achieved by putting the responsibility for the shots entirely in the hands of the camera man. With two or more cameras following any sporting event, the director in the control room then has the choice of which camera to use. Baseball is not a particularly easy sport to pick up, but when four cameras are available and you can have one behind home plate, two for the infield and one for the outfield, you can do a good job. It is even possible with only two cameras to give a very intelligent picture. Equipment limitations seriously impede a good pick up of a horse race because of the distance involved. We usually had our camera on top of the grand stand and while we got a good picture of the finish, the start was almost too small to have very much pictorial value when it occurred across the track from the grand stand. Since the same thing is true when one is actually at a race, we should not be too critical of television limitations when we would be unable to see any more if we were at the race in person. Some day we will virtually be able to be in two places at once, because television race track pick ups of the future will involve multiple camera location and by switching from camera to camera as the race progresses, we will be able to view the horses all the way around the track.



NEWS POTENTIAL

THERE have been recent experiments made in broadcasting news for television and some of them have been very successful, but I do not feel that we have achieved what we must ultimately attain if we are to make television news broadcasts what they should be. The motion picture news reel gives you something that still pictures or maps cannot replace and once this war is over, and our news programs go back to the position they held before the war, we are going to be forced to put some ingenuity into the presentation of television news broadcasts.

FEATURE FILMS

Feature films were always a high favorite rating program principally because they presented a well put together story but when we consider that all the feature films that have been shown on television have all been from three to four years old and in some cases ten and eleven, I do not feel that we have had a fair test of film features of this kind for television.

TRAVEL pictures with the explorer in person in the studio giving a first hand account of his travels as picturized in silent motion pictures met with definite approval on the part of the television audience. When we begin to make mo-

Buy It Wholesale

by LAWRENCE F. ORBE, JR., general
manager of New Jersey Flour Mills

*ic But New Jersey Flour Mills Create
ith Campaign Supporting Retail Bakers*

coverage of the audience we wished to reach in the quickest way possible. After convincing ourselves of this fact, we began determining which of the metropolitan outlets would give us the most of what we sought. While the cost angle was, of course, considered, this alone in no way biased our decision.

WPAT, Paterson, N. J., was picked, first, because of its local popularity; secondly, because of the rapidity with which it is winning one of the finest listening audiences in the entire metropolitan area (as our thorough investigation proved), and finally, because its programs are dignified and conducive to good public acceptance. Too, since our products are sold mainly in the metropolitan area (which for us includes a smattering of New England and then south to Delaware), WPAT gave us the coverage we wanted. (Due to the freight factor, which would put our flour at a competitive disadvantage, say, in New Orleans or Minneapolis, a national coverage would be wishful thinking on our part, and the subsequent waste of a goodly number of Uncle Sam's dollars

● (Right) . . . Not mike-frightened is Lawrence F. Orbe, Jr. (left) as he discusses the NEW JERSEY FLOUR MILLS' radio campaign with Bill Bohack, emcee of *Music a la Mood*, heard over WPAT, Paterson, N. J.



would defeat the purpose of any advertising program, which certainly does not include waste as one of its objectives.)

Next, we selected the kind of program we wanted. Naturally, this was done with a great deal of care. Not only were we concerned with obtaining a good program with which to publicize our products, but the right kind of program in line with what we had to offer for sale. We feel that the choice of the proper program and talent to best blend with the products offered for sale cannot be minimized as one of the top factors in a successful radio campaign. (Who, for example, could see the justice of an *Olsen & Johnson* or *Abbott & Costello*, with all due respect to their fine talent, trying to push the sales of the AMERICAN ROLLING MILLS and its great steel materials, or an *Andre Costelanetz* and his magnificent orchestra swaying to the tune of "*Pepsi Cola Hits the Spot?*")

● Our final choice, we can now smugly say, was a happy one. For three years, or since the inception of WPAT, *Music a la Mood* had been a full-hour, unsponsored and uninterrupted Sunday pro-

gram of classical and semi-classical recorded music.

The fact that this program was already established, with a large and established listening audience, we felt to be a very important one; since our advertising through all mediums had previously been of a very inconsequential nature, to have to start with something new and build from scratch might prove, we knew, an expensive proposition. It seemed to us a wise bit of trading on the other fellow's advertising dollar, and we grabbed it.

Our commercial policy in regards to these broadcasts were as thoroughly and, we feel, wisely thought out. As wheat-flour millers, the products of the NEW JERSEY FLOUR MILLS are exclusively bakery flours sold only at wholesale direct to the baker, giving us no contact whatever with the consumer, or buying public. As a result, since our program on WPAT was designed to appeal to this group, all of whom were potential customers of the



● (Left) . . . Quality gets the repeat orders for NEW JERSEY FLOUR MILLS. Radio helps get that first order. With its WPAT series, sponsor puts its best foot forward to bakers in the trade area who use the product.

bakers to whom we catered, our commercials, we felt, should feature the baker instead of ourselves.

Thus, our commercials, which are kept brief, dignified and to the point, tell our listeners of our bakers, patrons of long standing and continued patronage, deserving of this expense and consideration. These bakers are mentioned by name and address and their establishments and products are praised. Each baker receives a minute commercial, and two are mentioned on each program. In addition, there is a one-half minute institutional commercial which we allow ourselves. That makes for two-and-one-half minutes of commercials in a full-hour program!

● Thirty-five hundred bakers throughout the New England states, New York, New Jersey and Delaware, all customers of the NEW JERSEY FLOUR MILLS, were mailed compact six-page folders announcing the company's Sunday sponsorship of *Music a la Mood*, and plans are now being made to mail 10,000 more of these folders to baker's trade associations in the area.

This plan, we have found, has had the tendency to build up a considerable amount of good will, institutional and otherwise. We know definitely that it has stimulated consumer sales of the products sold by our customers, which naturally doesn't hurt our sales. We have found that the bakers are more inclined to give us their orders, and larger ones than they might ordinarily have given us, because we have done them a good turn with the public at no cost to themselves.

● While pleased at the prospect of this free advertisement when it was first broached to them, especially since the commercials plugged only them and their products without mentioning anything about whom they buy from or what flour they use, today our bakers are frankly and outspokenly tickled pink with it all. Not only do they write emphatic letters of thanks for this service, but our salesmen find our bakers actually apolo-

gizing now when they are not in a position to give them an immediate order. But we know we will get that order sooner or later, because those bakers have been sold on our services to them (which is, of course, incidental to the fact that we make excellent quality flours for every bakery purpose).

To even further earn their appreciation, we have printed a beautiful three-color, four-page folder advertising the program which we give each baker to distribute to his customers when his turn comes to be the subject of that broadcast's commercial.

But now, of course, you will raise the \$64 question, and rightly so. What, you may want to know, about new customers, new sales for the NEW JERSEY FLOUR MILLS Co.? Well, the answer is simply this: bakers in the whole area have heard, or heard about, the program, the idea behind it, and what it has accomplished for the bakers whom we have plugged on it. True, we have not been deluged with new orders, since flour is not a ten cent or a one-purchase item, but one sold on quality first and with a long-standing repeat nature, and these new customers are with us to stay; the quality of our products and the service we render make us certain of that.

● Yes, as I stated at the outset, our experience with radio is of rather recent vintage, so that it is still too early to predict its permanent affects, but we certainly have the bakers talking, and when you can get anybody to talk about anything other than the war these days, that's good, brother.



Supply in Demand

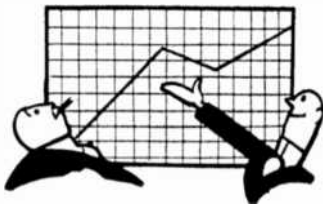
40% Total Ad Budget Goes to 11 Stations in a 4 State Area for 150 Oklahoma Tire & Supply Co. Stores Says Ad-Manager D. C. SPERRY

THAT radio is a profitable medium for any retailer to use, provided it is used intelligently, certainly has been proved by the OKLAHOMA TIRE & SUPPLY Co. with 12 years of radio advertising experience.

The OKLAHOMA TIRE & SUPPLY Co., operating a chain of more than 150 stores in a four-state area (comprising the entire state of Oklahoma and a good part of Arkansas, Kansas and southwest Missouri), has its general offices and warehouse facilities in Tulsa. Starting on radio with the use of one station in 1932, with a budget amounting to less than \$1,000, OKLAHOMA TIRE & SUPPLY Co. now uses the facilities of 11 geographically located stations throughout its operating territory, with a total radio appropriation of \$54,000 per year (or \$4,500 monthly), a sum representing approximately 40 per cent of its total advertising budget.

CHIEF among the radio programs sponsored by OKLAHOMA TIRE & SUPPLY Co. has been, and is, the OKLAHOMA TIRE & SUPPLY Co. News on KFH, Wichita, Ka. Daily at 7:30 A.M. a quarter-hour of the latest news is broadcast by KFH news editor and chief newscaster George Gow.

To quote D. C. Sperry, advertising manager, Tulsa, Okla.: "We have used radio consistently, year after year, with marked success, carefully studying our



markets and our own needs, selecting our audience, and giving them what they want, namely, news. We supplement these regularly established newscast periods with a definite campaign of spot announcements at the time to reach a maximum listening audience, and we have an institutional musical program on Sunday, over a network of major stations geographically selected to reach the listening audience in all operating points. On these programs contests are offered to instill interest and to check listening audiences.

"**C**OMMERCIAL copy is devoted to specific items (not general lines) at specific prices which greatly simplifies our checking problems on actual results obtained in each of our major markets.

"Year after year our radio budget has expanded, until, today, we regard radio as one of the two best mediums we have ever used for direct selling of lines (many of which have been added since the beginning of the war)."

Feed Facts Air Fed

Radio Advertising Puts a Dollars and Cents Value on Chicken Feed for the De Forest Feed & Seed Co., Galesburg, Illinois

● A unique ten-minute radio broadcast is the principle method used by the DE FOREST FEED & SEED CO., Galesburg, Ill., to promote the sale of feed and other products handled by the firm, according to an article in *The Feed Bag*, merchandising magazine of the feed industry.

The broadcasts now in their sixth year, are made over WGIL. Heard five days a week, Monday through Friday from 12:05 to 12:15 P.M., the series catches the farmer just as he sits down to his mid-day meal. Current farm news, items of advice to feeders and farmers, and sales plugs for DE FOREST PRIDE feeds are used on each broadcast. National and local farm news and information make up about 70 per cent of the program content, while the remainder is devoted to talks on feeds and feeding, and other tips of livestock and poultry problems, presented by D. D. De Forest.

● Material is culled from farm papers, trade journals, newspapers, agricultural college bulletins and similar news sources. Market quotations on grain, livestock and feeds make up an important part of the program, and these are held until the last part of the broadcast on the theory that since farmers do not wish to miss the markets they listen to all the rest of the program. With this system, it's easier to give them the information about DE FOREST feeds and their part in food production.

In addition to his own firm, Mr. De Forest frequently mentions other Galesburg business concerns, especially those whose business is more or less connected with his own. For instance, the makers

of VICTORY grain bins, HANSON LUMBER Co., are frequently mentioned. When the government has any information about grain, feeds and other things of interest to farmers, Mr. De Forest always advises listeners to "see your local feed dealer." In this way, the radio series helps other feed dealers as well as himself.

● While Mr. De Forest gives radio credit for being by far the biggest producer of sales, he uses newspaper space extensively, and advertises every day in the Galesburg newspapers.

D. D. De Forest broadcasts one of his friendly 10-minute radio chats from the WGIL studios. Radio helps bring the farmer to the DE FOREST feed plant at Galesburg, Ill.



What Price "Hi" Promotion?

High School Radio Series Steps up Store Traffic for Nelson's
by DOROTHY HANSON, director of radio activities

ON June 24, 1944, the curtain fell on the final broadcast of the *High School Post Exchange*, and yours truly heaved a sigh of regret and relief. (The *High School Post Exchange*, in case you're interested, is NELSON'S weekly radio salute over WJTN, Jamestown, N. Y., to the teen-age crowd.) Since then, we've had time to draw a deep breath, mop our perspiring brow, recapitulate events, and compute the results of our first year of intensive High School Shop promotion. Was it worth the effort? Do the results obtained really justify the expenditure?



● (Above) . . . Store owner M. R. Nelson got what he was after, namely, store traffic and sales, with emphasis on the High School Shop.



● (Left) . . . Mikestress Dorothy Hanson is known to the public as Nancy of Nelson's.



● (Right) . . . Final broadcast for the *High School Post Exchange* was followed by a luncheon for students with store owner, M. R. Nelson as host.

Let me quote Weldon Nelson of the firm of NELSON'S of Jamestown, and merchandise manager of Ready-to-Wear: "Our High School Shop, during the school year 1943-1944, was more successful than in any previous year. Traffic has been heavy, and sales volume has substantially increased.

"The success of this past year's promotion has been largely due to the thorough and careful planning of our Director of Radio Activities, and the whole-hearted cooperation of our newspaper advertising manager, plus the sales appeal of our student sponsor, and the fact that our Ready-to-Wear buyers supplied the merchandise Miss Hi-Schooler wanted, when she wanted it."

But now we're putting that trite old cart before the proverbial old horse! Let's begin at the beginning. In August of last year we decided that something should be done to promote our excellent

operation with the student sponsor. The program rapidly took on the character of a real PX, complete with soda fountain and juke box, and was heard over WJTN every Saturday morning at 10:30 A.M.

News from Jamestown High and the high schools of ten surrounding communities was presented through the *High School Bulletin Board*. Members of various high school organizations were interviewed, thus calling public attention to their clubs and activities. Announcements of school events such as plays, concerts, debates and football games were given a prominent place on the program. Commercials were confined to brief, informal chatter about new styles in the High School Shop, and thus the program became two-thirds public service, and one-third commercial. In fact, faculty members have been enthusiastic and cooperative because of the radio experience given their students.

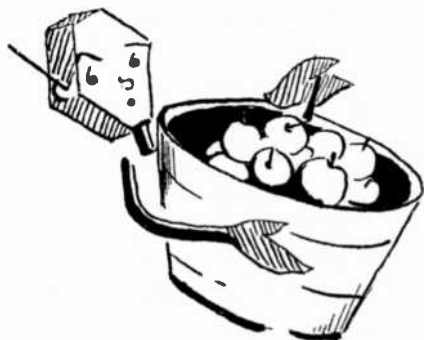
At the close of the school year we found that 65 high school students had been guests on our program, and to climax our activities, a High School Radio Party was planned. An open invitation was issued all students to come and see their own radio show actually on the air.

DESPITE the fact that intense rain was falling that morning, following one of the most severe rain and wind storms this area has ever experienced, an enthusiastic crowd of young people witnessed the broadcast, and stayed to be entertained for 45 minutes by a High School Talent Show. Promptly at noon, NELSON'S OF JAMESTOWN again proved itself the "*friendly department store*" by entertaining 43 young program guests at luncheon. The singing of *Aulde Lang Syne*, concluding the luncheon, was more than a mere gesture. It was a sincere expression of the feelings of the students and their sponsors.

And now, when we've scarcely had time to draw a deep breath, it's time to start all over again. Are we going to do it? You bet we are!

New Horizons

by ELIZABETH J. ODAMES, home eco



TODAY'S housewife is as busy as the proverbial bee. I discovered that on my *Household Chats* program over WIBX, Utica, N. Y., when I offered my listeners a valuable booklet on jam and jelly making, a booklet easily worth 25 cents, free with no strings attached. Listeners had only to write, asking for the booklet, but to my chagrin, very few letters or postcards came in. I tried something else. I asked my listeners to telephone me after the broadcast, giving me their names and addresses, if they wanted the booklet. They did! By the dozens! And the universal comment from each was that while she wanted the booklet she hadn't had the time to write. All appreciated the opportunity to telephone for it.

Recipes have always been in great demand among housewives. All women are interested in new dishes and how to prepare them, and wartime shortages and substitutes have created an even greater demand. Because of the war, homemakers have become acquainted with foods, and good foods at that, which

baking, and the answer, almost universally, was: "If there is an abundance of milk and eggs in the post-war period, I want the real things." Specialties such as dried fruits are acceptable and often necessary to cooking, but it seems to me that a strong selling campaign would be necessary to earn the housewife's respect for any dehydrated or dry food other than those now accepted.

(3) *After the war, would you like to buy your meat pre-cut, cellophane wrapped, and priced, from a self-service display case?* I found that pre-packaging of meat, especially, will be a time-saver, and a big help to the average housewife, but woe to the meat dealer, who slips a poor piece of meat into that cellophane wrapper! He will immediately destroy every bit of prestige cellophane wrapped food will have built up. In other words, there is the germ of a good idea in the cellophane packaging, if Mrs. Housewife can be guaranteed of freshness and quality. Another selling job for the grocer. In this case, lots of confidence in the fact that Mr. Smith the grocer, sells only good meats.

(4) *Will you buy more or less quick frozen foods after the war?* Frozen foods everywhere are popular with housewives, and I have yet to find one who dislikes them. To me, it seems that a bright future is in store for frozen foods. All housewives tell me that frozen foods are clean, quick to use, and tasty, and that each member of the family enjoys them. What more endorsement can any product earn? Yes, definitely yes, frozen foods will be a popular item after the war.

(5) *Do you buy bread from your grocery store?* Definitely yes. First, I'd like to pay tribute to the bakers of America who have given American housewives the best bread in the world; secondly, to the advertising agencies who have carried out a sensible, acceptable campaign to introduce the housewives to bread, its

value and importance, and to purchasing a particular type of bread with confidence. There are more types of bread on the grocers shelves than ever before, but the average housewife buys a well-known brand along with her grocery order, safe in the assurance that the bread will be fresh, and good.

(6) *Do you buy other baked goods, such as pies, cakes, etc., from your grocery store?* Yes! Timesavers, of course. The cakes and pies have given the customers the same assurance as bread, thanks to better baking methods and to sensible, smart exploitation.

(7) *Do you think the grocery store should sell hardware items, like electric fuses, garden implements, etc.?* This reminds me of the drug-store developing into a minor department store. Although I don't believe the average grocery store should grow into a super, all-purpose grocery store, supplied with every conceivable item the housewife needs, I do believe that items such as the housewife must use along with food, and allied products have a very definite place in the grocery store. Many times the housewife has dashed to the grocery store with only a few minutes to spare, and wished that the grocer might have a funnel, corkscrew, strainers, bottle openers, measuring cups, bread knife, pastry blender, and a host of other articles. I believe the grocer should carry these items after the war for two reasons: as an added service to customers, and an added source of revenue. The average housewife agrees.

(8) *Do you buy vitamin tablets?* Yes, at the drug-store. *Do you know why a grocer shouldn't be permitted to sell vitamins?* No reason! Housewives tell me, "Vitamin tablets are food, and not a medicine." Here again, grocers need to do a selling job to get the average customer acquainted with the fact that the grocer, handling food, also sells vitamins.



AIRING THE NEW

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

Beverages

WANT AD For the man with something to buy, sell or swap, and for the person whose possessions have been lost or found, **OLD HICKORY ALE** is a friend in need. Heard daily at 6:00 P.M. over **WCOV**, Montgomery, Ala., the quarter-hour series is composed of want ads, lost and found, and swap items. Program is divided into three five-minute sections, with items put into lost and found, want ads and swap items categories. All are run free of charge as a good will gesture from **OLD HICKORY**. Each program carries three commercial announcements.

AIR FAX: First Broadcast: March 1, 1944.

Broadcast Schedule: Monday through Saturday, 6:00-6:15 P.M.

Preceded By: World Today.

Followed By: Network.
Sponsor: Old Hickory Ale.

Station: WCOV, Montgomery, Ala.
Power: 250 watts.
Population: 105,000.



COMMENT: While some programs lend themselves to a selling campaign, and others are best suited to an institutional approach, a feature of this kind serves both purposes. And because of the nature of its editorial content, such a feature will, over a period of time, reach a wide and diversified listening group, thus extending the commercial impact.

Beverages

SOMETHING TO SING ABOUT There's *Something to Sing About* every day in Buffalo, N. Y., and five times weekly the **BREWING CORPORATION OF AMERICA** sets the words to music over **WGR**. Music is the stock-in-trade on the quarter-hour feature heard at 7:45 P.M., with the *piece de resistance* a short news item which gives listeners *Something to Sing About*. Example: news that a missing American Ace was safe in Germany.

For listeners anxious to get on with the show, the brief opening announcement is also something to sing about. **Example:**

ANNCR: Your host is Carling's.
CHEERS & ORCH: OPENING.

ANNCR: For more than 100 years, it's been Quality That Never Varies! This is Foster Brooks, speaking for Carling's, and bringing you songs and something to sing about, featuring Jan Martel, the Four Cheers with Dave Cheskin and his orchestra.

Commercial tie-in with the title of the show: "For something to cheer about through the week, any week, make yours Carling's Black Label Beer or Carling's Red Cap Ale. No matter where you buy it, when you buy it, you can depend on quality that never varies."

AIR FAX: First Broadcast: November 22, 1943.

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

Preceded By: News.

Followed By: Watch the World Go By.

Sponsor: Brewing Corporation of America.

Station: WGR, Buffalo, N. Y.

Power: 5,000 watts (d).

Population: 613,506.

COMMENT: When advertisers provide listeners with catch phrases and slogans that are easy to remember, the sales battle is well begun. And with radio, too, what's well begun is half done.

Drug Products

LANDERS NEWS COMMENTARY When **WILDROOT HAIR TONIC** went into the San Antonio, Tex. market, it set out to give **WOAI** listeners the reasons why **WILDROOT** should get the preferred spot in the medicine chest. Natural tie-in

Finance

WE'LL FIND OUT What the STATE NATIONAL BANK, El Paso, Tex., wanted was an institutional program that would bring the bank closer to the community. It also wanted to establish STATE NATIONAL as the bank where the common man could bring his financial problems for solution. With *We'll Find Out* STATE NATIONAL set out to find out if radio could do the job.

Heard over KTSM, the weekly quarter-hour series features listener-sent questions on everything under the sun. Direct community tie-in: answers to questions come from the Public Library, thus put the show in the category of community service. Questions put by listeners vary from "How do you address a Congressman?" to "Why is the press designated the Fourth Estate?" or "How many tablespoons of waste-fat make one pound?" Program is in the form of a round-table forum with a panel of four persons to answer questions.

Commercial transition: *"This program is by no means limited to questions on finance, but this is an appropriate time for State National to remind you that whenever you need information about any subject connected with banking, the State National is El Paso's oldest financial institution."*

Questions are sent directly to the station, but the Public Library gets full credit for providing the answers.

AIR FAX: Continuity editor Conroy Bryson emceed the show.

First Broadcast: July 17, 1944.

Broadcast Schedule: Monday, 8:00-8:15 P.M.

Preceded By: Information Please.

Followed By: Songs of Yesteryear.

Sponsor: State National Bank.

Station: KTSM, El Paso, Tex.

Power: 1,000 watts (d).

Population: 105,136.

COMMENT: While most financial institutions have a difficult time getting an accurate check on results from broadcast advertising, there is no doubt but that a community service feature performs invaluable institutional service to its sponsor. Sponsor here definitely is identified with the community by means of a direct tie-up with a community project.

Fisheries

AROUND THE SOUND To those for whom the mood and flavor of Puget Sound is Shangri-La, Ivar Haglund is a hail fellow, well met. Each Sunday morning at 9:45 KIRO listeners in and around Seattle, Wash., go *Around the Sound* with this friendly Northwest troubador. Host is the FISHERIES SUPPLY Co.

Quarter-hour of ballads, ditties and salty stories of marine life is Haglund all the way through, is done in an unpretentious manner.

AIR FAX: First Broadcast: May 28, 1944.
Broadcast Schedule: Sunday, 9:45-10:00 A.M.
Preceded By: News.
Followed By: Church of the Air.
Sponsor: Fisheries Supply Co.
Station: KIRO, Seattle, Wash.
Power: 50,000 watts.
Population: 452,637.

COMMENT: For those who clamor for more programs with a truly regional flavor here is a step forward in the right direction.



Gasolines

MARCHING TO VICTORY While America's dollars go *Marching to Victory*, America's gasoline powers the attack. To remind KTBC, Austin, Tex., listeners of this fact, the TAYLOR REFINING Co. took to the air with *Marching to Victory*, a 30-minute show heard three times weekly on a staggered schedule to achieve the widest possible audience coverage.

Highlight of each broadcast is a *Victory Vignette*, a true story taken from ASCAP scripts. Body of the program is recorded or transcribed music from featured artists. Show closes with a patriotic appeal either general in nature or tied-in with the Central Texas locale. For the TAYLOR REFINING Co. opening and

closing credit lines carry the institutional burden.

AIR FAX: First Broadcast: August 16, 1943.
Broadcast Schedule: T, 7:00-7:30 P.M.; Th, 3:30-4:00 P.M.; S, 4:30-5:00 P.M.
Sponsor: Taylor Refining Co., Taylor, Tex.
Station: KTBC, Austin, Tex.
Power: 1,000 watts.
Population: 87,930.

COMMENT: When the family jalopy comes out of cold storage there's going to be a mad scramble between competitors after the motorists' dollars. Advertisers, who lay the ground-work today will be that much ahead of the game.

Home Furnishings

BETTY AND BOB Houses are just houses without people to live in them, and it is these self-same people who give any home character and personality. With that in mind, the CARROLL FURNITURE Co., Atlanta, Ga., put its best foot forward, selected *Betty and Bob* to represent it to WAGA listeners five times weekly.

Feminine listeners who hear the transcribed feature also see the furnishings which make a house a home. Main attraction for window shoppers is the CARROLL revolving window which reveals three complete sets. Customers make their choice from among the five store floors and three warehouses of merchandise, with furniture shown in actual rooms against a natural background. Commercial copy features the advantages of shopping at CARROLL'S. Series was placed by store manager Craig Topple.

AIR FAX: Available are 390 episodes.
Broadcast Schedule: Monday through Friday, 9:30-9:45 A.M.
Preceded By: News.
Followed By: Glamour Manor.
Sponsor: Carroll Furniture Co.
Station: WAGA, Atlanta, Ga.
Power: 3,000 watts.
Population: 1,333,200.
Producer: NBC Radio Recording.

COMMENT: Tie-in here between program content and product advertised makes for a unified approach. With a feature of this type the advertiser gets

the benefit of network talent and top-notch production.

Men's Wear

PARADE OF LIFE For the last four years, TRU-FIT clothes has designed, cut and tailored its own pattern for radio. Now it puts aside its sports togs. Likewise, the bolt of program cloth from which its recorded shows were cut has been put on the shelf. To set the fashion parade for defense workers, others who have made Baltimore a booming wartime metropolis, TRU-FIT fashioned *Parade of Life*.

Focus is on the *World Spotlight*, the *Human Spotlight* and the *Musical Spotlight*. Two-man dramatic narrative show is heard every Sunday at 5:30. Woven into the scripts are human interest bits of this-and-that with appropriate music to set the pace.

Opening and closing credit lines set the stage for TRU-FIT. Quality at popular prices is the basis for the commercial approach. Two center commercials highlight special values in men's and women's clothing. Slogan that gives week-to-week continuity to sponsor's commercials: "*Remember Tru-Fit . . . a name worth remembering.*"

AIR FAX: Production is under the supervision of Norman Gladney.
First Broadcast: February 20, 1944.
Broadcast Schedule: Sunday, 5:30-6:00 P.M.
Sponsor: Tru-Fit Clothes.
Station: WITB, Baltimore, Md.
Power: 250 watts.
Population: 859,100.
Agency: Leon S. Gelnick & Associates.

COMMENT: Repetition is one of the elements from which sales are made. A catch line or slogan is one method. Expression of the same idea in different words is another device. If the advertiser first decides what ideas he wants to convey, he needn't worry about saying them too often. He can't!

Sustaining

SOLDIERS' RETURN With more than one million ex-service men already returned to civilian life, the problem of reorientation of these men isn't one that can be put off until the last depth bomb has released its charge. It's not a problem for tomorrow. It's one that must be met today.

In Denver, Col., the American Women's Voluntary Services, the American Association of University Women and the Colorado Council of Defense decided to meet the situation with a series of weekly KOA broadcasts. Produced on KOA by the Rocky Mountain Radio Council, *Soldiers' Return* was scheduled for a 15-week run.

Chats between returned service men, either convalescent or honorably discharged, and leaders in educational, industrial, professional, business and labor groups carried the story to civilians. A moderator bridged the gap between what the returned service man wanted and what opportunities now exist or may be created.

Subjects ranged from job opportunities, agriculture and ranching, mining, unskilled labor and the professions to rubber, aviation, steel, jobs for boys who have never had one, engineering, radio, railroads and merchandising.

Service men presented on the series have eighth grade, high school or college backgrounds, have served both on the home front and under fire overseas.

AIR FAX: **First Broadcast:** April 29, 1944.
Broadcast Schedule: Saturday, 6:45-7:00 P.M.
Station: KOA, Denver, Col.
Power: 50,000 watts.
Population: 303,273.

COMMENT: Programs of this kind illustrate the splendid way in which radio and its advertisers meet the social obligation of service to the community. The speed with which the ex-service man readjusts to a new design for living will have a significant bearing on future industrial progress. In the national picture advertisers who fashion campaigns on this line fall in line with current governmental strategy.



SHOWMANSHIP IN ACTION

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

Finance

FIGHTIN' TEXAN Texas is proud of its fighting sons and the **FIRST NATIONAL BANK**, Dallas, Tex., keeps these men in the limelight over **WFAA**. Nor are the weekly dramatizations of the stories of Texas war heroes mere paper honors to the native sons. Each man whose story is dramatized receives a 100 dollar War Bond from **FIRST NATIONAL**.

Also included on each quarter-hour broadcast are salutes to four other Texas boys who have performed outstanding service in some theatre of war. To conclude each broadcast, emcee Felix McKnight reads an oral editorial on a pertinent Home Front question in cooperation with **OWI**. Straight-from-the-shoulder talks usually deal with paper salvage collection, blood donation, War Bond buying, other such vital projects.

AIR FAX: Show is handled by Felix McKnight, assistant m.e. of the *Dallas Morning News*. Dramatizations are given with assistance of **WFAA** staff members.

First Broadcast: June 30, 1944.

Broadcast Schedule: Friday, 9:45-10:00 P.M.

Preceded By: Bill Stern Sports Reel.

Followed By: News.

Sponsor: First National Bank.

Station: **WFAA**, Dallas, Tex.

Power: 50,000 watts.

Population: 273,279.

COMMENT: As optimism over the outcome of the war increases, the public needs reminders more than ever that there's work to be done on the home front. War-theme broadcasts perform invaluable public service, also give advertisers a means of making a gradual transition to post-war planning.

Shoes

SCHOLASTIC BASKETBALL For its first venture into radio, **HANOVER SHOE STORES** put the ball into play with high school basketball broadcasts. Each Friday night at 9:05, a game from some point in South Jersey, and another game in North Jersey were aired. Only top-rated games in the *New Jersey Hanover-Dick Dunkel Rating and Forecast Sheet* were aired.

What upped store traffic in the **New Jersey HANOVER SHOE STORES** was the offer of forecast sheets obtainable only at the stores. *Rating and Forecast Sheets* were plugged on the broadcasts, and since turn-about is fair play, the broadcasts were plugged on the rating sheets. Additional promotion for the weekly broadcasts: store window displays giving time-and-station data. Local newspaper space measured not in inches but by the column played up the fact it was the first time local scholastic basketball had been broadcast in the area.

Commercials invited all listeners to drop in each week for the free copy of the Forecast Sheets, also gave store locations. Catch phrase for sponsor: "*The Hanover Shoe . . . greatest shoe value on earth!*" Example of eye-and-ear commercial teamwork:

"You folks who have been enjoying your Hanover-Dunkel Ratings and Forecasts regularly have probably noticed the smart looking shoe styles featured each week on the back of the folder. Well, this week it's 'The Center' . . . a handsome and rugged shoe style if ever there was one. Ask to see 'The Center' at any Hanover Shoe Store . . . water-proof, wear-proof, twist-proof. . . ."

Additional merchandising tie-in was the **HANOVER Sport-O-Gram** for posting on school bulletin boards.

AIR FAX: **First Broadcast:** November 25, 1943.

Broadcast Schedule: Friday, 9:05-10:30 P.M., from November 25 to January 14.

Preceded By: News.

Sponsor: Hanover Shoe Stores.

Station: **WIBG**, Philadelphia, Pa.; **WAAT**, Newark, N. J.

Agency: Warwick & Legler, Inc. Adv.

COMMENT: Here is a splendid example of the effectiveness of coordinated advertising activities. Together, they created store traffic for sponsor, even though outlets were at widely distributed points.



WHAT THE PROGRAM DID FOR ME

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

Groceries

KORN KOBBLERS "My monthly statement from KIDO is an indication of how my business has progressed in the years I have used radio, and it shows what I think of the value of radio advertising. Our advertising budget for radio has increased 191 per cent since 1939.

"We began to use time on KIDO when we first started in business with one store in Boise, Idaho, in July, 1939. Benefits were so apparent we have never bothered to advertise in other media.



"In June, 1940, a store in Nampa, Idaho, was added, and in November, 1941, a Caldwell unit was added to the chain of grocery outlets. This progress of the **ALBERTSON'S FOOD CENTERS** was made with the aid of radio as the sole means of advertising."

JOE ALBERTSON
Owner-Manager
Albertson's Food Centers
Boise, Idaho

AIR FAX: Daily spot announcements, and Monday through-Friday strip shows represent the Albertson success combination. Currently it is airing the transcribed musical variety show, *The Korn Kobblers*.

First Broadcast: May 1, 1944

Broadcast Schedule: M, 4:45-5:00 P.M.; T, 6:15-6:30 P.M.; W, 6:30-6:45 P.M.; Th, 9:45-10:00 P.M.; F, 10:15-10:30 P.M.

Sponsor: Albertson's Food Centers.

Station: KIDO, Boise, Idaho.

Power: 2,500 (d).

Population: 160,000.

COMMENT: While the doubting Thomas may hesitate to place his entire advertising budget in radio, what radio can do single-handed for an aggressive advertiser is given point here.

Transportation

TWO BELLS THEATRE "In regard to *Two Bells Theatre* for the **LOS ANGELES RAILWAY CORP.**, we are pleased to say that it is getting results for our client. Heard over **KECA** twice every week, the format of the show is psychological suspense mystery, written by myself.

"We are leaning heavily toward the mystery suspense and find that our audience reaction is exceedingly good."

NEG MONETT
Radio Director
Dan B. Miner Co.
Los Angeles, Cal.

AIR FAX: *First Broadcast:* April, 1944.

Broadcast Schedule: W-F, 10:00-10:30 P.M.

Sponsor: Los Angeles Railway Corp.

Station: KECA, Los Angeles, Cal.

Power: 5,000 watts.

COMMENT: Networks don't have a monopoly on the *who-dunnits*, and the continued coast-to-coast success of such features is strong indication that the local or regional sponsor who puts his money on such an offering is almost certain to get the ear of the listening public.





PROOF O' THE PUDDING

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

Beverages

LIGHT & MELLOW What the REGAL AMBER BREWING Co., San Francisco, Cal., wanted was a radio program to dramatize its product, REGAL PALE BEER. Many program ideas were tried in the mind's eye, all found wanting. The show was hiding in the slogan of the product itself, "light and mellow," had to be coax-ed out step by step.

What came to shape was *Light & Mellow*, a combination of popular ballads and musical favorites for all ages. Utilizing an augmented orchestral group of 20 pieces, plus San Francisco's outstanding baritone and soprano, *Light & Mellow* was first heard in April, 1942, before a packed audience the opening week of San Francisco's new Radio City. Each week since that time, listeners hear a half-hour of listenable music.

The one commercial read by Armand Girard, show's star, is 30 to 45 seconds long, calls attention to the pleasure and satisfaction of enjoying quality REGAL PALE. Evidence that audiences take to the show like ducks to water: it averages a 6.4 rating.

Now entering its third year on the air, the show is broadcast Tuesday evenings over KPO. As with other REGAL AMBER BREWING Co. shows, the closing moments of each broadcast are always utilized for some public service or war activity message. At show's end, listeners are also reminded of a REGAL Thursday evening offering over the same station.

AIR FAX: Series is one of the few local shows in the nation to be transcribed, re-broadcast by shortwave

for men in the armed forces overseas.

First Broadcast: April, 1942.

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

Preceded By: Everything for the Boys.

Followed By: Richfield Reporter.

Sponsor: Regal Amber Brewing Co.

Station: KPO, San Francisco, Cal.

Power: 50,000 watts.

Population: 786,590.

Agency: M. E. Harlan Adv. Agcy.

COMMENT: When an advertiser achieves unity of program, title, and commercials it's no trick to make the sales message stick, and especially on a weekly schedule the listening audience needs a number of reminder gimmicks to make the commercial appeal effective.

Finance

MUSIC YOU LIKE TO HEAR When the LOUISVILLE HOME FEDERAL SAVINGS & LOAN ASSN., Louisville, Ky., took on sponsorship of the Sunday half-hour airing of semi-classical and familiar music, it hoped that the program was *Music You Like to Hear*. Evidence that the music fits the audience and its sponsor: HOME FEDERAL's renewal of the series for another year.

Music aimed at the older listener, the homebody interested in saving money and acquiring property, is what HOME FEDERAL serves up on platters. Commercials stress the ease, simplicity and convenience of owning a home, make a bid for mail by suggesting that interested listeners send a penny postcard to HOME FEDERAL for more details. In addition to home ownership, commercials also establish HOME FEDERAL with those interested in building or in refinancing their homes. Two commercials spotted in mid-program give listeners the facts and figures on the HOME FEDERAL's Direct Reduction Plan. Brief opening and closing announcements establish sponsor identification.

AIR FAX: **First Broadcast:** July 7, 1940.

Broadcast Schedule: Sunday, 1:30-2:00 P.M.

Preceded By: American Music.

Followed By: Listen, the Women.

Sponsor: Louisville Home Federal Savings & Loan Assn.

Station: WINN, Louisville, Ky.

Power: 250 watts.

Population: 319,077.

COMMENT: With radio advertising, programs designed for a *specific* audience to do a *specific job* have what it takes to paint the picture in black ink. To make this choice should be the advertiser's first consideration when he contemplates the use of broadcast time.

COMMENT: Advertisers who ponder, wonder what these radio homemakers have that make their programs click, find it amounts to this: one who can *sell* as well as *entertain* must be a wholesome, genuine person with an enormous capacity for down-to-earth friendliness.

Groceries

HOME FORUM On April 20, 1944, Frank A. Conolly, merchandising manager of OAKITE PRODUCTS, INC., was a *Home Forum* guest on WBZ, Boston, Mass. In his interview he told the story of the salvaging of the *Normandie*, now christened the *U. S. S. Lafayette*, mentioned that layers of oil sludge that had accumulated throughout the ship were removed with OAKITE. In his last 30 seconds on the air he offered to send listeners a copy of an OAKITE poster, showing several pictures of the *Normandie* during salvage operations. Requests had to be postmarked before midnight. What came in under the deadline: 822 requests!

OAKITE isn't the only sponsor to arch an eyebrow over listener response. In 21 participations, 1,709 listeners ordered a two dollar *Knitting Guide* book. During a 26-week interval, 9,002 requests for the Rockwood Sugarless Recipe Folder came to the *Home Forum* doors. Average return per announcement: 115.

The INDUSTRIAL TAPE CO. offered listeners a copy of the *Army & Navy Scrapbook of Humor*, repeated the offer for 12 times to produce 8,156 requests at the low cost per inquiry of .06.

AIR FAX: Broadcast over WBZ, Boston, and WBZA, Springfield, Mass., daily, Monday through Saturday, 9:00-9:15 A.M., the *Home Forum* is in its fourteenth year. Participants are limited to four each day, and each advertiser gets two medium announcements, rather than one longer one. Listenership is augmented by the fact that homemaker Mildred Carlson conducts a daily column in the *Boston Globe*, also issues a *Home Forum Bulletin* weekly.

Bulletin contains recipes, and a page is devoted to each advertiser, thus represents a bonus to sponsors. Average distribution of the *Bulletin*: 3,000. While it is sent free to each person writing for it, there is no mailing-list, and listeners must write each week for the new copy.

First Broadcast: 1930.

Broadcast Schedule: Monday through Saturday, 9:00-9:15 P.M.

Station: WBZ, Boston, Mass.—WBZA, Springfield, Mass.

Home Furnishings

GOLDEN JUBILEE There's no place like home. For 50 years, DICKASON-GOODMAN, "the Homemakers," has built its policy around that statement, and its fiftieth anniversary was something to talk about. But DICKASON-GOODMAN didn't know in advance just how much its *Golden Jubilee* broadcasts over KTUL, Tulsa, Okla., would set the town to talking. What was originally intended as a special two-time anniversary promotion by popular demand was continued as a regular half-hour feature. Broadcasts are aired Sunday from 12:30 to 1:00 P.M.

To point up the 50-year idea, an original dramatized skit on life in early day Tulsa is the highlight of each program, with Chief Shunatona, full blood chief of the Otoes and a KTUL staff member, as director-producer. A variety show moving at a fast tempo, it also combines music by Glenn Hardman and the Rhythm Makers; *The Homemakers*, girls' trio (name tie-in with DICKASON-GOODMAN's slogan, "the Homemakers"); the Jubilee Quartet, and Bobby Greer, baritone soloist. A three-minute news summary takes care of bulletins and late news flashes.

Courtesy announcements, feature listing on program schedules, newspaper advertisements and billboard display back the program.

AIR FAX: Original two-time feature was for 60 minutes. News summary and commercials are handled by Karl Jansen. KTUL continuity head Bernice Ash scripts the show.

First Broadcast: April 16, 1944.

Broadcast Schedule: Sunday, 12:30-1:00 P.M.

Preceded By: Salt Lake City Tabernacle Choir.

Followed By: Dangerously Yours.

Sponsor: Dickason-Goodman.

Station: KTUL, Tulsa, Okla.

Power: 5,000 watts.

Population: 147,961.

Agency: Chapman Company.

COMMENT: For their good will potential, not to be overlooked are anniversaries, other special events which focus public attention on the advertiser. What is effective on a one-time basis is even more valuable on a consistent schedule. Certainly a consistent pattern for radio advertising should take precedence over one-time shots.

Participating

TRADING POST For more than eight years, farmers, stockmen and city folks with possessions for which they have no use have found the *Trading Post* the place to barter White Elephants. Daily mail brings in from 15 to 40 letters offering to trade farms, suburban property, threshing machines, knitting needles, harness, cattle, horse collars, birds with and without cages, rabbits, hand power telephones, or what have you. Name it, and it has been offered for trade over the KFHH, Wichita, Ka., feature heard each week-day morning from 6:30 to 7:00 A.M. Year-in-year-out, mail count averages 7,500 letters and postcards.



While there is a charge made for farm and public sales on the *Trading Post*, in one month some 101 sale announcements were given.

Sponsors come and go, but two have been on the participating show since its first broadcast.

AIR FAX: Farm news, markets, trade news and pertinent happenings provide a tune-in from both town and farm. Time signal is given every few minutes, and because farmers always like to get the jump on a storm, weather forecasts are also included. Farm and market commentator Bruce Behymer handles the show.

First Broadcast: 1936.

Broadcast Schedule: Monday through Saturday, 6:30-7:00 A.M.

Station: KFHH, Wichita, Ka.

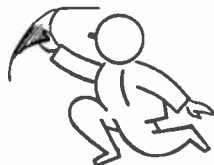
Power: 5,000 watts.

Population: 183,000.

COMMENT: Advertisers who make a consistent effort to serve the farm audience discover that this audience will in turn serve the advertiser. Particularly in these

SHOWMAN VIEWS

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



Department Stores

PARENTS' MAGAZINE ON THE AIR For parents attempting to keep up with the development of their off-spring, *Parents' Magazine* now comes forth with tips on rearing children from crib to college. Information on every phase of child care and family home management is included in the transcribed radio series designed for department stores.

Names of department stores who take on sponsorship of the series are listed in each issue of *Parents' Magazine*, and they also receive the official seal for use in ads, window displays, etc. Counter cards for the store's own ads of merchandise "as featured in *Parents' Magazine on the Air*" are also a part of the promotion package. Also available: advance monthly Fashion Forecast, special promotions as released by various *Parents' Magazine* departments, leaflets for store distribution, newspaper ad mats and photographs of stars and guests.

All to the good is the fact that both in the magazine and on the air, *Parents'* promotes all store departments.

Featured on the series is *Parents' Magazine* editor, Clara Savage Littledale, as well as other departmental editors of the magazine. Special features: *Meet the Browns*, presenting in dramatic form successful problem solutions submitted by the audience; *Out of the Mouths of Babes*, cute sayings of the youngest set, and practical articles on a wide range of subjects of child care dramatized from *Parents' Magazine*.

AIR FAX: Transcribed quarter-hour series is scheduled for weekly presentation.
Producers: Frederic W. Ziv Co.

COMMENT: Since every department in any department store feels the influence

of mothers, series here represents a golden opportunity full to the brim with possibilities.

Furriers

FURS ON PARADE While there is a shortage of, even a complete lack of some, nevertheless furs offer perhaps the only merchandise not restricted by priorities. Coupled with that fact, greater consumer spending power and scarcity of other commodities combine to make the fall season one of the biggest years in all history for furs.

Fur retailers after the business must first combat the obstacle of the high luxury tax on furs. With *Furs on Parade* designed to make the sponsor the fur headquarters of the community, the transcribed feature is a furrier's friend.

Exclusive to one store in a city, the series is adapted for use by department stores, specialty and fur shops.

Each episode of the dramatized series is divided into two parts, each running from three to three-and-a-half minutes. These are highlighted in a 15-minute program, interspersed with music taken from the station's transcription library. Sponsor gets three or more commercial mentions in each quarter-hour, and if desired, may point to fur authority Walter J. Horvath as its own expert.

AIR FAX: Type: Transcription.
Episodes: 26.
Time Unit: 15 minutes.
Producers: Kasper-Gordon, Inc.

COMMENT: Cost of research, scripts, talent and production would make it prohibitive for an individual fur retailer to develop a series of this kind.



SHOW—MANUFACTURE

New products and equipment to raise the performance level of broadcast advertising.

Recordings

CUTTERHEAD With standards in lateral recording constantly being pushed upward by improvements in radio broadcast quality, including the FM system, FAIRCHILD CAMERA & INSTRUMENT CORP., New York, began its search for a better, more stable cutterhead, capable of putting on to the record the necessary wider, distortion-free response. The new Unit 514 is the result.

What the cutterhead (standard equipment on FAIRCHILD's latest portable recorder, also in production) has to recommend it to radio and professional recording: recordings at unusually high volume level with little increase in distortion, desirable both from the standpoint of instantaneous recordings and in the making of masters for pressings, since the greater the volume level the less will be the undesirable surface noise, or scratch. At 98 lines per inch, the cutterhead is capable of fully modulating the groove.

SPECIFICATIONS: *Distortion:* Less than 1 per cent, 400 cycles. A recording of a 400-cycle note was made at a recording level of plus 18 db (reference .006 watts) to produce a stylus velocity of 2.5 inches per second.

Frequency Response: Plus-minus 2 db, 30-8,000 cycles. *Impedance:* 500 ohms.

Audio Power Required: 0.6 watts (plus 20 db).

Size Stylus Accommodated: 7/8-inch long, 0.0062-inch diameter.

COMMENT: It is comparatively easy to produce a unit with a wide frequency response, but distortion is another matter.

Reproductions

LOUDSPEAKER By combining both high and low frequency units in a compact, two-way multi-cellular loudspeaker requiring less than one and one-half cubic foot of space, ALTEC LANSING CORP., Hollywood, Cal., has provided a point source of high quality sound for monitoring, radio, public address and recording. New speaker, in actual performance, delivers up to 500 per cent greater efficiencies in these operations, also delivers very high quality in home radio phonograph and FM reproductions.

This new multi-cellular speaker provides up to 1,200 per cent increased area of distribution. In the horizontal plane, it delivers 12 times the area distribution at high frequencies as compared to the usual single unit speakers of comparable size.

Speaker is available separately or mounted in a walnut finished cabinet. Cabinet provides eight cubic feet of air space. Special cabinets for ceiling and sidewall mounting are available on request.

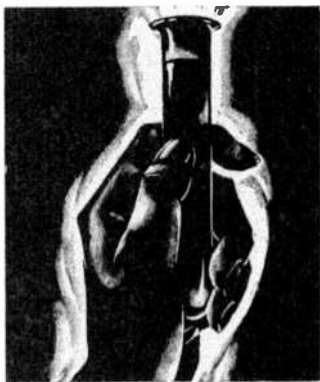
SPECIFICATIONS: *Horizontal Area of Distribution:* 60 degrees.

Vertical Area of Distribution: 40 degrees.

Impedance: 20 ohms.

Gain Amplifier: A small, compact 60 DB gain amplifier with 15-watt output is also available for driving the speaker.

COMMENT: Combined improvements in frequency range, quality reproduction and wide areas of distribution promise to revolutionize sound reproduction.



IF YOU WANT WHAT YOU
WANT WHEN YOU WANT IT



YOU WILL APPRECIATE A
RADIO SHOWMANSHIP

FILE

BINDER



If you like facts and figures at your fingertips (and who doesn't?) you'll appreciate the utility of a *Radio Showmanship Magazine File Binder*. It holds 12 issues. With it, you can tell at a glance which of the 12 editions carry material of especial interest to your business. It's the convenient, compact method of keeping your copies in permanent chronological order. *Order now!*



51 MONTHS

KBYL • Salt Lake City
KOA • Denver, Col.
KROW • San Francisco-Oakland
WFIL • Philadelphia
WGR • Buffalo, N. Y.
WIND • Chicago, Ill.
WTCN • Minneapolis, Minn.

43 MONTHS

WNBC • Hartford, Conn.

42 MONTHS

WFBL • Syracuse

38 MONTHS

KGHF • Pueblo, Col.

37 MONTHS

WOC • Des Moines
WSTV • St. Petersburg

REASONS

▶ Taken from a list of 100 **RADIO SHOWMANSHIP** stations, these 60 stations across the country are helping the **RADIO SHOWMANSHIP** radio information.

What better recommendation could any service have than subscribers? It can mean only one thing . . . unusual praise both from advertisers and from radio stations. It's because the **RADIO SHOWMANSHIP** is in fact—More Than Just a Service!

▶ As just a thought . . . we are always in touch with radio stations both in the field and in the office. With the service sold in each market on a franchise basis, we are confident that you secure the franchise for your area immediately.

Radi **showmans**
004 MARQUETTE