

# S Showmanship



JUNE 1946

25c

30c IN CANADA

Some Success Stories . . . p. 186

Public Opinion Poll Pulls . p. 188  
David Spencer, Ltd., Vancouver

Wishing Well Never Dry . . p. 190  
ZCMI Department Store, Salt Lake

## PLUS REVIEWS OF CAMPAIGNS FOR

- *Londonderry Ice Cream Mix*
- *Red & White Stores*
- *Abbotts Dairies*
- *Paxton & Gallagher*
- *John Taylor Dry Goods Co.*
- *Maison Blanche*
- *Neighbors of Woodcraft*
- *Lucky Boy Markets*

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RADIO BUSINESS

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GENERAL BROADCASTING COMPANY, INC.  
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# YOUR BUSINESS AT A GLANCE

★ A Quick Index to What Others  
in Your Business Field Accomplish  
Through Broadcast Advertising.

*Articles and services in  
Radio Showmanship  
are classified by  
businesses here.*

## JUNE

Business	PAGE
Automobile Supplies	186, 202
Aviation	212
Bakeries	187, 212
Beverages	213
Dairy Products	196, 204
Department Stores	186, 188, 190, 194, 199, 204, 209, 212
Drug Products	205, 210, 213
Electrical Appliances	210
Florists	202
Grocery Stores	186, 198, 200, 206
Insurance	211
Men's Wear	209, 212
Milling	193, 213
Music Stores	201, 211
Realtors	187, 207

★ 15 BUSINESS FIELDS ★  
24 RADIO ADVERTISERS

# SPONSOR-STATION INDEX

June index of sponsors and stations  
used in radio advertising campaigns.

Sponsor	STATION	PAGE
Abbotts Dairies	WFIL, Philadelphia, Pa.	196
Carol Bakers	Varied, Worcester, Mass.	212
Continental Airlines	Varied	212
Florists' Telegraph Delivery Ass'n	WOWO, Fort Wayne, Ind.	202
Forhan's Toothpaste	CKEY, Toronto, Ont.	210
Freimuth Dept. Store	WEBC, Duluth, Minn.	209
Geo. F. French Co.	WHEB, Portsmouth, N. H.	204
Kornely Dairy	WOMT, Manitowoc, Wis.	204
Lee's Surplus Store	WIBC, Indianapolis, Ind.	212
Lucky Boy Markets	KDON, Monterey, Calif.	206
Maison Blanche	WSMB, New Orleans, La.	199
Montgomery Ward	WBIG, Greensboro, N. C.	212
Neighbors of Woodcraft	KGW, Portland, Ore.	211
Neilson's	CKEY, Toronto, Ont.	205
O.K. Rubber Welders	KTUL, Tulsa, Okla., others	202
Paxton & Gallagher Co.	KFAB, Omaha, Nebr.	193
Red & White Stores	KXL, Portland, Ore.	198
Saas Bros. Music Co.	WOC, Davenport, Ia.	211
Robt. L. Saxton, Realtor	KIT, Yakima, Wash.	207
Schwartz Men's Store	KGIR, Butte, Mont.	209
Servant's Appliance Co.	KROW, San Francisco- Oakland, Calif.	210
David Spencer, Ltd.	CKWX, Vancouver, B. C.	188
John Taylor Dry Goods Co.	KMBC, Kansas City, Mo.	194
ZCMI Dept. Store	KDYL, Salt Lake City, Utah	190



*Whatever your business, the basic idea of any one  
of these programs may be adapted to it. Read them  
all, then file for future reference. We try to fill orders  
for back issues if you need them for a complete file.*



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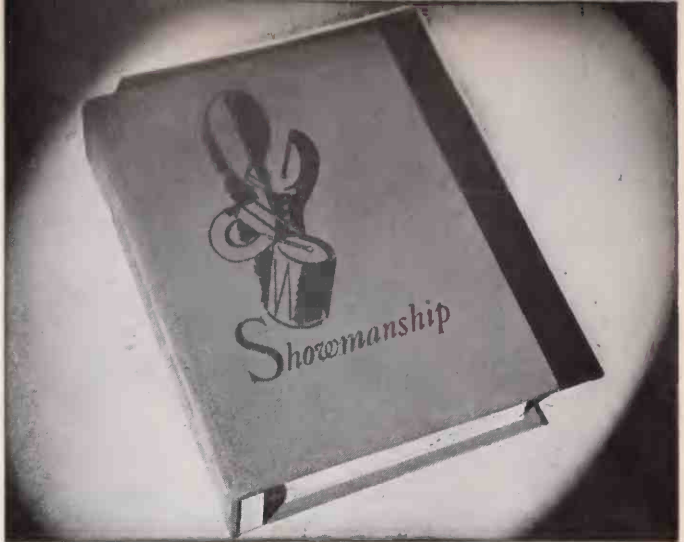
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JUNE, 1946**

HOW BIG IS LITTLE BUSINESS?—An Editorial.....	185
SOME SUCCESS STORIES—Marie Ford.....	186
PUBLIC OPINION POLL PULLS— Don McKim, David Spencer, Ltd., Vancouver, B. C.....	188
WISHING WELL IS NEVER DRY— Charlotte Henroid, ZCMI Department Store, Salt Lake City.....	190
DAILY RECIPE WINNERS— Harold E. Roll, Paxton & Gallagher, Omaha, Nebr.....	193
JOANNE TAYLOR SPEAKING!— John Taylor Dry Goods Co., Kansas City, Mo.....	194
TEEN-AGE TIME— Abbotts Dairies, Philadelphia, Pa.....	196
RED & WHITE PAYS— W. H. Woodworth, Red & White Stores, Portland, Ore.....	198
TOMORROW'S CITIZENS— Maison Blanche Dept. Store, New Orleans, La.....	199
SHOWMANSCOOPS—Photographic Review.....	200
AIRING THE NEW—New Program Ideas.....	202
NEW HORIZONS—News Highlights.....	203
SHOWMANSHIP IN ACTION—Merchandising Angles.....	204
SHOW-MANUFACTURE—New Products.....	208
WHAT THE PROGRAM DID FOR ME—Sponsor Tips.....	209
PROOF O' THE PUDDING—Results from Radio.....	210
JOHNNY ON THE SPOT—Spot Announcements.....	212
SHOWMANTIPS—Programs Briefly Noted.....	213
CLAIMS TO FAME—Station Highlights.....	214

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# How Big Is LITTLE Business



**I**N spite of the fact that local advertisers invested \$106,750,000 in local radio in 1945, an increase of over six million dollars over the previous year, radio still stands at a considerable disadvantage to newspaper totals, figuring in 1944 only about one quarter of the dollar volume.

Radio has made amazing strides since the precedent for advertising on the air was set by a New York real estate firm in 1922, and yet, in 1944, *only 30 per cent of all broadcasting revenue came from local advertisers.*

Without question, this situation is due, in part, to the fact that radio hasn't fully appreciated nor understood the problems of its many different kinds of advertisers. **And the advertisers haven't understood radio.** But if radio is to fulfill its obligation to the community, and still maintain the financial independence which guarantees freedom of expression on the airwaves, *every one concerned with the sale of broadcast time has to make it his business to understand the specific problems of specific advertisers.* To the extent that radio is able to achieve this objective, radio will be able to increase the scope of its usefulness to the community.

Radio is the product of American business, and more than that, it is a **hometown product** manufactured according to specifications laid down by hometown people. Radio should continue along that path. It should become more and more the advertising medium of **little business** concerns as distinguished from *big business concerns.* If radio meets that challenge, it can't sell *time . . .* it's got to sell **RADIO!**

*The Editors*



►► Experiences of radio advertisers indicate that either as the sole advertising medium, or as an adjunct to other merchandising activities, radio can sell hot items, introduce fashion notes in all business fields and build good will through the institutional approach.

# Some Success Stories and How They Grew

by MARIE FORD

**T**HERE is no question but what the broadcasting industry has a responsibility to contribute to the cultural heritage of the community. It is also true that under the American system, *this contribution is made possible only through the continued and increased support of local and regional advertisers.*

With that in mind, let's take a look at radio's record of performance for its local and regional advertisers. In particular, radio can point with justifiable pride to the many advertisers who have found the broadcast medium so successful that radio is their sole advertising medium.

## RADIO THE SOLE AD-MEDIUM

MOORE'S OF OHIO, an automobile supply and general merchandise firm, is one example. It is perhaps significant that MOORE'S advent into radio came more or less by accident; the time salesman who called upon them mistook them for another firm! But today, radio is the primary advertising medium for the 22 MOORE'S OF OHIO stores.

The first year that the EARLY BIRD HATCHERY, Davenport, Ia., tried radio advertising, radio pulled so well that its printed catalogs were thrown away; it didn't seem worthwhile to pay the postage on them. The following year the hatchery invested its entire advertising



budget into a quarter-hour program on WOC.

The MENDLESON FURNITURE STORE, Buffalo, N. Y., is another example. It made its first acquaintance with radio in 1932, and by 1941 the firm was investing almost its entire advertising budget in radio.

These examples can be multiplied almost indefinitely. The PAY'N SAVE SUPER MARKET spends every dime of its advertising budget for radio advertising over KGIR, Butte, Mont. HERSHBERG'S, a Rochester, N. Y. jeweler, advertises almost exclusively with radio, with WHEC its exclusive outlet.

## RADIO AN ADJUNCT

Other advertisers have found radio a useful advertising adjunct. For example, the JOSLIN DRY GOODS Co., Denver, Colorado, reported a sharp sales increase the

year it began using daily programs on KOA. On this basis, it increased its budget for radio, and decreased its total advertising budget materially. Its sales continued to increase sharply.

The SUTORIOUS BREAD CO., Salina, Kansas, is another firm who regards radio as a useful adjunct to other media. As its manager said, "We find that radio advertising, if used consistently, makes all our other advertising more efficient."

More and more advertisers are beginning to suspect that the use of newspapers and radio, instead of being mutually exclusive, are actually complementary to each other; that a steady campaign in both media, coordinated, provides maximum coverage, impressions and productivity.

The KALAMAZOO (Mich.) LAUNDRY illustrates the point. In 1932, five per cent of its advertising budget went to radio; 80 per cent went to newspaper advertising. By 1941, radio and newspaper took a fifty-fifty cut, with about \$3,000 for each.

To show that radio can be a successful medium for almost any advertiser, these examples are from as many divergent business fields as possible. Likewise, they illustrate the great importance to radio of small business concerns.

#### RADIO SELLS HOT ITEMS

Radio has achieved records of this type because of its flexibility as an advertising medium. Everyone is familiar with the ads that cause mob scenes, complete sell-outs and a flood of telephone calls before the microphone is cold. For example, the MAY CO., Denver, Colo., reported that one mention on its KOA *Radio Shopper* sold out its entire stock of Boy Scout jack-knives before noon.

The first week the GOLDEN DAWN FOODS COMPANY, Sharon, Pa., was on the air, its coffee sales doubled. When the campaign began in 1939, only 15 per cent of the canned goods distributed by the firm bore the GOLDEN DAWN label. It's on 70 per cent of the products now.

The BYRON REED CO., a real estate firm in Omaha, Nebr., has used radio since 1937 to get listings and to dispose of property, and it reports from ten to

twelve calls immediately after an announcement goes on the air.

When the ROGERS PAINT STORE, Greensboro, No. Car., reported a 100 per cent business increase, it gave radio the major credit for this amazing record. In Dallas, Tex., a vitamin product which the SKILLERN DRUG COMPANY advertised on the air showed a six hundred per cent increase over the preceding year.

Without question, the sale of hot items, in which it is possible to point to direct, traceable returns, is a legitimate objective for a radio campaign, but it's only one explanation for the dramatic and amazing growth of radio as an advertising medium.

#### RADIO SETS THE STYLE

No advertiser who wants to maintain leadership in the community can depend entirely on hot sales advertising. What about the advertisement which merely introduces an advanced fashion note in clothes, home furnishings or what have you?

In Salt Lake City, the HUDSON BAY FUR COMPANY has been a consistent KDYL radio advertiser for many years, and in connection with these activities, the manager of the store has this to say: "It is enough for us if we make listeners fully conscious of the HUDSON BAY FUR COMPANY and its line of HOLLYWOOD FUR FASHIONS."

In the shoe business, the CROSBY'S LADIES SHOE STORE, Washington, D. C., reports that radio has given excellent return for every dollar spent; that radio has left a CROSBY SHOE impression on a vast audience in the WWDC listening area.

#### RADIO BUILDS GOOD WILL

In addition to the hot sale copy and to promotional advertising, we also have the house advertisement, the so-called institutional approach. A great many success stories have been built on the institutional approach. The P. J. NEE FURNITURE CO., Washington, D. C., is one example. Here's what it reported: "Can radio sell a service? Can radio sell an institution and through this, the merchandise that institution offers? The an-

swer to both questions is 'Yes', and the P. J. NEE COMPANY has the facts and figures to prove it."

Here's a case where 'house' advertising proved so successful that within two years, the firm increased its radio appropriation to 60 per cent of its advertising budget, with only 17 per cent for newspapers.

In Chicago, Ill., the COUSINS JEWELRY STORES went on the air to establish listener confidence in the COUSINS' name and confidence in COUSINS' quality. The institutional approach was so successful in terms of direct sales that in five years, COUSINS' had increased its radio budget eight times over the original amount, with WIND as its exclusive outlet.

The KAUFMAN DEPARTMENT STORE, Pittsburgh, Pa., has been on the air with the same news program since 1935. An institutional program, it serves as a constant reminder of the store's service to the community. The attitude of the store is that radio will continue to play a major part in telling the citizens of Pittsburgh that "It's Kaufmann's for Everything Under the Sun."

It all gives emphasis to the fact that the direct-sale measure of advertising is not the only measure, and certainly it is an incomplete measure. It would seem that radio and its sponsors would mutually profit if the value of both promotional advertising and institutional effort were more generally recognized.

# Public Opinion Poll Pulls

*Two-in-One Entertainment and Public Service Feature Broadcast Over CKWX for David Spencer, Ltd. Is Now Vancouver Institution*

by DON McKIM

**P**UBLIC OPINION, a local radio production based on a copyrighted idea that gives the sponsor a two-in-one entertainment and public service feature, has become a civic institution in Vancouver.

Broadcast once a week on Vancouver's CKWX, *Public Opinion* is presented by the DAVID SPENCER LIMITED department store in co-operation with the VOGUE THEATRE, which is the locale of the show each Tuesday at 9:00 P.M.

The series has met with so much approval, not only as an entertainment feature, but as a voice of influence in public affairs as well, that paper-rationed Vancouver dailies have devoted a total

of more than eight full pages in news column space to *Public Opinion* poll results.

Plenty of pre-program work and research go into each *Public Opinion* broadcast. Preparatory work for such a presentation is necessarily extensive and demands the concentrated effort of the sponsors and the radio station.

Each Tuesday a large ballot is placed in the three Vancouver newspapers by the department store. It lists ten questions on various topics of current interest, which the individual answers with an x in either the *yes* or *no* column and mails to the program.

Thousands of answers must be tabulated and results in the hands of Cal George, CKWX announcer, when *Public Opinion* goes on the air from the VOGUE THEATRE stage one week later.



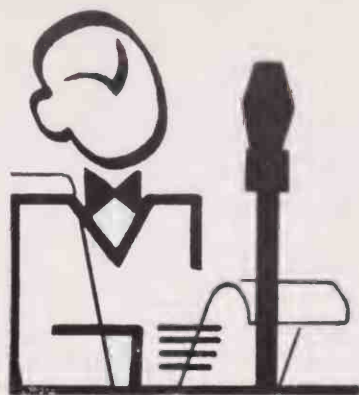
Reed Chapman, master of ceremonies on the show, selects five contestants from the theatre audience previous to broadcast time. During the program each contestant is interviewed and asked to give his or her personal opinion on each question.

If the contestant's answer matches the consensus of opinion, each reply wins \$5.00. If the contestant says *yes* when the public has said *no*, the Red Cross gets the money.

All ballots received during the week go into a huge barrel on the stage. The person whose ballot is drawn earns a cash prize, the exact amount again determined by the number of answers which jibe with results of the public poll. If the winner also happens to be a member of the theatre audience, the award is sometimes as high as \$250.00.

David Loughnan, advertising manager of DAVID SPENCER LIMITED, has a great personal interest in the program.

"The success of *Public Opinion* has surpassed our highest hopes, both as a public service feature and as an advertising vehicle," says Mr. Loughnan. "We feel our choice of this particular radio idea as an unbeatable combination of



entertainment and information has been more than justified."

Questions selected for *Public Opinion* run the full gamut of public interest. Politicians and others who must keep a finger on the public pulse watch the results closely. John Citizen's maintained interest is, of course, based on that fundamental bit of human nature called curiosity.

On the lighter side there are such queries as "Do women usually have the last word?", to which 73.8 per cent of the public said yes! In a more serious vein there are questions like "Do you believe Canada would benefit from free trade with the United States?", which brought in an affirmative vote of 85.6 per cent.

"Mickey" Goldin, manager of the VOGUE THEATRE who works in close cooperation with CKWX Producer Ken Hughes, looks at *Public Opinion* from a showman's point of view and gives it a four-star rating.

*Public Opinion*, staged before a packed Vogue Theatre is broadcast over Vancouver's CKWX. Cal George, program announcer stands at the microphone. Contestants sit at the long table in the center of the stage, and Reed Chapman, master of ceremonies, paces the show from his stand at the far right.





● A section of the *Wishing Well* window display. Telegraphic best wishes from a number of NBC stars were used along with photographs of the star sending the message.

by CHARLOTTE HENRIOD,  
ZCMI advertising director

*"Salt Lake City—If you want your wish to come true, listen to ZCMI's radio show, The Wishing Well."*

**W**ITH these magic words, Salt Lake's largest department store, Zion's Cooperative Mercantile Institution launched its 11:30 A.M. program over KDYL in what has become one of the most popular morning programs in the city. Series is aired five times weekly.

In two months, the *Wishing Well* became the highest rated program on the air at that time, outranking network productions on two other stations.

Mail response has been splendid, and the program has helped increase store traffic. Clerks and department heads are so aware of the latter that they frequently ask the advertising department to "remember their department" on the *Wishing Well*.

Besides being built around the magic hope of making somebody's wish come

# Wishing Well

Backed with  
Sponsored by

true, the *Wishing Well* inspires its listeners to become better acquainted with ZCMI.

Listeners are invited to write in 40 words or less a description of an article they have seen at the store and explain why they would like to have it.

In addition to her name and address, each contestant is asked to submit the name and address of her nearest relative, and, if married, the date of her birthday and wedding anniversary.

These names and anniversary dates provide a mailing list which will be important in ZCMI's personalized merchandising program.

The *Wishing Well* idea is not original with ZCMI, but the store and KDYL apparently broke precedent when they featured a man rather than a woman as the conductor on this syndicated program produced by H. S. GOODMAN. Because the program is directed primarily to a feminine audience, the impulse would be to build a show around beauty hints,



● Charlotte Henriod, ZCMI advertising director, studies some of the entries in the *Wishing Well* contest.

# Never Dry

Advertising and Promotion, Daily Show  
Retailer Tops Net Ratings in 60 Days



bunk beds for the twins. Jerry Burns  
es at the youngsters who look pretty sober  
t the entire procedure. The family lives  
gden.

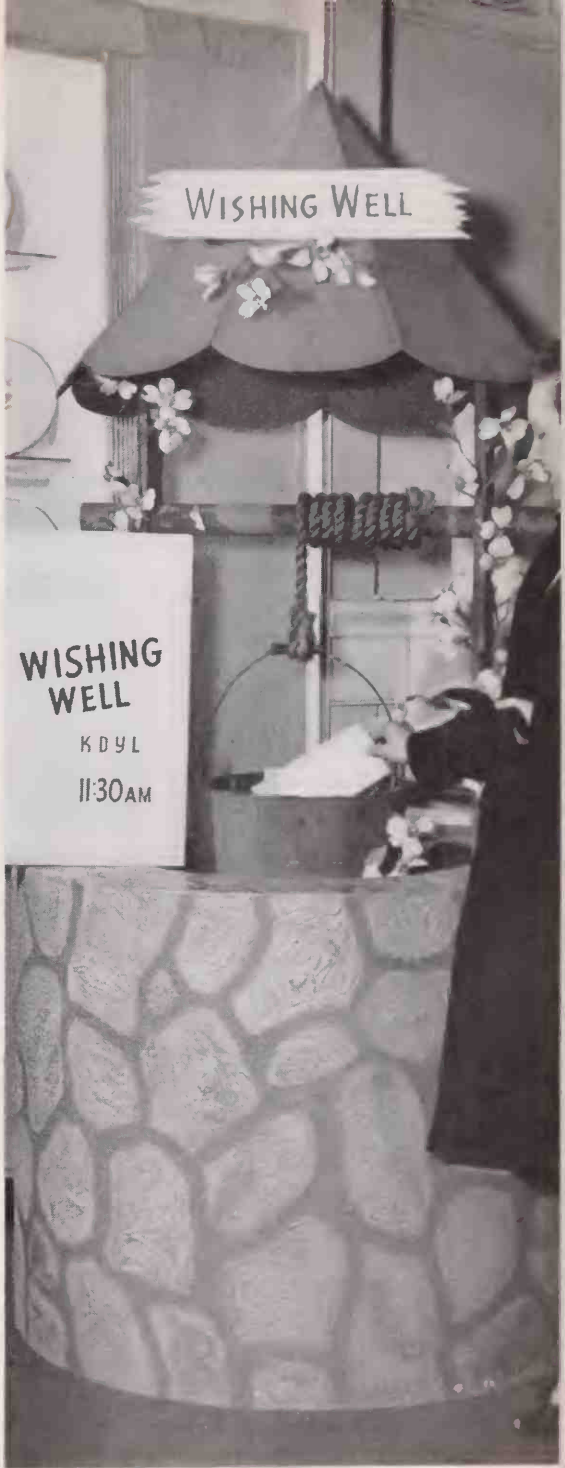
style information and suggestions on  
culinary arts.

At KDYL's suggestion, though, we  
undertook an entirely different theme,  
featuring Jerry Burns with a program  
of comedy, light chatter, and human  
interest.

Mr. Burns already had built up a fine  
following with his *Pale Moonlight* pro-  
gram for our store at 10:30 each Mon-  
day, Wednesday, and Friday night with  
his poetic musings, and his style sounded  
right for a novel morning show.

We resolved to make our give-aways  
truly worth while, to promote the *Wish-  
ing Well* idea throughout the store as  
well as on the air, and to make the pro-  
gram fun to hear.

Feminine talent on each program is  
Mary Jane Anderson, whose air name is  
Judy Dell. When occasion permits, a  
notable guest also is presented.



• One of the promotional *Wishing Wells*  
at ZION'S COOPERATIVE MERCAN-  
TILE INSTITUTION. Pictures of previous  
winners are now on display at the well.

We began our promotion by announcing the new show on the *Pale Moonlight* program, including it in the copy for our daily newspaper ads and with placards and replicas of a *Wishing Well* placed about the store.

#### PROMOTION HELPS

KDYL arranged a series of congratulatory telegrams from NBC stars, and we used them and photos of the stars in a



● A complete infants' wardrobe for the first winner on the *Wishing Well* program. Jerry Burns and Mary Jane Anderson make the presentation.

*Wishing Well* window display. Among others, this display featured Art Baker, whose program follows the *Wishing Well*, Jack Benny, Eddie Cantor, Dr. I. Q., Red Skelton, Ralph Edwards, George Burns and Gracie Allen, and Archie Gardner.

KDYL used special announcements on the air for a week before the new show

began and ran an ad on the radio page in the daily papers.

Winners are announced on the air each Tuesday, and Mr. Burns and a member of our advertising staff go to the winner's home for the presentation immediately afterwards. Photographs of the presentation are displayed on the *Wishing Well* in the store, and complimentary copies are sent to the winner.

Subsequently, we plan to fete the winners at a banquet at which time each winner will be required to bring along something indicative of the prize won.

#### DREAMS COME TRUE

Many women submit elaborate entries. Some are in colorful scrap book form. Every day's mail brings a number of original jingles and rhymes. There's no guessing the scope of wishes covered by the response.

An expectant mother, wishing for a baby's wardrobe, was the first winner on the show.

Another mother received bunk beds with accessories to outfit the bedroom for her twin sons.

One woman asked for wall paper to redecorate her home. "You'll get that, and what's more I'll hang it myself," Burns said on the air. All of which he did, much to his personal aches and pains the following day.

Still another woman longed for a pair of nylon hose. She received not only the hose, but also a complete ensemble to go with it.

One young housewife wrote that she'd simply like to spend a day at ZCMI and take advantage of its many services to *Milady*. Her day included a trip to the beauty salon, lunch at the dining room, and finally a complete spring wardrobe.

"Just let me pose for one of ZCMI's ads," pleaded one contestant. She modeled a blouse, feather trimmed hat, gloves, bracelets, earrings, handbag, etc. The picture was used in the store's display ad, and she received all the finery she modeled.

This sort of thing has thousands of Utah women talking about the *Wishing Well*, and that of course brings them closer to ZCMI.



# Daily Recipe Winners Sell Butternut Flour

*Merchandising Support of Participation on Homemakers Program  
Builds Dealer and Consumer Preference for Paxton & Gallagher*

by HAROLD E. ROLL

THE recipe, connected with a contest, is in itself a powerful selling tool; but, augment that tool's effectiveness with a daily winner, and you have a profit maker in your sales message that grows with use. Especially is this true if you broadcast the sales message on a radio station that programs successfully to rural as well as metropolitan homemakers. This is the opinion of Edward Creighton, advertising manager, and Otto Barnettler, flour department head, of PAXTON & GALLAGHER COMPANY, Omaha, Nebr.

These two sales-minded executives base their opinions on facts studded with profits, which they began to gather two years ago when a daily recipe contest was first introduced by them over station KFAB. BUCHANAN & THOMAS ADVERTISING AGENCY handles the account.

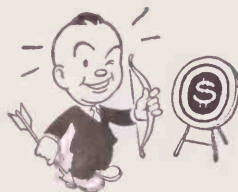
The formula, which is apparently infallible, says advertising manager Ed Creighton, works like this: "Listeners are asked to send in their favorite recipes from which a daily winner will be selected. Judges, appointed by KFAB, choose the daily winner and award her a 50-lb. sack of BUTTERNUT FLOUR. At the end of each month, the winning recipes are printed and mailed to all who enter the contest. Thus, every contestant gets something whether or not she is the daily winner."

PAXTON AND GALLAGHER salesmen urge

grocers whose customers are winners to tie-in the names with their BUTTERNUT FLOUR floor or window displays. This dealer promotion tends to keep the retailer concentrating on BUTTERNUT FLOUR to the exclusion of other brands. The fact, too, that the contest is day after day, week after week, month after month, gives the salesmen something to talk about on every call and often it used to induce new retailers to vend BUTTERNUT FLOUR.

KFAB's promotion department sends stories of daily winners to local newspapers and this frequently results in added publicity for the contest. The average weekly newspaper editor is aware of the value of local names in his columns.

The daily winner contest campaign was kicked-off over KFAB's 9 o'clock news where it quickly gained momentum. About a year ago it was considered that the contest was well established in the minds of the KFAB listeners and was taken off the news and placed on *Jessie Young's Homemaker* participation program aired at 2:30 P.M. After the switch listeners' interest continued and BUTTERNUT FLOUR sales continue to climb upward.





# Joanne Taylor Speaking!

John Taylor Dry Goods Co. Sponsors KMBC Merchandise Series  
Without Change in Title or Format for 13 Consecutive Years

LIKE old man river, the *Joanne Taylor* broadcasts over KMBC, Kansas City, Mo., keep rolling along. Sponsored by the JOHN TAYLOR DRY GOODS COMPANY, the program celebrated its thirteenth anniversary in May. A dramatized presentation of store news for the JOHN TAYLOR DRY GOODS COMPANY, the program still retains its same title, the same program format and the same Monday-through-Saturday mid-morning time that was established when JOHN TAYLOR DRY GOODS first undertook a broadcast campaign in 1933.

The broadcast, originally intended to introduce a personal shopping service, is a dramatization of the many ways in which the store's fashion consultant (personal shopper) can be of assistance to customers. Not only has the program put over the idea of service and shopping help to the customer, but it has been the direct means of increasing business in all departments.

The program has done more than to sell merchandise, and to win new customers. It has also been a potent factor in winning the Heart of Americans to patriotic and civic causes. Much time is given constantly to publicity of this nature.

While an uninterrupted span of broadcasting for 13 years is not unusual with national advertisers, it's unique in the retail field. This is especially significant in view of the fact that the mortality rate among straight run-of-the-mill women's fashions news shows is unusually high.

Why is it, that for 13 years, listener interest in the *Joanne Taylor* program has been sustained? Why is it, that at 9:00 each week-day morning, the women



of Kansas City take time out from their household tasks to tune in KMBC for their fashion news?

A GREAT deal of the success of the program idea is the clever dramatization to promote the sale of specific merchandise. Ostensibly, the programs are presented with the hope that they may be useful to Kansas City women who for 66 years have looked to this store for their fashion and homemaking needs. Actually, they are so designed with clever dramatization, to promote the sale of specific merchandise.

The scene is laid in the Personal Shopping Office of *Joanne Taylor*, and the conversation between Miss Taylor and others of the personnel is typically feminine, informal and gossipy. Merchandise featured is minutely described with prices, as it is shown to friends and cus-

tomers who drop into the office in the course of the broadcast.

**T**HIS free and easy approach to the business at hand is best illustrated by excerpts from a typical morning broadcast. The announcer introduces the program with:

*"This morning, as on every morning for the past 13 years, John Taylor's bring you the Joanne Taylor Program, with a quarter-hour of helpful information on clothes and homemaking. As we enter the personal shopping office this morning, we find two elderly gentlemen talking very earnestly about their granddaughter. No one else is in the office. Let's listen. . . ."*

**F**ROM this casual introduction, the program flows on in an informal and dramatized form with cross-fire conversation between two crotchety old gentlemen on a shopping spree for the apple of their eye, a teen-age granddaughter.

*WILSON: When you was listenin' at the key hole to Marcia talkin' to her mother, what else did Marcia say she wanted?*

*SMART: That's what I got down on this list. Everything she named. Here's the note. Oh, confound it, I haven't got my glasses on. Now where in tarnation did I put them?*

*WILSON: Looks like spectacles on your forehead there, John. Can't rightly tell from here.*

*SMART: Humph. Spring coat. She kept goin' on about it bein' a shortie. Miss Howard seemed to understand what she meant.*

*WILSON: More'n I'd know. Go on, what else?*

With that, the stage is set for a continuity of thought which brings in characters familiar to the regular listeners of the program, much in the manner of straight daytime serials. The criss-cross of dialogue between the two old gentlemen is thoroughly delightful, but their concern about getting the clothes for the granddaughter which her parents had refused to get for her offers a natural

lead into the sales of the day with a listing of brands, adequate description and actual prices.

By weaving in and out the commercial copy with gossip tidbits, listeners are treated to an ever-changing and interesting conversation, fresh from day to day.

**T**HE *Joanne Taylor* program was conceived by Major H. Kenneth Taylor, vice-president, and Fred M. Lee, general manager of the firm. Meredith Warner is advertising director of the JOHN TAYLOR DRY GOODS COMPANY. R. J. POTTS-CALKINS & HOLDEN is the agency handling the account.

While Caroline Ellis was the original *Joanne Taylor*, Ora Howard now fills that role for the JOHN TAYLOR DRY GOODS COMPANY. Working with her is Mary Jane Coleman, now known to listeners as *Mary Jane Thomson*, secretary to *Joanne Taylor*. Miss Coleman literally grew up with the show, appearing when eleven years old on a Saturday feature, *Joanne Taylor Strolling Players*. Mary Jane was called upon to appear on the *Joanne Taylor* broadcast as a visiting child in the office. As she aged, so did her parts.

Through the years, *Joanne Taylor* has become a combination fashion guide, Emily Post and Dorothy Dix. Every mail brings requests for personal advice as well as orders that keep Joanne and her two assistants busy. It's an indication that the right radio program can make friends as well as create business for a department store.

While this series has been the mainstay of the TAYLOR broadcasting activities, the firm has not limited itself to this one program. Its *Joanne Taylor Strolling Players* featured youngsters between the ages of 7 and 12, in dramatizations of popular fairy tales, previews of coming movies, and other material of similar nature. This Saturday morning feature was directed at the home through its children.

Because few retail stores have attained program status with regular broadcasts over a period of years, without change, here's a record to which all may point with pride!



● Stars of *Teen-Age Time*, Candy, Eddie, "Skipper" Dawes and Angie, toast the new program with glasses of ABBOTTS MILK.

IT'S good salesmanship to try to sell your products where there is the best market and ABBOTTS DAIRIES, Philadelphia, Pa., is doing just that with its new *Teen-Age-Time* program over WFIL. And it has produced a program that is proving highly satisfying to the City's biggest consumers of milk and ice cream, the teen-agers.

#### TEEN-AGE CAST

ABBOTTS picked Edmund (Skipper) Dawes, WFIL's educational director, to handle the 9 to 9:30 Saturday morning show. "Skip" has built *Teen-Age-Time* around a 25-voice teen-age chorus and three star teen-age vocalists. The program features audience participation in a *Question-of-the-Week* with prizes and a *Song-of-the-Week* picked by the studio visitors.

DAWES also has lined up two teen-age reporters who author a radio column on what's recommended in records, entertainment, sports, and other activities. Teen-agers and parents will air their views on problems that strain parent-youth relations.

#### PROMOTION GALORE

ABBOTTS, whose advertising is handled by the RICHARD A. FOLEY AGENCY, and

# Te

WFIL are conducting an extensive promotion campaign in connection with *Teen-Age-Time*. So effective is the coverage that requests for tickets to the show exhausted the supply for the first two programs before *Teen-Age-Time* had its debut. Since then, requests are guaranteeing a full house more than a month in advance.

#### VISUAL AIDS

WFIL utilized display car cards in suburban busses and trains, ceiling cards in city subways and elevated trains and on station platforms, and dash cards on trolleys. The *Teen-Age-Time* message went into homes by way of a 5,000 post-card mailing, through courtesy announcements on WFIL, and through advertising in *This Week in Philadelphia* magazine which has a readership of 10,000. In addition, ABBOTTS products and *Teen-Age-Time* were featured in a display in the WFIL studio lobby, focal point for all WFIL visitors.



# e Time

## Coordinated Advertising Campaign in All Media Promotes Weekly Show with Audience Participations for Abbotts Dairies on WFIL

THE FOLEY AGENCY covered the Philadelphia market with bottle collars plugging the show attached to its 60,000 regular ABBOTTS MILK deliveries. Window posters are being displayed in all of the company's 5,000 retail outlets, and display cards are carried on all ABBOTTS milk delivery wagons.

In advertising, 1,000 lines were purchased in Philadelphia's three top newspapers preceding the opening show. Regular paid spot announcements on WFIL were altered to promote *Teen-Age-Time*.

ABBOTTS 2,000 employees were handed personal invitations to attend the show and workers were also reached through a full-page advertisement in the ABBOTTS house organ, *The Abbotts Family*.

THE current campaign covers Philadelphia, Camden, and suburban towns, and

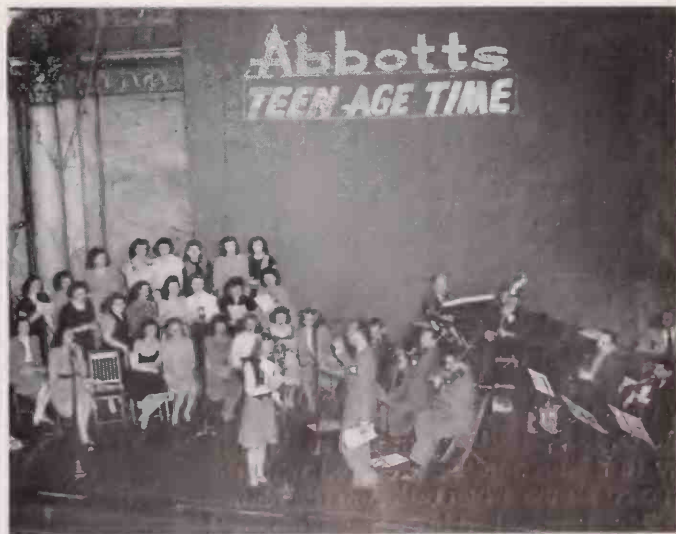
plans have been made to cover other points on the ABBOTTS market.

### SUMMER NETWORK

*Teen-Age-Time* will be piped to WFPG, the ABC outlet in Atlantic City, N. J., for 10 weeks beginning June 29. This *network* feature is aimed to follow vacationing teen-agers to the shore with their favorite program. There again, ABBOTTS will utilize newspaper and radio advertising to promote the show.

### PRODUCT TIE-IN

Most popular of all promotion features are the *Teen-Age-Specials*, fountain concoctions carried at all ABBOTTS ICE CREAM outlets. Sundaes, sodas, and other ice cream dishes with special twists are given names identifying them with the teen-age show.



● Sweet music for teen-agers. "Skipper" Dawes leads Candy and the WFIL teen-age chorus. For the benefit of summer vacationers, series is to be piped to WFPG, Atlantic City, N. J.



# Red & White Pays on the Line

*Telephone Quiz Sponsored by Wadhams & Co., Wholesalers for  
Red & White Stores, Portland, Increases Traffic and Business*

By W. H. WOODWORTH, manager, Red & White Stores

**S**OMETHING for nothing! Sure, that is what everyone is interested in. That is why we were sold from the start on our *Tello-Quiz* program, presented each day, Monday through Friday, at 11:30 A.M., over KXL, Portland, Ore.

Al Schuss, our congenial announcer, handles the program for the RED & WHITE STORES in Portland, Ore. Names are scientifically selected from the telephone books of Portland and adjoining towns. The consumer is called on the phone and if she can answer the question asked she receives \$5.00 (if she is the first person called). If she cannot answer, a card is mailed her which entitles her to a pound of RED & WHITE COFFEE free upon presentation at any RED & WHITE retail store.

Each time the question is asked and the party called is unable to answer, the award automatically goes up \$5.00 so that the next person called would receive \$10.00 if she has the answer. About five calls are put through during the fifteen-minute program, so that each day the question remains unanswered, the award becomes \$25.00 more. The awards have averaged about \$75.00 in the first six months that we used this promotion.

The questions and answers are posted on a bulletin board in all RED & WHITE stores, so that all anyone has to do is to go to a store and be prepared with the correct answer when called on the phone.

This has resulted in a greatly increased



● Window banners promote interest.

traffic flow through our stores, and a corresponding increase in business for the retailer. The questions and answers are sent to the stores well in advance of the time of presentation, each printed on a separate card, and are immediately posted as the occasion demands.

Incidentally, Al Schuss has plenty of time, while waiting for the phone to be answered, to get in all commercial announcements. The sponsoring wholesale house for the group is WADHAMS & COMPANY and it reports greatly increased business, not only on the items plugged over the air, but for its full line.

That the program has appeal is attested by the fact that during our fifteen-minute broadcast we have the highest Hooper rating in the city.



# Tomorrow's Citizens

Maison Blanche Sponsors WSMB Program For and By Children To Create Customer Good Will Among Listeners in New Orleans, La.

REALIZING that today's children are tomorrow's buyers, MAISON BLANCHE, New Orleans, La. department store, is sponsoring a series of children's programs prepared by the children themselves. *Tomorrow's Citizens* takes to the air twice a week, Tuesdays and Thursdays, 4:45-5:00 P.M., over WSMB. The participants, students of New Orleans' parochial, private, and public schools, present entertainment that includes music, drama, debate, talk, and even variety shows.

When the program was first proposed by Lewis E. Schwarz, MAISON BLANCHE sales promotion manager, entirely as a good will gesture, both elementary and secondary schools began preparations. Inaugurating the series on February 12, over WSMB, was Our Lady Star of the Sea School, with a unique *Saints' Quiz*. Next came Xavier Preparatory School with a chorus of 70 voices, which gave selections from *Rose of the Danube*, an operetta presented at the school the previous week. Then came Henry W. Allen School;

Isidore Newman High School; Lafayette School; St. Joseph High School; Sacred Heart School; St. Stephen High School; Annunciation School, and Sacred Heart High School. Rounding out the series through March 28 were Behrman School of Algiers, and Holy Cross College of New Orleans.

*Tomorrow's Citizens* is sponsored by MAISON BLANCHE entirely as a good will gesture. No commercial announcements are read at any time on the program. The only mention of the store occurs in the opening and the closing of the show when it is announced that "*This Program is (was) presented by MAISON BLANCHE, Greatest Store South.*"

Production and contact work is handled by Virginia Freret, while the announcer is Guy Harris of the WSMB announcing staff. In private life, Virginia Freret and Guy Harris are Mr. and Mrs. Guy H. Popham, Jr. Now the husband and wife radio team pool talents.



● *Tomorrow's Citizens* and their proud parents. Here the Annunciation School Rhythm Band appears on the MAISON BLANCHE program broadcast over WSMB, New Orleans, La.



# SHOWMANSCOOPS

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

Announcing a Noteworthy Broadcasting Event . . .

## "HAMILTON'S ONE HUNDRED YEARS"

As a Radio Communication of our City's Centenary the Management of Broadcast Station CKOC, proudly presents a full hour weekly dramatic tribute to the "Hamilton City" . . . to the person who inspired the great Canadian Industrial Centre . . . to the vision and the creation that was born. Written by Harold Burt, author of "United Empire Loyalists" and "The Canadian Radio Actor and Producer" and produced by Howard McLean, well-known Canadian radio actor and producer, this series will provide listeners memorable weekly full hours of color and entertainment in celebration of Hamilton's Centenary.

THURSDAYS  
**CKOC**  
9:30-10:00 p.m.

● (Left) . . . Placards announce a memorable event. Listeners to CKOC, Hamilton, Ont., will hear 40 weekly half-hours of stellar radio entertainment in celebration of the community centennial.

## YESTERDAY AND . . . TOMORROW!

● (Below) . . . Final elimination of kiddies in the KDON Spelling Bee, a feature of the Kiddie's Klub sponsored every Saturday morning by LUCKY BOY MARKETS. (For story, see *Showmanship in Action*, p. 206).



● (Right) . . . They waited in line! Over 5,000 people turned out for Open House at WPAY, Portsmouth, O. Occasion was the WPAY switch to CBS, heralded with an all-out promotion campaign.



(Center) . . . The winners! Weeks of competitive broadcast, the winning acts present a grand performance on Heider's showcase, a 30-minute Saturday broadcast over KSLM, Salem, Ore.



(ht) . . . Bunny Fund appeal in the wholehearted support of listeners in Cincinnati, O. Ruth and her jolly helper, Frazier Mas, set themselves the task of raising money for an Easter bunny for every child in children's hospitals in Cincinnati, Indianapolis and Louisville. Morning Matinee audiences gave generously. Easter prevue shot here was taken in POGUE'S BUNNY SHOP.







## AIRING THE NEW

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

### Automobile Supplies

**ART DAVIS & HIS RHYTHM RIDERS** A comparatively young enterprise which flourished into a post-war industrial giant has selected the Oklahoma-North Texas area as the proving ground for a radio test campaign. With KTUL, Tulsa, Okla., as the parent station in a three-way hook-up which includes KOMA, Oklahoma City and KWFT, Wichita Falls, Tex., the O.K. RUBBER WELDERS have set out to blanket the Southwest region with its sales message.

Chosen to spread the word for O.K. RUBBER WELDERS is *Art Davis & His Rhythm Riders*. Since Art's release from the Navy last October, the group has been sponsored in Tulsa by O.K. RUBBER WELDERS, and the current campaign is in the nature of an experimental program for the sponsor.

*Art Davis & His Rhythm Riders* is broadcast Monday through Friday on two consecutive programs, one at 4:30, the other at 4:45 P.M. Most of the programs for the three-way network will originate from KTUL, with occasional originations from both KOMA and KWFT. Veteran announcer Ed Neibling emcees the program.

**AIRFAX:** *Sponsor:* O.K. Rubber Welders.  
*Station:* KTUL, Tulsa, Okla.; KOMA, Oklahoma City, and KWFT, Wichita Falls, Tex.

**COMMENT:** When time can be cleared, a hook-up of this kind simplifies the programming problem for the regional advertiser and guarantees a uniformity in production and effectiveness.

## Florists

**MODERN HOME FORUM** What can be done to prolong the life of a bouquet of flowers? How often should the water be changed? Florist members of the FLORIST'S TELEGRAPH DELIVERY ASSOCIATION, Fort Wayne, Ind., answer these and other questions over WOWO on a weekly schedule as a feature of Jane Weston's *Modern Home Forum*. Each week, one of the local florists is interviewed on such topics as how to care for house plants and the best types to raise. At the close of each broadcast, listeners are reminded of the Sunday evening show sponsored by the FTDA.

In addition to general station merchandising, special promotion for this cooperative program includes the distribution of program stickers to florists for use on mail and statements. Leaflets with the questions and answers about the care of flowers are available to listeners on request. Small microphones with lettering, "*We're On the Air!*" have been placed in the window of each florist, and a weekly newspaper ad calls attention to the 10:15 Sunday evening show. In the week preceding Easter all seven cooperative sponsors joined in a cooperative window display in the WOWO studio window, featuring Easter floral decorations, corsages, etc.

**AIRFAX:** Interviews with florists aired on the *Modern Home Forum* is a Wednesday feature on this home-makers program.

*First Broadcast:* April, 1946.

*Broadcast Schedule:* Wednesday, 1:00-1:30 P.M.

*Sponsor:* Florist's Telegraph Delivery Ass'n.

*Station:* WOWO, Fort Wayne, Ind.

*Power:* 10,000 watts.

*Population:* 117,246.

**COMMENT:** Here's a case where a single florist could not afford the type of program now used by the group. With cooperative effort, each member bears a



small portion of the total expense, but each benefits individually from all the *plus* promotion and merchandising.

## Participating

**MARGARET GOES MARKETING** When *Margaret Goes Marketing*, she takes with her a bevy of Coos Bay, Ore. homemakers, via KOOS. Now in its fifteenth month, the show includes among its sponsors seven advertisers in the Southwestern Oregon area.

An ad lib show, radio shopper Margaret McCoy has able assistance from two masculine cohorts, Freddie Vigder and Leonard Epling. Merchandise fea-



tured on the show is brought to the studio and described as the real McCoy by shopper McCoy, with seekers-after-knowledge Vigder and Epling popping questions about the products. Music, patter and comedy sequences make up the entertainment package.

Current *hook* to test listener interest: a song-lyric contest, depicting the Oregon Coast. Winners receive merchandise awards from the sponsors.

**AIRFAX:** *First Broadcast:* January, 1945.

*Broadcast Schedule:* Monday through Friday, 11:00-11:30 A.M.

*Preceded By:* John B. Anthony.

*Followed By:* Queen For a Day.

*Station:* KOOS, Coos Bay, Ore.

*Power:* 250 watts.

**COMMENT:** Homemakers programs of this kind provide advertisers with a flexible schedule adapted to special sales and promotion of new merchandise at low cost.

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# NEW HORIZONS

News highlights for the  
radio industry.

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*Femineus:* In San Antonio, Tex., the masculine representatives of the agency business had best look to their laurels. **Charlotte F. Byers**, president of the HERALD ADVERTISING CO., with other members of her all-woman advertising agency, is doing a bang-up job. Agency specializes in sales promotion work in the feminine field.

*Back in Harness:* Out of nine servicemen on the CKRM, Regina, Sask. staff, three are brothers. After service with the RCAF, **Jack, Bob and Tom Hill** returned to CKRM, two as announcers, the third, Jack, as program supervisor.

*Service Stripes:* Although CKOC, Hamilton, Ont., is only 24 years old, the total years of service of its three oldest employees is 50 years. **Les Horton**, chief engineer, has been with the station 24 years, built its first transmitter. **Kathleen Callaghan**, accountant, has a 15-year service stripe, and chief announcer, **Werner Bartman** an 11 year record.

*Beyond the Line of Duty:* Radio played an important part in the United Nations Philadelphia Food Drive, with **Roger W. Clipp**, general manager of WFIL as chairman of the radio committee.

*Change the Mailing List:* All manufacturing and sales operations of the ELFC-TRONIC CORPORATION OF AMERICA have been moved to the firm's new plant at 170 53rd St., Brooklyn, N. Y.

*New Service Enterprise:* **Paul Crugar** heads the recently organized radio division of **GEORGE R. BENTEL**, play brokerage and literary agency. A script library is now available either in programming an entire period or selecting a one-shot for a dramatic spot.





# SHOWMANSHIP IN ACTION

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

## Dairies

DO YOU KNOW THE ANSWER? When the KORNELY DAIRY entered the Manitowoc, Wis. market, it knew the answer to the problem of getting quick distribution. It turned to radio and WOMET with a week-day series designed to perk up listener interest in the new firm. Its choice was *Do You Know the Answer?*, a quarter-hour telephone-money show which had been successfully tested in other markets.

Each day the announcer calls a given number of people by telephone, asking each, "*Do You Know the Answer?*" If the person on the other end of the line can give a simple statement that has been furnished as part of the sponsor's promotion, he receives the amount of money on deposit with WOMET. Each time a person telephoned fails to provide the answer, that money is added to the deposit. No person is asked to purchase anything, nor does he have to listen to the station to qualify for the money.

Commercial sense behind the dollars-and-cents show: program is designed to impress everyone with a slogan-sentence about the KORNELY DAIRY, its products and services. Listeners are paid money for being able to recall and actually recite the sponsor's sale message.

In Manitowoc there's plenty of evidence of listener interest in this syndicated script feature from the W. E. LONG COMPANY. Weekly mail count of postcards with

slogans from listeners averages 48 cards. Rapid recovery of contest money by listeners each week is another indication. What is even more convincing to KORNELY DAIRY is the fact that it has added two new routes and could have added another two if equipment were available.

While the primary purpose of the program was to increase sales and acquaint listeners with the sponsor's services, it also gave route salesmen an opportunity to make contacts with customers, through the distribution of gift checks given to persons called on the program.

Commercials, in the form of sponsor-plugs inserted at the discretion of the announcer, carry the sponsor's message. Slogans selected from the listener mail response are used as the weekly answer for the telephone quiz angle on the show.

**AIRFAX:** Staff announcer, Frank Pollack, emcees the show.

**First Broadcast:** August 13, 1945.

**Broadcast Schedule:** Monday through Saturday, 9:15-9:30 A.M.

**Preceded By:** Local News.

**Followed By:** Tic Toc Time.

**Sponsor:** Kornely Dairy.

**Station:** WOMET, Manitowoc, Wis.

**Power:** 250 watts.

**Population:** 24,404.

**Producer:** W. E. Long Co.

**COMMENT:** Nearly comparable to the intangible factor of good will is the value of a slogan, representing as it does, a complete sales argument in relatively few words. Series here is designed to achieve wide currency for the sponsor's slogan.

## Department Stores

**TODAY IS YOURS** To mother, father, sister or brother, *Today is Yours* over WHEB, Portsmouth, N. H., on the occasion of birthday or wedding anniversary. Requests are sent in from listeners, asking that members of their families and friends be recognized over the air on the 15-minute program heard six times weekly. Not only are musical selections asked for, but also Anniversary-grams and Birthday-grams are aired at the time of the



announcements. These usually extend congratulations, best wishes, or birthday messages.

Requests for recognition on *Today is Yours* are received and filed for future reference. A large file is being compiled from the requests already received and following each broadcast additional information is received which is sorted and filed. The announcer asks that these requests be signed for reference, should the occasion arise when this information is needed. Responses have been received from various sections of central and northern New England. Birthdays from one year, as well as wedding anniversaries up to 60 years, have been honored on this program.

To facilitate the handling of requests, cards are available at the sponsor's store, which need merely the filling in of the name, address, message, and signature, with a place for circling the month and day of the desired anniversary or birthday to be mentioned on the show. Cards of congratulation are sent by the sponsor to each person honored on the show.

Sponsor is the **GEORGE B. FRENCH COMPANY**, Portsmouth pioneer radio advertiser among the department stores of this area. Up to five years ago, Frank J. Massey, owner of the store, devoted his advertising budget entirely to newspaper advertising. WHEB managing director, Bert Georges, finally presented an argument so convincingly as to why the company should try radio advertising that Mr. Massey signed up for a 26-week experimental contract. Since then he has been a constant advertiser and has used musical programs of various types, fashion commentaries, women participation programs, and chain breaks.

In addition to *Today is Yours*, supplementary spot announcements call attention, from time to time, to special attractions at the department store. Throughout the past five years, the **GEORGE B. FRENCH COMPANY** has led the way in department store advertising over WHEB.

Two half-minute commercials carry the sponsor's advertising in *Today is Yours*. These commercials come before and after the program.

**AIRFAX:** First Broadcast: January 15, 1946.

**Broadcast Schedule:** Monday through Saturday, 8:45-9:00 A.M.

**Preceded By:** Community News.

**Followed By:** World Wide News.

**Sponsored By:** George B. French Company.

**Station:** WHEB, Portsmouth-Dover, N. H.

**Power:** 1,000 watts.

**Population:** 25,000.

**COMMENT:** Here's a simple program format that is practically self-perpetuating. Strongly in its favor is the fact that it builds an excellent mailing list and through the combination of program and merchandising is a first-class good will generator.

## Candies

**SINGIN' SAM** *Singin' Sam*, the Neilson Man needed no introduction to young or old. His song stylings and homey philosophy were well known to CKEY, Toronto, Ont., listeners, but *Singin' Sam* hadn't been around for awhile. CKEY set out to tell the world that *Singin' Sam* was coming back to Toronto. To achieve that end, CKEY prodded the public at its most vulnerable spot, its native curiosity. *Flashes*, ie, "*Your attention please! Tomorrow is SS day*," got listeners set for the new show. *Flashes* were aired 15 times daily. Result: a busy switchboard from those who wondered what it was all about, and an increased tune-in for the first broadcast.

Once the show was launched, NEILSON's maintains peak listening with daily newspaper ads reminding the CKEY audience that the show is on the air Monday through Friday at 7:30 P.M.

When NEILSON's picked *Singin' Sam* as its radio mouthpiece, it did so on the theory that there was a natural tie-up between a program which appealed to all age groups and a product used by all age groups. To achieve maximum effectiveness for the sales pitch, *Singin' Sam* gives the NEILSON commercial.

Additional CKEY promotion for the new feature: an announcement in the station's dealer house organ offering 10 monthly cash awards for the best dealer tie-up windows. Dealer had only to tie-up a window, counter or floor display with

the *NEILSON Singin' Sam* show, and have a picture taken of the display to enter the contest. Offer was a part of a regular station promotion which is directed to different merchants each month. Station offers a total of \$50 in prizes for the most creative and attractive windows or counter displays promoting a radio-advertised product, the sponsor and CKEY. Contest varies from month to month.

**AIRFAX:** Transcribed program features Charlie Mag-nante, accordionist, with a girls trio and an orchestra in old and new tunes.

**First Broadcast:** December 10, 1945.

**Broadcast Schedule:** Monday through Friday, 7:30-7:45 P.M.

**Preceded By:** Make-Believe Ballroom.

**Followed By:** M-W-F, Easy Aces; T-Th, Music Album.

**Sponsor:** Neilson's.

**Station:** CKEY, Toronto, Ont.

**Power:** 5,000 watts.

**Producer:** Transcription Sales, Inc.

**COMMENT:** While a program that fits the listening interests of the public will build up an audience over a period of time, the advertiser who gets behind a pre-broadcast build-up insures success for his campaign at the outset, since his message reaches a larger segment of the public than does a show that goes on the air *cold*.

## Grocery Stores

**KIDDIE'S KLUB** A new jack-pot in adolescent entertainment has been hit in Monterey, Calif., where the *Kiddie's Klub* is a weekly show broadcast over KDON. Sponsored by the LUCKY BOY MARKETS of Carmel, Seaside, Oak Grove and Monterey, the show features a *Spin the Lucky Boy* game.

Paraphenalia for the game consists of a large board placed on the stage of the theatre from which the show originates. Numbers from 1 to 16 are encircled on the board. The spinning arrow is designed in the shape of the Lucky Boy trade mark.

A birthday guest of the day spins the arrow and the show is on its way. Each number on the board represents an age, and each age is divided into thirds. As the arrow is spun, a child whose age corresponds to that which comes up on the board, comes forward from the audience

to participate in the game portion of the broadcast.

A half-hour warm-up precedes the broadcast. A *Kiddie's Quiz*, a *Spelling Bee*, other visual and oral parlor games are a part of the fun.

**Promotionotions:** window cards, banners in each LUCKY BOY MARKET, theatre marquee banner and lobby displays, hand-outs, newspaper advertising and stories, as well as continuous air-plugs. Each child who appears on the air receives a *Kiddie's Klub* membership card, with membership pins now in the offing.

**AIRFAX:** George Ross, who produces the weekly show, originated the idea.

**Broadcast Schedule:** Saturday Morning.

**Sponsor:** Lucky Boy Markets.

**Station:** KDON, Monterey, Calif.

**Power:** 250 watts.

**COMMENT:** While the general format here follows the standard pattern for most amateur shows, the twist given to the show adds to the general audience enthusiasm. (For pic, see *Showman-scoops*, p. 200).



## Participating

**MARTY'S PARTY** When invitations go out for *Marty's Party*, it's strictly an all-family affair, with the small fry as welcome as their elders. Show broadcast over WHBC, Canton, O., is divided into two sections. From 7:15 to 8:00 A.M., the broadcast is pitched to the nippers. After a 15-minute interval which gives *milady* time to get the younger generation off to school, it's *Coffee Time* from 8:15-8:45 A.M.

Musical portion of the program consists of request tunes. Between platters, *Marty* reads fan mail requests for birthday and wedding anniversary recognition. Time and weather reports are given every few minutes. Saturday morning is open house, with the WHBC studio jam-packed with youngsters who come to sing and join the fun with *Marty*.

Special stunts prod listeners. When *Marty* made a business trip to Chicago, WHBC conducted a *Where's Marty?* contest, with a Victory Bond for the writer of the best letter. Preceding Mother's

Day, *Marty* set out to find the 20 couples in the WHBC listening area who had been married the longest period of time. Letters by the hundreds followed, and to each winner went a place at the Mothers' Day breakfast table. Breakfast party festivities were broadcast over WHBC, with gifts for each couple.

**AIRFAX:** Show is entirely ad lib, with plenty of the unorthodox thrown in for good measure. Program conductor, Martin Alexander often doubles at the Hammond organ or at the piano.

**Broadcast Schedule:** Monday through Saturday, 7:15-8:00 A.M.; 8:15-8:45 A.M.

**Station:** WHBC, Canton, O.

**Power:** 1,000 watts.

**Population:** 108,401.

**COMMENT:** With music and homespun humor as the main attractions, mail pull here indicates that such features meet with the enthusiastic support of a large segment of the listening audience.

### Realtors

**SAXTON'S SIDEWALK SURVEY** In Yakima, Wash., **ROBERT L. SAXTON**, REALTOR, wanted to find out what people were thinking about topics of general interest. He turned to KIT and came up with a man-on-the-street public opinion poll.

Four or five people are interviewed each day on the Monday-through-Friday series, with each person asked several questions. Each contestant receives a cigarette lighter with **SAXTON** advertising on it. Feature of each broadcast is a jack-pot question which starts out with five dollars. One dollar is added each day until the question is answered.

Sponsor's purpose: to obtain farm and orchard listings at the seasons of the year when they are obtainable, and to secure city homes and property the year around. Listings have shown a definite increase at a time when said listings are difficult to obtain. While the program is aimed at the typical afternoon radio audience, commercials are beamed particularly at homeowners. A slogan, "*For Real Estate Action, See Robert L. Saxton,*" made familiar by a previous spot campaign, is used frequently.

**AIRFAX:** Don White emcees the show.

**Broadcast Schedule:** Monday through Friday, 2:30-2:45 P.M.



## "The DOCTOR on the AIR"

- ★ Program spots, interviews
- ★ 5 and 15 minute features
- ★ Live or transcribed

**FREDERIC DAMRAU, M. D.**

247 PARK AVE., NEW YORK, N. Y.

Wickersham 2-3638

**Sponsor:** Robert L. Saxton, Realtor.

**Station:** KIT, Yakima, Wash.

**Power:** 1,000 watts.

**Population:** 49,500.

**COMMENT:** The man-on-the-street show has done yeoman service for a wide variety of sponsors. A smooth announcer with plenty of personality and experience is, however, a prime essential.

### Sustaining

**PICKAHIT** The radio listener who thinks he is as good a judge of songs as the next fellow has a chance to test his metal in Lawrence, Mass. Each Sunday afternoon, eight new records are broadcast over WLAW. Object for listeners is to *Pickahit*. Listening audience has only to pick the tune it thinks will make the highest rating on *New England's Tops of the Week* within the next ten days. For the first wire or letter received which picks the tune, WLAW awards five dollars, with three and two dollar prizes for second and third winners. As consolation





prizes to the next five contestants goes copies of the records which they picked.

**AIRFAX:** *Pickahit* broadcast ties-in with a Tuesday night half-hour feature which presents *New England's Tops of the Week* as indicated by the sales records of the week in local record shops. *Pickahit* winners are announced on the Tuesday night show tune played on the program. Series is the brain child of program director James T. Mahoney. Arthur Flynn emcees the show. *First Broadcast:* March 24, 1946.

*Broadcast Schedule:* Sunday, 5:00-5:30 P.M.

*Preceded By:* Warriors of Peace (Re-Broadcast).

*Followed By:* Counterspy.

*Station:* WLAW, Lawrence, Mass.

*Power:* 5,000 watts.

*Population:* 84,323.

**COMMENT:** It's not so much the amount of the prize as the chance to test their skill that draws listeners to contests of this nature.

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## *A Ghost of an Idea*

may be the beginning of a successful sales campaign. In this issue there is a collection of tried and tested programs. One of them may be adaptable to YOUR business.

A representative of your local station will be glad to help you work it out. Too, members of Radio Showmanship Magazine staff are always glad to give assistance to advertisers.

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## SHOW-MANUFACTURE

New products and equipment to raise the broadcast performance level.

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**GONE WITH THE WIND** To effectively eliminate thumping and monkey chatter in radio broadcasting, other fields of quality sound reproduction, the ALTEC LANSING CORPORATION, Hollywood, Cal., has produced an entirely new version of a 70DB gain, five watt limiting amplifier.

In actual operation the new amplifier permits a total input attenuation of 30DB in 1DB steps; provides ten to one compression beyond the limiting point; permits a five to six DB limiting action without being apparent to the ear; permits limiting of up to 15 or 20 DB without distortion; provides a valuable safety factor in high power radio and public address installations, and effectively reduces over modulation without distortion. *Frequency characteristic:* plus or minus one DB over a range of from 20 to 20 thousand cycles.

**COLOR PICTURES** Improved projection of color pictures and cooler working conditions for motion picture and television actors are made possible by a new heat-absorbing, color-transmitting glass produced by the AMERICAN OPTICAL CO., Southbridge, Mass. When used as a heat screen in a projector, the new glass permits the projection of motion and still pictures in their original colors, thus permitting pictures to be reproduced on a screen as they are taken. At the same time, the glass absorbs heat, so that films and slides are protected against damage. The glass can also be used in spotlights and floodlights as a heat screen, with the glass absorbing almost 90 per cent of the heat.

**SOUND PROOF** To reduce the amount of sound passing in or out through the doorways between the jams and threshold or floor, the EVANSTON SOUND-PROOF DOOR AND STOPS is made up of two 5-ply wood veneered sections, with interior insulation sheets of differing material, differing weights and differing degrees of stiffness, differing rates of sound absorption and sound reflection. These crack up and dissipate sound waves. A single action of the lever handles hermetically seals all cracks around the door. Stops are felt-mounted, sound-proof, adjustable to door surface. Door is available in standard, high duty and special types.

**SIGNAL GENERATOR** A new wide range signal generator for AM and FM is the latest product to be marketed by the SIMPSON ELECTRIC CO., Chicago. Known as SIMPSON MODEL 415, new generator is designed to be practically independent of line voltage fluctuation, with calibration stable regardless of wide variations in line voltage. Control of RF output through its entire range eliminates the necessity of a separate connection for high output. Modulation from 0 to 100 per cent, using either the 400 cycle internal sine wave or an external source. High fidelity modulation up to 100 per cent from below 60 cycles per second to over 10 kilocycles per second with no unwanted frequency modulation.





# 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.

## Department Stores

**FREIMUTH SHOW** "FREIMUTH'S use of radio has been rather broad and it is somewhat difficult to determine with any degree of accuracy just which of the store's programs influences sales most. It is our opinion that radio advertising used in coordination with newspaper advertising is much more effective than either used alone."

**EDGAR FREIMUTH**  
*General Manager*  
*Freimuth's Department Store*  
*Duluth, Minn.*

**AIRFAX:** Latest broadcast campaign for Freimuth's was a 30-minute feature designed to appeal to a predominantly feminine audience and especially to homemakers. Series broadcast over WEBC featured the music of Ray Bloch, his orchestra and chorus, with home-making and fashion tips to appeal to divergent tastes in radio fare.

Homemaking section comprised about a minute and a half, with home furnishings, decorating and home construction information under discussion. Angle: *Your Design for Peacetime Living*. Brief commercials on specific merchandise for the home tied-in with this section of the show.

Fashion trends in apparel, accessories, etc. were highlighted in *Top Topics in the Fashion Parade*. Commercials tied-in with wearing apparel, accessories, fabrics and related items.

In the Baby Section, infants born in Duluth and Superior in the preceding 24 hours were named, with a special greeting extended to the largest baby born that day. Commercials in this section tied-in with infants apparel.

Weekly salute to the *Woman of the Week* was part and parcel of the show, with tribute paid to women in the area for outstanding work in civic affairs, welfare and organizational activities.

Program was handled on the air by Bill Conner, who also supervised production, and Rolf Erickson, with alternating voices for the announcements and commercials. Daily features on homemaking and fashions, as well as the commercials were written by Sylvia Covet. Music for the show was from the NBC Thesaurus Service, Associated and World Transcription libraries.

Continuous promotion for the program included air plugs, bus cards, window displays and store posters.

**Broadcast Schedule:** Monday through Friday, 10:30-11:00 A.M.

**Sponsor:** Freimuth's Department Store.  
**Station:** WEBC, Duluth, Minn.-Superior, Wis.  
**Power:** 5,000 watts.

**COMMENT:** Not overlooked here was the fact that while the program had to be

informative and entertaining, it also had to accomplish the prime objective of selling merchandise. Sponsor here is on the right track in the coordination of all advertising media to achieve a single purpose.

## Men's Wear

**SOLDIERS OF THE PRESS** "Especially during the past few years, our policy has been to use radio advertising exclusively.

"We started using radio advertising over KGIR when the station first opened, 17 years ago, and we have continued to use it consistently ever since. Why? Because it thoroughly covers the territory that we serve and it provides the most effective media for getting our message across.

"For over three years, our program, *Soldiers of the Press*, was in the top flight of transcribed radio shows, and since we prefer to use programs we are always on the alert for new shows of this type."

**M. H. SCHWARTZ**  
*Schwartz Men's Store*  
*Butte, Mont.*

**AIRFAX:** **Sponsor:** Schwartz Men's Store.  
**Station:** KGIR, Butte, Mont.  
**Power:** 5,000 watts.  
**Population:** 67,883.

**COMMENT:** Here's a characteristic example of merchants who confine their advertising entirely, or at least very largely, to broadcast advertising. The gradual transition from a tentative experiment 17 years ago to 100 per cent radio advertising is a record of cooperation and mutual benefit between advertiser and radio station. In the use of programs, rather than spots, the advertiser does more than sell merchandise. He also cultivates good will.



## PROOF O' THE PUDDING

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

### Drug Products

**PICK THE HITS** What brightens the noon-time period for radio listeners on two Canadian stations, CKEY, Toronto, and CJAD, Montreal, is a fast-moving, up-to-the-minute musical contest in which listeners *Pick the Hits*.

In Toronto, the series is on for FORHAN'S TOOTHPASTE, and since the sponsor took over in September, 1945, some 84,263 letters have been received, with proof-of-sale enclosed with approximately 15 per cent of the mail. Series has a climbing average of 5.6.

In Montreal, CJAD has received as many as 4,000 letters in a single day. On one occasion, the week's draw of mail was 12,000 letters. It's rating is logged at 6.3. Since April LONDONDERRY ICE CREAM MIX has cashed in on the program's popularity.

Three popular hit tunes are played each day, and listeners are invited to list them in order of popularity with the station's audience. Next day the order is tabulated from the letters received. One letter is picked at random on the broadcast, and if the three tunes are listed in the right order, the listener wins the jack-pot. If not, the jack-pot is upped its original value. Value increases until there is a winner on a later broadcast. If a proof-of-sale of sponsor's product is enclosed, the prize is doubled.

**AIRFAX:** Series originated at CKEY, and is now produced in syndicated script form by Imperial Radio Productions, Toronto. Series is available in the U. S. and Canada on a one to six-a-week basis. One studio announcer handles the entire production. Scripts are prepared by Howard C. Caine, with time allowance

for two full commercials.

*Producer:* Imperial Radio Productions.

**COMMENT:** Simplicity in format is essential for programs of this kind, and here's one that is readily understandable to every age level. With its merchandising angle that is easily adaptable to any market, the show has what it takes to turn in results, saleswise, for almost any product.

### Electrical Supplies

**LONGHORN JOE'S WESTERN RANGERS** Some four years ago KROW, Oakland, Cal., went on the air with a modest little program of cowboy music. Billed as *Longhorn Joe and His Western Rangers*, it was scheduled each week-day afternoon, with *Longhorn* emceeding the 30-minute show of recorded and transcribed western tunes and ballads. Requests were played, dedications made.

With the coming of the war and the influx of war workers from all parts of the nation, the *prairie Americana* musical show was stretched to 45 minutes, then to a full hour. Requests came in so thick and fast that *Longhorn* had to declare no-request periods of from one to two weeks to catch up with the back-log of requests.

Commercial almost since the beginning, the full-hour show had two sponsors. When one changed his merchandising policy, switched to newscasts, SERVANT'S APPLIANCE CO. & FURNITURE WAREHOUSE was quick to step into the breach. *Longhorn* was no pig-in-a-poke to SERVANT'S: an announcement adjacent to the show had proved the value of the broadcast previously.

Window posters done in the western theme publicize the broadcast under the SERVANT'S banner. Commercials on furniture and post-war electrical appliances are all done in character by *Longhorn*. Slogan: "Your humble Servants!"

**AIRFAX:** Unknown except to KROW staff members is the real identity of *Longhorn*. While his characterization pictures him as a not-too-well educated hill-billy in reality he is a Bay area ad-man who knows his onions.

*First Broadcast:* May 14, 1945.

*Broadcast Schedule:* Monday through Saturday, 5:00-5:30 P.M.

*Preceded By:* Nevada.

*Followed By:* More *Longhorn Joe*.

*Sponsor:* Servant's Appliance Store.  
*Station:* KROW, San Francisco-Oakland, Cal.  
*Power:* 1,000 watts.

**COMMENT:** Programs are what it takes to build listeners, and listeners in turn, build sales. Canny time-buyers don't wait when a good time availability turns up. They snap it up before the competition does, since a good program will sell almost any product.

## Insurance

**NAME YOUR MUSIC** To get mail as leads for insurance prospects, the NEIGHBORS OF WOODCRAFT, Portland, Ore. insurance organization, asked KGW listeners to *Name Your Music*. Response to the Saturday afternoon half-hour feature is a regional success-story-in-the-making. The first seven broadcasts pulled 23,542 letters! What was even more to the point for NEIGHBORS OF WOODCRAFT, the sponsor's sales organization wrote policies on 90 per cent of the mail leads in Portland, the first test city!

Comments Showalter Lynch, president of the SHOWALTER ADVERTISING AGENCY: "We're getting letters from every cross-roads and whistling post west of Kansas City, and everyone in the office is a little groggy with that much mail to handle."

In a similar vein comments Minnie Hiner, chairman of the Grand Board of Managers of NEIGHBORS OF WOODCRAFT: "It requires five girls, plus all the Grand Officers with any time to spare, to keep up with mail." Program goes to 19 NBC stations in the 11 western states.

Listeners are invited to submit names of songs they would like to hear on the 3:30 P.M. show. Radio sets are awarded if a board of musical experts can't play from memory the songs requested.

**AIRFAX:** *First Broadcast:* January 12, 1946.  
*Broadcast Schedule:* Saturday, 3:30-4:00 P.M.  
*Sponsor:* Neighbors of Woodcraft.  
*Station:* KGW, Portland, Ore.  
*Power:* 5,000 watts.  
*Population:* 305,349.  
*Agency:* Showalter Lynch Adv. Agcy.

**COMMENT:** The right combination does indeed get results! Mail hook here is perfectly adapted to the sponsor's needs and equally in tune with listener interest in good entertainment.

## Music Stores

**YOUR RECORD DATE** Last Christmas, SAAS BROTHERS MUSIC COMPANY, Davenport, Ia.-Moline, Ill., bought on WOC, time in a six-week, live-talent participating program. The venture marked its first extensive use of radio. Results were so satisfactory that shortly after the first of the year, SAAS bought a Monday through Friday quarter-hour strip at 4:15 P.M. This, too, according to Steve Saas, has been an extraordinarily successful means of familiarizing customers and potential customers with the unusual self-service feature of the SAAS-designed record sales department. Results from *Your Record Date* have been so good that SAAS BROTHERS now contemplates purchase of another five times weekly quarter-hour, devoted to the promotion of radio salon appliances in general.



**AIRFAX:** Personality announcer, Dan Rafferty, emcees the show. Commercials are brief and interesting, with emphasis on the many unusual services offered by the sponsor, done in the informal manner. Show features records currently on sale, both *hep* stuff and so called *long-hair* music.

*First Broadcast:* January, 1946.  
*Broadcast Schedule:* Monday through Friday, 4:15-4:30 P.M.  
*Sponsor:* Saas Brothers Music Co.  
*Station:* WOC, Davenport, Ia.  
*Power:* 5,000 watts.

**COMMENT:** While cost per 1000-families reached may influence the initial purchase of any advertising medium, in the last analysis it's *results* that count. Here's an advertiser who knew a good thing when he saw it on that basis.

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*For news of authoritative medical scripts or plotters adaptable to a wide variety of business needs, see page 207.*

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# JOHNNY ON THE SPOT

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

## POWERFUL MINUTES

To stimulate new business and to retain the old, in the face of current shortages, is one of today's major merchandising problems. In Worcester, Mass., Joseph Noonan solved the problem for his four CAROL BAKERS stores with a spot announcement schedule on three stations. The schedule:

WTAG—Thursday, 6:00 P.M., 100-word spot announcement preceding the news.

Sunday, 5:00 P.M., 30-word spot following the *Electric Hour*, and preceding the *Prudential Family Hour*.

WORC—Monday, 9:30 A.M., and Wednesday, 9:30 A.M., 30-word spot announcement preceding the *Breakfast Club*.

WAAB—Monday, 1:59½ P.M., 30-word spot announcement preceding *Cedric Foster*.

Comments R. Anne Cristy, radio director of the HOWARD-WESSON Co., Adv., "These spots have pulled very well for our client. Mr. Noonan is not a newcomer to radio advertising. He has used it with success for many years and knows its value. At this particular time, most of his advertising is done on a good will basis. The program is directed to the housewife who is his potential customer."

## AIR-WISE

What is believed to be the first regular use of spot radio for the promotion of airline travel is being used as promotion by CONTINENTAL AIR LINES. The one-minute spots, which include the use of sound chamber and airplane sound ef-

fects, were produced by GALEN E. BROYLES Co., Inc., Denver, Colo., and are being used on radio stations KCMO, Kansas City, Mo.; KOA, KLZ, KMYR and KVOD, Denver, Colo.; WOAI, San Antonio, Tex.; KOB, Albuquerque, N. M.; KROD and KTSM, El Paso, Tex.; KVOO and KTUL, Tulsa, Okla.; KANS, Wichita and KWBW, Hutchinson, Ka. Spots localized for each city give not only flying times but cities served on various flights, departure times and fares. Airline officials have reported a heavy volume of business directly traceable to radio.

## WELCOME THE SPRING

Going into its second consecutive year of nation-wide radio advertising is MONTGOMERY WARD & Co. Following the example of the home office is the Greensboro, N. C. retail MONTGOMERY WARD store, with eight spot announcements aired over WBIG each week day. Spots are spaced throughout the day to obtain maximum effectiveness. That the schedule hits the bulls-eye is indicated by an Advance Spring Sale conducted at the Greensboro store. Merchandise used in the area only during the spring and summer seasons was placed on sale in February. According to store manager H. W. Hubbard, the experiment was a tremendous success.

## GOOD PROTECTION

Cold-weather coveralls were a much needed item in the male wardrobe, if the experience of LEE'S SURPLUS STORE, ARMY GOODS, is any indication. When it advertised a sheep-lined leather flyers' suit over WIBC, Indianapolis, Ind., it took only a few mentions on LEE'S 6:30 A.M. spot to sell out the complete stock. Comments David Rein, partner: "Many of those who came were farmers, and some from as far away as 100 miles."

No flash-in-the-pan response was this instance. LEE'S took on the early morning time on WIBC to reach the rural and distant trade. Results are most satisfactory according to retailer Rein. It's an indication that in the state of Indiana, a lot of people regularly beat the sun out of bed.



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# SHOWMANTIPS

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New program ideas  
briefly noted.

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## Beverages

**SOMETHING FOR THE FAMILY** A joke for dad, a dance tune for brother, a song for sister and a poem for mother adds up to *Something for the Family*. New fast-moving quarter-hour show made its debut March 14 over KFI, Los Angeles, Calif., for SPARKEETA-UP. Aired at 3:30 P.M., the series features Georgie Jessel. Also starred on the show is songstress Joan Barton. Bill Bunt conducts the 24-piece orchestra in old and new songs. GARFIELD & GUILD ADV. AGCY. handles the account from its Los Angeles office.

## Druggists

**GENE EMERALD** With recordings, organ background for his songs, and news on the half-hour, *Gene Emerald* reigns supreme each afternoon from 3:15 to 4:30 P.M. in the KRNT, Des Moines, Ia., listening area. Gene Emerald sings, plays his own accompaniment, handles recordings with the light touch and sells with the intimate, close-to-the-heart approach. Current sponsors who share the fun and music on a participating basis include KINGS PHARMACY, B. C. REMEDY, SUPERSUDS, EXLAX, NUTRENA, CUTICURA and PEPSI COLA. Tie-up with civic groups: recording appearances at luncheons, other meetings, in which globe-trotter Emerald recounts his experiences while entertaining veterans for the USO in China, Burma, India, North Africa, Italy and Sicily. Theme song of the series first broadcast January 8, 1945: *Linger Awhile*. Promotion for the program includes space in newspaper radio columns; newspaper ads; street car cards; billboards; spot announcements; movie trailers and high-light mention in KRNT's *Dial Tones*.

## Farm Products

**CARGILL CALLING** When it's *Cargill Calling* on KMA, Shenandoah, Ia., both dealer and consumer stand by. A dealer-customer request musical, the program goes on the air at 12:30 P.M., Monday through Friday, to up sales for CARGILL feeds. A wire-recorder farm interview by KMA Farm Service Director is a highlight of the quarter-hour show. Commercials directed to the farmer tie-in with CARGILL dealers in the KMA listening area. Radio, newspaper and direct mail introduced the show to the public preceding the first broadcast, January 26. Each broadcast includes a salute to a CARGILL dealer, and mention by name of customers whose musical requests are transmitted via the dealers.

## Participating

**SHOPPERS SPECIAL** There's a trainload of entertainment when WDRC, Hartford, Conn., listeners board the *Shoppers Special* at 7:00 A.M. One of the oldest programs on the air, the show has run on schedule 52 weeks a year since 1930 as a participating program for local and national advertisers. Weather reports, time, news

and music are the bulk of the freight carried on the *Shoppers Special*. Otto's Orchestra is a feature attraction, making the *Shoppers Special* the only early morning show in Hartford with a live band.

New merchandising feature of the program: the *Market Basket*. Two custodians of the *Market Basket*, Jim Garrett and Jean Chesley, pay surprise visits to homes in the WDRC listening area. When the lady of the house comes to the door, she is on the air, thanks to the WDRC mobile unit. Interview continues inside the house, with a *Market Basket* presentation a high spot of the stunt. In the *Market Basket* is a sample of every product advertised on the *Shoppers Special*.

Roy Hansen, as conductor of the *Shoppers Special*, makes numerous public appearances before women's clubs, civic groups, et al. Large and frequent newspaper ads and numerous spot announcements are part of the promotion behind the show. Program is a two-hour feature.

## Participating

**MARKET BASKET** When the *Market Basket* is unpacked, what's spread on the table convinces the housewife of one thing, namely, the advantages of shopping in Vancouver, Wash. Eight non-competitive sponsors give the sales pitch to KVAN listeners six times weekly, on a 30-minute schedule. An indication that the *Market Basket* does its job well is the fact that in the four years the show has been on the air, it has lost only one sponsor. Current mistress of the *Market Basket* is Joy Vinton.

## Sustaining

**KORN'S-A-KRACKIN'** What started out as a new and different hillbilly series for local consumption over KWTO, Springfield, Mo., ended up as a nation-wide release over the Mutual network. The all-star revue with Bill Ring as emcee originates in the heart of the Ozarks, and is the first regularly scheduled nation-wide radio release to come direct from southwest Missouri. 180 Mutual stations carry this Saturday night hour of rural rhythm and hilarity. *Korn's-A-Krackin'* indeed when a cast of 40 interpret the songs and music of the hill country. Series goes on the air at 9:00 P.M. CST.

## Sustaining

**MORNING DEVOTIONS** For very early risers, Monday through Friday, in Texas, radio station WOAI, San Antonio, broadcasts *Morning Devotions*. Format includes a prayer and benediction by a San Antonio minister, sacred music and a brief devotional thought. Dr. Arthur U. Boand, president of the San Antonio Council of Churches, inaugurated the series the last week in December.

## Sustaining

**CONGRESS REPORTS** When *Congress Reports* to the people of Washington, D. C., via WWDC, it reduces the barriers of state boundaries and sectional differences. On each broadcast a congressman speaks on a topic of his own choice, and through that, interprets the thinking of his section of the country to listeners in the nation's capital. Listener interest in the new series, according to WWDC general manager, Ben Strouse, points up the fact that public interest in their government representatives is at an all-time high. The program is in the hands of Mark Austad, WWDC news commentator and moderator of the *D.C. Forum of the Air*. The public service feature which interprets the thinking of various parts of the country on topics of national interest, as expressed by their elected representatives, is broadcast three times weekly. Series is aired M-W-F, 10:45-11:00 P.M.

## Sustaining

**STARRING YOUNG WISCONSIN ARTISTS** With music cash scholarships as the award for winners, 30 young Wisconsin musicians selected from 200 applicants are competing for honors in a third-year series of recital-broadcasts. Presented by WTMJ, Milwaukee, Wis., and the Wisconsin Federation of Music Clubs, this is the first year in which scholarships have been offered. Broadcasts cover a period of 13 Sunday afternoons. A live audience hears the recital-broadcast from 3:00 to 4:00 P.M., with the 3:30 to 4:00 P.M. portion on the air.

Judges for the contest: Jules Herbiveaux, program manager, NBC, Chicago; Dr Sigfrid Prager, University of Wisconsin School of Music; and Rudolph Ganz, Chicago Musical College.

## Sustaining

**I'VE JUST HEARD** If there's one thing that's dear to the feminine heart, it's to be in-the-know on the latest news about her friends and acquaintances. In Wausau, Wis. these tid-bits come the easy way. *Milady* has only to tune to WSAU at 9:00 A.M. to get the latest social news of interest to the community. About five minutes on each of the Monday through Friday broadcasts is devoted to some newsy feature of interest to women. Interviews with various personalities in connection with timely local events also get a nod from Louise Margaret Gohdes, editor of *I've Just Heard*. News contributions come in by telephone and mail. According to a recent Conlan Survey, its listener rating is 15.1.

## Sustaining

**FREE TO THE PEOPLE** To bring to the people of Pittsburgh, Pa. a greater awareness of the facilities and work of the CARNEGIE INSTITUTE, WCAE presents a quarter-hour series which develops various aspects of the multiple activities that comprise the work of the organization. INSTITUTE programs are heard Tuesday at 6:45 P.M. Plans are being readied for clearing the quarter-hour across the board to be made available to other local civic, educational and scientific groups. Series is scripted by John Wilkoff.

## Memorial Parks

**MUSICAL CASTLES** Two 15-minute periods of uninterrupted organ and vocal music is what CLOVERDALE MEMORIAL PARK offers listeners in Boise, Idaho, over KIDO. Educational approach is used for the commercial message, with copy pointing up the services offered by the sponsor. Series is aired Sunday, 9:00-9:30 A.M.

## Participating

**BATTLEGROUND** For the merchant who wanted to merchandise his product, Battleground, Wash. represented a tough field. Until KVAN, Vancouver, Wash. entered the picture, there was no radio station available to him, and there was no local newspaper. Advertising was limited to Clark County newspapers.

When KVAN came on the scene, five sponsors were quick to take advantage of an opportunity for frontal attack on prospective customers. Five times a week these advertisers beam an all-request musical program at Battleground listeners with mail-pull 300 letters a month. Response to give-away offers raises the batting average, with 400 letters in one week the top record.

Participating sponsors include RIECK BROS. GENERAL GROCERY; BEE GEE THEATRE; LUCKEY'S PLACE (restaurant); BATTLEGROUND FLORAL CO., and BATTLEGROUND DAIRYMEN'S ASS'N.

# CLAIMS TO FAME

To help create greater understanding of radio's contribution to community life, this series will highlight the development of stations who subscribe to RADIO SHOWMANSHIP for their advertisers in various parts of the country.

## SALUTE TO KPRO

KPRO, THE BROADCASTING CORPORATION OF AMERICA, station affiliate of the AMERICAN BROADCASTING COMPANY, Riverside, Calif., celebrated its fourth birthday on November 15, 1945. While the master switch was first turned on November 15, 1941, KPRO's claim to fame began on *Pearl Harbor Day*. All programs were cancelled and broadcasting facilities were turned over to the Ninth Service Command. The station was recognized as the sole civilian warning instrument in this area, and a company of troops was detailed to guard the station.

Among KPRO's oldest advertisers is John Huffman of HUFFMAN'S FURNITURE STORE, Riverside, and the KEYSTONE DRUG STORES. HUFFMAN initiated a successful advertising campaign with 3 to 6 spot announcements daily when the station opened. It has been a regular stand-by ever since and now sponsors *John B. Kennedy and the News*.

KPRO cooperates with nearby military camps by broadcasting weekly programs of interest to the men.

A 15-minute program reporting news of Riverside and San Bernardino schools is broadcast Monday through Friday. Scripts are written by school children who also serve as announcers.

An outstanding claim to fame for KPRO was instituted by W. L. Gleeson, president of the BROADCASTING CORPORATION OF AMERICA and KPRO's president and general manager. A community program policy committee has been set up, with the superintendent of Riverside Schools as chairman, to advise the station on types of public service programs best suited to "*The Valley of Paradise*."

# Two for the Price of One!

For a Limited Time Only, You Can Get the

Next 12 Issues of **RADIO SHOWMANSHIP**

Magazine Plus a Free Copy of the

## Radio Showbook

Compiled by MARIE FORD

A brand new handbook of syndicated script and transcribed features available for local and regional sponsorship . . . complete and up-to-date, to help solve your programming problems.



## FIVE FEATURES

MAKE THIS HANDBOOK VALUABLE

*To Radio Advertisers,*

*Station Personnel and Agencies*

- 1 All programs are listed alphabetically both by producers and titles.
- 2 A painstaking system of indexing and cross-referencing insures your being able to find the program you want in a short time.
- 3 All programs are listed by time unit, audience appeal, and subject matter. Shows produced for specific business sponsorship are so indicated.
- 4 Program summaries tell you in a second whether any given show is adapted to your needs.
- 5 Physical format of the book is designed for constant use—with a sturdy cover and large easy-to-read type.

**RADIO SHOWMANSHIP**

4 Marquette • Minneapolis 2, Minn.

### Sponsor Tested

Sponsor-tested programs to meet the requirements of radio station personnel, account executives, and buyers of local, regional and national radio time.

### Complete Listings

Here is the most complete listing ever assembled . . . almost 500 different programs to fit the needs of broadcasters and advertisers, everywhere. If it's a syndicated feature available for sponsorship, you'll find it listed in the RADIO SHOWBOOK.

This unique reference book for men who buy radio time should be on the desk of every person interested in any phase of radio programming.

**Only \$1.00**

Send in your order today for your copy of the 44-page RADIO SHOWBOOK, and you can throw away your file cabinets of syndicated features . . . all shows are listed in this one book.

**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 \$1.00 per copy. Check enclosed . Bill me later .

Name

Address

KFAB

KPRO

WPAY

WHBL

KGY

KLO

KOMA

KVAN

WEBC

KBIZ

WMFG

WFPG

KFRO

KATE

WELI

KSJB

WEGO

WLAG

WAJR

WRRN

WCOA

KVFD

WHLB

WEAU

WGTC

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