

MARCH 1949

91

S Showmanship



PROGRAMMING FOR
ROADCASTERS • ADVERTISERS
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Minnie Pearl and

MRS. Henry Cannon, Red Cross Gray Lady, wife of an airline official in Nashville, Tenn., sometimes shakes her head ruefully and declares she just can't get anywhere with neuropsychiatric veterans.

But as Minnie Pearl, star of the Grand Old Op'ry Company, she has to tell another story. For every Saturday night, over WSM in Nashville, with her talk about hog-killin' time at Grinder's Switch, she can start moody, unresponsive patients to talking without much effort. She's the very good reason large groups of hospitalized veterans gather round their radios, tune in, and listen attentively as she draws out her brand of hillbilly nonsense.

One and the same person, Mrs. Cannon and Minnie Pearl have gold-glinting hair and flashing white teeth, but according to the lady herself, the Grand Old Op'ry performer always gets across to the veterans,

no matter what their ailment, though Mrs. Cannon cannot seem to make a dent.

Recognized as queen of the mountaineer comedienne, Mrs. Cannon was first Miss Sarah Ophelia Colley before she became Minnie Pearl. She was born at Grinder's Switch, near the little Tennessee town of Centerville. When she attended Nashville's Ward-Belmont, she majored in dramatics and elocution. Telescoping four years work into two, she then returned to Centerville to teach in a local school.

Minnie Pearl's role was created in South Carolina in 1938 when Miss Colley was vacationing. Clad in an 89-cent organdy dress, lisle stockings, flat-heeled shoes, and a beflowered and fruited straw sailor chapeau, she performed for a benefit at the local hotel. At that significant moment, Minnie Pearl herself came into being.

Since last March, Mrs. Cannon has been a regular Gray Lady, visiting and working in the wards at Thayer Veterans Hospital every Wednesday. And when as Minnie Pearl she is on the road with the Grand Old Op'ry Company, she invariably finds time to report to a local Red Cross chapter as a visiting Gray Lady and volunteers for work in whatever veterans hospital that happens to be nearby.



Grand Ole Opry's "Minnie Pearl" steps out of character to become Mrs. Henry Cannon, Red Cross Gray Lady for the Nashville Davidson County Red Cross chapter. As a Gray Lady she spends time each Wednesday at Thayer Veterans Hospital at Nashville

Her Op'ry

At Grand Ole Opry show in Nashville, "Minnie Pearl" regales studio and radio network audiences with gossip of latest doings at Grinder's Switch

Without reservation, Mrs. Cannon says she would rather work among neuropsychiatric patients, for her amusing characterizations seem to strike response where they are most needed.

"At the hospital in Tuscaloosa," she recalls, "I was attempting to help those fellows as Mrs. Henry Cannon. I talked and I talked to one of them—a boy who hadn't entered into any conversation for months, according to one of the nurses. I was getting nowhere fast, so I went out, switched into my Minnie Pearl character and costume and came back to that silent lad.

"The minute I began to talk about Grinder's Switch, the boy perked up and began to drop a word in now and then."

By the time Mrs. Cannon, alias Minnie Pearl, had left the hospital, the nurse in charge of that patient's ward, told the entertainer that he was already carrying on a conversation with another farm boy. That was his first conversation since he entered the hospital.

"There are some acts and some types of entertainment that in themselves are not capable of making a contribution to the morale of some patients," Mrs. Cannon observes. She adds that there are, on the other hand, some kinds of comedy that produce results in some sections of the



country and fall flat in a veterans hospital in another area.

With emphasis on the comic Minnie Pearl side of her dual personality, Mrs. Henry Cannon's talent, first displayed in small town halls, drew hearty laughter—the kind of laughter which led her to larger auditoriums and theaters and finally, to her featured role in the Grand Old Op'ry radio show.

With this testimony to her abilities, it is no wonder that now, in the quiet and calm wards and assembly rooms of veterans hospitals across the country, Minnie Pearl "gets across."

NO COMMERCIALS ON MILL PROGRAM



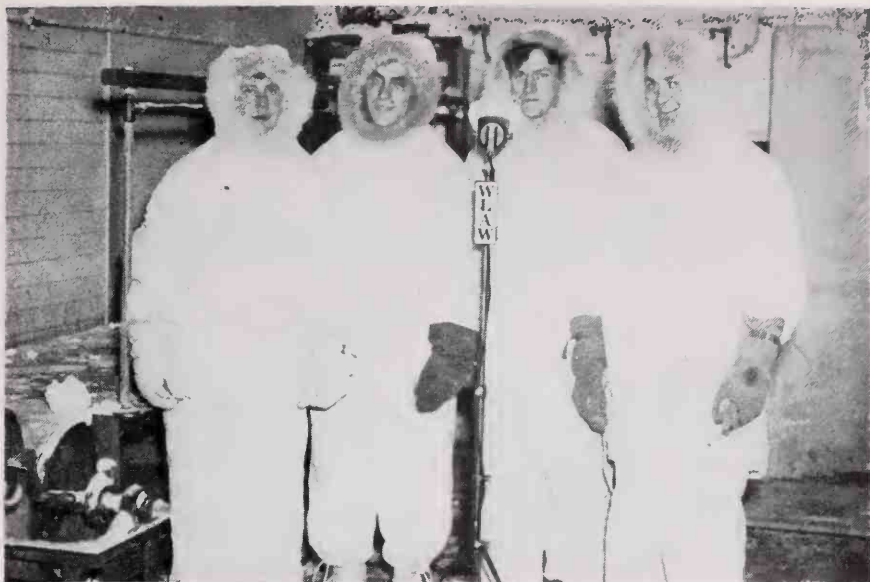
Frederick P. Laffey in dirigible, The Wonder Ship. Part of "This Is Greater Lawrence" presentation

Ernest D. Whalen signing contract for renewal of sponsorship. Laffey looks on

Nearly 100,000 people who live in Lawrence, Massachusetts and the surrounding communities of Methuen, Andover and North Andover are getting to know each other via a new WLAW program.

"This is Greater Lawrence," sponsored by the Pacific Mills, is planned to affect and interest every segment of community life so that each group and group member finds in the program a spokesman for its purpose. "This is Greater Lawrence" tries to emphasize the spirit of helpfulness, pride and cooperation in the area, to make each citizen know every other citizen and understand and appreciate what the other is doing. Each Thursday at 7:15 P. M. the





Fred Laffey with cohorts in Arctic clothing

sponsor opens the WLAW microphone to all civic, fraternal, and social groups in the Greater Lawrence area so that each may tell New England the stories of the part he plays in the life, progress, and welfare of the community.

So popular and effective has the series become that the management of Pacific Mills, through the Executive Vice-President, Ernest D. Whalen, has renewed the contract for another year of presentations.

Pacific Mills, world famous producer of textiles, has always been a consistent user of radio, believing that it plays an important part in its everyday activities. It uses radio, through WLAW, to notify its employees of changes in working schedules, when the time element is involved. Pacific Mills management feels that though it may not receive material gain from sponsorship of this type of informative program, it is offering a contribution to the welfare of the community of which it forms an integral part. It is only reasonable, they say, that the well-being of the people they employ is just as important as the product they turn out.

There are no commercial messages on the

program. There is just the tag line, "Presented with the good wishes of Pacific Mills." But Pacific Mills is still bound to benefit from such advertising. The audience covers every economic and social

AIR FAX: Informative program to help people in Greater Lawrence community get to know each other as groups and individuals.

Broadcast Schedule: Thursday, 7:15 P. M.

First Broadcast: March 11, 1948
Station: WLAW, Lawrence, Mass.

Power: 50,000 watts

Population: 84,323

Preceded by: "Headline News," ABC Network News

Followed by: "David Harding, Counterspy"

level. Prospective customers are going to be made "Pacific-conscious" with the simple use of that tag line. Eventually, the trend will move toward customers asking: "Is it Pacific?" before they purchase material or ready-made clothing.

"This is Greater Lawrence" was a program idea conceived by Frederick P.

(Continued on page 32)

'Bucket of Bucks'

Sparks Quiz Show

Use of a clever twist on the basic "Man on the Street" program idea has spelled out cash register success for six businessmen sponsoring "Biographical Braintesters" over KILO in Grand Forks, North Dakota.

"Bucket of Bucks" is the new gimmick devised to boost sales of the sponsors' products at a minimum advertising outlay. Originally, the program format called for a series of biographical clues given and added to each day. Contestants tried to identify the unknown individual from the hints given. A correct answer got an award of ten dollars in merchandise or cash from each of the participating sponsors.

pail is placed one silver dollar each day by each sponsor. This change in the method of awarding the grand prize has given the production new interest. There are more listeners, more contestants, and most important, the sponsor gets the maximum in radio advertising for the minimum advertising appropriation. Sponsors are guaranteed that their contribution to the grand prize award will never be more than one silver dollar each day.

Participants on the program are more than happy because they can, if successful, leave the scene of the broadcast with their pockets full of silver dollars. This has proven much more satisfactory than the merchandise certificates which somewhat confined the nature of the material they would receive.

As for the cost of the show, other than actual air time and the silver dollars, there are only the usual talent fees and line maintenance costs. Here again, the sponsors get their money's worth.

Aired Monday through Friday at 1:00 P. M. and Saturday at 1:45 P. M. due to conflicting programs, the new show has demonstrated its success in reaching a large prospective buyership.

Since there is a small market, and there are few accounts in the area who can afford to sustain a major production on a six day basis, the show is sponsored on a cooperative basis. Results show that it is the perfect medium for the businessman with a carefully planned, limited budget.

Format of the show calls for an opening and closing announcement by a commercial

AIR FAX: New gimmick on basic "Man on the Street" show spells success for cooperative sponsors and winning contestants.

First Broadcast: October 6, 1947

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

Sponsor: Cooperating

Station: KILQ, Grand Forks, North Dakota

Power: 1,000 watts

Population: 20,228

At the end of the first year of the show, a "shot in the arm," the gimmick, "Bucket of Bucks," was adopted. And it has proved more than satisfactory to sponsors and contestants.

With the new scheme, a small silver pail is carried by the announcers. Into this

announcer who also reads the two commercial messages within the body of the production. Commercials are presented in a very informal, sometimes conversational style. There is seldom any outright merchandising. No attempt is made for direct selling; a purely institutional approach is maintained. Each sponsor is mentioned at least once every day. One sponsor is given the two commercials on any one particular day.

Wide diversity in the nature of the businesses sponsoring the show indicates that any enterprise gets results from this radio advertising plan.

Roy Davis Jewelry Company has sponsored one day each week since the very inception of the program. Never has any sponsor dropped sponsorship because of dissatisfaction with the production. Currently, besides the jewelry account, KIL0's "Man on the Street" is also sponsored by a bakery, a coffee shop, a sales agency for trailer houses, an electrical appliance dealer, and a dry cleaning establishment.

Never are two competing sponsors put on the show.

Very little promotion has been used in connection with the show. The idea seems to be its own best advertisement. Broadcast from the main intersection in downtown Grand Forks, the program never lacks for contestants. Other than holidays when there are no pedestrians in the downtown area, the program has been aired regardless of weather. Even last winter when the temperature was as low as thirty degrees below zero, willing and eager participants were always on hand in sufficient number to keep the show moving along at a rapid pace.

At the present time this program is preceded and followed by CBS serial dramas. This factor helps to draw a large listening group.

An old program idea, well-handled and involving little expenditure for sponsors, has resulted in sponsors and contest winners alike getting the most for their efforts.

Picture taken the day a 17-year-old girl correctly identified Abe Burrows and went home with 125 silver dollars. Station personnel crowded against building includes M.C., Jim Hutton, commercial announcer Don Fuhrmann, and station manager Ralph Herbert



Popular Amateur Hour

A unique Amateur Hour and radio's oldest amateur hour originally broadcast from a store window on Chicago's southwest side is celebrating its fifteenth birthday this year. Sponsor of the show is also celebrating nearly forty years of good will because of his business policies.

During that decade and a half, that program has been the primary type of advertising for the store of Morris B. Sachs. During those years the store has epitomized a business success story. Always under-spaced for the volume of sales, the Sachs store quadrupled in size in 1925, expanded again in the depression year of 1934 and reached its present size during the turbulent year of 1940.

As further evidence of the handsome

results which concentration on radio advertising has produced, a branch store on the north side of Chicago opened last fall. This marked the fourth expansion in the store's history. Between 1934 and 1947 Sachs spent more than three million dollars for airtime, the top item being his amateur hour.

All to the accompaniment of radio advertising, Morris Sachs has built his enterprises. His Chicago store is said to do more business for each square foot than any other men's and women's establishment in the country.

That store window amateur hour broadcast marked his first attempt at radio advertising. He began with Bob Bradley, now a West coast singer, as the first contestant, and offered prizes of gold, silver, and bronze medals.

When the spectators increased to traffic-stopping numbers, he moved his show to Studio A of station WENR, then in the Merchandise Mart. In October, 1948 the Amateur Hour was moved again. This time the show settled at the American Broadcasting Company's Civic Studio in

AIR FAX: Radio's oldest Amateur Hour celebrates its fifteenth anniversary on the air in August.

Broadcast Schedule: Sunday, 12:30 to 1:30 P. M., CST.

Station: WENR, Chicago, Illinois

Power: 50,000 watts

Population: 3,396, 808



Roy McLaughlin, WENR station manager, "auditions" for Morris B. Sachs while John H. Norton, Jr. supplies applause

Chicago. By the time Morris Sachs' Amateur Hour marks its fifteenth birthday in August, 1949, it will have played to three-quarters of a million people.

A great many people, then, hear Chicago's Amateur Hour, and those same people throng to the Morris Sachs' stores.

Many times each year, the Chicago Opera House stage must be used to broadcast the Morris Sachs' Amateur Hour. This happens when so many ask for tickets that there are thousands on the list waiting to be accommodated. At other times the Opera House is used because Morris Sachs helps stage special event programs to provide food for the needy, cigarettes for veterans and other philanthropic promotion plans.

It is this philanthropic attitude which has also contributed to the Morris Sachs success story. On the fourteenth anniversary of the show, the sponsor was presented with a scroll by Roy McLaughlin, station manager of WENR, which gave him recognition for his outstanding contributions to radio—"his untiring efforts in behalf of of thousands of unknown amateur performers to whom he has given the opportunity for public recognition and success, and for his unselfish humanitarianism in donating free air time through the years to the cause of the needy and under-privileged."

Among its alumni, the Morris B. Sachs Amateur Hour can boast of many of the stars today. The list includes such notables as June Haver, Pamela Britton, Frankie Laine, Maureen Cannon, Mel Torme, and Skip Farrell. Close to ten thousand other "hopefuls" have received their "big chance" on the program.

Truly, Mr. Sachs' "babies" are the stores and the Amateur Hour. He concentrates most of his waking hours on these two enterprises.

Broadcasts are scheduled for each Sunday at 12:30 to 1:30 P. M. Central Standard Time. Prior to each Sunday's airing, approximately twelve contestants are chosen at auditions conducted by the program's producer. On each show the three prize-winning contestants of the previous week are recalled to receive \$75, \$40, and \$20 respectively from Sachs him-



In recognition of his outstanding contributions to radio, Morris B. Sachs receives a scroll of commendation from Roy McLaughlin and John Norton, Jr.

self. In addition each winner gets a wrist-watch.

Because audience sympathy for the very young or very old is frequently unfair to more talented amateurs in other age groups, program contestants are presented on different programs in accordance with pre-established age brackets. These are: 4 to 10, 10 to 15 and so on.

Listeners themselves determine the winners with tabulations of the response by letter and telephone the basis for decisions. All children under sixteen who compete receive a wristwatch whether they win or lose.

Norman Heyne and Walter Despit produce the Morris B. Sachs Amateur Hour while Victor Lund writes the scripts.

The Sunday broadcast time seems especially good since most of the family is at home during that period and invariably the radio is tuned in. The Sachs revolutionary selling policy gets its best and most thorough hearing each week. And it was that revolutionary credit policy conceived

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BANKS ON THE AIR

Remarks at opening of Clinic Session on Radio by
DANIEL W. HOGAN, JR., Vice President, City National
Bank and Trust Company, Oklahoma City, Oklahoma.

What is the position of radio as an advertising medium for banks? Can we go so far as to class radio second to newspaper as an effective means of getting a bank's message over to the public?

A recent issue of Chemical Bank and Trust Company's "Trends" carried a paragraph on "Leisure Time" stating:

"The Book Manufacturing Institute recently commissioned Henry C. Link and H. A. Hopf to find how the public divides its leisure time among five activities—radio listening, moviegoing, and newspaper, magazine, and book reading. The survey revealed that 49 per cent of American leisure time in these categories is spent listening to the radio. Newspapers get 21 per cent. Magazine reading and moviegoing get 11 per cent each. Book reading gets only 8 per cent."

Likewise, last month, Harris, Upham & Company published a story on "Blue Mondays" in their "Market Review":

"Ever since the Berlin situation began to get tense, the stock market has had a difficult time on Mondays. Since the first of June it has declined during 14 Monday sessions and rallied during only three. Other days of the week have shown a better record of 36 advances and 29 declines. There is more than a little suspicion that the Sunday radio commentators, in dramatizing and exaggerating the war scares, have had something to do with these Monday Blues."

If radio receives such a large preference of the public's leisure time, and even

affects the stock market, it would seem that radio is pretty fundamental in American living and should, by all means, occupy the high place it does in selling merchandise. And selling service, you must realize, is no different from selling merchandise.

That's where the bank comes in! But not every bank, not even every promotion-minded bank, can use radio, because each individual advertising program is governed by local circumstances.

For instance, rates of metropolitan radio stations are necessarily high, prohibitively so except for the very large budget. Likewise, competitive talent costs a lot of money and so do spot announcements with network adjacencies. On the other hand, it is quite possible that the enormous circulation might be worth the expenditure to a bank offering services with a mass appeal. Furthermore, some banks cannot locate the right type of program, or the proper slot, or perhaps their stations may not have an availability, or they just might not be sold on radio.

Banks which have used radio consistently know what kind of a job it can do if properly harnessed!

But what can we tell the banker who has only dabbled with radio or who has only an academic interest in its sales ability? What suggestions can we make to help him determine whether or not he should buy radio time?

In the first place, radio advertising has approximately the scope of newspaper ad-

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Public Utilities Advertise

BY JAN GILBERT*

Radio-Television Director, Harold Cabot Company, Inc.

Last evening when I was mentally searching for some interesting material for this talk to you today, it all of a sudden dawned on me that I was to be standing before a group of public utility leaders. It quickly recalled to me how overwhelming words like "tycoon, lumber baron, public utility" were to me as a youngster. Public utility to me was something overpowering in scope . . . something that I just didn't understand. This lack of understanding should be non-existent today if the use of such a large medium as radio is employed to educate the public. I believe that a sound, carefully planned radio campaign should be a part of advertising budgets for all utilities.

Radio reaches everyone. It appeals to young and old; literate and illiterate; healthy and invalid. It is a grass root medium . . . it is an all level medium. Because radio reaches such a cross section of the population, it can be used as an educational medium. I don't mean the word "educational" to imply necessarily the highbrow or so called longhair appeal. The flexibility of radio permits it to bring your message, educational or otherwise, to the population in almost any manner which you believe desirable. Your message can be delivered humorously, seriously, as a portion of a quiz program, variety show, newscast, or in the form of one-minute announcements or station breaks which can be either straight selling copy or in the familiar jingle form. A good example of how radio can be used to sell two problems which might appear to be rather dull was the Boston and Maine Railroad's campaign of two years ago.

The Boston and Maine wanted to get across two points: (1) dependability of train travel and (2) the friendliness of the Railroad. The method employed was a one-minute jingle undoubtedly familiar to many of you—Timetable Mable, the girl who's in love with a train; and, incidentally, the train happened to be the Boston and Maine. This jingle was scheduled on radio stations throughout the Boston and Maine territory, and the results were astonishing. The radio stations received requests for the music, requests for recordings, and even requests that it be played on request programs. Some people even attended costume parties dressed as Timetable Mable.

We have just completed a one-minute jingle for the New England Electric System. It is a friendly, warm jingle which tells people in an entertaining manner just how wonderful your life can be with electricity. In this instance, the New England Electric System wanted a way in which to impress upon people the fact that electricity is inexpensive, that appliances are available, and that electricity makes your work easier, your life brighter, or, in sum total, an appreciation of electricity. You may be interested in the copy slant.

Once an old Yankee closed his eyes
And the darkness made him realize
"How bright our life can be
Thanks to electricity."
So he climbed up the steeple
And he shouted to the people
Who were standin' on the landin' down
below
"Folks thank your lucky rabbit
That you've got the 'lectric habit

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*In a speech before the New England Regional Conference, Public Utilities Advertising Association.

CARLTON FREDERICKS

AT THE BRASS RAIL

An audience participation show featuring health and nutrition is a new offering by station WMGM New York City which is combining high standards with educational value to achieve far-reaching advertising results.

"Breakfast at the Brass Rail with Carlton Fredericks" is broadcast Monday through Saturday from 9 to 9:30 A. M. over WMGM. Designed to educate entertainingly, the show originates from

in some way with food serving or food products. Included are the three Brass Rail Restaurants at 745 Seventh Avenue and 521 Fifth Avenue in New York and at 8 Nevins Street in Brooklyn. The other sponsors are Merkel Thrift Hams at 94-11 Sutphin Boulevard in Jamaica, and Wetzstein's Pre-cooked Tongue of E. M. Greenbaum and Company, 144-42 70th Avenue, Flushing.

Fredericks himself has had seven years of radio broadcasting behind him, but this, his new show, started over WMGM on September 27, 1948. It clicked immediately. After the first three weeks, guests were added. A different formula for each day was devised. Mail pull was upped from five hundred to five thousand letters each week.

Primary costs aside from airtime and talent involved in producing the show are handling of mail and printing. Fredericks writes the scripts for the varied daily programs. All mail relates to subject matter of the show and contains requests with self-addressed envelopes for pamphlets and menus. The requested material is printed and distributed free. Printed matter is punched for loose-leaf folders and so made handy to preserve.

Audience participation is one of the vital factors contributing to the popularity and selling appeal behind the show. On the average the number in the audience runs to about two hundred daily. One dollar is charged for each person's breakfast at the Brass Rail.

Only fifteen minutes of the script is actually prepared each day. Remainder of the time is taken up with ad libbing, forum, or guest interviews. Most people

AIR FAX: Nutrition show gains popular appeal with audience participation breakfast.

First Broadcast: September 27, 1948

Broadcast Schedule: Monday through Saturday, 9 to 9:30 A. M.

Sponsor: Cooperating

Station: WMGM, New York City, New York

Power: 50,000 watts

Population: 7,454,995

the Fifth Avenue Brass Rail in New York with "breakfast" audience participation.

Commercials on the show are all for food products or allied materials. Because of Frederick's need to maintain reputation every type of merchandise advertised must meet high nutritional standards. Commercial messages are woven into the show with no specific time for a commercial to begin. Various devices for casual introduction of commercial announcements are utilized. There are tie-ins with give-aways, discussion of food values, ease in preparation. Always there is the try for immediate sales.

Sponsors are businessmen connected

like nothing better than being part of the show and "Breakfast at the Brass Rail" capitalizes on that universal instinct.

There is a definite schedule slated for each day of the week. On Mondays, a general information forum is the keynote of the day. Tuesday's discussions include science in the news and superstitions in nutrition. A guest child psychologist, Dr. Max Rosenblum, answers listeners' questions on Wednesday's show. Thursday a nutrition class is held. Friday's program concentrates on home economics and menus. Featured performer on Saturday is Dr. Alma Kelley, who gives "scientific relaxation" lectures.

Other talent starred includes Fredericks, announcer Dick De Freitas, guests and, of course, the all-important audience.

Talent costs are not exceptionally high, then, and the only major expenditure left is airtime.

This kind of program has a wide appeal

for homemakers and parents. Almost everyone is interested in the health of his child or children and his own physical well-being. Yet the kind of nutritional information which can be dry and tasteless is distributed as a sugar-coated piece of entertainment. Those at the Brass Rail get in on the discussion forums themselves while those in the home audience are participating mentally.

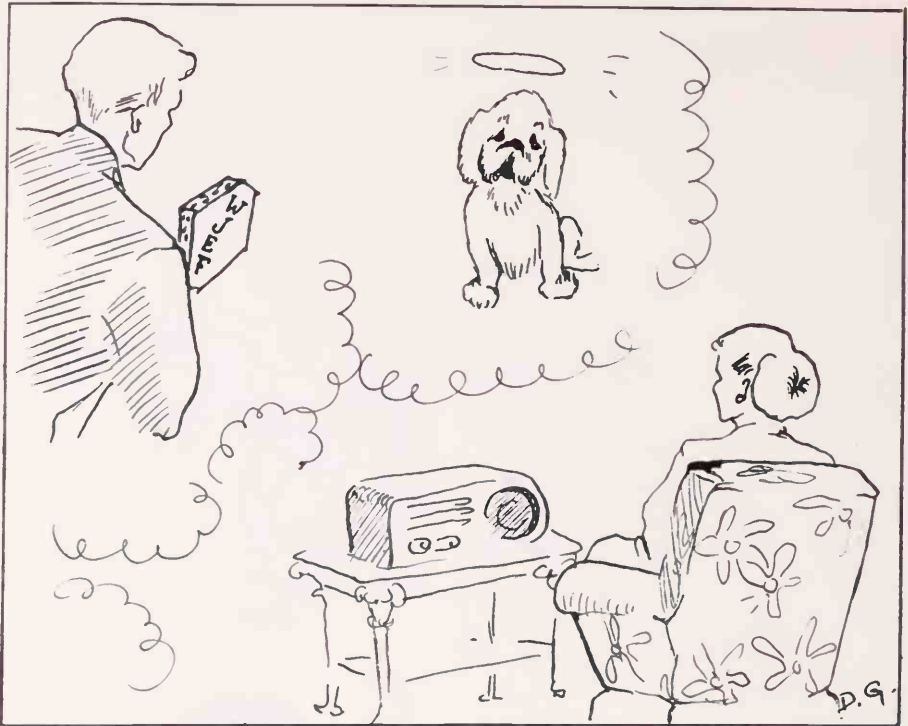
Homemakers get a chance at using the well balanced, good-tasting menus which form the basis for good nutrition habits and consequently healthy Americans.

Food products and services offered by the sponsors get good, upper-level advertising, meanwhile. Through a program which bases its approach on nutrition and health, continuation of the high reputation of their goods and services is assured. At one and the same time they are getting a double advertising benefit. They aim for

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WMGM's Carlton Fredericks gives his scientific and entertaining advice on health and nutrition before a Fifth Avenue Brass Rail breakfast audience



Public Service Program

AIR FAX: Public service wins good will for 250-watter in Grand Rapids, Mich.
Broadcast Schedule: Monday through Friday, 8:30 P. M.
Station: WJEF, Grand Rapids, Mich.
Power: 250 watts
Population: 164,292

Next time anyone quotes the old saying about "one picture being worth ten

thousand words" he is apt to be contradicted by the experience of station WJEF Grand Rapids, Michigan, in the field of public service.

What happened when that radio station got after their listening audience with an urgent appeal after appeals through all other mediums had failed proved that radio truly gets the readiest response from its listeners.

It all started with the drive for funds for the Kent County Humane Society. For three years the agency had been trying

to raise money to build a badly-needed animal shelter. Many public appeals had been made. Movie trailers were used for many weeks. Movies showed pathetic pictures of injured animals and lost animals together with appeal for funds. In the lobbies of the theaters volunteer workers were posted to take contributions.

There were no results.

Front page features were run in Grand Rapids newspapers, using the same basic appeal. Yet in over three years, only a few hundred dollars of the five thousand needed had been collected for the new shelter, according to Jack McLaughlin, Director of the Humane Society and the only salaried official of that organization.

McLaughlin, just before Christmas this year, turned to WJEF for assistance in raising funds for the campaign. Bruce Grant, emcee of WJEF's "What's New" program, took up the appeal. Tying it in with the Christmas spirit, he asked the

been aired, this feature has met with marked success.

Bruce has managed to find owners of lost pets daily. Calls poured into the Humane Society asking for the pets in such great numbers that the Society had to cut down on the number of descriptions offered, or their regular work would be impossible because of telephone calls.

Through this ingenious device of associating pet owners with the job the Humane Society was trying to do, and the funds it needed to do that job, Bruce set off the spark to collect those very funds.

For during the portion of the "What's New" show concentrating on animals, Bruce broadcast his appeal for funds for the new animal shelter. On four different occasions over a period of a week and a half the appeals were made.

By that time, McLaughlin called WJEF to report that audience response had been

Aids Humane Society

public to support the long-recognized need for a new animal shelter. Listeners were asked to send in only one dollar to the Humane Society as a good-will Christmas gift to themselves. The scheme clicked.

A daily message from the Humane Society became a regular feature on "What's New" which is broadcast Monday through Friday at 8:30 A. M. Descriptions of lost and found animals reported to the Society, were broadcast in an effort to find owners of lost pets and homes for stray animals. Since "What's New" has

so terrific that more than enough money had been sent in so that the shelter might be built. The day before Christmas, mail delivery had carried the receipts far over the needed five thousand dollars.

WJEF is a station that has delivered the goods. They have been instrumental in providing a much needed facility for the Humane Society to carry on its work. At the same time, WJEF has created for itself an immeasurable amount of good will among its listeners for performing in the public interest.

Sponsors Benefit Th

AIR FAX: Program of fairy tales for children sells children's clothing for Salt Lake City department store.

First Broadcast: April, 1947

Broadcast Schedule: Monday through Friday, 5 P. M.

Sponsor: ZCMI Department Store

Station: KSL, Salt Lake City, Utha

Power: 50,000 watts

Population: 149,934

A department store in Salt Lake City, Utah is selling greater quantities of children's clothing since it began advertising via the medium of radio.

ZCMI Department Store in Salt Lake City is the sponsor who is cashing in because of a radio program directed toward an audience of children. The show is titled the "Story Princess" and it is aired Monday through Friday each week over KSL Salt Lake City. Program is a quarter-hour of imaginative entertainment starting at 5 P. M. each broadcast day.

Featured performer on the show is Alene Dalton, who is author of several best sellers in the field of children's books. Miss Dalton relates tales, fairy tales, which never grow old and which never lose their appeal for youngsters. And that is the simple, but amazingly effective format of the show—the telling of fairy tales which appeal to all ages, six to sixty.

Amazing also, is the merchandising effect to be achieved via the format of the "Story Princess" show, and all the activities combined with it.

Naturally, all commercial messages are confined to children's clothing in the ZCMI Department Store. The direct

method of selling is applied in all the commercial announcements.

Actually it is the activity program used in conjunction with the "Story Princess" that sells merchandise for the sponsor. Alene Dalton, the talented Story Princess, is experienced in the merchandising of children's clothing and takes a personal interest in the activity schedule. Boys and girls are invited to join the TKT-DKD Club. Meaning of the initials are revealed only to those who write to the Story Princess and tell her their kind deed for the day. Names of the listeners are mentioned as part of the "Birthday Club" and those so honored are feted at the birthday party held once each month. Promotional tie-in possibilities are unlimited. Attendants at the monthly birthday parties average around three hundred.

Format of the show is simple yet the mail response for this program has been of tremendous proportions. The show has been of such high entertainment value for boys and girls that it has won several national awards.

Yet the formula for success is really as simple as the show itself. It is special care and attention to details that has won acclaim for the "Story Princess." Care is exercised in selection of recorded music and musical bridges. Appropriate sound effects add color to the story. So the young listeners get a colorful, appealing program, embodying the stories they love to hear with music that makes those fairy tales seem almost real.

ZCMI is the largest department store in Utah and one of the largest in the West. Their radio advertising job is a huge one and it is followed up by newspaper, direct mail and magazine promotion.

(Continued on Page 32)

igh 2 KSL Programs

An informative afternoon program aimed at women listeners is proving its commercial as well as entertainment value for audience, sponsor, and station.

"At the Crossroads" being broadcast over KSL Salt Lake City, Utah under the sponsorship of Groves Laboratory Products of St. Louis, Missouri, is the program that is winning plaudits from every direction.

Featured performer on the "At the Crossroads" show is Ethel Baker Callis, who presents before the microphone interesting personalities, people who are in

Ethel Baker Callis, featured on "At the Crossroads," aired at 2:25 P. M. Monday through Friday on KSL, Salt Lake City, Utah

the news, and those with something unusual or novel to talk about. Mrs. Callis' unusual ability for bringing out the ultimate in what is audience appealing and thought provoking is one of the factors which has made such a substantial contribution to the sparkle of the show. Mrs. Callis has had years of experience in radio interviewing. She knows what to say and how to say it—she has a faculty for getting at the roots of interest. In local drama and radio circles she is widely-known. As she sells herself and her guests, she also sells her sponsor's product.

Groves Laboratory sponsors the show only on Monday, Wednesday, and Friday. The other two days are still sustaining.

Aired for five minutes each day Monday through Friday at 2:25 P. M. over KSL, the costs of the show are at a minimum for

AIR FAX: Featured woman star brings sponsor results for interviewing program.
Broadcast Schedule: Monday through Friday, 2:25 P. M.
Sponsor: Groves Laboratory
Station: KSL, Salt Lake City, Utah
Power: 50,000 watts
Population: 149,934



sponsors. Talent costs run ten dollars for each show, which is certainly reasonable. Commercials vary in length; some are transcribed while others are live. The approach is the more the clincher kind of advertising. And it works amazingly well. This is an excellent example of the greatest benefit from the least in advertising outlay.

(Continued on Page 29)

SPONSOR'S BREAD

AIR FAX: Disc jockey show with a couple of ingenious twists in commercial announcements sells a lot of bread for baking company sponsor.

First Broadcast: September 2, 1947

Broadcast Schedule: Monday through Friday, 4:30 to 5 P. M.

Preceded by: "Hint Hunt"

Followed by: "School of the Air"

Sponsor: Adams Baking Company

Station: WPAY, Portsmouth, Ohio

Power: 250 watts

Population: 40,466

A musical platter show served up by a nimble "head waiter" disc jockey is selling greater quantities of bread for its sponsor, the Adams Baking Company.

Setting for the broadcast is the "1400 Club" aired over WPAY in Portsmouth, Ohio, Monday through Friday from 4:30 to 5 P. M. Sponsored by the Adams Baking Company, since September, 1947, as only a fifteen minute segment of the musical show aimed at teen-agers, the sponsor found sales climbing so that in November of 1947 they purchased the entire half-hour of the show.

When the sponsor first bought the "1400 Club" they were just a little doubtful about how successful results would be. Since inception of sponsorship, however, they could not be more pleased. Their Pan Dandy Bread is chalking up an admirable sales record with increases steadily mounting.

Pan Dandy Bread is the only product ever advertised on the show and it has been proved that the teen-age youngsters

are the listening audience who carry the advertising message to the family kitchen and to the thrift and quality seeking homemaker.

Commercial messages used on the "1400 Club" are unique. They are part of the formula which makes this dish of entertainment such a treat for sponsor and listener alike.

It all began when WPAY's "1400 Club" tried to think up an advertising stunt unusual enough to stir up some more participation among its teen-age audience. Bill Dawson, "head waiter," disc man, created the stunt that grew to such gigantic and promotion-worthy proportions. He started out simply, by letting one of the members of the studio audience—which usually numbers around fifty teen-agers each day—read a commercial message on the program.

Originally, teen-agers read prepared commercials by the Continuity Department at WPAY. This was later changed and the members themselves submitted continuity written by themselves for station approval. The accepted continuity was then aired by the person who scripted it. This, undoubtedly, has caused more participation by the members than any other single thing.

As the situation developed, the kids in the audience began fighting "tooth and nail" for the honor of reading the commercial announcements. The stunt ran into an advantageous detour when the teen-agers who belonged to the "1400 Club" began writing commercials themselves. Competition mounted and Pan Dandy Bread sales increased.

SOLD BY DJ SHOW

One girl member of the club finally put a stop to written commercials. Sylvia Bollatta, fourteen-year-old Central High School student, came up with a musical jingle, for which she has composed both words and music. The first time the singing advertising message was aired, the staff pianist, Dottie Page, accompanied Sylvia on the piano. A platter was made of the jingle and now it is the commercial used on the show.

Before long, however, another jingle will be on the air. Sylvia's success in getting in on the act has given many another aspiring young high school student the idea of trying his musical hand at jingle writing for radio.

Psychologically, the jingle writing stint works wonders for sponsor and listener. The youngsters participating try like crazy to outwrite each other and, all the while, they are having the experience of not only listening to a program, but also sharing in it. Their enthusiasm for the sponsor's product and the part they have in boosting sales is boosting sales. It is that enthusiasm that is constantly reflected in their inventive verses for Pan Dandy Bread.

In addition to creating wide audience participation via the commercial technique, disc jockey Bill Dawson thought up another scheme. Again, competition is involved though here it is on a broader scale. Dawson is conducting an attendance contest with a single plaque going to the school which has the greatest representation on the designated day.

With all these inventive methods for selling this show and the sponsor behind it, it is no wonder that the Adams Baking Company is now sponsoring the "1400 Club" for an hour period.

Popularity of the show is also indicated by the mail pull. On the average, from three hundred to four hundred and fifty cards and letters are received each week. Most of these request that certain specified selections be played. Most important and most significant, however, is that almost all mail is noted with "I eat Pan Dandy Bread" which seems a very positive indication of the imprint the commercial messages are making on listeners.

Air time of the program late in the afternoon is another factor contributing to the success of the show. It is at this hour when teen-agers are back from school, are waiting for dinner, and can relax to the accompaniment of the popular musical platters served on the show. The program is preceded by "Hint Hunt," a CBS program, and it is followed by another CBS offering, "School of the Air."

Actual format of the show is designed to please the musical palates of teen-agers. Geared strictly to the tastes of high school-age boys and girls, the program offers popular songs and novelty tunes.

Selections are chosen by letters from members of the club who now number fifteen hundred strong. Originally the show was nothing more than a request show until the Adams Baking Company bought it in 1947. Only gimmick used now is the membership card issued to all members. Only restriction imposed is that members be above the age of eleven years.

A little originality goes a long way. In this case, it is, through a clever appeal to a teen-age audience, selling a greatly increased amount of a family product. Little advertising expenditure and a lot of ingenuity is putting Pan Dandy Bread in the majority of homes in the Portsmouth area.



AIRING THE NEW

"Banned in Boston"

"Banned in Boston," a thirteen week series of "Stories to Remember," is making its debut over WCOP in Boston at 10:30 P. M. on Tuesdays. Program consists of a fifteen minute drama based on subject of tolerance. Following is another fifteen-minute period of round-table talk by high school boys and girls in the area who will discuss the problems on a personal, local Boston level. Talks are moderated by the Rev. Duncan Howlett of the First Church of Boston.

Food Buys Featured

Best food buys of the day will be pointed up by "The Nickel Saver," new KOA Denver program sponsored by the local Save-A-Nickel stores. Contract for a 52-week series Monday through Saturday at 8:30 A. M. has been signed. Announcer Starr Yelland will give the daily bargains in food at the sponsors' stores and spin records with a featured artist or orchestra each day.

Show for Home Lovers

A new quarter hour Sunday afternoon show devoted to home lovers and home builders is a new offering of KMOX St. Louis. Special emphasis on beauty, efficiency, and utility in the new home and the old is placed by host and commentator, Lee Adams. Directed primarily towards a woman's audience, it also contains a variety of material of interest to a general audience. Adams' philosophical delivery has won him a place already in the homes of thousands of homemakers in the KMOX area who have heard him on previous programs.

Bring Home the Bacon

Residents of Newark, New Jersey are now being asked to "Bring Home the Bacon." It's all part of WNJR's new quiz show sponsored by the Tantleff Beef Company in Newark each Tuesday at 12:05 P. M. Contestants try for prizes with "meat in them." Hams, steaks, sausages, a leg of lamb, chickens, or eggs and butter go to the winning participants. If the contestant misses the correct answer, he still wins—each one gets a pound of bacon to take home.

New Audience Show

Nursery rhyme nonsense is getting material results for radio listeners via the new audience participation show "Sing for Your Supper." Broadcast over Pittsburgh's KGV, the program is emceed by Joe Mann, who uses telephone recordings to allow listeners to "sing for their supper." A melody is played. A phone call is made to a listener, requesting him to identify the tune and sing it. The song is then recorded. Three calls are made during the program, and the best singer is awarded a liberal supply of food products. Record of the winning "Voice" is played over the air.

Personal Approach to News

Women's international news is getting the personal approach from WRNL's woman commentator, Polly Daffron. Over the Richmond, Virginia station she has introduced to her listeners the Launay family of Rennes, France. Weekly letters from children of the family and their parents and an uncle will give the WRNL audience a picture of life in Rennes and Paris today. Italian and English and Scandinavian family groups will get the same treatment later in the series.

Right Answer—Free Meal

A free meal plus other prizes is the gimmick being used in San Antonio's newest radio quiz show. Broadcast over KMAC and KISS in the Texas city, the new "I'll Buy Your Dinner" program will be heard every Tuesday and Thursday from Ciro's Restaurant. Program is emceed by Bud Whaley. Besides picking up the check of

the diners at the restaurant who answer his questions correctly, Whaley will offer other awards.

"Baby Talk" by Tots

A fifteen-minute show with a novel twist is making its debut over WOAI in San Antonio. What's new is that "Baby Talk" will consist of one hundred per cent masculine discussion of tiny tots. Cast is composed of Lee and Perry Dickey with music by Melvin Winters at the piano and organ. Suitable theme song is "Baby Face."

Morning Disc Show

A new early morning disc show featuring Norman Kraeft as platter server has made its bow on WGN in Chicago. "Rise and Shine" will be aired Monday through Friday from 6 to 6:30 A. M. Music will be slanted at city and country listeners.

Dreams Come True at WDRC

Dreams are becoming realities at WDRC, Hartford, Connecticut. Personnel of the station and their guests are being invited to put on their "dream shows" each Saturday at 1:15 P. M. Invitations mean that guests who will be given a chance to make their radio dream show come true. Newspaper columnists and prominent persons are among the guests who will be given a chance to make their radio dream show come true.

Banker Featured On Farm Program

An unusual type of farm and ranch program, "The Roving Banker" is the new feature of WOAI in San Antonio. A half-hour of news, views, and interviews about the Texas outdoors scheduled for 6:30 A. M. each Saturday is the general outline of the show. "The Roving Banker" himself is Lucian Jones, vice-president in charge of agriculture and livestock division of the Alamo National Bank which sponsors the program. Jones and Bill Shomette, WOAI Farm and Ranch Director and emcee of the show, will visit surrounding communities. The plan is for them to participate in discussions of interest to listeners whose occupations and activities are allied with out-of-door life. Live and transcribed inter-

views with bank presidents, farmers, ranchers, sportsmen and agricultural authorities will be featured on the series.

Western Show Aired Tri-Weekly

"Straight Arrow," a western adventure show, is being aired three times weekly now over WGN in Chicago. The new program will point up the role of the American Indian in the development of the West. Steve Adams is the Indian-born rancher hero who shoots golden arrows to announce he is on the trail of law-breakers. This will be an evening show Mondays from 7 to 7:30 P. M. and a late afternoon broadcast Tuesdays and Thursdays at 5 to 5:30 P. M. Rancher Steve Adams dons Comanche war-paint and hunting equipment for the series and mounts his golden palomino, Fury. Nabisco Shredded Wheat, part of the National Baking Company, sponsors the show.

Documentary Series

Alcoholism takes the radio spotlight on "It's Your Life," documentary program being broadcast over WMAQ, Chicago. In a series of five programs the course of the typical victim of alcohol from his first to his last drink and eventual cure will be traced. Authentic tape-recorded interviews will tell how modern physical and psychiatric treatment can and does result in a complete recovery from the disease.

School Series Starts on WJEF

A new series of programs involving the Grand Rapids High Schools, the Board of Education, and the Parent-Teacher Association has been started on WJEF, Grand Rapids, every Saturday from 5:00 to 5:30 P. M. Programs are recorded in the schools and rebroadcast at Saturday time. Visiting a different high school each week, WJEF will record programs of four different types: Musical features, making use of the various musical aggregations of the school; Forum programs, with representatives of debate and social science classes discussing current issues; Classroom programs, which will show the students and teachers at work, and sometimes employ "hidden microphone" techniques; and General programs,

spotlighting some phase of general school operation.

Titled "Our Schools in Action," the new series was originated by Dr. Willis Dunbar, Public Affairs Director of the Fetzer Broadcasting Company, in cooperation with the Board of Education and the Principals of the Grand Rapids High Schools.

WOR Magician Series

WOR New York has scheduled a new program on Sunday from 2:45 to 3 P. M. entitled "Blackstone, Magic Detective." Novel dramatic mystery series featuring the famous magician Blackstone is sponsored by the Blackstone Washing Machine Corporation, manufacturers of home laundry equipment. At the close of each broadcast, Blackstone explains to the listeners one of his own magic tricks in a simplified manner.

"This Is Bing Crosby" Debuts on WCAE

WCAE has been selected in the Pittsburgh area to carry the new "This Is Bing Crosby" transcribed series of programs every day Monday through Friday at 12:45 P. M. under the sponsorship of The Vacuum Foods Corporation, processor of Minute Maid, fresh frozen orange juice concentrate.

Pittsburgh's major stations made fervent pitches for the show, and WCAE was selected by the advertiser because of WCAE's outstanding promotion facilities and the excellent availability—the 12:45 spot preceding woman commentator Florence Sando at 12:30 and the high hooperated Louis L. Kaufman newscast at 1 P. M.

WCAE is publicizing "This Is Bing Crosby" with a barrage of courtesy announcements, point of sale displays, direct mailing, newspaper ads and special shows featuring Bing Crosby recordings.

Art Show Aired on KTRC

A new show on KTRC Santa Fe, combines art with radio. At 7:15 P. M. each Friday, painting, literature, music, dance, and the theatre are discussed. Format of the program is built around reviews of

local, national and international art news and a discussion of some issue dealing with the arts. Writer-producer is Alfred Morang, painter and art critic.

New Birthday Program

WGVA Geneva, New York, has developed a new show titled "Happy Birthday to You" which is aired Monday through Friday at 11 A. M. Staffer Bob Asman announces the birthdays of local listeners and gives names of famous people celebrating their birthdays on the broadcast date. Brief biographical notes round out the presentation.

New Kiddie Show

Latest juvenile production on WNJR Newark, New Jersey, is a series called "Let's Be Happy." Aired each Sunday at 1:30 P. M., the programs feature youngsters from the Newark area between the ages of five and fourteen, who have shown marked vocal or musical talent in auditions. As mistress of ceremonies, Gladys Burns conducts the auditions.

New DeeJay Show

A new disc jockey program debuted on WOR New York, at the end of December. The half hour "Bill Williams Show" is supported by vocalists Stuart Foster and Martha Wright and the WOR Orchestra directed by Emerson Buckley. Show is aired at 8 P. M. Thursdays.

Tune-O Quiz

New quiz game for radio made its initial appearance on WJHP Jacksonville, Florida, January 3. Titled "Tune-O" it is played with a specially lined scoring card, and offers to WJHP listeners prizes comparable to those given on network shows. Wayne Farrell, disc jockey who sold \$6,000 worth of radios in thirty minutes on the air, announces the hour-long afternoon program.

KDKA Gets Eddy Arnold Show

The Eddy Arnold show, starring America's No. 1 folksinger, will be heard every Monday, Wednesday and Friday morning on KDKA at 8:15 beginning November 1.

Sponsor is the International Milling Company.

Eddy Arnold, whose sensational popularity has earned him feature stories in *Time* and other national magazines, is assisted by the Willis Brothers, Hal Horton, the Tennessee Plowboys, the Oklahoma Wranglers, Jud Collins, and such sparkling guest stars as the Dinning Sisters, Cowboy Copas, and others.

Arnold started life as the youngest son of a cotton and corn farmer in Chester County, Tennessee. While still a youngster he played guitar in brush-arbors and at square dances. He got his big break when he was 18, with a unit at a Jackson, Tennessee radio station. From there he went to Memphis and later to St. Louis.

He is well known for his work with Grand Ole Opry in Nashville, and for his RCA-Victor records.

Show for Women on WCON

"Let's Hear Now" is the newest presentation on WCON Atlanta, Georgia. Presented by Doris Lockerman, associate editor of the *Atlanta Constitution*, the show's format is made up of a fifteen-minute chat about interesting people, as well as sidelights on the news. First broadcast was aired January 3 at 8:45 A. M.

"Listen and Live"

The Greater Detroit Plymouth Dealers Association is sponsoring a new early morning broadcast over WWJ Detroit. Originating from the office of the director of traffic at Detroit police headquarters, the airtel gives listeners information on weather, street conditions and traffic hazards.

"Listen and Live" also includes music and comments. Agency for the association is Powell-Grant Advertising.

Clever Combination

Combining a forum type show with a giveaway gimmick has produced "Flint Town Talk," new airtel over WBBC Flint, Michigan. Presented at 10 P. M. each Monday, it was prompted by the question, "Whence goes our city?"

Participants in the program are teachers, doctors, lawyers, businessmen, politicians,

union leaders, and clergymen who are not identified. Listeners who correctly name the participants are awarded prizes.

New KMPC Show

Chef Milani, "King of the Kitchen," is heard on a new program on KMPC Los Angeles, Monday through Friday 9:30 to 9:45 A. M. A 52-week participation sponsorship on the program has been signed for by Wilson and Company, Inc., through Davis and Company. American Beauty Macaroni Products, through the Dan B. Miner Company, has signed for thirteen weeks.

Organist Art Hinett in New Morning Series

Art Hinett, veteran Philadelphia organist, is back on KYW as staff organist with a morning schedule of programs entitled "Art Hinett and Company."

Featured vocalists with Hinett on the 9:45—10 A. M. series are Lee Morgan and Kandi Anderson. All three have been musicians since childhood.

Hinett began his career at the age of 13 as a pianist at the Royal Theater in the Frankford Section of Philadelphia. His father was a projectionist in the theater and Art played accompaniment for the pictures. He has been a professional organist for 26 years.

Lee Morgan, who also appears on KYW's "The Lunchtimers" program, has been active in radio since childhood. She made her first appearance on a Reading, Pa. station at six. Eighteen months ago she came to KYW and has made several television appearances in addition to her radio work.

Kandi Anderson, newest vocalist at KYW, rose to prominence in 1947 when she made a network appearance on "The Big Break" as a Philadelphia finalist. Now 18, she has been singing in local radio since age 11.

Informality is the keynote of the new "Art Hinett and Company" series. On Mondays and Wednesdays Lee Morgan sings along with Hinett while on Tuesdays and Fridays Kandi Anderson is the featured vocalist. The program is produced by George Skinner.



CONTESTS

250,000 Students Enter Democracy Script Contest

A total of 250,000 students in 48 states, Alaska, and the District of Columbia, wrote and dramatized broadcast scripts on "I Speak for Democracy" in the contest sponsored by the U. S. Chamber of Commerce, the National Association of Broadcasters and the Frequency Modulation Association.

Contest began with intraschool eliminations, and moved on into community competitions, judged by panels named by local junior chambers of commerce. State contests were judged by means of transcriptions made from original broadcasts by local radio broadcasting stations.

Winners will receive their awards at a Washington Luncheon from Attorney General Tom C. Clark. NAB member stations participating in the contest in the home communities of the national winners are: WAKR and WHKK, Akron, Ohio; WAYS, WBT, WGIV, and WSOC, Charlotte, North Carolina; WKBW, Hutchinson, Kansas; WMIN, St. Paul, Minnesota; KSTP, Minneapolis.

WOV Runs Disc Contest

Disc jockey contest for high schoolers with the winner to get his own show and an eight-week contract with WOV New York during the summer of 1949 is being run by WOV. Three judges are conducting the contest, with each entrant spinning one record and filling two minutes of time with original chatter. Best of the lot will be selected by write-in vote.

Station Sponsors Music Contest

For the sixth year, WTMJ and WTMJ-FM Milwaukee and the Wisconsin Federation of Music Clubs are sponsoring the "Starring Young Wisconsin Artists" contest. Forty-five finalists of the group of young vocalists and musicians will take part in the 1949 series of programs to be heard on the stations beginning January 8. Three finalists will appear on the program each week, and at the end of the series three winners will be chosen to receive \$1,000 in cash music scholarships. These are awarded annually.

"Cinderella" Contest Presented on WGN Chicago

To the lucky person who guesses "Who Is Cinderella" will get several thousands of dollars in prizes from Goldblatt's Department Store, Chicago. This contest is being presented on WGN's "Let's Have Fun" program.

"Cinderella" is a prominent American woman. Clues to her identity are given weekly on the show. Phone calls are made from among entries received in the store. To heighten interest in the contest, one of "Cinderella's" shoes will be displayed in the radio studio of the store.

KEX Promotes "Favorite" Contest

Portland station KEX recently ran a promotional contest for its Western audience in which contestants completed the sentence, "My favorite radio program is . . . because . . ." Two special Westinghouse radio-phonograph combinations were awarded to top entries each week for five weeks.

First week returns for the contest, aired over the 50,000 watt outlet, were received from as far south as San Francisco and as far north as Alaska, with the main bulk of the mail postmarked from counties in western Oregon and Washington.

Texas Jackpot Winners Receive Silver Dollars

KITE, San Antonio, Texas, has brought a new radio quiz game on the air. Known as "Sixty Silver Minutes," it is heard Monday through Friday for a full hour. From letters sent to the station, names are selected and called during the program. If these people answer their questions correctly, silver dollars are given them in the payoff. During the show there is a Jackpot Question which increases in value \$5 each day it goes unanswered.

Sponsors include Mrs. Bohnets Bakery, Sunshine Laundry, Roeglin Provision Co., and Sommers Drug Stores. Alec Chesser is emcee.

WHOM Launches Contest

An \$11,000 promotional contest was opened to its listeners recently by WHOM, New York foreign language station. Contest was equipped with the currently popular "phantom voice" gimmick and a slogan contest on "Why I Listen to WHOM."

Prizes were awarded weekly, and the final jackpot prize was presented at the end of October.

Music Makes Scholarships

Three young Rhode Island musicians will receive all-expense scholarships from WPJB, FM station of The Providence Journal Company. It's part of the competition sponsored by the station and the Rhode Island Federation of Music Clubs. Contestants receive their qualifying auditions as part of the Musical Horizons program broadcasting every Sunday by WPJB. Finals will be aired on the closing day of National Music Week, May 8.

Valentines Rate Radios

For the second consecutive year, Carol Adams, woman director of WHBC in Canton, Ohio, is conducting her original Valentine contest. Listeners who submit

the most artistic homemade creations receive radios as awards for their skill. Last year 800 valentines were entered. Valentines received this time will be distributed to local hospitals and orphanages by Miss Adams.

Talent Hunt on WCCO

Five talented youngsters are competing for a \$1000 Savings Bond Award from Phillips Petroleum on "Phillips Talent Parade" broadcast over WCCO in Minneapolis. Since inception of the show last July, approximately 400 amateurs have been auditioned. Another twenty-week series will soon be inaugurated for a second \$1,000 prize.

New KTLA Show

Signing of a new 26-week contract by Lowell & Bradfield, Furriers, of Beverly Hills, for sponsorship of KTLA's Women's Page, Magazine of the Week, was announced by Harry Maynard, Sales Manager of KTLA, Paramount Television Productions, Inc. This new long-term contract was signed after a four-week "test" sponsorship, which proved the sales impact of telecast fashions, according to Merrill Lowell, owner of the firm.

This segment of the "Magazine," conducted by Rita LaRoy, is a women's interest feature with a fashion show flavor, the showing of furs being varied with coordinating accessories and general women's wear. This variation has been highly successful in holding the viewers' interest from week to week as well as from a commercial standpoint.

The "Magazine," telecast from KTLA every Sunday night, with Gilbert Martyn as Editor-in-Chief, has achieved wide popularity. In addition to its Women's Page the "Magazine" includes a Sports Page in which famous personalities are interviewed and its Feature Page, which highlights unusual people, hobbies and events.



SHOWMANSHIP IN ACTION

WNAX is Contact Point During Blizzard

WNAX Yankton, South Dakota, was the official contact point for farmers and ranchers isolated in Rapid City during recent blizzards. Mayor Earl Brockelsby short-waved a request to WNAX that instructions for snow signals to obtain food and medical aid be broadcast to those in the disaster area. WNAX went on the air with code instructions while pilots searched the area for ten-foot letter "F's" stamped in the snow to indicate families in need of food. During the first day of broadcasting, eight ambulatory cases were taken to the Rapid City Hospital as a result of the "I's" for "injured" placed in the snow by WNAX listeners.

Fan Shovels Studio Free

An S. O. S. from a KTAN announcer in Sherman, Texas, who was studio stranded in a severe snow storm resulted in his rescue by a public spirited listener. Call for help was sent out when the announcer discovered the entrance of the studio was frozen shut. Sleet and snow blocked the doorway to hold the announcer and the studio engineer captive. A listener heard their distress message and with pick and shovel dashed to the rescue. Broadcaster, meanwhile, kept on with a blow by blow account of the situation. The program signed off with thanks to the benefactor of the storm-bound men.

Highway Info Aired

Highway information of special value to farmers, truckers, and week-end travelers is the highlight of WTAR Norfolk's 6 A. M. newcast every Friday. With the cooperation of Resident Engineer E. D. Hubbard, the program gives beneficial information concerning highway construction, unusual road conditions, and detours. In addition to this regular weekly feature, WTAR also broadcasts emergency highway information whenever necessary.

WNLK Finds Family a Home

A woman and her five children evicted from their house found themselves with a home again after WNLK Norwalk publicized their plight. WNLK news room ran a few features on how the family had lived in primitive conditions in Norwalk harbor after they had been evicted. Nora Walker, the station's woman reporter, interviewed the mother on the radio in an effort to find her family a home. Out of the many offers made by listeners, one was found practicable for the family to accept.

"Marriage for the Millions" Airing on WCOP

WCOP, Boston, is the Hub outlet for "Marriage for the Millions," dramatic series showing how marriage counseling works, produced by the Family Service Association of America. Fifteen minute ET's tell true life stories of married couples whose marriages were saved from failure through counseling of professional family caseworkers, with such guest stars as Jinx Falkenberg, Bert Lytell, Rosalind Russell, Lanny Ross, and John Kieran.

WCOP series is airing in cooperation with the Family Society of Greater Boston, and presents brief comment by a local person in the field on each program, 3:15—3:30 P. M. Sundays.

Show to Help Blind

How the public can give real assistance to the blind is the subject of a public service program being aired over KGFJ Hollywood. Informative talks by James B. Garfield, who has been blind for seven years, will include helpful suggestions on how the blind should be treated, the various traffic laws made to protect them, and other important pointers. Program is broadcast fifteen minutes weekly.

Station Finds Woman

Discovery of a missing woman was made recently largely through efforts of WJTN Jamestown. Via a local news program on that station public interest was aroused. County and local authorities were alerted to search and had informed the WJTN news bureau of the case. Occupants of a Lafayette street house noticed the presence of an unknown woman and notified the police, who returned her to relatives.

Station Helps in Blizzard

During a raging blizzard which swept Southeastern Wyoming recently, the "voice in the darkness" was Cheyenne station KFBC. After receiving special permission from the FCC, KFBC, the only radio station in Wyoming's capital city, started operating on an emergency basis to help locate persons stranded in the storm, to answer urgent requests for food, medicine, and to give information to those at home who were minus milk, and other essentials till the storm subsided.

Series to Solve Problems

Members of the Oregon legislature and other legislative experts are being interviewed by newscaster Lawson McCall

over KEX, Portland. "Spotlight on Salem" is the public service broadcast to be heard each Saturday during months the legislature is in session. Purpose of the series is KEX's hope "to bring more general understanding of the problems facing the state."

KLZ Distributes Bananas

When KLZ Denver, Colorado, heard that the General Fruit Company had an excess of several hundred pounds of bananas, it sent Jim Bennett to investigate. The obvious solution was children. So Bennett loaded a KLZ truck with bananas and took them to the youngsters at Saint Clara's Orphanage in Denver.



Books Sent to Veterans

For the entertainment of hospitalized veterans, 1000 new books have been sent to the Veterans Administration in response to a four-broadcast appeal made by "Author Meets Critic." Aired over WNBC New York, the appeal is being continued indefinitely.

WDUZ Issues News Sheet

To satisfy the many people who prefer the paper with their morning meal, WDUZ Green Bay, Wisconsin, is issuing a new printed news sheet. "Bulletins from the Morning News" is a small sheet carrying news of the vital events in the nation, the city and sports world, plus the weather forecast. Distribution covers restaurants and drug stores.



PROOF O' THE PUDDING

Mail Proves Pulling Power

After receiving a total of 17,129 letters from 42 states and six Canadian provinces as the result of a mail-offer show, there is proof positive of the early morning pulling power of Detroit's station WJR.

Free automatic pencils were the featured offer made by disc jockey Fran Pettay to anyone writing and requesting them via the "One Hour of Entertainment" program sponsored by Chrysler Corporation Monday through Saturday from 1 to 2 A. M. Sunday morning. Stipulation was that requests for the pencils had to be post-marked within 24 hours of the announcement.

Chrysler Corporation received the 17,000 answers all postmarked within the time limit despite closed postoffices and other Sunday inconveniences.

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WFIL Show Wins Award

"The Magic Lady Supper Club," heard over WFIL Philadelphia, has won a grand prize in its division in a nation-wide contest conducted by the National Retail Dry Goods Association. A children's variety show is the theme of the prize-winner. Woven into the format is a continuous adventure story thread. The Magic Lady is portrayed by Charlotte Dennis. Her headquarters are the "Magic Castle" in Lit Brothers department store, sponsor of the program.

Sixth Award to Show

"Little Songs on Big Subjects," WNEW's prize winning show, has received its sixth award for advancing the cause of democracy. The Wilkie Memorial of Freedom House has just presented WNEW New York with its 1949 Civil Rights awards. Presentation was made at a Carnegie Hall meeting attended by 3,500 people. Ted Cott, vice-president in charge of programming for WNEW, accepted it on behalf of the station.

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Aerowax Repeats Two Shows

Sponsorship of two high-rated daytime serials has been renewed for 1949 by the Aerowax Company. Boyle-Midway, Inc. makers of the floor wax, and Whitehall Pharmacal Company are co-sponsoring "The Romance of Helen Trent" and "Front Page Farrell." The Helen Trent story is aired daily over 88 CBS coast-to-coast stations while the Farrell series brings the Aerowax sales message to a national housewives' audience on 57 NBC stations daily.

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WJZ Commentator

One of the top women radio commentators, Maggie McNellis, whose program, "Luncheon with Maggi McNellis and Herb Sheldon at the Latin Quarter," is heard Monday through Saturday over station WJZ New York, has been retained as commentator for a big time "Crisp Look Fashion Show" at the Waldorf-Astoria this month.

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Glendale Coal Renews

Glendale Coal Company has renewed their sponsorship of "Tellotest" on WNAC Boston, for the next twenty-six weeks. Program is aired every Tuesday morning at 9:15 A. M.

Show Gains Big Mail Pull

Three one dollar investments pulled over 111,000 letters from five Pacific Northwest states, three Canadian provinces, and Alaska. Volume of mail came as result of three contests on KIRO Seattle Show, "Pass the Buck." Jack Douglas, emcee, hid an imaginary dollar bill, then gave one clue each night as to where it could be found. Listeners were asked to send in guesses after ten clues.

Listener's Canary Learns to Sing

Even birds listen to disc jockey shows, it seems. Charles Baxter, platter spinner at WTOL in Toledo, Ohio, got a thank-you note the other day saying just that. Apparently, the lady's pet canary had never sung a note till he listened to record Baxter spun on on his "1230 Record Club" show. After that the canary started to warble and kept on warbling whenever certain records were played.

Jewish Program Renewed

Radio's longest running Jewish program, "The Jewish Philosopher," has been renewed for the twelfth consecutive year by the Carnation Company. "The Jewish Philosopher" is heard twice daily at 2 P. M. and 8:15 P. M. exclusively over station WEVD New York. Program is produced and managed by C. I. Lutsky Enterprises, Inc.

Pillsbury Show Renewed

Sponsorship of "Grand Central Station" by Pillsbury Mills has been renewed for the next fifty-two weeks, it was announced by William C. Gittinger, CBS vice-president in charge of sales. The show is heard every Saturday from 12:30 to 1 P. M., E. S. T.

Shriner Now Coast-to-Coast

Comedian Herb Shriner's network show has been so successful that it has been given a coast-to-coast hook-up over CBS. The fifteen minute program heard Monday through Friday will now follow the Arthur

Godfrey show on the West coast at 4 P. M. In New York it will be aired at 6:30 P. M.

Company Resumes Sponsorship

A lumber company in Missoula, Montana, is cashing in on its radio advertising by sponsoring a program slanted particularly toward prospective home-builders. So successful is the show that the firm has resumed sponsorship of KGVO's "News of Western Montana." Jack Shute, junior partner in the lumber outfit, is again doing the work which originates at the microphone at 9:10 each evening.

AT THE CROSSROADS

(Continued from Page 17)

Time chosen for airing the show, 2:15 P. M., is particularly good on KSL as it follows "Hint Hunt" which is enjoying a considerably good rating. Spot announcements to plug the show are consistently aired. Newspaper advertising and publicity are worked in by the station whenever possible. Also, as far as local promotion is concerned, some material is always included in Drug Briefs which the station sends out each month to all retail Intermountain Druggists.

In using this program and this station Groves Laboratory covers a large territorial sweep. KSL has a 50,000 watt clear channel and consequently blankets a greater part of the Intermountain West. Daytime and night-time coverage ranges from eight to ten Western states.

"At the Crossroads" has been on the air under several titles and formats since 1939 as a show designed to inform and entertain women listeners. However, the present title and format, established last spring, seem set to stick.

Good entertainment on an intelligent level a clever woman commentator with poise and verve, and inexpensive but far-reaching promotional campaigns assure that future. Together they are selling and will sell greater quantities of the sponsor's product at a very low cost to that sponsor, Groves Laboratory.

POPULAR AMATEUR HOUR

(Continued from Page 9)

by Sachs which advertised via radio, helped to start him on the way to successful business accomplishment.

Sachs originally astounded Chicago's lower income level groups with a new technique in selling clothing. He offered quality clothing at mark-ups often lower than cash sales stores. That technique won him his large following. Today he is selling his merchandise to the third generation offspring of his original customers.

Morris Sachs came to Chicago back in 1910 from Lithuania. He was an orphan with just enough money for the trip. He began his career as a house-to-house peddler. Expanding his line and his sales, he later bought a horse and cart to carry his merchandise. By 1911 he was able to open a sixteen by fifty foot street level credit clothing store at his present location. In 1948 his store at 6638 Halstead Street grossed eight million dollars. He has seven hundred employes on his payroll today.

Also sponsored by Morris B. Sachs is "Date After Ten," a fifteen minute musical program starring singers Skip Farrell and Brooks Randell. Farrell was one of the original contestants who climbed to fame aboard the Amateur Hour.

Fifteen years of advancing opportunity to young entertainers in this country is only a part of the generous policy which has made Morris Sachs the widely-known public figure he is today. Through reasonable, inventive selling technique he has created a large buying group which, in turn, has contributed thoroughly to the success of his enterprises. Through strategically aired, ingenious advertising via an interest-arousing amateur program he has enlarged upon his already large consumer group.

Most important, though, is that Morris B. Sachs has followed a continuing policy of generosity and philanthropy. With that policy he had created good will among the members of his audience. And in that way, he has built his success.

BANKS ON THE AIR

(Continued from Page 10)

vertising, in that it has mass appeal, is almost universally available, and is suitable to every advertising approach, from lofty institutional to high pressure selling. But, as in newspaper advertising, it is consistency that counts. You must hammer away week after week, month after month, because it is impression after impression that does a really good job of selling.

Radio is perhaps more suitable to volume banks which make installment and home loans, and seek personal and savings accounts, but can also be effective in establishing a bank's character in the mind of the public.

Nonetheless, getting the account of a large corporation through radio advertising is so remote that for all practical purposes we had best consider radio merchandising as strictly beamed to the lower and medium income groups. There are a lot of these people and their business is profitable too!

In setting up a radio program, you should decide which services you want to push, and then which segment of the listening public you wish to reach. Or do you want to take a pot shot at everybody? Perhaps you wish to beam to housewives, families, or even to children. Time and programs are appropriate for each group.

Cost enters into the picture! Can you procure time and program which will command a suitable audience in your market at an economical cost per impression delivered?

You must choose a time when the desired audience will be available. You must choose a program which will appeal to this particular audience and will outpull its competition. Hence, you must spend enough to insure a good audience, yet not enough to be foolhardy.

Even though we intensely dislike Goebbels, the man and his memory, we must admit that he was a master of the propaganda technique, and what is advertising but commercial propaganda with ethical valves?

In Goebbels' diary, he wrote:

"In the evening I had a long talk with

my mother who, to me, always represents the voice of the people. She knows the sentiments of the people better than most experts who judge from the ivory tower. Again I learned a lot, especially that the rank and file are usually much more primitive than we imagine. Propaganda must therefore always be essentially simple and repetitious. In the long run only he will achieve basic results in influencing public opinion who is able to reduce problems to the simplest terms and who has the courage to keep forever repeating them in this simplified form despite the objections of the intellectuals."

To the bank, radio offers the opportunity to tell its story simply and to repeat that story over and over again. It offers the opportunity to go into the listener's own home and sell its services in a personal, conversational, convincing way.

The audience is there! *Your* problem is to reach it!

PUBLIC UTILITIES

(Continued from Page 11)

For that wattage keeps your cottage all aglow

And there's toasters and heaters

Roaster, egg beaters

'Frigerators, percolators, blankets for the night . . . how bright our life can be

Thanks to electricity."

An entirely different approach to the use of radio by a utility, and I believe equally effective, was taken by the Boston Consolidated Gas Company. They sponsor a fifteen-minute quiz program, five days a week; their guests are club women selected from the towns or cities served by the Boston Consolidated. The ladies are given the opportunity to win cash awards for their own club, a chance to be on radio . . . which, by the way, is a big treat for some people . . . they are exposed during the broadcast to the commercial messages of the Boston Consolidated, and following the broadcast to a home economic talk by a representative of the Boston Gas. We estimate that this program reaches approximately 6,000 women directly a year, and 26,000 indirectly and directly a year.

Radio broadcasting is effective. We at Harold Cabot & Company put it to a great test last winter. As you may all recall, the snow fell so fast and so often it was impossible for the permanent snow removal crews of the Boston and Maine Railroad to keep its yards clear. We used radio to hire, of all things, snow shovelers. By the use of radio as a medium, we were able to deliver enough snow shovelers for the Boston and Maine to keep their trains running. Incidentally, we found an interesting indication as to how people listen to the radio. Our copy read: "Attention—temporary snow shovelers are urgently needed tomorrow morning by the Boston and Maine Railroad. Men eighteen and over can earn extra money. Report at the rear of 150 Causeway Street, properly dressed tomorrow morning at 6:00 A. M." In spite of the fact that we stated "tomorrow morning," men were flocking to the yards at 6:00 P. M. that night. We deleted the word "urgently" and solved the problem.

As you may know, the New England states is the highest radio set ownership group in the world. Consequently, I do not believe your question is, "Should a utility use radio as an advertising medium?" That should be an accepted fact. Your question should be, "Which of the many techniques in radio advertising will best suit my particular problems?"

I would like to suggest that whatever your individual problems are, your underlying themes should be friendly. Utilities should not mean something overpowering that business men talk about. It should not be a thing that you grouse about paying for because in your opinion it costs too much. The word "utility" should instead spell to everyone, old and young, the warm, bright light in the window replacing the old oil lamp; the modern gas range instead of the less efficient, slower cooking methods; a friendly telephone call from, shall we say, a loving mother-in-law informing you that a bus will be at the railroad station when your dependable train arrives.

Radio—because of its impact, its ability to reach the masses, its flexibility—should be a part of your advertising budget. How best can you tailor it to your needs?

NO COMMERCIALS

(Continued from Page 5)

Laffey, WLAW Chief Announcer who also produces and presents the show each week. Previously, Laffey had been featured by WLAW in outstanding "Special Events" broadcasts reported by short wave from dirigibles. Laffey explained to listeners how it felt to broadcast from a room where the thermometer registered thirty degrees below zero.

Already, since the show made its initial broadcast on March 11, 1948, representatives of approximately forty-four civic and fraternal and other agencies have appeared on the program. Highlighting the series was the first radio broadcast to originate in the eighty-three year-old Protectory of Mary Immaculate.

The program runs the gamut of radio innovations in entertainment, including in its schedule singing, interviews, music, and drama. Because he chooses to handle the major part of preparation personally Producer Laffey puts in a busy week. Scripting and programming is done in thorough polished fashion, and timed to the second. Principals are rehearsed as many times as needed.

Laffey makes a good salesman for Pacific Mills. Because he is the "Special Eventer" of WLAW he has developed into a New England personality. He has been with the station through its infant days of 1,000 watt daytime operation till its 50,000 watt ABC basic affiliate in Industrial New England.

Ralph B. Wilkinson, banker, civic leader and President of the Greater Lawrence Chamber of Commerce, points out that it would be difficult to assay all the good endowed upon the community through the educational and informative broadcasts. But they have welded together the three towns which form the industrial community of Greater Lawrence so that the people in them are getting to know one another as friends and neighbors.

Lawrence itself is an industrial community of 85,000 people. In addition to the Pacific Mills it boasts other widely-known textile plants which provide em-

ployment for more than 25,000 workers. This town is the hub of Greater Lawrence.

Methuen at the north is a famed historical center highlighted by the mansion of the late Edward F. Searles, who married the widow of Mark Hopkins, founder of the Union Pacific Railroad.

At the south is Andover, home of the famous Phillips Academy for young men, and Abbot Academy for women. Across the Merrimac River is North Andover, where Brooks School teaches students from all over the world.

Incorporated into the Greater Lawrence background, then, is the varied scene of many different groups. All the facets of the lives of these groups have been broadcast to New England via the "This is Greater Lawrence" program. Here is a beginning, producers and sponsors and listeners feel, toward teaching every citizen that Lawrence is a great community because those in it want it that way and are laboring toward that end.

AT THE BRASS RAIL

(Continued from Page 13)

direct sales, immediate sales. Through near spontaneous commercial messages they hit that target.

At the same time, the program they are sponsoring is one which has an almost institutional approach. And that is creating for them the good-will which is another step in selling their products.

STORY PRINCESS

(Continued from Page 16)

Suiting the sponsor to the show is what has been done with the "Story Princess" and it is a formula that has clicked. A good show for children is selling clothing for children. Parents are pleased; children are entertained. Merchandise is being passed into the hand of the consumer through radio commercial announcements and promotional tie-ins. No sponsor could ask for more from his advertising dollar.

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