

SEPTEMBER 1949

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S Showmanship

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IN THIS ISSUE

Weekend Trip Given Away on Daily Show ★ Shop Scores Via WHAV Show ★ Fifth Year for Medical Package ★ Local Programming Boosts Shoe Sales ★ Southern Disc Show Benefits Sponsors ★ Teen-Agers Swarm to WPEN Broadcast ★ Station Works for Slum Clearance ★ Panel-Backed Program Proves Sponsors' Boon ★ Proof of the Pudding

MAGAZINE OF AIR MERCHANDISING

Your Business at a Glance

★ What others in your business field accomplish through
broadcast advertising, classified by business field.

<i>Business</i>	PAGE	<i>Business</i>	PAGE
Appliance Company	2	Hearing Aids	16
Bakery	10, 21, 27	Ice Cream Firm	16
Beverage Company	16	Laundry	10
Bottling Company	20	Publisher	27
Bread Company	16	Savings & Loan Company	16
Clothing Company	21	Sewing Machine Company	27
Cocktail Lounge	10	Shoe Store	9
Drug Firm	6	Soup Company	23
Drug Store	10	Specialty Shop	5
Furniture Company	2	Sport Center	25
Health Studio	10	Storage Company	16

Sponsor—Station Index

<i>Sponsor</i>	<i>Station</i>	PAGE
Amazing Paint Shop	WKDN, Camden, N. J.	28
Barbara Ann Bread	KNX, Los Angeles, Calif.	16
Beltone Hearing Aids	KNX, Los Angeles, Calif.	16
Benedetti Shoe Store	WHAV, Haverhill, Mass.	9
Blanding & Blanding, Inc.	WEAN, Providence, R. I.	6
Bookout's Bakery	WAFB, Baton Rouge, La.	10
Boways, Inc.	WCOP, Boston, Mass.	18
Brentwood Country Mart	KNX, Los Angeles, Calif.	16
Bristol-Myers	WOAI, San Antonio, Texas	28
Campbell Soup Company	WPAY, Portsmouth, Ohio	23
Canada Dry Products	KNX, Los Angeles, Calif.	16
Clinton Industries, Inc.	KNX, Los Angeles, Calif.	16
Colgate-Palmolive-Peet	WNBC, New York, N. Y.	27
Craig Oil Company	KNX, Los Angeles, Calif.	16
Dewey's Sport Center	WISN, Milwaukee, Wis.	25
Doubleday & Company	WQXR, New York, N. Y.	27
Edmar Communications Company	WKDN, Camden, N. J.	28
Federal Savings & Loan	KNX, Los Angeles, Calif.	16
Fisher Flouring Mills Company	KOMO, Seattle, Wash.	26
Grad's Specialty Shop	WHAV, Haverhill, Mass.	5
Haynes Furniture Company	WLOW, Norfolk, Va.	2
Holsnm Bakery Co.	WKNA, Charleston, W. Va.	21
Lyon Van & Storage	KNX, Los Angeles, Calif.	16
Mazola	KNX, Los Angeles, Calif.	16
Messing Bakeries, Inc.	WOR, New York, N. Y.	27
Milwaukee Coal Heating Service	WISN, Milwaukee, Wis.	25
Miranda's Cycle Sales	WAFB, Baton Rouge, La.	10
Murine Company	WQXR, New York, N. Y.	27
National Outlet Stores	WMCA, New York, N. Y.	28
New Utica Clothing Co.	KRNT, Des Moines, Iowa	21
Pan American Airways	KNX, Los Angeles, Calif.	16
Peerless Laundry	WAFB, Baton Rouge, La.	10
Peter Paul, Inc.	WNBC, New York	26
Philco Refrigerators	WLOW, Norfolk, Va.	2
Plank Road Drug Store	WAFB, Baton Rouge, La.	10
Procter & Gamble	WNBC, New York, N. Y.	27
Roy Health Studios	WAFB, Baton Rouge, La.	10
Royal Crown Cola	WLOW, Norfolk, Va.	20
Ryan Nash, Inc.	WISN, Milwaukee, Wis.	25
Singer Sewing Machine Company	WNBC, New York, N. Y.	27
Ten-B-Low Ice Cream Mix	KNX, Los Angeles, Calif.	16
Weeky's Cocktail Lounge	WAFB, Baton Rouge, La.	10



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CONTENTS

September 1949 Vol. 10, No. 9

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 man Publications, publishers of
 Radio Showmanship

Weekend Trip Given Away on Daily Show . . .	2
Shop Scores Via WHAV Show	5
Fifth Year for Medical Package	6
Local Programming Boosts Shoe Sales	9
Southern Disc Show Benefits Sponsors	10
Teen-Agers Swarm to WPEN Broadcast	12
Station Works for Slum Clearance	14
Panel-Backed Program Proves Sponsors' Boon	16
Airing the New	18
Showmanship in Action	20
Proof of the Pudding	23
Contests	25
Johnny on the Spot	27

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Weekend Trip Given

AIR FAX: "Week-end in Washington" attracts tremendous participating audience.

Broadcast Schedule: Monday through Friday, 10:30 to 11 A. M.

Station: WLOW Norfolk, Virginia

Sponsors: Haynes Furniture Company and Philco Refrigerators

Power: 1,000 watts

Population: 144,300

Preceded By: Sugar 'N' Spice

Followed By: News

A prize show with a jackpot that holds appeal for any member of the family has become the biggest show on WLOW Norfolk, Virginia. Grand prize given every week is the name of the show, "Week-end in Washington."

Each week Haynes Furniture Company and Philco Refrigerators, joint sponsors of "Week-end in Washington" make this dreamland trip a happy reality for some Norfolk couple. And the trip is done in style! The couple flies via Capital Airlines from Norfolk to the Capital, spends the week-end at the swank Wardman Park Hotel, attends a television broadcast at WNBW in Washington, and goes on a sightseeing tour.

Haynes Furniture Company and Philco Refrigerators are already convinced of the value of the show. They report that it has strongly affected the sale of refrigerators as well as other items in the store. The reason the store sells other items is no accident. Program features gimmicks and promotional features that guarantee heavy personal store traffic.

Show originates each morning from the Canary Room of Burrough's, Norfolk's

finest restaurant. Bill Carpenter, WLOW station manager, felt that not only would this location serve to give the show the element of good taste that makes for better relations, but would add informality to the show because of the public surroundings. So each morning, between 80 and 250 guests gather at the Restaurant a little in advance of air-time to get in the zany mood characterizing the show. Haynes and Philco see that the guests not only go home with prizes and a chance at the free week-end, but that they don't go hungry—by supplying free coffee and doughnuts during the show.

Live talent on the show is furnished by two actors turned announcers, Dick Gould and Eob Drepperd. Both are completely uninhibited and good ad-libbers, thus creating the informal atmosphere so appealing to both guests and the large listening audience. The best definition that can be applied to the show is "unrehearsed." The only parts of the program that are planned are the devices used every morning to create participation and the informal atmosphere.

BRENNAMAN TWIST

Probably the most successful of the angles used every day is the one popularized by the late Tom Brennaman on his "Breakfast at Brennaman's" show originating from Hollywood. This consisted of his trying on all the silly-looking ladies' hats to the tremendous delight of all the guests present. Gould and Drepperd use the same technique of trying on the hats and offering a prize each day for the silliest hat at the show. Needless to say, there have been some weird selections like the recent prize-winner which

Away on Daily Show

looked like a bird's nest on which sat a cow's head protruding.

PARTICIPATION GAGS

The show uses other participation gags to keep the ladies interested and amused. Among these are letting them read the show's commercials, wait on the restaurant tables for the other guests, hold microphones while the emcees clown around and write copy while the show is on, to be read on the same show. As a result of these antics, the *Norfolk Virginian Pilot* devoted a full page of feature

copy to the show lately, the only time the paper has given that much publicity to any radio show in Norfolk, either network or local.

Warner Twyford, the reporter who covered the show for the *Pilot*, had this to say in his lead. "They give away everything but the kitchen sink at 'Week-end in Washington' and the audience wouldn't be too surprised if they brought in a couple of plumbers and started dismantling that any day now." Twyford was particularly impressed by the huge crowd which was so eager to attend the show that they crowded the restaurant to many



Bob Drepper, sitting, and Dick Gould, zany emcees of "Weekend in Washington," pose with hat creations of two guests at broadcast. Drepper holds winning entry

times its capacity and were forced to sit on camp chairs or stand in hallways. He praised the two emcees for their ability to keep everyone happy in such unpleasant surroundings.

"Week-end in Washington" was conceived by Robert Wasdon, WLOW vice-president and general manager. Since then the show has gone on to become the biggest radio promotion ever staged in Norfolk. Stunts are concerned mostly with attracting residents to Haynes Furniture Company. One of the best concerned tickets to the show. With the unprecedented demand for admission ducats for the show, Haynes figured that they would be overlooking one of the best possibilities for promotion if they didn't tie in the tickets. So now all anyone has to do to get a free ticket to "Week-end in Washington" is stop in at Haynes. The furniture company attributes no small part of its retail sales to the great crowd of people who stop in every day to pick up their tickets.

PRIZES GIVEN

Other devices used to attract foot traffic toward Haynes' have been used as prize offers. One of the devices was to put items in a new Philco refrigerator conspicuously placed in Haynes' window. A prize was given to the contestant who correctly identified the most items. Another prize went to the person who was able to name the largest number of unidentified photographs in the store window.

One of the cleverest gimmicks used and one which resulted in a large number of stiff necks among residents of Norfolk was the contest which required the answer to the question, "How many bricks are there on a certain side of Haynes' store?" Curiosity alone was responsible for a large portion of the response the store noticed that week in traffic and sales.

"Week-end in Washington" is aired every day from 10:30 to 11 A. M. This time was chosen by the directors of WLOW because there was no network opposition at that time, and because they felt that housewives would be freer to

attend and listen to the show. Immediately preceding this show is "Sugar 'N' Spice," a program of sweet music especially designed for the housewife who is busy doing those routine morning household chores. Following "Week-end" is a News shot, which is given a feminine angle. Consequently, the entire time block on WLOW has a large appeal for women in the area, a fact which does not displease Haynes.

SPONSOR EXPERIENCED

Haynes Furniture Company, which co-sponsors "Week-end" with Philco Refrigerators, is no newcomer to the radio field. Their first experience came when they signed in 1947 with WLOW for a 26-week musical show. Prior to that time Haynes had never used radio, but had devoted all the budget to newspaper. Since then, however, Haynes has always been somewhere on WLOW. And now, there is a 13-week renewal for "Week-end."

The cost of producing "Week-end" is slight, despite the fabulous prizes given away each week. Besides the week-end in Washington, show gives away jackpot prizes for answering questions like those above, besides smaller items for questions answered on the show. These other individual items include such things as 200 gallons of Esso gasoline, tile for a kitchen floor, curtains for every window in the house, a week's groceries, etc. All these items are given free to the show by local merchants in return for free promotion and plugs given them on "Week-end."

WINNERS DESERVING

"Week-end in Washington" is coincidentally proud that so many of the locals who have won the wonderful week-end in Washington have been very deserving. The first winner was Miss Alice Dearing, a victim of infantile paralysis who has been confined to a wheel chair. Miss Dearing had never had the opportunity to visit the nation's Capital so the trip for her and her mother who accompanied her meant

(Continued on page 31)

SHOP SCORES VIA WHAV SHOW

AIR FAX: Cooperation in programming between station and sponsor add up to satisfaction for both

First Broadcast: March, 1947

Broadcast Schedule: Spot campaign

Sponsor: Grad's Specialty Shop, Inc.

Station: WHAV Haverhill, Massachusetts

Power: 250 watts

Population: 46,752

Value a sponsor may obtain through close cooperation with a station in planning a promotion campaign has been emphasized since companies first began using the air as a medium for selling their names, services and products. However, despite this perpetual emphasis on the necessity of consulting experienced, trained authorities, many sponsors prefer to go their own way, certain that they know how best to promote their businesses.

A specialty shop owner in Haverhill, Massachusetts, recently found that programming planned by both himself and the local station paid off in results never achieved before they put their heads together.

Grad's Specialty Shop started its radio advertising with Station WHAV back in 1947. At that time the store sponsored a five-minute newcast three days a week. The program itself reached all of Haverhill, but commercials did not pull the results Grad had planned they should. Of a purely institutional nature, they put the name of the store before the public three days a week; however, not noticing anything in

the line of direct results, Grad discontinued them and the newcast after a period of three months.

Then followed a campaign by the sales department at the station which, after almost a year, found Grad weakening to the point of once again giving radio a try. This time it was for only a short term, but based on usage as suggested by the station.

A test campaign was planned for a three-week period just before Christmas. Announcements used were 20 seconds, and 150 of these were used over the test period. They were beamed primarily at a male audience to build up the number of men shopping there for Christmas. General theme of the announcements was that Grad's is the women's store where men shop. It was a campaign solely directed at obtaining immediate results.

RESULTS GRATIFYING

Results of the test were gratifying to such an extent that after the test Grad signed a contract for a year's radio advertising with the station. Contract called for regular announcements to be used daily and an additional 550 announcements to be used from time to time to feature sales the store would be running for Mothers Day, Christmas, Easter and other occasions.

Judgment was based on the fact that an unusually large number of men were doing their Christmas shopping at Grad's, and the store's overall high percentage of increase over the previous year's business in comparison with other stores of the same type in Haverhill and other cities.

Grad's latest promotion involved the

(Continued on page 29)



Station announcer and guest doctor going over interview script before broadcast

FIFTH YEAR FOR

A packaged medical program, designed to sell the wares and prestige of a New England pharmaceutical firm, this month celebrates its fifth birthday on the air. "Doctor's Orders," which was first aired on WEAN Providence, Rhode Island, in September, 1944, has grown from a 15-minute Sunday daytimer to a one-three-or-five-a-week network production.

"Doctor's Orders" began airing in 1944 when Blanding & Blanding, Inc. ranked high among southern New England's drug dispensaries. I. I. Weiser, vice-president and general manager, wanted the firm to lead the field, and to this end Radio-Providence Productions, a local package agency, offered the means. Idea, origi-

nated by Frank and Bettina Jones, was a radio program offering an important public service, attractively. With the sanction of the Rhode Island Medical Society, Radio-Providence devised a format whereby the local medical profession could communicate with the public via a commercially sponsored show.

Each program dramatized a health problem and wound up with an interview given by a local medical society doctor. The agency did the necessary research and prepared the script and copy for each basic interview. This the speaker altered to suit himself. Result was an authentic statement of his views in simple language.

Brief and institutional in nature, the

program's commercials radiated much good will for Blanding & Blanding. Proof came with the public demand for free copies of each broadcast's interview, distributed on request. In June, 1947 the sponsor compiled the year's interview in booklet form. After a single announcement, over-the-counter requests cleaned out the supply within two hours!

The next month, a checkup revealed that Blanding's public welfare project had also paid off handsomely dollar-wise: there was a 301.25 per cent increase in three years.

SPONSOR'S OPINION

Asked to evaluate the program on the basis of three years' continuous experience, Weiser stated: "The following details would be included in any statement I should make in answer to inquiries about my opinion of the effectiveness of "Doctor's Orders" in promoting the interest of the sponsor

of the country's outstanding pharmaceutical establishments.

"To summarize these developments, the pharmaceutical service of the company has grown since 1944 at a rate in excess of any of its past history, which dates back to the autumn of 1849. I should be happy to answer inquiries from any interested party concerning this growth, which I believe to be phenomenal, and which I attribute to the ability of an ethical concern to answer a demand brought into being by a consistent use of ethical publicity."

Tremendous popularity and rating of "Doctor's Orders" on WEAN proved that format was correct approach in offering medical information to laymen listeners. So on October 26, 1947 the entire Yankee Network was thrown open to carry "Doctor's Orders" on Sunday afternoon from 1:15 to 1:30. Sponsorship was to be on a cooperative basis, available to local regional and national advertisers. To avoid standardized approach and to preserve the more effective home town flavor, each

MEDICAL PACKAGE

"Since Blanding and Blanding began the use of institutional radio to publicize pharmaceutical service and the need for close cooperation of practicing pharmacists with the medical profession, the number of prescriptions compounded at our principal store has increased to an average of two hundred daily. From two pharmacists our staff increased by 100 per cent in the first six months and has since increased further to the extent that we now have six pharmacists regularly on duty. Our floor space allotted to the pharmaceutical department has been doubled in area, necessitating the rearrangement of our lunchroom facility. In a recent national survey Blanding and Blanding was rated as one

station was to use for the final interview a local doctor who presents his own version of the Radio-Providence basic script.

SPONSORS NOT LIMITED

Radio-Providence did not limit cooperative sponsorship to drug firms; any reputable business could buy in. Before contracting a client, however, the station had to submit his qualifications for approval by the medical society participating in each region. Prospective backers were warned that "no sponsor will be accepted whose association with the program might in any sense jeopardize the non-commercial, non-partisan tone which has made its reputation with the medical

profession and general listeners as an ethical means of communication between doctors and laymen."

In January, 1948, shortly after the program went co-op on the Yankee Network, the following sponsorship "firsts" were marked up:

James Drug Company, Inc., New London, Connecticut: First new local account to tie in with local Medical Society participation, starting November 23, 1947 on WNLC;

D. G. Stoughton Drug Stores, Hartford, Connecticut: First to sign for full term of 52 weeks, starting January 11, 1948 on WONS;

Independent Druggists of Pittsfield, Massachusetts: First group to organize to cut individual costs through co-sponsorship, starting January 11, 1948 on WBRK. Included Colonial Pharmacy, Damon Pharmacy, Ingstrom Drug Store, Fahey Drug Store, Wendell Pharmacy.

MEDICAL APPROVAL

Approval of the program by the medical profession was expressed by Dr. Peter Pineo Chase, editor-in-chief of the Rhode Island Medical Journal, in a newspaper article, "Medicine on the Air." He stated, "The Rhode Island Medical Society is pleased with the local program which they have been sponsoring under the name of "Doctor's Orders." A little drama and an interview with a doctor bring to the radio audience in a vivid manner the highlights of each problem. We know that the material is authentic, for it is carefully accumulated at our medical library and just as carefully edited by the participating doctor.

"Now all the New England states are to get this program. Each State medical society is cooperating. The drama will still be delightfully acted here, but many local stations will interview their home town doctors. We are pleased that such valuable education has started in and is spreading from Providence."

Speaking for the Rhode Island Medical Society, John E. Farrell, executive secretary, discussed the dissatisfaction the Society felt with the program it sponsored

prior to September, 1944. Then referring to "Doctor's Orders," he declared, "The program has been unusually successful. It has resulted in hundreds of letters to the radio station and the sponsors, and it has been a genuine public service. The Rhode Island Medical Society has been most enthusiastic about the program . . ."

RECENT PROGRESS

Highlights of the show's progress during 1948 and since have included going into production at NBC Radio-Recording Division, turning out a series for national distribution. Hugh James is the narrator; Herbert Wood, in charge of production; famous, but anonymous, men and women from Soapland drop in to voice the dramas; Richard Gordon lays down the law on medical facts in the question-and-answer interview that follows the drama.

Schedule called for 78 units to begin, so that "Doctor's Orders" could be presented on a one-three-or-five-a-week basis; thereafter, since the program when once established tends to become a local institution, production was foreseen indefinitely. When a local sponsor invites his local Medical Society to participate by providing home town doctors for the interviews, Radio-Providence provides copies of the basic interview scripts; station cuts in the guest speaker and announcer "live"—but if the doctor is in the delivery room instead of the studio at the critical moment, the regular Hugh James-Richard Gordon interview can be broadcast.

RATES FOR SHOW

Rates are of two sorts: "Commercial" to stations and sponsors, graded by markets, on request. "Professional" rates are given to Medical Societies. This formula had to be worked out because of specialized interest from State and County Medical Societies in search of good public relations programs.

For promotion, announcements have been sent out, offering to send audition samples and brochures. No ballyhoo has been used—just straightforward informa-

(Continued on page 29)

Local Programming

Boosts Shoe Sales

Value of a local radio station in promotion of local companies, products and services has been proven countless times in the advertising campaigns of promotion-wise firms. Once again proving WHAV's maxim that "The hometown station serves the hometown audience best," a Haverhill, Massachusetts store owner has found that local airings score for him.

Angelo Benedetti Shoe Store, 229 Washington Street, Haverhill, has been using radio locally since the station went on the air in March, 1947. For these two years the store has sponsored a ten-minute music program each Friday morning, and in addition has used spot announcements periodically to promote special campaigns. For the weekly programs, Benedetti felt an institutional type of format was most desirable. So these Friday morning shows presented music along with commercials designed to keep the Benedetti name before the Haverhill audience.

PROMOTING SALES

To promote sales in the store, or other noteworthy events connected with his business, Benedetti scheduled spot announcements on the WHAV air lanes. The station breaks always paid off for him, as the station, with its 250 watts, reaches all the citizens of Haverhill. Emphasizing this all-encompassing coverage of the area, *The Haverhill Gazette* recently stated:

"A phone company official pointed out the other day that after important WHAV news broadcasts, the telephone switch-

AIR FAX: Shoe store finds that an \$11.64 investment in radio advertising gives an equivalent of \$100 in newspaper ads

First Broadcast: March, 1947

Broadcast Schedule: Friday mornings plus additional spots

Station: WHAV Haverhill, Massachusetts

Sponsor: Angelo Benedetti Shoe Store

Power: 250 watts

Population: 46,752

boards light up like a Christmas tree.

"Folks are listening to the station," he said, "and rush to the phone to talk over news with their friends."

Capitalizing on this extensive audience, the shoe store placed station breaks continually to promote its activities.

In addition newspapers ads were often carried to complement the radio campaign. Using both media, Benedetti found that results always followed. Then at the beginning of this year, this WHAV sponsor decided to find out what would happen if he eliminated the newspaper ads.

A special sale was being planned . . . two Dollar Days at the shop. They were scheduled for Friday and Saturday of one week. For his promotional message to the public, Benedetti lined up just three spot announcements on WHAV. Two were used on Thursday and one on Friday. The latter was on the first Dollar Day. Commercials were the hard hitting type,

(Continued on page 32)

Southern Disc Show

Benefits Sponsors

AIR FAX: Afternoon record show featuring variety music and jockey with personality in a combination that ups sales for cooperative sponsors.

First Broadcast: February, 1949

Broadcast Schedule: Afternoons, 3 to 4

Sponsors: Cooperative

Station: WAFB Baton Rouge, Louisiana

Population: 120,000

Power: 1,000 watts

When is a record show not just a record show? There's an easy answer in the southern section of Louisiana over Baton Rouge's 1000-watt Mutual Affiliate, Station WAFB: when the jockey playing the discs has a deep, resonant voice, a flair for casually handling commercials, a keen sense of humor, an eye for quick promotion, and a name like Ralph Burge. That's when it pays to advertise, and alert sponsors (particularly those operating on a limited advertising budget), can offer proof positive in marked increases in sales, and heavier customer traffic, whether they've bought 30-second spot announcements on the show, or fifteen- or thirty-minute portions.

A bottle of milk, a thermos jug, a service cycle or Swedish massage, Ralph Burge sells them with almost equal success over his hour-long record show, "Pappy's Party," heard afternoons from three to four. Ralph sets the party in four big stages, fifteen minutes each. This particular format allows for several sponsors

per show, plus break spots, and merchants who have bought time on "Pappy's Party" have enjoyed quick audience response, and, naturally, an increase in sales.

Silver-haired or seventeen, six or sixty, Ralph plays the music they want to hear, and answers every written request he receives. On just one program, music goes sweet and sentimental, hot and lowdown, with folk songs, boogie-woogie and be-bop also on the agenda. And his audience literally eats it up.

During the sign-on of a recent show, Ralph invited telephone requests to test audience response. Work at WAFB was practically at a standstill for the entire hour of broadcast, and calls came in over the lines at WAFB every fifteen seconds. Needless to say, invitations to telephone requests have since been curtailed.

SPONSOR BENEFITS

The program is proof that small business operating on a limited advertising budget can receive enormous benefits through the medium of radio—if the sponsor picks the right time and the right program to appeal to the audience he wants to reach. For instance, Plank Road Drug Store bought a series of 30-second spot announcements on "Pappy's Party." The business is comparatively new, and in a section of town where customer trade is somewhat localized. Rather than use institutional commercials, the spots were used to promote a special sale of cologne as an introductory offer. Noel Brumfield, manager, was primarily interested in serv-



Ralph Burge, emcee of popular "Pappy's Party" aired on Station WAFB, in Baton Rouge

icing a larger area and increasing store traffic. Ralph presented the commercial in his usual facile manner, and asked his audience to order the bottle of cologne he mentioned if they couldn't personally call at the store. As a result, Plank Road drug received over fifty telephone calls following the announcement, some of whom have since become regular customers.

EASTER RESULTS

A like incident occurred during the Easter season. Thursday before Easter, Plank Road Drug Store still had an excess of candy-filled Easter baskets, so Brumfield ran 30-second spot announcements on "Pappy's Party." Result? Not only were the baskets in stock quickly sold, but

additional help was hired to fill orders that poured in all day Saturday.

One of the happiest spot advertisers on "Pappy's Party" is Alvin Roy, owner of Alvin Roy's Strength and Health Studios. Formerly, the gymnasium was open to men only, but it hasn't taken long to realize that women are perhaps even more interested in the courses offered than men. Roy uses the radio medium to assure all ladies listening that they can have the figure they want, and regular exercises can be used to gain or lose weight. His commercials guarantee the loss of one to four pounds per workout. In this particular case, the copy department never has to worry about copy changes. Every day, Ralph Burge injects some new idea, some

(Continued on page 29)

Teen-Agers Swarm To WPEN Broadcast

A show that is currently wowing its public, pleasing its sponsors, and giving record distributors happy days is the "950 Club" aired on 5,000 watt WPEN Philadelphia, Pennsylvania. The show employs a disc jockey format with plenty of clowning thrown in for laughs and to increase its appeal to its teenage audience.

AIR FAX: Afternoon show of platter and chatter keeps sponsors happy, plays to capacity audience.

First Broadcast: May, 1945

Broadcast Schedule: Daily, 2 to 5:30 P. M.

Station: WPEN Philadelphia, Pennsylvania

Sponsors: Participating

Population: 2,898,644

Po ver: 5,000 watts

WPEN's famed "950 Club" got its start in May of 1945, and from the beginning it has constantly drawn large studio audiences. Its listeners are growing steadily in number, and its list of sponsors is at maximum capacity.

Talent on the show includes announcers Joe Grady and Ed Hurst as emcees. Although the unbeatable combination slant their 950 Club to teenagers, their popularity is not restricted to this group alone. A recent survey revealed that of all the radios turned on in Philadelphia, 32.1 per cent are tuned to WPEN's afternoon record show. This is the largest afternoon audience in Philadelphia. Of this number,

65 per cent are adult listeners, and of the listenership the percentage is equally divided between male and female enthusiasts.

Grady and Hurst have been in radio for several years. The former has been announcer, program director and disc jockey at different radio stations. He has been with the 950 Club since its inception four years ago. Hurst, only 22 years old now, has had several years as disc jockey with WFPG Atlantic City, New Jersey. He joined the Club in 1946, and thus the team was born.

STUDIO AUDIENCE

Perhaps one factor that makes the 950 Club so popular in its area is the fact that listeners attend the broadcast right in the studio. This not only makes the show more fun to listen to, but it is also a valuable weapon in combating juvenile delinquency. Every afternoon the show is presented to a more-than-capacity audience, and after four years its popularity shows no sign of waning. Grady and Hurst's personalities and gifts of gab pack the studio each day from 2 to 5:30 with teenagers and adults.

Guest appearances are made by the "950" team in schools all over Pennsylvania and New Jersey. Blue Ribbon awards are given to the school that comes through with the best in gimmicks, posters and unique ideas for the 950 Club. Club also awards a plaque to the "School of the Year"—the school obtaining the highest number of points throughout the year.

Schools receive points for each song they submit. Grady and Hurst give "their kids" a Hallowe'en party and a Christmas party each year, plus a chance to see such famous personalities as Benny Goodman, Vaughn Monroe, Tommy Dorsey, Martha Raye, Noro Morales, Dennis Day, Fran Warren and Cab Calloway in the WPEN studio.

PLUGGING TUNES

On the commercial side Joe and Ed are known for making hit tunes. In July of 1948 *Radio Best* magazine conducted a disc jockey poll and awarded top honors to Joe Grady and Ed Hurst of the 950 Club. From time to time various record distributors have also awarded honors to the boys for the great selling job their program has done for new releases. Some of the recordings they have made hits in Philadelphia and surrounding areas are "Need You," "As You Desire Me," "How It Lies," "A Dreamer with a Penny," "I Love You So Much It Hurts," and "I've Got My Love To Keep Me Warm."

SPOT SPONSORS

As for advertisers on the show, the Club is not sold in segments, but in spot announcements. Advertising Monday through Saturday are Cavalier Cigarettes, Bailey's Furniture Company, Furl Curl, Franks Beverage, Sulphur 8, Colgate Toothpaste, Mentos, Camels, Conti Shampoo, and Commonwealth Opticians.

Monday through Friday advertisers include Rayve Wave, Knot Manufacturing Company, Veto Deodorant, General Baking Company, Lydia Pinkham Compound, Philadelphia Electric Company, Lipton Tea, Bromo Seltzer, Lustre Cream Shampoo, and Pepsodent. B. C. Remedy advertises Monday through Sunday; Arrid Deodorant Monday, Wednesday and Friday; Nescafe Tuesday through Friday; Tartan and *Saturday Evening Post* Wednesday, Thursday and Friday; Kool Cigarettes, Tuesday through Saturday. There are no spots open on the "950 Club"

(Continued on page 29)

Joe Grady and Ed Hurst make "950 Club" tops in entertainment in Philadelphia area



STATION WORKS FOR SLUM CLEARANCE

One of the best answers modern radio can give to its critics is to point to the service it offers its country and community through its public service time.

The public service feature is too often handled like a duty. The listener is reminded of a small boy resentfully saying nice things to a relative because his parent has insisted upon it.

Occasionally, however, a station takes its public service time and puts it to intelligent use. When such is the case, two benefits are derived. Firstly, the spirit of public service is championed and the listeners become pleased. Secondly, they think pleasantly of the station that did the job of presenting such a service to them.

COURSE ON WFBR

Such a course is now being taken by WFBR in Baltimore. Like any other major city, Baltimore had a problem of low-cost, undeveloped areas of the city, the slums. Conditions had become so bad that a committee was formed of private citizens known as the Citizens Planning and Housing Association.

And here is where WFBR saw its opportunity. Realizing that giving publicity to this agency would not only serve its community of Baltimore, but would also develop listener appeal, they organized a series of panel discussions to be held over the air.

The general plan of the discussions as worked out by WFBR and the Citizens Planning and Housing Association, was to acquaint the public with practical reasons

for slum clearance. They felt that too often in the past had such work gone under the purely visionary heading of social progress. They reasoned that there were definite economic factors connected with slum conditions which affected everyone in a city, no matter whether rich or poor.

APPEAL SELECTED

Accordingly they underlined a fact which they felt would have universal appeal throughout the city, and agreed to get that fact across during each discussion. The fact which they felt was most important and would carry the most weight was that low-assessed slum properties put a heavy tax burden on better residential areas.

They then backed up this concept with the estimation that Baltimoreans spend \$14 million more per year on their slums than they get back through real-estate taxes. In other words they approached the question from a practical standpoint of saving the taxpayer money. They pointed out to him that cleaning up a slum area was good business—not just an additional drain on his already overworked pocket-book. It would be, they pointed out, a wise long-term investment. Money put into the project now, would result in future savings of not only money, but a decrease in juvenile delinquency, crime, sickness and all the other things that go with a slum area.

This practical economic approach to the old problem, has had a noticeable marked effect on the Baltimore citizen. One of the main points stressed by the Citizens As-



From left: The Reverend Jack Malpas, Miss Frances Morton, Bert Hanauer, Hans Fröelicher, Jr., Mrs. Edward A. Atkinson, and Linwood Koger

sociation was the rejection of a \$5 million loan for slum redevelopment in the 1947 elections. They pointed out that such a loan was essential to begin correcting the conditions that existed. In 1948, when the issue came up again for a vote, it was passed. The valuable publicity campaign waged by the Association using WFBR was given the credit for the passage.

PREVIOUS WORK

Along with its forums and discussions, the Citizens Association has been working for the past ten years with city agencies to set up a municipal housing code. A recent block-by-block cleanup of the worst of Baltimore slum areas has been a result of this. The Association also inaugurated a Housing Court, a new and provocative legal structure for the control of slum conditions.

Both WFBR and the Citizens Association realize, however, that slum clearance is not an overnight job. At best it takes many years. And to get it at its best requires a great deal of public education. This is where radio can play such an important role in the project.

One of the first things the Association has been able to accomplish is the clean-up of several of the worst areas in the city. But this was not enough. Even a room needs regular dusting if it is to be kept clean. And so with a city area. It was not enough to clean the area originally. The residents had to be taught to keep their area clean. Only in this way could progress be made.

Also, since it was realized that slum-clearance is a long-term project, it was wisely decided to attack the problem at one of the roots—the roots of the future. Therefore an intensive program was designed for children in all public schools to acquaint them with the advantages of slum-improvement. The stress in this program was to teach children how to attain the objective of better living, as well as the resulting factor of decreasing juvenile delinquency.

Health of a city is as important as its industrial might. Recognizing the potential danger to a city's health that lay in dirty ill-kept sections of a city, the Citizens Association also made health a major argument and selling point of their program. They pointed out that in the intermingling

(Continued on page 28)

AIR FAX: Combined morning and afternoon shows are successful for participating sponsors in California area.

First Broadcast: 1934

Broadcast Schedule: Monday through Saturday, 6:15 to 6:55 A. M. and 12 to 12:30 P. M.

Station: KNX Los Angeles, California

Sponsors: Participating

Population: 2,904,600

Power: 50,000 watts

For more than fourteen years, an effective participating program in California has been ringing up huge sales for advertisers. A two-part arrangement, the segments which are working so successfully are "Sunrise Salute" and "Housewives' Protective League" on 50,000 watt station KNX in Los Angeles.

early morning host Ralph Story and newscaster Bob Garred. Story introduces the musical selections and brings listeners announcements of particular interest to Southern Californians—weather reports, beach temperature, time signals, and so forth.

Garred keeps in continual contact with the KNX newsroom so that listeners can feel assured that they will get important news bulletins as soon as they hit the wires. While Knox Manning's friendly, persuasive comments are the main feature of Sunrise Salute, Story and Garred help to integrate the show with KNX's over-all pattern for early morning (5:45 to 7:45) programming—a pattern that is especially designed to satisfy the early riser's demand for popular music, frequent time signals, up-to-the-minute news and weather reports.

As a part of two hours of carefully

PANEL-BACKED PROGRAM

"Housewives' Protective League" airs from 12 noon to 12:30 P.M. Monday through Saturday. It presents Knox Manning, one of radio's most successful salesmen, in an informal, down-to-earth discussion of subjects of outstanding interest to women. Manning draws on the experiences and contacts of his own colorful career as well as the information furnished him by the Housewives' Protective League's six full-time researchers. Then he chats about them in the casual, friend-to-friend manner that distinguishes HPL commentators in eight major markets.

"Sunrise Salute," aired 6:15 to 6:55 A. M. Monday through Saturday, is a lively, wide-awake combination of recorded music, special information, and off-the-cuff comments by Knox Manning. To capitalize on the large audience attracted by KNX's early morning entertainment and information services, Manning shares the microphone with KNX's

planned, popularly slanted programming, Sunrise Salute attracts its own established following—plus the thousands who depend on KNX for the best in morning entertainment.

SHOW AIRED 14 YEARS

The program was designed by Fletcher Wiley in 1934, and has been aired continuously over KNX since then. Its success has been so great that it now operates in eight cities from coast to coast, and was the first program property bought for CBS in its capital gains drive for new programming.

Unique feature of the program is that sponsors' products are sent to a testing panel of at least fifty Southern California housewives, who grade them according to comprehensive questionnaires furnished by the Housewives' Protective

League. At least eighty per cent of the housewife panel must approve the product before it will be accepted for broadcast.

Thus the Housewives' Protective League is more than a radio program. During the fourteen years since it was first chartered under the laws of California, it has proved a vigilant protector of homemakers' interests, assiduously guarding them against frauds, crooked promotions and misrepresentations.

SPONSOR APPEAL

Show has a terrific appeal for sponsors, for all of whom it produces remarkable results. Perhaps an outstanding factor in its appeal is the talent of Knox Manning. He has been on the Southern California scene for fifteen years as an announcer

150 words. In them the sponsor's product, already tested by the Housewives' Protective League, is informally discussed and each selling point is made easily and without high pressure. Immediate sales slant is somewhat minimized since the program invariably results in a sales boost. Instead, commercials are more likely to stress advantages of the product plugged, tagged with a suggestion that the listener buy it next time she goes shopping.

Program is sold on a participation basis only, with prices running from \$45 for a single participation to over \$300 for maximum saturation. All its sponsors have found the program well worth the advertising investment and success stories traced to HPL-SS are an old story at KNX.

During the summer the following sponsors have been using the HPL, with a seasonal pick-up due in the fall:

PROVES SPONSORS' BOON

and newsman. He has appeared in over a dozen major pictures, and has narrated over 500 short subjects for the major studios. An actor, announcer, newsman and story-teller, he is also a result-getting salesman. He holds the enviable record of having sold 128 cars in nine days, increased a shoe manufacturers' business fifty per cent in one year and was tagged by a big soap company as "the best salesman we ever had on the air."

Listeners to Housewives' Protective League—Sunrise Salute know that every word said about HPL-advertised products is true—backed by KNX's "Testers' Bureau" who give a tough try-out to every product submitted for HPL approval. The package is made to order to deliver orders for its sponsors.

COMMERCIALS AD-LIB

Commercials on the program are all ad-lib commercials, running approximately

The Lyon Van & Storage Company, Ten-B-Low Ice Cream Mix, Pan-American Airways, Accent, Barbara Ann Bread, Craig Oil Company, Canada Dry Products, Corn Products Refining Corporation for Mazola, Federal Savings and Loan Institute, Clinton Industries, Inc., Beltone Hearing Aids, The Brentwood Country Mart.

SUCCESS STORIES

Two examples of highly successful HPL advertisers are Toni Home Permanents and the Modgelin Broom Company. Both of these accounts initially used Housewives' Protective League to introduce their products not only to consumers, but also to retail outlets.

Toni's campaign was so successful that in six weeks they could afford a regional

(Continued on page 31)



AIRING THE NEW

"Turning the Pages" New WCOP Sunday Show

"Turning the Pages," new WCOP Boston show featuring Olive Enslen-Tinder in book dramatizations and scenes from all aspects of literature, is being aired Sundays, 1:15 P. M., replacing Edward Weeks' "Editor at Home" program. The show includes book reviews, stories, and anecdotes from modern novels, biographies, and the classics.

Miss Enslen-Tinder, narrator, dramatist, literary critic, and the "Story Lady" of a show in Indianapolis for eight years, has conducted numerous children's programs as well as book-and-play-review shows. "Turning the Pages" features her own dramatic interpretations of a wide variety of anecdotes, book reviews, and selective readings. The program airs every Sunday over WCOP and WCOP-FM, 1:15 to 1:30 P. M.

"For and Against" Debuts on WGN July 17

"Should Congress approve the President's federal medical program?" was discussed by Congressman Andrew J. Bie-miller, Democrat, fifth district, Wisconsin, and Congressman Edgar A. Jonas, Republican, twelfth district, Illinois, when "For and Against" debuted on WGN, Chicago 11:15 to 11:30 A. M., Sunday, July 17.

Other topics of current interest will be discussed on future programs with two members of Congress taking opposite sides of the issues. The program originates in Washington, D. C.

Dari-Rich To Sponsor WCOP's "Dinner Winner" Show

Boweyes, Inc., on behalf of their Dari-Rich fudge and butterscotch toppings, has assumed thirteen-week sponsorship of the Tuesday and Thursday programs of WCOP's "Dinner Winner" show, beginning July 19. Nelson Bragg emcees the radio-phone game, which airs Monday through Friday, 6:45 to 7:00 P. M. in Boston.

Agency for the account is H. W. Kastor & Sons.

WOL Washington Showcases Dance Celebrity Program



Showcasing a network dance remote with a novel twist, WOL-Mutual is now originating a weekly Saturday pickup from Washington's swank Shoreham Hotel summer dining terrace.

The Barnee-Lowe orchestra, Capital favorite for two decades, furnishes music with emcee Barnee

Breeskin handling informal interviews with visiting celebrities. A mecca for the nationally famous, the Shoreham's outdoor terrace has been designed to permit table-side microphone conversation with invited statesmen, stage, screen and radio stars, some of whom will visit Washington especially for the broadcasts.

WOL's George Campbell will announce.

WNBC Airs Medical Show

"Inside the Doctor's Office" recently made its debut on WNBC New York City. A new program series, dramatizing interesting medical case histories, it is aired 9:45 to 10 A. M. Monday through Friday. Featured on the show are Dr. Frederic Damrau and Adeline Maneery. Dr. Damrau, nationally famous authority on many phases of clinical research, is a New York physician who has chosen his own interesting medical cases for the series.

New Shows on WICH

New program changes on WICH Norwich, Connecticut, have been announced by John Deme, general manager. "Home-makers Exchange," aired from 12:30 to 12:45 P. M., conducted by Ann Meder, continuity writer, is designed so that the listener may telephone a household problem to the station and obtain an answer on the air as phoned in by another listener.

"What's Cooking" is a five-minute, six-day-a-week show which relates the social news and events in and around Norwich. On the air only a few weeks, high listener response has already been noted.

Harmony Rangers on Air

Mac McGuire, emcee of the early morning wake-up show, "Start the Day Right," aired over WIP Philadelphia, dons boots and breeches to become chief of the singing cowboy group, "The Harmony Rangers," every morning at 9:45.

Well known to fans for their unusual trio harmony arrangements of ballads, yodels and hoe-downs, "The Harmony Rangers" will replace the station's Educational series, which will resume in September.

"District Matinee" Bows

WOL Washington is also premiering "District Matinee," a five-times-a-week, ninety-minute segment of music and baseball results.

"District Matinee" will honor anniversaries, birthdays and similar occasions with special requests. It features Ray Hutchinson, WOL-Mutual staffer, in the emcee spot.

"Sand Man" Show Stars Sand

"That Sand Man" is not that man who puts youngsters to bed. It's the title of a new show being broadcast over WINX Washington. And it features Washington comedian-disc jockey Lester Sand.

Sand's offering is a two-hour program to be heard at 8:05 each evening Monday through Saturday.

Slices-of-Life Shows Air on WKRG Mobile

"Open House" is now being held on CBS outlet WKRG Mobile, Alabama, every Tuesday and Thursday at 8:45 A. M. Guy Harris, his wife Virginia Freret, and their year-and-a-half old son Jimmy star on the slices-of-life show.



Now when slices-of-life shows are making their bow over the air, a young couple and two lovely matrons in Mobile use the new trend to their advantage in women's programs. Besides the "Open House" show, "Ramie and Ruth" chit-chat at the same time Monday, Wednesday and Friday about their six children, women's problems and world questions. The four young people link their respective shows with a "neighbors" theme, all of them sharing their family problems and frequently showing up at the other's program.

And, something new has been added to "Open House." It's a soap opera angle with the versatile radio pair, Virginia and Guy, playing various characters, among them their own year-and-a-half-old son, Jimmy. The plot very deftly tells the story of a young couple who move to a new city and a new job, with all the accompanying trials and tribulations. No sooner is everything "settled" than Suzanne Lamar appears at the Harris' begging room and board in exchange for services as a maid. She is a young French girl whose story of being displaced is not quite believed by Virginia who intends to find out her true identity.

There's always truth, sometimes tragedy, and more frequently humor awaiting visitors at the WKRG "Open House."

Some of the slices-of-life have been: "Househunting," "Moving," "Arranging Furniture" and "House-warming." Scheduled for the future are such topics as: "Diary of a Baby," "Budgeting" and "Mud-Pie Special"



SHOWMANSHIP IN ACTION

Station Offer Aids Sick Child

Radio Station WDSU New Orleans garnered a great deal of local and national publicity and photo coverage recently as the result of a smooth promotion idea, good showmanship and sincere interest in helping a needy family.

About two months ago the station, in cooperation with a leading furniture merchant and apartment house, launched its "Tenant Wanted" project. Designed as a mail pull, it offered a rent-free "Dream" apartment and \$1800 worth of new furniture to a worthy family that needed a home.

The contest was conducted exclusively by DeeJay Dick Bruce on his mid-afternoon record show. The associate editor of an afternoon newspaper and two prominent social workers served as judges. Judging was based on the promise that the winners would be given a real "lift" by the award.

Hundreds of letters poured into the WDSU mail desk, and after screening and investigation, the judges selected the young parents of a "Blue" baby who must be operated on by a Johns Hopkins specialist within ten months to live. The father is employed in G. I. on-the-job accounting training. After paying their rent the little family had only \$90 a month for all living expenses including necessary medical care for the child.

An unexpected turn of events arose when the child was rushed to the hospital the night before the presentation. On the morning of the presentation Bruce journeyed with reporters to the hospital, set up his wire recorder in a closet, and sum-

moned the teen-age mother, Mrs. Warren Boudreaux.

As Bruce told her that she and her husband won the award, she sobbed, "God has been good to us" into the WDSU microphone. In the following five minutes Bruce garnered one of the most heart-rending spontaneous interviews ever recorded on wire.

The *New Orleans Item* splashed its front page the following day with a four-column pix and human interest story headed by Mrs. Boudreaux's "God has been good to us." UP and ACME'S New York offices released copy and photos to all member newspapers.

Bob Swezey, WDSU Executive Vice-President, said the amount of solid public relations, good will and listener interest precipitated by the promotion was immeasurable.

"I am confident that promotions similar to our 'Tenant Wanted' could be utilized by other stations successfully," Swezey said.

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Show Sold on First Try

With the soft drink industry behind in sales, it is becoming increasingly difficult for radio stations to secure advertising campaigns from the bottling people.

WLOW Norfolk, Virginia, independent, though has come up with a program idea that was sold the first time it was offered to a local bottler.

WLOW officials signed up the girl selected as "Norfolk's Outstanding Teen Ager of 1948-1949" to do a weekly show for the teen set. Miss Vera Trexler, a 17-year-old graduate of Maury High School, conducts the program, called "Summer Edition," every Saturday morning for Royal Crown Cola.

The show combines teen-age gossip with activities for the week to come for teen-age boys and girls, with teen-age guests appearing on each show. Miss Trexler writes and produces her own show. She is also editor of the Teen Age page for the *Norfolk Ledger Dispatch*, Norfolk newspaper.

KITE Names Goodwill Girl

Elaine Winson, a professional model, has been employed by KITE San Antonio, Texas as a "Goodwill Girl." Miss Winson is visiting local business men and city officials, wearing the new "Man from Mars" radio which is a tiny portable radio concealed in a tropical helmet, but sporting a hoop antenna on top.

As Miss Winson goes from office to office, she hands out special KITE gifts and keeps the radio tuned to KITE.

KRNT Helps Form "Knot-Hole-Gang"



The Bruin Boosters, formed to permit members of the Hey Bob Safety Legion to attend free, all home games of the Des Moines Bruins, has been organized by the

sponsors of the Legion and its weekly "Hey Bob Show" broadcast—KRNT Des Moines and The New Utica Clothing Company.

Over 500 "Hey-Bob-ers" attend each game, sitting in a special bleacher section assigned the club by the Cub-owned Bruins. "Hey Bob Show" emcee Bill Riley and a New Utica group are on hand at each game to supervise their young charges.

The Safety Legion membership has now exceeded 10,000 in less than a year. The Saturday safety fun-fest audience participation broadcasts have regularly drawn attendance of 1,000 to 1,900.

New Plan on WFGP

WFGP Atlantic City, New Jersey, has inaugurated a new program plan, whereby all local music programs use the same general name, the "Million Dollar Ballroom." It is broken down into 15-minute segments so that whenever the listener tunes in, he is sure to hear a segment of "Ballroom."

WFGP now calls itself the "Million Dollar Ballroom" station.

Talent-Hunt Emcee Wins Prize Himself

It's not news when a man runs a radio talent-hunt show. It is news when he walks off with the biggest prize himself. Keith Sherriff, of Station WVET Rochester, New York recently experienced this man-bites-dog procedure.

Harry Altman, Buffalo night-club owner and producer, came to Rochester to judge the finals of Sherriff's "Stairway to Stardom" talent-hunt. His plans were to award the winner a week's engagement at his Town Casino in Buffalo plus a week's engagement at his Glen Park Casino in Williamsville, New York. So impressed was he by the antics of Emcee Sherriff, that after performing his contracted-for duties, he offered Sherriff a healthy figure to become permanent Emcee of the Glen Park, starting next fall.

Sherriff has been shouting about wonderful prizes for ten weeks. This was one he hadn't figured on.

Station Promotes Jobs

An attempt has been made on WDRG Hartford, Connecticut, to bring jobs and job-seekers together and increase employment, by starting a "This Is Hartford" program. Anyone who has a job to offer in Connecticut is asked to write to WDRG outlining specifications of the position. Each morning these specifications are read, but the name of the employer is withheld. Only a number is used to identify a particular job.

Interested listeners may telephone the station, ask for job by number, and in return they are given the name of the employer to call. Both full and part-time jobs are listed.

Bakery Drivers Promote Show

Drivers of the Holsum Bakery Company in Charleston, West Virginia, have been wearing sombreros and bandanas, with posters on their trucks, advertising the company's sponsorship of "Cisco Kid" on WKNA Charleston. Holsum recently bought the half-hour program produced by the Frederic W. Ziv Company, and presents it three times weekly over the station.

Peculiar Radio Interview Conducted in Liquor Store

"I am speaking to you from (*censored*), located at (*censored*), a Topeka liquor store operated by (*censored*) . . ." This might have been the beginning of an all-time unique broadcast aired by WREN Topeka, Kansas, recently.

For the first time in over 70 years, Kansans were able to purchase liquor legally from retail liquor stores on this day—a momentous day in Kansas history. Throughout the State, liquor stores began retail sales at 9 A. M. sharp.

WREN, cognizant of the historical significance and newsworthiness of the occasion, dispatched Bill Yearout, station Promotion Manager and special events broadcaster, to a liquor store nearby (keep this reference to location under your hat), from which point Bill conducted an on-the-scene interview with the store operator. Such inquiries as "What time did you open your store?" . . . "What was your first sale?" . . . "What were the reactions of your customers and on-lookers?" . . . "What types of sales have you made—singles or case lots?" were asked. However, the dealer remained anonymous and was addressed by Bill as "Mr. Operator." Location of his store was not divulged. Mention of brands and prices was taboo, as was any reference to the dealer's state or city license number.

Yearout capably set the scene at the opening of his broadcast, describing the attitudes of Kansans entering the store—some enthusiastically . . . some hesitantly . . . others, guiltily, from many years of looking behind on the approach to the bootlegger's den. He explained that this store was a legitimate Kansas retail establishment, selling liquor legally "in front of God and everybody." Naturally, such a broadcast was precarious business, to say the least, but Yearout attacked the situation bravely by prefacing his broadcast with these statements: "WREN allows me to present this interview in the public interest. We are neither for nor against legal liquor control. WREN takes no stand on the issue. However, WREN is and always will be ever alert, ever cog-

nizant of the newsworthiness and historical significance of such occurrences as this one. And WREN will never falter, whatever the issue, in reporting to you, the people."

Barry Kaye Begins Campaign For Unique Air Club

Barry Kaye, star of WPAT Paterson, New Jersey, "The Barry Kaye Show," recently began a campaign on his program for a new type of club to be promoted by a radio disc jockey.

Entitling it the "Sixty-five or Over Club," he is confining its air membership to "only youngsters of sixty-five or over." Membership will be denied to all under that age, while there will be no limit to ages above that figure.

Kaye will devote a portion of his daily program to promoting the "Sixty-five or Over Club" with the slogan of "How to live long and happily." His formula will be "through devious fashions," he states: "we're going to have fun."

Kaye himself is all of twenty-five years of age. He admits that it should prove an interesting experiment—for himself and radio. His "Barry Kaye Show" is heard daily on WPAT, from 10 A. M. to noon. Brought to the station from Baltimore, where he was one of that city's most popular disc jockeys, Kaye was a vaudeville headliner before entering radio.

Rival Political Leaders Stage Radio Debate

Agreement by rival political leaders to stage a long-heralded local political debate put a "reserve" tag on Philadelphia listeners for WIP recently. Debate between Republican Sheriff Austin Meehan and Richardson Dilworth, former Democratic candidate for Mayor, was broadcast with only WIP carrying proceedings.

WIP's Special Events Department had a standing order from Benedict Gimbel, Jr., president of WIP, to cancel commercial time whenever the debate was agreed upon, and give listeners the full public service to which they were entitled. "Philadelphians have been promised this word battle for a long time," said he, "and they are entitled to complete coverage."



PROOF O' THE PUDDING

Radio Ad Pays Off

A Colorado newspaper editor went home from Denver recently, firm in the belief that radio advertising pays off in a hurry. And a fugitive from the Midwestern heat wave is equally sure there's no employment problem in the West.

It all came about when City Editor Helen Thielke of the Leadville, Colorado, *Herald Democrat*, was interviewed by Master of Ceremonies Starr Yelland, during one of Station KOA's locally originated studio shows, "Free For All."

Yelland popped the question, "What are you doing in Denver?" to which the editor replied, "Looking for a printer to work the summer months."

Within four minutes, another member of the studio audience, C. Leroy Carlson of the Adbuilder Press of Kansas City, Missouri, had applied for the job and been accepted. Carlson explained that he had come to Colorado to escape the heat wave in his home town.

As he left the studio with his new "boss," they were met by a crestfallen man, who had heard the original interview and raced several blocks to the station to submit his application.

Craig Oil Renews

The Craig Oil Company, Los Angeles, renewed its six weekly participations in the KNX "Housewives Protective League-Sunrise Salute" programs for 52 weeks beginning Monday, August 1. William W. Harvey Company, Los Angeles, is the agency for the Craig account and R. C. Lockman is the KNX account executive.

Radio Station Wins Award In Secret Promotion Contest

Contest winners are always news, but here is the story of a winner where the contestants were not aware of the contest. Judging was done on the regular day-by-day promotion, without the usual incentives. Winner of the contest was Gerald Boyd, station manager of WPAY Portsmouth, Ohio. But this letter from John Hoagland of Campbell Soup Company, explains the "secret" contest:

"It is always a pleasure to tell someone they have won a prize. It's nicer still when the recipient of the gift wasn't aware of a contest or the possibility of a reward. That is why I enjoy writing this letter to you and your associates at WPAY.



From left: Franklin Torrence, Campbell Soup Company; Ann Evans, WPAY Promotion and Merchandising; Gerry Boyd, WPAY Manager

"In going over summaries of station promotion during the past six months on behalf of our 'Club 15' and 'Edward R. Murrow with the News' programs the other day, we noticed that a few stations seemed to be putting a lot more effort and thought into their promotional activities than the average. Of course, we appreciate the cooperation we receive from all stations, but we felt we'd somehow like to say a special 'thank you' to the stations whose promotions were really outstanding . . . So 'Thank you very much,' Mr. Boyd, and please express our thanks to your Ann Evans for her splendid support.

"We are sending you and the Promotion Staff at WPAY a little present under separate cover. It is one of our new Campbell Counter Kitchens with two hot cups for heating Campbell's Ready-to-Serve soups and two cases of our new indi-

vidual service soups. This might be a pretty handy thing to have around a radio station for a quick snack at lunchtime or when you're burning the midnight oil.

"Mr. W. S. Jarrett, our District Sales Manager, will arrange for you to receive two assorted cases of Campbell's Ready-to-Serve soups in the near future.

"We hope you will find this to be a practical expression of our appreciation and that you and the personnel of Station WPAY will enjoy it."

Radio Scores in Tulsa in Public Interest

Forty minutes before the regular 10 P. M. newscast, the hospital Administrator called the news bureau of radio station KVOO Tulsa, Oklahoma, to report the hospital needed four new iron lungs at once.

The hospital's three iron lungs already were in use 24 hours a day; one patient was in an oxygen tent for want of a man-made lung, and two more patients were due in that night, both in need of this great breathing device.

Even though the strange disease had not reached epidemic proportions, polio victims were being brought into Hillcrest Memorial Hospital in Tulsa from all over Oklahoma. And scores of patients filled the ward and lined the corridors at Hillcrest, many of them in critical condition.

Bryce L. Twitty, Hillcrest administrator, asked Bob Jones, KVOO newscaster-reporter, to announce the need for the iron lungs. That was at 9:20 P. M. Wednesday, July 13. The plea led off the 10 o'clock news broadcast that night.

Twenty-four hours later, Bob Jones told his 10 o'clock listeners that Twitty had the promise of two iron lungs from hospitals in McAlester and Bartlesville, and that the American Women's Volunteer Service group in Tulsa had purchased one at Cambridge, Massachusetts, for use here.

The two lungs from the hospitals arrived Friday, July 15, and that night, eight officers and crew members of the 125th Fighter Squadron of the Oklahoma Air National Guard took off in a C-47

paratrooper-ambulance for Boston to pick up the lung purchased by the AWVS. They were accompanied by Bob Jones, who transcribed a broadcast in Boston, and reported on the trip made under adverse weather conditions.

At about midnight Saturday—after 16 and one-half hours in the air out of the last 24—the plane landed at Tulsa's municipal airport with its cargo of mercy. The iron lung was pressed into service at Hillcrest on Sunday.

The rest of the story is told in excerpts from a letter by Mr. Twitty to KVOO:

"This note is to tell you how very grateful we are for the cooperation and participation of your radio station in securing the new Emerson Iron Lung.

"We feel that your station created the interest that caused us to get the lung in the first place, plus the loan of two more . . .

"This iron lung is at this time the cause of one little boy . . . being alive . . . We appreciate beyond words your fine station in its contribution in saving the life of this child."

And radio scores again . . . in the public interest.

Emergency Appeal Wins Overwhelming Response

A life-saving triple play, involving a WMGM baseball broadcaster in Cincinnati, Red Cross Blood Banks in Brooklyn and Manhattan, and a 14-year-old boy suffering from a malignant condition in a Brooklyn hospital, recently produced a steady stream of volunteer blood donors for the stricken youngster.

Triple play began when father of a boy who needed treatment for Hodgkins Disease asked Greater New York Red Cross Blood Program for assistance in obtaining blood donors. Red Cross Chapter in Brooklyn telegraphed story to Red Barber, who broadcasts the Brooklyn Dodgers' baseball games on WMGM. From the booth at Crosley Field in Cincinnati, Barber told listeners the story.

Response was overwhelming; the Red Cross likened it to "wartime." More than 150 calls were received during the two-hour period following the first appeal.

KPIX Again Aids Police

KPIX's unique "Wanted and Missing Persons" telecasts paid off again recently when San Francisco police took into custody a man wanted for passing fictitious checks.

On a recent KPIX telecast, Inspector Edward Comber, representing the San Francisco Police Department, aired the photograph of a man wanted for the passing of worthless checks. Accompanying the picture was a full description of the subject and his method of operation.

A week later, while Officer Robert C. Wilson was on routine motorcycle patrol, he was approached by a man (his own request, unidentified) who pointed out a passerby, stating that he had seen his picture on a KPIX telecast and that he was wanted for passing fictitious checks. Officer Wilson followed the suspect into a nearby bar and apprehended him attempting to cash still another worthless check. At the police station, the suspect admitted cashing more than 50 such checks and is presently being held.

This is the third time, since the inception of the "Wanted and Missing Persons" program on KPIX shortly after the station's programming debut on the first of January, 1949, that police have reported immediate results. "Wanted and Missing Persons" is presented as a public service by KPIX, in close cooperation with the San Francisco Police Department, and is carried twice weekly.

KNBC Is Cited for Public Service

An award-winning public service program broadcast over KNBC San Francisco, is adding another honor to its record.

"Forests Aflame," a nine-week series of dramatic stories presented to drive home the importance of fire prevention in an entertaining way has been presented an honorable mention citation for outstanding service in fire prevention. Award was made to KNBC for the second consecutive year by the National Board of Fire Underwriters.



CONTESTS

Choosing Tarzan

Novel feature of "Tarzan" program on WMB San Juan, Puerto Rico, is a contest to choose a 15-year-old boy to be Puerto Rican "Tarzan" of 1950. Weekly winners are chosen from photographs taken in loin cloths and characteristic Tarzan poses.

Sportingly Yours



Fishermen in Milwaukee, Wisconsin area are winning prizes along with angling know-how on WISN's "Sportingly Yours." Listeners are told where and when fishing will be good, and \$100 in fishing equipment is offered nightly for best hints

on how to catch elusive trout or bass. Guest fishermen appear on show, which includes all-sports roundup.

Program is sponsored by Milwaukee Coal Heating Service, Ryan Nash, Inc., and Earl Dewey's Sport Center, all of Milwaukee.

Meet Rex Dale

"Meet Rex Dale" is a new off-the-air feature inaugurated by WCKY's Rex Dale, conductor of the Cincinnati, Ohio station's morning "Breakfast Time," heard daily from 7 to 9 A. M.

Dale will make personal appearances in crowded downtown spots. Each day, the first person to identify him, and who walks up to him and says: "You're Rex Dale of WCKY," will receive five dollars. The next 45 persons who do likewise will receive crisp dollar bills.

The appearances are made daily at 12:45 P. M., since Monday, July 25. On the

first day, Dale walked across Fountain Square. Tuesday, the 26th, he was in the Carew Arcade between 12:45 and 1 P. M. Wednesday, he walked through the Post Office Building at Fifth and Walnut. Thursday, he bought a ticket and walked into the Albee Theater. Friday Dale was stationed at the entrance of Hotel Gibson, and Saturday walked into the lobby of the Hotel Sinton.

WCKY has been offering Dale's picture as a giveaway on his Breakfast Time program. Listeners obtained the picture in order to readily identify him.

• **WKDN Announces Winners Of Month-Long Contest**

Elliot H. Luce, 227 South 46th Street, Philadelphia, and Mrs. Ida Sampieri, 113 W. Barker Avenue, Woodbury, New Jersey, have been named First and Second winners, respectively, in WKDN's "Name the Program" Contest.

The contest, planned by Program Director Edwin Tucker, was opened to listeners in the Philadelphia and South Jersey areas four weeks ago, in conjunction with the station's popular new half-hour session of Polka Music.

Chosen from a group of almost 4,000 letters by a board of judges including John H. Annis, Executive Vice-President of the Camden Trust Company, Harry Schaeffer of the Square Deal Furniture Company, Bud Stretch, *Courier Post* Radio Columnist, Major Ranulf Compton, President of the South Jersey Broadcasting Company, and Edwin W. Tucker, Program Director of WKDN, Mr. Luce's winning title was "Polka Patch."

Prizes, donated by Square Deal Furniture Company and Polk Appliances, include a 1949 Television Set and a \$200 Spin-Drier Washing Machine.

The newly named "Polka Patch" program is heard daily from 2:30 to 3 P. M.

• **"Dress up Quiz" Offers Vacation Contest**

Right on the heels of the Bermuda Vacation Contest, Gordon's "Dress Up Quiz" is offering another all-expense vacation contest. This time the prize will be

two weeks in Mexico, for two, for merely finishing a simple jingle: "South of the border down Mexico Way" in 25 words or less.

"Dress Up Quiz" is heard over WGN on Sundays, 2:30 to 3 P. M., CDST. Full details were announced by Emcees Holland Engle and Ed Cooper on the program Sunday, July 24.

The trip will include a flight via American Airlines flagship to Mexico City where the couple will stay at the new ultra-modern Del Prado Hotel for a week. From there they will go to Lake Tequesquitengo where they will spend two days at the exclusive Hacienda Vista Hermosa.

In addition, Gordon's will also present a complete vacation wardrobe to both parties.

Every person who enters the contest will receive one ticket for a moonlight cruise on Lake Michigan on the City of Grand Rapids.

• **Firm Wins Spot Campaign Contest**

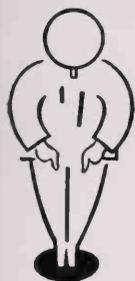
Announcements placed by Fisher Flouring Mills Company, Seattle, were responsible for the firm's winning first place in the Live Announcement Spot Campaign competition conducted by the Seattle Advertising and Sales Club. Radio was used by the company to introduce its new product, "Fish 'n' Chips."

Announcements were spotted on Fisher's 12 weekly newscasts over KOMO, Seattle, starting late in January and continuing through Lent. Three potato chip manufacturers in the northwest tied in with the campaign, and all reported increased off-season sales. Pacific National Advertising Agency handled the campaign.

• **Peter Paul, Inc., To Renew Sponsorship of News for 52 Weeks**

Peter Paul, Inc., has signed a new contract for sponsorship of WNBC New York's 6 P. M. News with Kenneth Banghart on Tuesdays, Thursdays, and Saturdays, it was announced recently by John C. Warren, sales manager of the station.

The order, to take effect September 6, was placed through Platt-Forbes, Inc. Charles H. Phillips is the NBC Spot Sales account executive.



JOHNNY ON THE SPOT

WQXR New Business

Continuing its promotion of travel in Sicily, The Region of Sicily in Palermo, Italy, returned to WQXR New York with a four-weeks' campaign of one-minute evening spot announcements beginning July 18.

Handled through the Gotham Advertising Agency, the original contract in March promoted springtime vacationing in the Italian area with the present campaign continuing to stress vacationing in Sicily.

J. and J. W. Williams, Inc., through David E. Rothchild Advertising Agency, has signed a 17-week contract with WQXR for one-minute daytime spot announcements three-times weekly to promote its carpet cleaning company. The contract was effective July 12.

The Murine Company, Inc., began a 13-week spot announcement campaign over WQXR on July 18. Handled through Batten, Barton, Durstine and Osborn, the contract calls for one-minute daytime spots three times weekly.

Doubleday Renews

Doubleday & Company has renewed its contract with WQXR New York for 13 weeks beginning July 11. Utilizing one 15-minute period of each day's program of "Morning Melodies," the campaign is augmented with spot announcements in the evening hours. Commercial copy varies to cover several of the latest books on Doubleday's publication roster.

Huber Hoge and Sons advertising agency represented publisher in signing of the contract.

New Contracts and Renewals on WOR

New contracts for series of spots on WOR New York have been signed by Messing Bakeries, Inc., through Blaine-Thompson Company, on "Luncheon at Sardi's" and Standard Brands for Tender Leaf Tea spots. Compton & Company made contract.

Two airlines have renewed spot placements: Transcontinental and Western Airlines, Inc., on a long term basis through Batten, Barton, Durstine & Osborn; Eastern Air Lines through Fletcher D. Richards, Inc.

Other spot renewals include Willoughby Camera Store, Inc., through Sterling Advertising Agency; Manufacturers Trust Company, for its bank service, in "Rambling with Gambling" through Pearson Advertising Agency, Inc., and Beltone Hearing Aid Company in "Rambling"—with the Chicago office of Ruthrauf & Ryan the agency.

WNBC Spot Business

A contract for station breaks to run through December 27 has been placed by Procter & Gamble on WNBC New York, through Dancer, Fitzgerald, Sample, Inc. Firm has taken the 7:30 P. M. and 10:30 P. M. station breaks on Sundays and the 11 P. M. break on Tuesdays.

One-minute announcements in the Bob Smith and Norman Brokenshire programs will be sponsored by Colgate-Palmolive-Peet Company. The 26-week contract was handled through William Esty Company.

Singer Sewing Machine Company has signed a 52-week contract for participation in the Mary Margaret McBride program. Order was placed through Young & Rubicam.

Celco Campaign

Celco Corporation, Los Angeles, ran a two-weeks test campaign on three Portland, Oregon stations for Crayoffs, crayons that wash off. In addition to a half-hour daily news show, company ran one daily chainbreak on KOIN and daily spots on KGW and KXL. If successful, campaign will be extended nationally by agency Mayers Company, Los Angeles.

New Spots on WPIX

New spot business on WPIX New York includes a 26-week spot for Piel Brothers Brewery through the William Esty Company. Company has resumed its daily 20-second weather spot. American Cigar and Cigarette Company, through Sullivan, Stauffer, Colwell & Bayles, placed one-minute Pall Mall participations on the Saturday night Metropolitan AAU boxing telecasts.

Also through SSC&B, Carter Products placed one-minute participations for Arrid Creme Deodorant on "Six Gun Playhouse" and "WPIX Film Theater." Both weekly series run 13 weeks.

RKO Radio Signs for Spots

RKO Radio Pictures, Inc., through Foote, Cone & Belding, Los Angeles, is sponsoring a 52-week series of three weekly spot announcements over KNX Los Angeles.

Vineyard Plans Spots

Spot radio is reported included in the advertising plans of Cella Vineyards, San Francisco, in a drive to popularize Betsy Rose grape juice this year. Firm has plans

to market a million cases of the California-made grape juice this year.

Retailer Makes Purchase

National Outlet Stores, New York retailers of women's dresses, has purchased a Monday-through-Friday schedule of participating spots the "Mr. and Mrs. Music" show broadcast over WMCA New York. An additional schedule of spot announcements fills out the week.

Bristol-Myers Uses Local Spots for Ipana

A big national network advertiser for years, Bristol-Myers Company is using radio on an area basis for the first time. Company has just purchased spots on WOAI San Antonio, Texas, to promote sales of Ipana.

WKDN Spot Sponsors

Edmar Communications Company and the Amazing Paint Shop, Camden, New Jersey, are the newest participants in the WKDN spot line-up, having purchased time on the station's wake-up show, "Move It Over."

Slum Clearance (Continued from page 15)

of all citizens of any modern city, that disease was a danger to all its citizens. The health angle was also pushed in the educational programs. Residents of the slum areas were taught proper conditions of sanitation and cleanliness. Children in school were taught personal and community hygiene.

The use of WFBR by the Citizens Association serves as a platform from which to disseminate all the information needed by a city striving for self-improvement as is Baltimore. It is one of the finest mediums for presenting information to a general mass audience that such a committee could use. Not only is it used to give the air of urgency to the necessary redevelopment that must be done, but to spread facts about slum conditions of which the average public is unaware.

The Citizens Association is cognizant of

the differences of opinion that arise in a question of this magnitude. Hence the format of the show is arranged as a forum. There are always Association members present together with anyone who cares to discuss any slum problem either pro or con. In this way no citizen can claim that his side of the picture is not being represented or that action is being taken without his having a voice.

WFBR in Baltimore has shown how a really useful and effective public service can be done for a community by a radio station. Working together with the Citizens Planning and Housing Association, WFBR has helped both the Association and Baltimore advance toward the desirable end of slum clearance. Realizing that it is a long and hard task, WFBR and the Association are ready to work toward making 50 thousand substandard dwellings pay their way in taxes, better health, and less crime.

WHAV Show

(Continued from page 5)

sale of winter coats in March of this year. Throughout February and March, Grad's had run large newspaper ads to sell out these winter coats at a reduced price. Some still remained on the racks, however, so Grad's decided to use part of the newly signed contract . . . some of the additional radio announcements. While it was definitely not the season to sell winter coats, and in spite of the stock being at a very low point, the response was so terrific that Grad's sent a letter to the station, saying "thanks" for their part in the success of the promotion.

The entire publicity for the sale was through radio, and the sales on these winter coats were as great or greater than that of any similar period since the first of the previous December, during which time there had been several much more costly promotions used via other media than radio.

Grad's letter to the station follows:

"Last Thursday, Friday and Saturday, I ran some advertising over your radio station in which I featured markdowns on winter coats. Due to the fact that it is now so late in season and sale of winter coats is therefore quite limited, I did not wish to spend the money for additional newspaper advertising on this promotion.

"While I did not do this with any intention of testing the results of radio advertising, it nevertheless served this purpose. I think you might be interested to know that our weekend sale of winter coats was, with two exceptions, the greatest of any week since the first of December. I feel that . . . the staff of WHAV deserve our commendation for their part in making this promotion a success."

Thus the case of Grad's success with a revised advertising program illustrates WHAV's idea that "Hand in Hand go Programming and Results." To explain: strong programming builds a strong audience and builds results for every advertiser.

One more satisfied sponsor found that when station and sponsor work hand in hand, results will show!

Medical Package

(Continued from page 8)

tional material. The response proves that there's a market for "special feature" radio as for "special feature" material in magazines and newspapers. Even a public service can pay its own way if addressed to as well as in the public interest.

Recommended sponsor prospects in addition to pharmaceutical houses and druggists are banks, utilities, insurance companies, service organizations, food product distributors, dairies, household commodity manufacturers, soapmakers.

Five successful years of broadcasts are proof that radio is a suitable vehicle for medical broadcasts and the furthering of medical knowledge among laymen. They prove also the power for local sponsors of local programming via local stations. More outstanding than anything else perhaps is its proof that a public service program may also be a successful commercial venture without detracting one iota from its ideals and aims.

Teen Agers Swarm to WPEN

(Continued from page 13)

and there is a long waiting list. It is choice radio time.

This afternoon program of records, humor and audience participation is an excellent vehicle for the advertisers who are lucky enough to win spots on it. The program is so popular with so many people that all commercials reach a large and responsive audience. What more can a sponsor wish?

Southern Disc Show

(Continued from page 11)

bit of special promotion into the spot, and Roy reports a minimum of five phone calls following each announcement. And out of the interested persons who make the calls, at least twenty new clients are added weekly as a direct result of spot advertising.

Strangely enough, most of the clients who call after the spots, visit the studios between three and four and Roy keeps the

dials set at WAFB so his clients can enjoy Ralph's show along with their Swedish massage.

WAFB salesman John Lejeune sold Bookout's Bakery a fifteen-minute portion of "Pappy's Party" once a week. The bakery, which is located outside the business district, was, for the most part, dependent on neighborhood trade. Bookout wanted to increase his service area, particularly for party orders and wedding and birthday cakes.

After just one program on which banana cream pies were promoted, Bookout's Bakery not only sold every banana cream pie in stock, but every other pie on hand, plus the complete stock of pastries. It has since become a ritual for Mr. Bookout to send Ralph one of his special delicacies each week and Ralph saves it for consumption on the program. Then, in addition to regular commercials, Ralph tells his audience what delicious treat he is munching and describes it so avidly, Bookout's Bakery can hardly supply the demand for the product.

TRADE INCREASED

The fifteen-minute show has increased trade to an area never before reached, and orders for wedding and birthday cakes and special party squares have been pouring in.

Tony Miranda's Cycle Sales listened to Burge's show and decided a fifteen-minute segment would be a good medium to advertise bicycles, servi-cycles and cycle accessories. Miranda wanted to push a sale of bicycle bells and horns, so he sent Ralph samples to use for demonstration while reading the commercials. The result was a real live commercial interspersed with bells and horns at appropriate intervals, which, in turn, resulted in traffic increase and sales for the cycle shop.

St. George Hines, manager of Peerless Laundry, bought fifteen minutes of "Pappy's Party" on Monday, Wednesday and Friday. Hines was interested in promoting the new "fluff dry" laundry process, and, of course, wanted to reach an audience of Baton Rouge housewives. At

the same time, the advertising campaign had as an objective, making the public "Peerless Laundry" conscious. Spots used on the show called attention to the grey and green Peerless Laundry trucks which stood for service plus. Hines reported a noticeable increase in clientele, and is thoroughly satisfied with the results.

Another sponsor for "Pappy's Party" is Weekly's Cocktail Lounge, which uses a half-hour segment once a week. The commercials used on the show are institutional to a great extent, with emphasis placed on the current entertainment featured at the lounge. The response has been capacity crowds nightly.

SPOTS TAKEN

Many small merchants have bought spot time on the show and all have enjoyed unusually good results.

Remember when bobby-soxers swooned when Sinatra crooned? Well, Burge has the same effect on housewives, and when he says, "Stay sweet, you li'l ole' rascal, 'cause ah likes ya," there's hardly a female listening who isn't convinced Ralph is speaking to her and her alone. He presents an unusual technique throughout his show, and is the type radioman copy departments rate as ace-high. The reason is obvious: most of his commercials are talked around skeleton outlines, with Burge promotion angles injected that make people listen. But ad libbed or read word-for-word, Ralph can sell and there's no doubt about it.

Before his show, Ralph auditions every record he selects and he knows some interesting bit of data about practically every artist he introduces. One particular Burge specialty that the audience likes is his faculty for cueing a record exactly and talking back to the vocalist, just one of many personality twists that can make a record show a real promotion.

Cost of the show is at a minimum and pleased sponsors are the best instances for proof that a record show isn't limited to just spinning discs, but can be turned into a top-notch program with an accent on increased sales for sponsors with just a little effort.

Weekend Trip Given (Continued from page 4)

a continuous source of good will for WLOW, Haynes, and Philco. Another set of winners who stirred the hearts of all local residents were Mr. and Mrs. A. G. Madison of Norfolk. This couple, who had not had a vacation in 15 years, were able, through the generosity of the show, to spend their Golden Wedding Anniversary in Washington.

All sorts of quizzes and prize gimmicks are used during the actual show. Prizes for these include such things as a half-dozen pairs of rubber gloves and a baby dress. There are prizes for, besides the zaniest hat, the lowest numbered ticket and the person bringing the most guests. And

one of the most vexing problems has a mystery sound effects record, which the guests try to identify. A large jackpot of prizes also goes to this winner.

"Week-end in Washington" has proven its merit to both the sponsors, Haynes Furniture Company and Philco Refrigerators, and WLOW the station which carries the show. Show has paid off to both in the two attributes of any successful radio show—good-will among the listeners and local area, and increased sales. Here is the formula and working model of a show which is as successful as any. "Week-end in Washington" has paid big dividends to all concerned.

Panel-Backed (Continued from page 17)

network program, and the following year began their first TC programs.

Modgelin used its sponsorship to get its product into Southern California markets, and within eight weeks had achieved distribution enabling them to take a regional network program.

Year after year, for fourteen years, HPL-SS, the program that sponsors the product, has piled up success stories like these:

The Soil-Off Manufacturing Company purchased a four-week test participation in Housewives' Protective League—Sunrise Salute. Within fourteen months after the first test participation, Soil-Off (whose six subsequent renewals had extended their participation to forty-two weeks), had increased their sales by 600 per cent, and had quintupled their retail outlets. The increased demand for their product forced them to build a new plant with twice the capacity of the former one.

Alaska Pacific Salmon Company: Within six months after this advertiser secured participations on HPL-SS, the Safeway Stores, the West's largest grocery chain, had stocked it in all of their Southern California stores. Within one year after HPL-SS began advertising it, Alaska Pacific had entirely replaced its major competitor on Safeway shelves, and had reached the position where it distributed over fifty per

cent of all the canned salmon sold in the area.

Helms Bakeries bought a trial participation on KNX's HPL-SS. The program increased the sale of their cookies from 300 dozen per week to 11,494 dozen! Popcorn sales increased from \$237 to \$1,158 per week. Helms Bakeries gave HPL-SS the credit for doing a better sales job than *all other media combined*.

Coast Federal Savings and Loan averaged \$17,933 deposits a month from other advertising. Then they bought a participation on HPL-SS. In one month their deposits increased to \$136,395. Later the sponsor wrote: "More than \$2,000,000 in deposits are directly attributable to our participation in Housewives' Protective League during a two-year period."

Golden State Company, Ltd. bought a participation on HPL-SS and in less than one month the program had put 1,800 new customers on their delivery routes. After three days they had to stop an HPL announcement of an Ice Cream Easter Egg Special because the orders coming in were far beyond their production capacity. They sold 8,000 special Ice Cream Easter Eggs, whereas orders in the two previous years had totaled 1,800 and 2,000.

All sponsors agree—HPL-SS is the best salesmen they can find. It has proven over and over its ability to make radio advertising pay off.

Shoe Sales (Continued from page 9)

aimed at producing immediate results.

These results exceeded any expectations.

So many persons visited the store in response to the radio messages that Angelo Benedetti was moved to write the following letter to Robert Kimel, promotion manager of WHAV:

"Many thanks for the way your station put over our Dollar Day's advertising. We never got such a response for so little investment. We did not advertise this sale in the newspapers on purpose, in order to prove the effectiveness of radio advertising, and we can honestly say that for \$11.64 we got the equivalent of \$100 of newspaper advertising."

This success story has a later development which came about recently. The store, which is a two man operation, ran a promotion for Haverhill Value Days. Campaign consisted of eighteen 20-second announcements split up over a two-and-a-half day period.

On this promotion the store had sev-

eral hundred pairs of odd lot shoes which were put on sale at a dollar a pair. Values on the shoes were up to \$3.95. According to reports from Benedetti, between 150 and 200 persons visited the store and asked for the shoes. A large part of this group also purchased other regular-priced merchandise while there!

It was impossible to get an exact figure on the number of inquiries as a direct result of the broadcasts due to the fact that, as has been stated, it is a two man operation and they could not handle the sales and keep any kind of accurate count. However, the estimated figure certainly proves beyond any doubt that the radio spots pulled excellent response.

Needless to say, Benedetti's name goes down on the "Satisfied Customers" side of the books. He has found that the hometown station *does* serve the hometown audience best, and he intends to keep taking advantage of that knowledge.

Classified Advertisement

Broadcasters! Excellent "Per Inquiry" deals!
Write Simon Adv., 59 Park Ave., NYC

in NEW YORK
The PLYMOUTH
offers you
EVERYTHING
in the center of
EVERYTHING

Enjoy gracious living at a great modern hotel . . . accommodating 800 guests, every room with private bath and radio, in the heart of the real New York.

Daily Rates
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Double from \$5.00
LESLIE PAUL
Managing Director

Write for selection of popular
VISITOURS
Packaged all-expense-included thrill trips with meals, shows and all the sights of the wonder city.

Hotel Plymouth
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1001

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★

Syndicated Transcribed Script and Live Show DIRECTORY

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RADIO SHOWBOOK

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Time Unit*
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Radio Stations Can't Perform Miracles

BUT

They Can Help You Sell MORE Merchandise—
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INCREASE Your Net Profits.

SO

If You're Interested In Miracles See A Magician.
If You're Interested In More Business—See Us—
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