

S Showmanship



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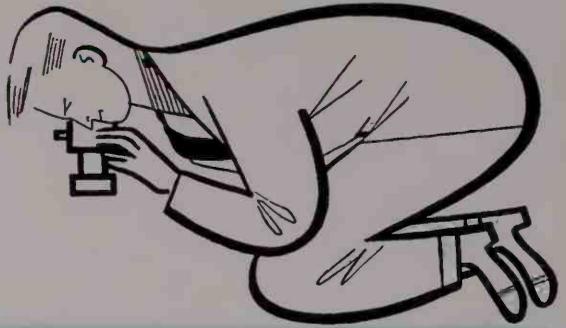
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IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR
Automobiles (Used) • Finance • Gasoline • Groceries
Home Furnishings • Insurance • Laundries • Manufacturers
Men's Wear • Meat Products • Newspapers • Sporting Goods



SPECIAL FEATURE . . . P. 115
HOW WILL "THE WAR AFFECT" ADVERTISING?

MORE THAN A MAGAZINE . . . A SERVICE



YOUR BUSINESS AT A GLANCE

An index, classifying by businesses the various articles and services in *Radio Showmanship*. It's the quick way to find out what others in your business field are accomplishing through radio.

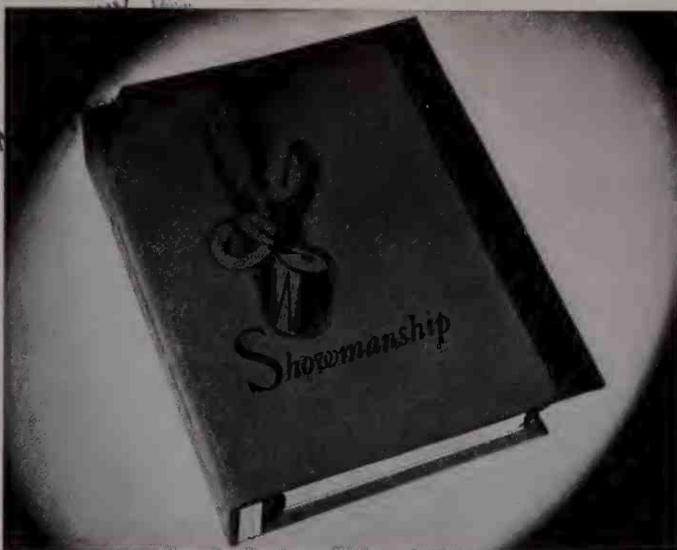
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 Philip G. Lasky

A visitatorial by the general manager of radio station KROW, Oakland, Cal. Mr. Lasky is a member of SHOWMANSHIP's Editorial Advisory Board.

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IF YOU SELL TO WOMEN★ this program was made for you!

*"Let's Take a Look
in Your Mirror!"*

with **STELLA UNGER**

★ Department Stores, for instance—or Apparel and Fur Stores. Bakeries. Dairies. Home Furnishing Stores. Food Stores. Utilities. Drug and Cosmetic Retailers; Beauty Shops, or what-have-you—? Stella can get results for you!



"Charm is a Woman's Business"
—Stella Unger

Her "HOLLYWOOD HEADLINERS" was a tremendous success—sponsored by over 100 advertisers during 1941. And here's a show destined to be more successful still! Stella Unger aims at women through the most effective of all feminine appeals: the desire for beauty and charm. She tells each woman how to discover her *own* type of charm—how to find the key to her own personality—how to attain self-confidence, poise and happiness.

There are 156 five-minute programs in the series—can be broadcast 3 to 6 times weekly. Produced and recorded by NBC—headquarters for sales-building syndicated shows. Ask your local station for an audition—or write us direct.



NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y.

Chicago • Washington, D. C. • Hollywood

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If you use spot announcements, you'll be interested in the news, reviews and tips in this column.

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Address: Radio Showmanship, Showmanship Bldg., 11th at Glenwood, Minneapolis, Minn.
Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

SAMPLE SCRIPTS AVAILABLE

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Chiropractic—The Good Health Program (see Mar.-Apr.), '41, pp. 110, 112).
Dairy Products—Junior Town (see Dec., '41, p. 136).
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Men's Wear—Good News (see Apr., '42, p. 139).
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Captains of Industry (see Sept., '41, p. 284).
Cinnamon Bear (see Oct., '41, p. 315).
Dearest Mother (see Nov., '41, p. 354).
The Enemy Within (see Jan., '41, p. 18).
The Face of the War (see Feb., '42, p. 50).
Fun With Music (see June, '41, p. 162).
Getting the Most Out of Life Today (see Ju., '41, p. 196).
I Am An American (see Feb., '42, p. 64).
Little by Little House (see May, '41, p. 128).
Mama Bloom's Brood (see Aug., '41, p. 248).
Pinocchio (see Sept., '40, p. 11).
Radio Theatre of Famous Classics (see Apr., '42, p. 135).
Secret Agent K-7 (see Sept., '40, p. 35).
Sonny Tabor (see May, '41, p. 140).
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WAR RISK INSURANCE

Philip G. Lasky, General Manager of Radio Station KROW,
Oakland, Cal., Writes the Second in a Series of Visitorials

SUCCESSFUL businessmen wouldn't think of being without fire insurance, public liability, steam boiler, plate glass and a long list of other coverages peculiar to particular businesses or familiar to business in general.

In that list, however, insurance on goodwill seems to be overlooked, even though a businessman values goodwill as highly as he does his plant or his inventory. (And often, on the books, even more highly.)

Goodwill being so valuable, it seems only reasonable that it, too, should be insured, and it can be protected under the broad coverage of a policy called *Advertising*. Such a policy can be bought in various forms, but it's pretty universally agreed that *broadcast advertising provides this protection at the lowest possible cost.*

Why insure goodwill? Money can open a shop or buy a going firm, but goodwill per se can't be bought. Like so many priceless possessions, it is something that must be earned; for it is an offspring of public relations, a valuable plant that grows when nurtured and dies when neglected.

With many a firm today short on consumer goods, production or inventory, there is a shrugged-shoulder and a "why-advertise?" outlook. This viewpoint overlooks the fact that these firms are in business now solely because of the goodwill engendered by previous *active* promotion of good merchandise. *Good merchandise* has been the ladder to success, but *goodwill* has given them the power to climb it. It is the essential that will

assure them a place in the economic picture when peace returns. It is not enough to ask, "What will happen to my business during the war?" One must also ask, "Where will my business be *after* the war?"

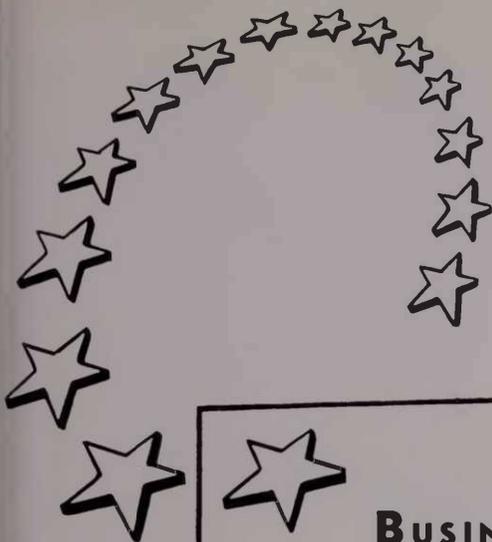
To that question, radio advertising today provides a happy answer.

Radio advertising has a direct emotional appeal to the fundamental upon which society is based, that of personal communication by speech and hearing. Beyond that vital factor, it provides coverage for the lowest possible insurance premium with a promise of substantial dividends in the end. It will protect capital investment and employment. Even more than that, today, continued advertising will insure the American system of free enterprise.

When peace is with us again, the man who advertises today will be ready to do business with the public because consumer acceptance hasn't been weakened and dealer organizations have been kept alive. Contrast this far-sighted person with the man who cuts corners on his public liability by assuming the risk himself. When the blow strikes, he is more often than not, unable to cope with it.

It's just that way with advertising insurance on goodwill. It happened in 1917-18 and is apt to happen again to the man who forgets, for he will find that his vital goodwill asset has shrunk and that his competitor, with a relatively small premium in advertising, has beaten him to the punch.

Think it over. Then act!



**AMERICAN
BUSINESS MEN REPLY**

To the All-Important Question:
**HOW WILL THE WAR
AFFECT ADVERTISING**
IN 1942?

WAR-TIME isn't just the act of turning the clock ahead an hour. There are important adjustments still to be made; new standards and new values still to be determined! Our business tactics must be streamlined. We must discard the obsolete, increase the essential.

Advertising fits into this new war-time economy. But *where* and *how much*—that is still a matter of conjecture. For answers to these all-important questions about the future of advertising, the editors of *SHOWMANSHIP MAGAZINE* turned to the businessmen themselves.

In this country, as in few others, the businessmen still have the final say on *how* or *where* they will spend *most* of their money. Over 10,000 postcard questionnaires were distributed to *SHOWMANSHIP* readers. Response was generous and after careful checking, can be said to represent a cross-section of both local and national advertisers throughout the country.

SUMMARY OF REPLIES

When America entered the war, and still later, when curtailment of tires and automobiles began, many a hard-working ad-

vertising salesman was ready to "toss in the sponge." Pessimistic talk flew faster than the newest U. S. dive bomber.

"Businesses with defense contracts won't need to advertise any more."

"Businesses that can't get defense contracts can't get material, so naturally, they won't advertise."

"Business is so good, why advertise? You can't handle the crowds."

"Business is so bad, why advertise? People aren't in a buying mood."

You've probably heard talk like that a hundred times or more in the past few months. Actually, advertising men would have been much more optimistic had they gone directly to the businessmen themselves as SHOWMANSHIP did.

In 1942, there will be decreases in advertising expenditure. That's to be expected, but this will be more than offset by the contemplated increases.

In fact, 33% of the businessmen replying to the SHOWMANSHIP questionnaire state that they plan to increase total advertising expenditure in 1942; only 18% plan to decrease. The remaining 49% will continue the same appropriation as last year.

There, Mr. Advertising Salesman, is the answer to your "every-weekday-has-turned-into-Blue-Monday" attitude.

Each advertising medium was separately analyzed in the SHOWMANSHIP survey. We find many interesting results. Among others: radio will continue its spectacular rise of the last few years. Survey results show that 43% of the businessmen now using radio intend to increase their appropriations during 1942. That's the largest increase recorded for any one medium.

Comparing radio advertising plans for 1942 with total advertising, we find further testimonial to the confidence businessmen have in radio's selling power. In many instances where total advertising appropriations remain the same or will be decreased, radio's appropriation will actually be increased!

Only 15% of the businessmen using street car or bus cards intend to decrease their appropriation in 1942. That's the

smallest decrease recorded for any one medium.

Advertising should enjoy an especially good year among retailers, for 86% of the retail merchants replying to the SHOWMANSHIP questionnaire will increase or continue their advertising expenditures in 1942.

Other answers to questions and comparisons of media follow. They help establish advertising's position in this new economy.

Yes, there's a place for advertising in this war-time economy, in any economy that allows businessmen the right to sell their merchandise freely!

The Questions and The Answers

✓ Question: What are your advertising plans for 1942 as compared with 1941?

Here's how businessmen answered:

INCREASE: ██████████ 33%
DECREASE: ██████████ 18%
CONTINUE: ██████████ 49%

Those businesses that will not be affected by shortages should enjoy their biggest year in years, and, of course, advertising will be used to stimulate the sales volume. It is interesting to note that many businesses, converted 100% to war production, will continue to advertise in an effort to keep their names before the public.

✓ Question: What are your plans for radio advertising in 1942, as compared with 1941?

Here's how businessmen using radio advertising answered:

INCREASE: ██████████ 43%
DECREASE: ██████████ 20%
CONTINUE: ██████████ 37%

Each past year has found radio garnering a larger and larger share of the advertiser's dollar. 1942 should be no exception. More businessmen will increase their radio appropriations than will increase their appropriation in any other medium.

Comparison: *Radio advertising plans for 1942 as compared with total advertising.*

Of those businessmen who intend to continue total advertising expenditure the same as last year:

33% will increase radio advertising.

Of those businessmen who intend to decrease total advertising expenditure:

22% will increase radio advertising.

34% will continue radio advertising the same as last year.

Comparison: *Advertising plans of retail merchants compared with all businessmen.*

82% of all businessmen will continue or increase advertising expenditure.

86% of retail merchants will continue or increase advertising expenditure.

From all indications, this should be the year that the retailer really comes into his own. It is to him that the media salesman must look for increased revenue.

Thoroughly experienced with all the older media, many a wise but conservative retailer will spend his first radio dollar in 1942. If history repeats itself, this first investment in radio should be a profitable one.

But the first venture is always the hardest. Radio stations must greet their new customers with fresh, timely program ideas and promotions that are designed for selling retail merchandise.

Other Media

✓ Question: *What are your plans for advertising in newspapers in 1942, as compared with 1941?*

Here's how businessmen using newspaper advertising answered:

INCREASE: ██████████ 32%
DECREASE: ██████████ 23%
CONTINUE: ██████████ 45%

Newspaper expenditures compare very closely with total advertising expenditures. Thus, where a businessman cuts

or increases his total advertising, he cuts or increases his newspaper advertising in about the same proportion.

✓ Question: *What are your plans for advertising on outdoor billboards in 1942, as compared with 1941?*

Here's how businessmen using billboard advertising answered:

INCREASE: ██████████ 19%
DECREASE: ██████████ 27%
CONTINUE: ██████████ 54%

The tire rationing and resultant curtailment of auto travel will affect billboard advertising as these figures indicate. But, certainly, the picture is not too black. In tire, automobile and gasoline advertising, where billboards now rank high on the preferred list of advertising media, they will be among the last to feel the cut.

✓ Question: *What are your plans for advertising on street car or bus cards in 1942, as compared with 1941?*

Here's how businessmen using street car or bus cards answered:

INCREASE: ██████████ 23%
DECREASE: ██████████ 15%
CONTINUE: ██████████ 62%

The expected increase in public transit travel will do street car and bus card advertising no harm. Results of the SHOWMANSHIP survey show fewer changes in appropriation here than in any other medium. A vast majority of advertisers will continue the same as last year.

✓ Question: *What are your plans for direct mail advertising in 1942, as compared with 1941?*

Here's how businessmen using direct mail advertising answered:

INCREASE: ██████████ 28%
DECREASE: ██████████ 26%
CONTINUE: ██████████ 46%

Direct mail in 1942 should be especially valuable to manufacturers and wholesalers who will use the medium to trod the paths that salesmen will pass up in order to save tread.

All Out for Victory

DUE to war conditions many of radio's most enthusiastic supporters are no longer on the air. The all-out effort has taken their products completely off the market.

Other concerns find that with the scarcity of supplies, the selling angle is no longer the primary appeal. These are the concerns with one eye on the future who feel that it is necessary to keep their names before the public *today* if they are to reap profits in that distant *tomorrow* when victory is won.

For them, the problem of what type of program to use is a very real problem. While we ourselves had no particular problem to solve when we took to radio, our reasons for going on the air could be the reasons for other sponsors to assume sponsorship of similar programs. Today, more than ever before, there is a great need for radio and its sponsors to assume the role of public service.

Stung by the Japanese attack on Pearl Harbor, Americans dug deep into pock-

ets, bought more than a half a billion dollars' worth of Defense Savings Bonds and Stamps in December. January saw them redouble their support, buy more than one billion dollars' worth, an all-time high! Overnight, as millions of men and women came to Uncle Sam's aid, the Bureau of Engraving and Printing went on a three-shift, 24-hour basis to fill the Bond demand.

War is never cheap but every conquered nation in Europe bears mute and tragic proof that it is a thousand times cheaper to win than to lose. Recognizing that this is a people's war, the government comes to America's 40,000,000 wage earners to help it foot the stupendous bill. The government wants to finance this war as much as possible on a pay-as-you-go basis.

When *All Out for Victory* went on the air over KDYL, Salt Lake City, U., THE EIMCO CORP., iron and metal, and its affiliated companies, the AMERICAN FOUNDRY & MACHINE Co., and the STRUC-

THE BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

To Reap Profits Tomorrow, Keep Name Before Public Today

Writes Morris Rosenblatt, Vice-President of the Eimco Corp.

TURAL STEEL & FORGE Co. felt they were doing their part toward the ultimate victory goal.

Sponsoring programs via such a mass medium as radio is a novel, if not a paradoxical venture for these companies. None of these related industries has anything to sell to the public at large. Nor is there any conspicuous relations problem that might reasonably warrant the use of general propaganda. The motive back of this use of the airwaves is a pure and simple wish to perform a public service. The series represents the first entry into the field of radio for these various concerns.

The entire purpose of this half-hour series of programs is to promote the sale of Uncle Sam's Defense Savings Bonds. The show is presented directly from the theatre of the Fort Douglas United States Army Reception Center before a packed house of new selectees being inducted into Uncle Sam's service.

The format of our show is simple. Brief interviews with the new men of the Armed Forces are featured. On each broadcast there is a short message by one of Salt Lake's industrial leaders on the importance of buying Defense Bonds. To create the greatest possible interest in these appeals, there is a Defense Bond contest which has already aroused a tremendous amount of public interest although the program itself was premiered January 26. Each week the sponsor awards a Defense Bond for the best letter explaining why "Every American Should Go All Out for Victory and KEEP ON Buying Defense Savings Bonds." Music and entertainment by Ed Stoker and the KDYL Staff Orchestra round out the program.

While Louis W. Larson, president of the AD-CRAFTSMAN AGENCY handles the program details for us, the show itself is written by KDYL staff member Alvin G. Pack.

From a business standpoint there may be small value in the EASTERN IRON AND METAL CORP. being one of the co-sponsors of the *All Out for Victory* series, but as patriotic and proud Americans our company recognizes this as an opportunity to accomplish something of inestimable value to our country.

Upper . . . At the Fort Douglas Reception Center Theatre *All Out for Victory* goes on the air. On the stage is the entire KDYL cast. Lower . . . Morris Rosenblatt, vice-president and general manager of the EIMCO CORP goes over *All Out for Victory* scripts with Myron Fox, KDYL account executive. Background: interior of the EIMCO plant in Salt Lake City.

Public spirited Rosenblatt does not mention his part in the messages delivered by Salt Lake industrial leaders on the importance of buying Defense Bonds. A forceful personality and an impressive speaker, his brief, spirited talks are regarded by many listeners as the highlight of the KDYL *All Out for Victory* weekly broadcasts.





Left . . . A HIGGINS 36-foot landing boat brings troops ashore in far-off Iceland. ACME snapped photo on October 11, 1941.

DEPARTMENT stores, bakeries, grocers and others in business fields which have direct contact with the general public may at first glance seem to have little in common with the advertising problems of a business which specializes in marine engines, outboard motors, ship to shore telephones and marine hardware and supplies. Of course no two businesses are the same, but it is a fact that any advertising campaign has certain basic and fundamental standards applicable to any business.

Right now I want to outline this basic plan for radio in the terms of *who, what, where, when* and *why*. The answers to those six questions tell the story not only for the HIGGINS INDUSTRIES but for almost any other business enterprise that uses radio successfully.

The question of *who should use radio* may be answered in this way: if an industry such as ours, appealing to a very specialized group, with a product that is definitely in the luxury class can use radio successfully, it would seem to me that radio is a good bet for almost any business.

And right now, I should like to point out that we are *expanding* in this direction instead of curtailing our radio offerings. There's a reason! We have at the present time nearly 3,000 men employed in our boat building division, and nearly all of this output goes to the United States Navy, the British Navy or the Netherlands Navy. *But when peace returns, we must look to the public for orders. By using radio now, the public will not have forgotten us.*

But, that is only one reason *why* we use radio. There are others. For example; sales increases are certainly a determining factor. Three years ago, HIGGINS INDUSTRIES sold a motor boat cruiser to Joseph Uhalt, head of radio station WDSU. To show our appreciation, we purchased a small amount of time, using spot announcements. There was such an increase in the sale of outboard motors and marine supplies that the contract was extended over a period of a year.

Then, Andrew J. Higgins, president of HIGGINS INDUSTRIES reasoned that if spot announcements could bring recognized results, a sponsored program

Adaptable to Any Business is the 6-Point Plan for Radio Says
Geo. W. Rappleyea of the Higgins Industries, New Orleans, La.

Ahoy

should contribute even more towards the healthy growth of the organization. Three months after *Ship Ahoy* went on the air over WDSU, sales in marine supplies, outboard motors, marine engines and motor boats showed an increase of 20 percent over the same three months of the preceding year!

What type of radio program should be used? There are as many different answers to that as there are radio programs. The sponsor needs to keep only one thing in mind. He must decide to what audience he wants to direct his appeal, and then give that audience a program that will interest it.

Prospective customers of HIGGINS INDUSTRIES are either owners or would-be owners and operators of motor boats.

For that reason, *Ship Ahoy* is devoted to sea stories, navy tales, yachting stories, Mississippi River yarns and tales of the Coast Guard and Merchant Marine, as is *Anchors Away*, heard over WNOE. Prior to the present emergency, many of our customers were in South America. For them, we had our WNOE *Pan America* program. Our latest radio venture, *Eight Bells*, heard over WWL, is a talent show. Participants are confined to enlisted men or officers of the United States Army, Navy, Marine Corps or Coast Guard.

In coming around to the point of *how* to use radio, good will is at the top of the list. While the original purpose of our first radio program was to stimulate interest in our retail sales department, the secondary purpose is equally important. Good will between the company and the various government services which use the boats which we manufacture must be maintained at any cost.

To get the best results, from radio, regardless of the reasons for its use, the

Below . . . Here is the busy naval water front base of HIGGINS INDUSTRIES. Boats built in the plant are brought to the water front on flat cars, launched with a 100-ton crane.





Left . . . One of the 45-foot HIGGINS' built, welded steel, twin screw, diesel powered tank carriers takes a labor battalion for a boat ride. Off the boat came 187 men.

sponsor must remember that in this day and age it isn't the man who builds the best mouse trap who has the world at his door. That mouse trap has to be promoted. It's the same with radio.

HIGGINS INDUSTRIES capitalizes its radio programs by featuring day, hour and station in newspapers, magazine advertisements and in yacht club programs. A four-page stuffer is inserted in envelopes of all outgoing mail. When a high ranking U. S. Engineer Officer is a guest, special mimeographed copies of the program are mailed to all the different district engineer offices in the country. Persistency is an important factor closely related to promotion.

Last but not least, when it comes to *how to use radio*, showmanship should not be ignored. When survivors of the torpedoed American ship, *Robin Moor*, arrived in New Orleans we were represented on a revenue cutter that went out to meet the ship 40 miles down the Mississippi River. Before the survivors ever reached shore, transcriptions of their statements and stories were cut. That disc was on the air 15 minutes after the ship docked!

When to use radio is closely related to *how to use radio*. We have found that the only way to build up a large audience of those interested in one particular subject is to have a definite day and hour for a program and to stick to that schedule. For us it is necessary to reach the business man, and for that reason our programs are always spotted in the evenings between 6 and 8 P.M.

And *where* should a sponsor place his radio offering? That depends upon his

Busy as a one-armed paper hanger is George Washington Rappleyea, assistant to the president of Higgins Industries. Other duties: plant protection officer in charge of armed guards and plant protection; public relations counselor and advertising manager, and director of the boat operators school, a two weeks course for enlisted men and Navy officers.

Like the proverbial bus man, holiday time for shipbuilder Rappleyea is closely related to business. Year after year, he has managed the January motor boat shows at the National Boat Shows in New York City. That there was no motor boat show this year was small comfort. Since war was declared, the plant has been on a 24-hour basis. Boat-builder Rappleyea has little time to think of anything other than production.

budget and the total area he wants to reach. We have had good results from a 250 watt station, a 5,000 watt and a 50,000 watt. Each serves a specific purpose.

It would be ridiculous to say that the HIGGINS' radio programs were entirely responsible for the phenomenal growth of our company, any more than it would be fair to say that the Signal Corps of the United States Army won the first World War. But the Signal Corps did its share to help win that war and radio programs have likewise contributed to the success of HIGGINS INDUSTRIES.

Clean Shirts for Sailors

Sales Upped from \$40,000 to \$100,000 in Three Years Writes
James Robertson, President of Robertson's Laundry, Michigan

BETWEEN the northern tip of Michigan and Canada lies a narrow ribbon of navigable water, the Soo Canal, whose locks are now guarded night and day by special military police. During the 7½ months each year when the Great Lakes are free from ice, more tonnage passes through the Soo than passes through the Panama and Suez Canals together in a year. Each of the 291 ore-carriers which come down from Lake Superior loaded to their Plimsoll marks go back light for additional cargo.

During the 4½ months a year when ice blocks the channels, ROBERTSON'S LAUNDRY settles down to the calm routine of city business and normal hours. During the shipping season, ROBERTSON'S operates day and night shifts six days a week as well as a day shift on Sunday. For those 7½ months, our service is directed and slanted at the Great Lakes ships and the men who sail them.

Most of the ships carry crews of from 40 to 45 officers and men, and last sea-

son ROBERTSON'S had 125 ships on its books. Sheets, tablecloths, shirts, towels, aprons, coats and dish cloths all go into the bundles picked up by our roulemen for some 5,000 floating customers. Since an average bundle consists of four bags (each weighing from 100 to 150 pounds), and ROBERTSON'S services an average of 24 ships a day, the reasons for our day and night shifts are obvious.

Such success stories are usually told of long established businesses. Ours is a mere infant, but in a hop, skip and jump it has gone from a \$40,000 yearly volume to over \$100,000 in three short years. That is what radio has helped us do, and without radio it might well have been a different story.

Last year for example, our *Great Lakes Program* was heard over WSOO from April 1 through November. Seven days a week our half-hour program broadcast at 11:30 A.M. was heard by the men on giant ore freighters. (Some of them have even complained when the

● Up the hatches of ore boats passing through the Soo locks comes laundry for ships and sailors. Destination: ROBERTSON'S LAUNDRY.



Jim Robertson saw daylight in Cattaraugus, N. Y., grew up on the banks of the St. Mary's river in Michigan. Almost top man at the Soo high school when he graduated, he went on to Western State Teachers College, Kalamazoo, Mich., and the University of Michigan. When he won the Seeburger Scholarship, several prizes for his paintings at the Chicago Art Institute, he headed for New York's Art Students League. In Manhattan, he partially starved, sold his first cartoon to Judge magazine.

From art in a garret, he settled down to a business career. His father (who owns a thriving shoe store in Sault Ste. Marie) acquired an ill-equipped laundry in a nearby building. Home for vacation, Jim took one look at the laundry, decided his father needed help.

His pride and joy is a log cabin at 6 Mile Point, Sugar Island. While he indulges in photography, fishing, trap shooting and outdoor cooking, his first enthusiasm is a program of chalk talks which he has given more than 150 times in sundry parts of the State of Michigan. With a piece of chalk, a blackboard, and novel lighting effects he draws cartoons, blathers away on Mark Twain, Phineas T. Barnum, other colorful figures in American history.

● Right . . . Scenes from the busy ROBERTSON LAUNDRY. At the extreme right, laundryman Robertson checks over details. During the shipping season, the plant operates day and night shifts six days a week, and a Sunday day shift, for its water-borne customers.

program faded out about 300 miles from Sault Ste. Marie.) And while we have to make some changes in the program format this year to meet the censorship regulations, we'll be on WSOO during the entire navigation season.

Of course one program doesn't make me an authority on radio, but our experience has paved the way for some observations which sponsors in any business might well take to heart.

In the first place, a sponsor must have a program which is suited to the job the program is supposed to perform. Our own program is designed to appeal to men who are on the lakes practically all of the time from April until the navigation season closes.

Naturally, the program is dressed up, but primarily it consists of requests for musical numbers and marine information. Requests come not only from the men, but from their friends and families. Conducted by Frank Firnschild, WSOO program director, the show opens with a ship's bell ringing and goes into the theme of "Sailing, Sailing." Previously we have included weather reports, hydrographic information, and boat passages both upbound and down-



bound for the preceding 24-hour period, but this will now be discontinued.

Once a sponsor has a program which does its assigned job he can't just sit down and wait for a miracle. If a sponsor has a good show, he ought to be willing to promote it. *Certainly promotion pays in extra dividends.* WSOO has always found us willing to spend money to back up our radio offering with the little extras that put a program on top.

"Soosie Sea Gull said:" is one of the contests we have used to (1) acquaint the men on the lakes with the new ROBERTSON symbol, *Soosie Sea Gull*, (2) to promote our program.

Soosie Sea Gull said:

*As she flapped her wings and
cracked her bill*

*"Send your shirts to the rolling
mill."*

Of course, this didn't win one of the 38 prizes which ranged from \$50 to \$1, but it did give us the biggest laugh.

Another promotion activity of ours is a bright sticker calling attention to the *Great Lakes Program*. That sticker goes on the outside of every package which is returned to our water-borne customers. Radio and the package go hand in hand

to win the loyalty of our marine customers.

My third point really has more to do with the sponsor than with the radio station he may use, but the two are closely related. Too frequently, cooperation between the two is neglected. *To my mind, cooperation is one of the absolute essentials!*

In other words, I must so run my business as to give the station something to talk about in its commercials, and it is also my job to see that the station knows what I am doing. If we make improvements in the plant (as we do constantly) it gives the station a selling point for the program. Extra services which ROBERTSON's give should also be made known to the station. When we include in return bundles, (1) a red tag to attach to the next bundle, (2) a laundry list and a pencil, and (3) a pamphlet telling about dry cleaning, or announcing a contest, those facts are not only commercial copy for our radio program, but they also help *sell* the program.

Do these theories work? They have for us. Right now we are considering further plant expansion, and for much of our success radio must take its bow.





Keep 'Em Shining

By Tod Williams

As a kid, you likely chanted the little ditty, "Twinkle, twinkle, little star."

Well, now is the time to recall that jingle.

Countless shrewd radio advertisers have learned that when a star twinkles, merchandise will move. This is just as true of the man who is using time on a local station as it is of a national advertiser buying a coast-to-coast hookup.

Now the "star system," while it may have its flaws, is time-tested.

For example, let us look to the theatre business where one Adolph Zukor has left an indelible imprint. Back in the first days of the galloping tintype, a cuddly blonde was identified only as *The Vitagraph Girl*. Mr. Zukor took her in hand. Mary Smith of Toronto became Mary Pickford. Her name was blazoned in lights. She became the first STAR of the motion picture.

Now those who object to the "star system" would object to Mr. Z's procedure. They would have been in anguish at the fabulous sums this star later laid into her coffers.

They would, however, have overlooked the fact that Mr. Zukor *gladly* signed this stupendous weekly pay check because the name of Mary Pickford (and her personality) lured millions to the box office.

And exactly the same thing is true of the radio business today. We build stars. In turn, the stars are instrumental in selling large quantities of merchandise. *Ergo*: they are a good investment.

James Shapiro, successful druggist of Hibbing, Minnesota, sponsors a local newscast on WMFG. With the utmost deliberation he has built up a reporter, Franz Naeseth as a distinctive personality. Listeners won't miss him. While rough-and-ready Mr. Naeseth would likely be the first to deny that he's a "star," he remains just that in the public's mind! So they follow him, and buy Mr. Shapiro's merchandise.

The KNUDSEN CREAMERY CO. of Los Angeles reports the same story in the December, 1941, issue of R.S. They built up a star in the person of Elinor Gene who entrances the younger generation with her *Twilight Tales*.

Now to keep our thinking on an even keel, let us examine the opposite viewpoint.

Not long ago an advertising agency executive told me, "I will never be caught in the act of building up a star personality. I have found that they invariably develop into a Frankenstein."

He amplified this by adding that once a personality achieves real star rating in the public's mind, he (or she) is immediately imbued with a fantastic notion of his value and indispensability.

In examining this gentleman's thesis, I find it impossible not to shoot it full of holes, good big ones you could drive a tank through.

I seriously question that any person who is capable of being built to stardom is so short-sighted that he won't play ball with his sponsor, the man who pays the bills. Quite naturally, he wants a fair price for his services. I think that we agree that he's entitled to that. If he's developed the kind of impact that makes folks listen, and subsequently buy your wares, *even though you built him up*, his recompense should be commensurate. As his popularity rises, and sales spiral upward, so should his income.

And while there may have been instances of it, I have never had the fact called to my attention that a star deliberately killed the goose that laid the golden egg.

However, if this does happen (and there must always be the exception to prove the rule) you will find that it's actually easier to reduce a one-time star to oblivion than it was to build him to the heights. Fortunately for your sake as an advertiser, most stars are realistically aware of this fact.

Does that not dispose of the "Frankenstein theory?"

As you plot your radio expenditures, keep the "star system" in mind. You are making an investment when you buy radio time. Make that investment a sound one by using the most thoroughly tested methods known in selling.

Tick off on your fingers the names of the biggest stars . . . national, or in your own community. Who were they ten short years ago? Built now to stardom by shrewd advertisers, they are now a gold mine.

Don't cavil because you haven't a Jack Benny, a Fibber McGee or a Charlie McCarthy on your program. *Build your own star*. Have him under contract from the start. No matter who he is, no matter what his specialty, no matter on what station you propose to use him, if you can fix in the public's mind that he *is* a star your radio dollar will be wisely invested.



"The luckiest guy in the world" is what Ralph Stevens, The Fishin' Fool, shown above, calls himself. For 15 years, he toiled mightily as a sales executive to become wealthy enough to quit work, spend his declining years fishing. Came the depression and near poverty. Suddenly his ambitions were all realized. He now spends his time fishing and gets paid for it!

AND in walked Steve. Yes sir! Just like that. And when he walked out again, the B. SIMON HARDWARE CO. was a radio advertiser. I don't mean to say that we were immediately convinced that what we needed most in our business was a radio program. Far from it! We were hard to sell. We had to be.

We had pulled ourselves out of the depression by our bootstraps. We had seen a thriving tool business fade away to nothing through the cessation of all forms of building. In desperation, we had taken long chances and opened new departments. True, we were keeping our heads above water, but it was a hercu-

Anglin

Jacob Simon, Vice-Pres. of
Credits a Twice Yearly T

lean task. There was plenty to think about and more to worry about.

Probably that was where Steve had the advantage. His one thought was that when you give the public something they like and profit by, they become friendly, and friends always give you a break. My brother, Lou, and I shared that conviction. Steve went on to explain that there were thousands of men and women in the San Francisco-Oakland Bay area who would welcome a service whereby each Friday night they would be told where the fish were biting. We ourselves were ardent fishermen so we appreciated that point, too.

Steve picked up a large reel from our woefully small stock. With the clicker on, he spun the handle and said, in imitation of a radio announcer, "That's the song of the singing reel, folks. This is the *Fishin' Fool* talking to you for the B. SIMON HARDWARE CO." We agreed to try it out for 30 days.

Every Friday night since, for the past 12 years, Steve has broadcast fishing news to anglers of Northern and Central California.

Five days a week Stevens fishes, exploring the many waters near the San Francisco-Oakland area. On Friday nights he broadcasts over KROW information as to where the fish are biting, what bait to use, what tackle and equipment is indicated.

Twelve years ago the B. SIMON HARDWARE CO. was an average hardware store with several new departments still in their toddling clothes. Today it is a large establishment with departments for tools, housewares, paints, marine sup-

or Sales

Simon Hardware Co., Oakland of Fishing Tackle to Radio

plies, builders' hardware, camping equipment, sporting goods and allied lines. Twelve years ago, fishing tackle wasn't even a department; it was a sideline tended by any hardware clerk who happened to be close by. Today, it requires six full time clerks to handle the business.

Twelve years ago the stock consisted of perhaps 20 fishing rods, as many reels, and odds and ends of hooks, sinkers, lines and leaders. Today, in the huge new store, the tackle department's walls are lined on two sides for a distance of about 100 feet with rods of every size, type and price. In the center is a separate display of perhaps 20 feet where we carry only plug casting rods. Upstairs, in reserve, may be seen well over 1,500 more rods, while in several long drawers are the more expensive fly rods. At last count, the inventory showed over 2,500 reels in stock. Over five tons of lead are always on hand in the form of sinkers. The number of lures, spoons, spinners and plugs is legion. A moving van would be required to accommodate the supply of miscellaneous gear such as hooks, lines, leaders, creels, waders and boots.

This entire stock of fishing tackle will turn over at least twice during the coming year, and we are frank to say that we attribute the lion's share of the astonishing success of this department to the little 15-minute broadcast each Friday night heard over KROW.

Regarding the benefit other departments receive from the broadcast, we are convinced that it is very actual. Thousands of customers who have been brought into the store through the com-

All wool but not a yard wide is genial Jake Simon. Cool in a crisis, always ready to give or take good-natured kidding, Jake makes and keeps friends. Around the 50 mark, he likes to fish comfortably, does so frequently.



D y n a m i c Louis Simon, the other half of the Simon combination, keeps his boyish figure by an excess of nervous energy. A keen buyer, an alert salesman and a glutton for work, Lou presents a rather austere exterior. Compliments on the beauty and arrangement of the B. Simon Hardware Co. prove him soft and pliable.

mercial announcement of a radio special on some item of fishing tackle have seen and purchased other lines.

There is only one commercial on the program. Used in the middle of the program, it is more or less conversational in tone, and really amounts to a friendly tip on what is hot in bargains or new equipment.

At the time the program made its debut, even the small station rate was an item. When that rate increased as the station grew, we continued with our program even though the rate was 800 per cent greater than it was at first.

If there is a moral in this story, it can be put in a nut-shell. *Consistency pays!* Perhaps our program sign-off may be as important to other business men in our field as it is to our radio listeners. "Good-bye, Good Luck and Go Get 'Em."



AIRING THE NEW

All the available data on new radio programs. No result figures, as yet, but worth reading about!

Beverages

GALLO CONTINUOUS NEWSREEL Southern California clock-watchers anxious to tune-in on a complete newscast by their favorite announcer have found an answer to their prayers. No matter when they tune in on the *Gallo Continuous Newsreel* hour they get a complete news broadcast by listening for a quarter-hour.

Sponsored by the E. J. GALLO WINERY over KHJ, this hour long presentation of the latest news is divided into 15-minute intervals. Latest news bulletins are repeated in each succeeding 15-minute interval to constantly bring the program up-to-the-minute. Featured in all GALLO promotion is ace newscaster Norman Nesbitt.

Special promotion: a four weeks' KHJ spot announcement campaign, signboards, newspaper ads and advertisements in the *Southern California Grocers Journal*.

AIR FAX: First Broadcast: December 8, 1941.

Broadcast Schedule: Monday through Saturday, 10:00-11:00 P.M. (CST).

Preceded By: Music.

Followed By: Music.

Sponsor: E. J. Gallo Winery.

Station: KHJ, Los Angeles, Cal.

Power: 5,000 watts.

Population: 1,497,074.

Agency: Raymond R. Morgan.

COMMENT: Idea behind this show has also been successfully developed over WHN, New York City. (See *SHOWMANSHIP*, Nov., '41, p. 350). It could be adapted to almost any community where

population and the sponsor's budget warranted the expenditure. Since the personality of the man-behind-the-mike is almost as important to the success of a news-show as the news itself, GALLO WINERY has wisely featured its newscaster in its special promotion of the program.

Gasolines

YOUR SAFETY SCOUT Time was when the favorite Sunday afternoon pastime of the average American family was a drive into the country. Too, those were the days when the Missus took the family jalopy to do her shopping at the neighborhood store two blocks away. Scientists speculated as to whether the people of the United States would evolve as a nation of spindle-legged individuals.

Today the pedal extremities are getting a long over-do workout. Present concern of every motorist: how to prolong the life of his car. Careful driving is no longer a matter of Emily Post courtesy. It is a necessity.

In Cincinnati, O., safe, courteous driving has become a matter for competition. Five gallons of petrol go to the 10 weekly winners. To radio listeners, CREST OIL Co. has become *Your Safety Scout*.

Designed to safeguard the lives of motorists and pedestrians as well as to conserve the wear and tear on tires and automobiles, the program features the naming of the 10 motorists chosen each week as the most careful and courteous drivers in the Cincinnati area for the preceding week. Every Sunday the names of ten people spotted by the *Crest Safety Scout* are heard on the program. Only prerequisite for the citation is careful driving.

Stationed at various parts of the city is the *Crest Safety Scout*. Drivers have no way of spotting the spotter, have to drive carefully all of the time to be in line for awards. If a winner does not claim his award by Tuesday noon following the Sunday broadcast, his free gallons are added to those which will be distributed the following week.

To remind the motoring public as

well as pedestrians of the principles of safe, courteous driving, safety officers in Greater Cincinnati and Northern Kentucky note outstanding instances of good driving and report these drivers to CREST OIL CO.

Expert traffic authorities and other important guests appear each week with a brief message. Theme: "Patriotic Drivers Drive Safely." Chief of Police Weatherly inaugurated the series, approving the program as a civic and patriotic undertaking.

Musical entertainment on the program is furnished by transcription. Show also includes suggestions for more economical motoring, tips on safety rules, tire and automobile conservation.

Special promotion: merchandising schedule includes car cards, signs, newspaper advertisements, courtesy announcements and write-ups in the WSAI house organ.

AIR FAX: *First Broadcast:* January 25, 1942.

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

Preceded By: Listen America.

Followed By: News.

Sponsor: Crest Oil Co.

Station: WSAI, Cincinnati, O.

Power: 5,000 watts.

Population: 685,495.

Agency: Roy S. Durstine, Inc.

COMMENT: While many attempts to promote safety have failed for lack of showmanship, CREST OIL CO. has tied in its campaign with national defense, and *showmanship* has put it across.

SAMPLE SCRIPT AVAILABLE

Newspapers

DO YOU KNOW THE NEWS Academicians have it that America is a nation of headline readers. Proving that this assertion is more fiction than fact is the Dallas (Tex.) MORNING NEWS. Each week, two six-man teams face a barrage of questions based on items on the local, state, national and international scene. Questions are culled from current events and exclusive features carried in the NEWS for the preceding seven days.

Contestants are representatives of lo-



cal organizations, or local groups of national organizations. *Promotion angle:* teams are selected from sections of the city and suburbs where circulation is weak. Follow-up is by News carriers.

Church groups anxious to accumulate enough money to provide the parsonage with new curtains, others compete for a team prize of \$25 in cash. To the individuals: prizes of from 50c to \$4 in United States Defense Savings Stamps.

Program format: first question asked each contestant is worth (1) 50c in Defense Stamps, and (2) ten team points. Prizes and team points double in value with each correct answer up to a total of \$4 in Defense Stamps and 80 team points. A miss forfeits accumulated stamps which then go into a Jack-Pot to be awarded as consolation prize to the losing team at quiz end. Ray of sunshine for the quiztastant: a miss does not cancel team points accumulated.

Taking a leaf from the professor's notebook, the NEWS uses four different types of questions; multiple choice, spelling, completion, and true-or-false. Quizzee may pick the type of question he wants to tackle.

AIR FAX: *First Broadcast:* January 6, 1942.

Broadcast Schedule: Tuesday, 8:00-8:30 P.M. (CST).

Preceded By: Meet Your Navy.

Followed By: NBC Symphony.

Sponsor: Dallas Morning News.

Station: KGKO, Dallas, Tex.

Power: 5,000 watts (D).

Population: 273,297.

COMMENT: Sponsor here uses *showmanship* in an interesting and effective way to identify himself with what today is one of the most important elements in day-to-day living, namely, *news*. Equally interesting from the standpoint of sales increase is the idea of carrier follow-ups.

SAMPLE SCRIPT AVAILABLE

Sustaining

GOLFER'S FORUM For Mr. Average Golfer and the sub-average "dubs," WEEI, Boston, Mass., has become the nineteenth hole. Golf troubles are aired every Saturday eve, with Jay Wesley setting the pace.

Program format: topics of interest to the hook-and-slice brethren, and anecdotes of top-flight golfers' experiences. The accomplishments of pace-setting greensmen are used to illustrate and point a cure for the faults of the average player. Golfers who have been out that afternoon struggling with an old fault or running across a new one that is hanging their scores up in the higher brackets get pointers that will help them chop a few strokes from their Sunday score cards.

Show includes two regulars, Jay Wesley and Arthur Johnson, Weston Golf Club *pro* for fifteen years. Each week there are two guests. *Guest No. 1:* a well-known *pro*, an outstanding amateur, some other person prominent in New England golfing circles. *Guest No. 2:* a Mr. Average Golfer, with a big name in business who has plenty of room left for improvement in his game.

AIR FAX: *First Broadcast:* April 26, 1941.
Broadcast Schedule: Saturday, 10:30-10.45 P.M.
Preceded By: Public Affairs.
Followed By: News.
Station: WEEI, Boston, Mass.
Power: 5,000 watts.
Population: 1,924,642.

COMMENT: Here is an excellent and timely idea for sponsors whose business it is to cater to the needs and desires of devotees of this popular summertime sport.

Taxicabs

CALIFORNIA STORY TELLER Not merely because of filial duty do Californians love their native state. Because of its exciting background, no one is more proud or more interested in the dramatic and romantic history of the golden state than its residents.

The YELLOW CAB Co. of San Francisco and Los Angeles employ this affection to good advantage in presenting *The California Story Teller* to San Francisco listeners over KFRC, and to Los Angeles residents over KHJ. Narrated with organ background are thrilling true tales of early California history. Material for these yarns may go as far back as 400 years, or come up to as late as 1915. Each story is a separate chapter in California history.

Commercials emphasize taxicab scrip books. To dispel the idea that taxicabs are to be used only in the case of emergencies or ostentatious splurges, YELLOW CAB turned to radio to get new users for its service. Copy stresses the convenience of cabs for women shoppers, businessmen wanting to get across town in a hurry. *Copy angle:* *the five can ride as cheaply as one* idea.

Unusual feature in actual production: veteran mikeman Ray Lewis does the entire narration, taking all the characters and parts in these stories written by Jeanne McGahey, California authoress. A research staff checks copy for accuracy.

AIR FAX: *First Broadcast:* November 11, 1941.
Broadcast Schedule: Tuesday and Thursday, 9:15-9:30 P.M.
Preceded By: News.
Followed By: News.
Sponsor: Yellow Cab Co.
Station: KHJ, Los Angeles, Cal.; KFRC, San Francisco.
Power: 5,000 watts.
Agency: Rhoades & Davis, San Francisco.

COMMENT: Most taxicab companies have to overcome prejudice over the price of their service. YELLOW CAB has wisely selected a program which will help build goodwill. Commercials which stress the economy and convenience of its service do the rest.

SAMPLE SCRIPT AVAILABLE



SHOWMANSHIP IN ACTION

Those extra promotions and merchandising stunts that lift a program out of the ordinary.

Groceries

GOLDEN LIGHT MONEY MAN The cry of the oldtime junkman, "Any bones, and bottles, any rags today" isn't such a far cry from that of GOLDEN LIGHT COFFEE Co.'s *Money Man* heard five times a week over KFDA, Amarillo, Tex. Cold cash is paid out to club members for such wacky little items as a pen point that scratches, burnt matches, old poker chips or a torn paper bag. Other items called for: a peanut shell, a piece of flypaper, a pear stem and a length of red thread.

Read off each day are the John Henry's of five club members. Each is asked to send in a different item. Whether it is a tack, a broken shoelace, or a cracker crumb, five dollars or five pounds of GOLDEN LIGHT COFFEE goes to each one if the article sent in is postmarked not later than 5:00 P.M. the day following the broadcast. Wacky item must be enclosed in the GOLDEN LIGHT FLAV-O-TAINER package. As consolation to those who missed the broadcast on which their name was used: a form postcard is sent out with instructions to their grocer to give a free pound of GOLDEN LIGHT COFFEE.

To become a member, listener sends in his own name and address. Inclusion of the names of friends automatically makes them members, puts them in the running for *cash for trash*. When the program was first aired, station used music fill-ins. Membership cards now

come in such volume that the program is all talk. Rung in on each broadcast are the names of new members.

Also included on each show: reading of testimonials sent in voluntarily by prospective members. Testimonials now supply most of the commercials on the program.

Special promotion: GOLDEN LIGHT Co. printed display cards for use in grocery stores calling attention to the show. Salesmen were called in to hear the original show so they could plug it in their territory. GOLDEN LIGHT FLAV-O-TAINER COFFEE bags are now stamped with a plug for the radio show.

AIR FAX: KFDA program director Paul McCallister, is the *Golden Light Money Man*. Script is provided by Allen A. Funt Radio Productions, 52 Vanderbilt Ave., New York City. Show is heard in other parts of the country for other sponsors as *Funny Money Man*.

Script may be altered to suit client, time and general needs. Show includes a transcribed theme which Funt Productions send at the outset. *Funny Money Man* may have single or participating sponsorship. Programs may be of any length and used any number of times a week. Minimum contract is for thirteen weeks, although one week tests are accepted.

First Broadcast: October 1, 1941.

Broadcast Schedule: Monday through Friday, 9:30-9:45 A.M. (CST).

Preceded By: News.

Followed By: Cheerup Gang.

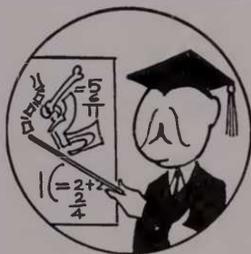
Sponsor: Golden Light Coffee Co.

Station: KFDA, Amarillo, Tex.

Power: 250 watts.

Population: 51,792.

Producer: Allen A. Funt.



COMMENT: Club memberships give the GOLDEN LIGHT COFFEE Co. a valuable mailing list, and promotion through retail outlets creates dealer goodwill. Because the show has a one-man cast taken from the studio staff, it is simple and inexpensive to produce. Here is an entertaining feature which is a natural for the low-budget, local sponsor.

SAMPLE SCRIPT AVAILABLE

Gasolines

MARCH OF VICTORY Lined up solidly behind *March of Victory* before it ever went on the air were citizens of Cleveland, O. *Showmanstunt:* while HICKOK OIL used sundry methods to promote the show, its name was never mentioned. Result was that the WHK program got

off to a whirlwind start with a huge and curious ready-made audience.

A general sales meeting attended by all regional retailers for HIGH SPEED GAS & OIL was the first step in the build-up. Next step was to use newspaper advertisements throughout Northern Ohio. Thousands of broadsides were distributed. HICKOK OIL stations blossomed out with strings of *March of Victory* banners.

Tie-in for the local distributor: pictures of things featured in the day's news are offered over WHK, distributed through the gas stations. Mugged are planes, pillboxes, army insignia, great personalities of the U. S. armed forces, "pineapples" and battleships. Bait is excellent lure for younger listeners, equally good for their parents.

AIR FAX: Designed to answer the much-repeated question of the day, "What are we doing to win the war?" the program features two WHK announcers in discussions of little-known phases of national defense. Scripts tell of progress made in defense industries, in army camps and in research laboratories. Copy is written by a nationally-known writer, who, like the sponsor, is not having his John Henry disclosed.

First Broadcast: January 27, 1942.

Broadcast Schedule: Tuesday and Thursday, 7:30-7:45 P.M.

Preceded By: Mr. Keen.

Followed By: Inside of Sports.

Sponsor: Hickok Oil Co., Toledo, O.

Station: WHK, Cleveland, O.

Power: 5,000 watts.

Population: 1,111,449.

COMMENT: Curiosity may have killed a cat, but it never meant "curtains" for a sponsor who set out to create a ready-made audience for his radio offering. Blitzkrieg methods of this kind embody many of the best elements of showmanship. Dealer tie-in is especially valuable in creating good will, and the huge response to the picture offer indicates that HICKOK OIL is on the right track.

Men's Wear

PLATTERBRAINS Time was, when the family picture album was apt to occupy the place of honor on the parlor table. With the public's interest in recorded

music at a higher point than at any time in the past, the treasured item today is probably an album of popular recordings.

When CRAWFORD CLOTHES, Inc., men's clothiers, cast about for a new radio show, its advertising manager, Jerome Layton, jigsawed the pieces together, came out with a new format. *Platterbrains* listeners are invited to submit questions for this musical quiz program to experts from the musical world. When the musical bigwigs fluff the score, and miss a question, an album of popular recordings of his own choice goes to the person who sent in the stumper.

AIR FAX: Music-master Bob Bach emcees this musical quiz program which tests the knowledge of experts on modern recordings. Program pattern follows that of *Information Please*, with two permanent members and two guests for each performance.

First Broadcast: August 25, 1941.

Broadcast Schedule: Saturday, 7:00-7:45 P.M. (EST).

Preceded By: News.

Followed By: Johannes Steel, news analyst.

Sponsor: Crawford Clothes, Inc.

Station: WMCA, New York City.

Power: 5,000 watts.

COMMENT: While quiz programs still maintain their general popularity, the chief problem for the sponsor is to develop a new angle for what is today one of the public's favorite forms of entertainment. CRAWFORD CLOTHES has put a new twist on a format that has proved successful for a variety of sponsors.

Sporting Goods

SPORTSMAN'S REVIEW How may sponsors of news programs best tie-in their radio offering with their products? For the DAVE COOK SPORTING GOODS STORE, Denver, Col., the answer was the *Sportsman's Review*.

Sponsor's news show heard six times a week by early morning listeners presents up-to-the-minute news of world events. Equally up-to-the-minute is the weekly sportsman's guide. Listeners may write in for free copies, or get them from sponsor.



Where are the fish biting best? What are duck shooting prospects for the week-end? Telegraphic reports from correspondents throughout the Rocky Mountain region bring sponsor the low-down on these, and other questions. Football, baseball, hunting, fishing, skiing, skating and other sports activities are also covered in the eight-page mimeographed merchandising service.

AIR FAX: *First Broadcast:* March 1, 1941.
Broadcast Schedule: Monday through Saturday, 6:45 A.M.
Sponsor: Dave Cook Sporting Goods Co.
Station: KLZ, Denver, Col.
Power: 5,000 watts.
Population: 303,273.
Agency: Max Goldberg.

COMMENT: Newscasts have an advantage in times such as the present because they appeal to all listener types, may be used by almost any business. Sponsor's extra promotion, however, ties-in the show with his particular business.

Drug Products

RADIO THEATRE OF FAMOUS CLASSICS Psychologists, in devising a composite picture of the American people, have included book ownership as a prestige factor. Catch: many of said volumes have uncut pages.

Radio Theatre of Famous Classics, heard over KFRC, San Francisco, Cal., kills two birds with one stone. Famous book classics are dramatized in these half-hour weekly dramatizations sponsored by ASSOCIATED DENTAL SUPPLY CO. for its PARKER DENTAL SYSTEM. *Showmanstunt:* for a small charge to cover handling and postage, listeners receive BOOK LEAGUE OF AMERICA editions of these classics.

AIR FAX: *First Broadcast:* December 2, 1941.
Broadcast Schedule: Sunday, 3:30-4:00 P.M.
Preceded By: Haven Rest.
Followed By: News.
Sponsor: Associated Dental Supply Co.
Station: KFRC, San Francisco, Cal.
Power: 5,000 watts.
Population: 637,212.
Transcription: Kermit-Raymond Corp.
Agency: Theo. H. Segall.

COMMENT: Premium offers generally are an excellent method by which to check on listener pulling power.

DEFENSE BONDS BUY TANKS



The tank is to the Army what the tackle is to the forward line of a football team. It is the "break-through." Head-on, it crashes timber, houses, enemy fortifications. Once it has opened the way, the attacking force follows for the "mopping up."

To match the mechanical might of aggressor nations today, America needs thousands of these tanks. They're rolling off the assembly lines now. They cost real money. Every time you buy an \$18.75 Defense Savings Bond or a 10c Defense Savings Stamp you give your country money enough to buy a vital part for another new tank.



Buy DEFENSE SAVINGS BONDS and STAMPS

AT ALL BANKS, POST OFFICES,
AND SAVINGS AND LOAN
ASSOCIATIONS



SHOWMANSCOOPS

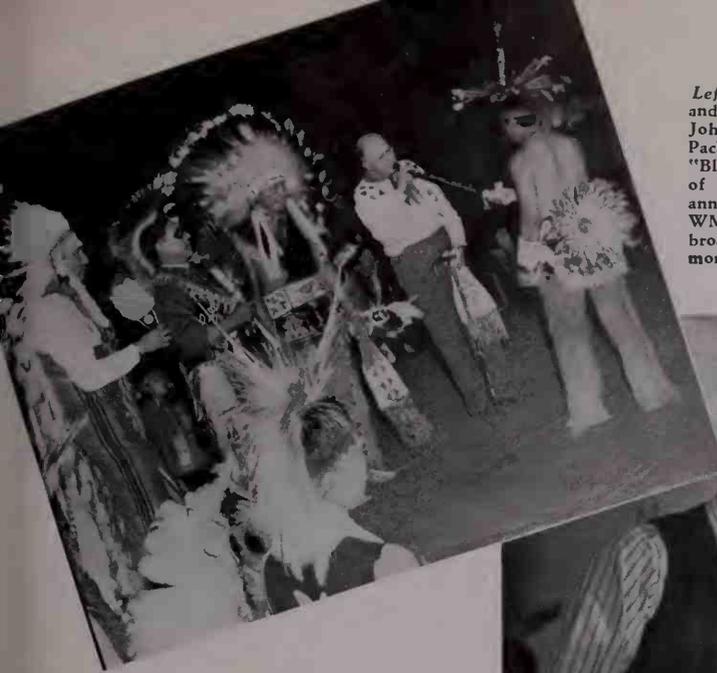
RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by business-men to promote their radio programs. If you wish photographs returned, please include self-addressed, stamped envelope.



Left . . . For three weeks, WOWO, Fort Wayne, Ind., listeners were asked to send in their favorite jokes. *The come-on:* 20 RCA personal camera-type radios, and one \$200 Stromberg-Carlson console radio-phonograph for the best and most suited to radio broadcasting. Stromberg-Carlson prize winner was J. A. Kerns, Waterloo, Ind. Ten personal radios went to the next ten best entries. In all 11 cases, an RCA personal radio was likewise sent to a man in service whose name had been submitted with each entry. Over 2,000 jokes were received. Photo shows, *left to right*, Happy Herb Hayworth, emcee of *Hoosier Housewartin'*; Mr. and Mrs. J. A. Kerns, and Paul Roberts, WOWO-WGL announcer.

Below . . . Recently established to present a greater news service to the community and to inform downtown persons of the latest news, the KMOX News-post is located in a display window of Famous Barr, 7th and Olive streets. Display attracts more than 70,000 spectators a day. Crowds have been so large that several times police have had to untangle traffic. News-post contains a huge visual war map, a United Press teletype machine in operation, a news bulletin board, and direct lines to the KMOX news room.





Left . . . Newest member of the Sac and Fox Indian tribe of Tama, Ia., is John W. Rath, president of the Rath Packing Co., Waterloo, Ia. Induction of "Black Hawk" Rath was the first event of a four-day celebration of the 50th anniversary of the company. KRNT and WMT carried a series of anniversary broadcasts, including the Indian ceremonial.

Center . . . Only KILO, Grand Forks, No. Dak., staff members to raise beards for the Junior Chamber Winter Carnival were (reading from left to right) Bill Walker, Harvey Kees, and George Chance. When the carnival was over, each flipped a coin. Purpose: to see who would get the first shave. Kees lost.



Right . . . Sportcaster Glenn E. Jackson, WLVA, Lynchburg, Va., introduces Metro-Goldwyn-Mayer's Ruth Hussey. Her escort: Bill Dudley, University of Virginia's All-American football hero. The occasion: the world premiere of *The Vanishing Virginian*.





PROOF O' THE PUDDING

Results from radio programs, based on sales, mails, surveys, long runs, the growth of the business itself.

Beverages

ROY HALL AND HIS BLUE RIDGE ENTERTAINERS When the DR. PEPPER BOTTLING Co., Roanoke, Va., and the *Blue Ridge Entertainers* got together, the cork was popped and things began to happen. Sponsor's sales were upped 250 percent over the previous year's volume. Indication that increased volume and mail-pull went hand-in-hand: top mail week in 1941 brought 1,844 letters and postcards.

Special promotion: newspaper stories and pictures are used extensively to promote the broadcast. Roy Hall and the other band boys wear DR. PEPPER emblemed shirts on show dates played six and seven nights weekly in the WDBJ primary and secondary areas.

AIR FAX: Baton wielder Hall dishes up five hillbilly or folk songs, supplemented with one Hammond number. Six men play the show.

First Broadcast: August 5, 1940.

Broadcast Schedule: Monday through Friday, 12:30-12:45 P.M.

Preceded By: Big Sister.

Followed By: Farm Broadcast.

Sponsor: Dr. Pepper Bottling Co.

Station: WDBJ, Roanoke, Va.

Power: 5,000 watts.

Population: 69,287.

COMMENT: That "hillbilly" songs are still prime public favorites is indicated by the success of this show. A 250% business increase in a single year tells its own story. Often, the sponsor selects a program based on his own personal preference, passes up a "hillbilly" program for that reason. In buying radio, it is good judgment to seek the opinions of the people who normally buy your prod-

uct. The girl out in your office may be typical of your women customers. In that case, her opinion may be wiser than yours.

Finance

HIGH NOON AND TIME FOR NEWS When war strikes, civilians turn to pin-dotted maps to help them follow the course of battle. As the theatres of conflict change, maps make intelligible the location of foreign cities, rivers and mountains. To WSPD listeners of its *High Noon and Time for the News* program, the FIRST FEDERAL SAVINGS & LOAN ASSOCIATION, Toledo, O., offered such a map.

Sponsor's offer: ten cents in coin to pay for mailing and handling charges of a war news map. To the psychological *stimulus* came a very real *response*; 5,000 maps were sent to listeners in a two weeks' period.

AIR FAX: Sponsor advertises savings, loans and investments on its quarter-hour daily newscast. Studio announcer introduces the show, then cues it to newscaster Jim Uebelhart, who opens with a news story. Program continues with national news to the close. Studio announcer reads the last commercial and program signature. Surveys indicate that this show is the most listened to daytime news program in the North-western Ohio-Southern Michigan area.

First Broadcast: January 8, 1940.

Broadcast Schedule: Daily, 12:00-12:15 P.M.

Preceded By: David Harum.

Followed By: Music.

Sponsor: First Federal Savings & Loan Ass'n.

Station: WSPD, Toledo, O.

Power: 5,000 watts.

Population: 320,484.

COMMENT: As a check on listener appeal and for that *extra* promotion which helps put a show across, premium offers of this kind serve a very valuable purpose. Program format outlined above is especially interesting in that while it has been in effect for two years, it fits the most recent NAB Code Committee's *News Control Suggestions*.

Home Furnishings

DINNER DANCE Confronted with a modern painting, Mr. John Q. Citizen is apt to make one stock answer; he doesn't know anything about art, but he knows what he likes. That music listeners also know what they like is the experience of

sponsors of this participating program heard over KGFF, Shawnee, Okla.

Show consists of recorded and transcribed musical selections requested by listeners. Mail count runs up near the 1,000 mark every month. Note: even before government censorship regulations went into effect, no requests were taken by telephone.

AIR FAX: Sponsorship is on a participating basis. Between-the-record chatter is carried on by emcee Frank Jackson.

First Broadcast: April 28, 1941.

Broadcast Schedule: Monday through Saturday, 6:00-7:00 P.M. (CST).

Preceded By: The Organ Grinder.

Followed By: News.

Sponsor: Marquis Furniture Co.; Kib Warren's Department-Hardware Store; Rock Island Shoe Shop; Coffey Drug Co.; Oklahoma Electrical Supply Co.; Okay Dairy Co., others.

Station: KGFF, Shawnee, Okla.

Power: 250 watts.

Population: 23,283.

COMMENT: A mail request show provides sponsors with an invaluable mailing list. Valuable feature of a show of this kind: it may be adapted to almost any budget. Since requests are staggered, show meets censorship regulations.

Lumber Yards

FOR MEN ONLY Proud fathers heralding a blessed event aren't the only ones to pass out the stogies. Cigars are also passed out by the LEWISTON LUMBER Co., and co-sponsor, the BILL DAVIS SMOKE SHOP. Recipients are those of four to six men who answer correctly questions asked on the WCOU weekly telephone quiz. Questions used on this feature that are sent in by listeners also rate cigars.

Sponsor ventured on to the air-waves with this show on April 15 for a four-week period. Still passing out his favorite Havanas is Alcide Morin, manager of the LEWISTON LUMBER Co.

AIR FAX: Names and telephone numbers are picked at random from the Lewiston-Auburn telephone directory. Questions on current events range from the war to local sports.

First Broadcast: April 15, 1941.

Broadcast Schedule: Tuesday, 6:30-6:45 P.M. (EST).

Preceded By: Sports Roundup.

Followed By: Reggie Rides Again.

Sponsor: Lewiston Lumber Co.; Bill Davis Smoke Shop.

Station: WCOU, Lewiston, Ma.

Power: 250 watts.

Population: 147,169.

COMMENT: Listener surveys still show the quiz program high up among the public's favorites. Not alike as two peas in a pod are the various deviations from the quiz program formula. Some variant of this type of entertainment can be successfully worked out for almost any sponsor.

Men's Wear

GOOD NEWS The old saw to the contrary, *no news was not good news* to STUCKEY's, men's clothiers in Rockford, Ill. *Good News* was better news to the sponsor whose original thought was to air the five-minute program over WROK as a pre-Christmas sales builder. So competent a builder was this news feature that STUCKEY's has taken on sponsorship for one year.

STUCKEY's wanted a radio campaign to fit into a limited budget. This five-minute program of cheerful, optimistic and humorous items in the news of the day fitted the budget. Results from the pre-Christmas test airing proved to store manager, Edward J. Stuckey, that *Good News* also fitted STUCKEY's.

Included on each program: a salute to a local person who has contributed to civic progress. Feature of this good will builder angle: the day before the broadcast sponsor notifies each person to be saluted.

AIR FAX: Source of copy is the United Press Daily *Chuckle Feature* and local news facilities. Prior to dress-up seasons and the advent of new styles and clothes, broadcast is heard five times a week. During off-months, show is aired three times a week.

First Broadcast: December 1, 1941.

Broadcast Schedule: Monday through Friday, 6:45-6:50 P.M.

Preceded By: Sports Review.

Followed By: Dinner Music.

Sponsor: Stuckey's.

Station: WROK, Rockford, Ill.

Power: 1,000 watts.

Population: 100,179.

Producer: United Press.

COMMENT: That a program need not be pretentious to be effective is indicated by the experience of this sponsor. As a means of creating good will, the salute to civic leaders is an excellent showmanship device. The special features submitted by news services are a reservoir of good program ideas.

SAMPLE SCRIPT AVAILABLE

WHAT THE PROGRAM DID FOR ME



This is the businessman's own department. Radio advertisers are invited to exchange results and reactions of radio programs for their mutual benefit. Address all letters to *What the Program Did for Me*, Radio Showmanship, 11th at Glenwood, Minneapolis, Minn.

Automobiles (Used)

SPORTS ROUND-UP "The *Sports Round-Up* show material is obtained from two sources. *Heartbeats in Sport Headlines* is a Mac Davis syndicated article. The second source is the regular sports news carried on the UNITED PRESS wire.

"There are two commercials on each program. The first immediately precedes the *Heartbeats* story, and an attempt is made to tie-in local sports items with a lead-in to the commercial.

"With this transition, the first commercial proceeds into an institutional theme in which certain definite points are included each day. The order of their mention is altered in order to achieve variety.

"Immediately following the *Heartbeats* feature is the second commercial which starts cold. A daily special is listed in this commercial, giving the year, make, model and price, together with a thumbnail description of the car. The license number and the description is repeated again with the close.

"While this program goes on the air at 6:15 P.M., a news program goes on for the same client at 7:45 P.M. In this way, both current events and sports news are covered daily.

"The program evidently has a great deal of listener appeal as evidenced by the fact that prospective customers frequently mention the program, and we often receive mail asking for copies of the *Heartbeats* feature."

STEVE KENT

Account Executive

*Milton Weinberg Advertising Co.
Los Angeles, Cal.*

AIR FAX: A behind-the-scenes slant on current sports news, with personality and human interest stories predominating, is offered by veteran radio reporter Pat Bishop.

First Broadcast: May 26, 1941.

Broadcast Schedule: Monday through Friday, 6:15-6:30 P.M.; Saturday, 5:15-5:30 P.M.

Preceded By: Monday through Friday, *Adventures in Hollywood*; Saturday, *Orchestra*.

Followed By: Monday, *For America We Sing*; Tuesday, *Concert*; Wednesday, *Penthouse Party*; Thursday, *Talk*; Friday, *Michael and Kitty*; Saturday, *Boy Meets Band*.

Sponsor: Kelley Kar Co., for used cars.

Station: KECA, Los Angeles, Cal.

Power: 5,000 watts.

Population: 1,497,074.

Agency: Milton Weinberg.

Producer: Mac Davis, Sunnyside, L. I.

COMMENT: Time was when the essence of the American way of life was contained in the phrase, "Two cars for every garage." War has changed all that. For the urban worker with a suburban home, today's headache is to obtain a jalopy which will survive for the duration. Since most car purchases are made by the man of the family, KELLEY KAR'S *Sports Round-Up* is an excellent sales builder.

Men's Wear

YANDT'S SPORT SLANTS "We don't know when we'll be back in business, but we know very well that when we *are* in position to serve our regular customers, we will benefit by having kept our name in front of them. It's even more important to us to keep them conscious of the YANDT firm when we're *not* in position to serve them than when we are. Regardless of how long it is before we re-open our store, we intend to stay right on the air, reminding customers and potential customers daily that YANDT MEN'S WEAR is *the* store for men and for women who buy for men. Only through radio can we maintain the *personal* con-

tact that will enable us to hold our customers."

MAX YANDT
Yandt's Men's Wear
Missoula, Mont.

AIR FAX: On New Year's Day, fire destroyed the building housing Yandt's Men's Wear, Missoula, Mont. Stock was damaged and turned over to an insurance firm for salvage. Plans for reopening are still indefinite, yet the firm continues on the air with its regular five-minute daily sports program.
First Broadcast: September, 1934.
Broadcast Schedule: Monday through Saturday, 6:30-6:35 P.M.
Preceded By: News.
Followed By: Music.
Sponsor: Yandt's Men's Wear.
Station: KGVO, Missoula, Mont.
Power: 5,000 watts (d).
Population: 18,512.

COMMENT: Here is a shining example for advertisers who say, "There's no use to advertise now, we can't get merchandise to supply the demands we already have." (For complete story, see *January, 1941, p. 7.*)

Insurance

WEEK-END BUSINESS REVIEW "We take this opportunity to express our appreciation for the interesting yet dignified manner in which *Week-End Business Review* has been presented. The response has exceeded our most optimistic expectations. We believe that we have discovered through this medium, a means of rendering another service to our clientele."

W. M. DANIEL, JR.

Querbes & Bourquin Insurance Service
Shreveport, La.

AIR FAX: Movements of retail trade, steel output and various other sundry items on the nation's economic setup are reviewed in this 5-minute United Press radio presentation. Sponsor plans to continue the program indefinitely. *Reason:* after one broadcast, QUERBES & BOURQUIN sold a \$5,000 policy, two or three smaller ones.
First Broadcast: June 15, 1941.
Broadcast Schedule: Sunday, 2:10-2:15 P.M.
Preceded By: Orchids to You.
Followed By: H. V. Kaltenborn.
Sponsor: Querbes & Bourquin.
Station: KTBS, Shreveport, La.
Power: 1,000 watts.
Population: 82,162.
Producer: United Press.

COMMENT: While in other times a program of this kind might be of interest primarily to the business man, the present emergency gives such a show almost universal appeal.

FOR MEN

Recommended for men because they were especially designed for men are the following tested radio shows and transcribed series which have been reviewed in previous issues of RADIO SHOWMANSHIP. They are listed by the title of the article that appeared in SHOWMANSHIP.

- THE ABC OF SPORTS*, Sept., 1940, p. 24.
THE FARMER'S ALMANAC, Oct., 1940, p. 71.
TEN PIN TIME, Oct., 1940, p. 70.
THE SPORTS EDITION, Oct., 1940, p. 68.
WADHAM'S FOOTBALL BROADCAST, Oct., 1940, pp. 64, 70.
HOT OFF THE GRIDIRON, Oct., 1940, p. 63.
SPORTS SPOTLIGHT, Nov., 1940, p. 89.
SPORTS FLASH, Nov., 1940, p. 113.
TRUE STORIES OF THE N. Y. STATE POLICE, Dec., 1940, p. 155.
FIGHT BROADCASTS, Jan., 1941, p. 27.
YANDT'S SPORTS SLANTS, Jan., 1941, p. 7.
WHO GOLDEN GLOVES TOURNAMENT, Feb., 1941, p. 75.
POPULAR PLAYERS POLL, Feb., 1941, p. 54.
PIN PATER, Mar.-Apr., 1941, p. 114.
YOU'RE THE PLAYER, Mar.-Apr., 1941, p. 104.
FISHERMAN'S CORNER, May, 1941, p. 150.
THE WHOPPER CLUB, May, 1941, p. 149.
A CAVALCADE OF FREE ENTERPRISE, May, 1941, p. 143.
ALLEY DUST, June, 1941, p. 177.
PIGSKIN PREVIEW, Ju., 1941, p. 222.
TRADER FRED, Ju., 1941, p. 219.
TOUCHDOWN TIPS, Ju., 1941, p. 218.
GASOLINE SALES THRU THE AIR, Ju., 1941, p. 199.
B-C SPORTS REVIEW, Aug., 1941, p. 258.
MODERN HOME IDEAS, Aug., 1941, p. 258.
FOOTBALL FORECAST, Aug., 1941, p. 257.
SPORTS MIRROR, Aug., 1941, p. 256.
CAPTAINS OF INDUSTRY, Sept., 1941, p. 280.
DR. FIXIT, Nov., 1941, p. 360.
FEED LOT QUESTION BOX, Nov., 1941, p. 358.
ATTACK FROM THE AIR, Nov., 1941, p. 350.
THIS WILL HAPPEN, Dec., 1941, p. 399.
TOUCHDOWN PARADE, Dec., 1941, p. 397.
HOW TO GET AHEAD, Dec., 1941, p. 394.
FAMOUS FATHERS, Jan., 1942, p. 21.
STRIKES AND SPARES, Jan., 1942, p. 24.
FACE OF THE WAR, Feb., 1942, p. 50.
SPEAKING OF SPORTS, Mar., 1942, p. 102.



JOHNNY ON THE SPOT

CAPSULE DIRECTORY OF SPOT ANNOUNCEMENT PRODUCERS . . .

WALTER BIDDICK CO.
*568 Chamber of Commerce Bldg.
Los Angeles, Cal.*

DRAMATIZED SPOTS These low cost dramatized transcriptions take only one minute of station time, one-half for the skit, the balance for live commercial tie-in. *Cost: \$26 for 26½-minute recorded skits.* Single series are available for credit merchants for women's wear, men's wear, furniture, furriers and auto loan companies. For credit jewelers, loan companies, dry cleaners and laundries there are two separate series. Three sets are available for bakeries and optometrists.

G. C. BIRD & ASSOCIATES
*1745 No. Gramercy Place
Hollywood, Cal.*

DRAMALET SPOTS Twenty dramatized transcribed skits designed for sponsorship by such specific accounts as: shoes, opticians, jewelers, loan companies, clothiers, others. Each 30-second dramalet is ended with a cue line so that the sponsor's 30-second story may be tied-in by station announcer.

HARRY S. GOODMAN RADIO PRODUCTIONS
*19 East 53 St. at Madison Ave.
New York City*

SINGING SPOTS Thirty 1-minute singing spots available to credit clothiers, auto loan companies, furniture, furriers, jewelry dealers, and opticians. *Cost: \$75.*

TRUE IN ANY LANGUAGE A series of 30 1-minute custom-built spots for retail jewelers. Spots are written in the lesser known and more startling foreign languages, including such lingual curiosities as Icelandic, Gypsy, and Persian. Idea is to attract the attention of the listeners by the weird quality of the announcements. *Cost: \$75.*

SUPERSTITION SPOTS Dramatized are the origin of superstitions. May be used for any class of business. Producer furnishes the commercial tie-ins and suggested announcements.

1-MINUTE DRAMATIZED SPOTS A series of 26 available for opticians, jewelers, beauty parlors and personal loan companies. *Cost: from \$26 to \$39, depending upon the size of the city.*

KASPER-GORDON, INC.
*140 Boylston St.
Boston, Mass.*

JEWELRY JINGLES There are 30 *Jewelry Jingles* in the series. Each spot runs about 35 seconds, are written in rhyme set to a musical background. *Jingles* are sold outright to sponsors at low syndicated prices for exclusive use over the radio station. Prices are based upon population of sponsor's city. Delivered are transcriptions, copies of the actual working scripts, and suggested closing commercials.

TODAY'S FUR FACT Fur authority Walter J. Horvath is presented in a new series of transcribed radio announcements for the promotion of fur storage, cleaning, glazing, repairing and remodeling. Series includes 26 announcements exclusive to one store in a city. Each spot runs about 30 seconds. Sponsor adds own store message to complete a 1-minute announcement. Population of market determines prices.

BREAD TIME STORIES Series consists of 30 ½-minute spots. Closing commercial runs for an additional 30 seconds to complete a 1-minute announcement. Bakers are offered the series on the basis of exclusive rights in their cities.

CLOTHES HARMONY TWINS A series of 30 ½-minute spots for clothiers, men, women or both, cash business or credit. Spots combine music and comedy.

HOUSEWIFE'S FRIEND Available to laundries is this series of 30 ½-minute spots. Sponsor has the right to repeat as often as desired in one city over the same station.

SEEING IS BELIEVING Planned to create business either for opticians or optometrists, this series of 30 ½-minute spots stresses the preservation and care of eyesight.

FUR STORAGE SHORTS 26 ½-minute spots featuring dramatic situations, each one different and unusual. All music used is original.

**CHARLES MICHELSON RADIO
TRANSCRIPTIONS**
*67 West 44th St.
New York City*

DRAMATIZED SPOTS Dramatic spots with all-family appeal available in series of 26 1-minute spots. *Cost: \$26. Number of episodes ready: 78 for credit clothiers and bakeries; 52 for credit jewelers, credit optometrists, loan companies, laundries, and used car dealers.* For credit furriers, credit furniture dealers, and dry cleaners there are 26 available.

**STANDARD RADIO ELECTRICAL
TRANSCRIPTIONS**
*360 No. Michigan Ave.
Chicago, Ill.*

SPOT-ADS For the exclusive use of radio stations subscribing to *Standard Program Library Service* (musical transcriptions), a series of four dramatized *Spot-Ads* are available. Four groups include used car dealers, clothiers, furniture and jewelers.

TRANSCRIBED RADIO SHOW, INC.
*2 West 47th St.
New York City*

HALF-MINUTE SKITS 78 credit jewelry dramatizations and 54 optical dramatizations are available.



NEXT MONTH

LEONARD M. SIVE, of the JOSEPH ADVERTISING AGENCY, Cincinnati, O., tells how the DOT FOOD STORES met the censorship regulations. What came in when the man-on-the-street went out? SHOWMANSHIP presents a collection of successful ideas. You'll find all the facts in *Sponsor Meets the Censor*.

CHARLES SIMON, owner of COUSINS JEWELRY STORES, Chicago, Ill., describes a successful three-year radio selling plan over WIND. "Don't shout! Speak softly but carry a big program," is his advice on how to win friends, influence customers. *Invitation to Confidence* is another way to put it.

HARRY DENNE WOLFE, BUREAU OF BUSINESS RESEARCH Director, Kent State University, Kent, O. presents conclusions reached on the basis of 1,256 interviews with middle-income housewives in Northeastern Ohio urban and farm homes. Survey highlight: radio influences more purchases of listed articles than either magazines or newspapers.



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